



Attendance/Travel Request Information

Event Name: Peer to Peer 2024

Date: May 29-30, 2024

Location: San Jose State University - Student Union Ballroom
One Washington Square
San Jose, CA 95192

Cost: Registration \$300/CalWEP members and \$500/non-members

Hotel Information: Signia by Hilton, 170 S Market St. San Jose, CA 95113
\$199/night room block closes May 14, 2024 - [Booking Link](#)

Airport Information: San José Mineta International Airport

CEUs: Up to 9 hours towards AWWA's Water Use Efficiency Certification

Conference Description: The California Water Efficiency Partnership (CalWEP) hosts its flagship event, Peer to Peer, every year for members of the water efficiency community to connect, collaborate, and grow. Starting in 2015, Peer to Peer was established to bring together over 200 water conservation professionals from across the state. Attendees spend two days learning through sessions that range in topics and format - from interactive round table discussions, to trainings, to presentations, Peer to Peer has grown to become the go-to event for the water efficiency industry.

As California faces a dryer and hotter future, water agencies are on the front lines creating resilient communities. While agencies vary in resources, size, and geography, there are many lessons that can be shared across boundaries to improve and innovate water conservation and efficiency programs. Peer to Peer provides a unique setting where practitioners can openly and honestly share their challenges and successes.

For more information: calwep.org/events/peer-to-peer-2024

Questions? Please contact hello@calwep.org

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

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

Additional Speaker TBD

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, 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 🏆

Moderator: 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

Nikkie 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, 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, 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 TBA – LEAVE SPACE FOR TWO OPTIONS!

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

Option #2: Levi's Stadium (not confirmed)

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THIS YEAR'S EVENT HOSTED BY:



Book your stay at the Signia by Hilton with our special room rate of \$199/night. Room block closes 5/14/24