

# PEER TO PEER

CONNECT. COLLABORATE. GROW.

May 29 - 30, 2024

Presented by



CALIFORNIA  
WATER EFFICIENCY  
PARTNERSHIP



## Day 1: Wednesday, May 29, 2024

8:00 AM – 9:00 AM

**WELCOME BREAKFAST 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*

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*

*Valley Water and Bay Area Water Supply & Conservation Agency (BAWSCA)*

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 So. California*

*Danielle McPherson, BAWSCA*

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*

*TBA, Metropolitan Water District of So. California*

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*

*Additional Speakers TBD*

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

*Moderator: Tia Fleming, CalWEP*

*Elisa Marrone, City of Oceanside (invited)*

*Jazmine Molloy, Eagle Aerial Solutions*

*Michelle Adams, Western Municipal Water District*

*Additional Speakers TBD*

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*

*Ryan McManus, City of Riverside*

*Additional Speakers TBD*

**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*

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 🏆**

*Moderator: Greg Bundesen, Sacramento Suburban Water District*

*Three teams will face off for the first annual Conservation Cup. Details coming soon!*

9:30 AM – 10:30 AM

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

*Moderator: Kim O’Cain, CaDC*

*Joe Berg, Municipal Water District of Orange County*

*Amy McNulty, Irvine Ranch Water District*

*Stephanie Nevins, Alameda County Water District*

*Charles Bohlig, EBMUD*

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*

*Chris Tull, CaDC*

*Kim O’Cain, CaDC*

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

*Moderator: Sue Mosburg, CA-NV AWWA*

*Speakers TBD*

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 two buzz-worthy presentations*

1:00 PM – 1:30 PM

**[GROUNDBREAKING] DATA**

*Butterfly Analysis of Flume Data to All Billing Data*

*Joe Fazio, Flume*

*TBD, Santa Margarita Water District*

**[UNEXPECTED] PROGRAMS**

*The 50L Home Project*

*Maureen Erbeznik, USGBC-California*

1:35 PM – 2:05 PM

### [UNEXPECTED] PROGRAMS (CONTINUED)

*Innovative Toilet Leak Detection in Affordable Multifamily Housing*  
Sonali Abraham, Pacific Institute (invited)

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

*Commercial Kitchen Defrosting Technology*

Alexandra Wynn, 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*

*Speaker TBD, University of Southern California*

2:05 PM – 2:25 PM

BREAK/ TRANSITION

2:25PM – 3:00 PM

CLOSING SESSION AND DOOR PRIZE WINNERS ANNOUNCED!

3:10 PM – 4:00 PM

OPTIONAL TOURS TBA

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OF SOUTHERN CALIFORNIA



THIS YEAR'S EVENT HOSTED BY:



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