

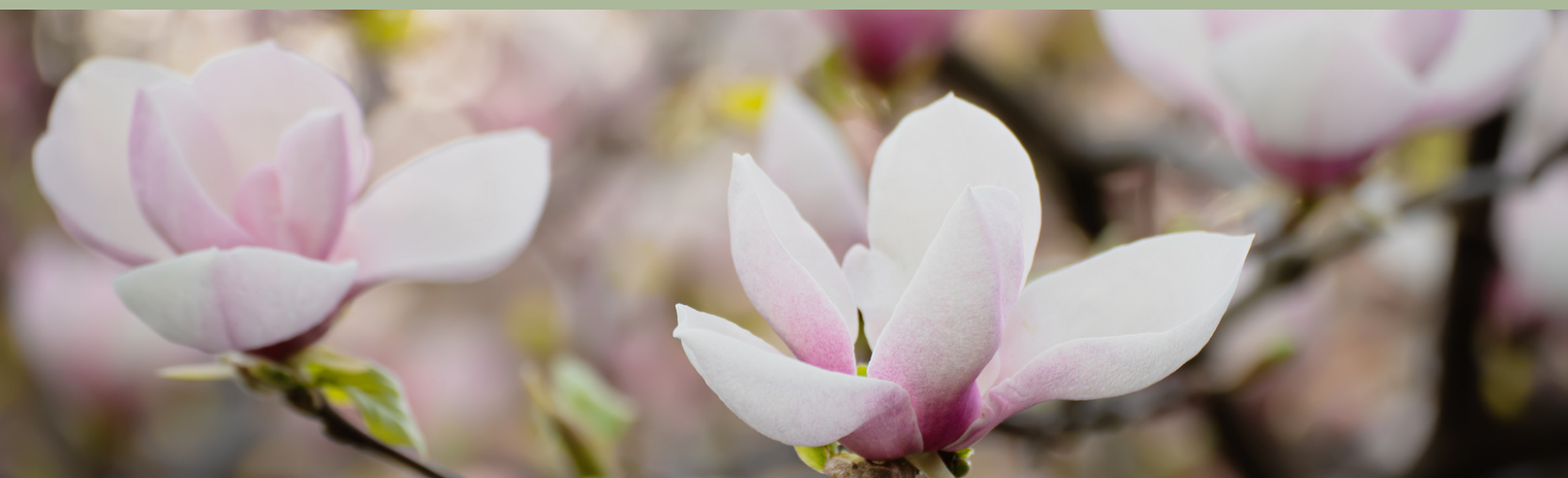
Southwest

Regional Member

Meeting

May 18, 2022

held virtually through Microsoft Teams



Agenda

11:00 Welcome

Ron Burke, President and CEO, AWE

11:10 Presentation

*The Role of Water Conservation in
Planning for Population Growth*

Peter Mayer, Founder and Principal,
WaterDM

11:30 Breakout rooms

Facilitated discussion with your peers

12:30 Key Takeaways

1:00 Close

A close-up photograph of several magnolia flowers in shades of pink and white, with green leaves visible. The flowers are in focus, while the background is blurred.

Facilitated Small Group Discussion

- How does water conservation/efficiency programming drive better choices around growth?
- What challenges do you face in explaining the benefits of water efficiency/conservation to colleagues and elected officials?
- What is the role of regulation (codes, standards, policies, or laws) in driving water conservation and efficiency during growth?
- What are effective voluntary conservation programs, and how do we message them?
- What are some DO's and DONT's for managing new construction irrigation?
- How do we message to new residents and new/expanding CII businesses to adapt to our water conservation norms?

