

# PEER TO PEER

CONNECT. COLLABORATE. GROW.

May 29 - 30, 2024

Presented by



## Day 1: Wednesday, May 29, 2024

8:00 AM - 9:00 AM

**BREAKFAST, REGISTRATION, AND NETWORKING**

8:15 AM - 9:00 AM

**OPTIONAL PRE-SESSION: WHAT'S GOING ON WITH THE FRAMEWORK RULEMAKING? A REFRESHER.**

*The Maddaus Water Management Team*

It's been a long road, but the State Water Board is expected to finally adopt the Making Conservation a Way of Life Regulation this summer. Join this session to get caught up on the rulemaking process before Peer to Peer officially kicks off!

9:00 AM - 9:30 AM

**WELCOME TO PEER TO PEER AND HOST PRESENTATIONS**

*Tia Fleming, CalWEP*

*Charles Bohlig, CalWEP Board Chair, East Bay Municipal Utility Agency*

*Justin Burks, Valley Water*

*Danielle McPherson, Bay Area Water Supply & Conservation Agency*

9:30 AM - 11:00 AM

**CONTROVERSIAL STATEMENTS: CARROTS VS. STICKS**

*Moderator: Justin Finch, Moulton Niguel Water District*

*Carrie Pollard, Marin Water*

*Newsha Ajami, Lawrence Berkeley Labs*

*Craig Jones, Las Virgenes Water District*

*Elise Goldman, Metropolitan Water District of Southern California*

*Danielle McPherson, Bay Area Water Supply & Conservation Agency*

Certain to energize your day, this panel will kick-off Peer to Peer with live and candid responses to controversial statements tacking "carrots" and "sticks". We'll throw topics at panelists that span: regulatory sticks as a mode of effective conservation, program enforcement tactics, impacts of water-budget based rates, addressing customer "free-riders" and so much more. Have a strong opinion too? Don't sit on the sidelines, join in by sharing your opinions via live audience polling.

11:00 AM - 11:30 AM - Break

11:30 AM – 12:30 PM

## **LEADERSHIP PANEL: NAVIGATING WATER USE EFFICIENCY'S RELATIONSHIP WITH REVENUE**

*Moderator: Ron Burke, Alliance for Water Efficiency*

*Ken Jenkins, California Water Service*

*Tom Chesnutt, A&N Technical*

*Heather Cooley, Pacific Institute*

*Terrence McCarthy, Los Angeles Department of Water and Power*

New to Peer to Peer, we're convening a leadership panel to talk about what is often the elephant in the room: when customers use less water, water agencies bring in less revenue. How do we navigate this complicated relationship and engage in important conversations related to revenue and water use efficiency? This moderated panel will dive into a deep end discussion, and answer audience questions to help bring clarity.

12:30 PM – 2:00 PM

## **LUNCH, EXHIBITORS, OPTIONAL 20-MINUTE EASY YOGA FLOW**

2:00 PM – 3:10 PM

## **EFFECTIVE PROGRAMS TRACK: USING AMI TO MANAGE LEAKS IN COMMERCIAL AND MULTI-FAMILY PROPERTIES**

*Moderator: Greg Bundesen, Sacramento Suburban Water District*

*Alan Aki, East Bay Municipal Utility District*

*William Granger, City of Sacramento (invited)*

*Additional Speaker TBD*

Leaks are not unique to single-family residential customers. Customers in the Commercial, Industrial, and Institutional sectors are just as or more susceptible to leaks as account owners could be difficult to contact, are not local, or do not manage the property. This session will explore leak notification programs that focus on CII customers. Participants will learn effective ways to use AMI for detecting CII leaks, notifying the customer, and following up to ensure the leak is fixed.

## **WATER USE OBJECTIVE TRACK: IMPLEMENTATION STARTS NOW! GETTING YOUR AGENCY ON THE ROAD TO SUCCESS.**

*Moderator: Tia Fleming, CalWEP*

*Elisa Marrone, City of Oceanside*

*Jazmine Molloy, Eagle Aerial Solutions*

*Michelle Adams, Western Municipal Water District*

*Erin Morales, Cucamonga Valley Water District*

While compliance dates are still being finalized, water agencies can start implementing today. Join your fellow water efficiency professionals for a workshop-style session. We'll preview what planning for implementation looks like and how to build your implementation team. Participants will then have an opportunity for small group break outs with similar agencies – special districts, cities/counties, or wholesalers – to compare notes and get on the road to success.

3:10 PM – 3:35 PM

BREAK

3:35 PM – 4:45 PM

### **EFFECTIVE PROGRAMS TRACK: HOW CUSTOMER ARCHETYPES DRIVE PROGRAM DESIGN: REFLECTIONS ON DIRECT INSTALL AND DIY MODELS**

*Moderator: Justin Finch, Moulton Niguel Water District*

*Julie Ortiz, San Francisco Public Utilities Commission*

*Melody Seesangrit, Irvine Ranch Water District*

*Gustavo Sevilla, Southern California Gas Company*

After decades of investments in programs, conservation staff know their customers' motivation and resources needs. So how does one design or revamp programs to address customer archetypes? Even with these considerations are there still customers that fall through the cracks? How does one factor in equitable access? Learn how program models spanning Direct Install to Standard Rebates to Education and DIY compare when it comes to garnering participation, sustaining water savings, and at times resulting in some unintended consequences.

### **WATER USE OBJECTIVE TRACK: ONE SIZE DOES NOT FIT ALL - APPROACHES TO CII DEDICATED IRRIGATION METER MEASUREMENT**

*Moderator: Lisa Cuellar, CalWEP*

*Kim O'Cain, California Data Collaborative*

*Chris Tull, California Data Collaborative*

The new conservation regulations will require suppliers to measure their landscape area served by CII-DIMs. If you're not sure how to begin or manage this effort in a cost-effective way, you're not alone. The California Data Collaborative in partnership with San Diego County Water Authority will share three approaches to effective landscape area measurement based on the experience of actual suppliers with various staffing capabilities and skill sets. Learn what you can manage in-house, overall data needs and when to tap outside experts for assistance.

4:45 PM – 6:30 PM

**RECEPTION AND EXHIBITORS**

*Sponsored By Waterwise Consulting*

*Featuring Live Music by 6 More Weeks of Winter*





## Day 2: Thursday, May 30, 2024

8:30 AM – 9:00 AM

### LIGHT BREAKFAST AND NETWORKING

9:00 AM – 9:30 AM

### INTRODUCING THE FIRST ANNUAL CONSERVATION CUP 🏆

*Host: Greg Bundesen, Sacramento Suburban Water District*

Three teams will face off for the first annual conservation cup. This trivia-based-jeopardy-inspired competition will test teams' knowledge of water conservation and efficiency.

9:30 AM – 10:30 AM

### EVOLVE OR STEP ASIDE: WHEN TO RETIRE YOUR WATER EFFICIENCY PROGRAMS

*Moderator: Kim O'Cain, California Data Collaborative*

*Joe Berg, Municipal Water District of Orange County*

*Amy McNulty, Irvine Ranch Water District*

*Stephanie Nevins, Alameda County Water District*

*Charles Bohlig, East Bay Municipal Utility Agency*

When do you know it's time to say goodbye to your programs to make way for new innovation? How do you convince your leadership to let go? What data should you be looking at and what are some tell-tale signs? This plenary panel will explore these questions and more to kick off day two of Peer to Peer!

10:30 AM – 10:45 AM

### BREAK

10:45 AM – 11:45 AM

### ROUNDTABLE #1: STANDARDIZING WATER SAVING METHODS AND EVALUATING PROGRAM SUCCESS

*Tom Chesnutt, A&N Technical Services*

*Linda Vo, CalWEP*

*Chris Tull, California Data Collaborative*

*Kim O'Cain, California Data Collaborative*

This interactive roundtable session is the kick-off for CalWEP's member-driven research project to identify the barriers and needs to help water agencies evaluate their water conservation programs. Come prepared to share examples and wishes for collecting and standardizing program data, analyzing data, and reporting it to various interested parties.

10:45 AM – 11:45 AM

## **ROUNDTABLE #2: WATER USE EFFICIENCY TRAININGS IN A POST- FRAMEWORK WORLD - ARE THEY MEETING OUR NEEDS?**

*Sue Mosburg, CA-NV AWWA*

*Nicki Powell, Maddaus Water Management*

*Lisa Cuellar, CalWEP*

This interactive roundtable session will explore the universe of training opportunities that currently exist for water agency staff and their customers. With new regulations to Make Water Conservation a Way of Life, are these trainings still meeting our needs? Come prepared to learn more about what's offered currently and share your experiences and opinions about any training needs you would like to see developed.

11:45 AM – 1:00 PM

## **LUNCH AND EXHIBITORS**

1:00 PM – 2:05 PM

### **[BUZZWORD] LIGHTING ROUND BREAK OUTS**

*New to Peer to Peer! Each breakout will feature buzz-worthy presentations.*

1:00 PM – 1:30 PM

### **[GROUNDBREAKING] DATA**

*Moderator: Madeline Wood, City of Santa Barbara*

*Butterfly Analysis: Applying Flume Analytics to Water Agency Billing Data*

*Joe Fazio, Flume*

*Jessica Swenson, Santa Margarita Water District*

### **[UNEXPECTED] PROGRAMS**

*Moderator: Jenna Shimmin, Eastern Municipal Water District*

*The 50L Home Project*

*Maureen Erbeznik, USGBC-California*

*Innovative Toilet Leak Detection in Affordable Multifamily Housing*

*Sonali Abraham, Pacific Institute*

1:35 PM – 2:05 PM

### **[STATE-OF-THE-ART] TECHNOLOGY**

*Moderator: Debby Dunn, San Diego County Water Agency*

*Commercial Kitchen Defrosting Technology*

*Alexandra Wynn and Dylan Wolff, CNSRV*

*Using LiDAR to Assess Tree Canopy Health and Vulnerabilities*

*Jazmine Molloy, Eagle Aerial Solutions*

### **[INNOVATIVE] RESEARCH**

*Moderator: Sarah Musiker, California Water Association*

*Khalid Osman, Stanford University*

*Erik Porse, University of California Division of Agriculture and Natural Resources (UC ANR)*

2:05 PM – 2:15PM

BREAK

2:15PM – 2:30 PM

CLOSING SESSION AND DOOR PRIZE WINNERS ANNOUNCED!

2:30 PM – 4:00 PM

OPTIONAL TOURS

Option #1: Silicon Valley Advanced Water Purification Center (Valley Water)

Option #2: Levi's Stadium (pending confirmation)

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