



ALLIANCE FOR WATER EFFICIENCY

WATER EFFICIENCY  
& CONSERVATION  
SYMPOSIUM

AUGUST 1-3, 2023 | PROGRAM AGENDA  
CHICAGO-KENT COLLEGE OF LAW 565 W ADAMS ST, CHICAGO, IL

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# SYMPOSIUM OVERVIEW



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**TUESDAY, AUGUST 1**

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**12:00** PM  
**2:00** PM

**ADVISORY COMMITTEE MEETINGS  
& WORKING LUNCH**

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**2:00** PM  
**4:30** PM

**PRE-SYMPOSIUM WORKSHOP  
AWE MEMBER TOOLS & RESOURCES TRAINING**

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**2:30** PM  
**5:30** PM

**AWE BOARD OF DIRECTORS MEETING**

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**6:15** PM  
**8:30** PM

**WELCOME RECEPTION  
WATER TAXI & BILLY GOAT TAVERN**

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# SYMPOSIUM OVERVIEW



WEDNESDAY, AUGUST 2

8:00 AM 9:00 AM	REGISTRATION & LIGHT BREAKFAST	
9:00 AM 9:30 AM	WELCOME PLENARY	
9:30 AM 9:45 AM	BREAK	
9:45 AM 10:45 AM	<b>TRACK A1</b> OUTDOOR WATER USE & LANDSCAPES: DIVE INTO THE ISSUES & POLICIES	<b>TRACK B1</b> WATER LOSS CONTROL PROGRAMS: TAKING THE NEXT STEP
10:45 AM 11:00 AM	BREAK	
11:00 AM 12:00 PM	<b>TRACK A2</b> OUTDOOR WATER USE & LANDSCAPES: EXPLORE THE PROGRAMS & STRATEGIES	<b>TRACK B2</b> STATE PERSPECTIVES ON WATER CONSERVATION, DROUGHT, & CLIMATE CHANGE
12:00 PM 1:30 PM	NETWORKING & LUNCH <i>OPTIONAL SESSION</i> WATER RICH REGIONS ROUNDTABLE & LUNCH	
1:30 PM 2:45 PM	<b>TRACK A3</b> FOUNDATIONS & FRAMEWORKS FOR THE NEXT FRONTIER: A BEHAVIOR CHANGE WORKSHOP	<b>TRACK B3</b> TOILET TALK: INDOOR WATER USE, LEAKS, & EQUITABLE PROGRAMS
2:45 PM 3:00 PM	BREAK	
3:00 PM 4:00 PM	<b>TRACK A4</b> EASY BUTTON: ALL ACCESS PASS TO HACKS TO MAKE YOUR LIFE EASIER	<b>TRACK B4</b> DATA TO EMPOWER CUSTOMERS, ENHANCE TARGETING & AMP UP IMPACT
4:00 PM 4:15 PM	BREAK	
4:15 PM 5:00 PM	MEET THE BOARD: A CONTROVERSIAL CONVERSATION ABOUT CONSERVATION	
5:00 PM 6:30 PM	AWE AWARDS RECEPTION	
6:30 PM	<i>OPTIONAL</i> RESTAURANT ROUNDTUP	

# SYMPOSIUM OVERVIEW



**THURSDAY, AUGUST 3**

8:00  
9:00 AM  
AM

LIGHT BREAKFAST  
*OPTIONAL SESSION* RISE & SHINE: REACHING  
& ENGAGING CII CUSTOMERS

9:00  
9:45 AM  
AM

**TRACK A5** MOVING TOWARDS  
COMMUNITY CO-CREATION:  
STAKEHOLDER ENGAGEMENT

**TRACK B5** WORKFORCE  
ISSUES: SUPPORTING A SEA  
CHANGE FOR A SUSTAINABLE  
& EQUITABLE FUTURE

9:45  
10:00 AM  
AM

BREAK

10:00  
11:00 AM  
AM

**TRACK A6** MOVING TOWARDS  
COMMUNITY CO-CREATION:  
STAKEHOLDER ENGAGEMENT

**TRACK B6** DATA TO ADVANCE  
ORGANIZATIONAL  
PERFORMANCE, DECISION-  
MAKING, & TRANSPARENCY

11:00  
11:15 AM  
AM

BREAK

11:15  
12:30 AM  
PM

**TRACK A7** THE MANY SIDES OF  
MULTI-FAMILY: DIGGING INTO  
DATA & MEETING RESIDENT  
NEEDS

**TRACK B7** FUTURE VISIONS FOR  
CONSERVATION PROGRAMS, NEW  
DEVELOPMENT & LONGTERM  
PLANNING

12:30  
1:30 PM  
PM

NETWORKING & LUNCH

1:30  
3:00 PM  
PM

WATER EFFICIENCY: EXPLORING EQUITABLE &  
EFFECTIVE SOLUTIONS TO ADDRESS AFFORDABILITY

3:00  
3:30 PM  
PM

CLOSING SESSION  
FINAL REFLECTIONS & TAKEAWAYS

4:00  
5:15 PM  
PM

*OPTIONAL* H2NOW FIELD TRIP

# FULL PROGRAM & SESSION DESCRIPTIONS

TUESDAY, AUGUST 1

**12:00 P.M. - 2:00 P.M.**  
**COMBINED AWE ADVISORY COMMITTEE MEETINGS & WORKING LUNCH**  
**ROOM 210**

*After a lively conversation about climate change last year, we're moving to action mode. Join this working lunch to catch up with fellow AWE committee members and get creative through an activity that leverages insights and perspectives of all three AWE committees. We'll work to build a prototype of a resource that demonstrates how water efficiency is a critical strategy to both adapt to and mitigate climate change. Help identify the key connections, make a compelling case, and create the next steps that each committee can work on to bring this resource to life. With more attention and funding going to climate change-related efforts, let's work together to demonstrate why water efficiency and conservation strategies are fundamental to tackling climate change.*

**2:00 P.M. - 4:30 P.M.**  
**PRE-SYMPOSIUM WORKSHOP AWE MEMBER TOOLS & RESOURCES TRAINING**  
**ROOM C50**

*Bring your laptop for this hands-on, pre-Symposium workshop, where you'll learn about all the Alliance for Water Efficiency member resources. The main focus will be on the AWE Conservation Tracking Tool, what is possible with this tool, and a discussion of metrics. You'll also get exposure to the rest of the AWE core resources and member-only offerings and participate in a conversation to inform which tools and resources AWE should invest in next.*

**2:30 P.M. - 5:30 P.M.**  
**AWE BOARD OF DIRECTORS MEETING ROOM 210**

*The AWE Board of Directors will meet for their quarterly scheduled meeting in person. This meeting is only open to AWE staff and members of the Board.*

**6:15 P.M. - 8:30 P.M.**  
**WELCOME RECEPTION OFF-SITE**

*We invite you to join us for a social event to kick off the Symposium! The evening will consist of a complimentary water taxi ride alongside the scenic Chicago River, which offers gorgeous views of downtown. The water taxi will take us from Willis Tower down to Navy Pier, where guests can enjoy an open bar at the Billy Goat Tavern (700 E. Grand Ave, Chicago, IL 60611).*

*There will be two meet-up times to allow for more folks to join us! The first group headed to Navy Pier will meet at the Willis Tower at 6:15 pm, and the second group will meet at 6:45 pm. Symposium guests will have access to a complimentary open bar at Billy Goat Tavern from 7:00 - 8:30 pm.*

*\*Please note that the water taxi service will not be running after the welcome reception, so guests will need to plan to take a ride share or public transportation back to their respective hotels.*

# FULL PROGRAM & SESSION DESCRIPTIONS

WEDNESDAY, AUGUST 2

**8:00 A.M. - 9:00 A.M.**  
**REGISTRATION & LIGHT BREAKFAST LOBBY**

**9:00 A.M. - 9:30 A.M.**  
**WELCOME PLENARY AUDITORIUM**

**SPEAKERS:**

- Ron Burke, President & CEO, Alliance for Water Efficiency
- Mary Ann Dickinson, Former President & CEO, Alliance for Water Efficiency

*\*This session is sponsored by Gold-Level Sponsor, Metropolitan Water District of Southern California.*

**9:30 A.M. - 9:45 A.M.**  
**BREAK**

**9:45 A.M. - 10:45 A.M.**  
**TRACK A1 - OUTDOOR WATER USE AND LANDSCAPES: DIVE INTO THE ISSUES AND POLICIES ROOM 210**

*How a community prioritizes outdoor water uses can influence a number of community goals such as livability, trees, and shade, habitats and pollinators, stormwater, etc. Further, the phrase "Non-Functional Turf" is echoing throughout the Colorado River Basin - but what does it even mean? Join this panel to hear different perspectives on landscapes, policies, and issues.*

**\*NOTE SESSION A1 AND A2 ARE A TWO-PART SESSION**

**MODERATORS:**

- Lindsay Rogers, Western Resources Advocates

**SPEAKERS:**

- Diana Denwood, Aurora Water, CO
- Krista Guerrero, Metropolitan Water District of Southern California, CA
- Kelly Kopp, Utah State University, UT

**TRACK B1 - WATER LOSS CONTROL PROGRAMS: TAKING THE NEXT STEPS ROOM C50**

*Mitigating water loss is a common goal across utilities. Join this session with water loss experts from across the country to learn about some of the most impactful water loss control strategies available to you, including advocating for state policy, accessing critical technical assistance and targeted training, developing a utility team, and how advocating for the resources needed to generate a greater impact.*

**MODERATOR:**

- Andrew Morris, Alliance for Water Efficiency

**SPEAKERS:**

- Drew Blackwell, Cavanaugh & Associates, NC
- Sarah Hudson, Indiana Finance Authority, IN
- Scott Winter, Colorado Springs Utilities, CO
- Jennifer Walker, National Wildlife Federation, TX

# FULL PROGRAM & SESSION DESCRIPTIONS

WEDNESDAY, AUGUST 2

**10:45 A.M. - 11:00 A.M.**  
**BREAK**

**11:00 A.M. - 12:00 P.M.**  
**TRACK A2 - OUTDOOR WATER USE & LANDSCAPES: EXPLORE THE PROGRAMS & STRATEGIES ROOM 210**

*How are agencies taking action? This session will share highlights from multiple water conservation practitioners operating programs designed to reduce outdoor water use. Learn about different program models, how programs have evolved over time, strategies to overcome common barriers, and special considerations for implementation during a drought. Share your own experiences and snag a new idea to take home.*

**\*NOTE SESSION A1 AND A2 ARE A TWO-PART SESSION**

**MODERATORS:**

- Victoria Arling, WaterNow Alliance

**SPEAKERS:**

- Jack Karlin, Turfgrass Water Conservation Alliance, OR
  - Best Failures that Led to a Trade Turf Program
- John Lansden, Moulton Niguel Water District, CA
  - Turf Removal Direct Install – Lessons Learned
- Catherine Moravec, Colorado Springs Utilities, CO
  - Designing Smart Non-Functional Turf Replacement Programs
- Greg Plumb, Marin Water, CA
  - Turf Conversion During a Drought – Help ‘Em or Let ‘Em DIY?
- Steve Villatoro, Austin Water, TX
  - Water Use Compliance: Enforcement, Education, & Equity

**TRACK B2 - STATE PERSPECTIVES ON WATER CONSERVATION, DROUGHT, & CLIMATE CHANGE ROOM C50**

*2022 revealed that no one is immune to drought and the impacts of climate change. The AWE 2022 State Policy Scorecard for Water Efficiency & Sustainability showed how state-level policies across the country can advance water conservation, efficiency, and sustainability in the face of a changing climate, unreliable water supplies, and changing communities. Join this panel to hear from three very different states about how each is tackling climate change, the impacts of drought, and helping their state's residents and businesses use water wisely.*

**MODERATOR:**

- Andrew Morris, Alliance for Water Efficiency

**SPEAKERS:**

- Jason Duff, Massachusetts Office of Water Resources, MA
- Shaili Pfeiffer, Wisconsin Department of Natural Resources, WI
- Carol Ward, Arizona Department of Water Resources, AZ



# FULL PROGRAM & SESSION DESCRIPTIONS

WEDNESDAY, AUGUST 2

## 12:00 P.M. - 1:30 P.M. NETWORKING & LUNCH CAFETERIA

*Embrace a new way of connecting with like-minded colleagues during this networking lunch. Attendees have the power to choose their table based on discussion topics that resonate with their interests. Enjoy lunch, swap stories, exchange ideas, and explore collaborations with your peers.*

## WATER-RICH REGIONS ROUNDTABLE & LUNCH ROOM 210

*This roundtable and working lunch is a time for attendees who represent more "water-rich" regions of North America to come together to discuss the unique challenges and opportunities they face in advancing water efficiency, conservation, and sustainability in their corners of the country. Come prepared to both share your experience and learn from peers.*

### SPEAKER:

- Peter Mayer, WaterDM & Flume
  - "Exploring Water Use and Efficiency Trends East of the Mississippi"

## 1:30 P.M. - 2:45 P.M.

### TRACK A3 - FOUNDATIONS & FRAMEWORKS FOR THE NEXT FRONTIER: BEHAVIOR CHANGE WORKSHOP ROOM 210

*What is behavior change? What behaviors are relevant to water conservation, which ones are utilities able to influence, and which ones are most impactful to overall water use? Learn about community-based social marketing and how one community paused to learn what motivates their residents. Participants will have the opportunity to put these concepts into practice by working together in a group to understand the steps water practitioners can take to implement behavior change strategies in their communities.*

### MODERATORS:

- Liesel Hans, Alliance for Water Efficiency

### SPEAKERS:

- Matt Dickens and Julia Grothe, Santa Clarita Valley Water, CA, Lila Rabinovich, University of Southern California, CA
  - Reaching the Next Tier: Crafting Effective Water Conservation Communications Amidst a Changing Environment, Expanding Audience, and Demonstrated Crises Fatigue
- Beth Livingston, EPA WaterSense Program
  - WaterSense's Guide on Community-Based Social Marketing

### TRACK B3 - TOILET TALK: INDOOR WATER USE, LEAKS, & EQUITABLE PROGRAMS ROOM C50

*Toilet rebates and indoor-focused programs have been around for decades, and some might assume they have run their course. Yet, others would affirm that they may be having a bit of a renaissance - in part because of the way that they are being used to advance equity among low-to-moderate-income households. Further, agencies are developing partnerships to build trust and create a greater impact. Join us for an engaging session on all things indoor water use, plumbing, and affordability as we seek to address leaks and install efficient fixtures and appliances for everyone. This session is sponsored by Gold-Level Sponsor, the Whirlpool Corporation.*

# FULL PROGRAM & SESSION DESCRIPTIONS

**WEDNESDAY, AUGUST 2**

## **TRACK B3 - TOILET TALK: INDOOR WATER USE, LEAKS, & EQUITABLE PROGRAMS ROOM C50 (CONT)**

### **MODERATOR:**

- Elise Goldman, Metropolitan Water District of Southern California

### **SPEAKERS:**

- Joseph Baquerizo, Long Beach Utilities, CA, and Karly Stelzer, Houston Public Works, TX
  - Reviewing Water Efficiency & Community Impacts of Direct Installation Programs from AWE Water Affordability Studies in Houston and Long Beach
- Celine Benoit, Metropolitan North Georgia Water Planning District, GA
  - Trialing a Smart Leak Detector Program
- Toby Bickmore, Southern Nevada Water Authority, NV
  - SNWA Water Smart Plumber Program
- Amy Weinfurter, WaterNow Alliance
  - A Tale of Two Toilet Rebates: Insights on Developing Innovative Programs

**2:45 P.M. - 3:00 P.M.  
BREAK**

**3:00 P.M. - 4:00 P.M.**

## **TRACK A4 - EASY BUTTON: ALL ACCESS PASS TO HACKS TO MAKE YOUR LIFE EASIER ROOM 210**

*We gathered trusted water practitioners in the field to share their best advice with session participants. Consider this your all-access pass to the tips, tricks, and tools for successfully navigating everything from contracting to grant writing to program development to data analysis to GIS and more. Learn from colleagues willing to share their trials and errors over time and contribute your own pearls of wisdom.*

### **MODERATOR:**

- Amy Talbot, Regional Water Authority, CA

### **SPEAKERS:**

- Nate Adams, Santa Margarita Water District, CA
- Amy Talbot, Regional Water Authority
- Zach Vernon, Maddaus Water Management

## **TRACK B4 - DATA TO EMPOWER CUSTOMERS, ENHANCE TARGETING, & AMP UP IMPACT ROOM C50**

This “Lightning Round” session will feature a sampling of the ways that agencies are utilizing data for, about, and with customers. Participants of this session will walk away from this Lightning Round feeling better equipped for how most effectively leverage data to inform and achieve program outcomes.

### **MODERATOR:**

- Tia Fleming, California Water Efficiency Partnership

# FULL PROGRAM & SESSION DESCRIPTIONS

WEDNESDAY, AUGUST 2

## **TRACK B4 - DATA TO EMPOWER CUSTOMERS ROOM C50 (CONT)**

### **SPEAKERS:**

- JC Davis, Las Vegas Valley Water District, NV
  - AMI to Engagement: Converting Timely Usage Data into Real Water Savings
- Laura Elwell, Itineris, GA
  - How Artificial Intelligence (AI) Can Automate Water Conservation Programs
- Cassidy Harding, California Water Service, CA
  - Developing a Scalable Approach to Calculating Efficient Water Use Targets
- Todd Schultz, Yoppify, UT
  - Unlocking Water Conservation: Key Insights and Strategies for Effective Behavior Change

**4:00 P.M. - 4:15 P.M.**  
**BREAK**

**4:15 P.M. - 5:00 P.M.**  
**MEET THE BOARD: A CONTROVERSIAL CONVERSATION ABOUT CONSERVATION AUDITORIUM**

*To conclude the first day, we will hear from a few members of awe's board of Directors. We will delve into their journeys as they share stories of how they discovered their passion for water and their connection to AWE. Next, we will transition to a debate, where our panelists will discuss the future of water efficiency and conservation. But this isn't just a one-way conversation - your voice, your thoughts, your ideas matter! Add to the debate through electronic polling, ensuring that your insights on addressing the urgent water conservation challenges are heard. Immerse yourself in both new and familiar perspectives, gain knowledge, and help shape our collective mission to create a sustainable water future.*

### **MODERATOR:**

- Rob Zimmerman, Reyes Coca-Cola Bottling, IL

### **SPEAKERS:**

- Anne Carroll, Massachusetts Department of Conservation & Recreation, MA
- Karen Guz, San Antonio Water System, TX
- Dain Hansen, The IAPMO Group, DC
- Clover Rogers, Jurupa Community Services District, CA

**5:00 P.M. - 6:30 P.M.**  
**AWARDS RECEPTION LOBBY & AUDITORIUM**

*Join us for an awards reception on the first evening of the Symposium featuring a selection of Hors d'oeuvres, beer, wine, and non-alcoholic drinks. The 2023 Awards Reception is sponsored by LIXIL, one of our Gold-Level Sponsors. We look forward to honoring the 2023 AWE Member Award winners and enjoying time to connect with one another.*

**6:30 P.M.**  
**RESTAURANT ROUNDUP VARIOUS RESTAURANTS IN CHICAGO**

*Restaurant Roundup is a time for smaller groups of Symposium attendees to enjoy a meal out on the town together and get a taste of Chicago's world-famous cuisine!*

# FULL PROGRAM & SESSION DESCRIPTIONS

THURSDAY, AUGUST 3

**8:00 A.M. - 9:00 A.M.**  
**LIGHT BREAKFAST LOBBY**

**OPTIONAL SESSION RISE & SHINE: REACHING & ENGAGING CII CUSTOMERS**  
**ROOM 210**

*Jumpstart your day with a morning networking session on commercial, industrial, and institutional (CII) customers. Explore information on CII water use, considerations for developing a program, auditor training efforts, and engagement strategies for success. Share your own experiences and help identify what tools or resources the industry needs to effectively work with CII customers in your community.*

**MODERATOR:**

- Andrew Morris, Alliance for Water Efficiency

**SPEAKER:**

- Bill Hoffman, H.W. (Bill) Hoffman & Associates, LLC, TX

**9:00 A.M. - 9:45 A.M.**

**TRACK A5 - MOVING TOWARDS COMMUNITY CO-CREATION: STAKEHOLDER**  
**ENGAGEMENT ROOM 210**

*If you have ever wondered, "How are other organizations building effective community engagement strategies?" then this is the workshop for you. Join this session to first hear from others who have found successful and meaningful ways to build relationships with community members. Then, engage in a hands-on workshop that will offer you an opportunity to practice thinking through best-in-class community engagement processes with real-life scenarios and provide you with practical tips you can take home with you to your community.*

**\*NOTE: TRACK A5 AND A6 ARE A TWO-PART SESSION.**

**MODERATOR:**

- Kelly Connolly, Alliance for Water Efficiency

**SPEAKERS:**

- Jessica Ahlstrom, City of Bozeman, MT
- Shavion Scott and Cyatharine Alias, Center for Neighborhood Technology (CNT), IL

**TRACK B5 - WORKFORCE ISSUES: SUPPORTING A SEA CHANGE FOR A**  
**SUSTAINABLE & EQUITABLE FUTURE AUDITORIUM**

*Experience an enlightening and thought-provoking panel talk that delves into the pressing workforce issues of today and uncovers innovative solutions for a brighter future. The panelists will share the strategies they're exploring in the face of multiple issues like an aging workforce, technology advancements and changing skill needs, demands for diversity and inclusion in the workplace, and more. Take home ideas for your organization and make a difference in shaping the future of the workforce.*

**MODERATOR:**

- Liesel Hans, Alliance for Water Efficiency

# FULL PROGRAM & SESSION DESCRIPTIONS

THURSDAY, AUGUST 3

## **TRACK B5 - WORKFORCE ISSUES: SUPPORTING A SEA CHANGE FOR A SUSTAINABLE & EQUITABLE FUTURE AUDITORIUM (CONT)**

### **SPEAKERS:**

- Troy Benavidez, LIXIL
- Christine Chavez, City of Santa Fe, NM
- Alicia Lee, City of Dallas, TX

**9:45 A.M. - 10:00 A.M.  
BREAK**

**10:00 A.M. - 11:00 A.M.**

## **TRACK A6 - MOVING TOWARDS COMMUNITY CO-CREATION: STAKEHOLDER ENGAGEMENT ROOM 210**

*If you have ever wondered, "How are other organizations building effective community engagement strategies?" then this is the workshop for you. Join this session to first hear from others who have found successful and meaningful ways to build relationships with community members. Then, engage in a hands-on workshop that will offer you an opportunity to practice thinking through best-in-class community engagement processes with real-life scenarios and provide you with practical tips you can take home with you to your community.*

**\*Note: Track A5 and A6 are A two-part session.**

### **MODERATOR:**

- Kelly Connolly, Alliance for Water Efficiency

### **SPEAKERS:**

- Jessica Ahlstrom, City of Bozeman, MT
- Shavion Scott and Cyatharine Alias, Center for Neighborhood Technology, IL

## **TRACK B6 - DATA TO ADVANCE ORGANIZATIONAL PERFORMANCE, DECISION-MAKING, & TRANSPARENCY ROOM C50**

*How do you get your organization moving in the same direction? How is your organization using data to inform what direction to go? How is data used to show progress? This session focuses on the importance of transparency, communication, and internal alignment. You'll see tools used for data visualization, considerations for how to define metrics and evaluate success, and how to build alignment across an organization's workforce.*

### **MODERATOR:**

- Ron Burke, Alliance for Water Efficiency

### **SPEAKERS:**

- Chris Garcia, Inland Empire Utilities Agency, CA
  - Data Dashboard and Visualization: An IEUA Story
- Rick Maloy, Central Utah Water Conservancy District, UT
  - Measuring Water Use: the Good, the Bad, and the Ugly
- Zane Marshall, Southern Nevada Water Authority, NV
  - Creating a Conservation Culture: An SNWA Case Study

# FULL PROGRAM & SESSION DESCRIPTIONS

**THURSDAY, AUGUST 3**

**11:00 A.M. - 11:15 A.M.**  
**BREAK**

**11:15 A.M. - 12:30 P.M.**

**TRACK A7 - THE MANY SIDES OF MULTI-FAMILY: DIGGING INTO THE DATA & MEETING RESIDENT NEEDS ROOM 210**

*It takes both data and people power to make progress. Learn about recent research on water use in the multi-family sector, as well as insights into engaging with this segment of your population. This session will include space for small group conversations where participants can share their successes and lessons from the multi-family sector.*

**MODERATOR:**

- Abby Francisco, Elevate, IL

**SPEAKERS:**

- Amelia Brown, Tampa Bay Water, FL
  - Dissecting Multifamily Residential Water Demands in Central Florida
- Abby Francisco, Elevate, IL
  - Supporting Affordable Housing Through Retrofits
- Matthew Dickens and Julia Grothe, Santa Clarita Valley Water, CA
  - Data-Driven Decision Making: Utilizing the US EPA's Energy Star Portfolio Manager Water Score Tool for Multifamily Apartments to Optimize Water Conservation Program Performance

**TRACK B7 - FUTURE VISIONS FOR CONSERVATION PROGRAMS, NEW DEVELOPMENT, & LONG-TERM PLANNING ROOM C50**

*You've heard the phrase, "All models are wrong; some are useful". Water planners and agencies have the dual task of assessing past efforts, water demands, and water supplies – while also attempting to plan for and predict an uncertain future. Join this session to hear examples of how different communities' water demands, programs, water supplies, and growth patterns are changing. Explore the drivers of those changes and how they are working to be prepared for the future. This session is sponsored by Gold Sponsor Kohler.*

**MODERATOR:**

- Liesel Hans, Alliance for Water Efficiency

**SPEAKERS:**

- Daniel Abrams, University of Illinois, IL , Katie Piotrowska and Kelsey Pudlock, Chicago Metropolitan Agency for Planning, IL
  - Bridging the gap between groundwater science and regional water supply goals
- Victor Garcia, City of Dallas, TX
  - Mid-life Crisis: Program Analysis in Dallas
- Rennie Jordan and Pablo Pina, Southern Alberta Institute of Technology, AB
  - Integrating the Alliance for Water Efficiency's Water Conservation Tracking Tool in Program Assessments for the City of Calgary
- Scott Winter, Colorado Springs Utilities, CO
  - The Benefits of Land Use-Based Water Demand Forecasting for Efficiency Planning

# FULL PROGRAM & SESSION DESCRIPTIONS

**THURSDAY, AUGUST 3**

**12:30 P.M. - 1:30 P.M.**  
**LUNCH**

**1:30 P.M. - 3:00 P.M.**  
**WATER EFFICIENCY: EXPLORING EQUITABLE & EFFECTIVE SOLUTIONS TO ADDRESS AFFORDABILITY AUDITORIUM**

*The affordability of water services is a growing concern as utilities are facing pressure to upgrade infrastructure, adapt to climate change, and comply with increasingly stringent regulations, to name a few challenges. Because of these pressures, increases in the cost of drinking water are outpacing increases in the cost of most other goods and services. This session will explore how utility-led water programs are addressing affordability challenges. This session will also demonstrate water efficiency and conservation as an important strategy to mitigate affordability challenges in both the short and long term. The outcomes from this session will inform a Water Research Foundation-funded project working to document emerging utility-led affordability innovations.*

**MODERATORS:**

- Christine Curtis, Pacific Institute
- Greg Pierce, UCLA, CA
- Morgan Shimabuku, Pacific Institute

**SPEAKERS:**

- Drew Beckwith, City of Westminster, CO
- Chad Cospers, San Antonio Water Authority, TX
- Justin Keller, Elevate, IL
- Racquel Vaske, City of Saint Paul, MN

**3:00 P.M. - 3:30 P.M.**  
**CLOSING SESSION: FINAL REFLECTIONS & TAKEAWAYS**

**SPEAKERS:**

- Ron Voglewede, Sustainnovation, MI
- Karen Guz, San Antonio Water System, TX

**4:00 P.M. - 5:15 P.M.**  
**OPTIONAL FIELD TRIP: H2NOW**

*Stretch your legs with a walk along the scenic Chicago waterfront for this optional field trip. The group will meet up with staff from H2NOW to learn about an innovative new approach to real-time water quality monitoring. Launched by Current in 2021, the H2NOW platform tests leading-edge sensing and analytic technologies to measure water quality parameters and communicate them with the public in real-time. Attendees will depart the Symposium Lobby around 4:00 pm and walk about 1.5 miles along the river walk, with the tour ending around 5:15 pm. Attendees can either walk back from the Michigan Avenue crossing of the River or head off for their own adventure.*



#### **ABOUT THE ALLIANCE FOR WATER EFFICIENCY**

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.

Chicago, IL | (773) 360-5100 | [www.a4we.org](http://www.a4we.org) | [contact@a4we.org](mailto:contact@a4we.org)