



## DAY ONE PLENARY SESSION JUNE 2, 2021

**9:00 AM – 9:40 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

**9:40 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 a range of topics including new proposed legislation to lower the indoor GPCD standard to 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.

Tracy Quinn, Natural Resources Defense Council  
Fiona Sanchez, Irvine Ranch Water District  
Chris Dundon, Contra Costa Water District  
Martha Davis, Davis Consulting  
Moderated by: Terrence McCarthy, L.A. Dept of Water and Power

*Agenda subject to change*

# CHOOSE YOUR OWN ADVENTURE WORKSHOPS - DAY 1

## 1:00-2:00pm

### **Campus Water Connections - Lessons Learned From Water Conservation Incentives**

This workshop will present and discuss barriers and challenges for schools to access and utilize incentives for water-saving projects. These challenges were identified through a study conducted by the Council for Watershed Health for the Metropolitan Water District. This workshop will also present case studies/examples of school water conservation and greening projects, and the incentives and resources that supported their implementation. We encourage workshop attendees to bring your lessons learned and insight to contribute to the discussion: 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.

**Gary Tilkian**, Metropolitan Water District

**Eileen Alduenda**, 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.

**Kate Gasner**, Water Systems Optimization

**Casey LeBlanc**, East Bay Municipal Utility District

**Dan West**, Moulton Niguel Water District

**Stephen Estes-Smargiassi**, Massachusetts Water Resources Authority

### **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.

**Warren Gorowitz**, Hunter Industries

## **NEW CONSERVATION COORDINATOR WORKSHOP**

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.

### **Workshop #1: Utility Operations**

**June 2, 2021 1:00 PM - 2:00 PM**

Featuring Sue Mosburg, CA-NV Section AWWA

Moderated by Lisa Maddaus, Maddaus Water Management

# CHOOSE YOUR OWN ADVENTURE WORKSHOPS - DAY 1

## 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.

**Amy McNulty**, Irvine Ranch Water District

**Enrique Zanetti**, Irvine Ranch Water District

**Melody Seesangrit**, Irvine Ranch Water District

### **Targeting Continuous Water Flow Customers with AMI – 3 Agency Experiences**

As water providers are completing the installation of their AMI systems, water use efficiency teams are now using the hourly usage data to target customers with continuous use. This technology is not only changing the way we do our jobs, but it is resulting in tremendous water savings, appreciative customers, and multiple benefits that weren't anticipated. It is also presenting some challenges and lessons learned. During this presentation you will hear how three different agencies, Sacramento Suburban Water District, the City of Beverly Hills, and the City of Santa Rosa are now working with AMI data to target their continuous use customers.

**Thomas Hare and Deb Lane**, City of Santa Rosa

**Greg Bundesen**, Sacramento Suburban Water District

**Debby Figoni**, City of Beverly Hills

### **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.

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### **Workshop #2 : Commercial, Industrial, and Institutional - Surveys and Partnerships Programs**

**June 2, 2021 2:15 PM - 3:30 PM**

Featuring Jenyffer Vasquez, West Basin Municipal Water District

Moderated by Michelle Maddaue, Maddaus Water Management

*Agenda subject to change*





## 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. She 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!

# CHOOSE YOUR OWN ADVENTURE WORKSHOPS - DAY 2

## 1:00-2:00pm

### **How to Get Help Adopting Water-Saving Measures — Without Paying For It**

Energy Plus Water is a utility-funded program that can provide free support for your Water Conservation ordinance efforts. We'll share examples that have worked in cities across California, and you'll learn about the free technical support, language suggestions and practical tools available that can make it easier for you to pass and adopt effective water measures.

### **Rachio Engagements Showcase**

Peer to Peer's Grizzly Bear Sponsor, Rachio will be diving into Rachio Engagements! Rachio will explain how a Rachio Engagement works and showcase a few Case Studies to show how impactful a Rachio Engagement can be when it comes to improving watering habits.

**Danielle Cummings**, Rachio

### **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 year's grantees and the emerging technologies and programs they are bringing into the water efficiency space. Winners include: Alliance for Water Efficiency, Burbank Water and Power, CNSRV, Responsive Drip Irrigation, University of Florida, Vinduino.

**Tina Andry**, Metropolitan Water District

**Michael Dukes**, University of Florida

**Bill Christiansen**, Alliance for Water Efficiency

**Dylan Wolff**, CNSRV WTR

**Jan Gould**, Responsive Drip Irrigation

**Reinier van der Lee**, Vinduino

**Ruzan Soloyan and Austin Bushur**, Burbank Water and Power

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### **Workshop #3 : Landscape Programs - Turf Replacement**

**June 3, 2021 1:00 PM - 2:00 PM**

Featuring Krista Guerrero, Metropolitan Water District

Moderated by Lisa Cuellar, CalWEP

# CHOOSE YOUR OWN ADVENTURE WORKSHOPS - DAY 2

## 2:15-3:30pm

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

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 that will significantly 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 co-funding, as sustainable landscapes and green infrastructure reduce runoff, keeping pollutants out of storm drain systems and supporting clean, safe, waterways, and healthy ecosystems. Join managers from SDCWA and the County in a discussion of how this partnership came to life, the value and implications for two different agencies, and how attendees might assess opportunities for multi-benefit, stacked incentive opportunities in their communities.

**Megan Chery**, Environmental Incentives

**Joni German**, San Diego County Water Authority

**Scott Norris**, County of San Diego

### **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.

**Lindsay Edelman, Jessica Woodard, and Anya Kamenskaya**, EBMUD

**Karen Guz**, San Antonio Water System

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

Join EPA WaterSense to walk through available resources for water agency professionals from EPA's WaterSense Programs

**Veronica Blette**, US EPA WaterSense

**Ron Burke**, Alliance for Water Efficiency

## **NEW CONSERVATION COORDINATOR WORKSHOP**

### **Workshop #4 : Residential Programs - Incentives and Leak Detection**

**June 3, 2021 2:15 PM - 3:30 PM**

Featuring Diane Ortiz, City of Fresno

Moderated by Hannah Braun, Maddaus Water Management and

Linda Vo, CalWEP



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