

8:00 – 9:15 a.m. | **Registration & Welcome Breakfast** – Ballroom Foyer

8:15 – 9:00 a.m. | **Pre-Session** – Napa Valley Ballroom

Charting the Course for Compliance: UWUO Overview – Napa Valley Ballroom

This Peer to Peer pre-session is the second topic of the 2026 Charting the Course for Compliance series (hosted by CaDC and CalWEP), which focuses on one of the most immediate implementation challenges under the *Making Conservation a California Way of Life* regulation: improving the quality and accuracy of Urban Water Use Objective (UWUO) Reports.

Melissa Matlock, California Water Efficiency Partnership

Chris Tull, California Data Collaborative

Marielle Rhodeiro, State Water Resources Control Board

9:15 – 9:45 a.m. | **Welcome & Host Presentation** – Grand Ballroom

Tia Fleming, California Water Efficiency Partnership

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

Pat Costello, City of Napa

9:45 – 11:00 a.m. | **Plenary Session** – Grand Ballroom

10th Anniversary Keynote Panel: Evolution of Water Conservation and Efficiency in California



Water conservation in California has evolved significantly over the past two decades, from an emergency drought response to a recognized pillar of long-term water supply planning. That shift didn't happen by accident. It took policy change, research, data, institutional will, and advocates who refused to let efficiency remain an afterthought. This opening keynote panel brings together leaders who helped drive that transformation to reflect on what's been accomplished, what's been learned, and what bold commitment to water efficiency must look like in the decades ahead.

MODERATOR: Tia Fleming, Executive Director, California Water Efficiency Partnership

Heather Cooley, Chief Research and Program Officer, Pacific Institute

Mary Ann Dickinson, Founder and Former CEO, Alliance for Water Efficiency

E. Joaquin Esquivel, Chair, State Water Resources Control Board

Chelsea Haines, Director of Regulatory Relations, Association of California Water Agencies

11:00 – 11:15 a.m. | **Break**

11:15 a.m. – 12:30 p.m. | **Plenary Session – Grand Ballroom**

Controversial Statements: People’s Choice 2026

Some of the best conversations at Peer to Peer happen when you stop waiting for the panel to say what you’re already thinking. This year, Controversial Statements skips the stage entirely. The topics were sourced directly from this community - the tensions, the debates, the questions we’re all circling but not always saying out loud. Now it’s time to actually have them. You’ll work through each statement at your table, hear from the people sitting next to you, and see where this community lands when we’re honest with each other.

Amy Talbot, Regional Water Authority
Melissa Matlock, California Water Efficiency Partnership

12:30 – 1:30 p.m. | **Lunch and CalWEP Annual Awards Ceremony – Patio**

Lunch Sponsored by Metropolitan Water District of Southern California

1:30 – 2:00 p.m. | **Dessert and Exhibitors – Ballroom Foyer**

2:00 – 3:15 p.m. | **Breakout Sessions**
Beyond Leak Alerts: Leveraging AMI at Your Water Agency – Grand Ballroom

Most of us know AMI as the tool that catches residential leaks. But what else can it do? Short answer: a lot. This session digs into how forward-thinking agencies are unlocking the full potential of their AMI data, from powering targeted conservation programs to improving customer

engagement to maximizing limited staff resources. Whether you’re just getting started with AMI or looking to squeeze more value out of a system you already have, you’ll hear practical examples, real lessons learned, and concrete ideas you can take back to your agency. Leak detection is just the beginning.

MODERATOR: Danielle McPherson, Bay Area Water Supply & Conservation Agency

Joan Hughes, Alliance for Water Efficiency

Chris Tull, California Data Collaborative

Lauren Benefield, South Tahoe Public Utility District

Geneva Gondak, East Bay Municipal Utility District

Amy McNulty, Irvine Ranch Water District

Demystifying the Journey to Framework Compliance – Napa Valley Ballroom

Compliance with the *Making Conservation a California Way of Life* regulation can be daunting and complex, and the first compliance deadline of January 1, 2027, is just seven months away! In this session, we’ll demystify the journey to compliance, and you’ll hear directly from agency leaders navigating steep reduction targets, competing priorities, and the real challenges of serving disadvantaged communities. A candid panel of peers shares what’s working, what’s hard, and what they wish they’d known sooner. If you’re wondering where to start or how to keep going, this session is for you.

FACILITATORS: Liz Lauck, Environmental Incentives
Maureen Erbezniak, MEA Consulting

MODERATOR: Sam Fetter, Municipal Water District of Orange County

Devin Arciniega, City of San Bernardino
Municipal Water Department

Marcus Yasutake, City of Folsom
Noelani Leal, City of Westminster
Karina Herrera, State Water Resources Control
Board

3:15 – 3:30 p.m. | **Break**

3:30 – 4:45 p.m. | **Breakout Sessions**

Flushing Out the Facts: Are Toilet Conservation Programs Still Worth It? – Grand Ballroom

Toilet programs have been a cornerstone of water efficiency for decades, but are they still pulling their weight? With new regulations reshaping program priorities and rebate dollars stretched thinner than ever, it's worth asking: do toilet programs still make sense for California water agencies? This session brings together research findings, policy context, and frontline program experience to tackle that question head-on. Panelists will share data, challenge assumptions, and make the case so you can decide what's right for your community.

MODERATOR: Justin Finch, Moulton Niguel Water District

Debbly Dunn, San Diego County Water Authority
Anya Kamenskaya, East Bay Municipal Utility District
Justin Burks, Valley Water

Turf Removal Direct Install Program: Successes and Challenges – Napa Valley Ballroom

Direct install turf removal programs have become one of the most impactful tools in outdoor conservation but getting them right is no small feat. This session brings together communities at different stages of implementation to share what's worked, what hasn't, and what they wish they'd known before launching. From program design and contractor coordination to customer communication and scaling up, panelists will get candid about the real experience of running these programs on the ground.

MODERATOR: Janett Robledo, East Valley Water District

Dani Morgutia, California Water Efficiency Partnership
Ryan Dunbar, City of Petaluma
Regina Hirsch, Watershed Progressive
Emily Nodal, Daily Acts
Terrence McCarthy, Los Angeles Department of Water and Power

4:45 – 6:30 p.m. | **Networking Reception – South Yard Patio**

Sponsored by Eagle Aerial Solution

Wrap up a full day of sessions with some well-earned fun. Join us for tasty appetizers, drinks, live tunes, and great company!

8:30 – 9:15 a.m. | Registration & Light Breakfast and Exhibitors – Ballroom Foyer

Sponsored by Southern California Gas Company

8:30 – 9:15 a.m. | Pre-Session – Napa Valley Ballroom

Right Data, Right Targets: Improving Landscape Area Measurement

Your Urban Water Use Objective is only as good as the data behind it. This session explores how water suppliers can leverage state-provided landscape area measurement datasets, agency meter data, and updated parcel information to more accurately identify and quantify irrigable landscapes under the new conservation framework. When your baseline data is right, your targets reflect reality. Hear how agencies are improving data accuracy and often reducing their reduction requirements, before even starting customer outreach or implementing new programs.

Jazmine Molloy, Eagle Aerial Solutions

9:15 – 9:45 a.m. | Plenary Session – Grand Ballroom

Third Annual Conservation Cup: Family Feud Edition

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. Come cheer on your colleagues and test your own knowledge!

Hosted by Greg Bundesen, Sacramento Suburban Water District

9:45 – 11:00 a.m. | Plenary Session – Grand Ballroom

NFT Trailblazers: Going Beyond the Bare Minimum

Some agencies aren't just meeting the nonfunctional turf (NFT) requirements; they're blowing past them. This session shines a light on the trailblazers who have gone beyond the baseline, driving landscape transformation at a scale and speed that others can learn from. What strategies made the difference? How did they bring customers, leadership, and contractors along for the ride? Panelists will share real results and honest reflections, from what made their programs work to the obstacles they're still navigating. If you're looking for inspiration, practical models, or proof that ambitious NFT goals are achievable, pull up a chair. These agencies are showing what's possible.

MODERATOR: Madeline Wood, City of Santa Barbara

Jenna Shimmin, Eastern Municipal Water District

Shannon Rossow, City of Morgan Hill

Clark Elliot, Desert Water Agency

11:00 – 11:15 a.m. | Break

11:15 a.m. – 12:15 p.m. | Breakout Sessions

Rooted in Reality: Tree Health and Landscape Transformations – Grand Ballroom

As agencies scale up landscape transformation programs, the health and survival of mature trees is increasingly coming into focus . . . and the stakes are high. Trees provide shade, reduce urban heat, support biodiversity, and lower water demand over time. This session brings together experts in arboriculture, landscape design, and water management to explore how agencies can

protect existing trees while driving meaningful turf conversion. You'll hear practical guidance on soil conditions, irrigation transitions, tree stress management, and program design that supports the whole landscape, not just what's getting removed.

MODERATORS: **Kris Loomis**, Sonoma Water
Kristin Bowman, East Bay Municipal Utility District

Joanna Solins, UC Cooperative Extension
Andrew Johnson, Johnson's Tree and Garden
Eric Santos, Hydropoint

Efficiency Starts Here! Water Loss for Water Efficiency Professionals – Napa Valley Ballroom

With *Making Conservation a California Way of Life*, the line between water loss and water efficiency has never been thinner, but in many agencies, they're still operating in separate silos. Whether water loss feels like someone else's territory or you're just not sure where to start, this session will give you the context, language, and tools to engage meaningfully. We'll explore why WUE involvement in water loss matters now more than ever, and what becomes possible when both worlds work together. We'll also be launching *Efficiency Starts Here!*, a new initiative designed to make water loss more accessible for efficiency-focused staff.

MODERATOR: **Tia Fleming**, California Water Efficiency Partnership

Madeline Wood, City of Santa Barbara
Rachel Davis, Municipal Water District of Orange County
Kate Gasner, E Source

12:15 – 1:15 p.m. | Lunch – Patio

Sponsored by Oldcastle Infrastructure

12:30 – 1:15 p.m. | Optional Lunch and Learn: Introducing the Initiative to Streamline Water Data Reporting (ISDWR CA) – Napa Valley Ballroom

This interactive lunchtime session introduces the Initiative to Streamline Water Data Reporting in California (ISDWR-CA) and its role within the broader regulatory framework. The session highlights how key urban water reporting programs—SAFER, eAR, AIR, and UWUO—share common data elements and where opportunities exist to improve coordination, standardization, and reuse.

Melissa Matlock, California Water Efficiency Partnership
Chris Tull, California Data Collaborative

12:50 – 1:10 p.m. | Yoga in the Redwood Grove with Julia Mes

1:15 – 2:15 p.m. | Breakout Sessions

What to Know Before a Data Center Comes to Your Community – Grand Ballroom

Data centers are coming to California communities, and they bring serious water implications that water efficiency professionals need to understand. From cooling tower consumption to water use reporting to the pressure they put on local supply, these facilities represent a new and rapidly growing category of water demand. You'll learn more about how data centers operate, key questions to ask early,

and strategies for engaging before a project breaks ground. Whether a data center is already in your backyard or just on the horizon, this session will make sure you're not caught off guard.

MODERATOR: Jenna Shimmin, Eastern Municipal Water District

Johanna De-Cotis Smith, Alliance for Water Efficiency

Jason Hicks, Alliance Technology Group

Mary Ann Dickinson, Lincoln Institute of Land Policy

Improving Program Performance by Addressing Friction Points – Napa Valley Ballroom

What's really standing between your customers and saving water? In this session, we dig into the friction points, from small inconveniences and communication gaps that quietly kill participation, to larger institutional barriers that make it harder for customers to act even when they want to. Agency peers share what they discovered when they looked closely at what was holding customers back, and the fixes — some surprisingly simple, some requiring a bigger lift that made a real difference. Small group work will help you work through friction points and leave with practical ideas you can actually use. Sometimes the biggest savings come from removing the right barrier.

Maureen Erbeznik, MEA Consulting
Megan Chery, Environmental Incentives
Ken Smith, Western Municipal Water District
Madeline Wood, City of Santa Barbara

2:15 – 2:30 p.m. | **Break**

2:30 – 3:00 p.m. | Closing Plenary Session and Door Prize Winners – Grand Ballroom



Got your passport stamped by all exhibitors?

Returned passports will be entered into our door prize drawing.

3:00 p.m. onward | **Optional Tours**

 **Sign Up via Whova App**



Behind the Scenes: Water Efficiency at Napa Valley Marriott Hotel & Spa
(Max 20 ppl)



Carolyn Parr Nature Center Tour
(Max 20 ppl) \$20 donation suggested



Bouchaine Vineyards Tour
(Max 30 people, \$75 (plus tax and gratuity))

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