



CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

What's Happening at CalWEP

Tia Fleming, Executive Director



CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

MEMBERSHIP

9

NEW
MEMBERS
THIS YEAR

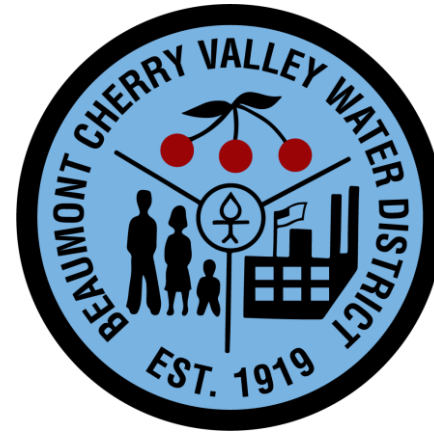
99%

MEMBER
RETENTION
LAST YEAR

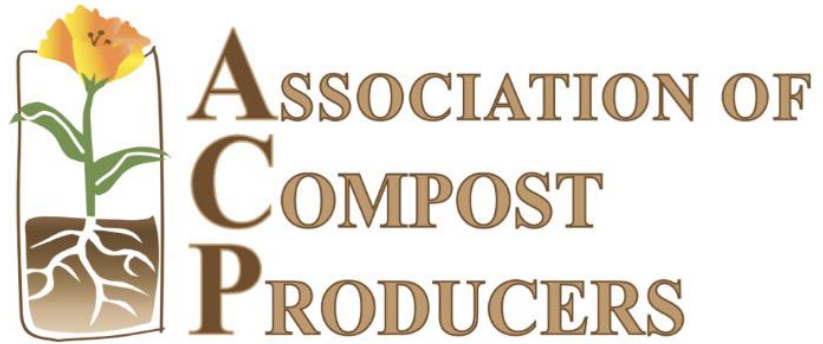
259

2026 MEMBERS

Welcome 2026 New Members



2026 New Collaborators





Tia Fleming
Executive Director
tia@calwep.org



Melissa Matlock
Deputy Director
melissa@calwep.org



Joy Keightley
Director of Finance and
Operations
joy@calwep.org



Dani Morgutia
Senior Program Manager
Dani@calwep.org



Cristina Saldaña
Events and Training
Manager
cristina@calwep.org



Julia Mes
Program Coordinator
julia@calwep.org



Jeffrey Diaz
Program Associate
jeffrey@calwep.org



Antonia Hart
Accounts and Admin Assistant
antonia@calwep.org

2025 Accomplishments

CalWEP focused 2025 on creating the core resources, data structures, and guidance agencies need ahead of full Conservation Framework implementation.

Key accomplishments include:

- Established statewide capacity-building through the new **Grants & Funding webinar series**.
- Completed foundational research for CII outreach and drafted the **CII Education & Outreach Guidebook**.
- Advanced **Measurement & Evaluation** guidance and aligned it with emerging CII needs.
- Completed **NFT Phase 1** as the baseline for statewide consistency.
- Developed the **Language database** (Spanish) and launched the Community Insights Tool prototype.

NONFUNCTIONAL TURF TOOLKIT BY THE NUMBERS

26,264

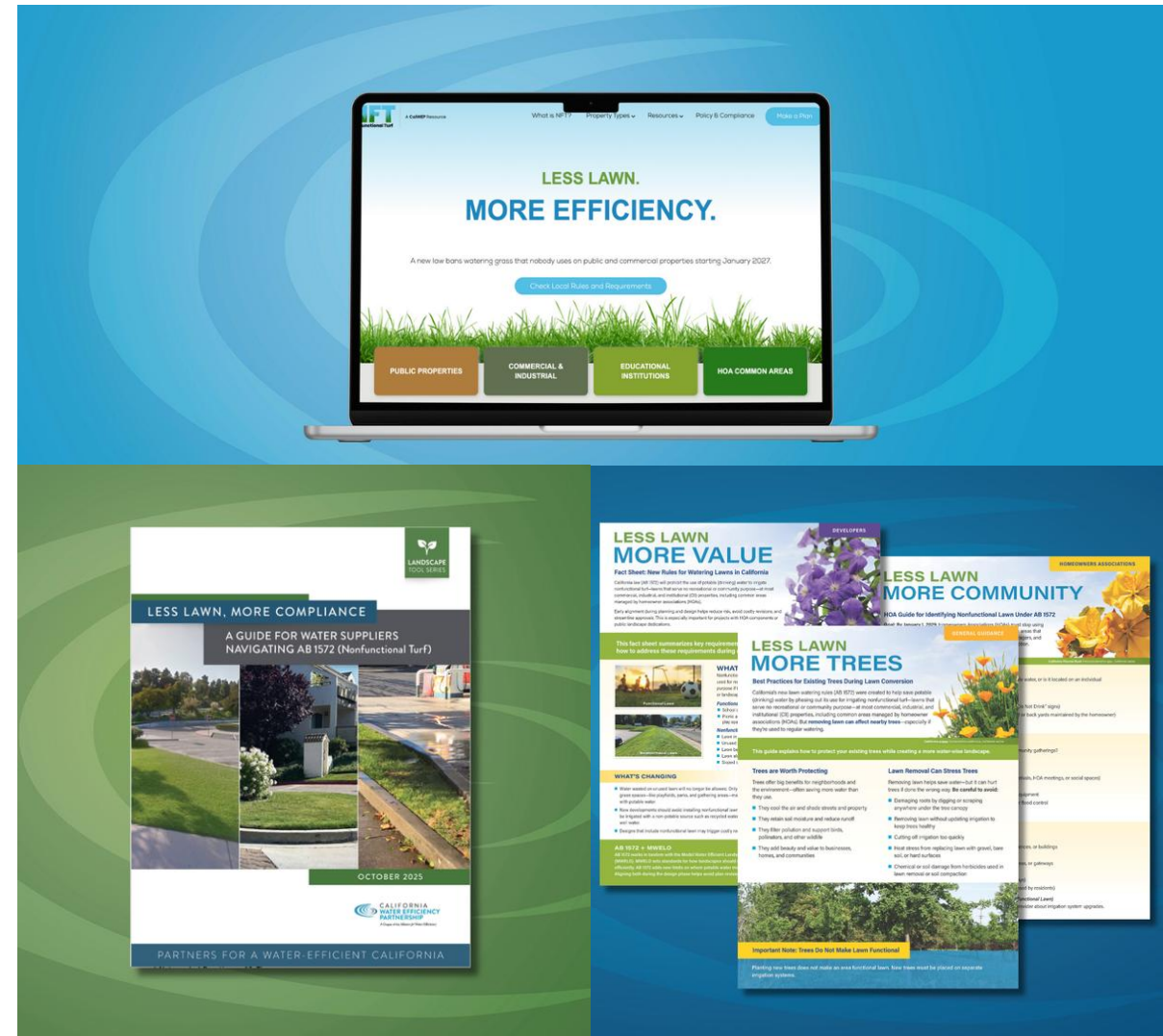
VIEWS TO THE WEBSITE

413

DOWNLOADS OF INTERNAL
TOOLKIT

42

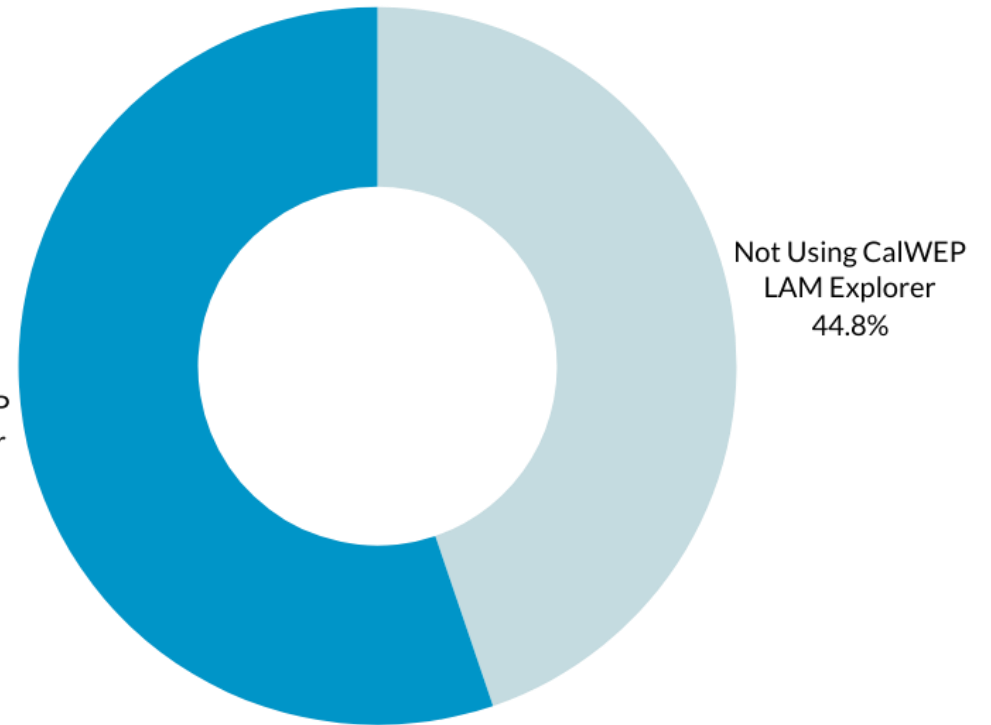
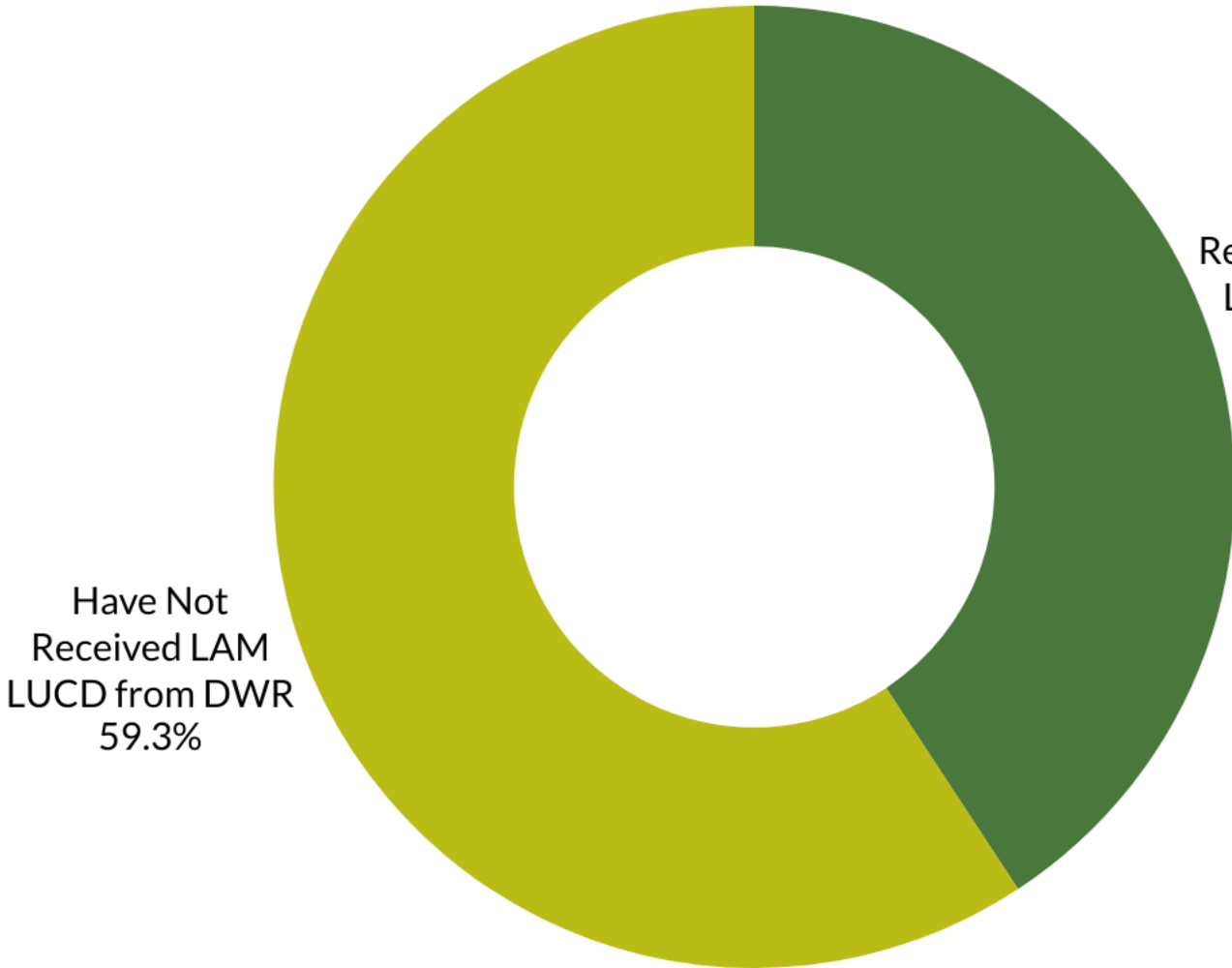
PIECES OF OUTREACH COLLATERAL
DEVELOPED





CalWEP LAM Explorer

POWERED BY WATERVIEW
Water Efficiency Software



Resources in Development

Coming in 2026:

- Measuring Water Savings Guidebook and Cut Sheets (TOMORROW!)
- CII Outreach Guidebook (Spring 2026)
- Efficiency Starts Here! (Summer 2026)
- Grants 101 Guidebook (Fall 2026)
- CII BMP Database (Winter 2026)
- NFT Phase 2 (Winter 2026)





CALL FOR FUNDERS

CII BMP Database

CalWEP is currently seeking contributions to develop our online CII BMP database complete with water savings estimates. Contact Tia@calwep.org if your agency is interested!



CALIFORNIA
WATER EFFICIENCY
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Committee Reports

Research and Evaluation



Michelle Maddaus
Chair
Maddaus Water Management



Rachel Waite
Vice Chair
MWDOC



Dani Morgutia
Senior Program Manager
Dani@calwep.org

MISSION: To collaboratively identify and pursue research project that will benefit the statewide membership

2026 Focus Areas

- Direct Install Participation in Low-Income Communities
- AMI & Data Analytics
- Water Savings (CII, low hanging fruit opportunities)
- Unintended consequences of landscape transformations

Program Committee



Megan Chery

Chair

Environmental Incentives



Sam Fetter

Vice Chair

MWDOC



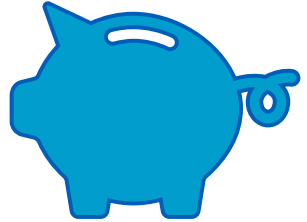
Melissa Matlock

Deputy Director

melissa@calwep.org

MISSION: Regular Peer-to-Peer engagement to communicate needs, successes, and challenges, and identify actionable steps for addressing conservation program needs both on an agency and statewide level.

Active Task Forces



Grants & Funding Task Force

Focus: Identifying funding opportunities, streamlining grant application processes, and supporting agencies in securing financial resources for conservation initiatives. Meets monthly.

Task Force Leads: Melissa



Education & Outreach Task Force

Focus: Identifying common misconceptions and developing outreach materials to improve messaging and ensure consistent communication across agencies. Meets monthly.

Task Force Lead: Melody Seesangrit



Water Loss Task Force

Focus: Reducing distribution system losses through leak detection, pressure management, and other strategies. This group will collaborate with AWWA's water loss team. Basecamp Only.

Task Force Leads: Madeline Wood & Dana Hoffenberg

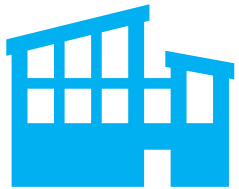
Active Task Forces



Language & Accessibility Task Force

Focus: Expanding multilingual resources for water conservation, with an initial focus on adding Chinese to the database to ensure equitable access to information. Meets monthly.

Task Force Lead: Melissa Hurtado



CII (Commercial, Industrial, Institutional) Task Force

Focus: Establishing best management practices (BMPs) for CII water users to improve efficiency and align with regulatory requirements. Meets monthly.

Task Force Lead: Ariel Flores



Wholesale Task Force

Focus: Supporting wholesale water providers in conservation efforts, including funding, technical assistance, and collaborative initiatives. Meets quarterly.

Task Force Leads: Krista Guerrero and Elise Shtayyeh

Active Task Forces



Landscape Task Force

Focus: Developing outreach materials on nonfunctional turf removal and firescaping best practices to provide clear guidance for agencies and communities. Meets monthly.

Task Force Leads: Kristin Bowman & Krista Guerrero



USE THIS LINK

To sign up for Committees, Task Forces, our CalWEP Connect and more!

Advocacy Updates

Key highlights (Dec 2025-March 2026)

- **AB 35 Climate Bond Implementation** – Support
- **SB 72 Implementation Funding** – Support
- **Federal Shower Act (H.R. 4593)** – Opposed

CalAm General Rate Case – CalWEP participating as a formal party

MWELO Triennial Review – Submitted comment letter supporting improvements to landscape WUE standards

Shaping AB 1572 Implementation – Self-Certification Form meeting with SWB on March 19th

Member Engagement & Transparency

- Expanding leg and regulatory advocacy in the form of quarterly blog updates

Member Events and Workshops

Workshops

- **Valley Water/BAWSCA** (NFT)
- **Russian River Watershed Association**, Turf's Up (NFT)
- **CMUA** (Data Streamlining)
- **Valley Water/BAWSCA** (CII BMPs)
- **Azuza** (Making Conservation a CA Way of Life)

Trainings

- **LADWP** (NFT)
- **Napa** (QWEL)
- **Santa Barbara** (QWEL)
- **Coachella Valley** (QWEL)
- **Marin** (QWEL)
- **Orange County Region** (Leak Repair Elite)
- **BAWSCA** (Leak Repair Elite)


Conferences

- **California Irrigation Institute** (2) (Data Streamlining and NFT)
- **CA Association of Community Managers** (NFT)
- **CA-NV AWWA WES 26** (Water + Energy Trainings)

Webinars

- **ACWA/CA League of Cities** (Making Conservation a CA Way of Life Part 3)
- **Data Protocols** (Data Streamlining)

Other

- **Latinas in Water** 
- **Assembly Water, Parks, and Wildlife Committee** Legislative Hearing on CII Water Use

2026 Equity Priorities



CalWEP is working with NV5, Environmental Incentives, and Maureen Erbezniak to pilot a WU5 technical assistance program 7-8 underserved communities with high UWUO reductions.

California Water Efficiency: Advancing Equity in Water Conservation

Prepared by Nancy Bui, Angela Caalim, Chloe Shin, and Anamika Shrestha
December 2025

USC Price
Sol Price School
of Public Policy

Issue Overview

California's vast water system, managed by both state and federal agencies, provides vital services including clean drinking water, wastewater control, flood protection, and ecosystem management. While more than 3,000 community water systems operate in the state, disparities persist as smaller water service providers and underserved communities often face greater challenges meeting efficiency, water quality, and infrastructure standards due to limited resources, aging infrastructure, and higher vulnerability to supply disruptions. The California Water Efficiency Partnership (CalWEP) plays a crucial role in addressing equity disparities, serving as a strong leader and an established expert in water efficiency. The organization is well-connected, with extensive partnerships across government agencies at all levels, private businesses, water utilities, and educational institutions. It supports its members by providing educational resources, distributing grant funding, advocating on their behalf, and offering other member benefits. The USC research effort supports CalWEP in understanding the extent of equity gaps and barriers across its organization and the communities it hopes to serve that may require targeted and actionable water efficiency support.

Problem Statement: CalWEP aims to engage underserved communities in statewide water efficiency efforts, yet its current membership lacks adequate representation from these very groups. How can CalWEP more systematically embed equity across its organizational practices and into its membership model, thereby reducing barriers to participation for underserved communities in statewide water efficiency efforts?

Research Methods

The research team used a mixed-methods approach. Quantitative, open-sourced data, including state and federal policy documents, as well as demographic and socioeconomic data, revealed measurable patterns of inequity across the state and provided more information on which geographical areas are most affected. Qualitative data gathered through interviews and surveys with CalWEP stakeholders and communities provided a distinct perspective, informed by cultural dynamics, organizational challenges, and lived experiences. Combining both quantitative and qualitative tools enabled the team to explore solutions that addressed complex issues, ensuring that the final recommendations made to CalWEP were evidence-based and grounded in real-world perspectives (Mele & Belardinelli, 2019).

Research Questions

01 1. What gaps currently exist within CalWEP's existing services?

02 2. What barriers might limit the participation of underserved communities in CalWEP activities?

03 3. What are effective ways in which CalWEP can more uniformly integrate equity into its work?

01 Organizational Leadership
CalWEP Interviews
SWOT Analysis

02 Membership
Member Survey
Best Practices to address gaps

01 Community End-Users
Community Survey
Best Practices to address barriers

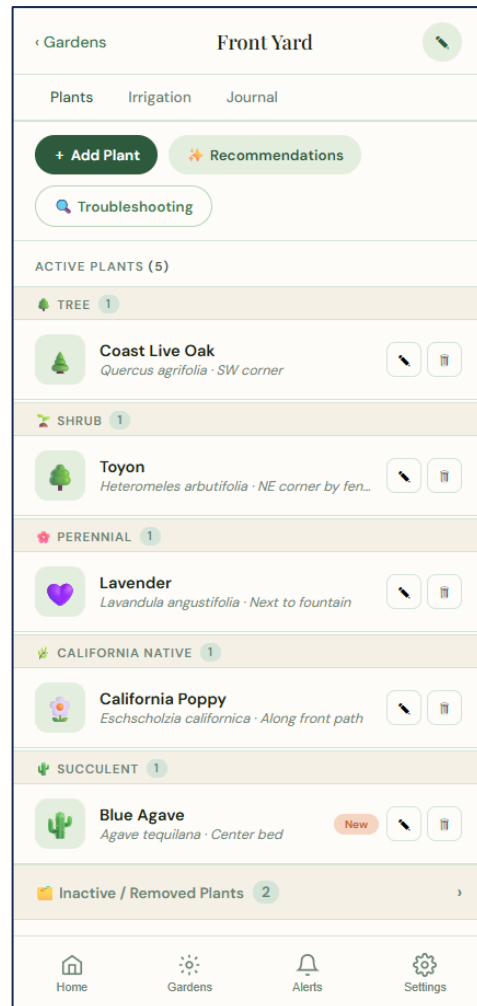
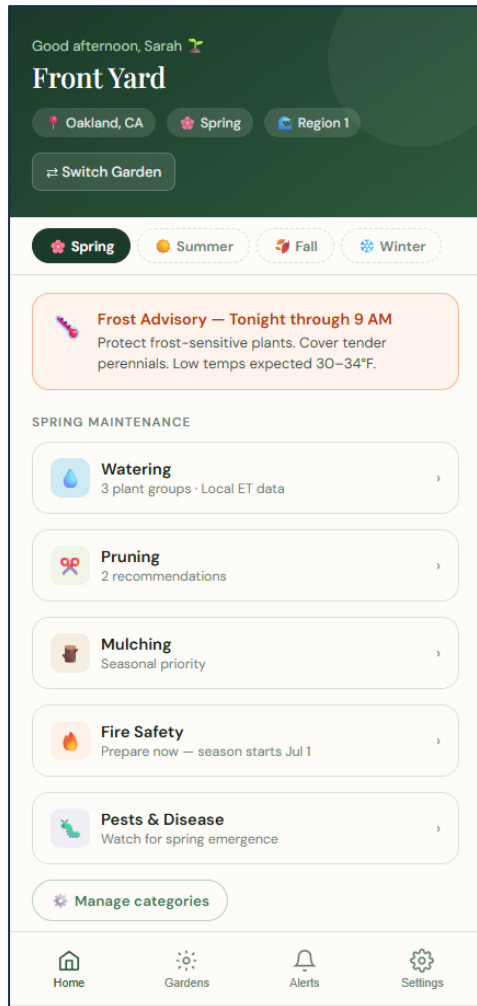
02 Local Water Providers
Geospatial Analysis
Comparative Study

01 Similar Organizations
Equity Strategy Survey for industry best practices

02 Short, Mid, and Long-Term Recommendations informed by gaps, barriers, and best practices

1

Direct Install Turf Replacement



Board Approach Survey: Direct Install Programs

Thank you for participating in this CalWEP member survey. Your input will help us understand how staff approach Board of Director and City Council engagement, what support you need, and how we can strengthen our strategy for securing approval for future programs especially direct-install turf replacement initiatives for your water agency or city.





CALIFORNIA
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Upcoming Events



2026 Calendar

STARTING IN 2026, PLENARY EVENTS WILL BE IN-PERSON ONLY

Spring Plenary – March 18, 2026
Location: Irvine, CA

Peer to Peer – May 27-28, 2026
Location: Napa, CA

Fall Plenary – September 10, 2026
Location: Elsinore Valley, CA

Winter Plenary – December 10, 2026
Location: Sacramento, CA

- **+ bi-monthly webinars available at no-cost to members!**

Charting the Course for Compliance

An educational series for urban water suppliers

Presented by:

CALIFORNIA
DATA
COLLABORATIVE


CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP



Webinar
April 23,
2026;
10:30 am -
12 pm
CII MUM to
DIM/ In-Lieu
Technology



Peer to
Peer
May 2026
Pre-session
on UWUO



Data
Summit
August
2026
2025
Reporting
Analysis



Webinar
Sept 24,
2026;
10:30 am -
12 pm
CII BMPs



Webinar
October
22, 2026;
10:30 am –
12 pm
CII
Classifying
and High-
Water Users



Webinar
November
12, 2026;
10:30 am –
12 pm
2026 UWUO
Reports



Peer to Peer 10 YEARS

Connect. Collaborate. Grow.



Presented by  CALIFORNIA WATER EFFICIENCY PARTNERSHIP

May 27-28, 2026
Napa, California

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THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

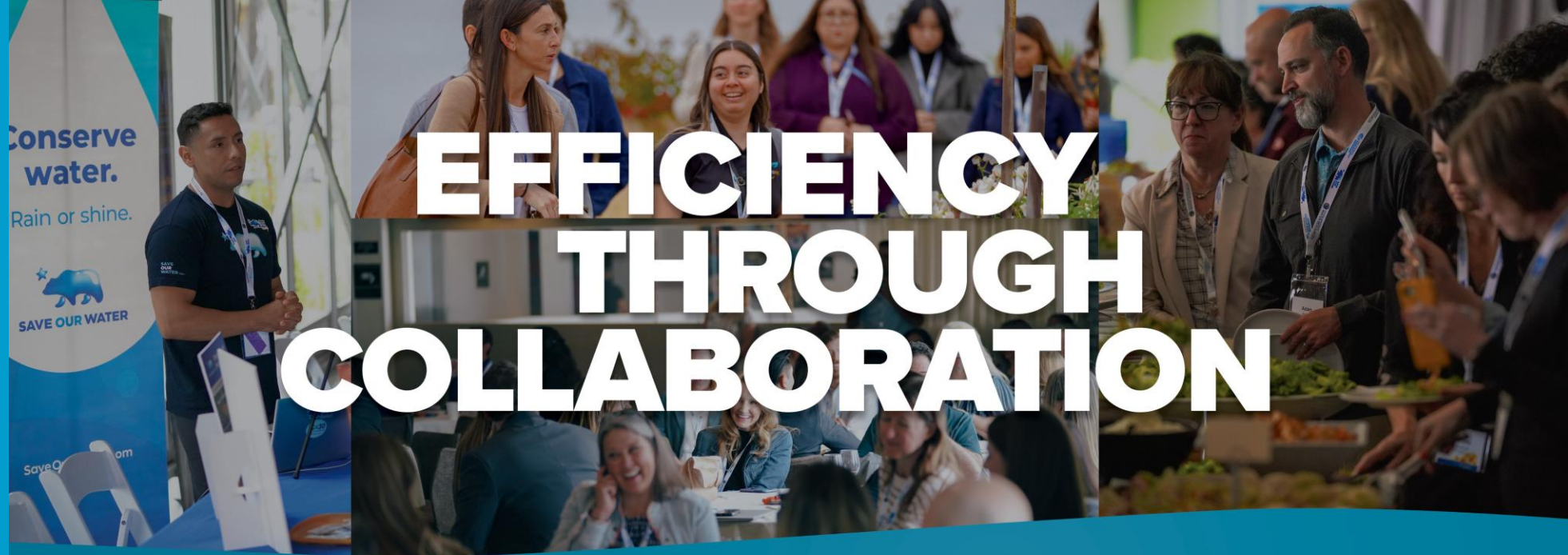


CALIFORNIA DEPARTMENT OF WATER RESOURCES



HOSTED BY:





EFFICIENCY THROUGH COLLABORATION

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