

2026 AWWA WaterSmart Innovations (WSI)

Session Descriptions

17.5 Total maximum acheivable hours, over 3 days.

October 21 - 23, 2026

Code	Session Title	Details	Day for Session	Start Time	End Time
FRI01	FRI01 - Incentivizing Turf and Irrigation Replacements: Rebates and Alternative Approaches	This session will explore how turf replacement rebates, tiered incentives, and stacked residential programs shape customer participation and measurable water savings. Achieving substantial savings, however, depends not only on the incentives themselves but on how education, program design, and evaluation work together to influence lasting landscape change. These presentations will therefore also demonstrate how thoughtful program structuring and performance tracking can increase turf and irrigation replacements to deliver enduring outdoor conservation and efficiency impacts.	10/23/2026	8:30 AM	10:00 AM

Advanced Metering Infrastructure (AMI) is reshaping how utilities plan investments, manage system performance, and engage customers, but capturing its full value requires intentional strategy beyond installation. This session will serve as a guide in translating AMI from concept to rollout, using granular data to create district-level accountability for water loss, and ensuring customer-side leaks are identified and addressed at scale. Attendees will walk away with realistic approaches for integrating AMI into operational decision-making and leveraging strategies that connect infrastructure investments to measurable water savings.

FRI02	FRI02 - Tapping into Conservation Data	10/23/2026	8:30 AM	10:00 AM
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Water utilities are navigating an increasingly complex risk landscape shaped by climate variability, growth pressures, and regulatory constraints, heightening the need to reinforce existing supplies and address future supply gaps. With insight from regions experiencing large-scale climate changes, this session will showcase how scenario-based planning, multi-criteria evaluation, and phased investment strategies can be used to compare traditional and nontraditional supply options. Collectively, these presentations will illustrate how integrated technical analysis, regional collaboration, and flexible implementation frameworks support resilient, affordable, and locally controlled water supply portfolios under uncertain future conditions.

FRI03	FRI03 - Adapting to Changing Environments	10/23/2026	8:30 AM	10:00 AM
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This STS will provide examples of collaborative Source Water Protection groups at multiple scales, from small coastal communities in Oregon to larger well-established programs. Case studies will cover protecting source water through various approaches and partnerships between utilities, watershed councils, land trusts, and other local and state agencies. This STS outlines examples of working collaborations at multiple scales specifically designed to protect source water. These examples will hopefully provide ideas for other utilities looking to develop broad partnerships and will outline approaches that worked well in addition to obstacles and challenges that were faced along the way.

FRI04	FRI04 - Protecting the Source through Partnerships: Collaboration at Every Scale	10/23/2026	8:30 AM	11:45 AM
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Explore One Water through foundational principles and three case studies spanning Colorado, California, and Hawaii. This session distinguishes One Water from conventional integrated approaches and provides actionable strategies for implementation. Discover how communities are maximizing resource recovery, enhancing resilience, and addressing emerging challenges in climate adaptation and equity. Attendees will gain strategies for implementation backed by real case studies from leading utilities. Whether exploring One Water for the first time or refining programs, participants will learn how to overcome institutional barriers, secure funding, and engage stakeholders. Understanding One Water's principles is critical for unlocking its full potential and delivering transformative benefits.

FRI05	FRI05 - One Water: From Framework to Implementation	10/23/2026	10:15 AM	11:45 AM
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Customer education and support are becoming central to the success of outdoor conservation programs as utilities seek increased participation levels for larger water savings. With first-hand accounts from three utilities dispersed throughout the Western U.S., this session will illustrate how programs are evolving to using new methods of technology, direct equipment provision, hands-on assistance, and demonstration landscapes to build understanding, confidence, and momentum for change. Their approaches will show how pairing incentives with education, performance tracking, and effective models of community engagement can reinvigorate customer interest for their desired conservation goals.

FRI06

FRI06 - Revitalizing Engagement in Outdoor Programs: Customer Support and Education

10/23/2026

10:15 AM

11:45 AM

As conservation programs mature and resources tighten, utilities are tasked with identifying where meaningful water savings remain and how best to achieve them. Drawing on customer-level data, participation records, and advanced analytical techniques, this session will demonstrate how utilities can segment audiences, isolate program impacts, and target cost-effective interventions by following data-based evidence. Across case studies and practical examples, these discussions will show how data interpretation can support better decision-making, clearer performance evaluation, and more strategic planning for future conservation efforts.

FRI07

FRI07 - Turning Data into Direction for Conservation Programs

10/23/2026

10:15 AM

11:45 AM

Extreme weather events and natural disasters are increasing in both frequency and intensity, creating new challenges for utilities and the communities they serve. In response, the sector is taking proactive steps to better understand hazard probabilities, cascading impacts, and the effectiveness of mitigation and protective measures. This session will explore how wildfire risk modeling, cross-agency coordination, landscape guidance, and quantitative hydrologic analysis can be applied to inform strategies ranging from emergency response planning to long-term capital and resource planning. Collectively, these approaches will reveal how utilities and partners can navigate competing risks, coordinate fire and flood preparedness, and apply data-driven insights to strengthen system resilience.

FRI08

FRI08 - Anticipating and Preparing for Extreme Events

10/23/2026

10:15 AM

11:45 AM

Long-term water supply security relies heavily on coordinated planning efforts, across boundaries and organizations, that connect policy commitments and supply needs with realistic action. This session will showcase regional collaboration efforts that demonstrate how identifying shared objectives and implementing integrated planning frameworks can build regulatory confidence while maintaining affordability and public priorities. Across these presentations, speakers will also convey how governance structures and evaluation models can facilitate long-range planning for growing and climate-stressed communities.

FRI09

FRI09 - Regional Collaboration for Long-Term Supply Security

10/23/2026

8:30 AM

10:00 AM

Managing and limiting outdoor irrigation can often require aligning policy design, customer behavior, contractor practice, and enforcement capacity. With national-level trends and utility case studies, these presentations will demonstrate how utilities are pairing irrigation restrictions with contractor partnerships, AMI-based behavioral analysis, and GIS-supported patrol strategies to improve compliance while supporting sustained water savings. Attendees will gain perspective on successful strategies for designing workable restrictions, reinforcing conservation behaviors over time, and targeting resources to where noncompliance and savings opportunities are greatest.

FRI10	FRI10 - Methodologies for Analyzing and Shifting Irrigation Behavior	10/23/2026	2:00 PM	3:30 PM
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As detailed conservation planning grows more essential and complex, utilities are exploring new ways to make data, decisions, and progress visible and meaningful to both internal and external stakeholders. This session will present approaches for translating technical conservation planning information into accessible tools, sustaining clear communication through drought conditions, and publicly reporting on implementation to reinforce accountability. These discussions will also establish how interactive platforms, coordinated messaging, and regular performance updates can strengthen both utility and public understanding, build trust, and support long-term engagement around demand management strategies.

FRI11	FRI11 - Prioritizing Information Transparency, Organization, and Communication	10/23/2026	2:00 PM	3:30 PM
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Population growth, expanding data center development, and increasingly complex means to secure alternative water supplies all emphasize the strong connection between water and energy consumption. In the search to achieve more resource-efficient practices, many in the water sector are exploring opportunities to reduce internal energy demand, encourage sustainable practices among high water-and energy-using customers, and establish partnerships that support efficiency goals. This session will examine how coordinated planning between utilities, policy frameworks for managing data center impacts, and attention to the energy intensity of water supply choices can shape more resilient and lower-carbon outcomes. Each presentation will demonstrate the importance of aligning infrastructure planning, operations, and conservation strategies to address emerging growth pressures, all while safeguarding future water, energy, and community sustainability.

FRI12

FRI12 - Water-Energy Nexus Pt.1: Planning for Growth and Scarcity

10/23/2026

2:00 PM

3:30 PM

The success of source water protection initiatives and programs is often dependent on sustained investment, cross-jurisdictional coordination, and the ability to demonstrate the value of the program over time. Consisting of utility, federal, and consultant perspectives, this session offers a well-balanced view into tried and tested strategies that are making a difference in source water protection. Discussions will highlight how utilities can navigate capacity constraints, strengthen partnerships, justify continued funding, and make data-informed decisions that support their source water protection programs.

FRI13

FRI13 - Strategies that Elevate Source Water Protection Programs

10/23/2026

2:00 PM

3:30 PM

Facing rapid growth and tightening supply constraints, many utilities and organizations are exploring how integrated planning and onsite non-potable reuse can shift demand while improving resource resilience. This session will explore how hydraulic modeling, demand assessments, and building-scale reuse programs help quantify available water, evaluate real-world performance, and position onsite systems within broader One Water strategies. Attendees can expect to hear insights on how onsite reuse can complement traditional supply planning, inform policy and program design, and translate localized actions into measurable system-wide benefits.

FRI14

FRI14 - Utilizing Reuse to Expand Water Supply Options

10/23/2026

2:00 PM

3:30 PM

As more communities in the U.S. face prolonged droughts and growing demand, turf replacement is becoming more widespread and necessary. These presentations will detail how large-scale residential lawn replacement programs and targeted municipal non-functional turf conversions can be designed, analyzed, and implemented using parcel-level data, mapping tools, and prioritized planning frameworks. Key takeaways will include methods for quantifying water savings from turf replacement, overcoming program participation and implementation barriers, and guiding scalable landscape transformations that support efficiency and conservation goals for more sustainable community spaces.

FRI15

FRI15 - Quantifying and Prioritizing Turf Replacement

10/23/2026

3:45 PM

4:45 PM

Rising climate uncertainty, constrained infrastructure, and shifting customer demand are redefining how utilities think about monitoring water use. This session will demonstrate how expanded data streams, ranging from smart meters to connected customer-side technologies, can be organized into powerful demand management tools that reduce peak stress and improve system flexibility. Session attendees will also be able to see how utilizing numerous data sources and their analytics can alleviate the need for capital expansion, improve affordability, and strengthen day-to-day utility performance.

FRI16

FRI16 - Leveraging IoT Assets

10/23/2026

3:45 PM

4:45 PM

Municipal water systems are emerging as active contributors to energy efficiency, resilience, and decarbonization through both centralized and decentralized strategies. This session will explore how utilities can harness untapped hydropower within treatment and distribution systems while also evaluating building-scale rainwater harvesting and greywater reuse for long-term water and energy savings. Presenters will also identify their analytical frameworks, lifecycle considerations, and planning insights that help position water infrastructure as a flexible asset within broader energy and sustainability goals.

FRI17	FRI17 - Water- Energy Nexus Pt.2: Water as an Energy Asset	10/23/2026	3:45 PM	4:45 PM
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Rising temperatures, urban runoff, and shifting nutrient dynamics are all contributing to the increased frequency of low dissolved oxygen (DO) events and harmful algal blooms (HAB) across reservoirs and other sources of supply. In response to this risk posed to water utilities, many are now analyzing how long-term monitoring, proactive source water management strategies, and structured preparedness programs can protect aquatic ecosystems while supporting drinking water compliance and customer confidence. This session will discuss realistic strategies for linking ecological protection, operational readiness, and communication planning to better anticipate and respond to algal and low DO events.

FRI18	FRI18 - Addressing Poor Source Water Quality and HAB Events	10/23/2026	3:45 PM	4:45 PM
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Approaching resource management with a watershed-scale mindset is crucial to protecting water supplies and their surrounding ecosystems. Stories presented in this session will demonstrate how sustained implementation of habitat conservation plans and watershed-scale natural asset strategies support environmental compliance, ecosystem health, and ultimately drinking water reliability. These strategies will illustrate to attendees how utilities can translate stewardship obligations and valuation frameworks into durable management practices that deliver ecological and operational value over time.

FRI19	FRI19 - Watershed Stewardship in Practice	10/23/2026	3:45 PM	4:45 PM
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This interactive workshop explores innovative modular tools designed to enhance creativity, efficiency, and decision-making in water reuse and water resources planning. Attendees will gain practical, hands-on strategies for developing, applying, and evaluating custom tools to solve real-world water management challenges. Participants will learn how to architect modular solutions for common water issues, assess vendor-provided custom tools, and better understand practical applications that can be immediately implemented in their own organizations. Ideal for professionals looking to strengthen problem-solving capabilities, this session provides valuable insights into creating more adaptable and effective approaches to modern water management.

PCW01	PCW01 - Empowering Water Management: Modular Tools for Creative Reuse & Planning	10/21/2026	8:00 AM	5:00 PM
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Designed for early career professionals, this interactive workshop provides foundational knowledge, practical tools, and inspiring real-world case studies to help attendees build successful water conservation plans and programs. Participants will explore conservation planning fundamentals, program design strategies, water use evaluation metrics, and customer engagement techniques while gaining access to valuable resources that support program creation, adoption, and long-term success. Through expert-led panel presentations, peer discussions, and networking opportunities, attendees will also learn how to identify key partners, leverage innovative technologies, and apply proven strategies from successful conservation programs already making an impact in the field.

PCW02 101 PCW02 - Water Conservation Programs

10/21/2026

8:00 AM

5:00 PM

This comprehensive pre-show workshop provides attendees with practical, in-depth knowledge of cooling towers and evaporative condensers, with a strong focus on identifying water-saving opportunities and supporting commercial customer needs. Participants will learn how cooling towers function, which building types commonly use them, and how water moves through building cooling systems. The session will also cover essential topics including water treatment programs, cycles of concentration, nominal tonnage calculations, metering, aerial identification of cooling towers, and methods for calculating potential water savings from system upgrades. Attendees will leave better equipped to answer customer questions, evaluate savings opportunities, and even develop their own Cooling Tower rebate programs to support water conservation initiatives.

PCW04	PCW04 - Commercial Cooling Tower Water Conservation	10/21/2026	8:00 AM	5:00 PM
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In today's competitive resource environment, every project must prove its value—and this workshop is designed to help attendees do exactly that. Focused on water conservation but applicable to virtually any initiative, this engaging session teaches participants how to assess, prioritize, and design cost-effective programs that maximize benefits while justifying investment. Attendees will learn practical frameworks for evaluating conservation measures, identifying, and quantifying the full range of potential benefits from reduced water use, and incorporating benefit-cost analysis into strategic decision-making. The workshop also introduces useful software tools and foundational techniques that help water professionals build strong financial cases for projects from the ground up, making it easier to secure funding and allocate limited resources more effectively.

PCW05	PCW05 - Benefit-Cost Analysis: Budget Showdown	10/21/2026	8:00 AM	5:00 PM
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This immersive, fast-paced workshop introduces attendees to Scenario and Adaptive Planning—powerful strategic approaches that help water utilities make resilient, future-ready decisions in the face of uncertainty. Drawing from peer case studies, including Portland and other utilities, participants will explore best practices, practical frameworks, and flexible planning tools designed for organizations of varying sizes and resource levels. Through hands-on learning, attendees will discover how to identify and prioritize emerging risks such as climate change, infrastructure challenges, regulatory shifts, financial uncertainty, and evolving technologies while balancing urgent short-term demands with long-term planning needs. The workshop also provides actionable guidance on developing performance metrics, monitoring strategies, and adaptive resource plans that support smarter capital investments and stronger organizational resilience in an increasingly unpredictable future.

Poster Session

A clear introduction to the fundamentals of Water Loss Control and Non-Revenue Water, explaining key terminology, effective strategies for reducing water loss, and the latest technologies and methodologies that support successful water recovery programs.

PCW06	PCW06 - Accelerated Introduction to Scenario and Adaptive Planning	10/21/2026	8:00 AM	5:00 PM
PST01	PST01 - Poster Session	10/22/2026	5:00 PM	6:30 PM
ST30022	Water Loss Control: Definitions & Methodologies	4/27/2026	4:00 PM	4:00 PM

ST30022	Advancing Regional Water Management with Next Generation Planning, Analytics, and Holistic Approaches	This session explores BAWSCA's Strategy 2050, a collaborative framework to ensure long-term water reliability and resilience in the Bay Area. Panelists share approaches, tools, case studies, and lessons learned, with hands-on portfolio planning. Topics include technical tools, communication strategies, and decision frameworks that are scalable and applicable to other regions.	4/27/2026	3:45 PM	3:45 PM

T01	T01 - Portland Water Bureau - Tour of Bull Run Watershed	Protected by the foothills of Mt. Hood, the Bull Run Watershed sits just 26 miles east of downtown Portland and provides a majority of the city's drinking water. This tour offers a unique chance to see firsthand how Portland's drinking water travels from forest to faucet. Portland Water Bureau will guide attendees through Bull Run, starting with a short visit to the city's groundwater source, the Columbia South Shore Well Field. During the tour, a professional natural resources educator will discuss the watershed's unique qualities, as well as the management of Portland's drinking water sources, infrastructure systems, surrounding habitats, and more.	10/21/2026	8:00 AM	5:00 PM

<!--Tours are an additional cost and require pre-registration.

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Wednesday, October 21st | 8:00 a.m. - 12:00 p.m.
Tour is limited to 20 attendees<!-- SOLD OUT---->

Clackamas River Water Providers - Treatment Plant & Restoration Projects Tour:

Discover the hidden jewel of the Portland metro area located less than an hour of Downtown Portland. Through source water protection programs and partnerships with local agencies, the Clackamas River Water Providers are working to protect the Clackamas River, drinking water source to more than 350,000 people and habitat to many animals and fish including salmon found on the endangered species list. This tour will include one of the 5 drinking water treatment plants located on the river and visit restoration projects helping to protect and enhance the water quality of the river.

T02	T02 - Clackamas River Water Providers - Treatment Plant & Restoration Projects Tour	10/21/2026	8:00 AM	5:00 PM
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Attendees will tour the Willamette Water Supply System, a new regional water supply for Tualatin Valley Water District, City of Hillsboro, and City of Beaverton water customers. The system has taken nearly 30 years of planning and 10 years of construction and is preparing for operations in 2026. Guests will learn about regional collaboration, the importance of seismic resiliency for the areas water supply, tour a shared river intake and pump station at the Willamette River Water Treatment Plant, and tour the state-of-the-art, 60 million gallons of water per day Willamette Water Supply System Water Treatment Plant that features ozonation and ultraviolet light in addition to other traditional filtration.

T03	T03 - Willamette Water Supply System Tour	10/21/2026	8:00 AM	5:00 PM
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Effective water conservation requires coordinated use of data, planning frameworks, and analytical tools to inform where and how action delivers results. In this session, attendees will learn how targeted water use analytics, structured community engagement, and demand modeling approaches can support smarter investment decisions, policy development, and goal setting. These cumulative perspectives will demonstrate how utilities can move from broad assumptions to evidence-based strategies that improve transparency, prioritize resources, and strengthen conservation outcomes.

THU01	THU01 - Drivers for Effective Conservation Programs: Data, Engagement, and Modeling	10/22/2026	10:00 AM	11:30 AM
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THU02	THU02 - Charting the Course: Identifying, Prioritizing, and Engaging CII Water Users	Commercial, Industrial, and Institutional (CII) customers often represent some of the greatest opportunities for water savings, but identifying and engaging the right customers can be challenging. This session will showcase practical tools and resources—including AI-powered account classification, high-water-user identification methods, outreach best practices, and BMP targeting tools—to help agencies strengthen their CII programs and advance compliance efforts.	10/22/2026	10:00 AM	11:30 AM
THU03	THU03 - Trends and Lessons Learned in Managing Urban Water Use	An improved understanding of how water is used, and where meaningful consumption reduction remains, can significantly strengthen utility planning and resilience efforts. With updated residential end-use findings, a national assessment of municipal and industrial efficiency potential, and peer insights on moving from voluntary measures to effective curtailment under supply constraints, this session establishes a refreshed foundation for understanding the dynamics of urban water use. Attendees will gain practical insights into how these findings can inform conservation policy, program design, and drought preparedness measures.	10/22/2026	10:00 AM	11:30 AM
THU04	THU04 - Proactive Wildfire Prevention & Mitigation for Oregon's Source Waters	Oregon has faced an increasing number and intensity of wildfires in recent years. Water utilities have been faced with the dual tasks of responding to impacts from wildfires, as well as planning and preparing for future wildfires. This session will explore a range of options that the State and utilities are taking to engage their communities in proactive mitigation measures to address wildfire risk.	10/22/2026	10:00 AM	11:30 AM

Climate variability, shifting customer behavior, and changing socioeconomic conditions are contributing to large-scale uncertainty in water supply planning and demand forecasting. Although influencing factors may vary by region, the overall approaches and frameworks for addressing this uncertainty can be used by all. This session will include scenario-based forecasting, probabilistic methods, and adaptive modeling frameworks that can be used to evaluate thousands of plausible futures and test planning assumptions over time. Presenters will demonstrate how these approaches can also support transparent risk assessment, inform long-term investment and operational decisions, and improve the resilience and flexibility of water resource planning efforts.

THU05 THU05 - Combating Uncertainty in
Demand Forecasting & Supply Planning

10/22/2026

10:00 AM

11:30 AM

Effectively engaging commercial, industrial, and institutional (CII) customers in water conservation requires moving beyond one-size-fits-all programs to those that account for customer behavior, building types, and applicable causes of water waste. Drawing on applied research and decades of field experience, this session will demonstrate how analyzing CII customer demand trends can unveil unnoticed leaks, anomalies, and participation barriers that indicate where conservation efforts should be catered. Attendees will receive practical strategies for engaging hard-to-reach CII customers, applying usage patterns to inform benchmarking, and using findings to transform their conservation programs.

THU06 THU06 - Understanding CII Customer Demand to Strengthen Conservation Programs

10/22/2026

1:15 PM

2:45 PM

Water affordability and efficiency efforts are frequently intersected with the need for equity-focused program design, community engagement, and targeted use of data. In this session, presenters will describe their strategies for building meaningful connections with underserved communities, drawing on benchmarking, direct installation programs, and integrated analyses of consumption, billing, and demographic data that facilitate a greater understanding of water use patterns, outreach priorities, and appropriate conservation solutions. Through these utility accounts and case studies, attendees will gain insight into the frameworks that can help align affordability goals with conservation outcomes, and how they ultimately improve service to communities in need.

THU07	THU07 - Advancing Equity in Conservation Efforts	10/22/2026	1:15 PM	2:45 PM
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Addressing non-revenue water (NRW) loss can often begin with untangling fragmented data; what exists, where it lives, and how it can be applied effectively. The presentations shared in this session will highlight methods to overcome this hurdle by combining spatial analysis, integrated data environments, and system-wide performance evaluation to create clearer visibility into water loss and associated data. Practical approaches will show how translating dense technical information into aligned workflows can strengthen governance, improve oversight, and embed continuous improvement into managing NRW.

THU08	THU08 - From Data to Decisions: Modern Strategies for Managing Non-Revenue Water	10/22/2026	1:15 PM	2:45 PM
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Science is revealing the important roles that healthy wetlands, stream systems, and beaver-complexes play before, during, and after wildfires. This special topic session will cover the latest science; provide water utility case studies; consider metrics for measuring impact; and highlight ways to integrate freshwater restoration into wildfire policies, funding programs, planning, and management. This session will support water utilities and land managers grappling with how to integrate wildfire mitigation approaches into their long-term land management and financial planning, helping set a blueprint for more resilient watersheds and communities.

THU09 - Integrating Freshwater Protection and Restoration into Wildfire Risk Reduction, Fire-Fighting Strategies, and Post-Fire Recovery

10/22/2026

1:15 PM

4:45 PM

This session will highlight water resources planning and management approaches focusing on the needs, goals, and outcomes for the 21st century, as presented in the M50 manual update. Specifically, it will highlight the advances in water resources planning from identifying project drivers to achieving end goals such as equity, resiliency, and the One Water framework, all aimed at improving sustainability. Attendees will learn modern water resources planning and management approaches that have been successfully implemented by both large and small utilities. Topics will include the 21st Century water resources planning principles, innovative planning approaches, legal and regulatory context, water demand forecasting, resource evaluation, water quality and source protection, water supply option analysis.

THU10	THU10 - Advances in Water Resources Planning - A Teaser from the M50 Update	10/22/2026	1:15 PM	2:45 PM
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As water conservation programs mature and initial goals are met, sustaining water savings is often reliant on targeted analytics, realistic program design, and long-term customer engagement. With examples in Oregon, Washington, and Colorado, this session will examine how utilities are using data to identify remaining demand-reduction opportunities, align conservation incentives with staffing and funding capacity, and coordinate regional efforts to focus on the most impactful indoor and outdoor uses. Attendees will explore practical methods for prioritizing program initiatives after early savings are exhausted, adapting conservation strategies to local constraints, and leveraging collaboration and benefit-cost insights to help evolve conservation planning.

THU11 THU11 - Moving Beyond the Easy Wins:
Scaling Conservation Programs for
Continued Success

10/22/2026

3:15 PM

4:45 PM

Education and outreach remain central to water conservation success, but expectations are rising for programs to be strategic, evidence-based, and demonstrably effective. This session explores how collaborative curriculum development, refreshed public-facing educational materials, and rigorous methods for estimating water savings can elevate conservation education across audiences ranging from landscape professionals to elementary students. With firsthand accounts from municipal and regional water providers, these presentations will connect content design, cross-sector partnerships, and evaluation frameworks to show how education programs can be scaled, justified, and improved to support long-term water efficiency and conservation goals.

THU12 THU12 - Crafting and Assessing
Conservation Education

10/22/2026

3:15 PM

4:45 PM

Effective water loss control depends on more than finding leaks; it requires preparation, coordination, and sustained involvement. Session attendees will learn how proactive leak detection planning, partnership-based repair programs, and structured water audits can improve data quality, guide operational priorities, and reduce both financial and compliance risk. Together, these presentations will illustrate how utilities can define success before fieldwork begins, connect water savings to broader energy and equity outcomes, and implement other best practices for optimizing water loss programs and leak detection.

THU13 THU13 - Proactive and Comprehensive
Methods in Reducing Water Loss

10/22/2026

3:15 PM

4:45 PM

PFAS in groundwater supplies is a major concern to many US utilities. This session provides an overview of current and pending PFAS regulations and the approach that two suburban utilities in Southwest Washington are taking to address the PFAS in their groundwater supplies. Attendees will be able to discuss water resources planning and alternative analysis, hear updated information on the PFAS regulatory environment, and gain an understanding of community outreach associated with PFAS through utility case studies.

THU14 - Regional Perspectives to
Addressing PFAS in Clark County,
Washington

10/22/2026

3:15 PM

4:45 PM

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Amy McNamara is a Freshwater Ecosystems Strategist in NRDC's Nature Program. In her role, she advocates for policy solutions that benefit both people and nature. Her experience lies in advancing community-driven conservation outcomes, including nature-based solutions to recover freshwater systems and the many benefits they provide. A focus of her work is advancing the protection and restoration of healthy stream and wetland ecosystems in source water areas. She is based in Bozeman, Montana.

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