

Peer to Peer 10

Connect. Collaborate. Grow.



Presented by  CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

May 27–28, 2026
Napa, California

Day 1: Wednesday, May 27, 2026

8:00 a.m. – 9:15 a.m.

Welcome and Breakfast | Grand Ballroom

8:15 a.m. – 9:00 a.m.

OPTIONAL: Charting the Course for Compliance: UWUO Overview

Melissa Matlock, CalWEP

Chris Tull, California Data Collaborative

Marielle Rhodeiro, State Water Resources Control Board

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.

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, California Water Efficiency Partnership

Pat Costello, City of Napa

9:45 a.m. – 11:00 a.m.

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

Moderator: Tia Fleming, Executive Director, CalWEP

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

Water conservation in California has evolved significantly over the past two decades - from an emergency response to drought to a recognized pillar of long-term water supply planning. That shift didn't happen by accident. It took policy change, research and data, institutional will, and advocates who refused to let efficiency remain an afterthought. At CalWEP's 10th Anniversary Peer to Peer, 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.

Day 1: Wednesday, May 27, 2026

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

Break

11:15 a.m. - 12:30 p.m.

Controversial Statements: People's Choice

Moderators: Amy Talbot, Regional Water Authority

Melissa Matlock, California Water Efficiency Partnership

It's back—and this time, you're in the driver's seat. The beloved Controversial Statements session returns with a twist: the topics are sourced directly from the Peer to Peer community and the debates are happening at each table. No pre-packaged hot takes here. Instead, we'll dig into the statements, questions, and debates you told us are keeping you up at night and try to explore differences and build consensus one table at a time. Just honest conversation about where we are and where we're headed.

12:30 p.m. - 2:00 p.m.

Lunch Featuring CalWEP's Annual Award Ceremony

Dessert and Exhibitors

BREAK OUT SESSIONS

2:00 p.m. - 3:15 p.m.

Beyond Leak Alerts: Leveraging AMI at Your Water Agency

Moderator: Danielle McPherson, Bay Area Water Supply and Conservation Agency

Joan Hughes, Alliance for Water Efficiency

Lauren Benefield, South Tahoe Public Utilities District

Geneva Gondak, East Bay Municipal Utility District

Amy McNulty, Irvine Ranch Water District

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.

2:00 p.m. - 3:15 p.m.

Demystifying the Journey to Framework Compliance

Facilitators:

Liz Lauck, Environmental Incentives

Maureen Erbeznik, 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

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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 six months away! In this session we will demystify the journey to compliance 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 — followed by hands-on collaboration to help you take your next step. If you're wondering where to start or how to keep going, this session is for you.

3:15 p.m. - 3:30 p.m.

3:30 p.m. - 4:45 p.m.

Break

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

Moderator: Justin Finch, Moulton Niguel Water District

Debby Dunn, San Diego County Water Authority

Anya Kamenskaya, East Bay Municipal Utility District

Justin Burks, Valley Water

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—for and against—so you can decide what's right for your community. Come ready to question what you know and leave with a sharper perspective on where toilet efficiency fits in the years ahead.

3:30 p.m. - 4:45 p.m.

Turf Removal Direct Install Program: Successes and Challenges

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

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 agencies 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.

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

Reception

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 28, 2026

8:30 a.m. – 9:00 a.m.

Welcome, Breakfast, and Exhibitors

8:30 a.m. – 9:15 a.m.

OPTIONAL: Right Data, Right Targets: Improving Landscape Area Measurement

Jazmine Molloy, Eagle Aerial Solutions

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.

9:15 a.m. – 9:45 a.m.

Third Annual Conservation Cup: Family Feud Edition

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

9:45 a.m. – 11:00 a.m.

NFT Trailblazers: Going Beyond the Bare Minimum

Moderator: Madeline Wood, City of Santa Barbara

Jenna Shimmin, Eastern Municipal Water District

Shannon Rossow, City of Morgan Hill

Clark Elliot, Desert Water Agency

Checking the compliance boxes is one thing...actually implementing nonfunctional turf requirements in a way that works for your community is another challenge entirely. This session explores how agencies are putting the law to work: communicating requirements to customers, providing customer support, and navigating the realities of enforcement. Panelists will share what their implementation approach looks like on the ground, what's resonating with their communities, and where the friction points remain. Whether you're still building your program or refining an approach that's already underway, this session offers practical insight from agencies doing the work in real time.

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

Break

BREAK OUT SESSIONS

DRAFT AGENDA - SUBJECT TO CHANGE

Day 2: Thursday, May 28, 2026

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

Efficiency Starts Here! Water Loss for Water Efficiency Professionals

Moderator: Tia Fleming, CalWEP

Madeline Wood, City of Santa Barbara

Rachel Davis, Municipal Water District of Orange County

Kate Gasner, E Source

With Making Conservation a California Way of Life, the line between water loss and water efficiency has never been thinner – but for many agencies, they're still being managed in separate silos. This session makes the case for why water efficiency professionals need a seat at the table and gives you the tools to pull up a chair. We'll explore why WUE engagement in water loss matters now more than ever, and what becomes possible when the two worlds work together. CalWEP will also be launching Efficiency Starts Here! a new initiative designed to make water loss more accessible for efficiency-focused staff.

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

Rooted in Reality: Tree Health and Landscape Transformations

Moderators: Kris Loomis, Sonoma Water

Brandon Burgess, Chino Basin Water Conservation District

Joanna Solins, UC Cooperative Extension

Andrew Johnson, Johnsons Tree and Garden

Eric Santos, Hydropoint

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.

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

Lunch on the Patio or Water Data Streamlining Initiative Lunch and Learn with Melissa Matlock and Chris Tull

BREAK OUT SESSIONS

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

What to Know Before a Data Center Comes to Your Community

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 for Land and Water Policy

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

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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.

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

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.

2:15 p.m. - 2:30 p.m.

Break

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. - 5:00 p.m.

TOURS

- Behind the Scenes: Water Efficiency at Napa Valley Marriott Hotel & Spa (Max 20)
- Carolyn Parr Nature Center Tour (Max 20) \$10 donation suggested
- Bouchaine Vineyards Tour (Max 15) \$75pp includes Falconry Demonstration

Note: Sign up via Whova (coming soon)