



Water Conservation Showcase

SAN RAMON VALLEY CONFERENCE CENTER

April 4, 2024 | 9AM
In-Person and Virtual

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Schedule of Events

Time	Room J101	Room J102	Room G
9:00 - 9:30	Kick-Off and Coffee WCS Host Committee		
10:00 - 11:00	Past, Present, and Future of Water Peter Gleick, Pacific Institute	Case Studies Featuring Innovation in Stormwater Management Brent Bucknum, Hyphae Design Lab Rob Dusenbury, Lotus Water Engineering	SmartLandscapes @ UC Davis: Actual Plant Water Use Study Dave Fujino, CA Center for Urban Horticulture Emily Finch, CA Center for Urban Horticulture
11:30 - 12:30	Tending the Urban Forest: Long-term Planning and Climate Solutions Gordon Matassa, City of Oakland Dave Muffly, Oaktopia	Updating the UC Water Policy: Strategies for Successful Policy Development Eli Perszyk, UC San Francisco Wes Sullens, U.S. Green Building Council	Transforming Urban Landscapes: Effective Policies and Programs Paul Lander PhD, University of Colorado Lourdes Camarena, Save Our Water Terrance McCarthy, P.E., Los Angeles Department of Water and Power
12:30 - 1:30	Lunch		
1:30 - 2:30	California's Unprecedented Push for Increased Water Efficiency Heather Cooley, Pacific Institute Karina Herrera, SWRCB Maureen Erbesnik, Maureen Erbesnik and Associates Joe Berg, Municipal Water District of Orange County	The Cost and Water Savings Potential for Detecting Leaks Sonali Abraham, Pacific Institute Lindsay Kinsler, East Bay Municipal Utility District	Microplastics and the Ocean Kasie Regnier, Monterey Bay Aquarium Eben Schwartz, CA Coastal Commission Miho Ligare, Surfrider Foundation
3:00 - 4:00	Decorative Lawn No More: Navigating The New Non-Functional Commercial Turf Irrigation Ban Krista Guerrero, Metropolitan Water District John Tawaststjerna, Rossmoor	Water-Energy Nexus: Products that Save Water and Energy Kendra Olmos, InPipe Energy Alisha McFetredge, Rainstick Shower Gerald Van Decker, RenewAbility Energy	Laundry to Landscape: Lessons Learned Kristin Bowman, EBMUD Anya Kamenskaya, EBMUD Holly Nadeau, City of Santa Rosa Christina Mountanos, Marin Water Nicholas Simard, Santa Clara Valley Water District
4:00 - 4:30	Closing & Door Prizes		

Session Descriptions

10:00 - 11:00 am

The Past, Present, and Future of Water

Room: J101

Speakers: [Peter Gleick](#), Co-founder, Senior Fellow, Pacific Institute

Host: Julie Ortiz, San Francisco Public Utilities Commission

From the very creation of the planet, water has been central to existence on Earth and a defining force in the story of humanity. In this presentation, Peter Gleick guides us through the long, fraught history of our relationship to this precious resource. Water has shaped civilizations and empires and driven centuries of advances in science and technology—from agriculture to aqueducts, steam power to space exploration—and progress in health and medicine. The achievements that have propelled humanity forward, however, also brought consequences including unsustainable water use, ecological destruction, and global climate change that now threaten to send us into a new dark age. We must change our ways, and quickly, to usher in a new age of water for the benefit of everyone. Drawing from the lessons of our past, Gleick charts a visionary path toward a sustainable future for water and the planet.

Gleick is the author or editor of many scientific papers and fourteen books, including The World's Water series; Bottled and Sold: The Story Behind Our Obsession with Bottled Water; and A Twenty-First Century U.S. Water Policy. His most recent book is The Three Ages of Water: Prehistoric Past, Imperiled Present, and a Hope for the Future (2023 PublicAffairs/Hachette).

Session Descriptions

10:00 - 11:00 am

Case Studies Featuring Innovation in Stormwater Management

Room: J102

Speakers:

1. [Brent Bucknum](#), Founder, Hyphae
2. [Robert Dusenbury](#), Principal Design Engineer, Lotus Water

Host: Mark Kelly, BAR Architects and AIA Committee on the Environment

This case study panel features the work of two engineering firms that specialize in creative stormwater solutions. Robert Dusenbury of Lotus Water will present The Orange Memorial Park Stormwater Capture Project that retains, cleans, and redirects stormwater in South San Francisco. Brent Bucknum of Hyphae will describe the de-paving masterplan for the cities and counties of Los Angeles that limit stormwater runoff, reduce heat island effect, support biodiversity, and curb water and air pollution.

The Orange Memorial Park Stormwater Capture Project is located along the Colma Creek flood control channel within Orange Memorial Park in the City of South San Francisco. The Project captures and treats approximately 15 percent of the annual drainage from 6,500 acres of land including multiple municipalities.

De-Paving, or the removal of concrete and asphalt from our cities, has been hard to achieve, as it requires coordination to optimize and address a multitude of environmental interests from water, to heat island, that relies on novel data and community driven processes, and complex interdepartmental, inter-city and inter-agency collaboration. Developing the de-paving masterplan required a novel, top-down geospatial analysis approach as well as a bottom up, intervention typology process.

Session Descriptions

10:00 - 11:00 am

SmartLandscape Initiative @ UC Davis: Actual Plant Water Use Study

Room: G

Speakers:

1. [Dave Fujino](#), Executive Director, CA Center for Urban Horticulture
2. [Emily Finch](#), CA Center for Urban Horticulture

Host: William Granger, City of Sacramento

In 2019, the California Center for Urban Horticulture, UC Davis, created the SmartLandscape initiative to determine if low water use landscapes could be designed, installed, managed, and maintained to meet the Model Water Efficient Landscape Ordinance (MWELo). For MWELo performance approach compliance, Maximum Applied Water Allowance (MAWA) is greater than the Estimated Water Use (ETWU). While MWELo compliance is determined by estimating water use for a specific landscape area, the SmartLandscape initiative will validate compliance by measuring Actual Water Applied (AWA). For this analysis, SmartLawn demonstration plots (cool and warm season turf) and SmartScape I and II were designed and planted then irrigated by sub-surface and surface irrigation dispersion and smart controller technology.

This presentation will provide data confirming MWELo compliance of SmartLawn and SmartScape landscapes by utilizing AWA versus ETWU and using AWA data to calculate the actual plant factors for SmartLawn and SmartScape landscapes. Calculated AWA plant factors from this study will be compared to the plant factors assigned by WUCOLS IV. Measuring and employing AWA data is the definitive method for confirming MWELo compliance versus using ETWU for both SmartLawn and SmartScape demonstration landscapes.

Session Descriptions

11:30 am - 12:30 pm

Tending the Urban Forest: Long-term Planning and Climate Solutions

Room: J101

Speakers:

1. [Dave Muffly](#), Senior Arborist, Oaktopia
2. [Gordon Matassa](#), Urban Forestry Project Coordinator, City of Oakland

Host: Jolene Bertetto, East Bay Municipal Utility District

In 2023, The City of Oakland released the first of its kind Draft Urban Forest Plan to create a data driven process for growing and maintaining Oakland's tree canopy. This presentation will discuss the essential role of long-term planning for managing urban forests to ensure the benefits of trees are distributed equitable throughout the community. While urban forests can help mitigate the effects of climate change, Oakland's trees are also threatened by extreme heat, high winds, flooding, drought, and wildfires. New plantings will need to consider suitability for warmer temperatures and changing precipitation patterns.

This presentation combines the on-the-ground experience from Oakland's Parks & Tree Division with innovative solutions from Oaktopia to explore ideas for a thriving urban forest under future climate scenarios. We'll discuss various perspectives on the role of native plants, review the performance of rare, drought-adapted trees, discuss key concepts in urban and wildland/urban interface biodiversity preservation and enhancement, and learn the basics of predictive algorithms to anticipate climate change.

We'll also discuss water conservation, recycled water considerations, and emphasize the critical and misunderstood role of soils in enhancing the resilience of our urban trees.

Session Descriptions

11:30 am - 12:30 pm

Updating the UC Water Policy: Strategies for Successful Policy Development

Room: J102

Speakers:

1. [Eli Perszyk](#), Conservation Program Manager, University of California San Francisco
2. [Wes Sullens](#), Director, LEED, U.S. Green Building Council

Host: Geneva Gondak, East Bay Municipal Utility District

The presentation will cover successful policy development strategies, from early concept development, stakeholder engagement, and achieving consensus on actionable policy language. Eli Perszyk, from University of California San Francisco, will showcase how the UC system worked to update and strengthen their water policy in a yearlong effort with the Water Working Group. Approved in 2023, the updates include requirements for water recycling and storm water evaluations, the addition of bottle filling stations for large construction projects, and guidelines for drinking water access that increased LEED water credits.

Wes Sullens, from the US Green Building Council, will then dive into the world of LEED water credits, and discuss how LEED can be used by policy makers in creative ways to strengthen institutional water and sustainability policy.

Session Descriptions

11:30 am - 12:30 pm

Transforming Urban Landscapes: Effective Policies and Programs

Room: G

Speakers:

- [Paul Lander](#), PhD, Principal, Dakota Ridge Partners; Adjunct Associate Professor University of Colorado
- [Lourdes Camarena](#), Campaign Strategist, Save Our Water
- [Terrance McCarthy](#), P.E., Los Angeles Department of Water and Power

Host: Julie Ortiz, San Francisco Public Utilities Commission

Transforming urban landscapes is a key way California can continue to reduce water use and fight climate change. Replacing grass with climate-appropriate plants, putting stormwater to beneficial use, and maintaining healthy trees are important parts of this strategy. Many studies show that making such changes at widespread levels across residential areas of the state would yield huge benefits, but getting people to pursue these transformations and do them effectively can be challenging. This session will include presentations from three speakers with different roles in the field of urban landscape transformation. First, we'll get an academic analysis from the University of Colorado's recent broad review of how different states and communities are tackling these challenges. Then, we will hear from the California Governor's Office Save our Water campaign on what market research shows are the specific factors that motivate and deter people from replacing residential lawns. Last, we will hear about a popular and successful new program by the Los Angeles Department of Water and Power (LADWP). After many years of providing turf replacement rebates, LADWP found that lack of design know-how is the biggest obstacle to successful lawn transformation. The agency now provides single family homes going through turf replacement with the services of landscape architects. The designs feature principles from rain capture to California native plants selections.

Session Descriptions

1:30 - 2:30 pm

California's Unprecedented Push for Increased Water Efficiency

Room: J101

Speakers:

1. [Karina Herrera](#), Senior Environmental Scientist, State Water Resources Control Board
2. [Heather Cooley](#), Director of Research, Pacific Institute
3. [Joe Berg](#), Director of Water Use Efficiency, Municipal Water District of Orange County
4. [Maureen Erbeznik](#), Principal, Maureen Erbeznik and Associates

Host: Amy Talbot, Water Efficiency Program Manager, Regional Water Authority

In 2018, the state enacted Senate Bill 606 and Assembly Bill 1668 to create a new framework for increased urban water efficiency across the state. The framework includes a volumetric water budget approach to urban residential indoor and outdoor use, commercial, industrial, and institutional dedicated irrigation water use, and water supplier system water loss. While the state and stakeholders finalize the implementation requirements (expected to be complete by mid/late 2024), this panel will discuss the basic components of the water supplier specific water budgets, implementation actions needed to achieve the projected savings, long term benefits to our urban environment, financial impacts, and potential for new and expanded partnerships. Attendees will leave the session with a balanced understanding of the new law and what to expect in the years to come from its implementation.

Session Descriptions

1:30 - 2:30 pm

The Cost and Water Savings Potential for Detecting Leaks

Room: J102

Speakers:

1. [Sonali Abraham](#), Senior Researcher, Pacific Institute
2. [Lindsay Kinsler](#), Water Conservation Representative, EBMUD

Host: Kurt Elvert, San Jose Water Company

This panel will explore two leak detection studies: One by Pacific Institute, a research organization based in Oakland, and one by East Bay Municipal Utility District (EBMUD), a local water utility. The Pacific Institute study looked at toilet leaks, a leading source of water waste in multi-family homes. The EBMUD study used Advanced Metering Infrastructure (AMI) data to identify water use anomalies and leaks across a range of customer types. This panel session will also cover insights on building partnerships, understanding customer motivations, and water and financial savings from leak repair programs.

The Pacific Institute study partnered with the Housing Authority of the City of Los Angeles (HACLA), Sensor Industries, and the Los Angeles Better Buildings Challenge to install leak sensors on 1,200 toilets across eight HACLA-owned buildings. Leak sensors installed in-line on toilets and connected to an online dashboard and alert system send real-time leak alerts to the property manager, and automatically open work orders for the maintenance team.

The East Bay Municipal Utility District (EBMUD) study leveraged AMI data to detect irrigation patterns, irrigation anomalies, and potential leaks. The presentation will share results from a large commercial site with a complex irrigation system, a large housing complex with multiple irrigation meters, and a large municipal account.

Session Descriptions

1:30 - 2:30 pm

Sea to Source: Plastic Pollution in our Oceans

Room: G

Speakers:

- [Kasie Regnier](#), Monterey Bay Aquarium
- [Eben Schwartz](#), CA Coastal Commission
- [Miho Ligare](#), Plastic Pollution Policy Manager, Surfrider Foundation

Host: Stephanie Hallinan, USGBC

This topic will explore the intersection of potable water, microplastics, and our Ocean. Plastic is the most prevalent type of marine debris found in our Ocean. Marine wildlife continues to be negatively impacted by the infiltration of microplastics in our Ocean; what is contributing to this at the consumer level? Discuss measures/ policies that each represented organization is working towards to mitigate further pollution.

Session Descriptions

3:00 - 4:00 pm

Decorative Lawn No More: Navigating the New Non-Functional Commercial Turf Irrigation Ban

Room: J101

Speakers:

1. [Krista Guerrero](#), Metropolitan Water District
2. [John Tawaststjerna](#), Rossmoor Landscape Manager

Host: Geneva Gondak, East Bay Municipal Utility District

This presentation will explore how recently passed California legislation banning irrigation of decorative lawns on commercial sites addresses the critical issue of water conservation and opens doors to creative and sustainable solutions in the realm of commercial landscaping.

Krista Guerrero, a representative from the Metropolitan Water District of Southern California, will delve into the implications of the recently enacted legislation prohibiting irrigation of non-functional turf in commercial spaces. As a co-sponsor of this legislation signed into law in 2023, Metropolitan Water District has been working actively to identify and determine how to work with their suppliers to convert all of the non-functional commercial lawns in their service area. The presentation will review the definition of non-functional turf, what the legislation means, and Met's approach to compliance including mapping non-functional turf areas.

Following Krista, John Tawaststjerna will share successful HOA non-functional turf conversion projects from Rossmoor, a retirement community of 10,000 residents. John will discuss overcoming challenges when balancing competing interests, and present on how much water these landscapes are actually saving.

Session Descriptions

3:00 - 4:00 pm

Water-Energy Nexus: Products that Save Water and Energy

Room: J102

Speakers:

1. [Kendra Olmos](#), Director of Water, InPipe Energy
2. [Alisha McFetredge](#), Co-founder and CEO, Rainstick Shower
3. [Gerald Van Decker](#), President and CEO, RenewAbility Energy Inc.

Host: Jolene Bertetto, East Bay Municipal Utility District

This panel presentation will explore products from three companies working on novel and inventive strategies to save both water and energy:

InPipe Energy's innovative technology allows water utilities to generate an abundant, predictable, and secure source of renewable energy from excess pressure in water pipelines while managing pressure, saving water, and reducing carbon emissions all without impacting water system operations.

RainStick's savings come directly from its shower's placement within the decentralized point of use sector. Learn how the technology is installed and works, including differences between other re-use opportunities (greywater, rainwater, blackwater).

Passive Drain Water Heat Recovery (DHWR) Technologies, like those available from RenewAbility Energy Inc., are ubiquitous in some jurisdictions but virtually unknown in many others. While these technologies have proven themselves to be robust with a very long service-life, they also substantially increase effective hot water capacity and are cost-effective in a wide-range of applications: from homes, to multi-unit residential, to industrial facilities.

Session Descriptions

3:00 - 4:00 pm

Laundry to Landscape: Lessons Learned from Residential Graywater Rebate Programs

Room: G

Speakers:

1. [Nicholas Simard](#), Water Conservation Specialist, Valley Water
2. [Kristin Bowman](#), Water Conservation Program Manager, East Bay Municipal Utility District
3. [Anya Kamenskaya](#), Water Conservation Program Manager, East Bay Municipal Utility District
4. [Holly Nadeau](#), Water Resources Specialist, City of Santa Rosa
5. [Christina Mountanos](#), Water Conservation Specialist III, Marin Water

Host: Kurt Elvert, San Jose Water Company

This panel presentation will explore residential graywater rebate programs available from four Bay Area water utilities. We'll look at the benefits and barriers to implementing a successful program with a focus on the metrics used to gauge success and outreach strategies for increasing customer implementation,

The panel will share Valley Water's efforts to increase education of laundry to landscape systems. EBMUD will present on their 10-year residential graywater rebate program assessment which used an online survey and historic water use data to track program success. MMWD will explore how their rebate program evolved from incentivizing system components to offering a discount on pre-assembled laundry-to-landscape "kits," in partnership with a local irrigation supplier, and their most recent pilot direct install program, eliminating the burden of hiring both a plumber and landscape professional to complete a full L2L system installation. The City of Santa Rosa will share their program challenges and recommendations.

Speaker Bios



Alisha McFetridge

Alisha is the co-founder and CEO of Rainstick, a clean technology company committed to building water technology products that drive the future of water conservation and allow people to thrive with only 50 litres of water per day without compromise. Alisha holds an MSc in Climate Change and Development and a Bachelor in International Business, majoring in Sustainability. Alisha has worked with high-growth technology companies including Disney's Club Penguin and Bananatag and has spent time working in Kenya, China, The Netherlands, the United States and Canada, where she currently lives today.



Amy Talbot

In November 2012, Amy Talbot joined the Regional Water Authority (RWA), a coalition of more than 20 water purveyors and associated agencies in the greater Sacramento Region. Amy is the manager of the Regional Water Efficiency Program's award-winning public outreach campaign and school education program. She currently oversees several grants that collectively provide \$4.5 million to increase water use efficiency in the region.



Anya Kamenskaya

Anya is a water conservation program manager focused on water efficiency in the commercial, industrial and institutional sectors. Previously they operated in the decentralized wastewater reuse space as co-owner of a rainwater catchment and greywater recycling firm.



Brent Bucknum

Brent is the founder of Hyphae Design Lab, an Oakland based multi-disciplinary engineering and innovation firm started in 2008. Brent also co-founded Urban Biofilter, an environmental justice and health focused research and policy joint venture developed with neighborhood environmental justice groups. Brent brings a systems thinking perspective to environmental health and urban infrastructure challenges, by building diverse teams to create practical solutions to global challenges through academic research, community participation, design innovation, earth systems engineering and public policy.



Christina Mountanos

Christina is a Water Efficiency Specialist III at Marin Water, working in Water Efficiency for 10+ years. She manages Marin Water's Graywater Rebate Program, among others.



Dave Fujino

Dave has served for more than 17 years as the director of the California Center for Urban Horticulture (CCUH), Co-Director of the UC Nursery and Floriculture Alliance at UC Davis and past Chair of the Saratoga Horticultural Research Endowment. He earned his B.S. in Plant Science at UC Riverside, and his M.S. and Ph.D. from UC Davis in Environmental Horticulture and Plant Physiology. In 2017, he was inducted into the Green Industry "Hall of Fame" for having a positive impact in the horticulture industry. His current focus is on the implementation of the SmartLandscape initiative at UC Davis.

Speaker Bios



Dave Muffly

Dave has been planting trees (especially oaks) in the Bay Area and other California locations for 35 years. Dave began his tree career where he received his undergraduate degree in mechanical engineering, Stanford University. Moving from engineering to ecology, Dave managed native oak plantings at Stanford, in a project that has yielded more than 4,000 established oaks in 40 years. Dave then branched into urban tree plantings and became a Master Arborist, overseeing the 101 Freeway Soundwall planting for the non-profit Canopy in East Palo Alto. Today Dave works as a senior arborist.



Eben Schwartz

Eben has over 20 years of experience with the CA Coastal Commission where he runs Marine Debris and Public Outreach programs. Eben has a lengthy history of work on plastic pollution and marine debris, topics on which he has become one of the state's leading authorities. He leads California Coastal Cleanup Day, California's largest volunteer event, as well as the year-round Adopt-A-Beach Program. Eben serves as the Chair of the West Coast Marine Debris Alliance, an organization that he helped found in 2008, initially as part of the West Coast Governors' Alliance on Ocean Health.



Eli Perszyk

Eli works at UC San Francisco Facilities Services to conserve water and energy. He co-chairs the University of California Sustainable Water Systems working group, and is vice-chair of the San Francisco Public Utilities Commission Citizen's Advisory Committee. Prior to joining UC San Francisco, he was the building manager for the UC Berkeley College of Environmental Design. Eli lives in Walnut Creek with his wife and two children.



Emily Finch

Emily is currently serving as the Program Manager for the California Center for Urban Horticulture (CCUH), where she works to further the program's goals, while also managing the paid student leads and team of student interns of the SmartLandscape program at UC Davis. Emily earned her B.S. in Environmental Horticulture, her teaching credential, and M.A. in Education all from UC Davis. Before working at the CCUH, Emily taught science for 5 years in the public school system. Through her experience teaching and as Program Manager, Emily has developed skills not limited to management, leadership, and curriculum/experiential design.



Gerald W Van Decker

Gerald founded RenewABILITY Energy Inc. in 2000, invented the Power-Pipe® and drives expansion of the Drain Water Heat Recovery markets. While at Natural Resources Canada, he was involved with Active Solar Energy Technologies and managed International Energy Agency projects. Gerald also contributed to early-stage development of large-cell honeycomb translucent insulation used in the highly successful Solera® and was Research Engineer for the SuperSpacer® high-performance window technology. Gerald holds a Master's Degree in Mechanical Engineering from the University of Waterloo.



Gordon Matassa

Gordon is the Urban Forestry Project Coordinator for the City of Oakland where he coordinates the development of the city's equity-focused Urban Forest Plan, writes and manages grants to fund urban forestry work, and supports volunteer tree-planting projects. He is the chair of the Bay Area Urban Forests Ecosystem Council, a California Urban Forests Council board member, and a committee chair for the Western Chapter of the International Society of Arboriculture (ISA). Gordon has a master's degree in public administration and holds several certifications, including ISA Board Certified Master Arborist, ISA Municipal Specialist, and ISA's Tree Risk Assessment Qualification.

Speaker Bios



Heather Cooley

Heather is Director of Research at Pacific Institute. In this role, she conducts and oversees research on Water Efficiency and Reuse, Nature-Based Solutions, Water and Climate Equity, and Corporate Water Stewardship. Heather received a B.S. in Molecular Environmental Biology and a Master's degree in Energy and Resources from the University of California, Berkeley. She has served on several state-level workgroups, including the California Commercial, Industrial, and Institutional Task Force and Urban Stakeholder Committee.



Holly Nadeau

Holly is a Water Resources Specialist for the City of Santa Rosa. She develops and manages water use efficiency programs for the Santa Rosa community and assists customers with indoor and outdoor water use efficiency projects. She has a Bachelors Degree in Botany from Cal Poly Humboldt and is a Qualified Water Efficient Landscaper.



Joe Berg

Joe is the Director of Water Use Efficiency for the Municipal Water District of Orange County (MWDOC). For more than 32 years Joe has developed, implemented and evaluated a variety of urban water use efficiency and distribution system water loss programs in Orange County. Joe is currently on the Board of Directors for the California Water Efficiency Partnership. Joe graduated from San Diego State University in 1991 with a Bachelors degree in Resource and Environmental Geography. Joe is the 2013 Llana Sherman Excellence Award recipient from the California Urban Water Conservation Council for his local and community innovations in water use efficiency.



John Tawaststjerna

John is the current Landscape Manager at Rossmoor, a retirement community of 10,000 people in Walnut Creek. He studied BioResource and Agricultural Engineering at Cal Poly.



Karina Herrera

Karina has worked for the State Water Resources Control Board since 2020. She was an Environmental Fellow with the William Penn Foundation and graduated from Harvard University and Bren School of Environmental Science & Management - University of California, Santa Barbara.



Kasie Regnier

Kasie is the Director of Applied Water Science at the Monterey Bay Aquarium. She has been at the Monterey Bay Aquarium for 8 years where her team runs the water laboratory chemistry and microbiology testing and research. Kasie has a Masters degree from University of Hawaii in Marine Zoology, with a focus on fish neuroscience and a Masters degree from Harvard University Extension School in Sustainability, with a focus on water resource management.

Speaker Bios



Kendra Olmos

Kendra is the Director of Water for InPipe Energy and has over 15 years experience in the water and wastewater sector in engineering consulting and academic research. Most recently she was the Executive Director of the UC Davis Center for Water-Energy Efficiency. Her focus is on the water-energy-climate nexus and water system efficiency. She holds a masters in Civil & Environmental Engineering and a bachelor's in Environmental Engineering.



Krista Guerrero

Krista Guerrero has over 20 years of experience in the drinking water industry. She received a Bachelor's degree from Cornell University and a Master's from the University of Florida. She has experience in source water protection, stormwater management, water efficiency, and water resource management. She specializes in outdoor conservation and water policy and currently manages several outdoor efficiency programs for the Metropolitan Water District while also assisting in the development of state and federal water regulations and legislation.



Kristin Bowman

As an East Bay Municipal Utility District Water Conservation Program Manager, Kristin facilitates partnerships with the landscape industry, oversees commercial landscape rebates projects, supports the development of demonstration gardens, creates public programs, and manages the graywater rebate program. Prior to joining EBMUD, Kristin served as the San Francisco Recreation and Parks Department's Director of Volunteer Services, and Park Services Manager. Kristin holds a MA in Geography: Resource Management and Environmental Planning from San Francisco State University.



Lindsey Kinsler

Lindsay C. Kinsler is a Certified Landscape Irrigation Auditor, ReScape Qualified Professional, and holds a QAL from the CA DPR. Her current role as a Water Conservation Representative at East Bay Municipal Utility District entails working with commercial clients to optimize irrigation practices by conducting irrigation audits, assessing landscape and irrigation systems, and implementing conservation strategies. With a background spanning two decades in the landscape industry, Lindsay's expertise encompasses residential and commercial landscape construction, wholesale plant nursery management, and commercial landscape maintenance.



Lourdes Camarena

Lourdes Camarena works at Office of Community Partnerships and Strategic Communications (OCPSC), in partnership with the Department of Water Resources, to co-manage the Save Our Water Campaign. Save Our Water is California's statewide water conservation program with the goal to make water conservation a California way of life. Save our Water teaches Californians how to use water more efficiently inside and outside their homes and how to transform their yards into water-wise landscapes.



Maureen Erbeznik

Maureen has thirty-one years of experience designing, implementing and evaluating water efficiency programs. Recognized for outstanding strategy design and problem assessment capabilities. Proven consensus builder with leadership style based on goal attainment and personal credibility. Maureen has strong organizational skills and coordinates all the aspects of water conservation plans and projects ensuring each project meets its goals on time and within budget.

Speaker Bios



Miho Ligare

Miho works to stop plastic pollution at the source through effective advocacy and outreach amongst Surfrider Foundation's grassroots network, within coalitions, and the public. She brings over twenty years of policy, research, and management experience, working at non-profits, government agencies, and academic institutions. She has a Masters in Environmental Science and Management from the University of California, Santa Barbara. Miho is based near Sacramento, and in her spare time enjoys spending time with her family, surfing, hiking, trying new recipes, and going down the river.



Nicholas Simard

Nicholas Simard has been a water conservation specialist with Valley Water (Santa Clara Valley Water District) for over 2 years. They have worked with local water retailers, communities, and non-profits to implement various water conservation programs such as Valley Water's Landscape Rebate Program, Graywater Laundry to Landscape Program, Water Wise Outdoor Surveys, and the Landscape Maintenance Consultation Program. Through engaging talks and practical advice, they empower residents to adopt water-saving habits and contribute to a more water-resilient world.



Paul Lander

Paul W. Lander, PhD, M.Larch., LEED A.P. has worked in the fields of water, energy, and land conservation for over 40 years. For 16 years, he led the City of Boulder's Water Conservation Office, directing the city's award winning program for a community of over 100,000 people. He is an Adjunct Professor of Geography, and Faculty in the professional Masters of the Environment Program, both at the University of Colorado. He teaches courses in Water of the Western U.S, Conservation Practice, Landscape Sustainability, One Water, and Green Infrastructure. Paul earned his B.A. in Environmental Conservation and Ph.D. in Geography from CU Boulder and an M.L.A. from the University of Washington.



Peter Gleick

Dr. Peter Gleick is a leading scientist, innovator, and communicator on water and climate issues. He co-founded the Pacific Institute in Oakland in 1987, one of the most innovative, independent research centers, creating and advancing solutions to the world's most pressing water challenges. He is currently President-emeritus and Senior Fellow at the Institute. Dr. Gleick is a MacArthur Fellow, an elected member of the U.S. National Academy of Sciences and the American Academy of Arts and Sciences. In 2018 he received the Carl Sagan Prize for Science Popularization. Gleick received his B.S. from Yale University and an M.S. and Ph.D. from University of California, Berkeley.



Robert Dusenbury

Robert is a registered civil engineer with 25 years of experience in sustainable water resources planning and design. His areas of expertise include: green stormwater infrastructure (GSI) and low impact development (LID) stormwater management design; NPDES permit compliance; municipal capital planning and implementation; rainwater and graywater reuse systems; computer modeling for surface water hydrology, hydraulics, and water quality; and watershed management planning. He has been planning and designing GSI projects in the Bay Area since 2006.



Sonali Abraham

Dr. Sonali Abraham is a Senior Researcher at the Pacific Institute. She conducts qualitative and quantitative research into urban water use trends, development of watershed-scale metrics, the role of multi-benefit projects in water and climate resiliency, and associated policy solutions. Sonali received a master's degree in Environmental Engineering from Johns Hopkins University, and a doctorate in Environmental Science and Engineering from the University of California, Los Angeles

Speaker Bios



Terrance McCarthy

Terrance is a professional engineer for the Los Angeles Department of Water and Power and his responsibilities include management and development of water conservation programs, monitoring and evaluating regulatory and legislative issues, pursuing external funding and support for programs, participation in statewide and nationwide organizations to leverage opportunities, and coordinating with many regional partners for water sustainability in Los Angeles.



Wes Sullens

Wes Sullens, LEED Fellow, is the Director for Building Codes and leads Materials & Resources activities at the U.S. Green Building Council. He has worked in the public, private and nonprofit sectors for more than 20 years on broad topics including waste management, recycling, supply chain sustainability, and chemicals transparency. Mr. Sullens specializes in green building rating system development, circular materials economies, and progressive green building codes advocacy. Prior to USGBC, Mr. Sullens worked for 10 years in California local government where he managed sustainability programs and helped develop California's statewide Green Building Code (CALGreen).