



CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

Fall Plenary

September 11, 2025

10 AM - 3 PM

Los Angeles Dept. of Water and
Power Headquarters

111 N. Hope St.

Auditorium (A-level)

Los Angeles, CA 90012

Hybrid Event

PLENARY HOSTED BY:



Los Angeles
Department of
Water & Power

PROGRAM

10:00 AM

Welcome and Host Presentations

Charles Bohlig, CalWEP Board Chair
Terrence McCarthy, LADWP

10:20 AM

CalWEP News and Happenings

Tia Fleming, CalWEP

10:40 AM

What's Happening at AWE?

Johanna DeCotis Smith, Alliance for Water Efficiency

10:55 AM

Business Spotlight: ShowerStar

Bernard Embry, ShowerStar

11:10 AM

Language Access in Action: CalWEP's New Multilingual Portal

Julia Mes, CalWEP

This session will explore the development and application of CalWEP's Multilingual Translation Portal, designed to improve equity and engagement in water conservation.

11:25 AM

Water Loss Update: Leak Registry

Nate Adams, Santa Margarita Water District
Micha Knox, Yucaipa Valley Water District
Laura Rocha, Moulton Niguel Water District
Madeline Wood, City of Santa Barbara
Moderator: Sue Mosburg, CA-NV AWWA

This session will provide an overview of California's emerging Leak Registry requirements and showcase how agencies are leveraging GIS and other tools to prepare for compliance. The session will begin with a brief overview of the regulation, followed by agency case studies highlighting innovative GIS approaches to leak data tracking and reporting. A moderated panel and Q&A will follow, offering attendees the opportunity to explore practical strategies and ask questions about implementation.

12:00 PM

Lunch - Provided by Los Angeles Department of Water & Power

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1:00 PM

Introducing CalWEP's Comprehensive NFT Toolkit

Melissa Matlock, CalWEP

Teresa Robertson, Metropolitan Water District

Additional Speakers TBA

As California moves toward full implementation of AB 1572, this 90-minute session will focus on the tools, research, and programs CalWEP and our partners are developing to help with the transition away from nonfunctional turf. The session will begin with an update from MWD on recent outreach and market research that helps inform public perception and readiness. CalWEP will then introduce its statewide NFT Outreach Toolkit, featuring sector-specific resources, a centralized statewide website, and internal agency implementation guides.

2:30 PM

Tools for Thriving Landscapes: Developing a Maintenance Application for Turf Transformation Participants

Tia Fleming and Melissa Matlock, CalWEP

Through the support of DWR, CalWEP is developing an innovative new maintenance app designed to support individuals who have completed a landscape transformation. This session will introduce the concept, a free application that will allow users to input their plant selections and receive tailored maintenance plans, reminders, and references to trusted care resources. We will seek insights from attendees to help shape a user-friendly, impactful tool that supports long-term landscape success.