

2017 WaterSmart Innovations Conference and Exposition Report

October 4-6, 2017

Session	Key Points
<p>Opening session, Keynote Speaker Catherine Greener Vice-President Sustainability Xanterra Parks and Resorts</p>	<ul style="list-style-type: none"> • Due to climate change, we can no longer look to the past to predict the future • Technological Innovation will be key to future success • Strive for zero waste • Build and operate sustainability • Use resources efficiently and effectively • Various sustainability programs have lowered water usage at parks and resorts
<p>A New Ballgame: Empowering Homeowners to Score Landscape Water Savings</p>	<ul style="list-style-type: none"> • Presented by Joni German with San Diego County Water Authority • San Diego County Water Authority Water Smart Landscape class series highlighted • Focus on turf replacement from beginning through end of project • Challenges include inefficient/old irrigation systems, expensive for homeowners, available funding and technical training
<p>Managing Conservation Programs within Different Generation Groups</p>	<ul style="list-style-type: none"> • Presented by Sarah Fluery, Castaic Lake Water Agency • District's audience includes 4 generations of customers • Outreach should target the Greatest Generation 71-87 years old, Baby Boomers 53-70, Generation X 33-52 and Millennials 13-32 • Different outreach approach for each category • Various outreach should include post cards, electronic and physical outreach
<p>A Non-Revenue Water Tale of Five Cities</p>	<ul style="list-style-type: none"> • Presented by Will Jernigan, Cavanaugh & Associates • AWWA Standard Water Balance spread sheet is used • 5 agency examples from KS, AL, KY, IN & NC • New tool to collect & analyze data to manage water resources • Water loss % not a good metric • Consider different metrics that includes both a quantitative and qualitative analysis to determine system effectiveness

Session	Key Points
Big Data and the Future Of Water Management	<ul style="list-style-type: none"> • Presented by Patrick Atwater, ARGO labs • The future of water management is providing tools and analytics to support water managers in meeting their reliability objectives • Digital integration across a fragmented industry • Historic drought conditions call for new tools to adapt to future uncertainty • The California Data Collaborative launched in January 2016 • A non-profit public data infrastructure is under development to be used for next generation of integrated planning. Data driven demand management tool
Cleaning Up on Conservation	<ul style="list-style-type: none"> • Presented by Sean Sosa and Deb Lane, Santa Rosa Water • District mission: Protecting public health by sustaining water resources, infrastructure and the environment • Water Use Efficiency Programs include water smart check-up, cash for grass, rainwater harvesting, sustained reduction rebates and high efficiency clothes washer rebates
H2O Conservation Education That Works	<ul style="list-style-type: none"> • Presented by William Nohas, City of Allen, TX • Interactive session format • Designed program content to integrate into school curriculum • Networking with school district admin staff to get connected with science teachers
How to get 10,000 Facebook followers	<ul style="list-style-type: none"> • Clint Wolfe, Texas A&M Agilife Water University • 13 research and extension centers across Texas • Research topics include Turfgrass breeding, plant virology, plant abiotic stress and plant biotic stress • Software tools available to increase outreach to Facebook users

Session	Key Points
Approaches to Demand & Conservation Forecasts and Dealing with Data Gaps	<ul style="list-style-type: none"> • Presented by Michelle Maddaus, Maddaus Water Management Inc. and Andree Johnson, Bay Area Water Supply and Conservation Agency, San Mateo, CA • Approaches to Demand & Conservation Forecasts and dealing with data gaps • Dynamics effecting data include climate change, extreme weather, economy, political changes and water rates • Data gaps necessitate the need for data management refinement and in depth conservation analysis • Data challenges include customer class uniformity, water use data and consistency of available information
Why Consumers Don't Care About Wasting Water and What We Can Do About It	<ul style="list-style-type: none"> • Presented by Suzanne Shelton, Shelton Group • According to the Shelton Group's market research 64% believe in climate change and 52% feel anxious about climate change • Customers are using greener products as they become available • The average number of greener products is gradually increasing • Technology is becoming greener • When pressed, people admit there is more they could be doing to be greener
Monitor My Use: Tales from an AMI web portal	<ul style="list-style-type: none"> • Presented by Liesel Hans, PhD – Fort Collins Utilities • Advanced Meter Infrastructure: Enables two way communication between customer and utility; Improves information about high and irregular use, helps with water conservation goals, provides early water leak detection, provide enhanced voluntary programs and can read meters remotely
Conservation Toolbox: A Collaborative Platform for Conservation Research	<ul style="list-style-type: none"> • Presented by Luke Sires, California Water Efficiency Partnership • Why have a toolbox? Provides a platform for searchable articles, diverse content, living documents which includes updates and collaboration • Used a Water Shortage Contingency Plan as an example of one resource contained in the toolbox • The toolbox includes content on technical issues and policy • No login required to access content

Session	Key Points
Water Cops and Robbers: Policing Unreasonable Water Use in L.A.	<ul style="list-style-type: none"> • Presented by Damon Turney, Los Angeles Department of Water and Power • Presenter discussed LADWP Water Efficiency program • Elements include Ordinance requirements, unreasonable water use program, water budgets, a desktop audit and a compliance program • Fines for violations range from \$1,000.00-\$40,000.00 • Jimmy Kimmel appeared in a public outreach video
Ensuring Successful AMI Implementation Through Public Engagement	<ul style="list-style-type: none"> • Presented by, Sapna Mulki, Hahn Public Communications • AMI is changing the utility landscape • Changes include the customer-utility relationship, consumer behavior and psychology, and utility operations optimization • AMI increases opportunities for customer satisfaction • AMI empowers the utility and it's customer with data • Use of social norms marketing • Elements of a successful outreach campaign include Focus groups, surveys, paid and earned media, follow-up surveys
Initiative to Reassess Performance Indicators for Water Loss Management	<ul style="list-style-type: none"> • Presented by George Kunkel, Kunkel Water Efficiency Consulting • Performance indicators are used throughout society including business, health, consumer, sport and weather • Performance indicators in water loss used to be called unaccounted for water • New performance indicators include the AWWA Water Audit Methodology • Using performance indicators as a percentage is flawed • Percentages do not reveal actual volumes and do not take into account the activities to control losses • Many agencies still using percent's as a performance indicator • Water Loss impacts include volume, value and validity

Session	Key Points
Developing Collaborative Relationships for Conservation Projects	<ul style="list-style-type: none">• Presented by Steve Moorhead, Water Returns• Topics include context, organization and process for real change• Real change factors include environmental, regional and State initiatives and local incentives• Real change actions include integration, sustainability planning and implementation• Real change is working together to apply, measure, improve and promote benefits of sustainable practices