



Alliance
for Water
Efficiency

WATER EFFICIENCY & CONSERVATION SYMPOSIUM

PRESENTED BY

SAN ANTONIO WATER SYSTEM

2025

CHICAGO, IL • AUGUST 6-8

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Welcome from AWE's President & CEO

The Alliance for Water Efficiency welcomes you to the 3rd Annual Water Efficiency and Conservation Symposium!

AWE members representing water providers, plumbing manufacturers, consumer goods companies, water efficiency technology innovators, consultants, government agencies, and nonprofits are all here to learn, laugh and strengthen the work we do to make every drop of water count.

Unfortunately, activities in our nation's capital threaten to undermine the positive impact you are making. The Department of Energy has proposed rescinding or weakening federal efficiency standards for multiple products, which would increase water and energy use that results in higher utility bills for households and businesses. And this may only be the beginning. We expect additional regulatory rollbacks and legislative threats that could reverse decades of progress in water and energy efficiency.

The stakes couldn't be higher. An analysis by Lawrence Berkeley National Laboratory found that, in 2024 alone, federal efficiency standards reduced utility bills for a typical household by \$576, and U.S. households and businesses saved 1.7 trillion gallons of water due to federal water efficiency standards.¹ That is equivalent to approximately 12% of the annual water withdrawals from public and private water suppliers in the United States in 2015.

These threats highlight the importance of AWE, our mission, and our members. Together, we represent the pre-eminent organization in North America advancing water efficiency.

AWE is working closely with members and partners to preserve water savings from federal programs and policies that we can ill-afford to lose in the face of climate change, depleted water supplies, and increasing costs.

As discouraging as the news from D.C. may be, I remain hopeful, because of you. The work you're leading in your communities is innovative, impactful, and inspiring. And when paired with AWE's ability to speak with a unified, authoritative voice in Washington, I believe this will be a wave we ride out rather than a tidal change.

That's why this Symposium matters. It's more than an event. It's a chance to learn from one another, share success stories and challenges, spark new ideas, and build relationships that fuel this movement. We know the path forward won't be easy, but being together reminds us we're not walking it alone.

Thank you for your dedication, and for being part of this passionate community committed to protecting our most essential resource.



Ron Burke

President & CEO
Alliance for Water Efficiency

1. https://eta-publications.lbl.gov/sites/default/files/2025-01/standards_1987-2024_impacts_overview3.pdf

Symposium Program At-a-Glance

Unless otherwise noted, all symposium events will take place at the **Gleacher Center, located at 450 N Cityfront Plaza Drive in Downtown Chicago.**

Wednesday, August 6

2:00–5:00 PM	Bridges, Not Barriers: Rethinking Public Service Design • Room 404
2:00–5:00 PM	AWE Board of Directors Meeting • Room 422
6:00–8:00 PM	Welcome Reception • Island Party Hut • 355 Chicago Riverwalk, Chicago, IL 60601

Thursday, August 7

8:00–8:45 AM	REGISTRATION & BREAKFAST • 6TH FLOOR LOBBY	
9:00–9:45 AM	Symposium Kick-off & Welcome • Room 621, Executive Dining Room	
9:45–10:00 AM	BREAK	
10:00–11:00 AM	Track A – Room 300 CII Opportunities Part 1: Scaling Smart: Managing Water Across Commercial Landscapes	Track B – Room 400 When Less is More: Water Efficiency Interventions That Go Above and Beyond
11:00–11:15 AM	BREAK	
11:15 AM–12:30 PM	Track A – Room 300 CII Opportunities Part 2: The Inside Scoop: Tacking Indoor Water Use in CII Facilities	Track B – Room 400 Stronger Together: Amplify through Partnerships
12:30–2:00 PM	LUNCH Room 621, Executive Dining Room	
2:00–3:30 PM	Track A – Room 300 The Data Dilemma: Planning for Water and Energy Resilience in a High-Demand Future	Track B – Room 400 Creative Approaches to Community Resilience
3:30–3:45 PM	BREAK	
3:45–4:45 PM	Rising to the Challenge: When Extremes Become the New Normal Room 621, Executive Dining Room	
6:00 PM	RESTAURANT ROUNDUP	

Friday, August 8

8:00–8:45 AM	REGISTRATION & BREAKFAST • 6TH FLOOR LOBBY		
9:00–9:30 AM	Morning Plenary • Room 621, Executive Dining Room		
9:30–9:45 AM	BREAK		
9:45–11:30 AM	Track A – Room 300 Water Policy: The Good, the Bad, and the Ugly Part 1: State and Local Policies that Hold Water (Savings) Part 2: What the Faucet? Navigating Changes to Federal Water Efficiency Standards and Programs	Track B – Room 400 AMI in Action: Empowering Customers, Enhancing Enforcement Part 1: Data-Driven Outreach: Expanding AMI Portal Engagement Across Communities Part 2: Smart Enforcement: Using AMI and Technology to Adapt to Achieve Results	
11:30 AM–12:30 PM	LUNCH Room 621, Executive Dining Room		
12:30–2:00 PM	The Big Reveal: First Insights from the Residential End Uses of Water Study and the 50L Home Pilot • Room 621, Executive Dining Room		
2:00–2:15 PM	BREAK		
2:15–3:10 PM	Track A – Room 300 The Illusion of Progress: Navigating Water Loss Reduction in an Era of Conservation	Track B – Room 400 The Future of Demand Forecasting: Navigating Water Planning in a Changing World	Track C – Room 621 From Root to Rise: The Growth of Residential Landscape Programs
3:15–3:30 PM	Closing Plenary • Room 621, Executive Dining Room		
3:30–6:00 PM	FIELD TRIP • LINCOLN PARK NATURE BOARDWALK & ZOO • Meet at the 6th Floor Lobby •		

Join Us on Whova

Whova is the official event app of the 2025 Water Efficiency & Conservation Symposium! Download the app using the QR code below and sign in with the email address you used to register for the Symposium. In Whova, you will find everything you need to make the most of your Symposium experience – from speaker bios and headshots to a floor map of the venue, a curated list of fun things to do in Chicago, and a platform for connecting with other attendees. Feel free to reach out to any member of the AWE team with questions.



Program Detail

Unless otherwise noted, all symposium events will take place at:

Gleacher Center • 450 N Cityfront Plaza Drive • Downtown Chicago

SYMBOL KEY:  Panel  Presentations  Discussions  Activity




Wednesday, August 6

1:30 – 2:00 PM • 4TH FLOOR BY ROOM 404

Registration & Lunch

2:00 – 5:00 PM • ROOM 404

Bridges, Not Barriers: Rethinking Public Service Design

   Programs that are rooted in equity create lasting impacts for you and for the communities you serve- but what does it take? During this workshop, we'll explore the principles of human-centered design across every stage of program and policy development—from planning and decision-making to implementation and evaluation. Join this workshop for a dynamic series of expert insights, peer conversations, real-world examples, and a scenario-based exercise that will help build bridges, not barriers, in your programs and policies. You'll walk away with practical tools, frameworks, and the inspiration to better meet your goals while honoring the unique needs of your community. *Space is limited, pre-registration is required.*

Moderator: Amanda Christophe, Program Manager, Alliance for Water Efficiency, IL

Speakers:

- “Reimagining Water Savings: Updating a 20-Year-Old Toilet Rebate Program.”
- **Jill Greiner**, Water Efficiency Program Coordinator, City of Charlottesville, VA
- **Emerson O'Donnell**, Program Manager, WaterNow Alliance, PA
- **Amy Weinfurter**, Director of Strategic Projects, WaterNow Alliance, CA
- “Rate Setting & Payment Policies of Municipal Providers for Equitable Access to Drinking Water in Illinois”
- **Deborah A. Carroll**, Director, Government Finance Research Center, University of Illinois Chicago
- “Bridging the Gap: Building Pathways to a Career in the Water Sector”
- **Jose Galvan**, Supplier Development Specialist, Milwaukee Metropolitan Sewerage District

2:00 – 5:00 PM • ROOM 422

AWE Board of Directors Meeting

This is a closed session for AWE's Q3 Board of Directors meeting.

6:00 – 8:00 PM

ISLAND PARTY HUT • 355 EAST RIVERWALK SOUTH

Welcome Reception

We invite you to swing by the Island Party Hut for our Welcome Reception! This will be one of your first opportunities to connect with fellow attendees in a casual setting, as you enjoy free food, drinks, live music, and yard games alongside the beautiful Chicago River Walk. *Registration requested but not required.*

**AWE advances actionable
knowledge through research
and collaboration. Join us by:**

PARTICIPATING IN A COMMITTEE

ADVISING ON RESEARCH AND POLICY

**CONTRIBUTING FUNDING OR DATA TO
SUPPORT RESEARCH INITIATIVES**

**TESTING INNOVATIVE IDEAS
OR TECHNOLOGIES**

**SHARING EXPERTISE THROUGH
WEBINARS AND ROUNDTABLES**

Connect with our membership team
to learn how your organization can
get more involved.

Membership@awe.org

Thursday, August 7

8:00 – 8:45 AM

Registration & Breakfast

6th Floor Lobby

9:00 – 9:45 AM

ROOM 621, EXECUTIVE DINING ROOM

Symposium Kick-off & Welcome

Speakers:

- **Ron Burke**, President & CEO, Alliance for Water Efficiency, IL
- **Karen Guz**, Vice President of Water Conservation, San Antonio Water System, TX
- **Kelly Connolly Kern**, Director of Public Affairs, Alliance for Water Efficiency, IL

Join us in the Executive Dining Room to kick off the 3rd Annual Water Efficiency & Conservation Symposium! We will hear opening remarks from AWE's President and CEO, Ron Burke, followed by a warm greeting from Karen Guz, Chair of the Alliance for Water Efficiency Board of Directors and Vice President of Water Conservation for San Antonio Water System. Then our Director of Public Affairs, Kelly Connolly Kern, will help attendees get into the Symposium spirit with an activity designed to get you moving, spark conversation, and help you meet fellow attendees from across the water community.

9:45 – 10:00

Break



Continuing Education Credits

are available for attendees with AWWA CA-NV Water Use Efficiency Practitioner certifications and/or Irrigation Association certifications. Following the Symposium, AWE will provide a certificate with the hours you received.

AWWA CA-NV practitioners can earn up to 14.3 contact hours through Symposium sessions (excluding meals and plenaries). To receive credit, please complete the sign-in sheet present in each session.

Attendees with Irrigation Association certifications can earn up to 3.81 CEU credits by attending and signing in at the seven irrigation and outdoor watering sessions, which are denoted in the program with the IA icon. IA CEU Credit awarded, IA CEU Category, and IA Course Number are provided in session descriptions.




Thursday, August 7

10:00 – 11:00

Morning Sessions: Choose Track A or B

TRACK A: CII Opportunities Part 1. Scaling Smart: Managing Water Across Commercial Landscapes

Room 300

 Large-scale landscapes offer some of the greatest opportunities—and biggest challenges—for achieving meaningful water savings. Factors like water availability, regulatory requirements, and stakeholder expectations have spurred innovative programs aimed at transforming how outdoor spaces use water. Yet critical questions remain: How effective are these programs in the real world? How do we measure success? And what actually motivates engagement across diverse commercial, industrial, and institutional (CII) customers? This session dives into the strategies, technologies, and policies shaping efficient outdoor water use, sharing lessons learned, exploring metrics that matter, and offering fresh ideas to help utilities and partners drive lasting change across large landscapes.



This class provides 0.5 CEUs for Irrigation Association Tier 2. This is IA Course Number IA0807252-0.5A. To claim your CEUs, visit <https://store.irrigation.org/Certification/CEUSubmission.aspx> and enter the following

information: type of activity, date of activity, course title with IA course number, number of hours of attendance. Step-by-step instructions for submitting CEUs can be found on the submission page, along with the “What Counts for CEUs” guide.

Moderator: Melissa Matlock, Director of Programs, California Water Efficiency Partnership, CA

Speakers:


- **Devin Foster Smith**, Researcher, Alliance for Water Efficiency, Chicago, IL. “Green Spaces, Great Savings: Tackling Water Use in Commercial Landscapes”
- **Dani Luna Morgutia**, Water Resources Analyst III, Long Beach Utilities Department, CA. “The Next Frontier of Outdoor Water Efficiency: Complying with California’s Irrigation Restrictions on Non-Functional Turf”



This session is brought to you by the Metropolitan Water District of Southern California.

TRACK B: When Less is More: Water Efficiency Interventions That Go Above and Beyond

Room 400

 Water efficiency is about more than saving water. This session explores how right-sized water use can unlock meaningful benefits, especially in low-income and resource-constrained settings. Through case studies from a Chicago leak repair pilot and a pilot to install septic systems to improve public health in rural Alabama, we’ll examine how efficiency efforts—like leak repairs and high-performance fixtures—can reduce not just water bills, but broader financial and quality-of-life burdens. We’ll also explore how efficiency can make previously infeasible infrastructure solutions possible, stretch limited public resources, and open the door to new partnerships. Join us to unpack a more expansive view of water affordability, one that goes beyond rates and billing to focus on real trade-offs faced by low-income households every day, and the role of efficiency in creating more vibrant communities and more sustainable, equitable water systems. Learn about the range of unique partnerships that led to these innovative pilots and ideate with your peers.

Moderator: Amanda Christophe, Program Manager, Alliance for Water Efficiency, IL

Speakers:

- **Rachael Burchett**, Program Manager, Water Programs, Elevate, IL. “Leak Repairs: A Centralized Pilot to Serve Diverse Communities across Cook County”
- **Troy Benavidez**, Leader, Government Relations and Policy, LIXIL, NJ. “Water Efficiency as a Public Health Strategy? Lessons from an Onsite Septic System Pilot in Alabama”



This session is brought to you by San Antonio Water System.

11:00 – 11:15

Break


Thursday, August 7

11:15 – 12:30

Morning Sessions: Choose Track A or B

TRACK A: CII Opportunities Part 2. The Inside Scoop: Tacking Indoor Water Use in CII Facilities

Room 300

 Indoor water use in commercial, industrial, and institutional (CII) facilities is often overlooked—but it holds massive potential for savings and sustainability. This dynamic session dives deep into strategies for reducing indoor demand through targeted retrofits, process improvements, in-depth audits, and innovative partnerships that move the needle. Hear compelling success stories from the field, learn about emerging trends transforming indoor efficiency, and get practical insights you can bring back to your own programs. Discover how your utility or organization can better support CII customers on the path to smarter water management—and bigger water savings.


Moderator: Johanna DeCotis Smith, Senior Manager of Programs, Alliance for Water Efficiency, GA

Speakers:

- **Andrew Pirrone**, Water Conservation Coordinator, City of Goodyear, AZ; **Annikki Chamberlain**, President & Owner, Mimir Water, WA. “Unlocking Commercial Water Efficiency: Lessons from the City of Goodyear’s Commercial Program”
- **Gabrielle Martin**, Engineer, Minnesota Technical Assistance Program, MN. “How to Get Results the MnTAP Way: Water Conservation in the CII Sphere”

TRACK B: Stronger Together: Amplify through Partnerships

Room 400

 Partnerships are the secret ingredient to achieving big, lasting wins in water conservation. This session shines a spotlight on how creative collaboration can help tackle water challenges—from raising community awareness and unlocking new funding streams to building trust and convening diverse stakeholders around shared goals. Through a series of lively lightning talks and an interactive panel discussion, you’ll hear inspiring stories of how organizations across the country are joining forces to expand their reach, amplify their impact, and find common ground—proving that we’re stronger together when it comes to protecting our most precious resource.



This class provides 0.31 CEUs for Irrigation Association Tier 3. This is IA Course Number IA0807253-0.31. To claim your CEUs, visit <https://store.irrigation.org/Certification/CEUSubmission.aspx> and enter the following information: type of activity, date of activity, course title with IA course number, number of hours of attendance. Step-by-step instructions for submitting CEUs can be found on the submission page, along with the “What Counts for CEUs” guide.

Moderator: Kelly Connolly Kern, Director of Public Affairs, Alliance for Water Efficiency, IL

Speakers:

- **Gary Tilkian**, Senior Resource Specialist, Metropolitan Water District of Southern California, CA. “Water Use Efficiency Collaboration – How Do We Make a Bigger Pie?”
- **Christine Chavez**, Water Conservation Manager, City of Santa Fe, NM. “Collaborative Approach to Water Reuse and Water Conservation Programming”
- **Jessica Woods**, Water Conservation Coordinator, City of Round Rock, TX. “Strong Partnerships, Strong Programs”
- **Lorna Bravo**, Urban Horticulture Agent, University of Florida, FL. “The Water Ambassador Program - Connecting Communities to Water”



*This session is brought to you by
The Toro Company.*

12:30 – 2:00 PM

ROOM 621, EXEC. DINING ROOM

Lunch




Thursday, August 7

2:00 – 3:30 PM

Afternoon Sessions: Choose Track A or B

TRACK A: TRACK A: Data Centers + Water: “A Conversation at the Crossroads

Room 300

   As data centers rapidly expand to meet digital demand, they’re putting unprecedented pressure on local water and energy systems—raising urgent questions for planners, policymakers, and utilities alike. This session explores the evolving energy-water nexus in the commercial and industrial sector, spotlighting the dual opportunities (and potential trade-offs) of conservation strategies. This session aims to clarify the current landscape of data centers and water use —what’s known, what’s being done, and where the key gaps remain. Through diverse perspectives, we’ll explore the pressing questions that still need to be answered to support better decision-making, transparency, and collaboration going forward.




Moderator: Paula Paciorek, Water & Energy Efficiency Practice Services Team Leader, Plummer Associates, NM.

Speakers:

- **Joel Brammeier**, President & Chief Executive Officer, Alliance for the Great Lakes, IL.
- **Melissa Pierce**, Technical Program Director, Current, IL.
- **Jason Hick**, Project Director for Future Supercomputing Infrastructure, Los Alamos National Laboratory, NM
- **Carol Kauffman**, Chief Executive Officer, Ohio Environmental Council, OH.
- **Gabby Plotkin**, Senior Policy Manager, Illinois Environmental Council, IL.
- **Eddie Wilcut**, Water & Energy Efficiency Services Practice Leader, Plummer Associates Inc., TX

TRACK B: Creative Approaches to Community Resilience

Room 400

   As communities face escalating climate challenges, programs are evolving and expanding to support broader community resilience and sustainability efforts. This session will showcase initiatives that are addressing not just water conservation, but also heat mitigation, shade provision, and emergency response. Through real-world examples, peer discussions, and collective storytelling, this session will challenge our creativity to explore strategies that strengthen resilience, help reach more customers, and support long-term sustainability goals for your organization and your community alike.



This class provides 0.75 CEUs for Irrigation Association Tier 2. This is IA Course Number IA0807252-0.75.

To claim your CEUs, visit <https://store.irrigation.org/Certification/CEUSubmission.aspx> and enter the following information: type of activity, date of activity, course title with IA course number, number of hours of attendance. Step-by-step instructions for submitting CEUs can be found on the submission page, along with the “What Counts for CEUs” guide.

Moderator: Amanda Christophe, Program Manager, Alliance for Water Efficiency, IL.

Speakers:

- **Rachael Belisle-Toler**, Water Resources Manager, Ipswich Utilities Department, MA. “Empowering Regional Water Management with Artificial Intelligence and Qualitative Data Analysis.”
- **Teresa Robertson**, Principal Public Affairs Representative, Metropolitan Water District of Southern California, CA. “Rooted in Resilience: Driving Regional Tree Rebate Program Awareness.”

KOHLER® *This session is brought to you by Kohler Co.*

3:30 – 3:45


Break

Thursday, August 7

3:45 – 4:45 PM

ROOM 621, EXECUTIVE DINING ROOM

Afternoon Plenary • Rising to the Challenge: When Extremes Become the New Normal

 As climate change intensifies, water agencies and conservation staff are navigating both immediate emergency responses and long-term planning strategies to protect communities. This panel will explore how agencies are adapting to an evolving climate, with firsthand perspectives on managing urban wildfires, drought in historically water-rich regions, and extreme weather events leading to infrastructure failures. Panelists will share lessons learned from these challenges, discuss how they are building resilience for the future, and offer insight into the delicate balance between emergency response and sustainable, long-term water management. This conversation aims to foster understanding and reflection on how climate change is reshaping the way we think about water security.



This class provides 0.5 CEUs for Irrigation Association Tier 2. This is IA Course Number IA0807252-0.5B.

To claim your CEUs, visit <https://store.irrigation.org/Certification/CEUSubmission.aspx> and enter the following information: type of activity, date of activity, course title with IA course number, number of hours of attendance. Step-by-step instructions for submitting CEUs can be found on the submission page, along with the "What Counts for CEUs" guide.

Moderator: Amanda Christophe, Program Manager,
Alliance for Water Efficiency, IL

Panelists:

- **Anne Carroll**, Director, Massachusetts Department of Conservation and Recreation Office of Water Resources, MA
- **Terrence McCarthy**, Manager of Water Resources Policy, Los Angeles Department of Water and Power, CA
- **Bryan Peckinpugh**, Public Affairs Director, Detroit Water and Sewerage Department, MI
- **Micah Reed**, Water Conservation Manager, Fort Worth Water, TX

6:00 PM

Restaurant Roundup

Together with a small group of Symposium attendees, we will head out for a meal on the town! Enjoy some of the world-famous cuisine that Chicago has to offer while getting to know new friends and connecting with colleagues from across the AWE network. Check Whova for details about where and when various groups will be meeting before heading out to dinner.

Friday, August 8

8:00 – 8:45 AM • 6TH FLOOR LOBBY

Registration & Breakfast

9:00 – 9:30 AM

ROOM 621, EXECUTIVE DINING ROOM

Morning Plenary

Join us bright and early the final morning of the Symposium for a time of recognizing and celebrating a few of the individuals and organizations that are leading the way in advancing water efficiency and conservation across industries throughout the United States and Canada. This session is sure to leave you inspired!

9:30 – 9:45 AM

Break

Friday, August 8


9:45 – 11:30 AM

Morning Sessions: Choose Track A or B

Note the different structure for this morning's sessions: While there are two parts in each track, these are designed for attendees to stick with their chosen session for the full morning. **No formal break between these sessions.**

TRACK A: Water Policy: The Good, the Bad, and the Ugly • Room 300

Part 1: State and Local Policies that Hold Water (Savings)


 With federal progress on water efficiency policy uncertain, the most promising opportunities for impact may be closer to home. This session explores how state and local policies are driving measurable water savings—from innovative tax credits and incentives to building code advancements and right-sized standards. Learn what's already working across the country and what tools are gaining traction, even in a shifting policy landscape.

Moderator: Kelly Connolly Kern, Director of Public Affairs, Alliance for Water Efficiency, IL

Speakers:

- **Heather Cooley**, Chief Research and Program Officer, Pacific Institute, CA. "National Water Efficiency Assessment Report: Promising State and Local Policies to Achieve Water Savings"
- **Laurel Elam**, Senior Director, Business and Standards Development, RESNET, NC. "State (and Federal) Tax Credits and Incentives for Water-Efficient Homes"
- **Christopher Lohr**, Vice President of Technical Services and Research, IAPMO, AZ. "Stretch Codes, Industry Standards, and Right-Sizing"

Part 2: What the Faucet? Navigating Changes to Federal Water Efficiency Standards and Programs

 As federal water efficiency standards and programs face uncertainty and transition, what should the water community be watching—and preparing for? This session brings together experts from across advocacy, industry, and policy to break down what's happening with programs like WaterSense and ENERGYSTAR, and explores how manufacturers and practitioners are adapting. Gain insight into the evolving federal landscape and what it could mean for the future of water-efficient products and policies.

Moderator: Troy Benavidez, Leader, Government Relations and Policy, LIXIL, PA.

Speakers:

- **Ron Burke**, President & CEO, Alliance for Water Efficiency, IL
- **Dain Hansen**, Executive Vice President, Government Relations, IAPMO, DC.
- **Joanna Mauer**, Deputy Director, Appliance Standards Awareness Project, NM.
- **Daniel Rieland**, Manager, Codes & Standards, Kohler, WI

Friday, August 8


9:45 – 11:30 AM

Morning Sessions: Choose Track A or B

Note the different structure for this morning's sessions: While there are two parts in each track, these are designed for attendees to stick with their chosen session for the full morning. **No formal break between these sessions.**

TRACK B: AMI in Action: Empowering Customers, Enhancing Enforcement • Room 400

Part 1: Data-Driven Outreach: Expanding AMI Portal Engagement Across Communities


 As Advanced Metering Infrastructure (AMI) becomes increasingly vital, the challenge is not just collecting data but ensuring customers are engaged and enrolled in AMI-based portals. This session will explore innovative community engagement strategies that drive enrollment across diverse populations. We'll discuss how to leverage technology and tools (like GIS), understand who is being reached—and more importantly, who isn't—and how to tailor outreach efforts accordingly. By the end of this session, you'll walk away with practical strategies for overcoming barriers to enrollment, ensuring equitable access, and using data to refine your engagement tactics.

Moderator: Todd Shultz, Chief Operating Officer, Yoppify, UT

Speakers:

- **Justin Keller**, Strategist, Water Programs, Elevate, IL. "Boosting engagement with water consumer portals"
- **Madeline Wood**, Water Conservation Analyst, City of Santa Barbara, CA; **Donna DiLaura**, External Affairs and Sustainability Manager, Walnut Valley Water District, CA. "Mapping the Impact: Analyzing Participation in Customer Portals"

Part 2: Smart Enforcement: Using AMI and Technology to Adapt to Achieve Results

 Enforcing irrigation schedules, water waste ordinances, and drought regulations requires more than just rules—it demands real-time data, technology, and customer engagement. This session will dive into how water utilities are using AMI data, GIS tools, and advanced technologies to monitor water use, enforce conservation rules, and engage customers in behavior change. We'll explore how evolving programs, shaped by real-world data and customer feedback, are improving enforcement and driving long-term water-saving habits. Learn how to adapt your approach over time, refine strategies based on lessons learned, and create a culture of compliance that works for both utilities and customers.



This class provides 0.5 CEUs for Irrigation Association Tier 2. This is IA Course Number IA0808252-0.5B.

To claim your CEUs, visit <https://store.irrigation.org/Certification/CEUSubmission.aspx> and enter the following information: type of activity, date of activity, course title with IA course number, number of hours of attendance. Step-by-step instructions for submitting CEUs can be found on the submission page, along with the "What Counts for CEUs" guide.

Moderator: Drew Beckwith, Senior Water Resources Analyst, City of Westminster, CO

Speakers:

- **Neil Bailey**, Conservation Services Administrator, Las Vegas Valley Water District, NV; **Dennis Gegen**, Conservation Services Administrator, Las Vegas Valley Water District, NV. "The evolution of the Las Vegas Valley Water District Water Use Compliance program"
- **Allison Quintana**, Water Conservation Specialist II, Aurora Water Conservation, CO; **Adam Waters**, Senior Water Conservation Specialist, Aurora Water Conservation, CO. "AMI + GIS = The Future of Water Use Enforcement"

Friday, August 8

11:30 – 12:30 PM

ROOM 621, EXECUTIVE DINING ROOM



Lunch

12:30 – 2:00 PM

ROOM 621, EXECUTIVE DINING ROOM

Afternoon Plenary

The Big Reveal: First Insights from the Residential End Uses of Water Study and the 50L Home Pilot

  Get ready for a fun, interactive experience where you'll dive into the newest data from both the largest Residential End Uses of Water study ever and the 50L Home Pilot! Hear from the Water Research Foundation on water demand-related research then get your trivia team together as you compete while we explore residential water use trends, uncover key insights, and learn how this groundbreaking study can help shape the future of water efficiency and planning. Next, our subject matter experts will help spark discussion—but the spotlight is on the room. We'll pose big questions, invite audience perspectives, and explore the answers together. Come ready to think big, share, and shape the conversation.



This class provides 0.75 CEUs for Irrigation Association Tier 2. This is IA Course Number IA0808252-0.75.

To claim your CEUs, visit <https://store.irrigation.org/Certification/CEUSubmission.aspx> and enter the following information: type of activity, date of activity, course title with IA course number, number of hours of attendance. Step-by-step instructions for submitting CEUs can be found on the submission page, along with the "What Counts for CEUs" guide.

Moderator: Amy Talbot, Water Efficiency Program Manager, Regional Water Authority, CA

Speakers:

- **Sydney Samples**, Research Manager, Water Research Foundation, DC.
- **Peter Mayer**, Principal, WaterDM, CO
- **Maureen Erbeznik**, Principal, Maureen Erbeznik & Associates, CA

2:00 – 2:15 PM



Break

2:15 – 3:10 PM

Afternoon Sessions

TRACK A: The Illusion of Progress: Navigating Water Loss Reduction in an Era of Conservation

Room 300

  Water utilities across North America are working hard to reduce non-revenue water—but traditional metrics can mask real progress, especially when conservation efforts succeed. This two-part session unpacks how to measure, communicate, and achieve meaningful water loss reduction. In Part 1 we'll explore the latest updates to AWWA's M36 guidance and software, including the new focus on measuring carbon emissions, and more. Then in Part 2, dive into a case study from Joliet, IL, illustrating the real-world challenges utilities face when conservation efforts appear to inflate water loss. Learn about alternative indicators—like volume-based metrics and infrastructure assessments—that give a clearer picture of success. Through presentations and peer conversations, you'll gain practical strategies to better align water loss management with conservation goals and communicate progress effectively.

Moderator: Johanna DeCotis Smith, Senior Manager of Programs, Alliance for Water Efficiency, GA

Speakers:

- **Will Jernigan**, Chief Operations Officer, Cavanaugh, NC.
- **Drew Blackwell**, Director of Water Efficiency, Cavanaugh, NC.



This session is brought to you by Moen.


Friday, August 8

2:15 – 3:10 PM

Afternoon Sessions (Cont'd)

TRACK B: The Future of Demand Forecasting: Navigating Water Planning in a Changing World


Room 400

 Communities are facing futures different than the one previously planned for. The future may include rapid growth or declining demand. Communities, economies, and the climate are all changing. This session will delve into the evolving practices of demand forecasting and management, focusing on how to plan for peak demand, manage climate-induced fluctuations, and adjust for changing consumption patterns in diverse communities. Attendees will explore strategies for integrating climate change considerations into demand planning, ensuring that utilities are prepared to meet the needs of both expanding and shrinking populations, while optimizing water use and infrastructure investments for long-term sustainability.

Moderator: Devin Foster Smith, Researcher, Alliance for Water Efficiency, Chicago, IL.


Speakers:

- **Colwyn Sunderland**, Infrastructure Planning Engineer, Kerr Wood Leidal, CAN. “Why Accurate Water Demand Forecasts Matter”
- **Jessica Fritsche**, Senior Planner, Carollo Engineers, IL. “Exploring Impacts of Climate Change and Other Drivers”

 This session is brought to you by LIXIL.

TRACK C: From Root to Rise: The Growth of Residential Landscape Programs

Room 621, Executive Dining Room

 Join us for an interactive panel exploring the evolution of residential landscape programs—where they started, how they’ve adapted, and where they’re headed next. Panelists will share insights from the field, highlighting lessons learned, current best practices, and forward-looking innovations. Topics will include turf replacement with low-water seed options, laundry-to-landscape systems, maximizing multiple benefits, partnerships with irrigation contractors, strategies for engaging residents, and more. Come ready to ask questions, share your perspective, and gain practical ideas to inform and inspire your own programs to grow—from root to rise.



This class provides 0.5 CEUs for Irrigation Association Tier 2. This is IA Course Number IA0808252-0.5A.

To claim your CEUs, visit <https://store.irrigation.org/Certification/CEUSubmission.aspx> and enter the following information: type of activity, date of activity, course title with IA course number, number of hours of attendance. Step-by-step instructions for submitting CEUs can be found on the submission page, along with the “What Counts for CEUs” guide.

Moderator: Amanda Christophe, Program Manager, Alliance for Water Efficiency

Panelists:

- **Jenna Battson**, Outdoor Water Conservation Coordinator, Colorado Water Conservation Board, CO
- **Toby Bickmore**, Conservation Service Administrator, Southern Nevada Water Authority, NV
- **Justin Burks**, Senior Water Conservation Supervisor, Santa Clara Valley Water District, CA
- **Jack Karlin**, Executive Director, Turfgrass Water Conservation Alliance, OR
- **Whitney Ray**, Supervisor of Water Conservation, East Bay Municipal Utility District, CA

3:15 – 3:30 PM

ROOM 621, EXECUTIVE DINING ROOM

Closing Plenary

The 3rd Annual Water Efficiency & Conservation Symposium will conclude with a few parting words from the AWE staff and a range of ways to further engage with our work and community in the future.

3:30 – 6:00 PM • MEET AT THE 6TH FLOOR LOBBY

Field Trip: Lincoln Park Nature Boardwalk & Zoo

Join us for a tour of the Lincoln Park Nature Boardwalk & Zoo. Together, we will explore how the Boardwalk blends native ecology, smart water use, and award-winning design in the heart of bustling Chicago. **Space is limited, pre-registration is required.** Meet in the lobby to board the bus to the Boardwalk (2121 N Stockton Dr, Chicago, IL 60614).

Why would a water utility build a bespoke gardening website?

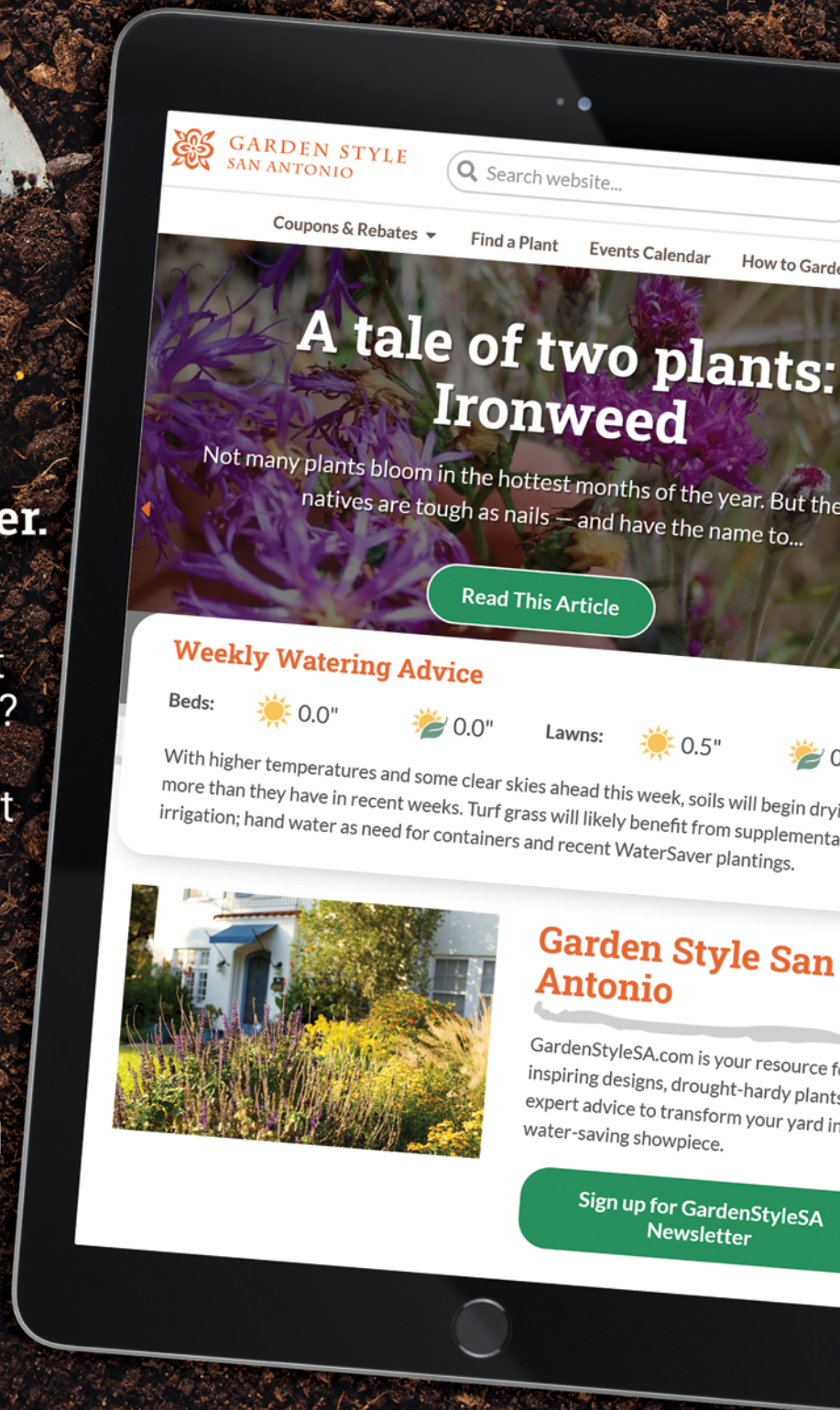
Conservation is our cheapest source of water.

But how do you get homeowners to conserve without cramping their garden style?

A water utility's website isn't anyone's first choice for landscape designs, plant selections or how-to gardening videos.

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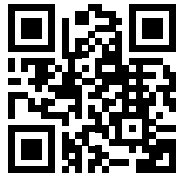
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Friday, August 8

9:45 – 10:30am

The Panel Discussion –

State and Local Policies that Hold Water (Savings)

Stretch Codes, Industry Standards, and Right-Sizing

Presented by Christoph Lohr

Vice President of Technical Services & Research

10:30 – 11:30am

**What the Faucet? Navigating Changes to
Federal Water Efficiency Standards and Programs**

Presented by Dain Hansen

Executive Vice President Government Relations



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Our National Partner Network includes organizations whose focus is to improve waterways and conserve water across the country and to improve pollinator habitat restoration and preservation.

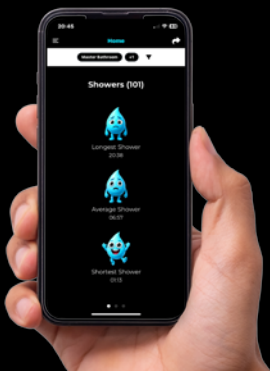
Together with our nonprofit partners, we're working toward a water- and pollinator- friendly future.

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San Jose Sharks



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Meet the AWE Staff

We'd love to say hi!
Take the opportunity
to connect with your
favorite AWE staffers
while attending the
Symposium.



Ron Burke

President and CEO



Kelly Connolly Kern

Director of Public Affairs



Jeffrey Hughes

Director of Finance &
Operations



Devin Smith

Researcher



**Johanna DeCotis
Smith**

Senior Manager of
Programs



Sophie Baumgartner

Member Relations &
Events Manager



Amanda Christophe

Program Manager

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Resource Conservation
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Rick Maloy

Strategic Initiatives Manager
• Central Utah Water
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Clover Rogers

Conservation Coordinator
• Jurupa Community
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Notes



SCAN TO VIEW
THIS AGENDA IN
THE WHOVA APP



The Alliance for Water Efficiency (AWE) is a nonprofit dedicated to the efficient and sustainable use of water across North America. Based in Chicago, AWE advocates for water-efficient products and programs, and provides information and assistance on water conservation efforts. AWE works with more than 500-member organizations, providing benefit to water utilities, business and industry, government agencies, environmental and energy advocates, universities, and consumers.

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