



ALLIANCE FOR WATER EFFICIENCY

WATER EFFICIENCY & CONSERVATION SYMPOSIUM 2025

AUGUST 6-8, 2025 | CHICAGO, IL

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

Room 300 10:00 – 11:00pm



This Session is Brought to You By

Gold-Level Sponsor:



Scaling Smart: Managing Water Across Commercial Landscapes

*Sponsored by:
The Metropolitan Water
District of Southern California*



ABOUT METROPOLITAN

Nation's largest wholesale water provider

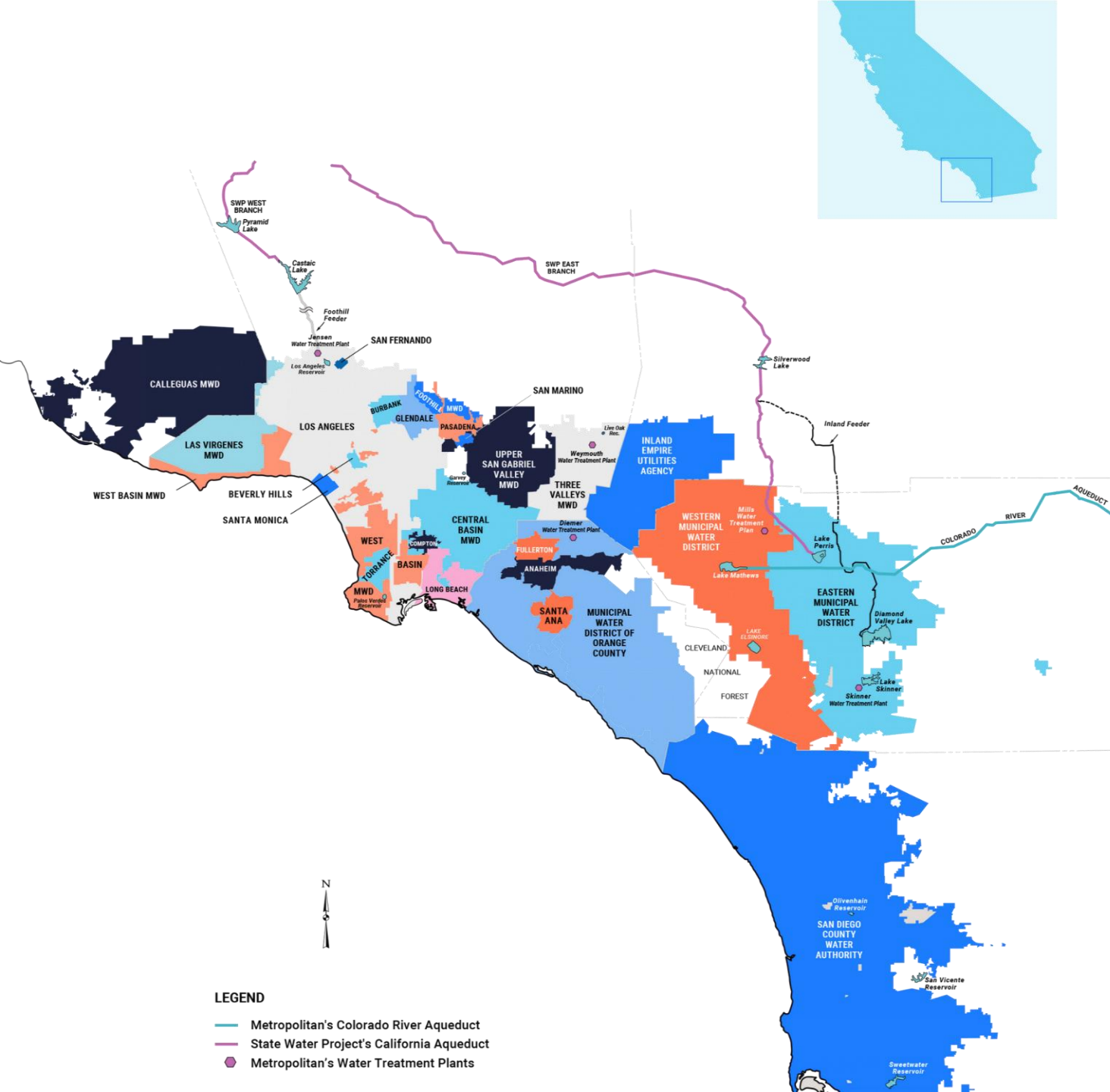
Service area: Nearly **19 million** people,
5,200 square miles, parts of **six counties**

26 member agencies, **38-member** board of directors

Supports **\$1.6 trillion** regional economy
(ranks 11th in the world)

Provides imported water from Northern
Sierras and Colorado River Basin

Invest in local projects and conservation



Outdoor Conservation Initiatives

A photograph of a landscaped outdoor area. In the foreground, a winding gravel path leads through a garden bed filled with young green shrubs and trees. Some trees have purple foliage. The ground is covered with brown mulch. In the background, there are taller trees, including palm trees, and a clear blue sky.

Regional Rebate Program

Turf Replacement- \$5/sq. ft. for CII customers

Commercial Devices

Water Savings Incentive Program

Customer Commercial Site Upgrades

Member Agency Administered Program

Supports local conservation efforts

Education and Outreach

Water Use Efficiency Legislation and Policy Development



CA – AB 1572

Sponsored by Metropolitan

Effectively bans irrigation of non-functional turf (NFT) in commercial settings with potable water beginning in 2027

Does not apply to the residential sector or commercial areas irrigated with recycled water

Phased approach:

1. 2027- NFT at State and Local Government buildings
2. 2028- CII sites and properties not located in disadvantaged communities
3. 2029- NFT areas at HOA's and Common Interest Developments
4. 2031- NFT at Local Government buildings in DAC (contingent on state funding being made available to fund costs)

Strategies and Funding for Success

Encouraging Early Adoption

October 2022 – Board adopted resolution recommending ordinances prohibiting installation and irrigation of NFT

November 2022 – Joined 30 agencies across Colorado River Basin on MOU committing to reduce NFT in our service area by 30%

External Funding and Enhanced Incentives for Customers

July 2024- \$30M Urban Community Drought Relief Grant implemented into turf replacement program

September 2025- \$95M System Conservation Implementation Agreement with the United States Bureau of Reclamation to remove 30 million square feet of turf through 2031

Increased incentives for CII customers from \$2/sq. ft. to \$5/sq. ft.

Research and Marketing

Finalizing scope to launch our largest CII research study to date

Surveys/Focus Groups/Community Discussion Groups



— BUREAU OF —
RECLAMATION





Setting the Stage – California's Ban on Non-Functional Turf

Melissa Matlock

Deputy Director, California Water Efficiency Partnership



Setting the Stage – California's Ban on Non-Functional Turf



CALIFORNIA
**WATER EFFICIENCY
PARTNERSHIP**

A Chapter of the Alliance *for* Water Efficiency



EFFICIENCY THROUGH COLLABORATION



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CalWEP's Mission

Maximize urban water efficiency and conservation by:

- Advancing research, training, and public education
- Building collaborative approaches and partnerships
- Supporting and integrating innovative technologies and practices
- Encouraging effective public policies



Western states turn to homeowners to deflect drought

As Colorado River Basin supplies shrink, drought-stricken states follow southern Nevada's lead in a push to swap out thirsty lawns for other landscapes.

Las Vegas's new strategy for tackling drought - banning 'useless grass'

First-in-the-nation ban targets grass at office parks, street medians and housing development entrances that no one uses

Nonfunctional turf to be cut

City of Santa Fe looking at replacing turf to reduce water usage

Turf wars: 'Non-functional' landscaping a big pain in the grass for water-saving initiatives

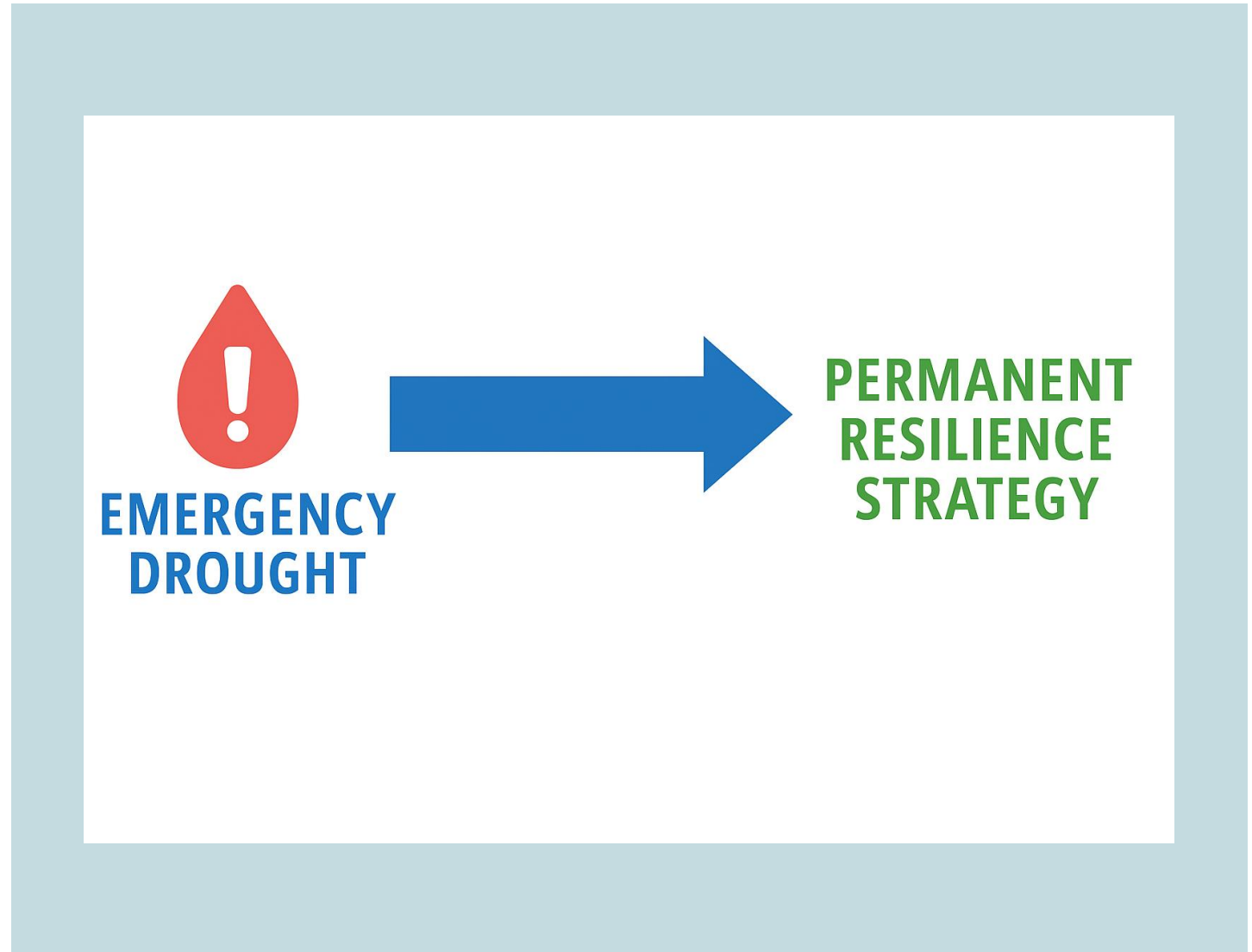
A Colorado city considers state's first-ever nonfunctional grass ban for new development

Editorial: Say goodbye to grass that's only there for looks. California can't afford to waste water

Water Conservation as a Supply

Governor's Vision

- Conservation is a key pillar in CA's Water Supply Strategy (2022)
- Marks a shift from drought response to long-term water resilience
- Agencies must treat water efficiency as a permanent tool



History of Conservation Regulation

Policies

2009 – SBx7-7: 20x2020

- First major state mandate to reduce urban per capita water use by 20% by 2020.
- Established a foundation for supplier-specific baselines and targets.
- Required agencies to prepare Urban Water Management Plans (UWMPs) with conservation elements.

2015 – MWELO Update

- Revised Model Water Efficient Landscape Ordinance after severe drought.
- Lowered allowed water budget from 0.7 to 0.55 ETAF for new landscapes.
- Applied to projects with 500+ square feet of landscape.
- Required weather-based irrigation controllers and soil management plans.

2018 – AB 1668 / SB 606 → Becomes UWUO

- Passed in 2018 but leads to Urban Water Use Objective (UWUO) framework.
- Requires supplier-specific targets for indoor, outdoor, and CII use.
- Agencies must classify CII accounts and prepare implementation strategies.

History of Conservation Regulation

Policies

2022 – AB 1572: Turf Ban for CII

- Prohibits use of potable water on nonfunctional turf at commercial, industrial, and institutional (CII) properties.
- Applies to decorative turf that is not used for recreation or community purpose.
- Requires local agencies to develop compliance programs and outreach.

2024 – Urban Water Use Objective (UWUO) Adopted

- SWRCB finalized UWUO methodology, targets, and compliance guidelines.
- Urban suppliers receive their customized targets based on climate, population, and landscape area.
- Enforcement provisions begin moving into place.

2027 – UWUO Compliance Required

- Urban suppliers must meet performance benchmarks annually starting 2027.
- Required to report indoor use, outdoor landscape compliance, and CII classifications.
- Noncompliance may result in enforcement action by the SWRCB.

BILL NO. 1572:

GOAL AND INTENT

Enacted on January 1, 2024

Goal:

Conserve California Water Supply:
Reduce usage on Colorado Basin and build local supply resilience.

Intent: “Use What You Need”

Reduce potable water use by prohibiting irrigation of nonfunctional turf in specific property types.

Promote sustainable water use practices to enhance drought resilience.

Support adaption to climate change by transitioning to low water use landscapes.



California Climate Trends — Projected Evaporative Demand

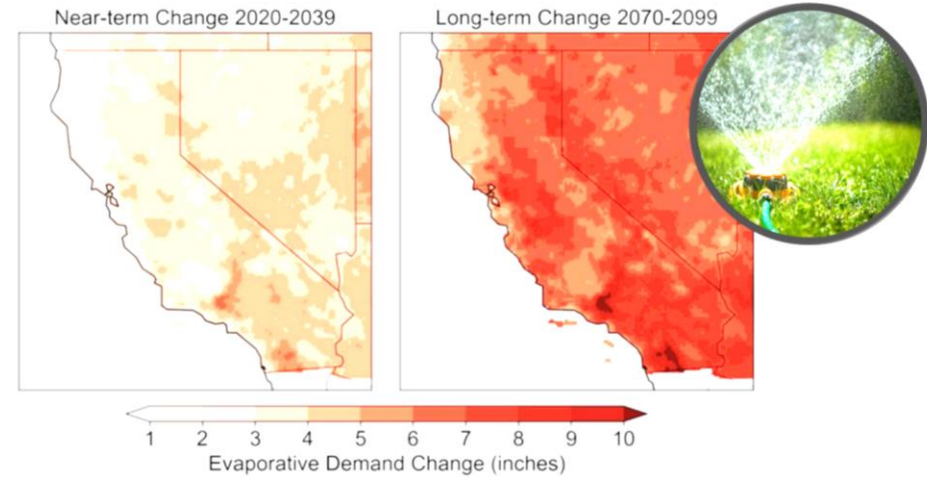


Figure 4. Climate model simulations showing the difference in average annual evaporative demand from the baseline period (1950-2019) average. Increases in evaporative demand are projected across the entire region. Results are based on the lower emissions scenario RCP 4.5. Data from LOCA; analysis from McEvoy et al. (2020).

Source: NOAA, CA-NV Climate Applications Program, Evaporative Demand (Feb. 2022) https://cnap.ucsd.edu/wp-content/uploads/sites/430/2022/02/CNAPEvaporativeDemand_final.pdf

Public water systems (PWS) by no later than January 1, 2027, would be revising policies to include the requirements of the bill and communicate the requirements to their customers.

BILL NO. 1572

Implementation schedule is as follows:

January 1, 2027: Properties owned by the California Department of General Services and local government agencies.

January 1, 2028: Commercial, industrial, and institutional properties.

January 1, 2029: Common areas of homeowners' associations, common interest developments, and community service organizations.

January 1, 2031: Local government facilities in disadvantaged communities, contingent upon available state financial assistance.

CII properties include, but are not limited to:

	Homeowner association owned properties, common areas of mobile home parks, and apartment, condominium, and townhouse complexes.		Restaurants
	Manufacturing plants and facilities		Grocery stores
	Industrial and commercial construction sites		Educational institutions
	Retail and shopping malls		Sporting arenas
	Hospitals		Office buildings
	Religious institutions		Sporting arenas
	Government facilities (including parks but not sports fields).		

- Does not apply to residential lawns
- Does not ban the irrigation of trees or other non-turf plantings.

Thank you!

Melissa Matlock
melissa@calwep.org



CALIFORNIA
**WATER EFFICIENCY
PARTNERSHIP**

A Chapter of the *Alliance for Water Efficiency*

Green Spaces, Great Savings: Tackling Water Use in Commercial Landscapes

Devin Foster Smith

Researcher, Alliance for Water Efficiency





GREEN SPACES, GREAT SAVINGS: TACKLING WATER USE IN COMMERCIAL LANDSCAPES

Devin Foster Smith

Water Efficiency and Conservation Symposium

August 7, 2025

Alliance for Water Efficiency

PATHWAYS TO INFLUENCE LANDSCAPES AND OUTDOOR WATER USE

Regulation

Limit or ban on installing **new** high water use turfgrass

Limit or ban on irrigating **existing** high water use turfgrass

Programs & Rates

Through irrigation-focused programs and policies

Development fees and water rates

Incentives & Education

Incentive programs to encourage landscape change

Education and demonstration projects

OUTDOOR WATER SAVINGS RESEARCH INITIATIVE

ALLIANCE FOR WATER EFFICIENCY & MOUNTAIN DATA GROUP





Colorado Springs Utilities



CITY OF BEND



PROJECT PARTNERS AND PARTICIPANTS



RESEARCH FOCUS

**Program
Design
&
Delivery**

**Effectiveness
& Impact**

**Multiple
Benefits**

**Resources
&
Capacity**

**Policy
Context**

Driving Questions

1. How are utilities implementing efforts to transform or optimize large landscapes?
2. How effective are these programs? What influences participation and water savings?
3. Are programs delivering co-benefits like habitat, cooling, education, and stormwater capture?
4. What does it take—funding, time, skilled labor—for both utilities and participants?
5. What policies support or hinder these efforts? What unintended consequences may arise?

RESEARCH APPROACH



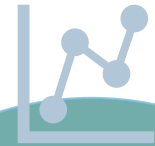
**Landscape
Transformation
& Irrigation
Optimization
Program
Profiles**



**Learning
Cohort**



**Market
Readiness
Assessment**



**Water
Savings
Analysis**

UTILITY PROGRAMS

Information Provision Programs	Audits Landscape water budget reports	
Irrigation Controller Retrofits	Clock-based irrigation controller Weather-based irrigation controller	
Irrigation Equipment Retrofits	Spray Roto Rotary Bubblers	Drip irrigation Mix
Landscape Change	Turfgrass (cool/warm season) Alternative ground cover Moderate water use zone	Low-to-no water use zone Hardscaping

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UTILITY PROGRAMS

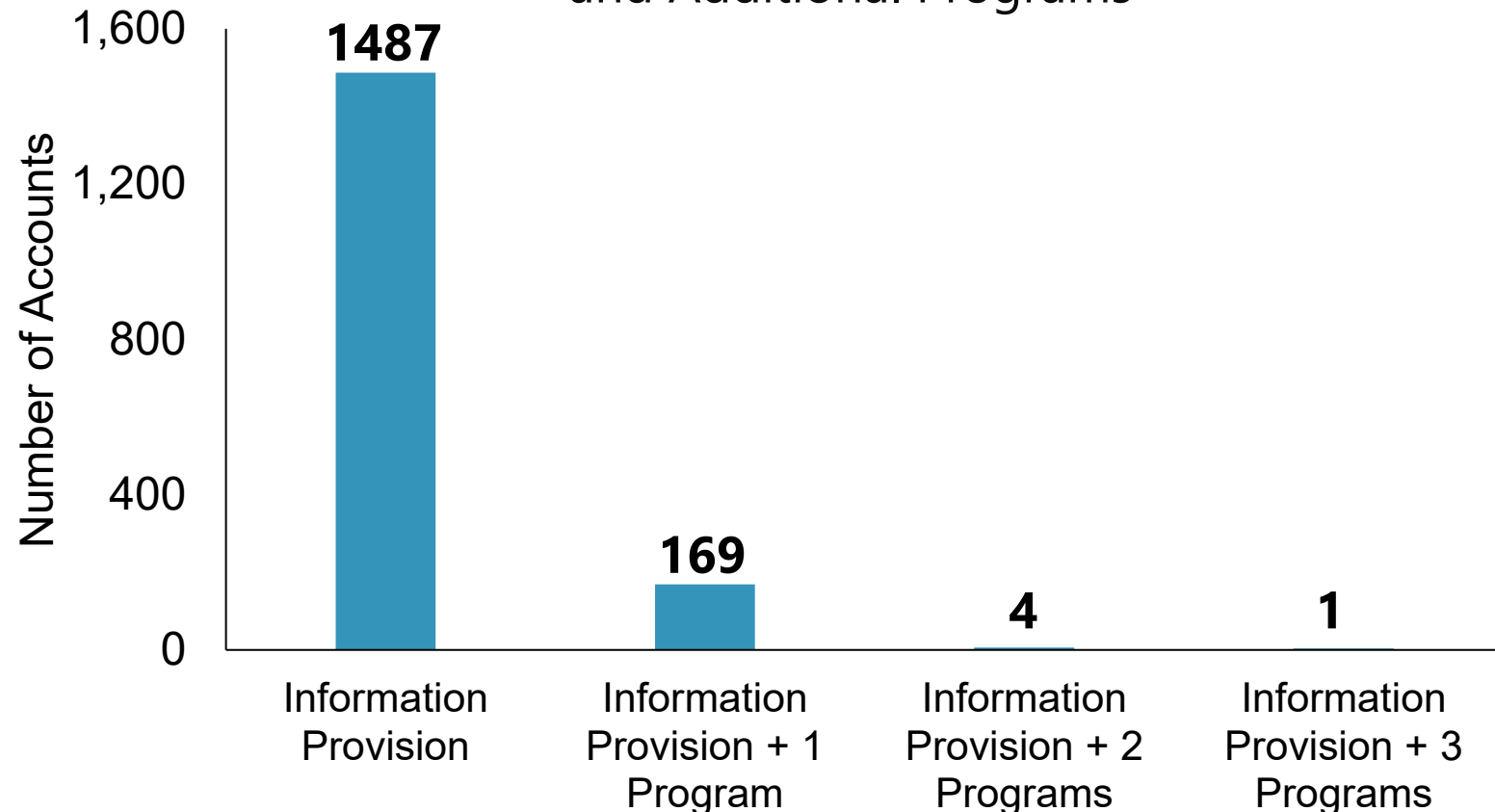
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INFORMATION PROVISION PROGRAMS

Audits
Landscape water budget

- **1,661** accounts participated in an audit or landscape water budget program across **7 utilities**
 - Some programs are automatic enrollment

Number of Accounts in Information Provision Programs and Additional Programs

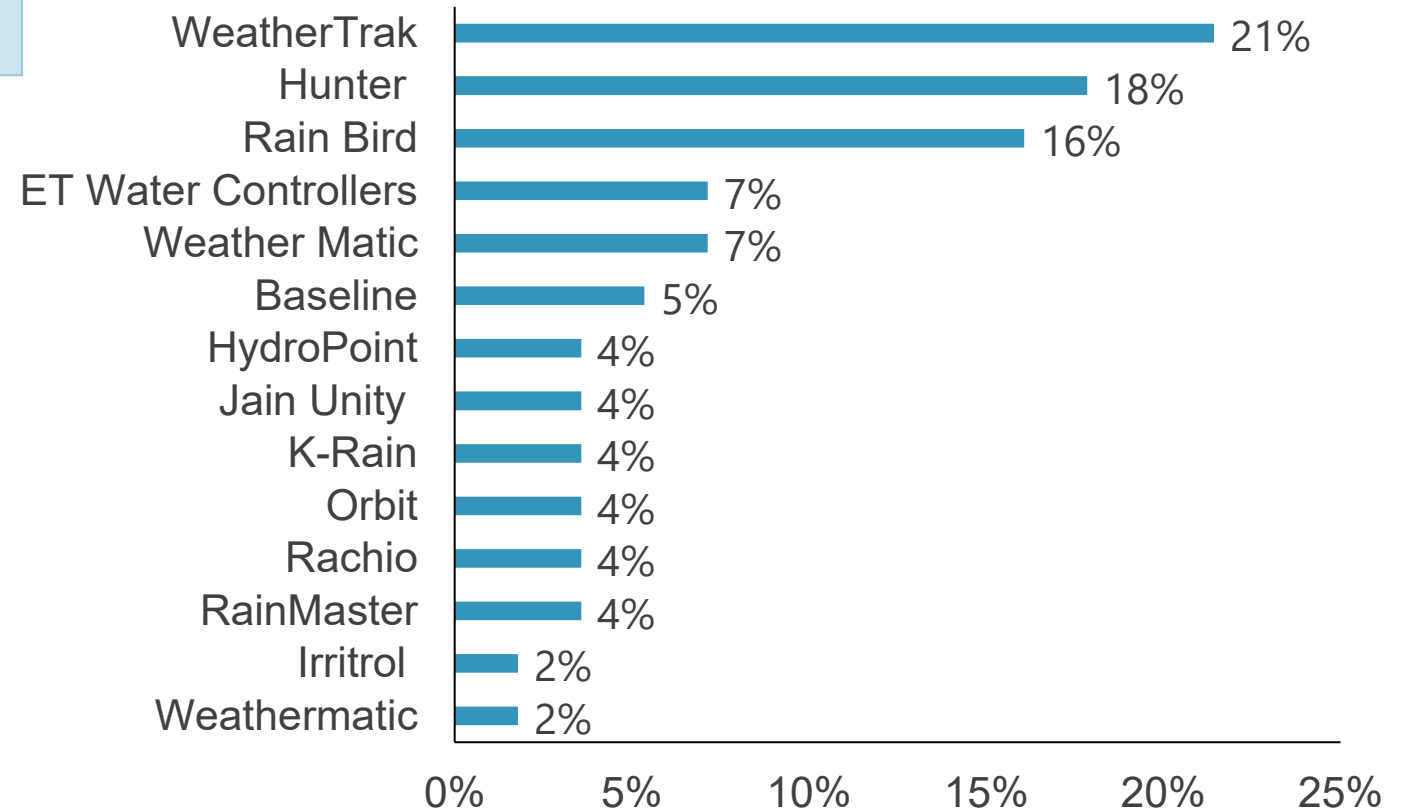


IRRIGATION CONTROLLER RETROFITS

Clock-based irrigation controller
Weather-based irrigation controller

- **229** accounts from **11** utilities
- **222** accounts upgraded from clock-based irrigation controller to weather-based irrigation controller

Adopted Weather-Based Irrigation Controllers from 56 Projects



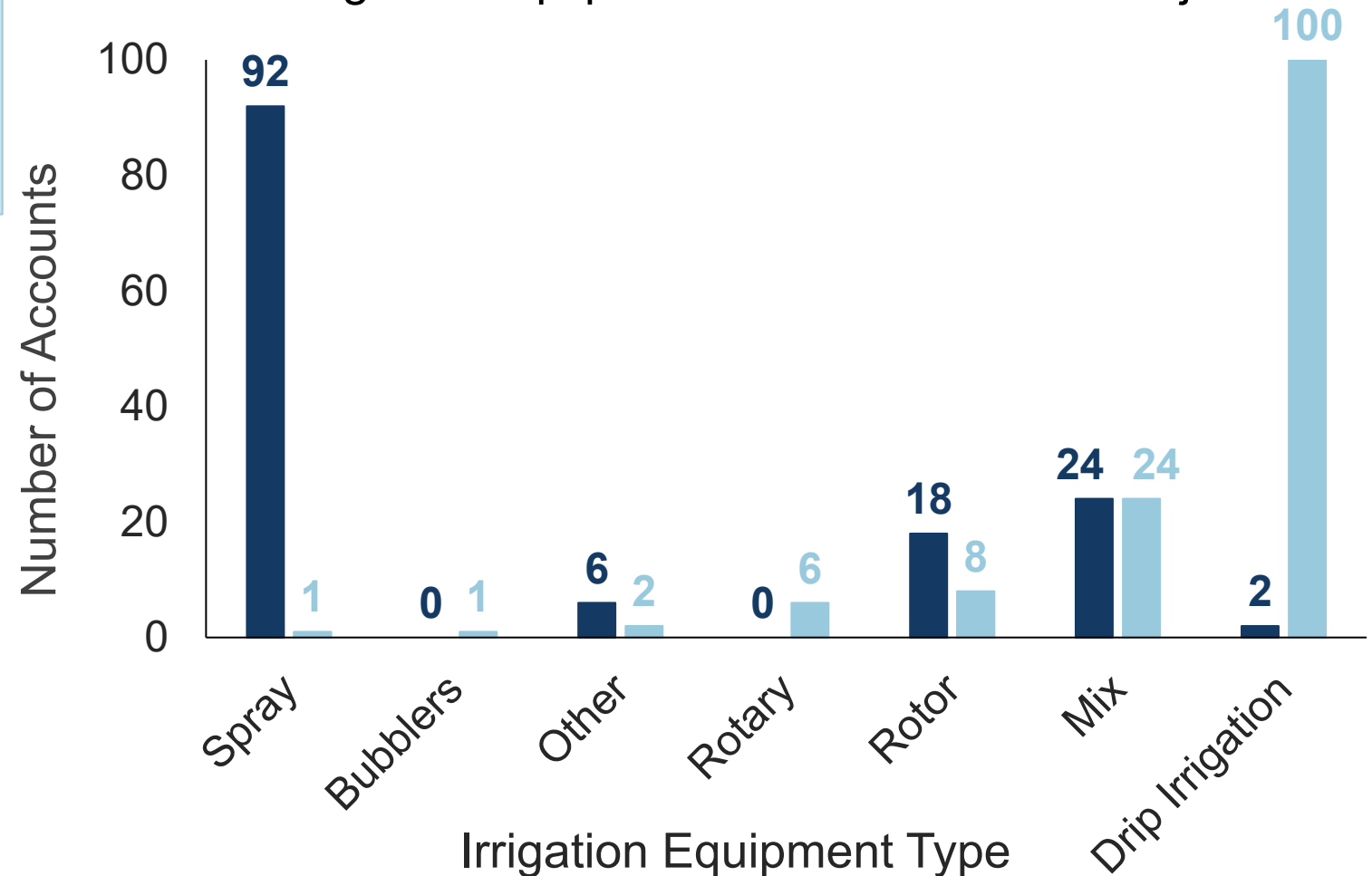
IRRIGATION EQUIPMENT RETROFITS

Spray
Roto
Mix

Drip irrigation
Rotary
Bubblers

■ Irrigation Equipment Before Retrofit
■ Irrigation Equipment After Retrofit

Irrigation Equipment Retrofit from 139 Projects



- **568** accounts participated in equipment retrofit programs
- **139** records of equipment before and after the retrofit

LANDSCAPE CHANGE

Cool Season Turf Grass
Warm Season Turf Grass
Low-to-no water use zone
Alternative ground cover
Moderate Water Use Zone
Hardscaping

- **580** accounts participated in landscape change programs
- **334** records of landscape change area

Landscape Optimization
Services

Commercial Turf to
Native Incentive Program

Grass Removal Rebate Program

Turf Removal Rebate Program

Technical Assistance
Program (TAP)

Landscape Consultants

Landscape Transformation Program

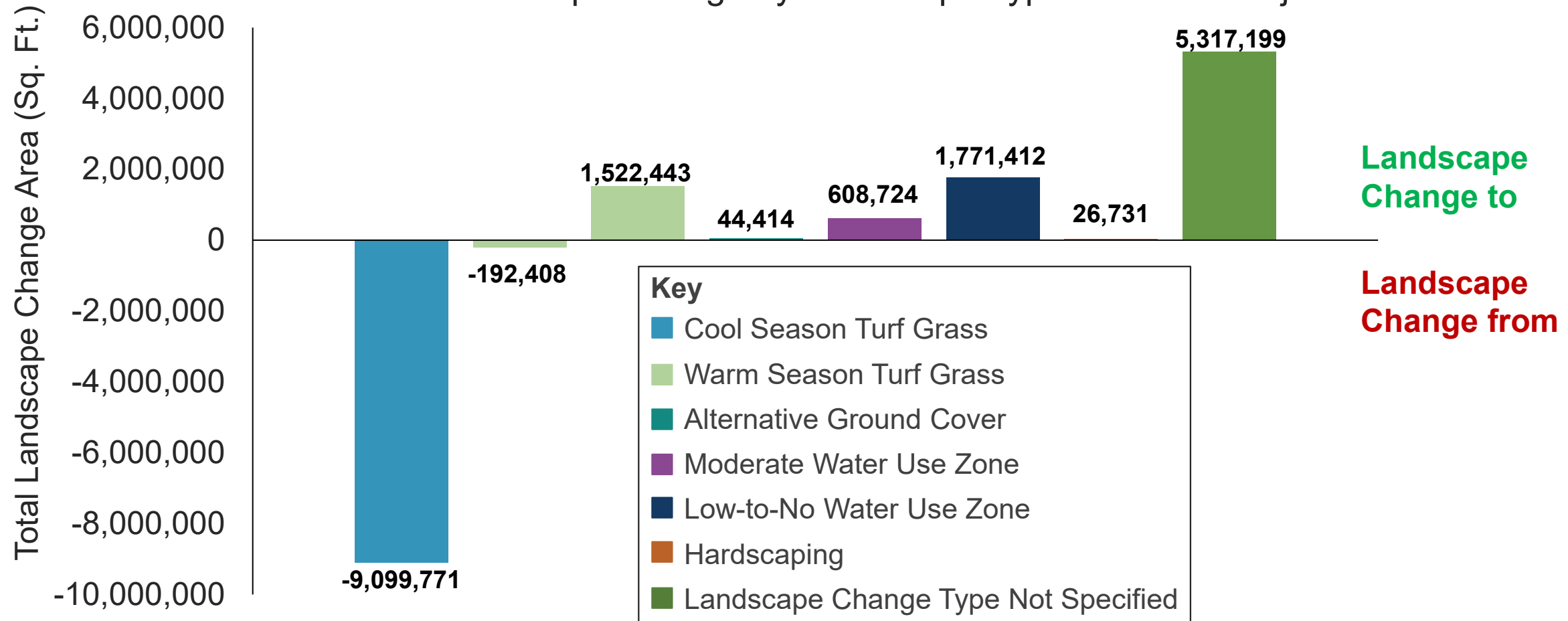
Cash for Grass

Turf to Native Direct Retro-Fit

Water Efficient Landscape Grants

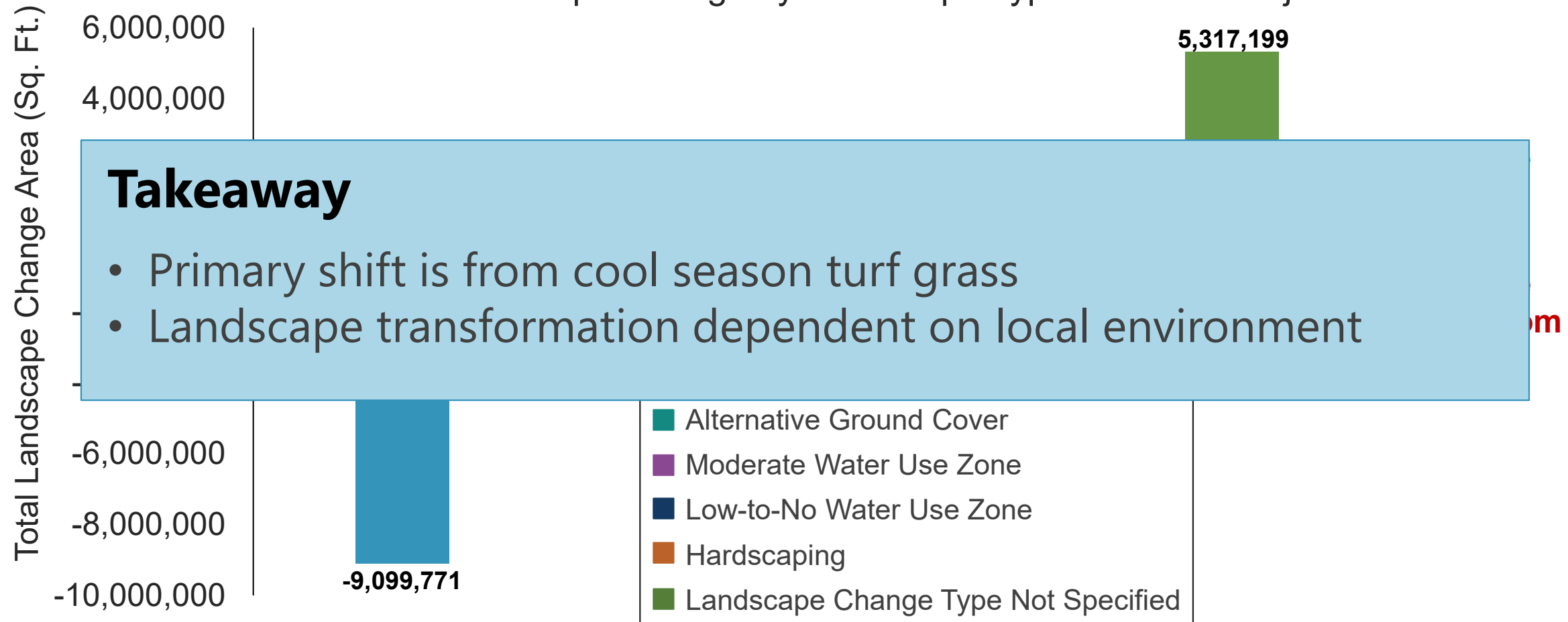
LANDSCAPE CHANGE

Landscape Change by Landscape Type from 334 Projects



LANDSCAPE CHANGE

Landscape Change by Landscape Type from 334 Projects



COMPONENTS & NEXT STEPS

Water Savings Analysis

Quantify water savings by program

Resource Library

30 articles

26 landscape guides

19 laws & certifications

13 public datasets & tools

Market Readiness Survey

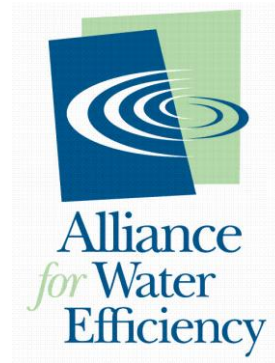
617 responses representing
38 U.S. States

- ✓ Final Analyses
- ✓ Report Writing
- ✓ Sharing with the community!

LEARN MORE & STAY IN TOUCH!

Devin Foster Smith
Researcher

Email: devin@a4we.org



Devin Foster Smith

PhD Researcher | Water Efficiency | Water
Conservation | Water Quality | Quantitative...



LinkedIn



318 W Adams St., Ste. 1514
Chicago, IL 60606

OFFICE 773-360-5100

<https://www.allianceforwaterefficiency.org>

Alliance for Water Efficiency

Thank You!

The Next Frontier of Outdoor Water Efficiency: Complying with California's Irrigation Restrictions on Non-Functional Turf

Dani Luna Morgutia

Water Resources Analyst III, Long Beach Utilities Department



Long Beach Utilities Department

The Next Frontier of Outdoor Water Efficiency: Complying with California's Irrigation Restrictions on NFT

Dani Luna Morgutia | Water Resources Analyst

Agenda

LBUD Implementation Strategy

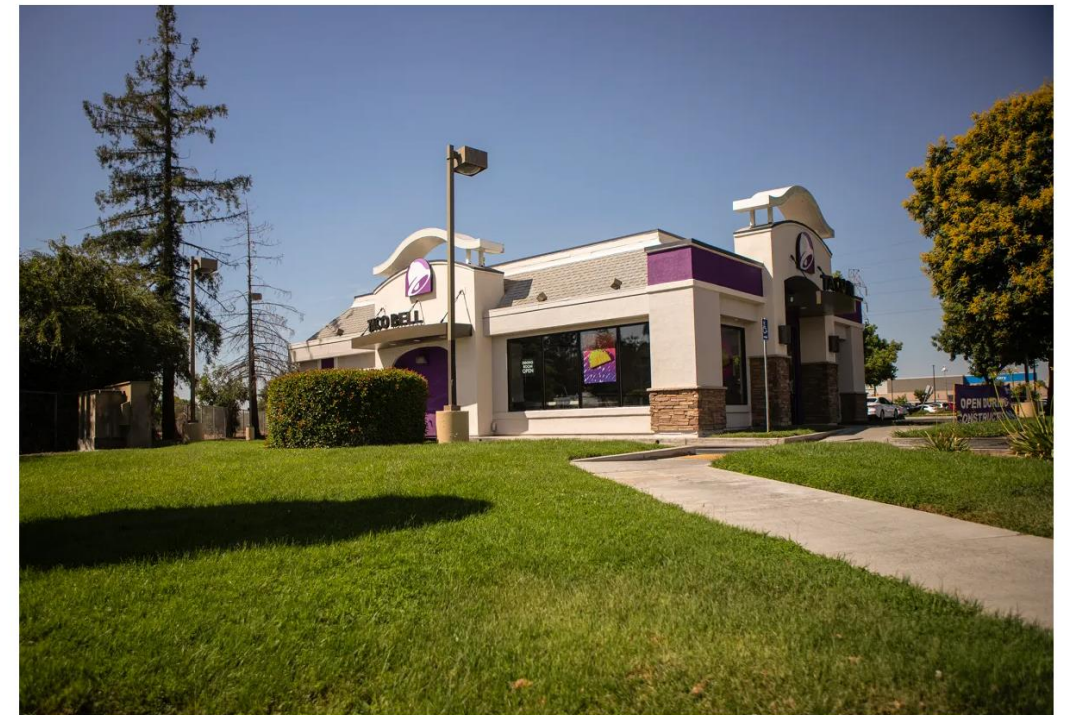
- Scaling programs to better meet the needs of the CII community
- Stakeholder outreach
- CII landscape designs
- Strategic partnership development
- Residential community engagement

California lawmakers move to ban irrigation of some decorative lawns



BY RACHEL BECKER
SEPTEMBER 13, 2023 UPDATED OCTOBER 17, 2023

Republish



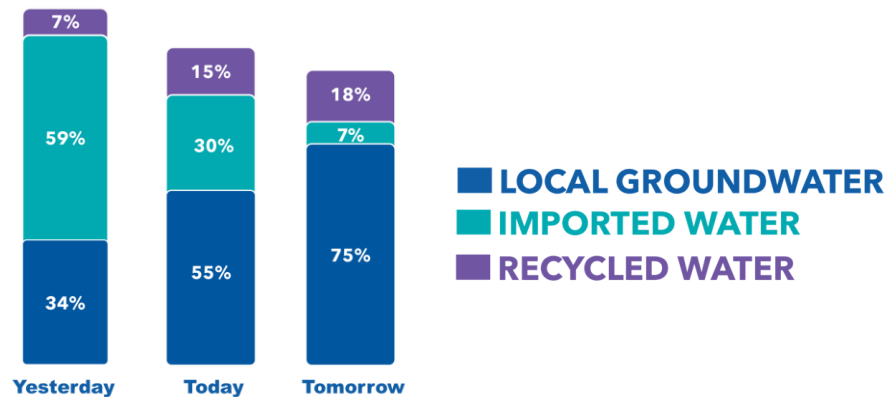
Legislation that would ban use of drinkable water to irrigate nonfunctional lawns at businesses and institutions has been sent to the governor. Photo by Larry Valenzuela, CalMatters/CatchLight Local



Long Beach Utilities Department

Water, sewer, and gas services

- Approximately 500 employees
- Serve 500,000 customers
- 90,000 water/sewer customers
- 150,000 gas customers



Conservation Programs



*Residential
Rebates*



**Home Energy
Efficiency Rebates**



Scaling & Streamlining L2G

Transform thirsty grass to multi-benefit landscapes

- Decrease stormwater runoff
- Promote native plants, biodiversity
- Improve wildlife habitat, air quality

Funding incentive

- ~~\$3~~ **\$5** per square foot
- Up to ~~\$1,500~~ **\$3,000** for a professional landscape design reimbursement
- \$100 per tree installed, 5 trees /meter

Interdepartmental fund transfers \$\$\$



Fostering Widespread Awareness



Education



Empowers



Policy



Outcomes

Data Collection & HOA Audits



Evaluation Poll

- Please tell us a bit about who you are:
 - ☐ Long Beach resident
 - ☐ Long Beach business or commercial customer
 - ☐ Other (please specify):
- How would you rate your overall understanding of AB-1572 on a scale of 1-5 (with 5 being the highest)?

Low		Neutral		High
1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
- What resources would be most useful for Long Beach Utilities District to offer to facilitate compliance with AB-1572?
 - ☐ Free informational workshops and webinars
 - ☐ Long Beach Utilities Department-hosted "office hours" for customer questions
 - ☐ Assistance estimating the cost and return on investment of landscape conversions
 - ☐ Assistance creating landscape designs and selecting waterwise plants
 - ☐ Rebates to replace turf with low-water landscapes
 - ☐ Tree Direct Installation Program
 - ☐ Roundtable discussions with other commercial, institutional and industrial property owners and managers to share best practices and solutions]
 - ☐ Other (Please specify)
- Where would you like to find additional and resources about AB-1572? Please check all that apply.
 - ☐ Presentations and workshops
 - ☐ Direct mail to my home or business
 - ☐ Long Beach Utilities District's website
 - ☐ Email updates/regular e-newsletter
 - ☐ Local newspaper articles/advertisements
 - ☐ Radio advertisements
 - ☐ Local events (farmers markets, community fairs, etc.)
 - ☐ Social media
 - ☐ Other (Please share any additional ideas or suggestions about specific



CII Tailored Design Templates

CII designs serve as guides to help create a visual identity for coastal Long Beach.

Three broad categories of template, based on plant communities historically found in Long Beach's coastal zone.

The Rocky Coast

- Low, tall, and nearshore sub-variations
- ***Coastal Sage Scrub***
 - Low, tall, and groundcover sub-variations
- ***Costal Prairie***
 - Low, tall, and blue tone sub-variations

CII Tailored Design Templates

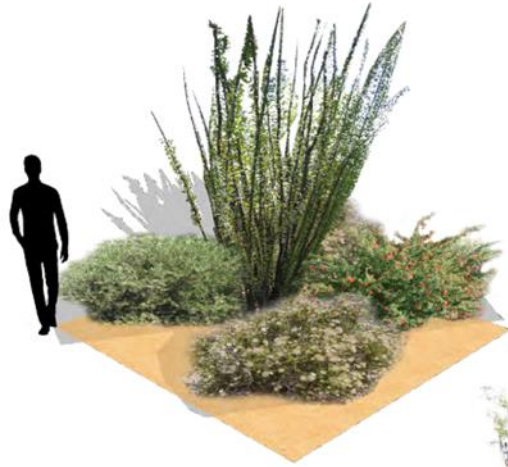
CII designs coastal Lor

Three broad historically

The Rocky

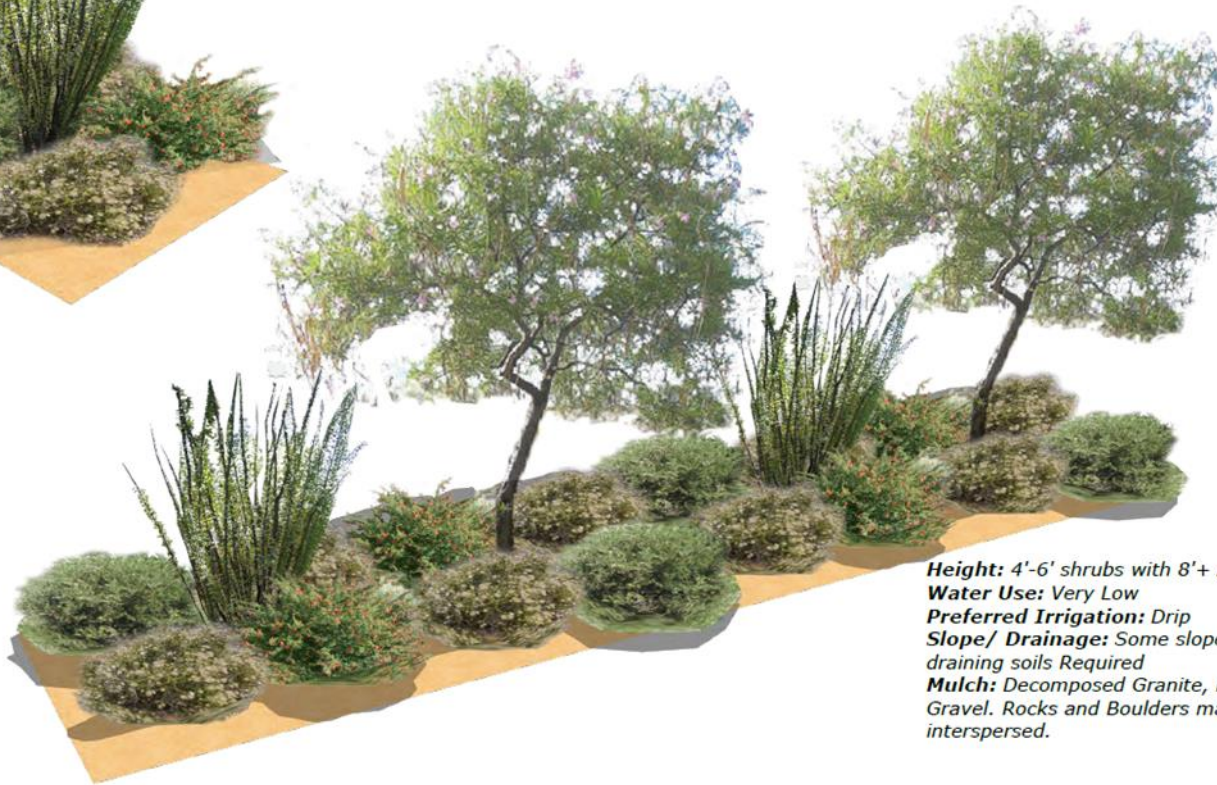
- Low, tall
- **Coastal S**
- Low, tall
- **Costal Pr**
- Low, tall

Rocky Coast- Tall Shrubs



Description: Desert adapted plants from Mojave, Sonora, and Baja. Taller shrubs provide visual screen, wind break, and physical barrier. Or, plant more sparsely for a simple, low maintenance landscape.

Applications: Tougher sites like medians and utility areas where irrigation is not available, hand watering first year to establish.



Height: 4'-6' shrubs with 8'+ Accent
Water Use: Very Low
Preferred Irrigation: Drip
Slope/ Drainage: Some slope or Well-draining soils Required
Mulch: Decomposed Granite, Pea Gravel. Rocks and Boulders may be interspersed.



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CII Tailored Design Templates

CII designs coastal Lor

Three broad historically

The Rocky

- Low, tall
- **Coastal S**
- Low, tall
- **Costal Pr**
- Low, tall

Coastal Sage Scrub- Large Scale Groundcovers



Description: Low, large scale groundcovers give 2 year fill in with 4-5' spacing. Wildflowers or annuals can be used to provide interest in the interim. Trim new growth in late summer to avoid a build-up of thatch and maintain low habit. Taller accents like deergrass as shown are optional. Groundcovers like buckwheat, purple sage, ceanothus, and coyote brush make great pollinator habitat. Using a variety prevents one pest or disease from wiping everything out and provides year-round interest.

Applications: An efficient way to cover large areas and easy to maintain. Once established, the groundcovers are good at suppressing weed growth. Effective as a slope stabilizer.



Height: 2-3'
Water Use: Low
Preferred Irrigation: Overhead/ Rotator Spray
Slope/ Drainage: Sloped or well-draining soil
Mulch: 3" of Shredded Arborists' Trimmings



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CII Tailored Design Templates

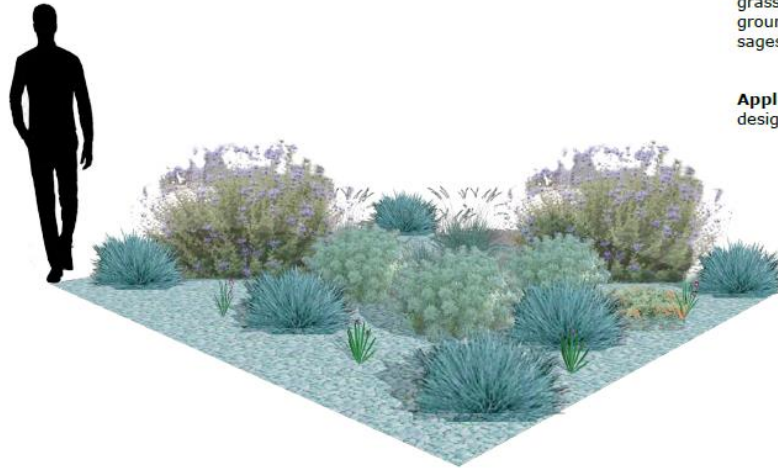
CII designs coastal Long Beach

Three broad historically

The Rocky

- Low, tall
- **Coastal S**
 - Low, tall
- **Costal Pr**
 - Low, tall, and blue tone sub-variations

Coastal Prairie- Blue/Grey Tones



Description: Blue/grey toned groundcovers, perennials, sedges and grasses for a unique theme. Carex glauca spreads to create the blue groundcover. Drought tolerant but if inundation is a problem, put the sages and artemisia on slightly elevated ground.

Applications: Use as an accent or to contrast with greenery. See the design proposal for the Shoreline Village Roundabout for an example.



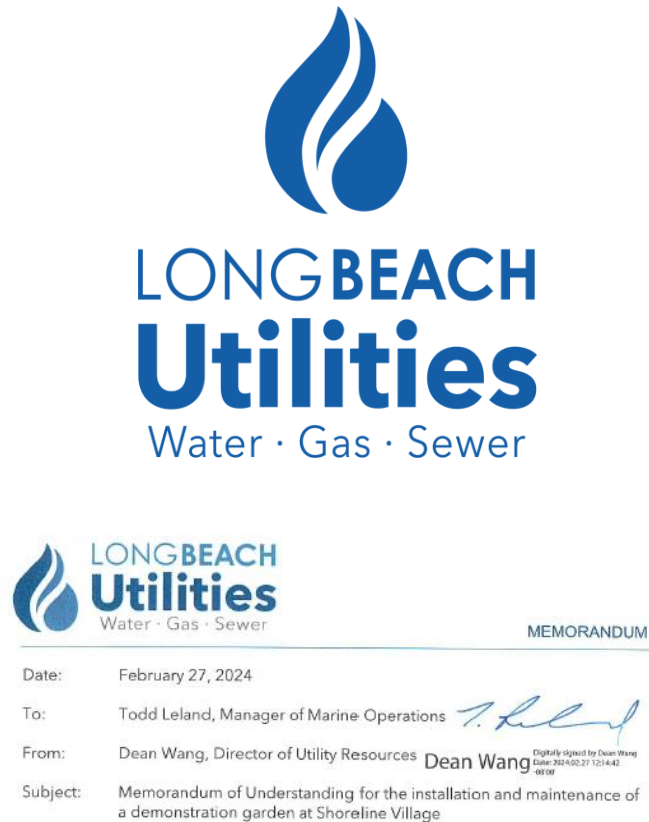
Height: 1'-4'
Water Use: Low
Preferred Irrigation: Rotator Spray
Slope/ Drainage: Sloped or well-draining soil
Mulch: 1" of shredded arborists' trimmings



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Strategic Partnerships Development



Collaboration with the Marine Bureau and Surfrider Foundation

AB 1572 Garden Volunteer Workdays

LBUD

- L2G, design, and tree rebates
- Workday logistics
- Landscaping education
- Landscape materials & breakfast!

Marina Bureau

- Up-front funding
- Turf removal & irrigation retrofit

Surfrider Foundation

- Local Long Beach volunteer recruitment
- Promotion
- Landscaping education



AB 1572 Workday Run of Show

Introductions & Safety

- Land acknowledgement
- AB 1572 presentation

Stormwater retention feature development

- Grading soil and bolder installation

Planting

Irrigation audit & post inspection



The poster is for the "Long Beach Marina Workday" organized by Ocean Friendly Gardens. It features a QR code in the top right corner. The main title "Long Beach Marina Workday" is in a large, bold, black font. Below the title, it says "Join us to help plant a new Ocean Friendly Garden!" followed by the date and time: "Saturday May 17th 9am - 1pm". A photograph shows three people (two adults and one child) standing next to a small potted plant. At the bottom, there are logos for the following organizations: Surfrider Foundation Long Beach, Long Beach Community Foundation, Long Beach Utilities, California Climate Action Corps, City of Long Beach, and Eco Design.

OCEAN FRIENDLY GARDENS

Long Beach Marina Workday

Join us to help plant a new Ocean Friendly Garden!

Saturday
May 17th
9am - 1pm

SURFRIDER FOUNDATION
LONG BEACH

LONG BEACH COMMUNITY FOUNDATION

LONG BEACH UTILITIES

CALIFORNIA CLIMATE ACTION CORPS

CITY OF LONG BEACH

ECO DESIGN

AB 1572 Inaugural Project



📍 Shoreline Marina at the Pike

AB-1572 Completed Project



 Harbor Master's Office

AB-1572 Completed Project



Selecting Sites with High Utility



Coastal Prairie- Low



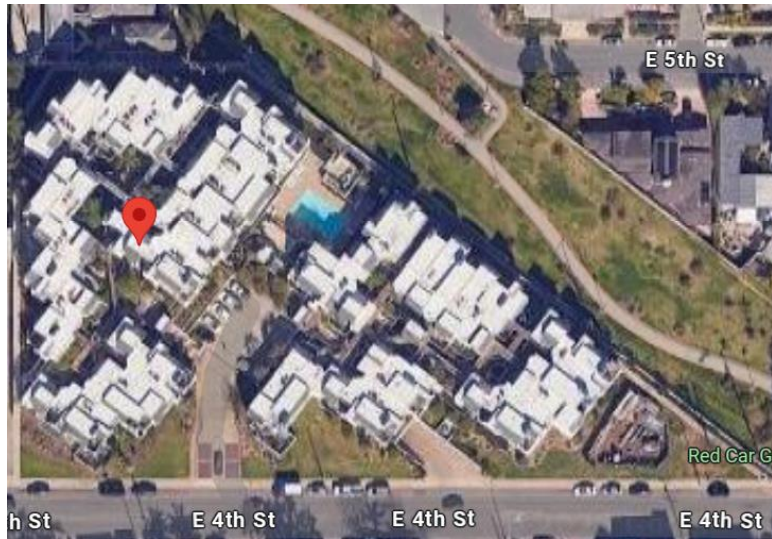
6460 E Marina Dr

Alamos Bay, home to the Congressional Cup, Transpac, and Olympic trials and games





AB-1572 Water Champions



 Bridgeport Homeowners Association

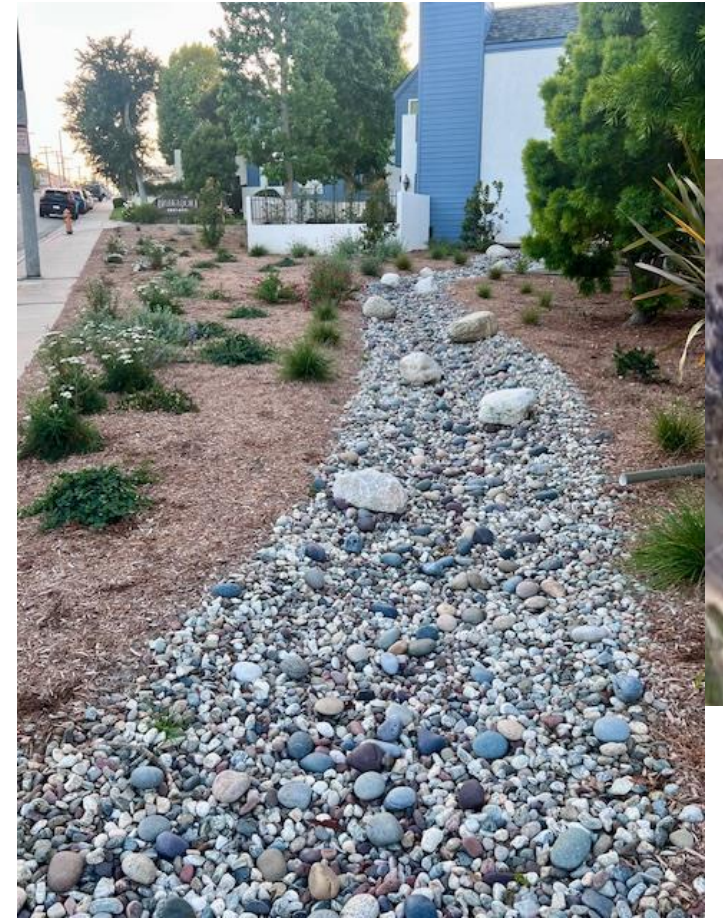
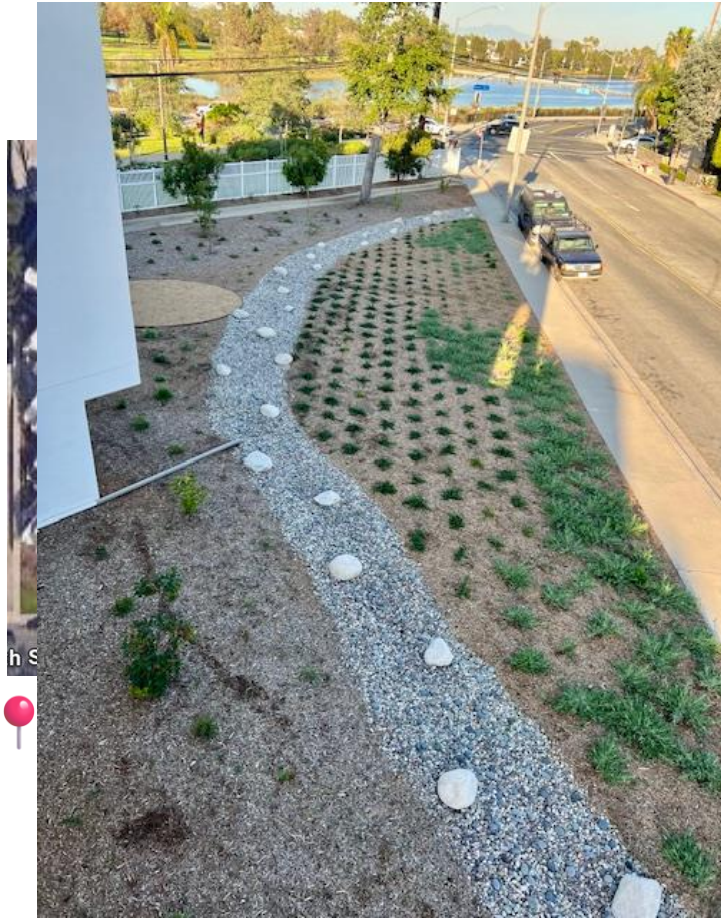


 Long Beach Day Nursery



 Sea Isle Homeowners Association

AB-1572 Water Champions



Early Successes

- ☑️ Lawn to Garden CII participation has increased
- ☑️ HOA's more likely to participate in the Lawn to Garden Program
 - 💧 Direct and PERSISTENT outreach
 - 💧 Conducting on-site NFT audits
 - 💧 Immediate communication follow-up
- ☑️ AB 1572 Workdays increase residential Lawn to Garden participation
 - 💧 Volunteerism experience removes participation barriers
 - 💧 Inspires personal water stewardship action
- ☑️ Stakeholder cold calling and outreach – WORTH IT
 - 💧 Presentations are calendared through stakeholder word of mouth

Thank you!



Dani Luna Morgutia
Water Resources | Government Affairs



Let's connect!

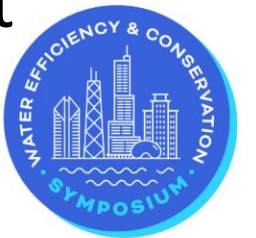
Dani.Morgutia@LBWater.org



LONG BEACH
Utilities
Water · Gas · Sewer

Group Discussion Questions

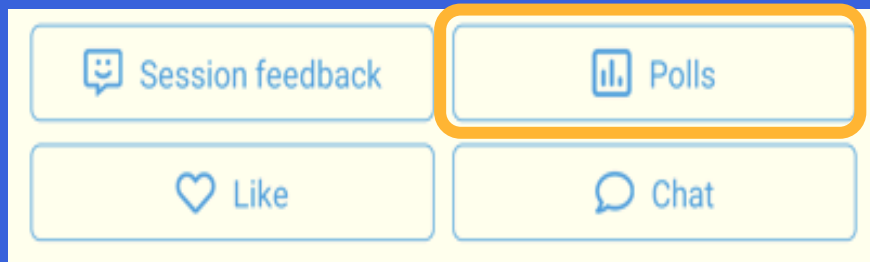
- What is one challenge or insight you've encountered when working with CII landscapes that helped shift your approach to turf replacement or water savings?
- In your experience, what has been the most effective way to engage property owners or stakeholders in sustainable landscape transformation?
- What is your bold idea for the future of CII outdoor water efficiency? If you had no constraints — funding, policy, public support — what would you try next?



Time to Share

Open your Whova apps to share a short thought from your discussion!

Navigate to the Whova app → Go to this session → Click on “Polls” → Select and respond to the question you see displayed on the screen



Reminders & What's Next

Thank you all for participating in this session!

- **CEUs:** AWWA CA-NV Water Use Efficiency Practitioner and Irrigation Association



- **Next:** Track Sessions (11:15 am – 12:30 pm)
 - CII Opportunities Part 2: The Inside Scoop: Tacking Indoor Water Use in CII Facilities (**Room 300**)
 - Stronger Together: Amplify through Partnerships (**Room 400**)



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