



## DAY ONE PLENARY SESSION JUNE 2, 2021

**9:00 AM – 9:30 AM**

### **WELCOME TO PEER TO PEER 2021**

Justin Finch, CalWEP Board Chair  
Tia Lebherz, CalWEP Executive Director, External Affairs  
Sarah Foley, CalWEP Executive Director, Operations

**9:30 AM – 10:15 AM**

### **COFFEE AND CONVERSATION WITH MARY ANN DICKINSON AND RON BURKE**

Former Alliance for Water Efficiency President and CEO Mary Ann Dickinson will sit down for a conversation with the new CEO Ron Burke to discuss the history of the movement to maximize water efficiency in the United States and their vision for the future.

**10:15 AM - 10:30 AM**

### **BREAK**

**10:30 AM - 11:45 AM**

### **CONTROVERSIAL STATEMENTS: MAKING WATER CONSERVATION A WAY OF LIFE**

CalWEP will bring back its highly acclaimed “Controversial Statements” session to discuss the rulemaking and implementation of SB 606/AB 1668 and its impact on water agencies. This session will discuss new proposed legislation to lower the indoor GPCD standard and review how the outdoor landscape area measurement and water loss standards have been developed. It will also touch on CII performance measures and dedicated irrigation meter management.

Terrence McCarthy, L.A. Department of Water and Power (moderator)  
Tracy Quinn, Natural Resource Defence Council  
Fiona Sanchez, Irvine Ranch Water District  
Chris Dundon, Contra Costa Water District  
*Additional Panelist TBA*

# CHOOSE YOUR OWN ADVENTURE WORKSHOPS - DAY 1

## 1:00-2:00pm

### **School "Greening" - Overcoming Barriers and Launching Successful Programs**

What are barriers for schools (K-12 mostly) to participate in water efficiency upgrade incentive programs? What projects have been implemented successfully? What guidance is available for school administrators and maintenance staff. Case studies are provided based on work done for Metropolitan Water District by Council for Watershed Health.

### **What's Working in Water Loss Control?**

With final performance regulations regarding water loss coming down from the state, we'll turn to the more practical and fun questions of how any one agency effectively tackles their leakage. This session will engage with agencies that have encountered programs, technologies, approaches and analysis that have worked to advance their system's performance or insight.

### **Don't Throw Away That Old Irrigation Controller!**

What happens to the irrigation controllers when they reach their end of life or are being upgraded? In most cases they end up being thrown in the landfill causing environmental issues. The electronic waste (E-Waste) industry has been around for decades and deals with the recycling of electronic components. This presentation will share a unique approach by an irrigation manufacturer who has found a responsible way to deal with discarded irrigation controllers preventing them from ending up in the landfill while partnering with a leading E-Waste company who employs people with disabilities to de-construct and recycle the equipment.

## 2:15-3:30pm

### **IRWD's Meter to Parcel Project**

Irvine Ranch Water District (IRWD) completed the Meter to Parcel Project to improve the accuracy of the District's measurement data pertaining to irrigated landscape areas, to integrate aerial imagery with assessor parcels and meter locations, and to improve the District's understanding of irrigated areas within its service area. Incredibly, the District has completed mapping irrigation boundaries of over 100,000 meters.

### **AMI Session: Tips & Tricks for Leveraging Your Data**

The City of Santa Rosa recently completed the installation of their AMI system. For the past year, the Water Use Efficiency (WUE) team has been using the hourly usage data to target customers with continuous use, resulting in tremendous water savings, appreciative customers, and multiple benefits that weren't anticipated. Members of the WUE team will discuss this exciting new work, highlighting case studies and unforeseen opportunities. Additional panelists TBA.

### **Landscape Area Measurement: Office Hours with Eagle Aerial**

Drop in to this session with any and all questions you may have about your Landscape Area Measurement data. Experts from the Eagle Aerial team will be standing by to help workshop problems and help CalWEP members get their review process completed by the June 30th deadline.

# IMPLEMENTATION GUIDES SPECIAL PROGRAM TRACK

## **Join CalWEP and Maddaus Water Management for a special four-part training for new water conservation staff members**

Leveraging CalWEP's new Implementation Guides, this series will explore our top tips and tricks for getting your programs off the ground and highlight real-world application through CalWEP member examples. These sessions will run concurrently with the other "Choose Your Own Adventure" workshops. Attendees will be able to opt-in to any or all of these sessions.

### **Day one workshops will cover:**

- Utility Operations from 1:00-2:00pm
- Commercial, Industrial, and Institutional from 2:15-3:30pm

### **Day two workshops will cover:**

- Landscape Programs from 1:00-2:00pm
- Residential Programs from 2:15-3:30pm

*More details coming soon!*

Check out CalWEP's implementation guides at [calwep.org/guide](https://calwep.org/guide)



## DAY TWO PLENARY SESSION JUNE 3, 2021

9:00 AM – 9:15 AM

### WELCOME & DAY 1 REFLECTIONS

9:15 AM – 10:00 AM

### CALIFORNIA CLIMATE TRENDS: DROUGHT, FLOODS, AND FIRES

Join Dr. Daniel Swain, founder of Weather West, for an informative talk on the changing character, causes, and impacts of extreme weather and climate events on a warming planet—with a particular focus on the physical processes leading to droughts, floods, and wildfires.

10:00 AM - 10:30 AM

### WHAT'S THE CHATTER ON WATER: MEDIA ANALYSIS

What are the big water stories in the media shaping how agency customers relate to water? What are voters' feelings on the water challenges we face as a state and nation? Nicole Lampe is the Managing Director at Water Hub, a non-profit that uses story-based strategies to advance water justice and resilience, and will review the chatter on water through a media analysis.

10:30 AM – 10:45 AM

### BREAK

10:45 AM – 11:30 AM

### CURRENT TRENDS IN WATER USE IN CALIFORNIA

With new end use data available at our fingertips, we can dive into water use trends across California. Featuring data from Flume in partnership with water analytics from Peter Mayer at WaterDM, this presentation will give insight into how water was used across California in 2020 and the first half of 2021.

11:30 AM - 12:00 PM

### REFLECTIONS: BRINGING IT BACK TO WATER EFFICIENCY

CalWEP's Senior Program Manager Lisa Cuellar will lead a discussion with water conservation practitioners to discuss how climate, media, and customer behavior shape our work in water efficiency and conservation and how we can use these insights to create better programs for our communities

3:30 PM - 4:15 PM

### PEER TO PEER CELEBRATION KAHOOT AND RAFFLE WINNERS ANNOUNCED!

*Agenda subject to change*



# CHOOSE YOUR OWN ADVENTURE WORKSHOPS - DAY 2

## 1:00-2:00pm

### **Water Conservation Projects for Low-Income and Disadvantaged Multifamily**

Several case studies will be presented overviewing the products available and funding avenues available to multifamily properties -- specifically those located in low-income and disadvantaged territories. This presentation will be co-hosted by all parties that could be required to successfully implement a water conservation projects.

### **Smart Schedules and Better Yard Data to Further Water Sustainability**

Peer to Peer's Grizzly Bear Sponsor, Rachio, will be diving into their new cultivation and adaptive watering features to show you how their system can take water sustainability a step further.

### **Innovative Conservation Program 2021: Emerging Technologies**

Metropolitan Water District, in partnership with Southern California Gas, awarded grants to six innovative new programs this year. Learn more about this years grantees and the emerging technologies and programs they are bringing into the water efficiency space.

## 2:15-3:30pm

### **Getting Multibenefit, Stacked Incentive Programs Off the Ground in San Diego County**

Landscape efficiency programs produce many benefits beyond just water savings, including improved water quality, enhanced habitat, and reduced flooding risk. In the Spring of 2021, San Diego County Water Authority will launch a new partnership with the County of San Diego's Watershed Protection Program to enhance landscape incentive programs with co-funding for water quality benefits produced by these programs. This partnership will increase available customer incentives for turf replacement, smart controllers, rainwater harvesting devices, and agricultural efficiency programs. The nexus between water efficiency and local water quality is core to this partnership, as sustainable landscapes and green infrastructure reduce runoff, keeping pollutants out of storm drain systems and supporting clean, safe, waterways, and healthy ecosystems.

### **Who is Left Behind When We Focus on Outdoor Water Conservation? (and How Do We Fix It)**

Outdoor landscaping is well-known as being the last frontier in water conservation and is the major focus of Making Water Conservation a Way of California Life. Programs have shifted from indoor water conservation to outdoors. However, outdoor programs can be limiting or unattainable to certain types of customers (low income, multi family, no lawns/landscaping). Are certain opportunities being overlooked? This workshop will identify and discuss different types of barriers and solutions to including hard to reach customers.

### **WaterSense Resources for Conservation Professionals 101**

Join EPA WaterSense staff to walk through available resources from WaterSense. Description coming soon.

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