

# PEER TO PEER REIMAGINED

December 8-10, 2020

Presented by  CALIFORNIA  
WATER EFFICIENCY  
PARTNERSHIP

## DAY ONE: WATER EFFICIENCY IN 2020 AND BEYOND DECEMBER 8, 2020

**9:00 AM – 9:20 AM**

### **WELCOME TO PEER TO PEER REIMAGINED**

Greg Bundesen, CalWEP Board Chair  
Tia Lebherz, CalWEP Executive Director, External Affairs

**9:20 AM – 10:40 AM**

### **THE STATE OF WATER USE EFFICIENCY IN CALIFORNIA AND THE NATION**

From implementation of California's new efficiency legislation, SB 606/ AB 1668, to Governor Newsom's Water Resilient Portfolio, to potential threats on WaterSense and standards on the national level, this session will dig in to these major issues and feature top experts.

Greg Bundesen, CalWEP Board Chair (moderator)  
E. Joaquin Esquivel, Chair, State Water Resources Control Board  
Karla Nemeth, Director, Department of Water Resources  
Heather Cooley, Director of Research, Pacific institute  
Mary Ann Dickinson, President and CEO, Alliance for Water Efficiency

**10:50 AM – 12:00 PM**

### **EMBRACING CHANGE AND TRANSFORMATION: LOOKING BACK ON THE EVENTS OF 2020**

2020 was unlike anything we could have imaged, from COVID 19 shutting down business as usual, to social uprisings highlighting inequalities in our country. Hear perspectives from professionals representing various segments of water conservation on how this pivotal year has fundamentally changed operations, how we've all learned to adapt, and the new challenges and opportunities that have arisen out of a global pandemic.

Kristeen Farlow, San Bernardino Valley Municipal Water District (moderator)  
Sarah Heitzman, Chief Revenue & Strategy Officer, Rachio  
Stephanie Corso, Co-Founder, Rogue Water Lab  
Joone Lopez, General Manager, Moulton Niguel Water District  
Tia Lebherz, Executive Director External Affairs, CalWEP

# CHOOSE YOUR OWN ADVENTURE WORKSHOPS - DAY 1

## 1:00-2:00pm

### **Virtual Residential Water Audits**

The workshop will discuss how to conduct a virtual residential water audit. The experts at WaterWise Consulting will briefly discuss the indoor and outdoor process of a virtual audit and demonstrate strategies through case studies currently underway across the state. It will also touch on marketing these audits to your customers.

### **Education and the Future**

How do we educate future water providers, technicians, operators, managers, etc.? What topics are the most important? Do we just focus on the current topic or do we become proactive and think about what is down the road? Join this roundtable discussion to hear from educators and those leading the way on this critical issue.

### **Humanizing Digital Engagement**

Join Rogue Water Lab Co-Directors and creators of the “Water in Real Life” podcast for a session focused on how we can authentically connect with customers digitally. From social media strategies to messaging that resonates, this session will provide attendees with tools and tips for meaningful engagement in a now fully virtual world.

## 2:15-3:30pm

### **Building Connections and Sharing Experiences with Fellow CalWEP Members**

Join CalWEP members working in similar spaces to share challenges and opportunities, explore collaboration, and discuss how CalWEP can play a supportive role.

- Wholesalers Roundtable
- Municipal Water Departments Roundtable
- Special District Roundtable
- Business Member Roundtable

### **Federal Advocacy Wrap-Up and Looking Forward**

Join Mary Ann Dickinson as she takes a deeper dive into what happened on the national level in 2020. From threats to WaterSense standards and definitions to the ongoing campaign to make water efficiency rebates tax exempt, Mary Ann will review where AWE’s efforts stand and offer some predictions as to what we can expect moving forward.

### **MyCalWEP+ Direct Distribution Pilots**

CalWEP is expanding our programs to offer opportunities to tap into innovative tools and products. Join CalWEP and the two selected companies for smart irrigation controller and whole home flow monitoring devices to learn more about these programs and how they can help water agencies and their customers save water.

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## DAY TWO: THE FRAMEWORK DECEMBER 9, 2020

**9:00 AM – 9:20 AM**      **WELCOME & DAY 1 REFLECTIONS**

**9:20AM – 10:40 AM**      **FOCUS ON WATER LOSS**

In partnership with CA-NV AWWA, this session will review the most up-to-the-minute information about water loss regulations. We'll then play our favorite P2P game: *Controversial Statements!* We pose statements the panelist have to agree or disagree with and defend their positions. Then the audience gets a chance to weight in via polling and the chat box.

Amy Talbot, Regional Water Authority  
Sue Mosberg, CA- NV AWWA  
Kate Gasner, Water System Optimizations  
Max Gomberg, State Water Resources Control Board

**10:50 AM – 12:00 PM**      **FOCUS ON THE OUTDOOR OBJECTIVE**

What data is DWR providing to water agencies and how did they come up with it? How will agencies engage with the verification portal? How can agencies use this data to develop their programs? This session will dive into the outdoor objective and include spotlights on how agencies can use landscape budgets to drive efficiency programs.

Claire Nordlie, City of Santa Rosa (moderator)  
Jaz Molloy, Eagle Aerial  
Charles Bohlig, East Bay Municipal Utility District  
Rob Whipple, Western Municipal Water District  
Ken Jenkins, California Water Services

# CHOOSE YOUR OWN ADVENTURE WORKSHOPS - DAY 2

## 1:00-2:00pm

### **AWWA V6 Water Audit Software Training**

AWWA released its most recent version of its free software that provides guidance on loss control planning based on the credibility of the data and the measure of losses displayed by the water audit. Join Will Jernigan from Cavanaugh for this one-hour training.

### **What's Up with Residential End Use Studies?**

Recently, DWR conducted several residential end use studies to help inform the framework's indoor objective. After deploying an array of strategies with several agencies, we'll hear from DWR and discuss how these studies were designed and (hopefully) dig into some of the findings with state and local insights.

### **State Legislation Commercial BMPs and Legislative Requirements Discussion**

Join our interactive and engaging workshop for a dynamic discussion of Commercial, Industrial, and Institutional (CII) BMPs. We will discuss what's working, what's changed, long and short-term efforts, staffing, funding, and the coming performance measure legislation. We will kick off with several interesting case studies and emerging technologies, discuss the upcoming regulations, and wrap up with a lively Peer-to-Peer discussion that will be used to support stakeholder feedback to AB 1668!

## 2:15-3:30pm

### **WaterView™ Early Adopters Report Back and Scenario Planning**

WaterView™ portal, developed by Eagle Aerial Solutions, is a custom designed tool to help water professionals meet the efficiency and allocation requirements established under the new long term California water conservation legislation, SB606 & AB1668. This session will bring some of the early adopters of this new platform together to discuss their experience with the tool and explore how their allocations might be impacted by the ET factor in the outdoor objective.

### **Customer-Side Leak Detection: Increasing Utility and Customer Access to Real-Time Water Data**

This will be a panel discussion about using emerging strategies for customer leak detection including leveraging AMI technologies and/or leak detection devices and software. Each panelist will bring a unique perspective from their leak detection experience. From partial AMI systems with WaterSmart Software's customer portal, to full system rollout with years of customer leak interaction, to companies sharing their experiences working with agencies to help identify and notify customers about leaks - this session will have something for everybody interested in customer-side leak detection.

### **Introduction to the AWE Tracking Tool**

Join Mary Ann Dickinson from the Alliance for Water Efficiency for an overview of AWE's Tracking Tool. The tracking tool helps agencies assess their water conservation programs and explore how they can meet their water saving goals. Bill will walk through the basic functionality of the tracking tool, the recently expanded library, and discuss the work currently underway to align the tool with SB 606 /AB 1668 implementation!

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## DAY THREE: THE MULTIPLE BENEFITS OF WATER CONSERVATION DECEMBER 10, 2020

9:00 AM – 9:45 AM

### COFFEE & CONVERSATION: MULTIPLE BENEFITS OF WATER CONSERVATION

Every day CalWEP members across the state work to maximize water conservation and efficiency, but by narrowly focusing on the water saving potential of any conservation management strategy, agencies miss an opportunity to account for the additional performance objectives they are helping to support; objectives like storm water control and flood management, water quality protection, equity and affordability and energy reduction. Focusing on these benefits can open opportunities for funding, community partnerships, and more. Grab a cup of coffee and start your morning off with a moderated conversation with two leading experts on this topic.

Lisa Cuellar, CalWEP (moderator)  
Sarah Diringer, Pacific Institute  
Mike Antos, Stantec

9:45 AM – 10:00 AM

### ANNOUNCEMENTS

10:00 AM – 10:30 AM

### BREAK

10:30 AM – 12:00 PM

### MULTIPLE BENEFITS IN ACTION: BREAKING DOWN SILOS

So...where do we start? How can water conservation staff generate buy in to develop programs outside our WUE bubble? We'll hear from experts who have experience developing programs that build partnerships with organizations and businesses, reach new customers, and integrate an equity lens.

Lisa Cuellar, CalWEP (moderator)  
Sonali Abraham, Pacific Institute  
Stephanie Gaines, San Diego County, Watershed Protection Program  
Rosy Jenks, Brown & Caldwell

### AFTER THE WORKSHOPS: RAFFLE WINNERS ANNOUNCED & CHEERS TO PEER TO PEER

Hop back on the webinar to hear who won Peer to Peer's raffle! Bring a beer, wine or bubbly water to cheers to the end of 2020. Virtual receptions are never as good as we want them to be but we'll try our best.

# CHOOSE YOUR OWN ADVENTURE WORKSHOPS - DAY 3

**1:00-2:00pm**

## **Stackable Incentives: Co-Funding Water Customer Programs**

Dive into ongoing research with the Pacific Institute as they develop new tools to better help water managers connect and identify opportunities to co-fund incentive programs across departments and sectors.

## **California's Gold: Promoting CA Natives and Sustainable Landscapes**

The Calscape Nursery Program seeks to increase the amount of California native plants available at nurseries, as well as generate demand amongst consumers for CA natives. In partnership with Metropolitan, the California Native Plant Society, and 15 local water agencies in the Orange County and Long Beach areas, Moulton Niguel has developed a full branding campaign for California native plants, as well as training materials for nursery professionals and digital and print marketing materials. We would love to be able to share more details about this program and opportunities for other water agencies to adopt/adapt it to their own regions.

## **Water and Energy Utilities Join Together for Conservation in Low Income Households**

The California Public Utilities Commission has directed all Investor-Owned Utilities, such as Pacific Gas and Electric and SoCal Gas, to develop partnerships with large water wholesalers and retailers to establish collaborative programs that will assist in water conservation and other measures that have inherent embedded energy savings. This panel session will explore several agencies' experience with these programs.

**2:15-3:30pm**

## **AWE's Water Conservation and Affordability Assessment**

The Alliance for Water Efficiency recently released the report, *An Assessment of Water Affordability and Conservation Potential in Detroit, Michigan*, which evaluates water affordability and water conservation potential at the census tract level. A similar study is now underway in California. Water affordability is an incredibly important issue, and the Alliance for Water Efficiency is dedicated to advancing the conversation by applying and evaluating measures of affordability and quantifying the benefits of water conservation. Through its efforts, AWE aims to better understand and define the problem, and work toward solutions to help communities that are disproportionately impacted by water and sewer bills. This session will also include a discussion among participants about this critical issue.

## **Demystifying Grant Funding**

How do we fund conservation programs? What are strategies for securing funding from the state and federal government? How can agencies work together to identify and apply for opportunities? Are there creative solutions to this challenge that can be shared across the state? How do we overcome stumbling blocks like reporting, what help is out there?

## **Building Community Partnerships: Roundtable Discussion**

Following up on conversations at previous Peer to Peer events, join this workshop to have a roundtable discussion about how to work with local community partners. More info coming soon!