



CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

Fall Plenary

Sept. 10, 2026

10 AM - 3 PM

Life Arts Center
Downtown Riverside
3485 University Ave,
Riverside, CA 92501

PLENARY HOSTED BY:



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PROGRAM

10:00 AM **Welcome and Host Presentations**

Charles Bohlig, CalWEP Board Chair
Tim Barr, Western Water

10:20 AM **CalWEP News and Happenings**

Tia Fleming, CalWEP

10:40 AM **Partner Spotlight: Hunter Industries**

Mike Madewell, QWEL, CWM, CIT

10:50AM **AB 1572 Implementation Exchange: What's Next?**

Krista Guerrero, Metropolitan Water District
Clark Elliott, Desert Water Agency

As AB 1572 deadlines approach, this interactive workshop will bring agencies together to assess where the industry stands today, review existing tools and resources, and identify remaining gaps that could benefit from statewide support.

12:00 PM **Lunch - Provided by Western Water**

1:00 PM **Live Demonstration: Landscape Maintenance App**

Melissa Matlock, CalWEP

Chris Hewes, Woodard & Curran

Get a first look at CalWEP's upcoming *GardenWise CA* application, funded by DWR. Attendees will explore how it can support residents after a landscape transformation is complete. This live demonstration will showcase features including seasonal maintenance reminders, irrigation guidance, and ongoing care recommendations for California-friendly landscapes, turfgrass, and non-native plants.

1:30 PM **What We Learned/What Comes Next: Program Design Lab**

Katie Evans, Woodard & Curran

This interactive engagement session will explore key findings from CalWEP's recent research on board engagement, program support, and the unique opportunities and challenges facing urban and rural water suppliers implementing direct installation programs. Participants will then work in small groups to design a water conservation or efficiency program using a guided worksheet, considering objectives, audiences, implementation strategies, funding needs, and potential barriers. Groups will present their concepts to fellow attendees, who will have the opportunity to ask questions, identify challenges, and provide constructive feedback. The session will conclude with a facilitated discussion focused on identifying gaps, priorities, and resources that agencies need to successfully develop and implement effective programs in their communities.

2:55 PM **Wrap-up and Closing**