

Peer to Peer 
Connect. Collaborate. Grow.

CONTROVERSIAL STATEMENTS

CALIFORNIA WATER EFFICIENCY PARTNERSHIP

CALIFORNIA DEPARTMENT OF WATER RESOURCES — SOCAL GAS — BEWATERWISE — OLDCASTLE INFRASTRUCTURE — EAGLE AERIAL



GRIZZLY
BEAR



WATERVIEW
By Eagle Aerial Solutions

GRIZZLY BEAR SPONSOR

WATERVIEW BY EAGLE AERIAL SOLUTIONS



WATERVIEW
By Eagle Aerial Solutions

*From Compliance Platform to
Holistic Water Efficiency
Intelligence*

| By Eagle Aerial Solutions



Growing Alongside the Industry

✔ Where We Started

- Regulatory -focused SaaS platform
- Landscape & water use datasets
- Data organization & visibility
- Reporting Support

✔ Where We Are Today

- Holistic water efficiency intelligence platform
- Integrated spatial, meter, landscape & consumption analytics
- Data validation and optimization workflows
- Ongoing analytics, reporting, and implementation support
- Compliance + operational planning + long efficiency strategy -term
- Regional and wholesale coordination tools





MEETING AGENCIES WHERE THEY ARE

Purpose - Built Solutions Across the WaterView Ecosystem

WaterView TM Enterprise

Turn -key data integration, analytics, reporting, and long -term planning support

WaterView TM Compliance

Focused compliance workflows, regulatory tracking, reporting, and implementation support

CalWEP LAM Explorer TM

FREE - Industry collaboration platform supporting review & exploration of State-provided datasets all in one environment

Wholesale LAM Explorer TM

Regional visibility and coordination tools designed specifically for wholesale and regional agencies

TURNING COMPLEX REGULATIONS INTO MANAGEABLE ACTION BY:

- Building accurate, defensible data foundations
- Breaking regulatory requirements into actionable workflows
- Identifying opportunities to improve water use efficiency
- Better understanding landscape and consumption patterns
- Supporting long-term conservation planning and ROI





WATERVIEW
By Eagle Aerial Solutions

Wholesale

LAM Explorer

POWERED BY **WATERVIEW**
By Eagle Aerial Solutions



CalWEP LAM Explorer

POWERED BY **WATERVIEW**
Water Efficiency Software

Thank You!

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CONTROVERSIAL STATEMENTS



Melissa Matlock
CaWEP



Amy Talbot
Regional Water Authority

INSTRUCTIONS

- A controversial statement will appear on the screen.
- Each table will have **3 minutes** to discuss the statement.
- After discussion:
 - Raise the **green** flag if your table agrees.
 - Raise the **red** flag if your table disagrees.
- Be prepared to share your table's reasoning with the room.
- A different person from your table should speak each round.
- Keep it respectful, honest, and engaging — there are no “right” answers.



CONTROVERSIAL STATEMENT

Direct install programs are the only truly equitable program model —*everything else favors people with money*



WHAT ARE YOUR HOT TAKES?

“Get someone else to do it!”

“Unless we can calculate statistically significant water savings, we are wasting money on direct install programs.”

“Expensive, more risky, but worth it if cost effective.”

“Do them! Especially toilets.”

“They save water, granted, but the customer whines that you didn't hold their hand enough, whines that didn't give them enough free stuff, and three years from now when it breaks, whines that it's "YOUR" toilet/ WBIC/ device/ irrigation/landscape to fix. Direct install sucks!!!”

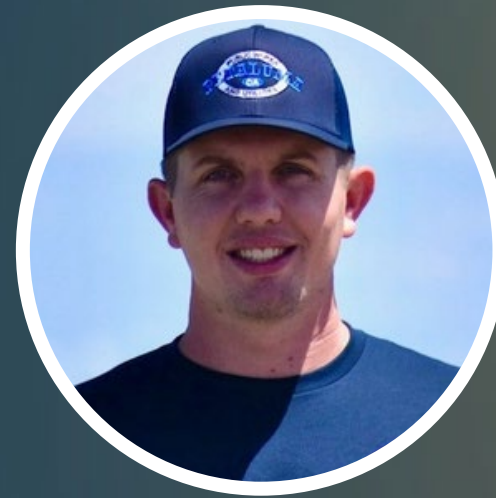
TURF REMOVAL DIRECT INSTALL PROGRAM: SUCSESSES & CHALLENGES



Janett Robledo
East Valley
Water District



Dani Morgutia
CalWEP



Ryan Dunbar
City of Petaluma



Regina Hirsch
Watershed Progressive



Emily Nodal
Daily Acts



Terrence McCarthy
Los Angeles Department
of Water & Power

Wednesday | 3:30-4:45 | Napa Ballroom

CONTROVERSIAL STATEMENT



AI is going to undo every gallon of water we have saved in the last decade.

WHAT ARE YOUR HOT TAKES?

“AI needs to be moderated to avoid Terminator becoming reality, but I don’t think Data Centers are the devil Bobby Boucher (booshay) when it comes to water use. How much do oil refineries use??”

“Water is for drinking, air is for cooling.”

“Regulate, regulate, regulate”

“Overhyped Don't worry AI will solve it!”

“Data centers should only be approved for locations with an abundance of recycled water.”

WHAT TO KNOW BEFORE A DATA CENTER COMES TO YOUR COMMUNITY



Jenna Shimmin
Eastern Municipal
Water District



Johanna De-Cotis Smith
Alliance for Water Efficiency



Jason Hick
Alliance Technology Group



Mary Ann Dickinson
Lincoln Institute
of Land Policy

Thursday, May 28 | 1:15 PM - 2:15 PM | Grand Ballroom

CONTROVERSIAL STATEMENT

Turf replacement is our most expensive program and we have no idea if it's actually saving water.



WHAT ARE YOUR HOT TAKES?

“Turf programs are too expensive and take too long to be useful water conservation strategies. Turf replacement in DAC areas don't save enough water to justify the expense.”

“If landscapers didn't suck so much, we could all have nice gardens.”

“What did turf ever do to you? There are plenty of less expensive ways to save water in the landscape.”

“Wish they were easier to implement. Long term success depends on strong plant establishment/maintenance for 3-5 years.”

“High upfront costs and resource investment. Need more direct install turf replacement.”

IMPROVING PROGRAM PERFORMANCE BY ADDRESSING FRICTION POINTS



Maureen Erbeznik
MEA Consulting



Megan Chery
Environmental Incentives



Ken Smith
Western Municipal Water
District



Madeline Wood
City of Santa Barbara

Thursday, May 28 | 1:15 PM- 2:15 PM | Napa Ballroom

CONTROVERSIAL STATEMENT

**Without enforcement, AB 1572 (NFT)
is just a strongly worded suggestion.**

WHAT ARE YOUR HOT TAKES?

“I think it was poorly defined and really required money and more time. There’s gonna be a lotta dead grass out there if people actually follow rules. My guess is it won’t be enforced so the benefits will not be realised.”

“Water Districts should let the cities do enforcement of AB1572”

“Why did you put in place regulation that YOU AREN'T GONNA DO S%!& to ENFORCE??!??”

“If you like it you shoulda put a bench on it!”

“We need collective energy behind this and consistent enforcement across the state! If we have some cities that don't plan on actively enforcing, it hurts us all.”

NFT TRAILBLAZERS: GOING BEYOND THE BARE MINIMUM



Madeline Wood
City of Santa Barbara



Jenna Shimmin
Eastern Municipal
Water District



Shannon Rossow
City of Morgan Hill



Clark Elliot
Desert Water Agency

Thursday, May 28 | 9:45 AM- 11:00 AM | Grand Ballroom

CONTROVERSIAL STATEMENT

ACTIVITY:

The pictures on your table are NFT. Draw where the lawn is still allowed to be irrigated with potable water.

THIS IS NFT. DRAW WHERE THE LAWN IS EXEMPT FROM THE NFT IRRIGATION BAN.

1



THIS IS NFT. DRAW WHERE THE
LAWN IS EXEMPT FROM THE NFT
IRRIGATION BAN.

2



3

THIS IS
NFT. DRAW
WHERE THE
LAWN IS
EXEMPT
FROM THE
NFT
IRRIGATION
BAN.



WHAT ARE YOUR HOT TAKES?

“As the Beatles sang, Let it Be!!
(Let the irrigation happen for
sake of trees.)”

“Trees shouldn't be an excuse for
leaving lawn in! AB 1572 is too
ambiguous, and we should be
more straightforward about it.”

“Keep the turf under trees.”

“The trees planted in turf are gonna be
nonfunctional once you turn off that spray
irrigation for a couple years...”

“Require separating the hydrozones. No free
pass on the NFT.”

ROOTED IN REALITY: TREE HEALTH AND LANDSCAPE TRANSFORMATIONS



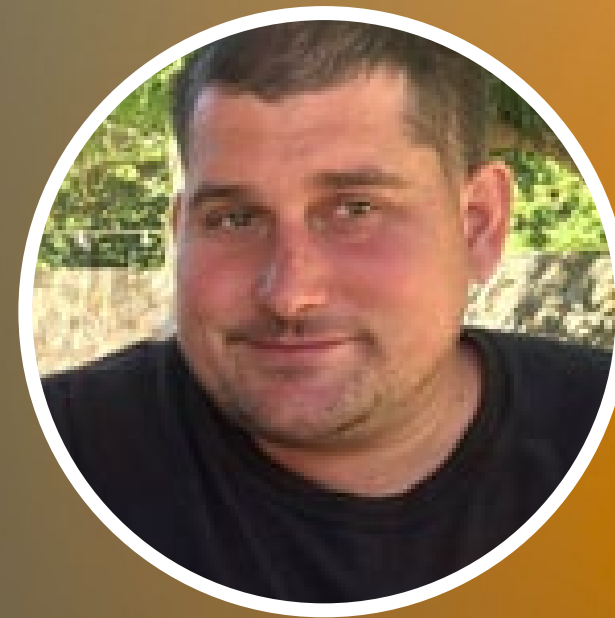
Kris Loomis
Sonoma County
Water Agency



Kristin Bowman
East Bay Municipal
Utility District



Joanna Solins
Univeristy of
California, Davis



Andrew Johnson
Johnson's Tree & Garden



Eric Santos
Hydropoint

Thursday, May 28 | 11:15 AM- 12:15 PM | Grand Ballroom

CONTROVERSIAL STATEMENT



AMI data is underutilized because agencies aren't equipped to deal with what it reveals.

WHAT ARE YOUR HOT TAKES?

“AMI data is easy to analyze.”

“It's for METERING, not monitoring. Get a Flume, Flo, Phyn... please, people.”

“It will never pay for itself.”

“If used with caution, AMI data can be used for enforcement and to reduce water use.”

“AMI data doesn't make leak repairs or turn down the sprinklers.”

“How much it can boost customer participation in WUE programs and services when leak data is combined with enforced water waste ordinance.”

BEYOND LEAK ALERTS: LEVERAGING AMI AT YOUR WATER AGENCY



Danielle McPherson
Bay Area Water Supply
& Conservation Agency



Joan Hughes
Alliance for
Water Efficiency



Lauren Benefield
South Tahoe Public
Utility District



Geneva Gondak
East Bay Municipal
Utility District



Amy McNulty
Irvine Water
Ranch District

Wednesday, May 27 | 2:00 PM- 3:15 PM | Grand Ballroom

CONTROVERSIAL STATEMENT

Most of the water savings from toilet programs comes from fixing leaks, not from the efficiency of the new fixture.



WHAT ARE YOUR HOT TAKES?

“How easy it can be for large scale installs. You also gain access to retrofit other fixtures at the same time.”

“They’re still worth it!”

“Why do toilets cost so much but rebates cost so little?”

“Dual flush toilets don't save water”

“The importance of the people to potty ratio.”

“How effective they are in reducing water bills and water usage.”

FLUSHING OUT THE FACTS: ARE TOILET CONSERVATION PROGRAMS STILL WORTH IT?



Justin Finch
Molton Niguel
Water District



Anya Kamenskaya
Easy Bay Municipal
Utility District



Justin Burks
Valley Water District



Debby Dunn
San Diego County Water
Authority

Wednesday, May 27 | 3:00 PM- 4:45 PM | Grand Ballroom

LUNCH TIME!



With Special Keynote by E. Joaquin Esquivel