



Date: January 13, 2026

9:30 AM – 12:30 PM

Location – City of Sacramento,
1395 35th Avenue, Sacramento, CA
95822

MEETING NOTES
Regional Water Efficiency Program Advisory Committee (RWEPEC)

Meeting called by:	Program Manager	Type of meeting:	Program Advisory Committee
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Call to Order at: 9:32 a.m.

1.0 Welcome and Introductions

Attendees	Victoria Petrone, Riley Currey, Justin Black, Jace Nunes, Maureen Coulson, Danielle Pastore, Dave Fujino, Lance Eicher, Chang Sohn, Bobby Pajer, Travis Franklin, Lucy Silva, Linda Higgins, Raisa Ahmed, Robert Barragan, Alek Cronogorac, Austin Miller, Greg Bundesen, William Granger, Bill Cassidy, Lisa Maddaus, Joseph Wicks, Chris Hunley, Joanna Solins, Elise Shtayyeh, Kathy Abarca, Khandriale Clark, Monica Garcia and Amy Talbot
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2.0 Meeting Notes	The November 18, 2025 notes were approved and will be posted online.
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3.0 Host Presentation	William Granger presented an update on the city’s water efficiency programs including changes to the 2026 rebates and a special focus on AMI/leak repair programs and customer alert procedures.
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4.0 Program Updates

What’s new for 2026	Amy provided a list of program changes for 2026 including monthly office hours meetings, a new regional AMI committee, new reporting committee, quarterly nonfunctional turf (NFT) webinars, a la carte technical assistance and outreach support, QWEL CEU opportunities, and formal agency specific voting to approve the WEP budget.
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BeWaterSmart Website	The new bewatersmart.info website is officially live. An eblast message has been sent out to WEP’s Be Water Smart customer eblast list. Agencies should review the rebate information on the website and confirm with Amy that it is accurate. Amy will send out an email for potential rebate program options for review.
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Public Outreach	Greg Bundesen (SSWD) provided the public outreach update, which included the switch to winter messaging, available ads, social media posts, newsletter articles and the preliminary advertising buy results for 2025. In general, the program’s advertising buys outperformed expectations including the Jack La Plant online ads, which will be continued into 2026. Amy presented on the toolkit survey that was completed by agency staff and provided recommendations for changes to the toolkit for 2026 including a reorganization by month instead of topic for easy access that will hopefully increase agency staff use. Mulch Mayhem is tentatively scheduled for Saturday, May 16, 2026. Amy and Christine will schedule a Mulch Mayhem planning meeting for interested agencies soon.
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Focus Group Research	Amy presented the results of the CII/HOA rebate and NFT focus group. In general, both customer groups preferred direct and simple communication about rebate programs and the NFT requirements. This sentiment was reflected in the ad concepts they preferred as well. Contact Amy for the full report.
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NFT Round Robin	The group did a round robin to hear from suppliers on their progress towards adopting the
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	NFT requirements in their local ordinances and policies as well as customer outreach plans. PCWA, Folsom, CHWD, SSWD and Roseville provided updates to the group. Most suppliers are still working on adopting the required ordinance/policy. Customer outreach varies from posting information on the supplier website to developing a full customer outreach plan. Several suppliers mentioned they do not currently have rebate programs to support the NFT requirements. Enforcement structures are still under development.
Water Savings Study	Amy has received data for the study from CalAM, EGWD, CWD, Lincoln, PCWA, SCWA, city of Sacramento, SSWD and city of Folsom. Amy will begin working through the data in February. The study will likely take 4-6 months to complete with potential assistance from UCANR/UC Cooperative Extension. The group is considering a third party review of the water savings approach.
Reporting	Amy provided an update on the 2026 and 2027 reporting requirements for the conservation regulation, water loss and urban water management plans. Of note, suppliers will be required to “annually demonstrate compliance with it’s objective” starting January 1, 2027 for the conservation regulation and the State Water Board will have the option to start enforcement at this same time. Furthermore, Amy will provide the group with a summary of the regional program’s activities from 2021-2025 for inclusion in 2025 Urban Water Management plans by the end of January/early February.

5.0 Speed Networking Activity	
	The group requested more agency to agency networking opportunities in 2026, and speed networking was suggested as an option. The first speed networking activity was a success. We did two rounds of 10 minutes each, with networking pairs chosen at random. Amy provided suggested questions to ask each other if needed. This activity may be repeated at future RWEFAC meetings pending the group’s approval.

6.0 Agency Announcements	
No announcements.	
Date	Host
January 13, 2026	City of Sacramento
March 10, 2026	TBD
May 12, 2026	TBD
July 14, 2026	TBD
September 8, 2026	TBD
November 10, 2026	TBD
December 8, 2026	Holiday Social at Old Spaghetti Factory

Meeting Adjourned at 12:30 p.m.