

PEER TO PEER

CONNECT. COLLABORATE. GROW.

9th
ANNUAL

May 28 - 29, 2025

Presented by  CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

Knott's Berry Farm Hotel • Buena Park, CA

Day 1: Wednesday, May 28, 2025

8:00 a.m. - 9:15 a.m.

Welcome and Breakfast | Grand Ballroom

8:15 a.m. - 9:00 a.m.

OPTIONAL: Making Conservation a California Way of Life 101 | Skyline B

Maddaus Water Management

New to water efficiency or just need a refresher? This optional session offers a clear, accessible overview of California's "Making Conservation a California Way of Life" regulation.

9:15 a.m. - 9:45 a.m.

Opening Session and Host Presentation

Charles Bohlig, East Bay Municipal Utility District, CalWEP Board Chair

Tia Fleming, CalWEP

Rachel Davis and Rachel Waite-Harvey, Municipal Water District of Orange County

9:45 a.m. - 10:45 a.m.

Beyond Recovery: Designing Fire-Resilient Landscapes & Infrastructure | Grand Ballroom

Moderator: Jenna Shimmin, Eastern Municipal Water District

Presentation by: Douglas Kent MS, MLA

Robert M. De Nichilo, DeNichilo Law, APC

Andrew Amante, Orange County Fire Authority

Madeline Wood, City of Santa Barbara

What happens when fire recovery and water efficiency collide? This session explores how fire-resilient landscapes are reshaping utility programs and planning efforts. Doug Kent will kick things off with insights from this year's Eaton Fire, followed by a panel discussion featuring legal, utility, and fire safety experts. Together, they'll unpack how agencies can support smarter, safer landscape design and infrastructure before and after wildfire strikes.

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10:45 a.m. - 11:00 a.m.

Break

11:00 a.m. - 12:15 p.m.

Controversial Statements Uncensored: Retiree Edition | Grand Ballroom

Moderator: Carrie Pollard, Marin Water

Bill McDonnell, Retired (Metropolitan Water District)

Joe Berg, Almost Retired (Municipal Water District of Orange County)

Chris Dundon, Retired (Contra Costa Water District)

John Koeller, Experienced (MaP Testing)

Freed from the constraints of public agency life, this panel of (mostly) retired water efficiency pros is ready to say what everyone else is only thinking. In this lively, no-filter session, panelists will respond to rapid-fire yes/no statements on hot topics in policy, programs, and the future of conservation—no fence-sitting allowed. The audience will join the fun too, working in table groups to stake out their own positions before hearing the panel weigh in. Expect strong opinions and good-natured debate

12:15 p.m. - 1:15 p.m.

Lunch Sponsored by Moen Featuring CalWEP's Annual Award Ceremony | Skyline A

1:15 p.m. - 1:45 p.m.

Dessert and Exhibitors | Grand Ballroom

BREAK OUT SESSIONS

1:45 p.m. - 3:10 p.m.

Charting the Course to Compliance: CII BMPs Shark Tank | Grand Ballroom

Moderators: Melissa Matlock, CalWEP and Kim O'Cain, California Data Collaborative

Charles Bohlig, East Bay Municipal Utility District

Justin Finch, Moulton Niguel Water District

Maureen Erbeznik, Maureen Erbeznik and Associates

Developing BMPs for CII customers under California's new regulations can feel overwhelming—but you don't have to go at it alone. In this hands-on session, water agency staff will team up to brainstorm and build practical, scalable program ideas to meet CII requirements. Then it's time to pitch: selected teams will present their concepts to a panel of "sharks" for feedback, scoring, and bragging rights. Whether you're presenting or observing, you'll walk away with real examples, creative strategies, and a clearer path to CII compliance.

1:45 p.m. - 3:10 p.m.

Growing Your Team: Strategies for Workforce Development & Retention | Skyline B

Moderator: Michelle Maddaus, Maddaus Water Management

Tiffany Baca, Municipal Water District of Orange County and Water Energy Education Alliance

With new regulations rolling out and workloads growing, water agencies need strong teams more than ever. But how do you find the right people—

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3:10 p.m. - 3:35 p.m.

and keep them? This session brings together experts and peers for an engaging conversation about workforce development, from recruiting interns and early-career staff to retaining top talent and growing internal capacity. Whether you're building a team from scratch or just trying to hang onto the great folks you have, this session offers practical strategies, creative ideas, and space to share what's working (and what's not).

Break

3:35 p.m. - 4:45 p.m.

Navigating Future Troubles: Addressing Supply Issues and Rising Costs in Landscape Programs | Grand Ballroom

Moderator: Debby Dunn, San Diego County Water Authority

Juan Garcia, Irvine Ranch Water District

Regina Hirsch, Watershed Progressive

Julie Schrock, Moulton Niguel Water District

Brandon Burgess, Chino Basin Water Conservation District

Krista Guerrero, Metropolitan Water District

As demand for landscape transformation grows—driven by new regulations and turf replacement efforts—agencies are hitting familiar walls: rising costs, limited plant supply, and strained program budgets. How do we scale responsibly without sacrificing impact? This session brings together voices from water agencies and the landscape world to explore the supply chain and funding realities behind outdoor water conservation. Whether you're running rebates, planning regional rollouts, or just trying to source enough native plants, you'll find honest dialogue and potential solutions in this timely conversation.

3:35 p.m. - 4:45 p.m.

Speaking Their Language: Effective Communication with Commercial Customers | Skyline B

Moderator: Cora Snyder, Pacific Institute

David Miller, Hyatt Regency

Allan Pascual, Irvine Ranch Water District

The CII sector isn't one-size-fits-all—franchise rules, remote ownership, shifting tenants, and razor-thin margins make engagement tricky. But with new regulations like AB 1572 and Making Conservation a Way of Life, these customers need to act. So how do we speak their language? In this session, you'll hear directly from industry representatives about what resonates, what misses, and how agencies can better connect with commercial partners. Get ready for candid insights, fresh perspectives, and practical tips for building partnerships that drive real water savings.

4:45 p.m. - 6:30 p.m.

Reception Sponsored by Old Castle Infrastructure

Wrap up a full day of sessions with some well-earned fun. Join us for tasty appetizers, drinks, and great company— don't miss a special performance by *6 More Weeks of Winter*, the one-of-a-kind band made up of CalWEP members!

Day 2: Thursday, May 29, 2025

8:15 a.m. – 9:00 a.m.

Welcome, Breakfast, and Exhibitors | Grand Ballroom

8:15 a.m. – 8:55 a.m.

OPTIONAL: Making Conservation a California Way of Life 102 | Skyline B

Maddaus Water Management

Ready to go beyond the basics? This optional session builds on the 101 with a deeper dive into implementation strategies, agency responsibilities, and program alignment under the Making Conservation a California Way of Life regulation.

9:00 a.m. – 9:45 a.m.

Second Annual Conservation Cup: Family Feud Edition | Grand Ballroom

Greg Bundesen, Sacramento Suburban Water District

Survey says . . . it's time for another round of fast answers, friendly competition, and conservation trivia! Back by popular demand, the Conservation Cup returns with a Family Feud twist. Two teams of water efficiency pros will battle it out on stage, guessing the most popular responses to survey questions sourced straight from our community. Hosted by the always-entertaining Greg Bundesen, this session is part game show, part brain workout, and 100% fun. Come cheer on your colleagues and test your own knowledge—you might just walk away a little smarter and with sore cheeks from laughing.

9:45 a.m. – 11:00 a.m.

World Café: Collaborative Solutions to Common Problems | Grand Ballroom

*Amelia Herdon-Steen, Santa Margarita Water District
Sarah Musiker, California Water Association*

Grab a seat, share your ideas, and get ready to move—this interactive World Café session is all about collective problem-solving. In a series of small-group conversations, you'll rotate tables to explore key challenges facing our industry, from staffing to implementation to customer engagement. Each round brings new voices, new perspectives, and new opportunities to connect. Whether you're looking for inspiration, practical advice, or just a chance to swap stories with fellow water pros, this session delivers. Come ready to talk, listen, and co-create solutions together.

11:00 a.m. - 11:15 a.m.

Break

BREAK OUT SESSIONS

11:15 a.m. - 12:15 p.m.

Bridging the Gap: Where Operations & Efficiency Meet on Water Loss

📍 | Grand Ballroom

Moderator: Rachel Davis, MWDOC
Amy McNulty, Irvine Ranch Water District
Tom Eastman, South Coast Water District
Charles Bohlig, EBMUD
Melynda Holm, Golden State Water Company

Water loss control lives at the intersection of operations and efficiency, but those teams don't always speak the same language. This session brings together voices from both sides to explore how collaboration, data sharing, and aligned goals can lead to real progress. Hear from agencies tackling water loss from different angles and walk away with ideas for breaking silos, building bridges, and getting results that stick.

11:15 a.m. - 12:15 p.m.

Designing the Future: A WUE Co-Funding Lab | Skyline B

Moderator: Megan Chery, Environmental Incentives
Rachel Waite-Harvey, Municipal Water District of Orange County
Grant Sharp, Orange County Public Works
Haley Munson, Elsinore Valley Water District
Elizabeth Medrano, Southern California Gas Company

Need funding for your next water efficiency program? This hands-on session introduces a framework for actually designing “stacked incentive” programs—leveraging multiple partners to boost impact. You'll hear real-world case studies, then roll up your sleeves in a guided design sprint to create your own partnership-driven program idea. Whether you're focused on landscapes, indoor savings, or CII, you'll leave with new ideas, co-benefit strategies, and potential collaborators to take your vision further.

12:15 p.m. - 1:15 p.m.

Lunch Sponsored by Metropolitan Water District | Skyline A **Yoga in the Plaza (12:55 p.m. - 1:15 p.m.)**

1:15 p.m. - 2:00 p.m.

Beyond the Buzzword: Real AI Applications for Water Managers | Grand Ballroom

Melissa Matlock, California Water Efficiency Partnership
Maureen Erbeznik, Maureen Erbeznik & Associates

Everyone's talking about AI, but what does it actually mean for water efficiency? This session explores real-world applications of artificial intelligence, from customer engagement to program targeting to operational efficiency. Join Melissa Matlock and Maureen Erbeznik as they demystify AI and share practical ways it's already being used by agencies like yours. Whether you're curious or cautious, you'll leave with a clearer view of how AI can support your work—without the hype.

Day 2: Thursday, May 29, 2025

1:15 p.m. - 2:00 p.m.

Pathways to Inclusive Water Programs: Building an Equity and Engagement Assessment Tool | Skyline B

Amanda Christophe, Alliance for Water Efficiency

Linda Vo, California Water Efficiency Partnership

How can water agencies design programs that serve all communities more effectively? Join this interactive session to help shape a new resource focused on equity, engagement, and community impact.

Facilitators will introduce concepts for a practical assessment tool, then gather feedback and ideas from you. Your input will help guide future development—so if you've got thoughts on inclusion, communication, or outreach, pull up a chair and join the conversation.

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2:00 p.m. - 2:30 p.m.

Break or Matchmaking Activity in the Main Ballroom

Grab a snack, stretch your legs, and maybe meet your water world counterpart! During this break, we'll offer a light matchmaking activity to help connect people across agencies, job roles, and experience levels.

Whether you're looking to mentor, be mentored, or just swap stories with someone from a different kind of agency, this is your moment. Come for the candy, leave with a new contact (or two).

2:30 p.m. - 3:00 p.m.

Closing and P2P Passport Winners Announced

Join us for the culminating session of Peer to Peer, where we'll reflect on the insights and connections made over the past two days. We'll also announce the winners of the Exhibitor Passport Contest. Don't miss this opportunity to celebrate our collective achievements and perhaps walk away with a special reward!

3:00 p.m. - 4:30 p.m.

OPTIONAL TOUR: OCWD Groundwater Replenishment Facility

The Orange County Groundwater Replenishment System (GWRS) stands as a global leader in water purification and reuse. A collaborative effort between the Orange County Water District (OCWD) and the Orange County Sanitation District (OC San), the GWRS transforms highly treated wastewater that would have been discharged into the Pacific Ocean into a reliable, high-quality water source. Utilizing a three-step advanced treatment process—microfiltration, reverse osmosis, and ultraviolet light with hydrogen peroxide—the system produces up to 130 million gallons of water per day, meeting or exceeding all state and federal drinking water standards. This innovative approach not only provides water for over 1 million residents but also reduces reliance on imported water, decreases wastewater ocean discharge, and serves as a model for sustainable water management worldwide.

Note: Space is limited.