

# Getting to Efficiency: A Technical Assistance Webinar Series for Making Conservation a California Way of Life

## Understanding Your Reporting and Data Needs

June 23, 2026



Office of Research, Planning, and Performance, State Water Board



# Regulation Overview and Requirements

# Making Conservation a Way of Life

## Big picture: AB 1668 and SB 606

- Response to drought and climate change
  - Built on prior efforts
  - Saved water
  - Led to a shared recognition that policies can help the state but percent reduction targets were too simplistic
- Department and the State Water Board directed in 2018 to carry out new, nuanced, and complex framework

"By comparing the amount of water actually used in the previous year with the **urban water use objective**, local urban water suppliers will be in a better position to help eliminate unnecessary use of water; that is, water used in excess of that needed to accomplish the intended beneficial use."

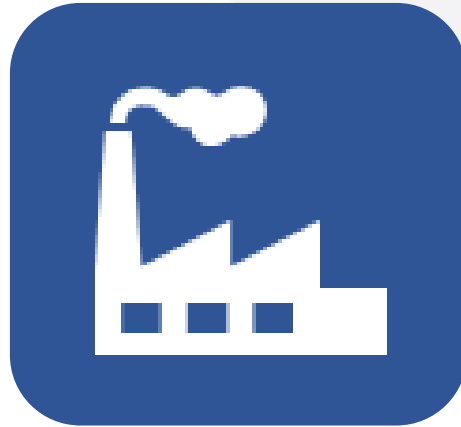
- California Water Code 10609(a)

# Making Conservation a Way of Life

Three major components:



**Water Use  
Objectives**



**Performance  
Measures**



**Annual  
Reports**



## Water Use Objective

The estimated aggregate amount of water that would have been delivered the previous year by an agency if all that water had been used efficiently

=



Variations  
(If applicable)

+



+



Bonus Incentive  
(If applicable)



Residential  
Indoor Use



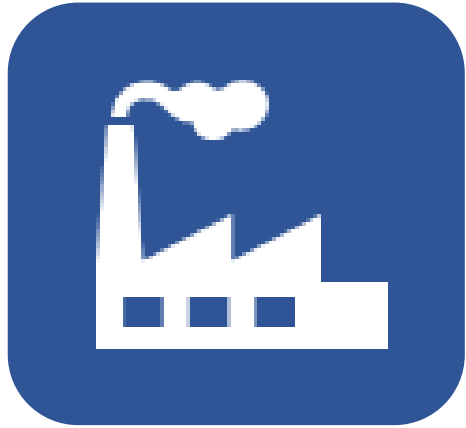
Real  
Water Loss



Residential  
Outdoor Use



CII Landscapes  
with DIMs



## **Performance Measures**

Apply to commercial, institutional and industrial water use – much of the water use not covered by the objectives

- Classification system
- Dedicated meters or “in-lieu” tech for qualifying landscapes
- Best management practices for qualifying customers



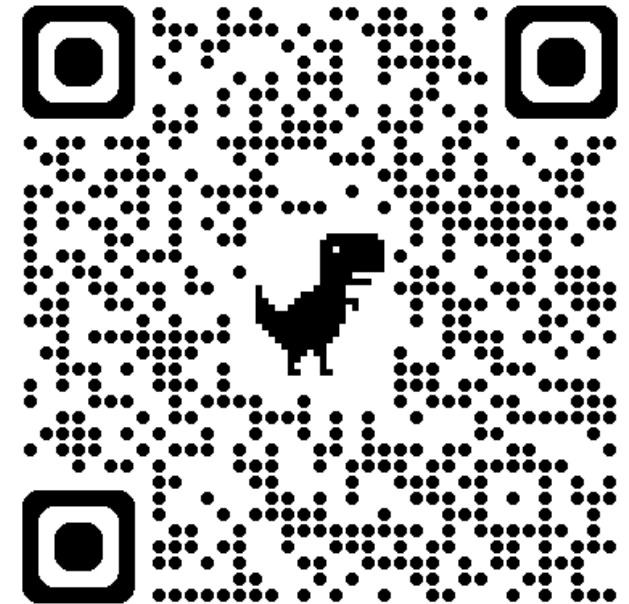
## **Annual Reports**

### **Reports include:**

- Urban water use objective calculation
- Actual water use data
- Commercial, institutional and industrial performance measures

# Alternative compliance

- Suppliers that are expected to have difficulty meeting their 2040 UWUO may qualify for alternative compliance pathways.
- SWB is holding an alternative compliance webinar July 1 from 10:30 am to 12 pm

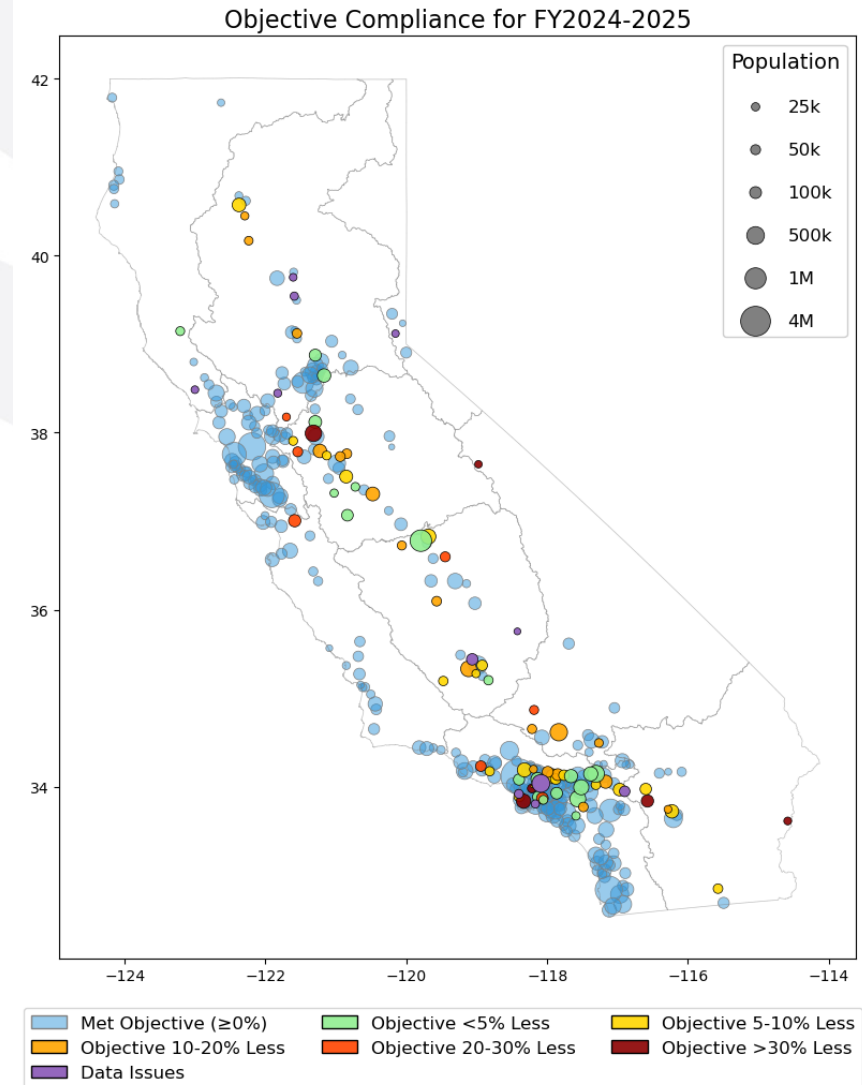
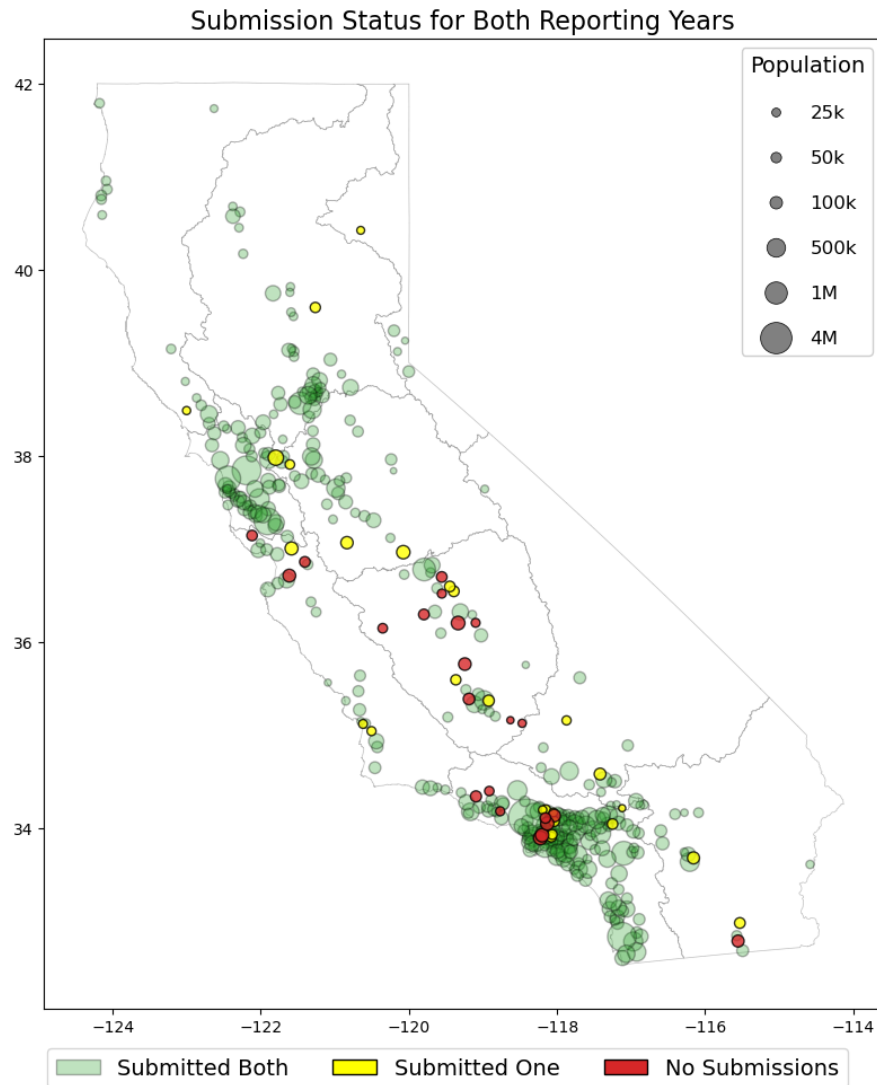


# Alternative compliance pathways

	Eligibility Thresholds		Required Effort	Result
20% Pathway	If the income of the population served is less than CA median household income...	... and compliance with the 2040 objective would result in a 20% or greater reduction in water use	<p>Then the supplier can:</p> <ol style="list-style-type: none"> <li>1. Reduce per capita water use by <math>\geq 1\%</math> per year <b>AND</b></li> <li>2. Create a plan to achieve its urban water use objective</li> </ol>	<p><b>And still be deemed in compliance with the objective</b></p>
30% Pathway	If compliance with the 2040 objective would result in a 30% or greater reduction in water use		<p>Then the supplier can:</p> <ol style="list-style-type: none"> <li>1. Reduce per capita water use by <math>\geq 2\%</math> per year <b>AND</b></li> <li>2. Verify adherence to G480 standard* <b>AND</b></li> <li>3. Create a plan to achieve its urban water use objective</li> </ol>	

\*American Water Works Association G480-20 Water Conservation and Efficiency Program Operation and Management Standard (published February 1, 2021)

# Reporting and compliance so far





# Reporting Requirements and Data

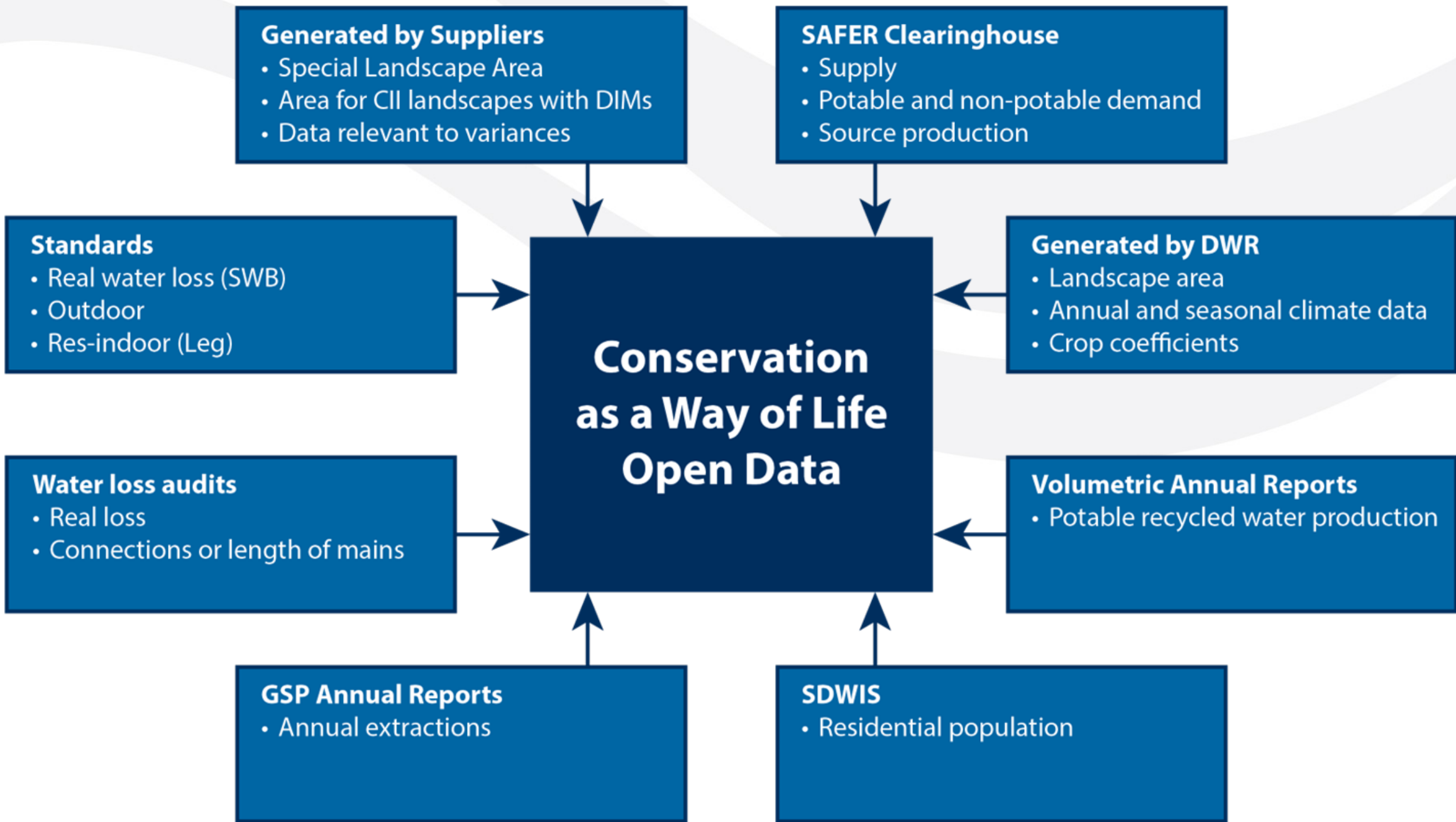
# Reporting deadlines

- Starting January 1, 2025, and every January 1 thereafter, each supplier is to submit a report consistent with the regulation.
  - Data reflects previous fiscal year's urban water use and conservation actions
- Starting January 1, 2027, suppliers must comply with their urban water use objectives
- Other requirements, like some of the CII performance measures, have later deadlines
- The water loss standard also has its own compliance timeline as part of the water loss regulation

# Guiding principles and directives

- Statute directs the State to identify opportunities for **streamlining reporting and eliminating redundant data submissions**
- The reporting form utilizes **pre-filled** and **calculated** fields whenever possible

Actual Water Use (Potable and Nonpotable), Demands Relevant to the Objective	Value
Annual, aggregate potable deliveries to Single-family Residential connections	1,584,578,441
Annual, aggregate potable deliveries to Multi-family Residential connections	577,514,251
<b>Total Potable Residential Water Use</b>	<b>2,162,092,692</b>
Annual, aggregate residential Recycled Water Demand (excluding metered irrigation)	0
Annual, aggregate residential Non-potable Demand (non-recycled, excluding metered irrigation)	0
Annual, aggregate residential non-potable metered irrigation	0
<b>Total Non-Potable Residential Water Use</b>	<b>0</b>
Volume of water delivered to residential landscapes that the Department excluded from its LAM analysis and are not currently a part of the residential outdoor budget. (This does not include new construction)	282,065,283
<b>Total Residential Water Use</b>	<b>1,880,027,409</b>
Annual, aggregate potable deliveries to Commercial, Industrial, or Institutional Landscapes with dedicated irrigation meters	47,134,857
Annual, aggregate non-potable deliveries to Commercial, Industrial, or Institutional Landscapes with dedicated irrigation meters	0



# Data and tools that may be needed for CII performance measures reporting requirements

CII Performance Measure Category	Data or tool needed
CII Customer Classification (972)	<ul style="list-style-type: none"><li>• Main water use type of CII customer accounts to determine the customer classification</li><li>• Some way of labeling and tracking the number of accounts with the determined classifications</li></ul>
DIMs and In-Lieu Technologies (973)	<ul style="list-style-type: none"><li>• Irrigated landscape area associated with CII accounts</li><li>• Some way to determine if the landscape is associated with a dedicated irrigation meter or a mixed-use meter</li><li>• Which in-lieu technologies/BMPs are being offered or will be offered</li></ul>
Identification of highest water using CII customers (974)	<ul style="list-style-type: none"><li>• Per-customer annual water data (and, if utilizing 974(b) or 974(c), the customer's classification)</li><li>• The ability to subset and perform calculations on per-customer water data</li><li>• Which BMPs are being offered or will be offered</li></ul>

# Variations and temporary provisions

- If applicable, must submit a request for a variance or temporary provision to the State Water Board by **October 1**
  - Each request has unique data requirements
- Once approved,
  - The variance/temporary provision data is pre-filled in the UWUO report
  - Variations can count for 5 reporting cycles
  - Temporary provisions can count for 3 reporting cycles



Approved Variations and Temporary Provisions
<b>Approved Data, Fiscal Year 2024-2025</b> <ul style="list-style-type: none"><li>• Bella Vista Water District, Residential Agricultural Landscapes Variance</li><li>• Carlsbad Municipal Water District, Seasonal Population Variance</li><li>• Mission Springs Water District, Evaporative Cooler Variance</li><li>• West Kern Water District, Evaporative Cooler Variance</li></ul>
<ul style="list-style-type: none"><li>• <a href="#">View approved variance and temporary provision data on OpenData Portal</a></li></ul>



# Observed Data Issues and Support

# General reporting issues

- Many reporting mistakes are due to a misunderstanding of the reporting requirements
- The regulation website has many helpful materials for explaining the regulation and reporting requirements (more on that later)
- Other most common error is unrealistic water use volumes due to wrong units – double check SAFER Clearinghouse data!

The State Water Board general conservation inbox is [waterconservation@waterboards.ca.gov](mailto:waterconservation@waterboards.ca.gov) for questions about reporting or the regulation

# Example reporting errors

Category	Observed Issue	Suggested Solution
Population	Population has not been updated in a few years and may not reflect current service area	Verify population number; if outdated, contact local Division of Drinking Water office to update
Residential Landscape Area	Service area has experienced post-analysis development/expansion or consolidation	Geospatial comparison of residential meter locations with DWR LAM data. Consider requesting new construction approval if significant development occurred post-2018
Water Loss Standard	Standard is missing due to lack of data or bad data	Get technical assistance to fix bad data and/or submit missing audits

# Preparing an accurate report takes work

- We have streamlined the reporting process and continue to make improvements that will facilitate report submission. However...
- Producing a high-quality report requires sufficient time to:
  - Gather necessary information from relevant units and partners
  - Analyze and interpret information
  - Make informed decisions
  - Get approvals
  - Document procedures
- Once a process is established, future annual reports may require less effort
- Please start now!

# SWB support for reporting

- Reporting forms and guidance materials available on the [regulation's webpage](#)

- Staff hold a reporting form webinar every fall

- Email [waterconservation@waterboards.ca.gov](mailto:waterconservation@waterboards.ca.gov) if you have specific questions

## Fact Sheets, FAQs, and Primer

- [Guidance Document for 2024-2025 Urban Water Use Objective Reporting Form \(09/29/2025\)](#)
- [Supplemental Guidance Document for 2024-2025 Urban Water Use Objective Reporting Form \(09/29/2025\)](#)
- [Example Calculations for CII Top Percentile \(09/29/2025\)](#)
- [Making Conservation a California Way of Life Regulation FAQs \(09/29/2025\)](#)
- [Variance and Temporary Provision Submission Guidance \(3/18/2026\)](#)

Urban Water Use Objective	Value
Residential Indoor Budget (no provisions or variances)	6,493,241,811
Residential Indoor Variances and Provisions	0
Residential Outdoor Budget (no provisions or variances)	3,558,202,248
Residential Outdoor Variances and Provisions	0
CII Landscapes with DIMs Budget (no provisions or variances)	1,077,221,045
CII Landscapes with DIMs Variances and Provisions	0
Real Water Loss Budget	584,132,777
Bonus Incentive for Potable Recycled Water	0
<b>Sum of objective components, without inclusion of INI area</b>	<b>11,712,797,881</b>
Total Potable Residential Water Use	9,719,027,437
Total Non-Potable Residential Water Use	0
Total Potable Delivered	
Total Non-Potable Delivered	
Annual Aggregate Reporting	
Sum total actual water	

## Past Meetings and Workshops

October 30, 2025, Webinar: Urban Water Use Objective Reporting Form Update

- [Webinar recording](#)
- [Webinar slides \(PDF\)](#)

# UWUO Resources Provided & Responsibilities



June 23, 2026

Shem Stygar  
DWR - WUE Urban Unit  
Resilience and Efficiency Section

# DWR provided resources for the UWUO

## Landscape Area Measurement (LAM) data – provided to Suppliers

- Residential LAM, provided in 2023, using 2018 (and some 2020) imagery
- CII-LAM-LUCD (*provisional data*) – includes:
  - Object classification of CII landscapes (2020 imagery)
  - Residential Parkways (2018 imagery and some 2020) – confirmed by suppliers (23 CCR §965(b)(2))
  - Functional / nonfunctional turf classification (AB 1572(2023))

## Weather data – published to California Open Data Portal

- Annual: Total & Effective Precipitation (Peff) and Reference Evapotranspiration (ETo)
- Seasonal: ETo, Peff, irrigation efficiency (IE), and crop coefficient (Kc); Seasonal ETF

## Variance Methodologies – published to DWR's WUE website

- Evaporative Coolers: Report No. WUES-DWR-2021-05.T1
- Seasonal Population Tool: Report No. WUES-DWR-2021-08.T1
- Bonus Incentive (Loss Factor): Report No. WUES-DWR-2021-14



# DWR's review of Supplier provided Data:

## Special Landscape Areas (SLAs)

- Residential SLAs (23 CCR §965(aaa) et seq.)
- Commercial, Institutional, Industrial SLAs (23 CCR §969(a)(5) et seq.)

## Alternative Data

- Alternative LAM data (23 CCR §968(b) et seq.) - *Note that 20% INI from DWR provided Residential LAM is not allowed after approval*
- Alternative irrigation efficiency / crop irrigation efficiency for residential agricultural landscapes (23 CCR §968(g)(3)(B-C))
- Alternative reference evapotranspiration and effective precipitation (23 CCR §968(b)(4) et seq.)
- Alternative annual precipitation (23 CCR §968(g)(6)(A))

## Alternative Methodology

- Evaporative Coolers; Seasonal Population (23 CCR §967)
- Bonus Incentive (23 CCR §971)



# DWR points of contact:

General Questions:

[WUE@water.ca.gov](mailto:WUE@water.ca.gov)

Residential LAM / CII-LAM-LUCD Questions:

[CII-LAM-LUCD@water.ca.gov](mailto:CII-LAM-LUCD@water.ca.gov)

CII-LAM-LUCD project schedule: <https://water.ca.gov/wateruseefficiency/>

Submitting alternative data, methodology, or SLAs to DWR:

[WUEStandards@water.ca.gov](mailto:WUEStandards@water.ca.gov)

## Guidance document

*“DWR’s Process for Alternative Data or Methodology, and Special Landscape Areas Requests – Version 5”*



# Getting to Efficiency: Introducing the Team

Joone Kim-Lopez

Founder, California Data Collaborative

General Manager and CEO, Moulton Niguel Water District

A graphic of the state of California, filled with a pattern of small blue dots.

CALIFORNIA  
DATA  
COLLABORATIVE



CALIFORNIA  
WATER EFFICIENCY  
PARTNERSHIP

*With support from:*

**Black & Veatch**

**Deloitte**



CALIFORNIA  
WATER EFFICIENCY  
PARTNERSHIP

Supporting implementation of

# Making Conservation a California Way of Life

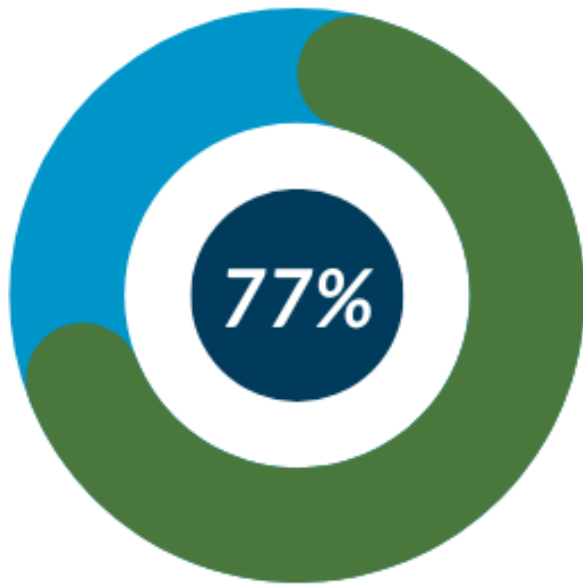
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*Getting to Efficiency Webinar* · June 23, 2026

**Tia Fleming, Executive Director**  
California Water Efficiency Partnership

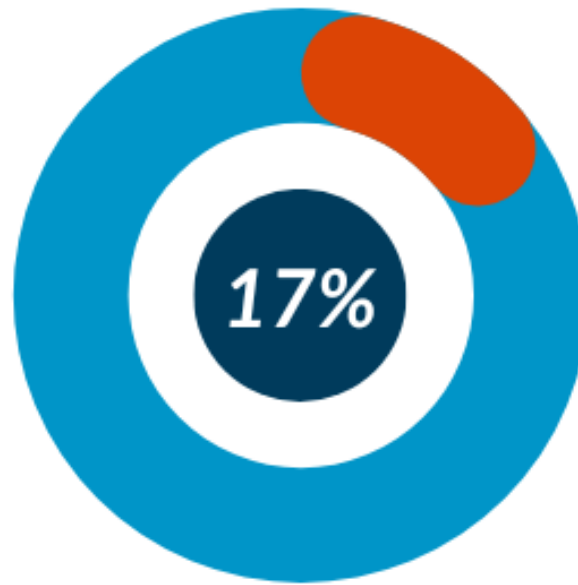
# Membership Snapshot

Our membership includes over 270 organizations from across California.



## Water Agencies

Retail and wholesale water agencies including public and private providers.



## Businesses

Product manufacturers and service providers in California.



## Other Partners

Educational institutions, government agencies, and industry associations.

# What we've heard from urban agencies

**29%**

**funding  
concerns**

**24%**

**regulatory  
complexity**

**24%**

**gaps in  
technical expertise**

## Top areas where agencies requested help

Compiling UWUO reports



CII classification & MUM-to-DIM transition



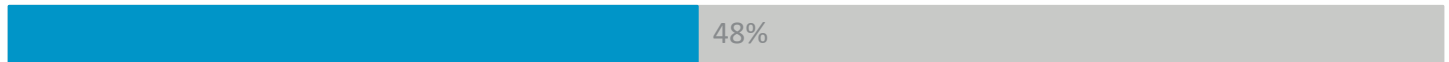
CII Best Management Practices



Variances & alternate data pathways



Meeting water use reduction targets



# CalWEP's tool ecosystem for MCWL compliance

## Compliance planning

understand & meet requirements

[Compliance Resource Hub](#)

[Variance Estimator \(w/ CaDC\)](#)

[UWUO Data Flow Charts](#)

[CalWEP LAM Explorer](#)

Powered by WaterView

[Nonfunctional Turf Toolkit](#)

Resources available at:

[calwep.org/compliance-resource-hub](http://calwep.org/compliance-resource-hub)

*Note: some resources are member-only*

## Compliance Tasks

measure, identify, validate

[CII-DIM Guidebook \(w CaDC\)](#)

[AI-assisted CII Classification](#)

[Guidebook: CII Classification](#)

[Guidebook: CII Outreach & Education Strategies](#)

[CII BMP Database \(in development – Winter 2026\)](#)

[Estimating Water Savings](#)

Measurement & Evaluation Guidebook

## Program delivery

conservation into action

[Smart Rebates](#)

[Direct Distribution](#)

[Qualified Water Efficient Landscaper Trainings](#)

[Leak Repair Elite](#)

[Water + Energy Connection for CII Trainings](#)

# Technical assistance in practice: DWR pilot underway

## Agencies

7 participating urban suppliers

## Details and Partners

Funded by Department of Water Resources. Launched September 2025. Partners include NV5, Environmental Incentives, MEA Consulting

## CalWEP role

Agency outreach and relationship management. Support through organizational membership tools and collaboration.

## Focus

UWUO compliance readiness with compliance tasks and water efficiency planning and program design

## Work includes

Compliance Readiness Assessments, DIM/MUM analysis, CII classification, custom action plans, water loss support





CALIFORNIA  
WATER EFFICIENCY  
PARTNERSHIP

**We're here to help!**

**Tia Fleming, Executive Director**  
California Water Efficiency Partnership  
[Tia@calwep.org](mailto:Tia@calwep.org)

# Introduction to the Technical Assistance Pilot

*Getting to Efficiency Webinar*  
*June 23, 2026*

Christopher Tull  
Chief Data Officer  
California Data Collaborative

# Water suppliers charting a data-informed future



# Informing the UWUO with data

- CaDC conducted the first assessment of impacts from Gov. Brown's "*Making Water Conservation a California Way of Life*" EO
- Contributed policy analysis to inform the regulations
- Supported suppliers to assess their data
- Now developing tools and software to aid compliance

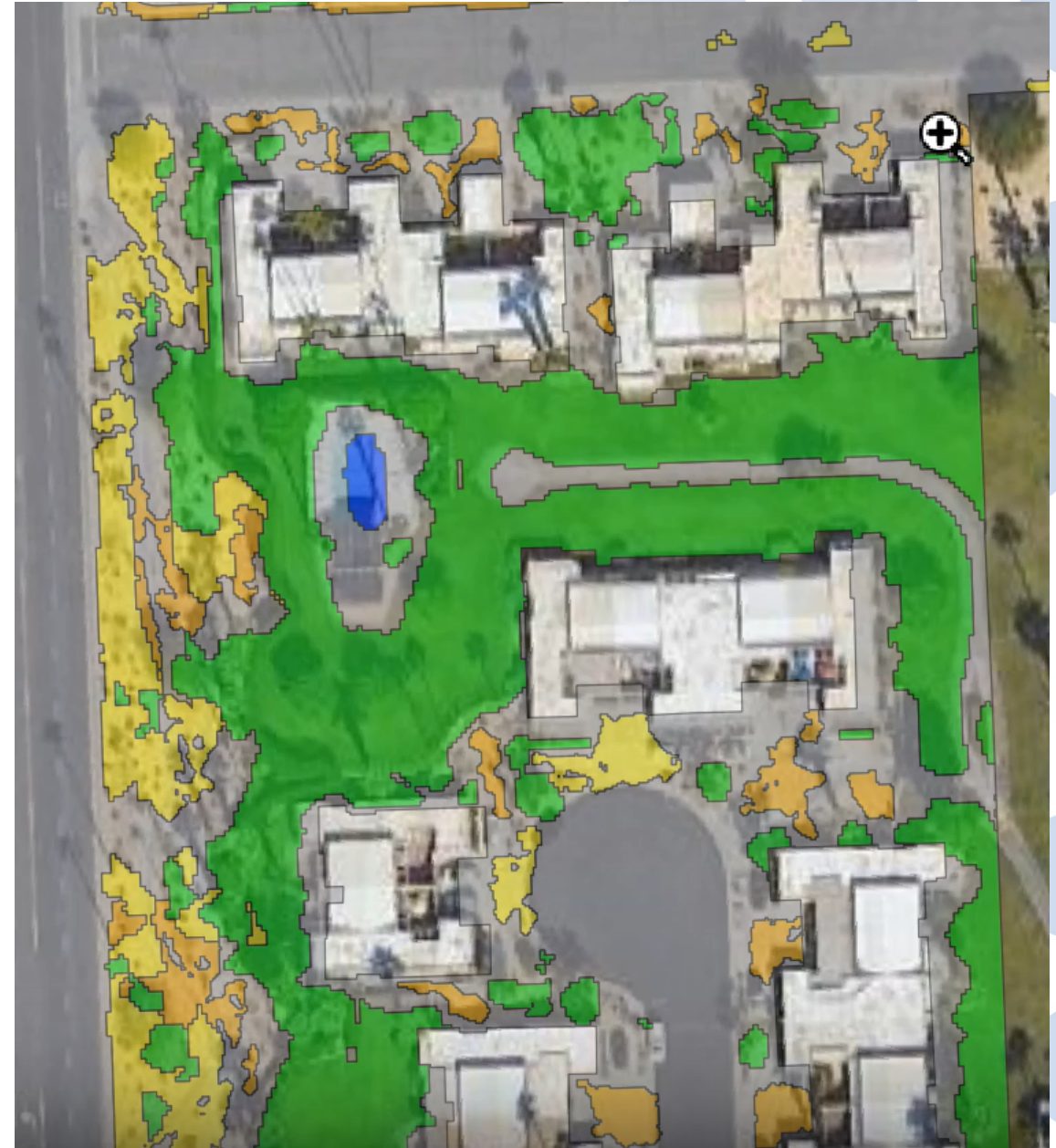


# Where technical assistance is likely needed

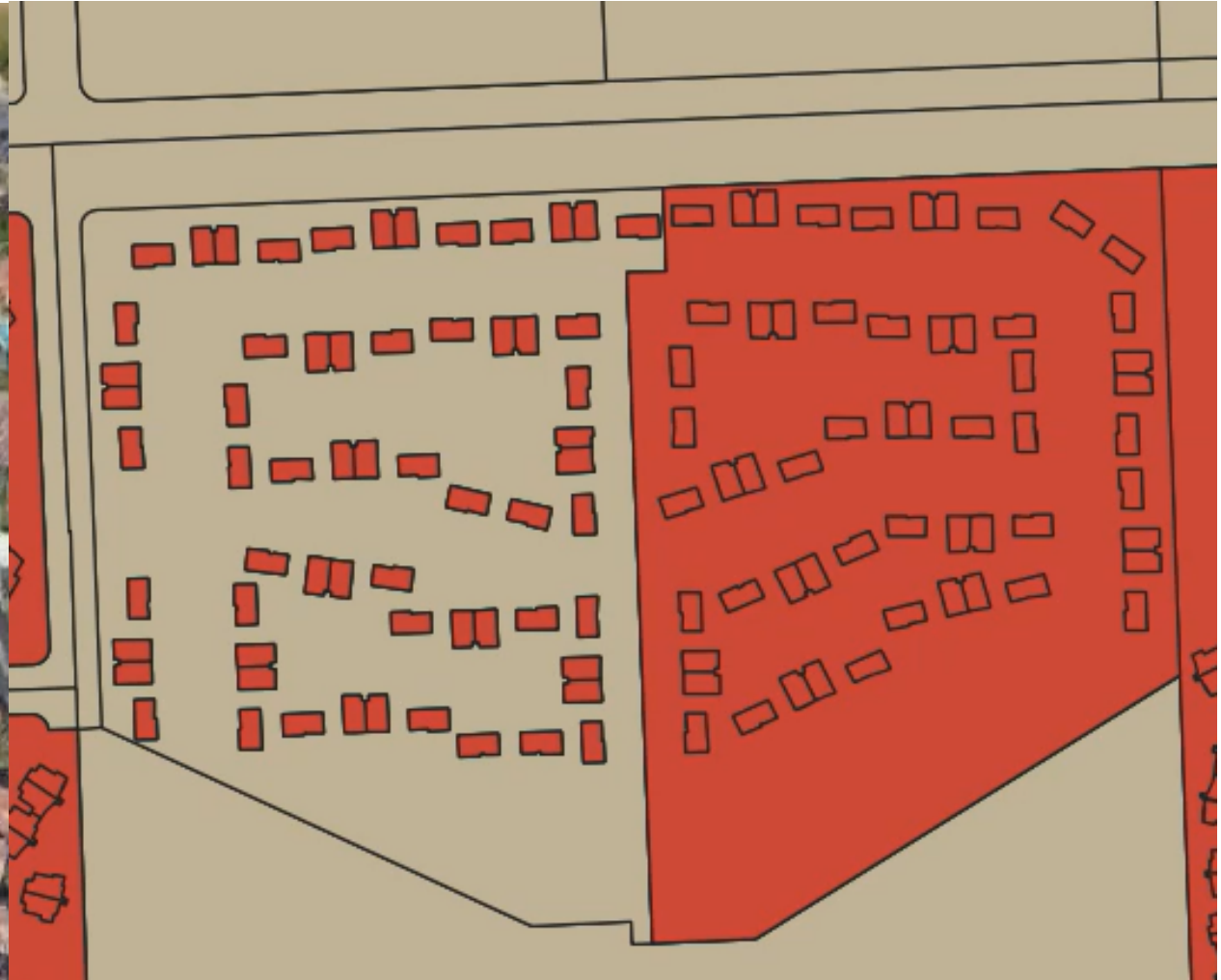
- Information to understand the regulations
- Education on how to access and format data
- Assistance reviewing data quality to ensure accurate objectives
- Tools to validate data and submissions
- Automations to aid reporting
- Services to classify customers and landscapes

# Example: reviewing data quality

- Residential LAM data is advertised at 95% accuracy, but this is only one type of accuracy.
- Working with agency data has revealed issues that could lead to artificially low landscape area totals.



# Example: reviewing data quality



# Example: automations to aid reporting

- The right tools can easily automate some reporting tasks, such as identifying top CII users and reporting their use

The screenshot displays the 'Water Town Water District' reporting interface. The main navigation includes 'DASHBOARD', 'CUSTOMERS', 'REPORTS', 'WATER USE OBJECTIVE', and 'SYNC DATA'. The 'CUSTOMERS' section is active, showing a list of categories on the left and a summary for 'Commercial, industrial, institutional' on the right. The summary indicates 940 total filtered customers and 22.59% total water use for the selected date range. A 'Filters' panel is open on the right, showing 'Classes & Rate Codes' set to 'All Selected' and 'Usage Percentiles' set to 'Top 2.5%'. Other filter options include 'Top 10%', 'Top 20%', 'Top 30%', 'Top 40%', 'Top 50%', and 'Top 60%'. The 'Percent of Billing Periods Over Budget (%)' filter is set to '0 %' to 'Max', and the 'Irrigable Area (sqft)' filter is also set to 'Min' to 'Max'. The 'APPLY' and 'RESET' buttons are visible at the bottom of the filters panel.

**Water Town Water District**

Search [ ] Impers [ ]

DASHBOARD CUSTOMERS REPORTS WATER USE OBJECTIVE SYNC DATA

All

Residential [v]

**Commercial, industrial, institutional** [v]

Banking/financial services

Education

Entertainment/public assembly

Food sales and service

Healthcare

Lodging/residential

Mixed use

Office

Parking

Public services

Religious worship

Technology/science

**Customers: Commercial, industrial, institutional**

Rate codes: BUSINESS IN RESIDENC, CHURCH, COMMERCIAL

Search by Account #, Address, or SAID [ ]

940 Total  
Filtered Customers

All time  
Date Range

5 Rate Codes  
Rate codes

22.59 %  
% Total Water Use for Selected Date Range

METRICS TABLE MAP

Monthly Water Usage Commercial, industrial, institutional

CHART TABLE [ ]

Usage

80

60

40

20

0

Filters

Classes & Rate Codes

All Selected [x] [v]

Usage Percentiles

Usage Percentiles [v]

Top 2.5%

Top 10%

Top 20%

Top 30%

Top 40%

Top 50%

Top 60%

Percent of Billing Periods Over Budget (%) [i]

Min 0 % Max Max

Irrigable Area (sqft) [i]

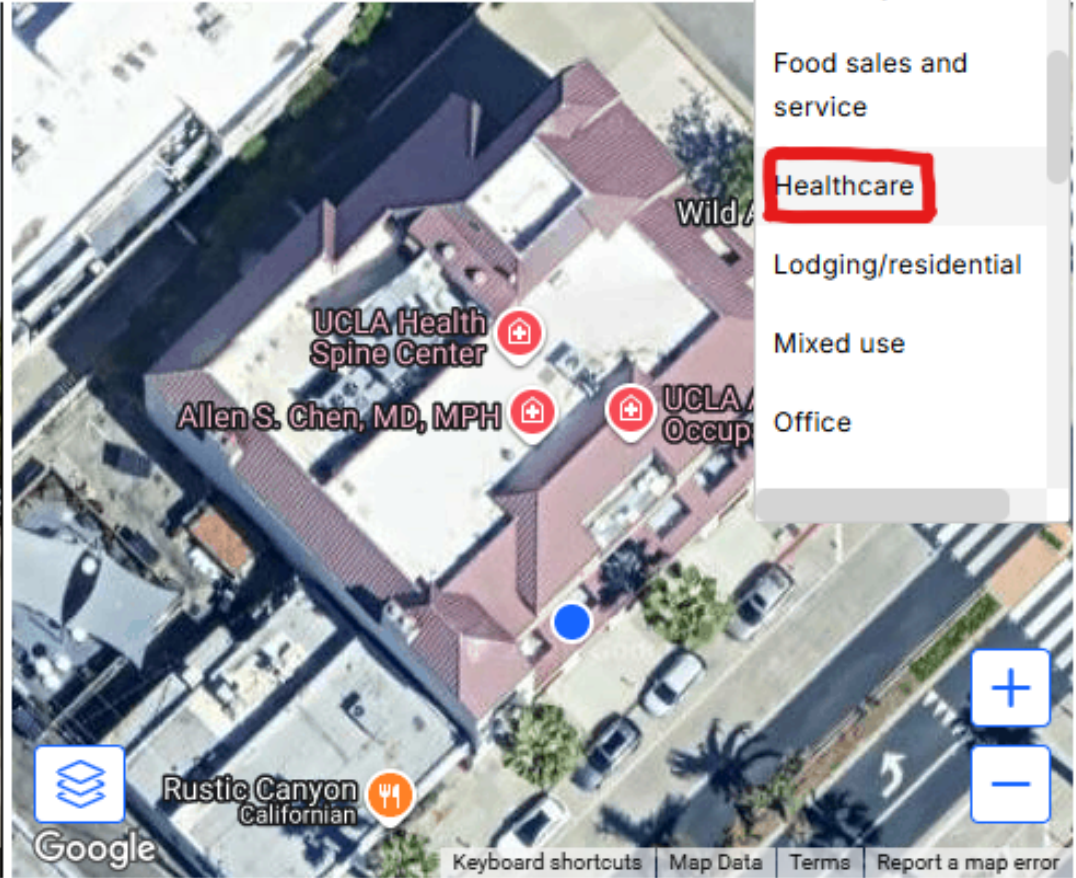
Min Max

APPLY RESET

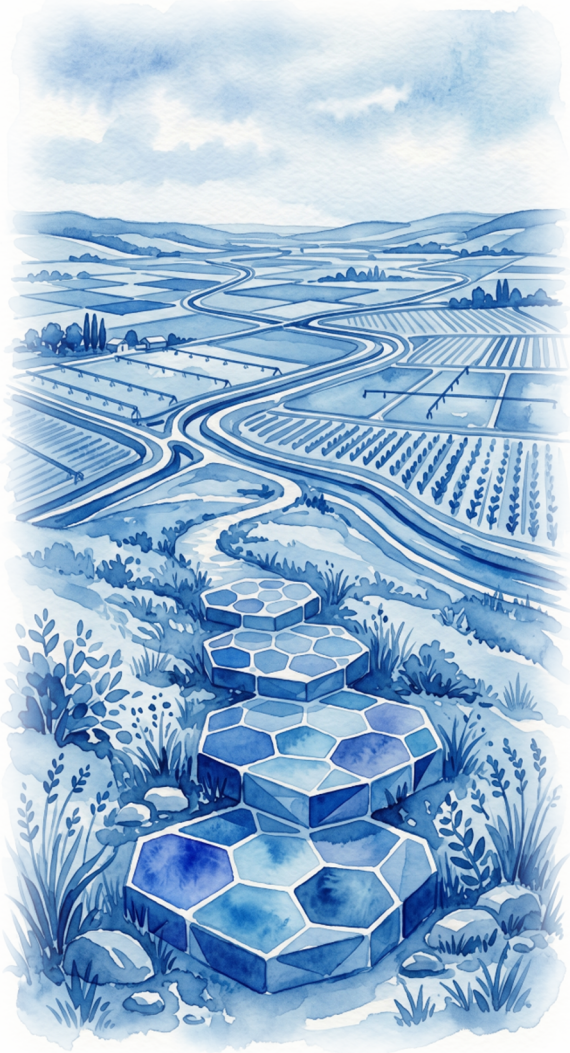
# Example: services to classify CII customers

Service ID:  
1700 12TH ST, Watertown, 90403

Account #:      APN: 4281020011    Rate code:      Class:      Assign to Segment: No segments assigned    Assign CII Category:



# Preview of the technical assistance pilot process



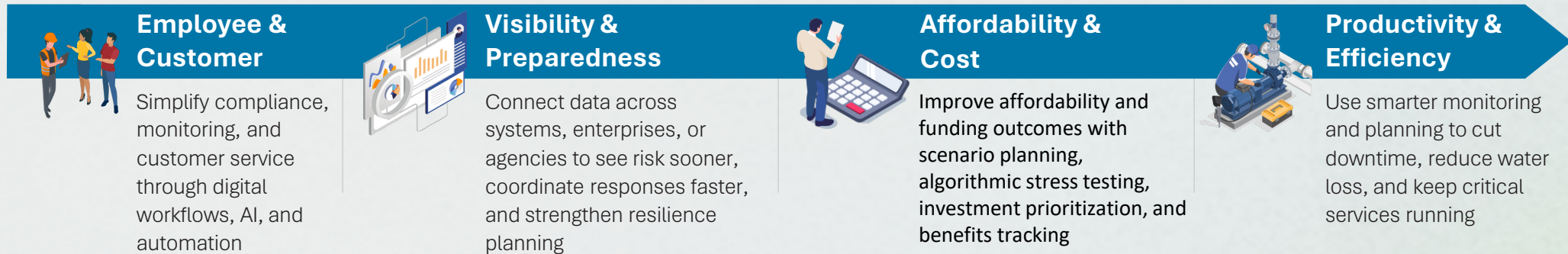
1. Interested agencies submit the intake form to CaDC
2. SWRCB and the technical assistance team review applications and admit a limited number of agencies
3. CaDC team conducts a needs assessment with your staff and creates an assistance plan
4. We work with your staff and your data, leverage available resources such as CalWEP/CaDC tools, and get you closer to compliance

# Securing the future of water: turning water challenges into sustainable solutions

*Deloitte helps states, municipalities, utilities, and federal agencies solve pressing challenges that pose risks to the ability to treat and deliver clean, affordable water.*

- **50 years** serving the State of California with ten offices across the state
- Trusted partner to **public sector clients** for water resource protection and restoration
- Recent projects include **modernized water rights data platforms (CalWATRS)**, risk-informed **strategic planning, cyber threat management**, and **predictive maintenance** for water utilities
- **8,000+ water professionals** and **10,000+ full-time AI professionals globally**
- Experience with over **89% of Power, Utilities, and Renewables** companies in the **Fortune 1000**

## How we help address the sector's most pressing challenges



# Black & Veatch's Offerings

COLLABORATIVE SUPPORT FOR PRACTICAL SOLUTIONS



Fluency in California  
Regulations &  
Reporting Aligned with  
Statewide Initiatives



Targeted Stakeholder  
Involvement that  
Achieves Consensus &  
Supports Alignment



Leadership in  
Statewide Water Data  
Modernization &  
Standardization



# Working Together to Achieve Success

1

Identify Challenges

2

Develop Solution Pathways

3

Document Processes

# How to get assistance

- Anyone can tune into future webinars over the coming months
- Complete the **intake form by July 10** to be considered for hands-on support: [bit.ly/UWUO-intake](https://bit.ly/UWUO-intake)
- Early input will shape offerings
- **Participation is limited.** SWB and CaDC will determine capacity to admit agencies to the pilot



# Thank you!

- Next Getting to Efficiency Webinar tentatively scheduled for August 5
- Contact us at [waterconservation@waterboards.ca.gov](mailto:waterconservation@waterboards.ca.gov)