

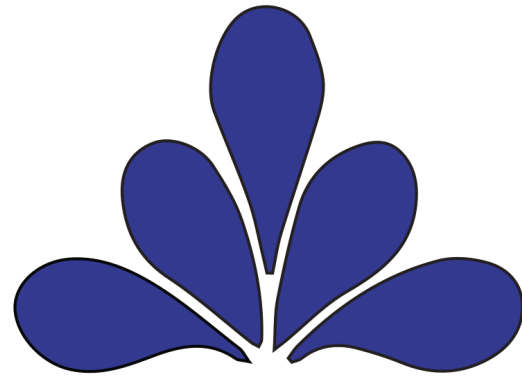


# CALIFORNIA WATER EFFICIENCY PARTNERSHIP

A Chapter of the *Alliance for Water Efficiency*

**Welcome to the CalWEP  
Spring Plenary**

**Thank you to our Host!**



**Jurupa**

**Community Services District**



A Chapter of the Alliance for Water Efficiency

# WESTERN WATER

- Innovation and sharing
  - Landscape Style Guide
  - Jurupa and Flume
- Check out: **[solvethewatercrisis.com](http://solvethewatercrisis.com)**

# 2023 Board of Directors

## Officers

### Chair

**Rob Whipple**  
Western Municipal Water District

### Vice Chair

**Charles Bohlig**  
East Bay Municipal Utility District

### Secretary/Treasurer

**Amy McNulty**  
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San Diego County Water Authority

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### Rick Foster

Rain Bird Corporation

### Carlo Gavina

Southern California Gas Company

### Ken Jenkins

California Water Service

### Elizabeth Lovsted

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### Terrence McCarthy

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AWE Board Representative

### Sarah Musiker

Flume

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### Patrick Pilz

California American Water

### Jenna Shimmin

Eastern Municipal Water District

### Amy Talbot

Regional Water Authority

### Jenyffer Vasquez

West Basin Municipal Water District

### Madeline Wood

City of Santa Barbara

## Ex-Officio (*Non-voting*)

### Ryan Bailey

Calif. Department of Water Resources

### Thomas Hawes

U.S. Bureau of Reclamation



CALIFORNIA  
WATER EFFICIENCY  
PARTNERSHIP

## Spring Plenary

March 9, 2023  
10 AM-3 PM  
Hybrid Event

The Pinnacle Room  
Eastvale Community Center  
13820 Schleisman Rd.  
Eastvale, CA 92880

HOSTED BY:



**Jurupa**  
Community Services District

## PROGRAM

- 10:00 AM Welcome and Opening Remarks**  
*Rob Whipple, Western Municipal Water District  
CalWEP Board Chair*
- 10:05 AM Host Presentation**  
*Director Lupe Nava and Clover Rogers  
Jurupa Community Services District*
- 10:25 AM CalWEP Updates**  
*Tia Fleming, CalWEP*
- 10:45 AM What's New at the Alliance**  
*Amy Talbot and Bill McDonnell, AWE Board Members*
- 10:55 AM Member Spotlight: DCSE, Inc.**  
*Ali Diba, Founder and President*
- 11:00 AM CII Classification, PBMPs, Turf Legislation, and More:**
- CalWEP's Program Committee Task Forces**  
*Lisa Cuellar, CalWEP*
- Are PBMPs Still Useful? An Evaluation.**  
*John Koeller, P.E., Koeller and Company  
Mary Ann Dickinson, Dickinson Associates*
- New Turf Legislation Introduced**  
*Linda Vo, CalWEP*
- 11:45 AM CEC Updates on Plumbing Standards**  
*Mary Ann Dickinson, Dickinson Associates*
- 12:00 PM Lunch and Networking (in-person only)**  
*Provided by Jurupa Community Services District*
- 1:00 PM Save Our Water: Continuing to Message on Drought**  
*Rebecca Nicholas & Max McSlavkin from FHA join us to share their updated messaging and strategy. We'll explore how we keep the momentum going for Californian's to conserve water, even when it's raining.*
- 1:30 PM Assessing Readiness for Framework Compliance (whatever that might ultimately look like!)**  
*Megan Chery, Environmental Incentives  
Maureen Erbeznik, Maureen Erbeznik & Associates  
Joni German, San Diego County Water Authority  
Other speakers TBD*  
*This interactive panel will introduce tools and activities for agencies to begin assessing their readiness to comply, plan for implementation, and effectively report progress to regulators, management, and the public. Stories of how agencies are taking first steps and creating internal reporting infrastructure will provide concrete examples that other agencies can learn from and emulate.*
- 2:45 PM Wrap up and Networking**



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# What's Happening at CalWEP

Lisa Cuellar and Sarah Foley

**2023 is off to great start!**

**Reminder: Please check to make sure you've paid your membership invoice!**

# PEER TO PEER

CONNECT. COLLABORATE. GROW.

**May 31 - June 1, 2023**

Registration is now OPEN!

Book Your Room at Hotel Maya: \$209/night





# Our Sponsors

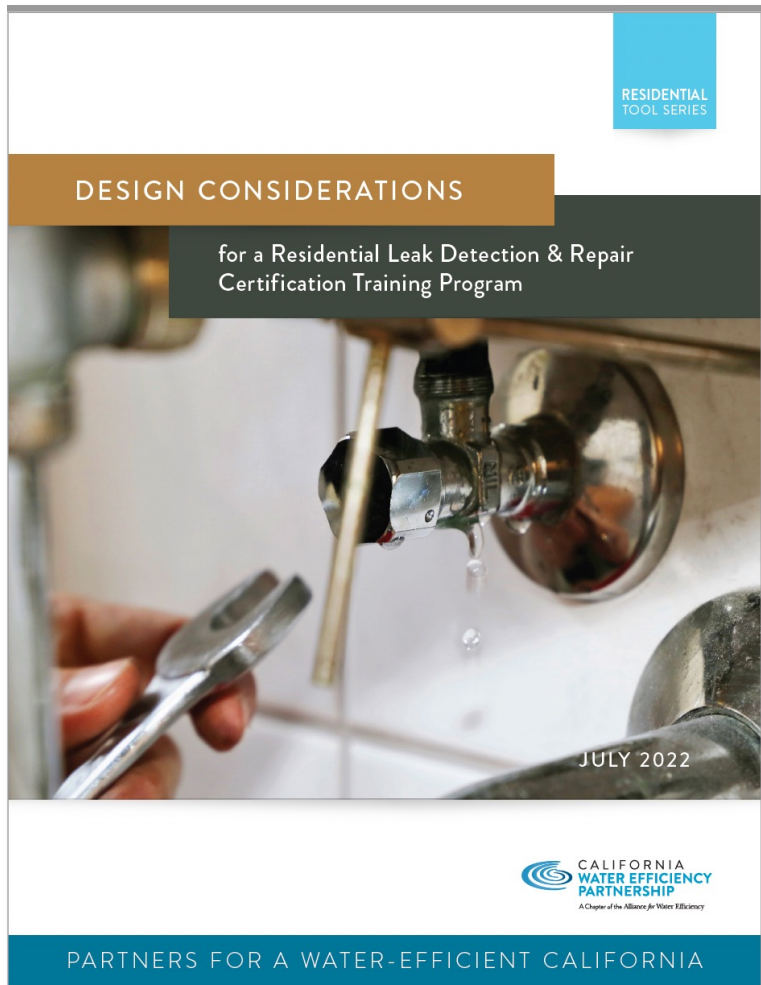


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# CalWEP Publications

# New Publication (12/22)



- CalWEP assisting Valley Water and BAWSCA explore feasibility of leak detection & repair certification training (indoor & outdoor modules)
- **Phase I:** Research & Discovery (Complete)
  - 5 Industry Focus Groups completed in Feb. (indoor/ outdoor)
  - Agency staff and professional expert interviews
- **Phase II:** Training Framework (Summer / Fall 2022)

# New Media Training Resource

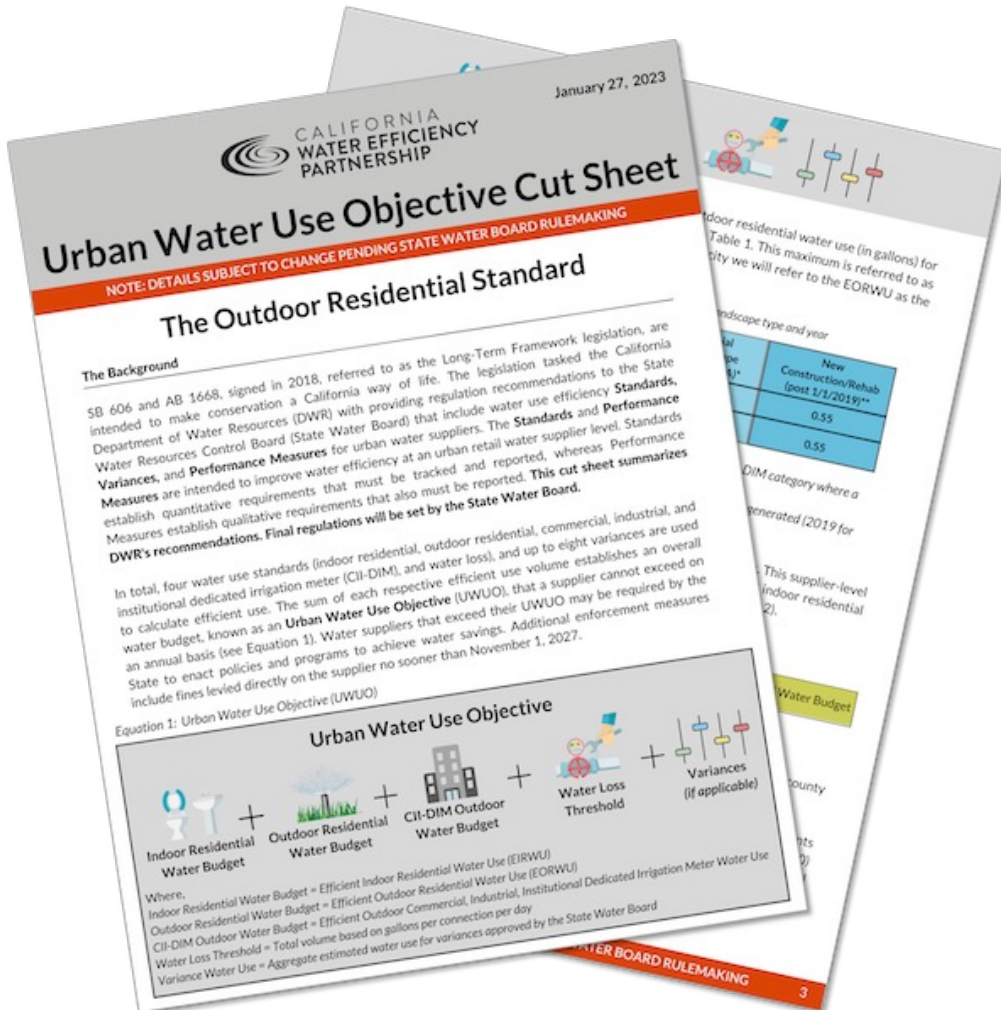
## Media Tips for Water Conservation Staff (2022)



**This guide covers:**

1. Engaging with reporters
2. Preparing for your interview
  - Defining your audience
  - Refining your messages
  - Anticipating questions
  - Pivoting your answers
3. Practical tips for interviews

# New Cut Sheets



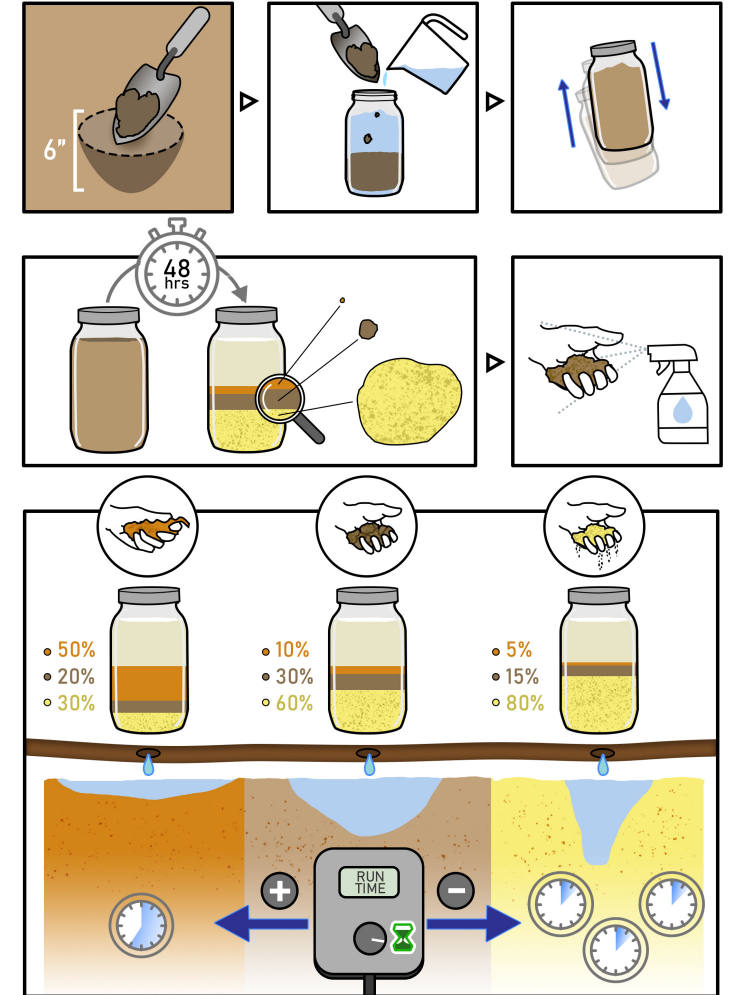
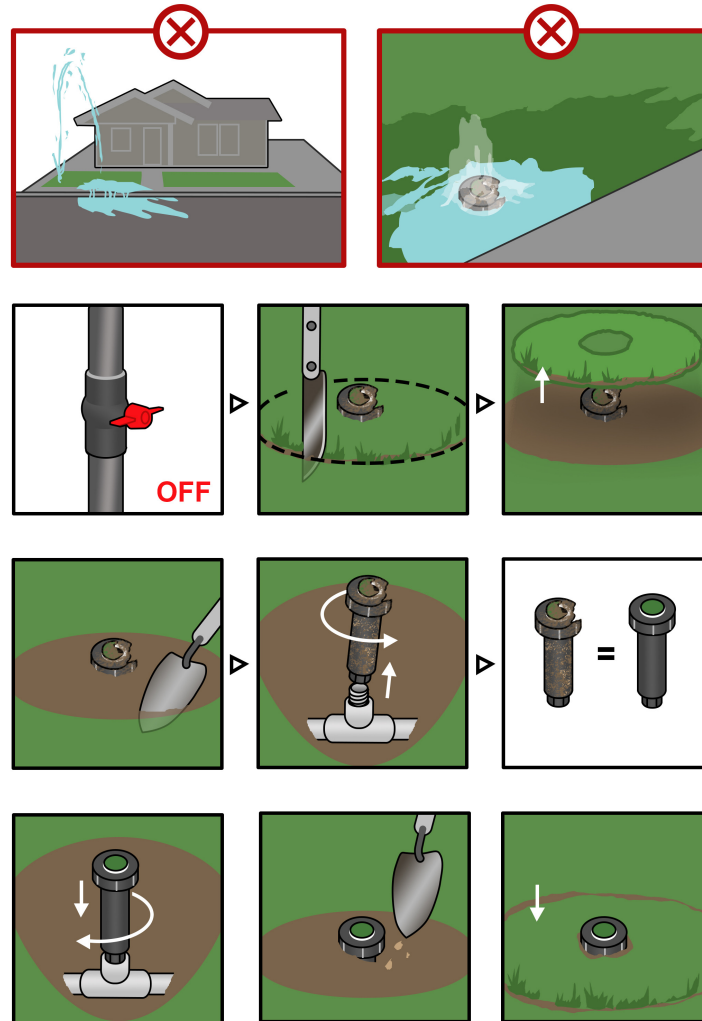
- The Indoor Residential Standard (Jan. 2023)
- The Outdoor Residential Standard (Jan. 2023)

## Coming Soon\*:

- The CII Dedicated Irrigation Meter Standard
- The CII Performance Measures
- The Water Loss Standard
- Variances
- Reporting Requirements

\*we will release these and update the Outdoor residential after the SWRCB releases their proposals on March 22<sup>nd</sup>.

# Landscape Maintenance Guide



# Programs & Offerings



# My CalWEP *plus*



## Direct Distribution



MADDAUS  
WATER  
MANAGEMENT INC.

DSS Model



Qualified  
Water Efficient  
Landscaper Training

**NOW ONLINE!**



# CalScape Nursery Program

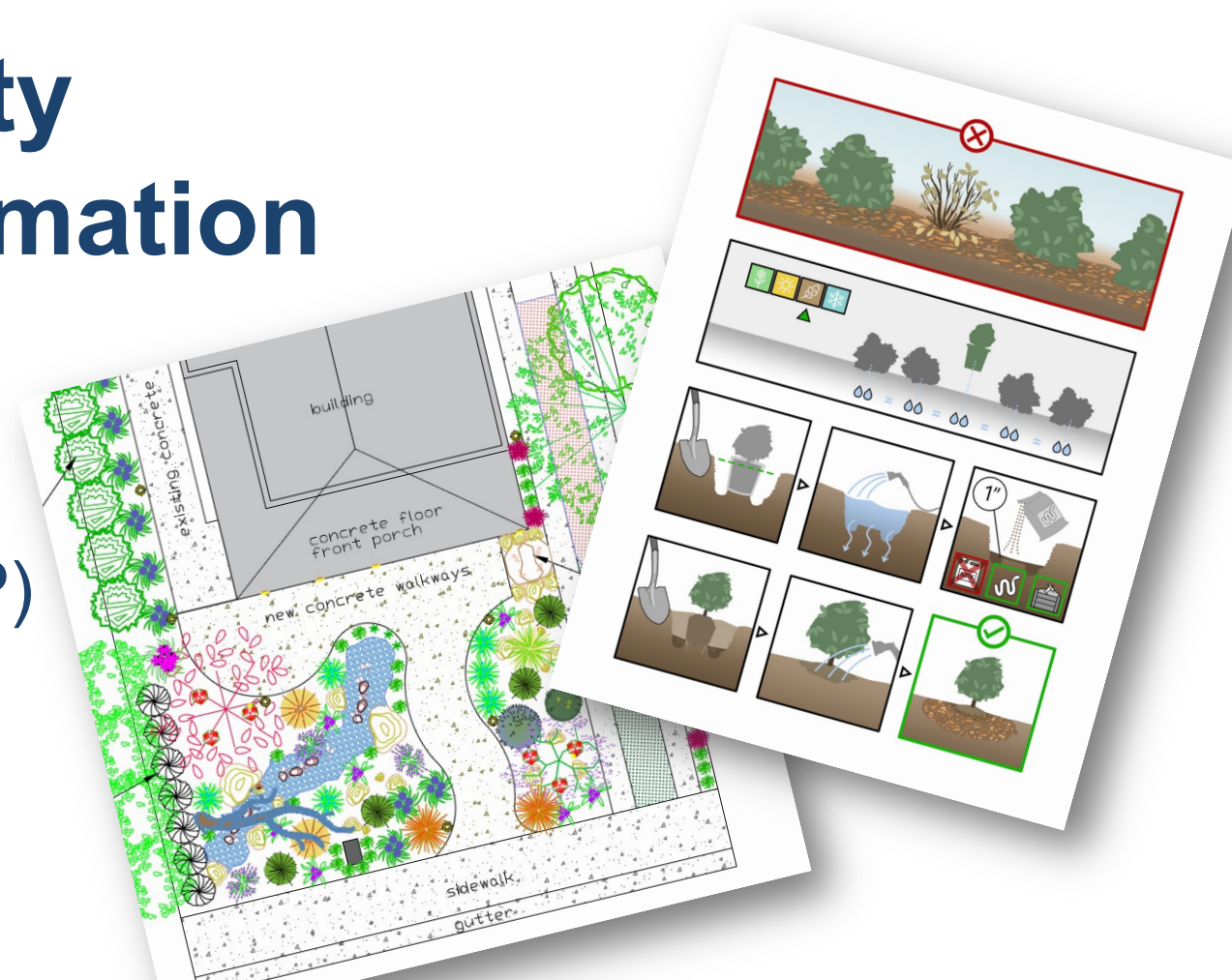
- Re-Launch of training platform Spring 2022
  - Nearly 50 enrollees, ½ have completed full training (w/ limited publicity)
- Contract awarded by MWD!
  - ~\$30K for curriculum expansion
- Joined *Bloom! California's* stakeholder workgroup to address branding and align campaign with nursery training
- Task Force of CalWEP members + nursery staff being formed with CNPS



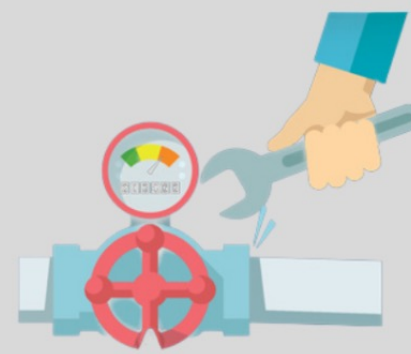
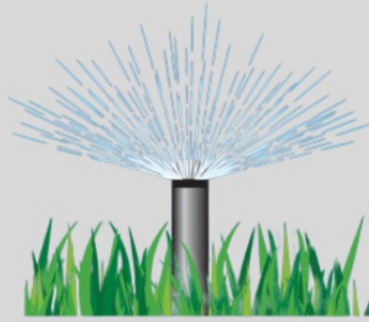
# Other Program Updates

## Regional Water Authority CII Landscape Transformation Project

- 10 CII sites transformed (RWA)
- 6 site managers trained (CalWEP)
- AWE will monitor water savings



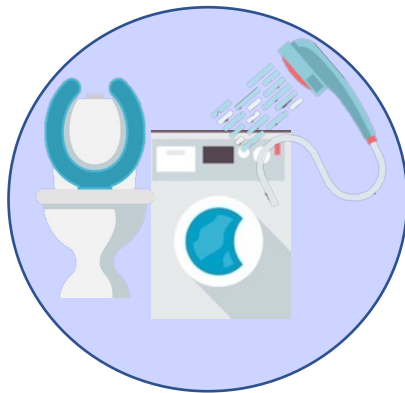
# CalWEP Web Resources



# What the **FRAMEWORK?**

A ROUND-UP OF WHAT'S GOING ON WITH THE NEW CONSERVATION REGULATIONS

**INDOOR USE**



+

**OUTDOOR  
RESIDENTIAL USE**



+

**CII LANDSCAPE**



+

**WATER LOSS**



[CalWEP.org/framework-updates](http://CalWEP.org/framework-updates)

# FRAMEWORK RESOURCE HUB

CALWEP'S ONE STOP SHOP FOR IMPORTANT EVENTS AND DOCUMENTS



DWR Monthly Water Loss  
Webinar

March 17th, 2022  
Water Loss



DWR Draft Annual Water  
Supply and Demand  
Assessment Guidance  
Document Meeting

March 7th, 2022



DWR Monthly Water Loss  
Webinar

February 17th, 2022  
Water Loss

View



CalWEP Joint Task Force  
Brainstorm #2

February 15th, 2022

[CalWEP.org/framework-hub](https://CalWEP.org/framework-hub)

# WUE IMPLEMENTATION GUIDES

This exclusive member-only resource includes guides for variety of topics to help members launch, refine, and grow their water efficiency programs

Explore the Guides



Commercial, Industrial, and  
Institutional



Education and Outreach



Landscape

[CalWEP.org/guide](https://CalWEP.org/guide)



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**Thank you!!**