

April 19, 2022

MEETING NOTICE

WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE

Members of the Water Conservation and Demand Management Committee:

Director Nai Hsueh, Committee Vice Chair
Director Barbara F. Keegan
Director Linda J. LeZotte, Committee Chair

Staff Support of the Water Conservation and Demand Management Committee:

Rick L. Callender, Esq., Chief Executive Officer
Melanie Richardson, Assistant Chief Executive Officer
Aaron Baker, Chief Operating Officer, Water Utility
Rachael Gibson, Chief of External Affairs
J. Carlos Orellana, District Counsel
Gregory Williams, Deputy Operating Officer, Raw Water Division
Vincent Gin, Deputy Operating Officer, Water Supply Division
Sam Bogale, Interim Deputy Operating Officer, Treated Water Operations & Maintenance Division
Don Rocha, Deputy Administrative Officer, Office of Government Relations
Bart Broome, Assistant Officer, Office of Government Relations
Antonio Alfaro, Government Relations Advocate, Office of Government Relations
Kirsten Struve, Assistant Officer, Water Supply Division
Vanessa De La Piedra, Groundwater Management Manager, Groundwater Monitoring and Analysis Unit
Metra Richert, Unit Manager of the Water Supply Planning and Conservation Unit
Samantha Greene, Senior Water Resources Specialist, Water Supply Planning & Conservation Unit
Jing Wu, Senior Water Resources Specialist, Water Supply Planning & Conservation Unit
Justin Burks, Senior Water Conservation Specialist, Water Supply Planning & Conservation Unit

The regular meeting of the Water Conservation and Demand Management Committee is scheduled to be held on **Monday, April 25, 2022, at 11:00 a.m., in the Headquarters Building Boardroom, 5700 Almaden Expressway, San Jose CA 95118.**

The meeting agenda and corresponding materials are located on our website:
<https://www.valleywater.org/how-we-operate/committees/board-advisory-committees>



Water Conservation and Demand Management Committee Meeting

Public and non-presenting staff Join Zoom Meeting
<https://valleywater.zoom.us/j/92597340524>

Meeting ID: 925 9734 0524

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+1 669 900 9128 US (San Jose)

Meeting ID: 925 9734 0524



Santa Clara Valley Water District Water Conservation and Demand Management Committee Meeting

**HQ Boardroom
5700 Almaden Expressway
San Jose CA 95118**

REGULAR MEETING AGENDA

**Monday, April 25, 2022
11:00 AM**

District Mission: Provide Silicon Valley safe, clean water for a healthy life, environment and economy.

BOARD REPRESENTATIVES:
Director Nai Hsueh, Committee Vice
Chair
Director Barbara Keegan
Director Linda J. LeZotte, Committee
Chair

All public records relating to an item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the Office of the Clerk of the Board at the Santa Clara Valley Water District Headquarters Building, 5700 Almaden Expressway, San Jose, CA 95118, at the same time that the public records are distributed or made available to the legislative body. Santa Clara Valley Water District will make reasonable efforts to accommodate persons with disabilities wishing to attend Board of Directors' meeting. Please advise the Clerk of the Board Office of any special needs by calling (408) 265-2600.

Mr. Vincent Gin
Ms. Kirsten Struve
(Staff Liaisons)

Ms. Glenna Brambill, (COB
Liaison)
Management Analyst II
gbrambill@valleywater.org
1-408-630-2408

Note: The finalized Board Agenda, exception items and supplemental items will be posted prior to the meeting in accordance with the Brown Act.

Santa Clara Valley Water District
Water Conservation and Demand Management Committee
REGULAR MEETING
AGENDA

Monday, April 25, 2022

11:00 AM

HQ Boardroom

*****IMPORTANT NOTICES AND PARTICIPATION INSTRUCTIONS*****

The Santa Clara Valley Water Board of Directors/Board Committee meeting will be held as a “hybrid” meeting, conducted in-person as well as by telecommunication, and is compliant with the provisions of the Ralph M. Brown Act.

To maximize public safety while still maintaining transparency and public access, member of the public have an option to participate by teleconference/video conference or attend in-person. To observed and participate in the meeting by teleconference/video conference, please see meeting link located at the top of the agenda. If attending in person, you are encouraged to wear a mask.

In accordance with the requirements of Gov. Code Section 54954.3(a), members of the public wishing to address the Board/Committee at a video conferenced meeting, during public comment or on any item listed on the agenda, should use the “Raise Hand” tool located in the Zoom meeting link listed on the agenda, at the time the item is called. Speakers will be acknowledged by the Board Chair in the order requests are received and granted speaking access to address the Board.

Santa Clara Valley Water District (Valley Water) in complying with the Americans with Disabilities Act (ADA), requests individuals who require special accommodations to access and/or participate in Valley Water Committee meetings to please contact the Clerk of the Board’s office at (408) 630-2711, at least 3 business days before the scheduled meeting to ensure that Valley Water may assist you.

This agenda has been prepared as required by the applicable laws of the State of California, including but not limited to, Government Code Sections 54950 et. seq. and has not been prepared with a view to informing an investment decision in any of Valley Water’s bonds, notes or other obligations. Any projections, plans or other forward-looking statements included in the information in this agenda are subject to a variety of uncertainties that could cause any actual plans or results to differ materially from any such statement. The information herein is not intended to be used by investors or potential investors in considering the purchase or sale of Valley Water’s bonds, notes or other obligations and investors and potential investors should rely only on information filed by Valley Water on the Municipal Securities Rulemaking Board’s Electronic Municipal Market Access System for municipal securities disclosures and Valley Water’s Investor Relations website, maintained on the World Wide Web at <https://emma.msrb.org/> and <https://www.valleywater.org/how-we-operate/financebudget/investor-relations>, respectively.

Under the Brown Act, members of the public are not required to provide identifying information in order to attend public meetings. Through the link below, the Zoom webinar program requests entry of a name and email address, and Valley Water is unable to modify this requirement. Members of the public not wishing to provide such identifying information are encouraged to enter "Anonymous" or some other reference under name and to enter a fictional email address (e.g., attendee@valleywater.org) in lieu of their actual address. Inputting such values will not impact your ability to access the meeting through Zoom.

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Public may Join Zoom Meeting:
<https://valleywater.zoom.us/j/92597340524>

**Meeting ID: 925 9734 0524 Join
by Phone:
1 (669) 900-9128, 92597340524#**

1. CALL TO ORDER:

1.1. Roll Call.

2. TIME OPEN FOR PUBLIC COMMENT ON ANY ITEM NOT ON THE AGENDA.

Notice to the Public: Members of the public who wish to address the Committee on any item not listed on the agenda should access the "Raise Hand" tool located in Zoom meeting link listed on the agenda or should complete a Speaker Form and present it to the Committee Clerk.. Speakers will be acknowledged by the Committee Chair in order requests are received and granted speaking access to address the Committee. Speakers comments should be limited to two minutes or as set by the Chair. The law does not permit Committee action on, or extended discussion of, any item not on the agenda except under special circumstances. If Committee action is requested, the matter may be placed on a future agenda. All comments that require a response will be referred to staff for a reply in writing. The Committee may take action on any item of business appearing on the posted agenda.

3. APPROVAL OF MINUTES:

3.1. Approval of Minutes.

[22-0507](#)

Recommendation: Approve the March 21, 2022, Meeting Minutes

Manager: Candice Kwok-Smith, 408-630-3193

Attachments: [Attachment 1: 03212022 WCaDMC DRAFT Mins](#)

Est. Staff Time: 5 Minutes

4. ACTION ITEMS:

4.1. Monthly update on progress towards achieving Santa Clara Valley Water District Resolution 21-68's water use reduction target and water conservation efforts related to the drought emergency.

[22-0508](#)

Recommendation: Receive an update on progress towards meeting the Board's call for water use reduction in response to the water shortage emergency condition and water conservation efforts relevant to the overall drought emergency response and provide feedback to staff.

Manager: Kirsten Struve, 408-630-3138

Attachments: [Attachment 1: PowerPoint Presentation](#)
[Attachment 2: March Drought Response Report](#)

Est. Staff Time: 20 Minutes

4.2. Water Conservation Program Savings Update for Fiscal Year 2021 (FY21).

[22-0509](#)

Recommendation: Receive update, provide feedback, and discuss information on water conservation program savings for FY21 and planned program enhancements.

Manager: Kirsten Struve, 408-630-3138

Attachments: [Attachment 1: PowerPoint Presentation](#)
[Attachment 2: Flyer](#)

Est. Staff Time: 15 Minutes

- 4.3. One-Year Check-In for the Online Shopping Cart (eCart) Program for Free Water-Saving Devices. [22-0510](#)
- Recommendation: Receive an update on the outcomes that have occurred during the first year of the eCart Program that supplies free water saving devices to Santa Clara County and present next steps for program development.
- Manager: Kirsten Struve, 408-630-3138
- Attachments: [Attachment 1: PowerPoint](#)
- Est. Staff Time: 15 Minutes
- 4.4. Youth Commission Drought Awareness and Conservation Toolkit. [22-0511](#)
- Recommendation: Receive information on the Valley Water Youth Commission's Drought Awareness and Conservation Toolkit.
- Manager: Marta Lugo, 408-630-2237
- Attachments: [Attachment 1: Youth Commi Drought Awareness Campaign](#)
- Est. Staff Time: 15 Minutes
- 4.5. Discuss Proposed Zones of Controlled Drinking Water Well Construction for the Purified Water Project. [22-0512](#)
- Recommendation: Receive information on the public meeting and discuss next steps to establish a primary zone and secondary zone of controlled drinking water well construction for Santa Clara Valley Water District's purified water project at the Los Gatos Recharge System.
- Manager: Gregory Williams, 408-630-2867
- Attachments: [Attachment 1: Public Meeting Notice](#)
[Attachment 2: March 10, 2022 Public Meeting Presentation](#)
[Attachment 3: PowerPoint Presentation](#)
- Est. Staff Time: 15 Minutes

4.6. Standing Items Report.

[22-0513](#)

Recommendation: A. This agenda item allows the Committee to receive verbal or written updates and discuss the below subjects. These items are generally informational; however, the Committee may request additional information from staff:

B. This is informational only and no action is required.
Staff may provide a verbal update at the 4/25/2022, meeting if there is reportable/updated information.

1. Sustainable Groundwater Management Act (SGMA)
2. Flood MAR
3. Agricultural Water Use Baseline Study

Manager: Candice Kwok-Smith, 408-630-3193

Est. Staff Time: 10 Minutes

4.7. Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda.

[22-0515](#)

Recommendation: Review the Committee work plan to guide the committee's discussions regarding policy alternatives and implications for Board deliberation.

Manager: Candice Kwok-Smith, 408-630-3193

Attachments: [Attachment 1: 2022 WCaDMC Work Plan](#)

Est. Staff Time: 5 Minutes

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE REQUESTS.

This is an opportunity for the Clerk to review and obtain clarification on any formally moved, seconded, and approved requests and recommendations made by the Committee during the meeting.

6. ADJOURN:

6.1. Adjourn to Regular Meeting at 11:00 a.m., on Monday, May 23, 2022.



Santa Clara Valley Water District

File No.: 22-0507

Agenda Date: 4/25/2022

Item No.: 3.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Approval of Minutes.

RECOMMENDATION:

Approve the March 21, 2022, Meeting Minutes

SUMMARY:

A summary of Committee discussions, and details of all actions taken by the Committee, during all open and public Committee meetings, is transcribed and submitted for review and approval.

Upon Committee approval, minutes transcripts are finalized and entered into the District's historical records archives and serve as historical records of the Committee's meeting.

ATTACHMENTS:

Attachment 1: 03212022 WCaDMC Draft Minutes

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

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WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

DRAFT MINUTES

MONDAY, MARCH 21, 2022

A regular scheduled meeting of the Water Conservation and Demand Management Committee was held on March 21, 2022, via zoom in San Jose, California.

1. CALL TO ORDER

Committee Chair Director Linda J. LeZotte called the meeting to order at 11:02 a.m.

1.1. ROLL CALL

Committee Board Members in attendance were: Committee Vice Chair, Director Nai Hsueh (District 5), Director Barbara F. Keegan (District 2), Committee Chair, Director Linda J. LeZotte (District 4) establishing a quorum.

Staff members in attendance were: Joseph Aranda, Aaron Baker, Roseryn Bhudsabourg, Neeta Bijoor, Sam Bogale, Glenna Brambill, Vanessa De La Piedra, Phil Dolan, Paola Giles, Vincent Gin, Samantha Greene, Andy Gschwind, Linh Hoang, Cindy Kao, Matt Keller, Candice Kwok-Smith, Jess Lovering, Michael Martin, Brian Mendenhall, Carlos Orellana, Colin Resch, Metra Richert, Don Rocha, Ashley Shannon, Kirsten Struve, Gregory Williams, and Jing Wu.

Guest Agencies in attendance were: Michael Bolzowski (California Water Service Company), Kurt Elvert and Bill Tuttle (San Jose Water Company-SJWC), Katja Irvin (Sierra Club Loma Prieta Chapter), and David Siddiqui (Green Evolution).

Public in attendance was: Arthur M. Keller, Ph.D., and Luke Wang

2. TIME OPEN FOR PUBLIC COMMENT ON ANY ITEM NOT ON AGENDA

There was no one present who wished to speak.

3. APPROVAL OF MINUTES

3.1 APPROVAL OF MINUTES

It was moved by Director Nai Hsueh, seconded by Director Barbara F. Keegan, and carried by roll call and unanimous vote, to approve the minutes of the February 23, 2022, Water Conservation and Demand Management Committee meeting as presented.

4. ACTION ITEMS

4.1 MONTHLY UPDATE ON PROGRESS TOWARDS VALLEY WATER RESOLUTION 21-68'S WATER USE REDUCTION TARGET AND WATER CONSERVATION EFFORTS RELATED TO THE DROUGHT EMERGENCY

Ms. Neeta Bijoor reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: comparison of last January's numbers there was a 7% progress, two-day watering recommendation (most retailers have this restriction), changing of behavior concerning water conservation, water-use reduction, and focus more on reaching the 15% goal.

Public Comments:

Mr. Bill Tuttle (San Jose Water Company) their customers used 20% more in month of February 2022,

Dr. Arthur Keller questioned if there will be an approval of watering 2-3 days, will people be able to request reprogramming of their sprinkler's system?

Mr. Aaron Baker, Ms. Ashley Shannon, and Ms. Kirsten Struve were available to answer questions.

The Water Conservation and Demand Management Committee (Committee) took the following action:

It was moved by Director Barbara F. Keegan, seconded by Director Nai Hsueh, and by roll call and unanimous vote approved staff's recommendation for Board consideration to adopt a new resolution restricting watering to two-days maximum limit that includes ornamental landscaping and lawns.

4.2. IMPROVING WATER WISE FEATURES FOR NEW DEVELOPMENTS

Ms. Neeta Bijoor reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: communicating with cities and other agencies, partnering, enforcement concerns, efficient landscaping, offering rebates with direct benefit to assist with compliance, ongoing and long-term effects, developers, use of recycled water for projects (Vallco, Google, Apple, and Cambrian Park).

Public Comment:

Dr. Arthur Keller spoke about coordinating land use policies and installation of pipes for recycled water along El Camino Real.

Ms. Kirsten Struve and Mr. Michael Martin were available to answer questions.

The Water Conservation and Demand Management Committee took no action.

4.3. DROUGHT RESPONSE PLAN UPDATE – BENCHMARK STUDY

Mr. Michael Martin reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: explore triggers, meeting 80% (drought years) vs. 100% (non-drought years) water demand, supplying drinking water, how is messaging conveyed with the Plans, Water Supply Master Plan (WSMP) Ends Policy, Water Shortage Contingency Plan (WSCP), WSMP is the guiding document, Urban Water Management Plan (UWMP)-state requirement, and the WSCP is a component of the UWMP, level of service goals, inability to supply 100% water supply demand during a dry year needs to be part of the drought communication/education to the public, key take-aways and communication is a common challenge.

Public Comment:

Dr. Arthur Keller questioned-triggers, is groundwater storage only ½ of water supply, therefore, imported water recharges the watershed and other techniques for triggering water supply, and can you drink imported water?

Ms. Kirsten Struve and Ms. Metra Richert were available to answer questions.

The Water Conservation and Demand Management Committee took no action.

4.4 STANDING ITEMS REPORT

Committee Chair Director Linda J. LeZotte reviewed the materials as outlined in the agenda items.

There were verbal updates for:

1. Sustainable Groundwater Management Act (SGMA)

Ms. Vanessa De La Piedra reported:

- Required to submit annual reports due April 1, 2022, will supply a link in the CEO Bulletin and notify the interested stakeholders.

2. Flood MAR

Ms. Samantha Greene reported:

- Bringing a presentation to the Agricultural Water Advisory Committee April 2022,
- Moving along well, digging into the programmatic questions, staffing needs, types of incentives to offer, and regulatory requirements.

3. Agricultural Water Use Baseline Study

Ms. Samantha Greene reported on:

- Moving along, continuing to finish up the analysis, and looking forward to sharing some preliminary results in April.

The Water Conservation and Demand Management Committee took no action.

4.5 REVIEW WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE WORK PLAN, THE OUTCOMES OF BOARD ACTION OF COMMITTEE REQUESTS; AND THE COMMITTEE'S NEXT MEETING AGENDA

Ms. Kirsten Struve reviewed the materials as outlined in the agenda items.

Agenda Items for next meeting:

Drought Information with scenarios

Annual Water Conservation Update

FloodMAR (potentially verbal report)

Zone of Controlled Drinking Water Well Construction for the Purified Water Project

Anniversary of the E-cart launching

Youth Commission Update

The Committee's next scheduled meeting is Monday, April 25, 2022, 11:00 a.m.

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE'S REQUESTS

Ms. Glenna Brambill stated there was one action item for Board consideration.

Agenda 4.1:

The Water Conservation and Demand Management Committee (Committee) by roll call and unanimous vote approved staff's recommendation for Board consideration to adopt a new resolution restricting watering to two-days maximum limit that includes ornamental landscaping and lawns.

6. ADJOURNMENT

Committee Chair Director Linda J. LeZotte adjourned at 12:29 p.m., to the next regularly scheduled meeting Monday, April 25, 2022.

Glenna Brambill
Board Committee Liaison
Office of the Clerk of the Board

Approved:



Santa Clara Valley Water District

File No.: 22-0508

Agenda Date: 4/25/2022

Item No.: 4.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Monthly update on progress towards achieving Santa Clara Valley Water District Resolution 21-68's water use reduction target and water conservation efforts related to the drought emergency.

RECOMMENDATION:

Receive an update on progress towards meeting the Board's call for water use reduction in response to the water shortage emergency condition and water conservation efforts relevant to the overall drought emergency response and provide feedback to staff.

SUMMARY:

On June 9, 2021, the Santa Clara Valley Water District (Valley Water) Board of Directors through Resolution 21-68 declared a water shortage emergency condition pursuant to California Water Code §350, called for water use reduction of 15% compared to 2019, and urged the County of Santa Clara (County) to proclaim a local emergency. On April 12, 2022, this resolution was amended to restrict irrigation of ornamental landscapes and lawns to no more than 2 days.

In 2022, the County and California entered the third year of drought, and experienced the driest January, February and March on record. In 2021 and 2022, Valley Water's Federal and State imported water allocations were drastically reduced to historic lows. On March 28, 2022, Governor Gavin Newsom issued Executive Order N-7-22 to call on local water suppliers to move to Stage 2 of their water shortage contingency plans, at a minimum. The U.S. Drought Monitor Report from April 5, 2022 indicates that the County is in severe drought. The northern Sierra Nevada snowpack, a primary source of imported water, is 16% of normal as of April 12, 2022. Staff will provide additional updates regarding latest drought conditions.

On March 18, 2022, the California Department of Water Resources (DWR) reduced the 2022 State Water Project (SWP) allocation from 15 percent to 5 percent, which equates to an allocation of 5 thousand acre-feet for Valley Water. This may be adjusted for human health and safety need. Valley Water continues to work with DWR to determine the amount allocated and requested an exception to the minimum health and safety need of 55 gallons per capita per day. On April 1, 2022, the U.S. Bureau of Reclamation reduced its water supply allocations on the Central Valley Project (CVP). For south-of-Delta CVP contractors, including Valley Water, the agricultural allocation is zero percent, and the municipal and industrial allocation was lowered from 25 percent to public health and safety water only.

Although groundwater levels have declined over recent years due to the drought, groundwater

conditions improved due to fall rains, emergency imported water supplies, and water use reduction by the community. Groundwater levels will begin to decline this spring as pumping increases due to higher temperatures and increased water needs. Given continued dry conditions, achieving the Board's water use reduction target is essential to minimize the risk of resumed subsidence in North County and wells going dry, particularly in South County. That risk increases as the drought persists.

Consequently, the 2-day irrigation limit is an important strategy to help reach the 15% call for water use reduction and mitigate negative impacts. Staff will also discuss planning efforts with retailers, cities and other stakeholders to determine feasibility for possible additional drought response actions. Collaboration with our retailers is essential in ensuring the success of our drought response actions.

Water Conservation Outreach

Valley Water continues to provide multi-language radio, TV, digital and social media ads to increase conservation and expand our county's use of purified water. In March 2022, media interest focused on the drought and the record-setting dry start to the year, water conservation, water supply issues, the latest snowpack survey, and the diminished water allocations from both the SWP and the CVP. On social media, staff shared a graphic highlighting the severity of the drought. It included a bar graph with the top five driest starts to a year, with 2022 the driest on record.

Valley Water social media accounts recognized Fix a Leak Week and Ground Water Awareness Week highlighting our programs, including our Purified Water Project. Staff continues to post links to our conservation programs to promote participation and encourage water-saving habits. Valley Water partnered with the City of Gilroy to run six advertisements highlighting the importance of purified water and conservation in the movie theater. Beginning on March 4, the ads began rotating for what will be a 26-week run. It is expected to produce more than 160,000 impressions. Staff also scheduled several upcoming Speakers Bureau presentations.

Staff is working on launching the Spring/Summer water conservation campaign which will support our call to reduce water use by 15% compared to 2019 levels. The campaign was expanded to create awareness of the 2-day irrigation limit, and includes multi-language messaging on social media, radio, TV, print, as well as a countywide mailer and text messaging. The campaign will also promote our water conservation tools and rebates, such as landscape, irrigation and graywater rebates, as well as our indoor and outdoor water surveys and shopping cart. Valley Water is collaborating with water retailers to expand our outreach through bill inserts and direct emails. We are also collaborating with community organizations to make our free water conservation tools easily available to disadvantaged communities.

Water Conservation Programs

Valley Water received a significant increase in applications for our landscape rebates, requests for water-saving devices, and reports of water waste since 2021. In March 2022, the Landscape Rebate Program received a 123% increase in applications from March 2021. The eCart Program received over 900 orders in March 2022, compared to only 9 in March 2021. In March 2022, there was a 258% increase in water waste complaints from March 2021. Valley Water plans to expand its water waste

reporting program through increased messaging and by obtaining a vendor to address more reports.

Countywide Water Use Reduction

Valley Water is engaging with retailers and cities to encourage drought response actions. As of April 13, 2022, the County and 14 cities in the County have taken formal action to their elected boards in response to the drought and to Valley Water's call to reduce water use by 15% compared to 2019 levels. All cities in the County have increased conservation messaging in response to the drought.

The County has made progress in reducing water use since Valley Water's call to reduce water use in June 2021. The cumulative water savings from June 2021 - February 2022 is 6%, compared to the same months in 2019. February 2022 water use was 23% higher than February 2019. In February 2019, rainfall was 5.5 inches and in February 2022, our county received no measurable rainfall and had higher than average temperatures on some days. January, February, and March 2022 are the driest on record in California.

Thus, it is likely that more people turned their outdoor irrigation systems on. Water use in February 2022 was 2% lower than February 2020. Winter months reflect primarily indoor water use as most homes reduce or shut off irrigation during these months. As indoor water use is less discretionary and more difficult to cut back than outdoor use, maintaining a 15% reduction in water use during winter months is particularly challenging. Valley Water strives to meet the 15% call on a cumulative basis in 2022, while continuing to track water use monthly.

Water Supply Outlook

Drought scenarios as well as resulting forecast of potential water supply conditions will be presented for Committee review and feedback. The scenarios include critically dry conditions and modeled estimates of end-of-year groundwater storage for 2022 and 2023 will be provided.

ATTACHMENTS:

Attachment 1: PowerPoint

Attachment 2: March 2022 Drought Response Report

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138

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Monthly Drought Emergency Response and Water Supply Update

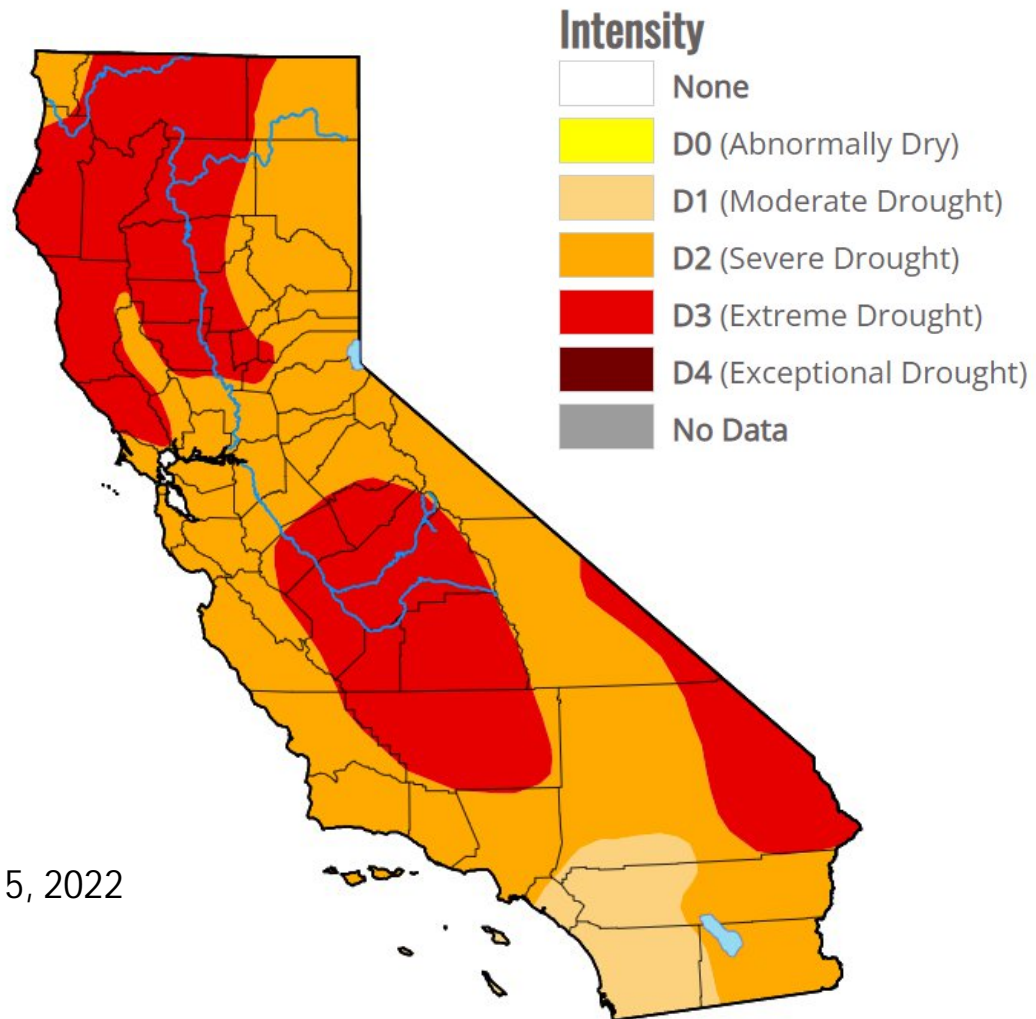
Water Conservation and Demand Management Committee
April 25, 2022

Drought Status

Driest first three months on record

Executive Order N-7-22 called on local water suppliers to move to Stage 2 of WSCPs

Data source: U.S. Drought Monitor, Apr. 5, 2022



Countywide Water Savings

- June 2021 – February 2022 Cumulative Savings of 6%
- Rainfall
 - Feb 2019 = 5.5 in
 - Feb 2022 = 0 in (more irrigation due to no rain)
- Water Use significantly higher than February 2019 (+23%)
- Improvement compared to Feb 2020 (-2%)
- Winter savings expected to be low. Striving to reach 15% call on annual cumulative basis.

Water Supply Scenarios Evaluated

Two scenarios forecasted based on critically dry hydrologic conditions in 2022 & 2023:

- Dry, Full Public Health and Safety (PHS) Allocation
- Dry, Partial PHS Allocation (worst case)

Table of Scenarios Evaluated*

Scenario	Calendar Year	Imported Supplies	Local Surface Supplies	WATER SUPPLY OUTLOOK		
				Groundwater Recharge	Treated Water	End of Year Groundwater Storage
Dry, Full PHS	2022	Low	Low	Adequate	Maintain 2021 reduction (23%)	306 TAF Normal (Stage 1)
	2023	Minimal	Minimal	Extremely Low	Significant reduction (35%)	243 TAF Severe (Stage 3)
Dry, Partial PHS	2022	Minimal	Low	Low	Maintain 2021 reduction (23%)	288 TAF Alert (Stage 2)
	2023	Minimal	Minimal	Minimal	Extreme reduction (50%)	210 TAF Severe (Stage 3)

*2022 scenarios assume demand reduced by 10% from 2019. 2023 scenarios assume achieving the Board's call for 15% demand reduction from 2019. Achieving the 15% call in 2022 would increase groundwater storage by 13 TAF in 2022 and 2023.

Amended Resolution

- Restrict irrigation of lawns and ornamental landscapes with potable water to no more than two days a week;
 - Restrict irrigation in a manner that does not cause runoff
 - Prohibit midday watering to avoid evaporative loss
 - Call for uniform watering days and times amongst retailers
 - Prioritize tree irrigation over lawns and ornamental landscapes

Drought Actions

Declare that Valley Water aggressively continues Stage 3 actions of its Water Shortage Contingency Plan, including

- close coordination with retailers, jurisdictions to implement water use restrictions
- urge significant behavioral change of water users through aggressive, significantly expanded
 - consistent communication efforts
 - conservation program participation
 - water waste reporting

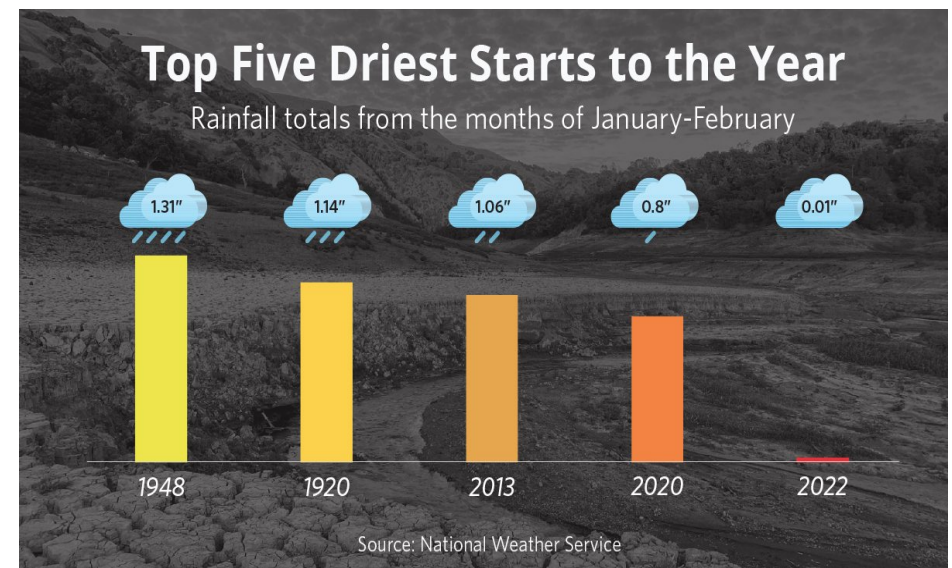
Drought and Conservation Public Outreach

Drought severity graphic

Social media messaging

Retailer Partnerships

Conservation campaign



Expanded Public Communication Efforts

- Multi-language messaging on social media, radio, TV, print
- Countywide mailer
- Text messaging
- Coordinated communication with retailers
 - Direct emails
 - Bill inserts
- Speakers Bureau Program
- Online webinars
- Promote conservation programs and water-saving behaviors

Expanded participation in conservation programs

Continue to expand programs that promote efficient irrigation and reduce runoff:

- Landscape Rebate Program
- Outdoor Surveys
- Graywater Rebate Program
- eCart Program
- Fixture Replacement Program
- Large Landscape Program
- Commercial and Facility programs

Expand Water Waste Reporting – vendor and increased outreach

Update on possible additional drought actions

- Working with retailers to determine feasibility for possible next actions

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Drought Emergency Response Report

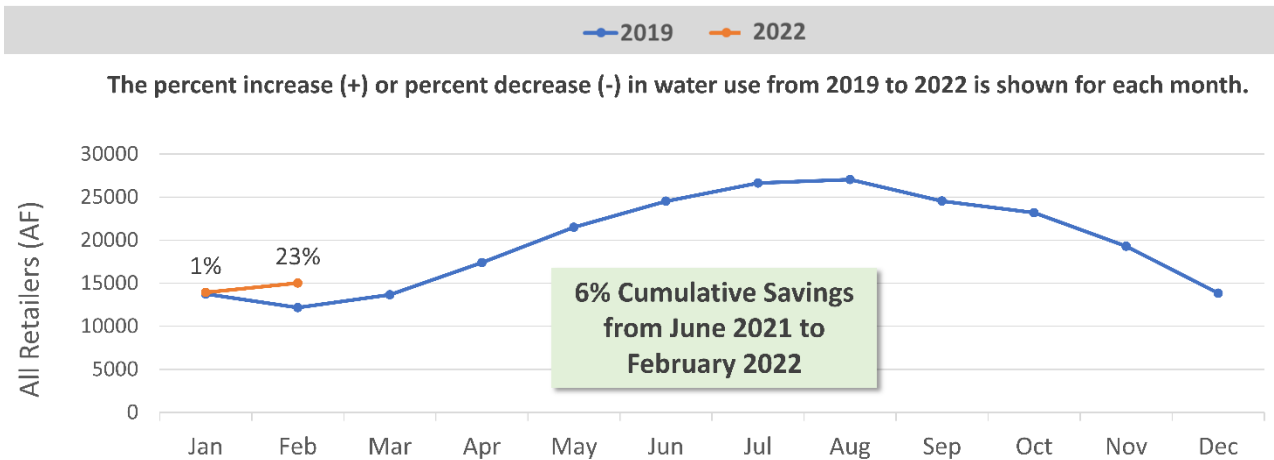
MARCH 2022

Resolution 21-68 Implementation

On June 9, 2021, the Board adopted Valley Water Resolution 21-68 which declared a water shortage emergency condition pursuant to California Water Code §350, called for water use reduction of 15% compared to 2019, and urged the County of Santa Clara (County) to proclaim a local emergency. The County adopted a Resolution ratifying the proclamation of a local emergency due to the drought on June 22, 2021. California’s Governor included Santa Clara County as part of a drought emergency proclamation on July 8, 2021, and this proclamation included all California counties on October 19, 2021. Valley Water activated its Emergency Operations Center (EOC) on June 16, 2021 to assist with resolution implementation and other drought-related efforts.

Retailer Water Use Reduction

The graph below depicts total water use from the 13 retailers in Santa Clara County to help track progress towards achieving Valley Water’s 15% call for water use reduction made in June 2021.



- Santa Clara County has made progress in reducing water use since Valley Water’s call to reduce water use in June 2021.
- The cumulative water savings from June 2021 – February 2022 is 6%, compared to the same months in 2019.
- February 2022 water use was 23% higher than February 2019. In February 2019, rainfall was 5.5 inches and in February 2022, our county received no measurable rainfall and had higher than average temperatures on some days. January, February, and March 2022 are the driest on record in California. Thus, it is likely that more people turned their outdoor irrigation systems on.
- Water use in February 2022 was 2% lower than February 2020.
- Winter months reflect primarily indoor water use as most homes reduce or shut off irrigation during these months. As indoor water use is less discretionary and more difficult to cut back than outdoor use, maintaining a 15% reduction in water use during winter months is particularly challenging. Valley Water strives to meet the 15% call on a cumulative basis in 2022.
- Valley Water continues its multilingual, multi-platform outreach to the media and community to encourage residents, businesses, farms, and others to save water in order to achieve a cumulative 15% reduction in water use in 2022.

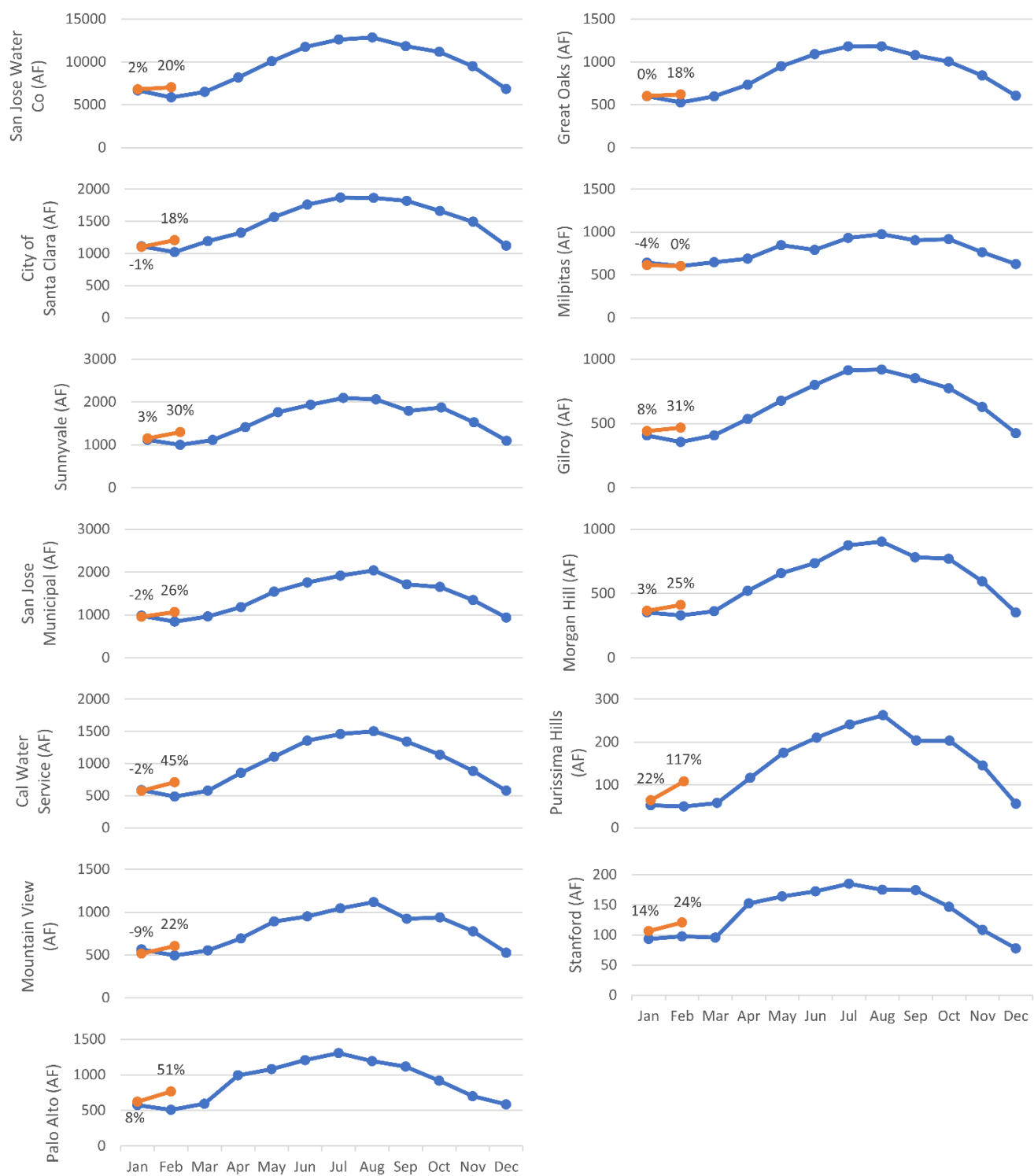
These graphs depict water use by each of Valley Water’s 13 retailers to help track progress towards achieving the 15% call for water use reduction made in June 2021. Note that City of Palo Alto Utilities (Palo Alto) and Purissima Hills Water District (Purissima) normally do not use Valley Water sources of water. A large proportion of water used by the City of Mountain View Public Works (Mountain View) and Stanford Utilities (Stanford) is not from Valley Water sources.

Monthly Water Use by Retailer (AF)

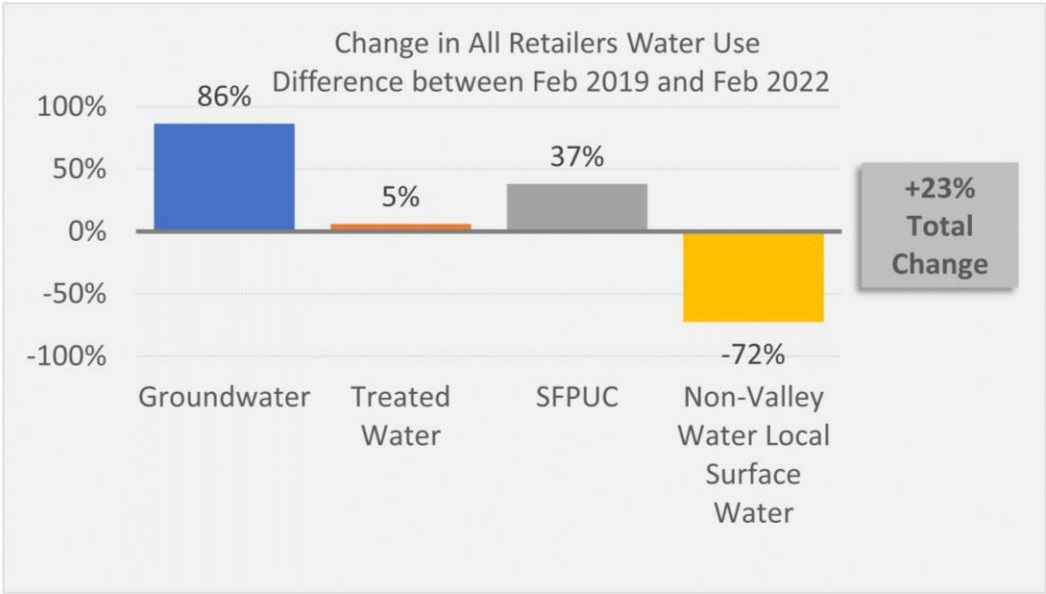
2019

2022

The percent increase (+) or percent decrease (-) in water use from 2019 to 2022 is shown for each month.



The graph below depicts changes between the retailers’ different types of water use. As expected, the proportion of groundwater use tends to increase during drought.



The table below shows Valley Water retailers’ water usage volumes by type.

Water Retailer	Total Water Use in Acre-Feet (Feb 2019)					Total Water Use in Acre-Feet (Feb 2022)				
	Groundwater	Treated Water	SFPUC	Non-Valley Water Local Surface Water	SUM	Groundwater	Treated Water	SFPUC	Non-Valley Water Local Surface Water	SUM
San Jose Water Company	1,460	2,750	-	1,660	5,860	3,220	3,360	-	460	7,040
Santa Clara, City	520	280	220	-	1,020	800	180	230	-	1,210
Sunnyvale	10	550	450	-	1,000	10	450	840	-	1,300
San Jose Municipal Water	60	510	270	-	850	70	680	320	-	1,070
California Water Service	90	390	-	-	490	540	170	-	-	710
Palo Alto	-	-	510	-	510	-	-	770	-	770
Mountain View	20	40	440	-	490	10	60	540	-	600
Great Oaks	530	-	-	-	530	620	-	-	-	620
Milpitas	-	250	350	-	600	-	260	340	-	600
Gilroy	360	-	-	-	360	470	-	-	-	470
Morgan Hill	330	-	-	-	330	410	-	-	-	410
Purissima Hills Water	-	-	50	-	40	-	-	110	-	110
Stanford	-	-	100	-	100	-	-	120	-	120
Total	3,400	4,800	2,400	1,700	12,200	6,100	5,200	3,300	500	15,000

Collaboration with the County, Retailers, and Cities

- As of March 31, 2022, the County of Santa Clara and 14 cities in Santa Clara County have taken formal action to their elected boards in response to the drought and to Valley Water's call to reduce water use by 15% compared to 2019 levels. All cities in Santa Clara County have increased conservation messaging in response to the drought.
- In March, Valley Water continued to conduct outreach to the municipalities for their consideration and adoption of the Model Water Efficient New Development Ordinance (MWENDO), as part of ongoing efforts to support cities’ and the County’s interests in expanding water efficiency measures. Some cities are aligning the adoption of new MWENDO measures as part of the upcoming Title 24 triennial building code update. The 2022 version of California’s Title 24 is currently under development, with a publication date of July 1, 2022, and is expected to become effective on January 1, 2023.

Water Conservation Programs

Valley Water is actively promoting ways people can save water through rebates, free water-saving devices, and behaviors. The Landscape Rebate Program (LRP) provides rebates for converting high-water use landscape to low-water use landscape, as well as retrofitting existing irrigation equipment with approved high-efficiency irrigation equipment. The Shopping Cart (eCart) Program offers free water-saving devices to homes and businesses. The Water Waste Program enables callers to confidentially report water waste and leaks, which Valley Water addresses by providing educational assistance to the owner of the leak.

- Valley Water received a significant increase in applications for our landscape rebates, requests for water-saving devices, and reports of water waste since 2021. In March 2022, LRP received a 123% increase in applications

from March 2021. The eCart Program received over 900 orders in March 2022, compared to only 9 in March 2021. In March 2022, there was a 258% increase in water waste complaints from March 2021.

- Estimated applications received for 2022 are shown below.

Program	Jan	Feb	March
Landscape Rebate Program Applications ¹	106	149	216
Water-saving Device Orders	274	2,516	908
Water Waste Reports	70	66	93

¹Starting July 1, 2021, the landscape rebate was increased from \$1 to \$2 per square foot and the maximum rebate was increased from \$2,000 to \$3,000 for single-family homes.

Drought and Water Conservation Outreach

- In March 2022, media interest focused on the drought and the record-setting dry start to the year, water conservation, water supply issues, the latest snowpack survey, and the diminishing water allocations from both the State Water Project and the Central Valley Project.
- On social media, staff shared a graphic highlighting the severity of the drought. It included a bar graph with the top five driest starts to a year, with 2022 the driest on record. Valley Water social media accounts recognized Fix a Leak Week and Ground Water Awareness Week highlighting our programs, including our Purified Water Project. Staff continues to post links to our conservation programs to promote participation and encourage water-saving habits.
- Valley Water has partnered with the City of Gilroy to run six advertisements highlighting the importance of purified water and conservation in the movie theater. Beginning on March 4, the ads began rotating for what will be a 26-week run. It is expected to produce more than 160,000 impressions.
- Staff is working on launching the Spring/Summer water conservation campaign which will support our call to reduce water use by 15% compared to 2019 levels. The campaign will promote our water conservation tools and rebates, such as landscape, irrigation and graywater rebates, as well as our indoor and outdoor water surveys and shopping cart. Valley Water is collaborating with water retailers to expand our outreach through bill inserts. We are also collaborating with community organizations to make our free water conservation tools easily available to disadvantaged communities.
- While there were no Speakers Bureau presentations hosted during the month of March, staff has scheduled several upcoming presentations.
- Statistics for public outreach efforts are shown below.

Outreach Type	March 2022
Social Media¹	
Impressions ²	2,822,048
Engagements ³	25,857
Link Clicks	8,707
Video Views	344,114
Website Page Views	
Water conservation webpages	21,992
BeHeard.ValleyWater.org/drought-information	199
Media	
Media Mentions ⁴	1,057
Speakers Bureau	
Presentations ⁵	0

¹Includes Facebook, Twitter, Instagram, and LinkedIn
²Impressions are the number of times a post is displayed in a newsfeed.
³Engagements are the number of times a user interacts with a post, such a retweet, click, and more.
⁴Includes TV, radio, social media, online and print
⁵ Office of Communications and Government Relations

Drought and Water Conservation Education

- In March, the Education Outreach team supported 65 educators and reached 792 students through 36 virtual classroom presentations. The team supported one Science, Technology, Engineering, Arts, and Mathematics (STEAM) event, and engaged 92 members of the public through five Wonders of Water Wednesdays after-school enrichment programs and five public library programs.
- The table below shows Educational Outreach efforts in 2022, all of which included drought and conservation messaging.

Program	Jan 2022	Feb 2022	Mar 2022
---------	----------	----------	----------

Educators/Teachers	97	51	68
Classes/Groups	22	44	36
Students	563	1,210	792

- Valley Water launched its fourth annual Water 101 Academy on March 9, with a new cohort of participants. The participants have attended two session and have heard from several speakers about the drought conditions in our region and the need for conservation and other projects to ensure a reliable supply of safe, clean water into the future. These speakers included: Valley Water Board Chair Pro Tem John L. Varela and Maggie Macias from the Department of Water Resources. Valley Water staff speakers included: Gina Adriano, Chief Aaron Baker, CFO Darin Taylor, Janet Hedley, Jing Wu, and Nicholas Simard.

Committee and Retailer Updates

- Drought-related updates are being provided regularly at Committee meetings to receive feedback and guidance. These updates were provided to the Water Conservation and Demand Management Committee in February 2022. Updates were also provided at the Water Retailer Meeting.

Water Supply Operations and Outlook

Imported Water

- While storms in October and December provided a wet start to the water year, California and Santa Clara County experienced the driest first three months on record in 2022. Statewide runoff projections continue to decline, and reservoir levels remain below average. As of March 31, 2022, the northern Sierra Nevada snowpack, a primary source of Valley Water’s imported water, is at 29% of normal for this date and 29% of the April 1 average, which is the date at which snowpack has historically been at its annual maximum. Statewide snowpack on April 1 is 38% of average for this date.
- As of March 27, 2022, total state reservoir storage is below the historical average. Shasta Reservoir is at 49% of normal for this date, Oroville Reservoir is at 67% of normal for this date, and Folsom Reservoir is at 95% of normal for this date. Storage levels did not change significantly in March, when reservoir levels typically increase.
- As of March 27, 2022, storage in San Luis Reservoir is approximately 905 TAF. San Luis Reservoir storage did not change significantly in March.
- Valley Water entered 2022 with over 65 TAF of imported supplies stored in San Luis Reservoir. This includes emergency transfer supplies purchased in 2021, previously undelivered State Water Project (SWP) supplies, and water recovered from the Semitropic Groundwater Bank. This amount is higher than normal and is intended to provide reliability in the event dry conditions continue in 2022, while also mitigating for the reduction in storage in Anderson Reservoir.
- On March 18, California Department of Water Resources (DWR) reduced the 2022 SWP allocation from 15 percent to 5 percent, which equates to an allocation of 5 TAF for Valley Water. This may be adjusted for human health and safety need. Valley Water continues to work with DWR to determine the amount allocated and requested an exception to the minimum health and safety need of 55 gallons per capita per day.
- On April 1, 2022, the U.S. Bureau of Reclamation reduced its water supply allocations on the Central Valley Project (CVP). For south-of-Delta CVP contractors, including Valley Water, the agricultural allocation is zero percent, and the municipal and industrial allocation was lowered from 25 percent to public health and safety water only.
- Valley Water will continue to withdraw previously stored supplies from the Semitropic Groundwater Bank in 2022 if SWP and CVP allocations remain low. Staff continues to work with DWR and other Semitropic Banking partners and anticipates that at least 31.5 TAF would be available for delivery to Valley Water, which is the contractual minimum recovery amount at low SWP allocations.
- Valley Water previously executed several long-term water transfer agreements that could provide emergency transfer supplies in 2022, but transfer supply this year is severely limited due to the critically dry conditions across the state. Staff is also pursuing other water transfer opportunities for additional supplemental supplies.

Treated Water

- The taste and odor compound (Geosmin) level at the Delta was slightly elevated during the month of March. Staff were able to proactively optimize the water treatment process and mitigate potential impact.
- Cyanotoxins compound levels were low for all source water.
- Elevated total organic carbon (TOC) levels are reported for both Delta and San Luis Reservoir source water. Staff are monitoring water quality data closely and will implement mitigation and process optimization measures as needed.

- No reports of significant water quality issues for the treated water delivered in March 2022 and no complaints were received from retailers.

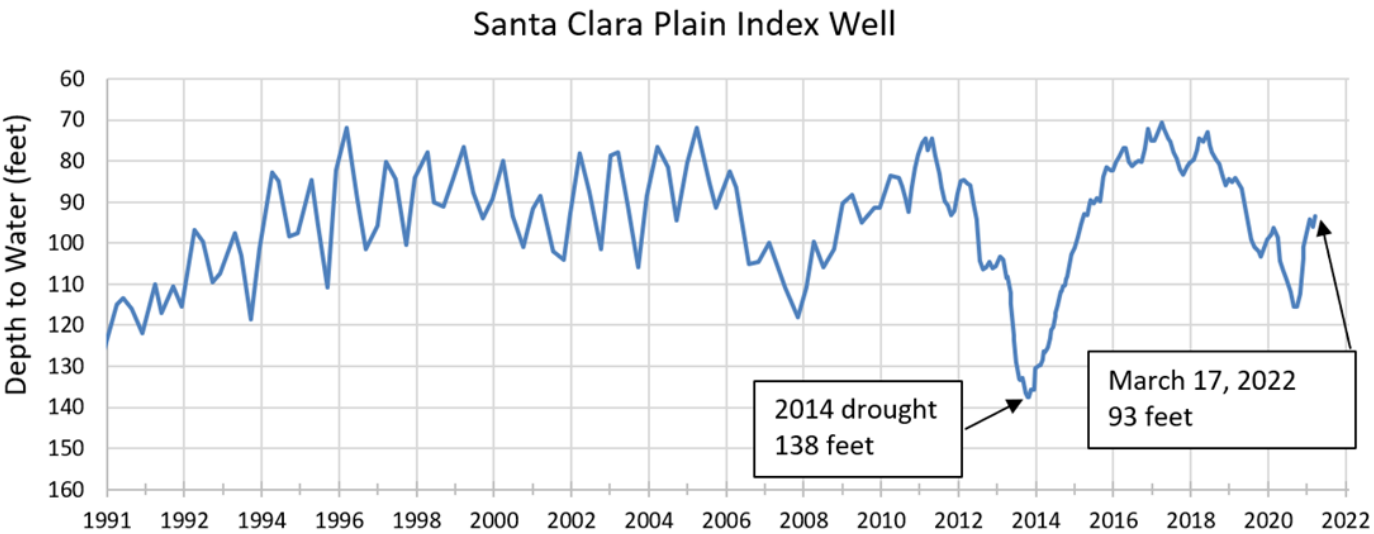
Groundwater Recharge

- Imported water releases for managed groundwater recharge in the latter half of March 2022 were reduced by over 50% relative to prior months due to the reduction in the State Water Project’s allocations. The plan for the remainder of the calendar year is to maintain the reduced recharge level unless conditions change in the fall. The majority of imported water releases will be in the Coyote Valley and Llagas Subbasin to support the South County that relies mostly on groundwater pumping for water supply.
- Water releases from local reservoirs will continue, albeit at lower levels than normal due to the current low storage.
- Due to limited local and imported water supplies, the countywide managed groundwater recharge for 2022 will hover around 60% of an average year.

Groundwater Conditions:

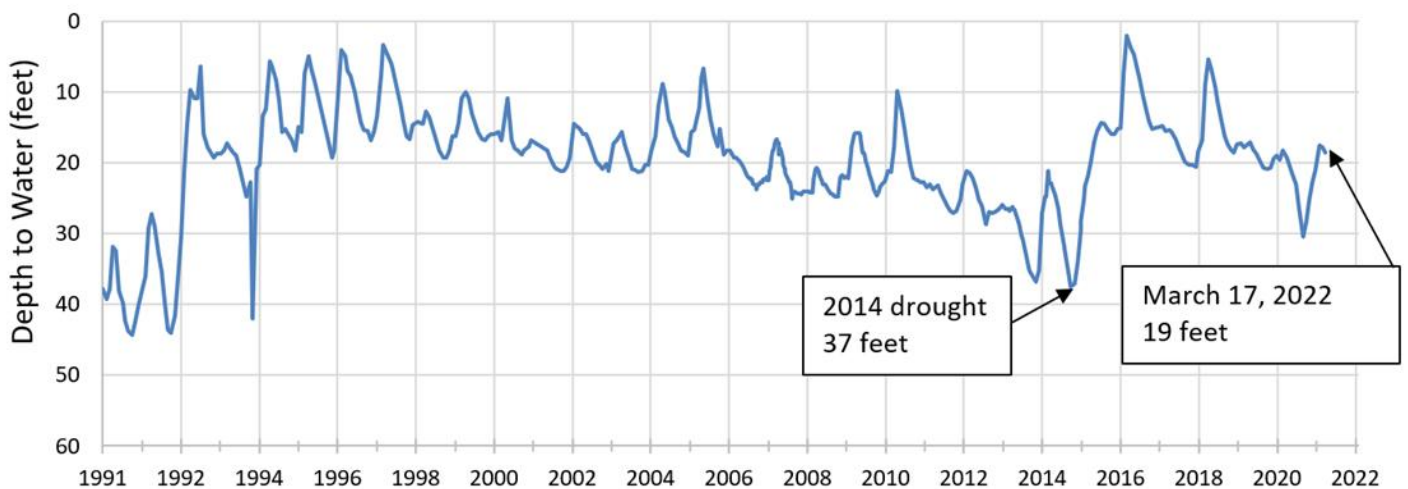
Although groundwater levels have declined over recent years due to the drought, groundwater conditions improved this winter due to seasonal recovery, emergency imported water supplies, and water use reduction by the community. Groundwater levels will begin to decline this spring as pumping increases due to higher temperatures and increased water needs. Given continued dry conditions, achieving the Board’s water use reduction target is essential to minimize the risk of resumed subsidence in North County and wells going dry, particularly in South County. That risk increases as the drought persists. Current conditions in both areas are described below.

- North County Conditions
 - o As shown below, water levels in the Santa Clara Plain index well have generally declined since 2018 due to dry conditions, with a similar pattern as the 2012–2016 drought. However, the current water level has increased by 3 feet since last month and is about 45 feet above the minimum water level in 2014. Additionally, the water level at this well is about 5 feet higher compared to this time last year.
 - o Groundwater levels are more than 60 to 100 feet above thresholds established to minimize the risk of permanent subsidence.
 - o No reports of dry wells have been received.

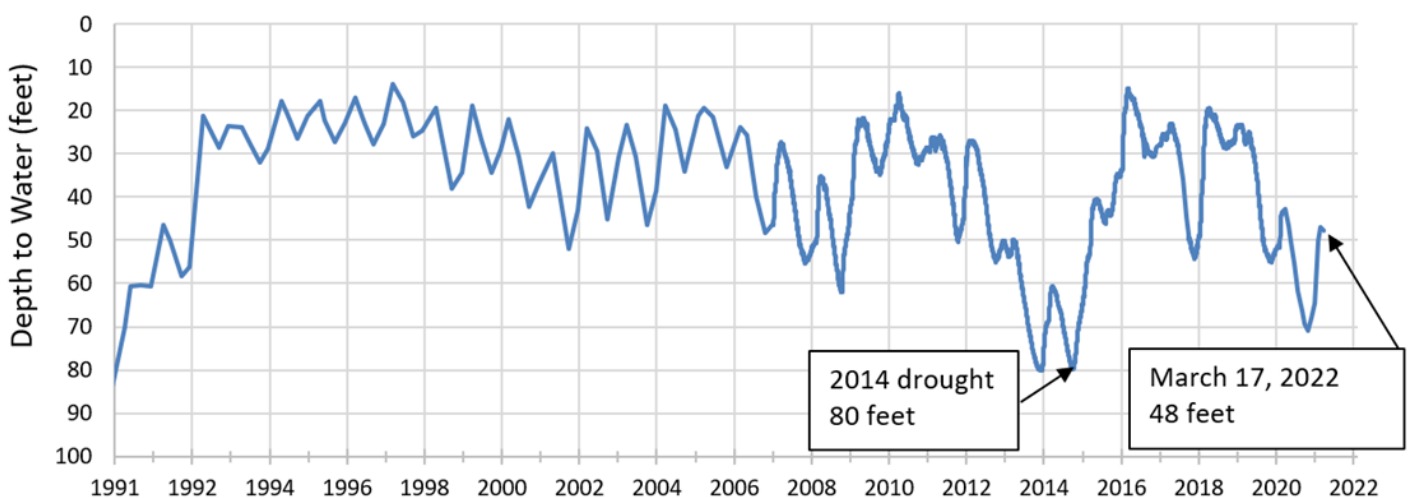


- South County Conditions
 - o As shown below, water levels in the Coyote Valley and Llagas Subbasin index wells have generally declined since 2018 due to dry conditions, with a similar pattern as the 2012–2016 drought. The current water level in these wells have each decreased by 1 foot since last month and are about 18 and 32 feet, respectively, above the minimum water level in 2014. Additionally, the water levels in these wells are about 1 foot higher and 5 feet lower, respectively, compared to this time last year.
 - o Valley Water has received one report of a dry well. The well is in unincorporated area within the southwestern Coyote Valley and is close to the foothills where well yield is generally less reliable.

Coyote Valley Index Well



Llagas Subbasin Index Well



State Coordination

- **Governor's Executive Order** - On March 28, Governor Newsom issued Executive Order N-7-22 which calls on local water suppliers to implement Stage 2 of their water shortage contingency plans, at a minimum, and orders the State Water Board to consider emergency regulations by May 25, 2022 to ban watering non-functional turf around commercial, industrial, and institutional buildings. As proposed by the Governor, the ban would not include residential lawns or grass used for recreation. Executive Order N-7-22 includes permit streamlining for actions that protect fish and wildlife where drought conditions threaten their health and survival and for groundwater recharge projects. The order also requires the permission of a groundwater sustainability agency before new wells can be constructed and directs the State Water Board to expand site inspections to detect and stop illegal diversions of water. Staff is reviewing the order for potential benefits to the timing or implementation of Valley Water projects.

Federal Coordination

- Chair Pro Tem Varela led the directors and senior staff in a series of successful advocacy visits in March with officials in Washington, DC. Among the priority issues discussed was the drought and the importance of our Public Health and Safety allocation. Staff will continue to work closely with the Bureau of Reclamation to secure as much water as possible for Santa Clara County.

Staffing and Resources

- Drought emergency expenses are expenditures supplemental to the regular budget that would have been adopted had there been no drought. The only expenses for drought emergency costs included in the FY 2021-22 Adopted Budget are \$20 million for supplemental water and an additional \$3.3 million for water banking expenses to bring approximately 32,000 acre-feet of water banked at Semitropic Water Storage District into the county. Budget adjustments will be brought to the Board for any additional expenses incurred during the year.
- Expenses through the month of February FY22 totaled approximately \$29.14 million spent or encumbered primarily for supplemental water tied to contracts executed in FY21, a relatively small draw of water from

Expanded Opportunities

Purified Water Project

The Purified Water Project will replenish groundwater supplies with purified water and expand usage of recycled and purified water, a drought-resilient, locally-controlled water source.

- Valley Water continues developing the Request for Proposal and draft Environmental Impact Report for the Purified Water Project.
- Valley Water continues to work with our partners, cities, and property owners along the proposed pipeline route.

Drought Response Plan

Valley Water is developing a Drought Response Plan (DRP) to improve water supply reliability in Santa Clara County during times of future shortage through a WaterSMART grant from the Bureau of Reclamation. Valley Water’s DRP will evaluate new approaches for determining when to request water use reductions from the public and develop a response framework to employ during future droughts.

- The Benchmark Study was presented to the Water Conservation Demand Management Committee in March and it is going to be presented to the Environmental and Water Resources Committee in April.

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Santa Clara Valley Water District

File No.: 22-0509

Agenda Date: 4/25/2022

Item No.: 4.2.

COMMITTEE AGENDA MEMORANDUM **Water Conservation and Demand Management Committee**

SUBJECT:

Water Conservation Program Savings Update for Fiscal Year 2021 (FY21).

RECOMMENDATION:

Receive update, provide feedback, and discuss information on water conservation program savings for FY21 and planned program enhancements.

SUMMARY:

Santa Clara Valley Water District (Valley Water) has provided a robust water conservation program since 1992. In November 2019, the Board approved the 2040 Water Supply Master Plan that updated the long-term conservation targets to 99,000 acre-feet per year (AFY) and 109,000 AFY by 2030 and 2040, respectively. In October 2021, the Water Conservation and Demand Management Committee received Valley Water's updated Water Conservation Strategic Plan to guide staff on how best to achieve the long-term targets. Valley Water staff tracks progress towards the long-term conservation targets using a custom, Excel-based Water Conservation Savings Model (Savings Model).

The purpose of this memorandum is to provide an update on total annual savings from the water conservation program for FY21, participation rates for FY 2022 through March 2022, to provide information on recent enhancements to existing programs, and to receive recommendations for planned programs in FY 2023. Information about current conservation programs can be found at www.watersavings.org <<http://www.watersavings.org>>.

Background

Valley Water uses the Savings Model to evaluate the cost effectiveness (\$/acre foot) of water conservation programs and progress towards Valley Water's long-term conservation targets. Over time programs have transitioned from focusing on indoor conservation programs like high-efficiency toilet and clothes washer rebates to outdoor conservation programs like the popular Landscape Rebate Program (Attachment 2). Every year, Staff inputs annual participation totals from the prior fiscal year into the Savings Model to track progress towards the long-term conservation targets. The current drought has increased interest in the conservation programs which will contribute to both short-term and long-term savings.

Savings Update

Long-term water conservation increased 2,386 acre-feet from 74,198 AFY in FY 2020 to 76,584 AFY

in FY 2021 from a 1992 baseline. Since these data are only through June 30, 2021, it does not reflect the impressive participation in Valley Water's water conservation programs in response to Valley Water Resolution 21-68. Savings are anticipated to accelerate once the FY 2022 data is incorporated into the Savings Model in Winter 2022.

Program Enhancements in FY 2022

The Strategic Plan determined that Valley Water's water conservation programs are broad, robust, and comprehensive to meet Valley Water's long-term savings targets if participation rates are increased. To accomplish this, Valley Water increased permanent staffing, temporary staffing, and vendors to support the water conservation programs. Geographic areas with greater potential (lower historic participation) detailed in the Strategic Plan are being planned for targeted messaging. The program enhancements identified herein will directly contribute to increasing participation rates and increase the likelihood of meeting the long-term savings targets.

Beginning on July 1, 2021, the Landscape Rebate Program's Landscape Conversion Rebates increased from \$1 per square foot to \$2 for all qualifying properties and increased the maximum rebate from \$2,000 to \$3,000 for single-family homes, as was done in April 2014 during the last drought. Applications increased 167% between calendar year 2020 and 2021. Through the end of March, FY 2022 applications are already 63% higher than FY 2021's total applications. Staff has onboarded a vendor to further increase capacity and facilitate additional participation. This vendor will also be supporting the Water Waste Program and Water Wise Outdoor Surveys.

Two of Valley Water's newest water conservation programs are expected to produce significant savings in FY 2022: the eCart Program and the Fixture Replacement Program. The eCart Program continues to demonstrate incredible success that will increase the savings expected in FY 2022. Specifically, over 900 orders were received in March 2022 compared to only 9 last March. Through March, this program has received over 7,500 orders since July 1, 2021 compared to slightly more than 1,600 in FY 2021 (more than a 360% increase with three months remaining in the fiscal year). An order-fulfillment vendor and an inventory vendor have been procured to further increase capacity. The Fixture Replacement Program is a direct installation service for multi-family, commercial, industrial, and institutional properties to upgrade and install high-efficiency plumbing fixtures including toilets, urinals, showerheads, etc. An update on the Fixture Replacement Program's first year can be provided at a future date.

Additional program enhancements have focused on outreach and engagement. The Large Landscape Program offers landscape water budgets to over 3,800 properties (up from 3,015 in July 2021). Landscape water budgets are a critical water-management tool that helps multifamily, commercial, institutional, and industrial water account holders, property managers, and landscapers critically track water use against a site-specific water budget.

Staff is preparing to launch its first vendor-supported water conservation webinar series. Between April and September, the 6 webinars will increase awareness of water conservation best practices and provide information to motivate the public to successfully participate in Valley Water's rebate programs.

Lastly, Advanced Metering Infrastructure (AMI) continues to advance in Valley Water's service area.

Valley Water and City of Milpitas entered a cost-sharing agreement in FY 2022 to provide funding to assist City of Milpitas to install AMI meters. AMI provides near real-time customer water consumption data, sends leak and high-usage alerts, and allows customers to monitor their own water usage more regularly through an online portal. Valley Water has provided grant funding to advance AMI with City of Gilroy, an existing cost-agreement with City of Morgan Hill, and are exploring negotiations with additional water retailers.

Planned Programs for FY 2023

Staff will continue to leverage the Strategic Plan. The maps of lower and higher participation rates will be turned into a dynamic, internal GIS tool that will increase access to these datasets. The Strategic Plan also identified the need to consider expanding programs specific to customer-side water loss. To that effect, Staff is pursuing three pilots in FY 2023:

1. **Leak Detection and Repair Certification Training Project.** A partnership between Valley Water, Bay Area Water Supply and Conservation Agency (BAWSCA), and the California Water Efficiency Partnership (CalWEP) will develop a certification training framework detailing training scope, curriculum requirements, preliminary program structure, and other key components of a certification. The results from this work will inform development of a formal leak detection and repair certification program for tradespeople to address residential customer-side leaks.
2. **Leak Assessment and Repair Pilot.** This vendor-supported pilot is leveraging an existing program between the vendor (Richard Heath and Associates, Inc. or RHA) and PG&E's Energy Savings Assistance (ESA) Program. It will be targeted to single-family homes in low-income, disadvantaged, or underrepresented communities to retrofit leaking fixtures and sprinklers, in addition to performing a meter-check for leaks and providing water conservation resources. Approval of this pilot is moving through the Purchasing and Contracts Unit.
3. **Toilet Repair and Retrofit Pilot.** This pilot is structure similarly to the Leak Assessment and Repair Pilot but will replace 1.6 or greater gallon per flush toilets with 0.8 gallon per flush toilets. Approval of this pilot is moving through the Purchasing and Contracts Unit.

Staff will continue identifying new ways to incorporate the Strategic Plan into Staff's processes and programs offered to the public.

Conclusion

Long-term water savings increased to 76,584 AFY in FY 2021. Staff anticipates the significant participation in FY 2022 to yield significantly higher savings, especially with investments in improving processes, increasing staffing, and increasing vendor-supported programs. Plans for FY 2023 will continue this approach as well as developing programs, resources, and tools to help the program find leaks and motivate them to fix them.

ATTACHMENTS:

Attachment 1: PowerPoint

Attachment 2: Water Conservation Program Flyer (PDF)

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138



Water Conservation Program Savings Update (FY 21)

Presented by: Justin Burks, Senior Water Conservation Specialist

April 25, 2022



Water Conservation Targets

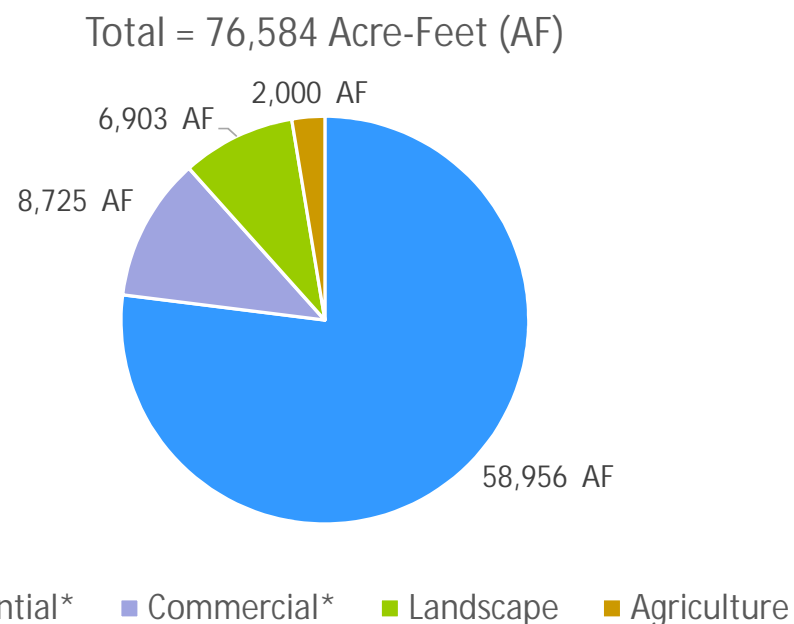
Valley Water's Long-Term Conservation Savings targets:

- 99 TAFY by 2030
- 109 TAFY by 2040

77 TAFY Savings Achieved through FY 2021

Strategic Plan identifies approaches and resource needs

Savings Model Tracks our Progress



*Residential and Commercial also includes savings from outdoor conservation on mixed-use meters

Water Conservation Savings Model

- September 2019 update
- Built from a national, Excel-based model
- Strategic tool to evaluate program cost effectiveness
- Critical to conservation strategy



Water Conservation Tracking Model

VERSION 1

User Guide

A TOOL FOR PLANNING AND TRACKING VALLEY WATER'S
WATER CONSERVATION PROGRAMS



Watersavings.org

Drought/Saving Water

[HOME](#) › WATER CONSERVATION PROGRAMS

Water Conservation Programs

COVID-19 Program Notice



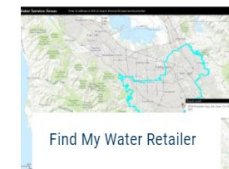
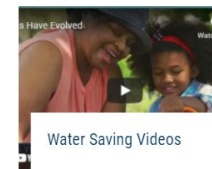
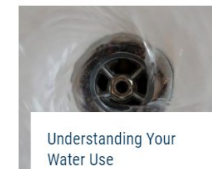
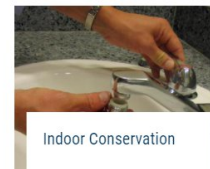
Landscape Rebate Program

Our Landscape Rebate Program can help you save water and money, offering up to **\$3,000*** for residential sites and **\$50,000*** for commercial and multi-family sites.

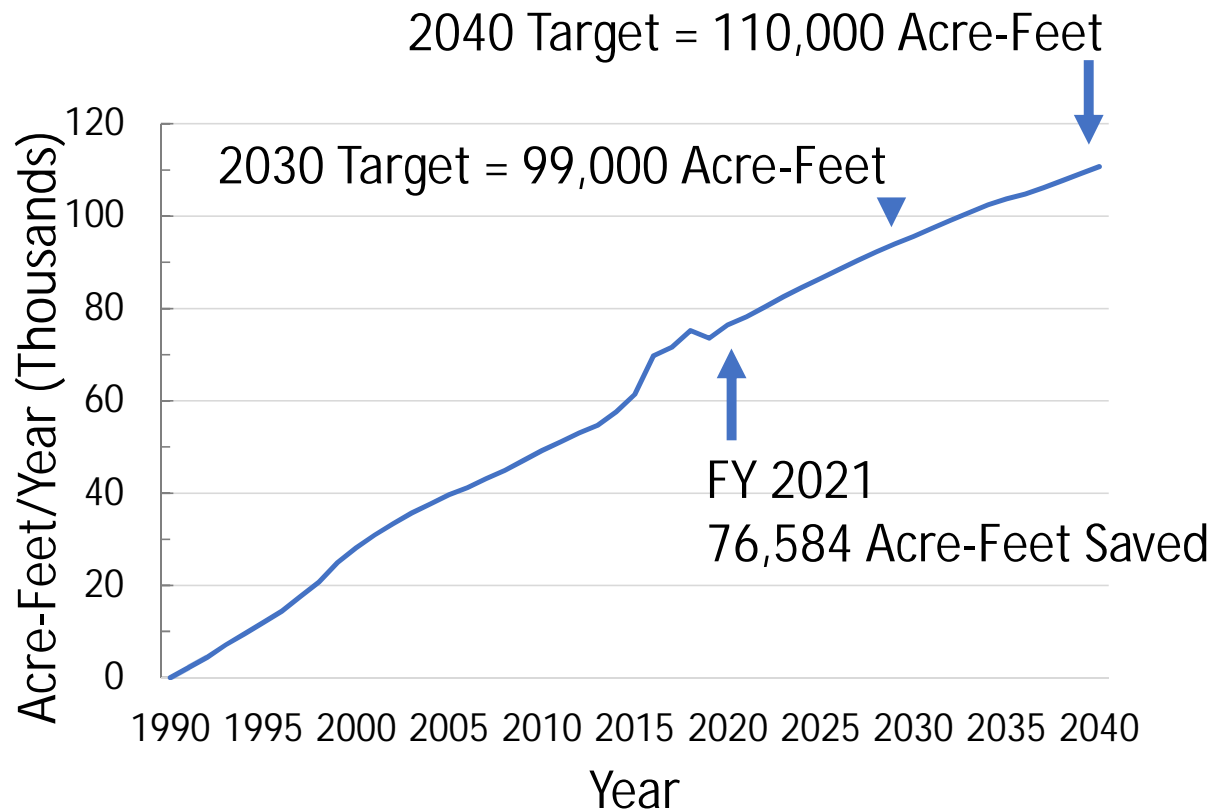
[Get started with your application](#)

[Overview of the Landscape Rebate Program](#)

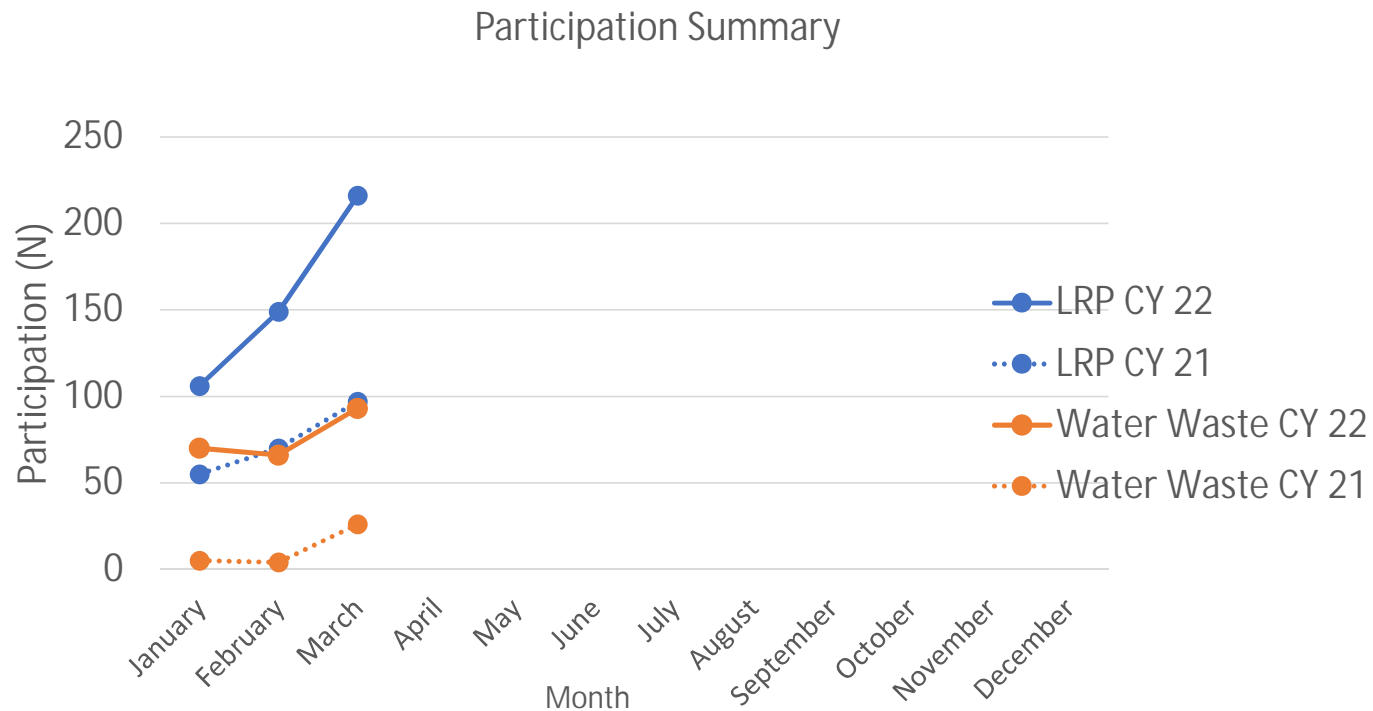
All Water Conservation Programs



Progress Towards Conservation Targets



2022 Progress



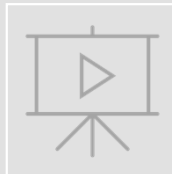
Program Enhancements



Staffing and vendor-support
increased



LRP rate increased
Landscape water budgets expanded
AMI advanced



Webinar series launched

Planned Programs



Leak detection and repair training framework



Leak assessment and repair pilot



Toilet repair and retrofit pilot

Next Steps

- Increase water conservation messaging
 - Behavioral and drought-related
 - Spring and Summer Campaigns
- Monitor programs to minimize and mitigate risk of backlogs
- Launch pilot programs
- Input FY 2022 participation data in Winter 2022
- Continue leveraging the Strategic Plan

QUESTIONS



Water Conservation Rebates and Programs



Water Conservation: Are You Drought Ready?

These rebates are designed to make water conservation easier, helping you to make your Santa Clara County home or business drought ready.

Online Shopping Cart

Chances are, you are using more water in your home or business than needed. Valley Water offers free water conservation devices that can help you save water. Visit cloud.valleywater.org/shopping-cart to order your **FREE** gear and literature today!



We're here to help!

To learn more about our rebate programs, including specific program details and contact information, please reach out to us. Since there are eligibility requirements for these rebate programs, **before purchasing equipment or starting any project, please check with us** via email, by phone or online.



(408) 630-2554



www.watersavings.org



conservation@valleywater.org

NOTE: All programs are subject to funding availability and certain restrictions apply. The rebate rate and maximum amounts **may be higher** in some areas.

Landscape Rebate Program

To start, submit an online application for approval and to be scheduled for a pre-inspection before beginning any work on your project. For more information or to schedule a pre-inspection, visit valleywater.dropletportal.com.

Landscape Conversion Rebates

Any property with qualifying high-water-using landscapes (i.e., irrigated turf or functional swimming pools) can receive a rebate of at least \$2/square foot for converting a high-water-using landscape to a low-water-using landscape.

Irrigation Equipment Upgrade Rebate

Rebates are offered for replacing old, inefficient irrigation equipment with new, qualifying high-efficiency equipment, including:

- Installation of a dedicated landscape meter, flow sensor or hydrometer for a rebate up to \$1,000.
- Replacement of old sprinkler nozzles and bodies with high-efficiency sprinkler nozzles (up to \$5 each).
- Replacement of old rotor sprinklers or spray bodies with either pressure regulation or check valves (up to \$20 each).
- Conversion of existing pop-up sprinklers to an inline drip irrigation system for a rebate of \$0.25/sq. ft.
- Installation of a rain sensor to avoid watering while it's raining for a rebate up to \$50.
- Conversion of an existing irrigation timer to a qualifying smart controller for a rebate up to:
 - » \$300 for 1-12 station controller
 - » \$1,000 for a 13-24 station controller
 - » \$2,000 for a 25+ station controller

Rainwater Capture Rebates

Rebates are available for rainwater capture installation or diversion efforts such as:

- Installation of a qualifying rain barrel to collect rain water from existing downspouts for a rebate of at least \$35/barrel.
- Diverting existing downspouts to qualifying cisterns to receive a rebate of at least \$0.50/gallon.
- Installation of a rain garden to collect roof water runoff for a rebate of at least \$1/square foot of roof area diverted, up to \$300.

Rebate Caps

All Landscape Rebate Program applicants will be held to a total rebate cap (for the Landscape Conversion Rebate, Rainwater Capture Rebate, and the Irrigation Equipment Upgrade Rebate combined).

- \$3,000 for single family and multi-family (4 or fewer units)
- \$50,000 for all commercial sites and multi-family (5 or more units).

Rebate caps may be higher in some areas.

Graywater Laundry to Landscape Rebate Program

Receive at least \$200 per residential site for enabling your clothes washer to irrigate your yard with graywater. Apply online and find how-to-videos at watersavings.org. No pre-inspection required, but wait for approval before beginning any work on your project.

Water Wise Survey Program

This two-part program will help you save water indoors and out. Sign up for one or both!

- Request a free **Do-It-Yourself Water Wise Indoor Survey Kit** to evaluate your home's water use efficiency. The kit includes a step-by-step instruction guide, a flow-rate testing bag and toilet leak testing tablets. After completing the survey, you can request free items such as low-flow faucet aerators, showerheads, and toilet flappers. See the Online Shopping Cart section for more details!
- Request a free **Water Wise Outdoor Survey** consultation from a trained irrigation professional. The visit will result in a customized report for your property, including any apparent leaks or inefficiencies, suggestions for irrigation scheduling, and recommendations for money-saving landscape rebates. We can survey up to ½ acre of landscape at single family or small multi-family sites, with a working irrigation system. To get started, have a recent copy of your water bill on-hand and call **(408) 630-2000** or email waterwise@valleywater.org. If you are a customer of San Jose Water Company, please contact them directly.

Fixture Replacement Program

Replace old qualifying fixtures for **FREE!** Inefficient fixtures can be replaced for free by licensed plumbers at qualifying multi-family and business/institutional properties. Inefficient fixtures that qualify include toilets, urinals, showerheads, faucet aerators, and pre-rinse spray valves. Sign up at www.blusinc.com, call **800-597-2835**, or customerservice@blusinc.com.

Submeter Rebate Program

Mobile home parks, apartments and condominium complexes can receive at least \$150 per installed water submeter by upgrading from a single meter.

Large Landscape Program

Commercial, industrial, institutional and multi-family complexes with over ½ acre of landscape area may be eligible for a free landscape field survey. Professional irrigation auditors perform free site evaluations to provide recommendations for improving system efficiency. Free landscape water budgets are available for some sites, which compares your actual irrigation use to a site-specific budget. Visit waterfluence.com to see if your site already receives this free benefit. Sign up for a survey at watersavings.org.

Commercial and Facility Rebates

Receive up to \$100,000 for replacing or updating equipment with water efficient technology that results in measurable water reduction. This custom rebate based on the measured amount of water saved is available to qualifying facilities including commercial, industrial and institutional facilities like schools and hospitals. The rebate is at least \$4 per 100 cubic feet of water saved per year, or 100% of the project cost (excluding labor and taxes), whichever is less.

Report Water Waste

Help local residents and businesses save money and preserve our shared water supply by confidentially reporting water waste and leaks. We appreciate your detailed observations, and photos are a big help. Any specific notes like location, date and time, or frequency will help our inspectors follow up. To report water waste, you may do one of the following:

- Use our Access Valley Water app (by downloading or using the QR code)
- Email waterwise@valleywater.org
- Call (408) 630-2000



CONTACT US

For more information, contact the **Water Conservation Hotline** at **(408) 630-2554** or by email at conservation@valleywater.org. Or use our **Access Valley Water** customer request and information system at valleywater.org to find out the latest information on Valley Water projects or to submit questions, complaints or compliments directly to a Valley Water staff person.



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scvwd



valleywater



valleywater



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<https://delivr.com/2uz9z>





Santa Clara Valley Water District

File No.: 22-0510

Agenda Date: 4/25/2022

Item No.: 4.3.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

One-Year Check-In for the Online Shopping Cart (eCart) Program for Free Water-Saving Devices.

RECOMMENDATION:

Receive an update on the outcomes that have occurred during the first year of the eCart Program that supplies free water saving devices to Santa Clara County and present next steps for program development.

SUMMARY:

Launched on April 20, 2021, the Online Shopping Cart Program (eCart Program) is one of Valley Water's newest water conservation programs. Valley Water has been giving away free water-saving resources to customers and in bulk to water retailers since 2001, however, the eCart improved the process for the public's benefit. The eCart Program offers a simple, easy-to-use, one-stop-shop experience for customers to request free water saving devices and literature that helps them reduce their water consumption. The purpose of this memo is to report on lessons learned and outcomes from the first year of the eCart Program.

First conceived during the 2012-2016 drought, the eCart Program was developed to streamline distribution of water saving devices to a larger audience to achieve both short term drought and long-term water conservation savings help safeguard Santa Clara County's water supply now and in future years. Valley Water's water supply condition during this current drought has necessitated increasing the output of these resources to help Valley Water meet the water reduction targets as stipulated in Resolution 21-68 to reduce water use 15% compared to 2019. The Water Supply Master Plan sets a long-term conservation target of 99,000 acre-feet of savings per year by 2030. When used to upgrade and replace inefficient, outdated fixtures, change behaviors, and educate customers, the eCart Program will ultimately help Valley Water successfully achieve these targets. For example, the most ordered item in the eCart are the Toilet Leak Detection Tablets. Leaking toilets are estimated to lose 1,000 gallons per month. By detecting those leaks and replacing broken toilet flappers with those offered through the Program, the eCart offers critical and timely water savings. Additionally, the showerheads offered in the eCart are WaterSense certified, and the average family could save up to 2,700 gallons per year by installing these fixtures. WaterSense products have gone through rigorous, independent testing to meet the Environmental Protection Agency's specifications for water efficiency and performance, without sacrificing product quality.

The popularity and participation of the eCart Program has been unprecedented. From April 20, 2021, to December 31, 2021, there were a total of 5,474 orders, compared to the 48 total received in all of

2020 under the previous program. This represents an 11,304% increase in requests for devices. As of February 28, 2022, there have been 8,288 orders. The two biggest challenges for this program have been order fulfillment and inventory management.

Order Fulfillment

When the eCart Program launched, Valley Water had only allocated one full-time, temporary staff to manage the eCart Program. Within the first two months after launch, it became evident that Valley Water would need to allocate more staff time to the eCart Program as monthly order counts skyrocketed and the time it took to complete an order went from days to weeks. By July 2021, it was taking up to six weeks for an order to be completed. To counteract this delay, Valley Water hired additional temporary staff and began offering overtime to other Valley Water units to assist with order fulfillment. Media coverage of the program in August 2021 resulted in almost 350 orders within 24 hours, the highest daily orders received by that date, requiring additional strategies. Over the course of the next two months, Valley Water was able to allocate additional funding and expedite onboarding AdMail Inc. (AdMail) through a cooperative agreement between AdMail and the East Bay Municipal Utility District. By November, AdMail was packaging orders and fully handled order fulfillment. By December 2021, orders were taking only two days to be completed, marking the first major success for this program.

Inventory Management

The second challenge has been ensuring sufficient inventory to meet demand. In summer 2021, worldwide shipping delays meant that certain products were unavailable for months. In response, Staff established quantity limits for specific items and reprioritized ordering based on popularity, cost, and anticipated water savings. As of the date of this memorandum, inventory constraints are still an outstanding issue. A solution to this issue will be presented as a single-source agreement to the Board of Directors on March 22, 2022, to increase the amount available to purchase goods from AM Conservation. AM Conservation supplies the 6 most-ordered items in the eCart at lower prices compared to competitors. That solution would allow Valley Water to order inventory at higher quantities which would allow the eCart Program's inventory to be stocked longer, promoted consistently while increasing Staff efficiency to manage the eCart Program. Additionally, Staff is currently working on securing two new vendors to diversify the items in the inventory, which would allow for a broader suite of products to help customers save water in more ways.

Customer Engagement and Response

After 6 months of being in operation, Staff sent a survey to all eCart Program participants to ask questions that would help staff determine the next steps for program improvement. The results of this survey indicated that our initial assumptions on product installation were incorrect: close to 75% of products were installed, which is higher than Staff assumed (50% installed). Results also indicated the need to improve educational resources for customer use, such as having customers check their fixtures first before ordering items to make sure they're able to properly install the requested items. Additionally, the reviews by customers were positive. Most customers indicated that the eCart Program offers incredible assistance to individuals who want to save water but don't always have the financial ability to purchase these items themselves, and that offering multiple resources in different

languages has been instrumental in helping more people save water.

Next Steps

Other successes include continual development and improvement of the online portal to make it easier for customers to use. We now have “Out of Stock” icons that let customers know when an item is no longer available for ordering, which has drastically reduced the number of calls and emails sent to Staff. Valley Water has also added new products, updated old and out of date resources, provided new translations for multiple resources, and improved the behind-the-scenes reporting features to increase program management efficiency.

Future goals for this program include reporting on total water saved in the first year, using targeted outreach to increase participation in neighborhoods outlined as low participation by the 2021 Water Conservation Strategic Plan, including an environmental justice focus that would promote the eCart in disadvantaged communities who could benefit most from free water saving resources, incorporating the eCart Program’s application process to leverage public interest in Valley Water’s other Water Conservation Programs that can save even more water, and finalize the application process to be applied to all sector types, not just residential single- and multi-family homes. All this will be in the next phase of program management once the current inventory and shipping issues have been addressed.

ATTACHMENTS:

Attachment 1: PowerPoint

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138

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No charge for items or shipping!

Quantity restrictions apply, see item details for more info.

Aerator - Bathroom (1.0 gpm)

Residential

Conservation Tool



Size Dimensions: 1" x 1" x 1". This male-thread aerator is a screen that reduces faucet flows to a rate of 1.0 gallons per minute and is ideal for bathroom faucets. *Not WaterSense Certified

Details

Aerator - Kitchen (1.5 gpm)

Residential

Conservation Tool



Size Dimensions: 1" x 1" x 1". This male-thread aerator is a screen that reduces faucet flows to a rate of 1.5 gallons per minute and is ideal for kitchen faucets. *Not WaterSense Certified

Details

Garden Hose Nozzle

All

Conservation Tool



This durable garden hose nozzle features seven different spray settings. Using a positive shut-off nozzle like this in your garden is required and uses only 2.5 gallons per minute. In comparison, an open garden hose can use up to 10 times that amount!

Details

Irrigation Screwdriver

All

Conservation Tool



This handy flathead screwdriver will help with simple adjustments to fixed sprinkler heads and other select irrigation equipment. Tip is 1/8", magnetized, and protected with a vinyl safety tip. Use with caution. While the sprinkler system is running, insert the flat-bladed screwdriver to turn the center screw on top of a sprinkler head. Turn clockwise to reduce the spray distance. Turn counterclockwise to increase the spray distance if necessary. The distance changes are usually limited up to 25% of the existing range. Great for use to reduce sprinkler unnecessary overspray onto hard surfaces. If you are unsure of the intricacies of your irrigation system or require more details to properly make adjustments, please consult with a professional.

Details

Leak Detection Tablets for toilets

All

Conservation Tool



These blue dye tablets come two per pack, with directions on the pack. Place one tablet in the tank above your toilet. And if any blue dye leaks into your bowl, your flapper is leaking!

Details

Moisture Meter

All

Conservation Tool



Moisture meters are valuable tools to check on the moisture level in your garden and prevent over-watering.

Details

Shower Bucket

All

Conservation Tool



Dimension: 10" d x 8" h. Most of the water used indoors goes down the drain in the shower or is flushed down the toilet. Use this free collapsible bucket to capture water as your shower warms. This water can be used to flush your toilet, water your plants, or wash your dishes! Remember, water is heavy, so lift with your legs!

Details

Shower Timer

All

Conservation Tool



Size Dimension: 3.5" x 3.5". This 5-minute sand-timer has a suction cup on the back to use in the shower. The design changed on October 15th, so the new timers will look like the stop sign.

Details

Online Shopping Cart 1-Year Program Update

Presented by: Alexander Johanson, Water Conservation Specialist I

eCart Program Goals

- Free resources to save water
- “One-stop-shop”
- Fast delivery

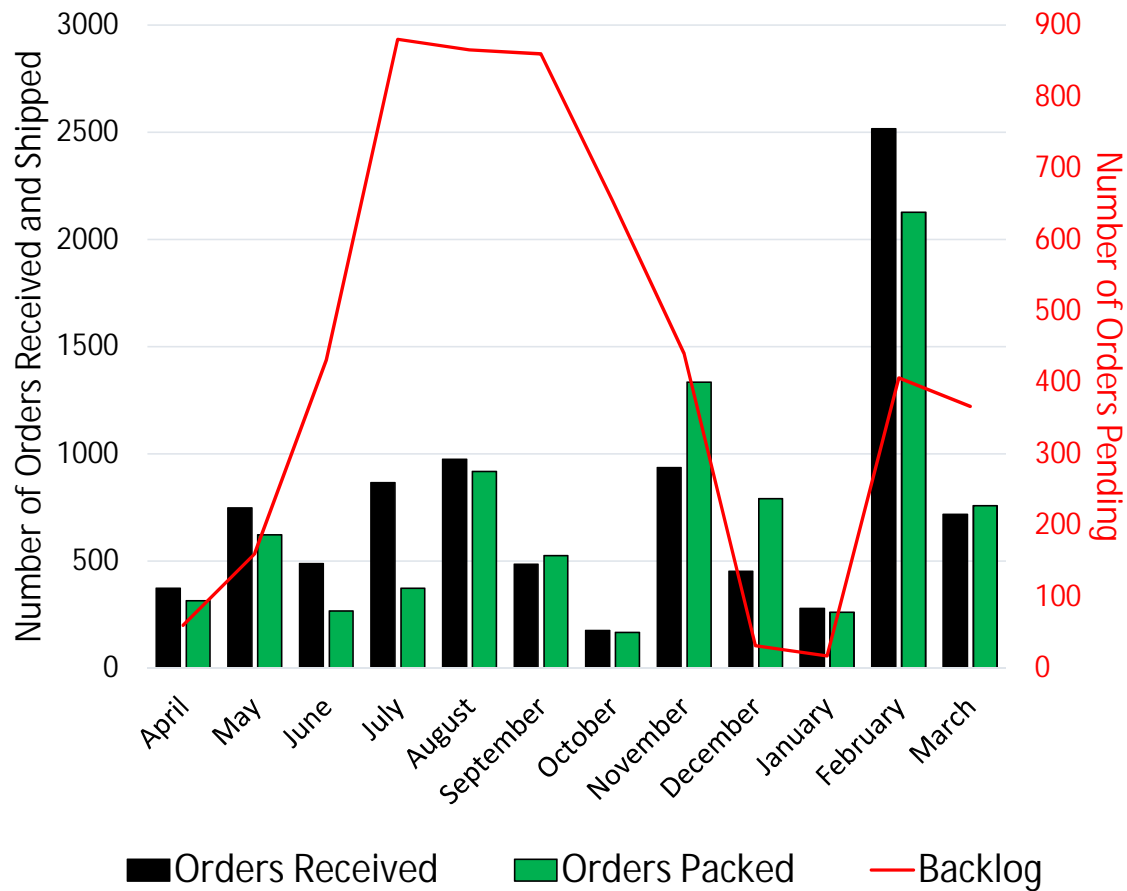


Successes

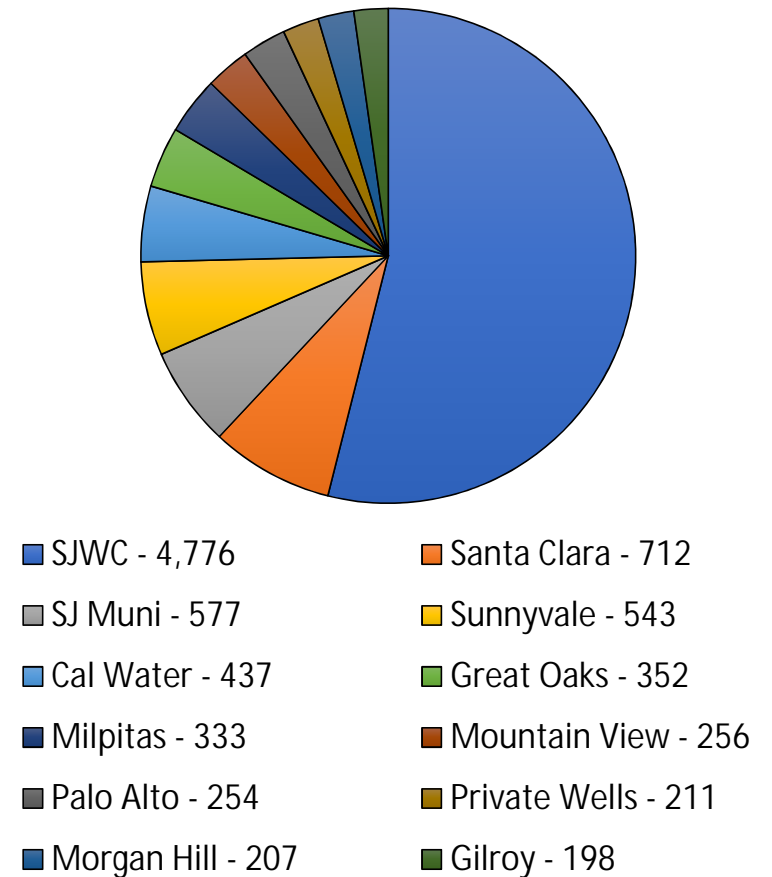
- Mailed over 8,000 orders
- Secured additional funding
- Eliminated Summer '21 backlog
- Continual Program Improvement



Orders Received vs Shipped



Orders By Water Retailer



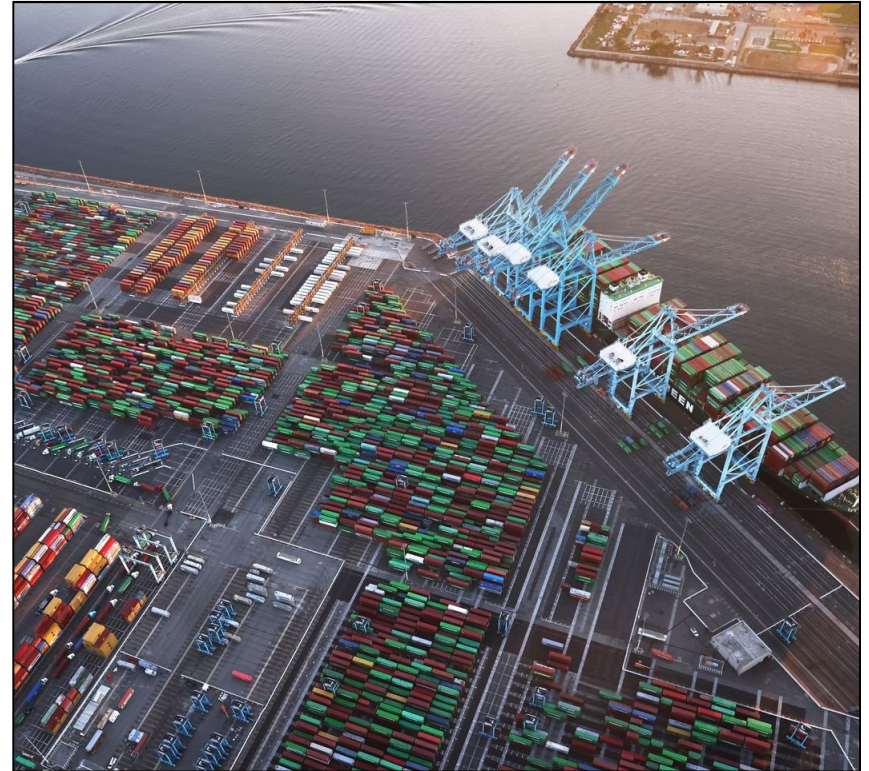
Top Products

- Leak Detection Tablets – 9,238
- Garden Hose Nozzles – 7,012
- Bathroom Aerators – 6,178
- Moisture Meter – 5,006
- Chrome Showerhead – 3,801



Incoming Challenges

1. Sustained high participation
2. Shipping Industry delays and costs
3. Inventory restocking



Program Updates: In Development

1. Update Portal and Landing Page
2. Connect database with other Conservation programs
3. Filter products by need



New Landing Page: In Development



Water Conservation **Shopping Cart**

Valley Water offers free water conservation devices to all eligible properties in the County of Santa Clara.

Due to the ongoing drought and increased demand, not all items might be in stock, so order today!

Ready to get started? Tell us about your property below and we will recommend the best devices to help you conserve water.



Residential



Commercial



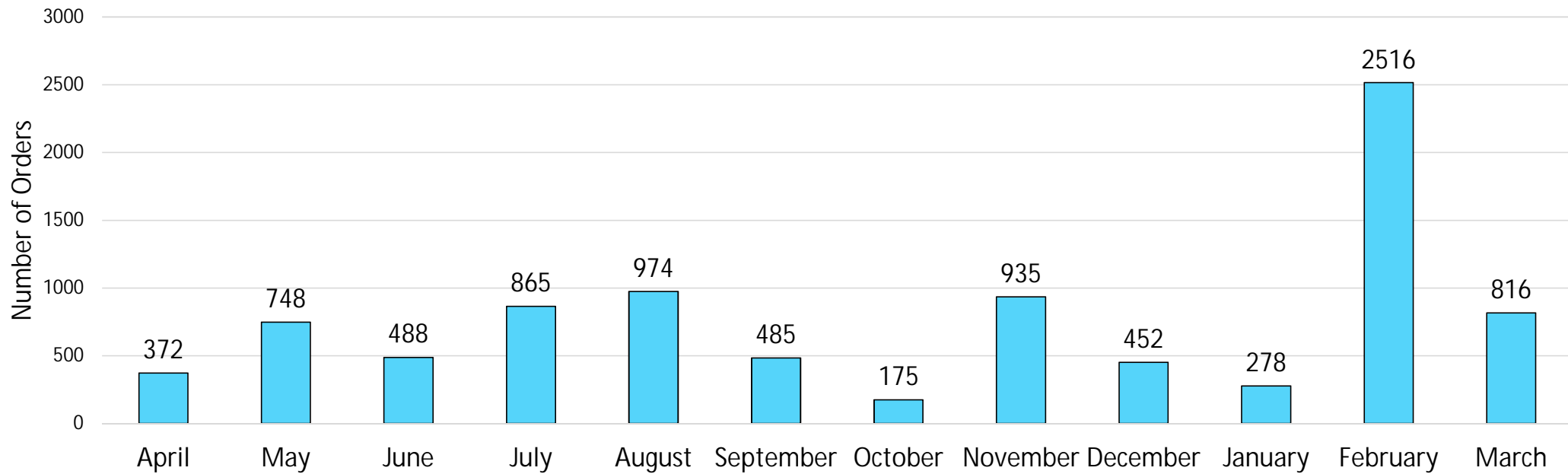
Multi-Family

Future Goals

- Target demographics
- Cross pollinate programs
- Finalize agreement with AM Conservation
- Expand product selection



Orders Since Launch: 9,104



The eCart has been hugely successful!

"Thank you for providing water saving devices. I can use all the help I can get to conserve water in this time of water shortage/drought conditions. These devices are a big help. Thank you again." – SJWC Customer



QUESTIONS



Estimated Water Savings: 159 AF

- Chrome Showerheads (3,866): 64
- White Showerheads (1,900): 31
- Bathroom Aerators (6,174): 29
- Kitchen Aerators (2,598): 11
- Toilet Flappers (2,597): 21



Santa Clara Valley Water District

File No.: 22-0511

Agenda Date: 4/25/2022

Item No.: 4.4.

COMMITTEE AGENDA MEMORANDUM **Water Conservation and Demand Management Committee**

SUBJECT:

Youth Commission Drought Awareness and Conservation Toolkit.

RECOMMENDATION:

Receive information on the Valley Water Youth Commission's Drought Awareness and Conservation Toolkit.

SUMMARY:

During the Youth Commission Meeting on November 17, 2021, Director Nai Hsueh suggested that the Youth Commission consider incorporating a drought and conservation component to their workplan. The Youth Citizen Science Network (YCSN) working group decided to develop a toolkit to engage their peers and bring attention to the severity of the drought conditions in Santa Clara County. The commissioners wanted to come up with engaging ways to bring attention to the issue and also get their peers to take action as climate change and severe drought conditions will have lasting impacts into the future.

Social Media Campaign

Since many young people use social media, the YCSN decided that would be a great platform to get the message out. They put a call out to all their fellow commissioners to share photos and tips on how they each do their part to save water. The photos and water savings tips were then collected and turned into social media posts with the hashtag #droughtproof. These posts are currently being shared on Valley Water's Instagram page and the public are encouraged to tag their friends and share their own water savings tips.

Drought Awareness Stickers

The YCSN also developed a series of drought awareness stickers to distribute to the public. Those who engage in the social media campaign are sent these stickers. Stickers will also be made available on the Online Shopping Cart (eCart) for members of the public to order. The stickers will also be distributed through various outreach and engagement programs.

Other Resources

In addition to the ongoing social media campaign and the drought awareness stickers, the YCSN will

be looking to create animated videos to continue to spread the word on the drought conditions and ways that young people can do their part to save water. All of the resources developed by the YCSN will be made available on the Youth Commission's webpage and commissioners will continue to promote this resource to their peers.

ATTACHMENTS:

Attachment 1: Youth Commission Drought Awareness Campaign PPT

UNCLASSIFIED MANAGER:

Marta Lugo, 408-630-2237

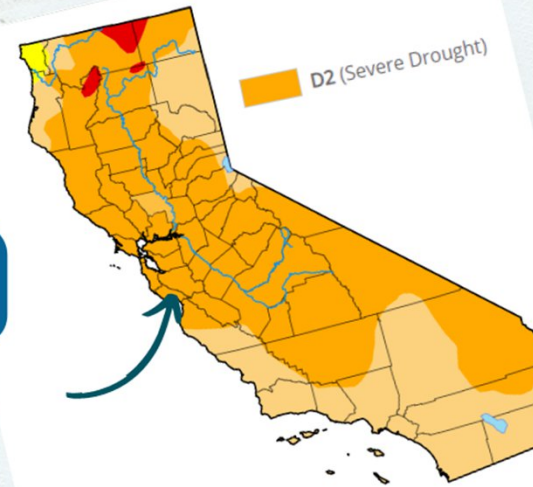
Drought Awareness Social Media Campaign

Featuring Valley Water's Youth Commissioners

Janet Hedley

Public Information Representative III [Acting]
Education Outreach
jhedley@valleywater.org

**SANTA CLARA
COUNTY IS
EXPERIENCING
SEVERE
DROUGHT.**



**YOU CAN MAKE A
DIFFERENCE BY
CONSERVING
WATER EVERY DAY!**



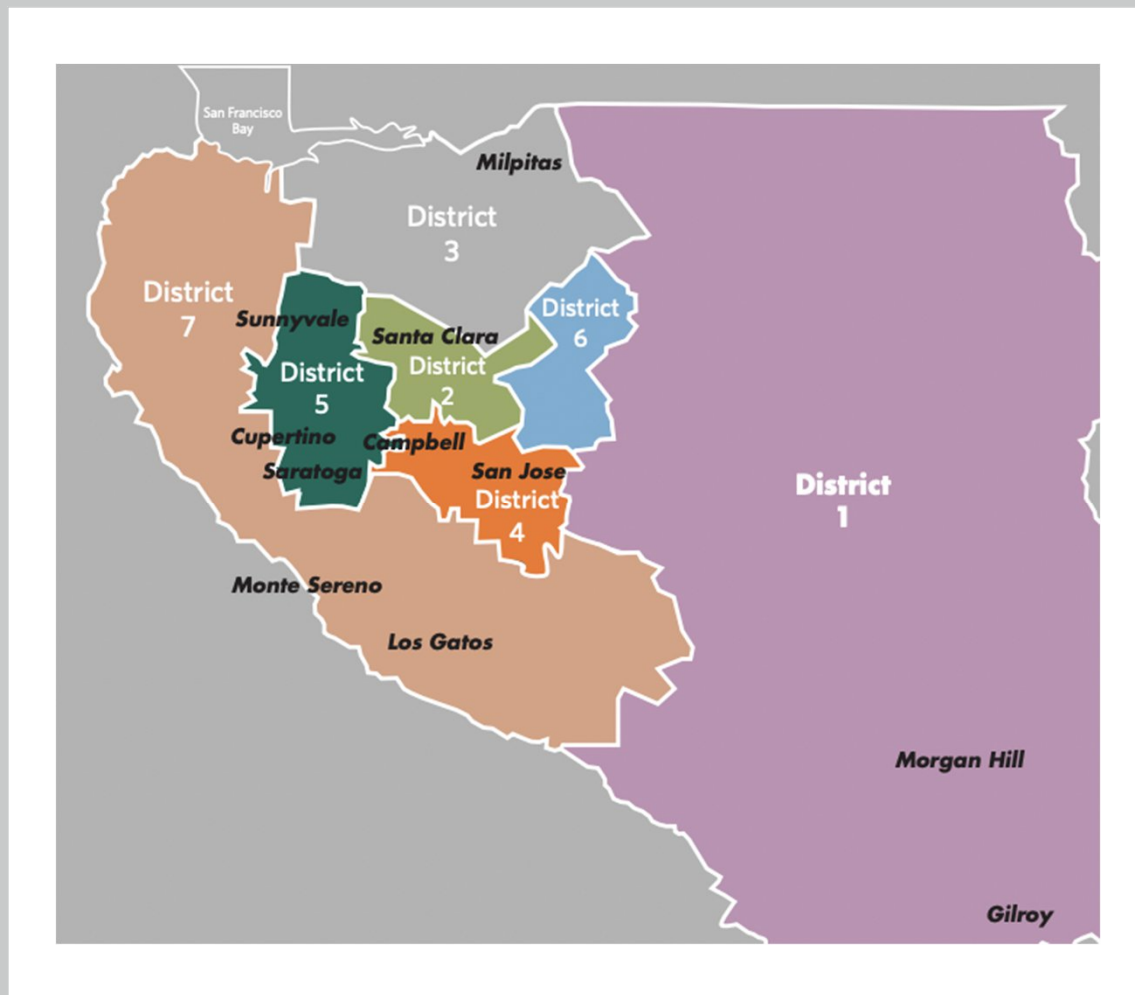


Valley Water Youth Commission

An official board advisory committee that assists the board with public policy, education, outreach, and all matters impacting Santa Clara County youth!

An Overview

- The Youth Commission is composed of **21 high school students** throughout Santa Clara County
- Each commissioner is appointed by their respective Board Member (with three from each district).
- The commission meets **quarterly**.
- Each commissioner **serves a 2-year term**.



Working Groups

Our working groups allow commissioners to take an active role by exploring various projects to get youth involved in water related issues.



PUBLIC ARTS

Collaborates with community stewards and local artists to beautify our infrastructure.



CREEK STEWARDSHIP

Plays an essential role in helping the community take action and responsibility for our local creeks.



YOUTH CITIZEN SCIENCE NETWORK

Promotes water-related science projects to high school students throughout Santa Clara County.



OUTREACH & COMMUNICATIONS

Shares news and information on all Youth Commission projects and activities.



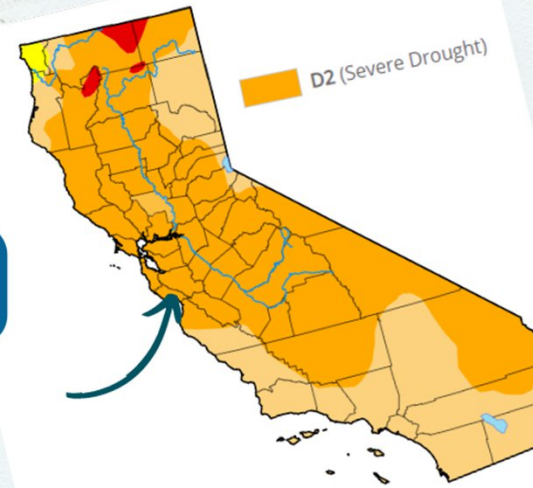
JOB SHADOW & MENTORSHIP

Coordinates Job Shadow Day to promote careers in the water industry and public service.

Drought Awareness Social Media Campaign

Featuring Valley Water's
Youth Commissioners

**SANTA CLARA
COUNTY IS
EXPERIENCING
SEVERE
DROUGHT.**



**YOU CAN MAKE A
DIFFERENCE BY
CONSERVING
WATER EVERY DAY!**

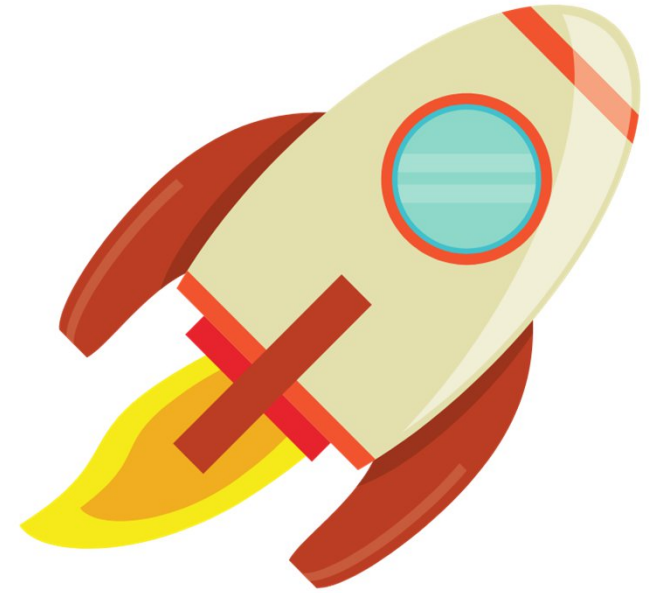


Launching the
Youth Commission's

DROUGHT AWARENESS

Social Media Campaign

Launched 02 | 24 | 22



SPONSORED BY VALLEY WATER YOUTH COMMISSION

VIRTUAL JOB SHADOW DAY

High school students are invited to discover the wonderful world of water careers from the safety and comfort of their homes!





VALLEY WATER YOUTH COMMISSIONER RANVEER WASHES FULL LOADS OF LAUNDRY TO SAVE WATER!

HOW WILL YOU SAVE?

#DROUGHTPROOF

Valley Water

A photo of Ranveer, a young man, loading a large load of laundry into a front-loading washing machine.

VALLEY WATER YOUTH COMMISSIONER ANIKA WASHES FULL LOADS IN THE DISHWASHER TO SAVE WATER!

HOW WILL YOU SAVE?

#DROUGHTPROOF

Valley Water

A photo of Anika, a young woman, loading a full rack of dishes into a dishwasher.

VALLEY WATER YOUTH COMMISSIONER ODED PLANTED A DROUGHT-TOLERANT YARD TO SAVE WATER!

HOW WILL YOU SAVE?

#DROUGHTPROOF

Valley Water

A photo of Oded, a young man, kneeling in a garden and planting a small plant in the soil.

VALLEY WATER YOUTH COMMISSIONER JONATHAN TAKES FIVE-MINUTE SHOWERS TO SAVE WATER!

HOW WILL YOU SAVE?

#DROUGHTPROOF

Valley Water

A photo of Jonathan, a young man, holding a small black digital timer that displays '05:00'.

ON INSTAGRAM EVERY THURSDAY

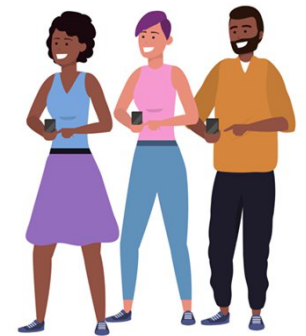


THE ASK

1. Follow **@SCVWD** on Instagram



2. Tag **two** friends in the comment section AND comment how you save water to receive Valley Water's **conservation stickers**.



THE DATA

304

Engagements



71

Comments

VIDEO RESOURCES



Carla the Conscious Conservationist



Sam Saves Water



Conservation Pledge

DROUGHT AWARENESS CAMPAIGN TOOLKIT

Youth Commission



The Valley Water Youth Commission is made up of 21 high school students throughout Santa Clara County, each appointed by one of the seven board members. It is an official board advisory committee that assists the board with public policy, education, outreach, and all matters impacting Santa Clara County youth. The Youth Commission meets quarterly and each commissioner serves a 2-year term.

Interested in learning more? Submit your interest form to stay connected and learn more about upcoming opportunities!

- [Youth Commission Interest Form](#)

Applications will open in May 2022.

Join the Drought Awareness Campaign

Have you heard that Santa Clara County is experiencing severe drought?

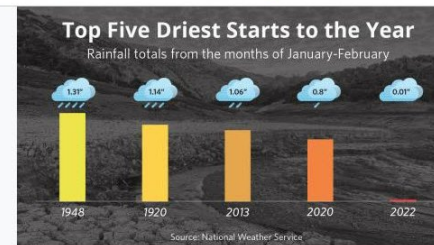
Join the Drought Awareness Campaign

Have you heard that Santa Clara County is experiencing severe drought?

On June 9, 2021, Valley Water's Board of Directors declared a water shortage emergency condition in Santa Clara County due to the extreme drought. The Board of Directors also called for a mandatory 15% reduction in water use compared to 2019.

The Valley Water Youth Commission invites you to join our Drought Awareness Campaign to engage your community in saving water every day. We've put together a **Drought Awareness Campaign Toolkit** that contains different resources for you to use. Together we can raise awareness about the drought and protect our precious water resources.

Step 1 - Learn about the drought



Locally, a meager .01 inches of rain fell in San José during January and February, the driest first two months of the year on record. San Jose averages about 5.25 inches of rain combined during these months.

Visit our [Drought Information Page](#) for the latest drought news, water-saving tips, and links to important resources in Santa Clara County.

For current drought conditions in the Western United States, [click here](#).

+ Step 2 - Drought Awareness Campaign Toolkit Guide

+ Step 3 - Drought Awareness Campaign Resources

+ Other Water Saving Resources



Water Conservation PLEDGE



Valley Water

valleywater.org
(408) 265-2600

*I pledge to save
some water every day.*

*I pledge to save water,
to treat it with care,
never to waste it,
I wouldn't dare!
I will not pollute it.*

*I won't hesitate
to tell other people
saving water is great!
I pledge to conserve
every drop that I can
every day of the week.
That is my plan!*

*I pledge to save
some water every day.*



For tips and resources to help you save water, visit watersavings.org.

Thank
you!

Janet Hedley

Public Information Representative III [Acting]
Education Outreach
jhedley@valleywater.org



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Santa Clara Valley Water District

File No.: 22-0512

Agenda Date: 4/25/2022

Item No.: 4.5.

COMMITTEE AGENDA MEMORANDUM **Water Conservation and Demand Management Committee**

SUBJECT:

Discuss Proposed Zones of Controlled Drinking Water Well Construction for the Purified Water Project.

RECOMMENDATION:

Receive information on the public meeting and discuss next steps to establish a primary zone and secondary zone of controlled drinking water well construction for Santa Clara Valley Water District's purified water project at the Los Gatos Recharge System.

SUMMARY:

To increase water supply reliability and help avoid groundwater depletion, Santa Clara Valley Water District (Valley Water) plans to use highly treated recycled water (purified water) for groundwater replenishment at the existing Los Gatos Recharge System in Campbell. To meet state regulatory requirements, Valley Water will need to establish zones of controlled drinking water well construction (well control zones) near the recharge ponds where purified water will be spread for percolation into the aquifer. Within the primary well control zone, the construction of new drinking water wells must be prohibited as one of many project safeguards. Valley Water must also establish a secondary zone of potential controlled drinking water well construction.

Information on the well control zones and the process to regulate groundwater extraction under the Sustainable Groundwater Management Act (Resolution 18-04) was provided at the Water Conservation and Demand Management Committee meeting on November 22, 2021. This Committee update summarizes the March 10, 2022 public meeting on the well control zones and outlines the next steps in the process to establish the zones.

Zone of Controlled Drinking Water Well Construction Public Meeting

A virtual public meeting was held on March 10, 2022. Letters were sent to approximately 1,000 property owners who would be included in the zones (Attachment 1). The letters provided information on the need for the well control zones and meeting details. The public meeting began with an introduction to the purified water project followed by a discussion of the zones, including how they may affect property owners. The meeting concluded with time for anyone to ask questions or provide

feedback. The presentation for the meeting is included as Attachment 2 and a recording of the meeting is posted to the Valley Water website at <https://www.valleywater.org/project-updates/purified-water-project-ensuring-reliable-groundwater-supply>.

The meeting was attended by four members of the public. There was no public feedback or questions on the purified water project or the well control zones during the meeting.

Well Control Zones Ordinance

As discussed at the November Committee meeting, an ordinance is needed to establish the well control zones for compliance with state regulations. Staff is preparing a draft ordinance under the following conceptual framework:

- Minimize the area impacted: The area to be included within the zones will be no larger than the minimum area necessary to meet regulatory requirements.
- Limit restrictions to drinking water wells: The regulatory requirements are specific to drinking water wells.

Next Steps

Implementation of the well control zones will require several steps, including Committee discussion and Board approval. The proposed timeline for implementation is below.

- June 2022: Bring draft ordinance to Committee for review
- Finalize draft ordinance, incorporating feedback from the Committee
- Fall 2022: Board public hearing on ordinance
- By early 2023: Implement ordinance as directed by the Board

ATTACHMENTS:

Attachment 1: Public Meeting Notice

Attachment 2: March 10, 2022, Public Meeting Presentation

Attachment 3: PowerPoint Presentation

UNCLASSIFIED MANAGER:

Gregory Williams, 408-630-2867

February 24, 2022

Subject: Purified Water Project and Limitations on Well Construction in Your Area
Virtual Public Meeting: March 10, 2022, 6 p.m.

Dear Property Owner:

As Santa Clara County's primary water resources agency, Valley Water is dedicated to ensuring a safe, clean and reliable water supply, in addition to continued groundwater sustainability through investments in its infrastructure. While groundwater is our largest water resource, local rainwater is not enough to replenish the groundwater used by the community to sustain the Silicon Valley economy and quality of life.

To increase local water supply reliability, Valley Water plans to use purified recycled water for groundwater replenishment at existing percolation ponds in Campbell. Up to 10 million gallons of water a day will be delivered to these ponds from a water purification facility that uses multiple treatment steps including microfiltration, reverse osmosis, and ultraviolet light disinfection. Purified water is a drought-resilient, locally controlled supply that will supplement local and imported surface water currently used at the percolation ponds in Campbell.

In order to use purified water to replenish local groundwater, Valley Water is required to limit well construction by establishing:

- a primary zone of controlled drinking water well construction, where no drinking water wells can be drilled, and
- a secondary zone, where more study or potential mitigation may be needed before drilling new drinking water wells.

The areas where Valley Water proposes to limit well construction to meet California requirements for the purified water project are shown on the back of this letter. Since San Jose Water Company provides water service in your area, we do not expect this limitation to directly impact you or your property. If you have an existing water supply well, please contact us so we can discuss how these requirements may affect you. We also invite you to learn more about the project, to ask questions, and provide feedback at a virtual public meeting to be held on:

March 10, 2022, from 6 p.m. to 7 p.m.

Public Meeting Link: <https://valleywater.zoom.us/j/83670007245>

ID: 836 7000 7245

or Dial in: 1-669-900-9128

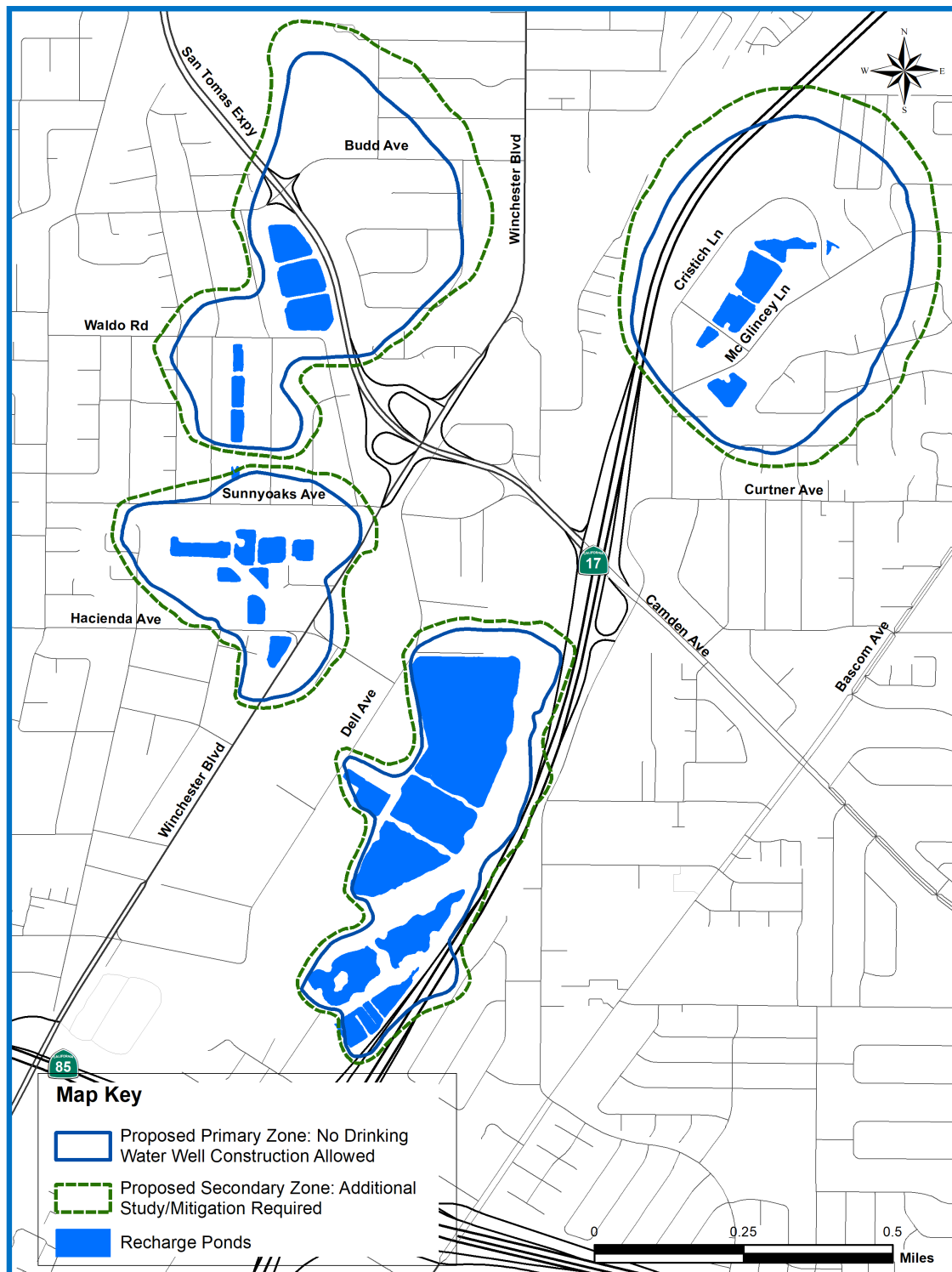
Please feel free to contact me at GCook@valleywater.org or (408) 630-2964 if you have any questions. For more information about the purified water project, visit valleywater.org/purifiedwaterproject.

Sincerely,

George Cook, P.G.
Senior Water Resources Specialist



Areas Where Well Construction will be Limited to Meet State Requirements





Purified Water Project Well Control Zones

Public Meeting

March 10, 2022



Zoom Webinar Instructions

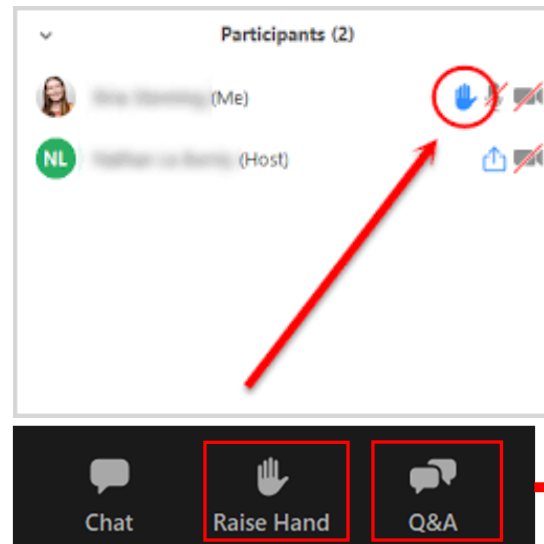
Join Computer Audio



If internet unstable, use Phone Audio

- Check your letter for call-in number and meeting ID: 836 7000 7245
- Dial call-in number: **+16699009128**
- Enter webinar ID then #.

Ask a Question



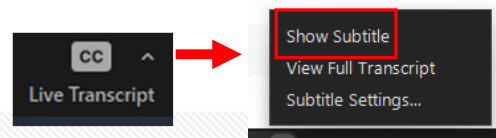
*After we enable your mic,
you have to unmute yourself before
you verbally ask your question.*

*If only on phone:
Press *9 to raise your hand if
Press *6 to mute/unmute yourself.*

Question and Answer

Welcome
Feel free to ask the host and panelists questions

Enable Closed Captions/ Live Transcript



Type your question here...

Agenda

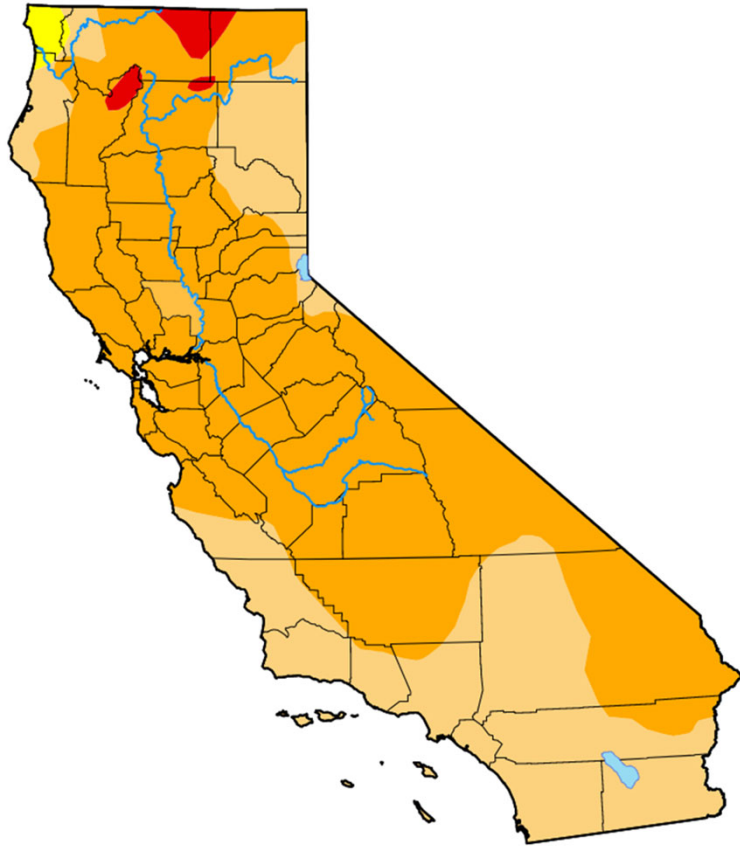
1. Welcome
2. Project Overview
3. Well Control Zones
4. Next Steps
5. Public Comment, Q & A





2. Purified Water Project Overview

Droughts and Climate Change Risks: Urgency for Addressing Water Supply Reliability



U.S. Drought Monitor

Santa Clara County Groundwater-at-a-Glance

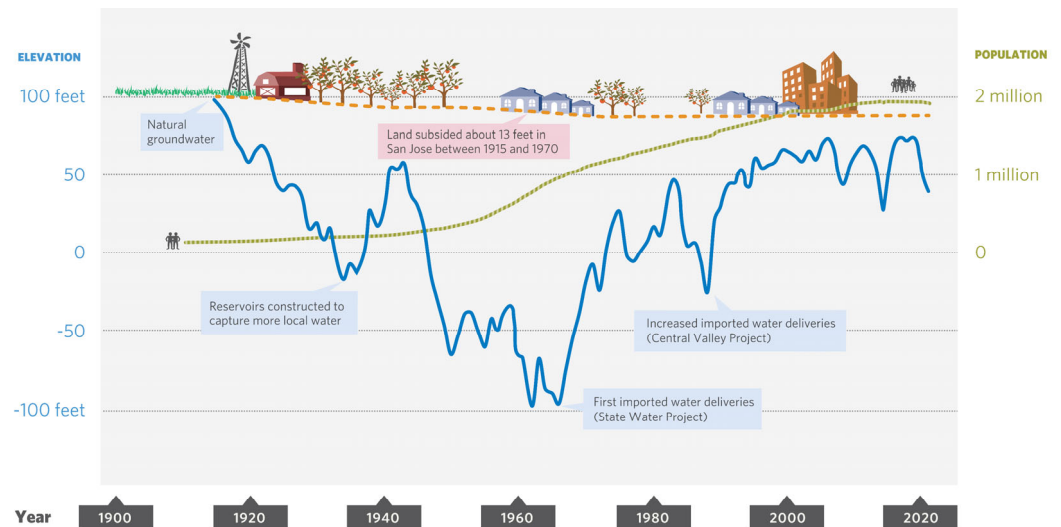
A representation of our groundwater supply throughout the years compared with the local population growth. This visual is not intended as a technical exhibit.



Land Surface Elevation

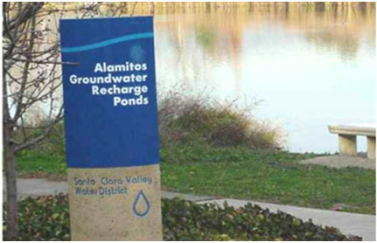
Groundwater Elevation

Population



Last updated January 19, 2022

A Diversified Water Resource Portfolio



Local Water (30%)

- Groundwater
- Reservoirs



Imported Water (50%)

- Delta conveyed
- Hetch Hetchy



Recycled Water (5%)

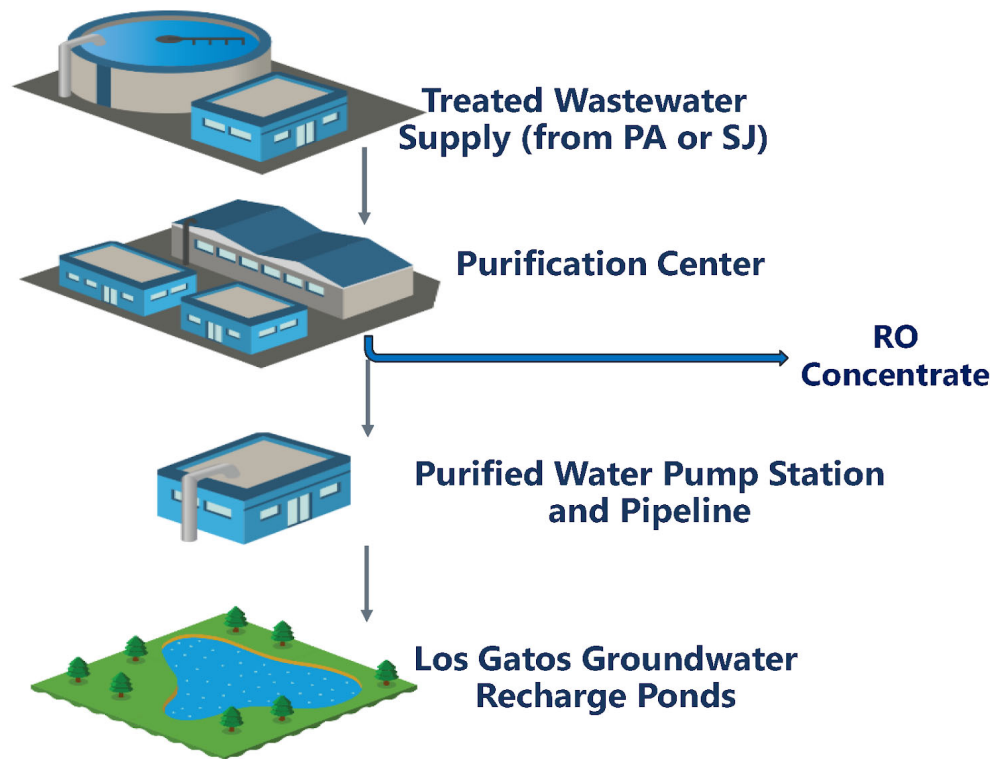
- Wastewater Treatment
- Advanced Purification



Conservation (15%)

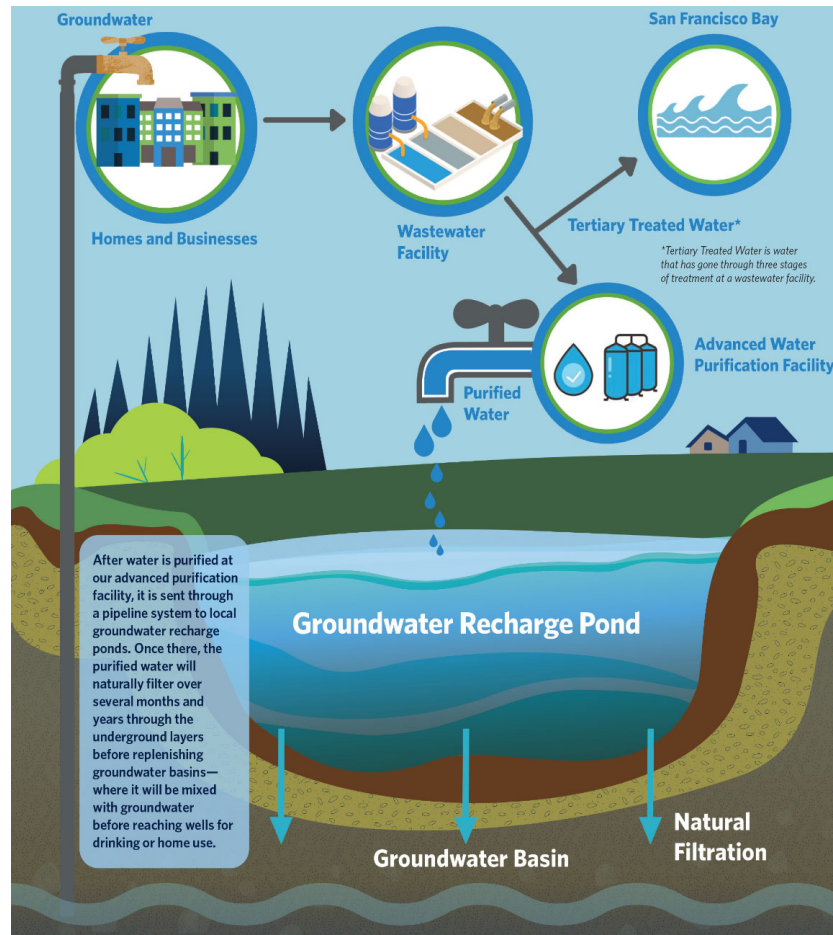
- Residential
- Commercial, Agriculture

The Purified Water Project



12

Purified water will be highly treated



#1 MICROFILTRATION



#2 REVERSE OSMOSIS



**#3 UV LIGHT DISINFECTION
AND ADVANCED OXIDATION**

About 20 miles
of pipeline will
deliver water to
the recharge
ponds



A drought-resilient supply for the Los Gatos Recharge System

Sunnyoaks Ponds

Budd Avenue Ponds

McGlinchy Ponds

Page Pond Set

Page Ditch Discharge

Camden Ponds

Oka Ponds

Kirk Ditch Discharge



Expected Schedule

2022: Key Project Milestones

- Environmental documentation
- Public-Private Partnership agreement
- Well control zones

2023 through 2027: Project Delivery

- Design and construction

2028 and Beyond: Project Operations

- Produce and deliver purified water for groundwater recharge

For more information

Take a virtual tour of the Silicon Valley Advanced Water Purification Center:

- purewater4u.org

Purified Water Project:

- valleywater.org/purifiedwaterproject
- beheard.valleywater.org/purifiedwaterproject



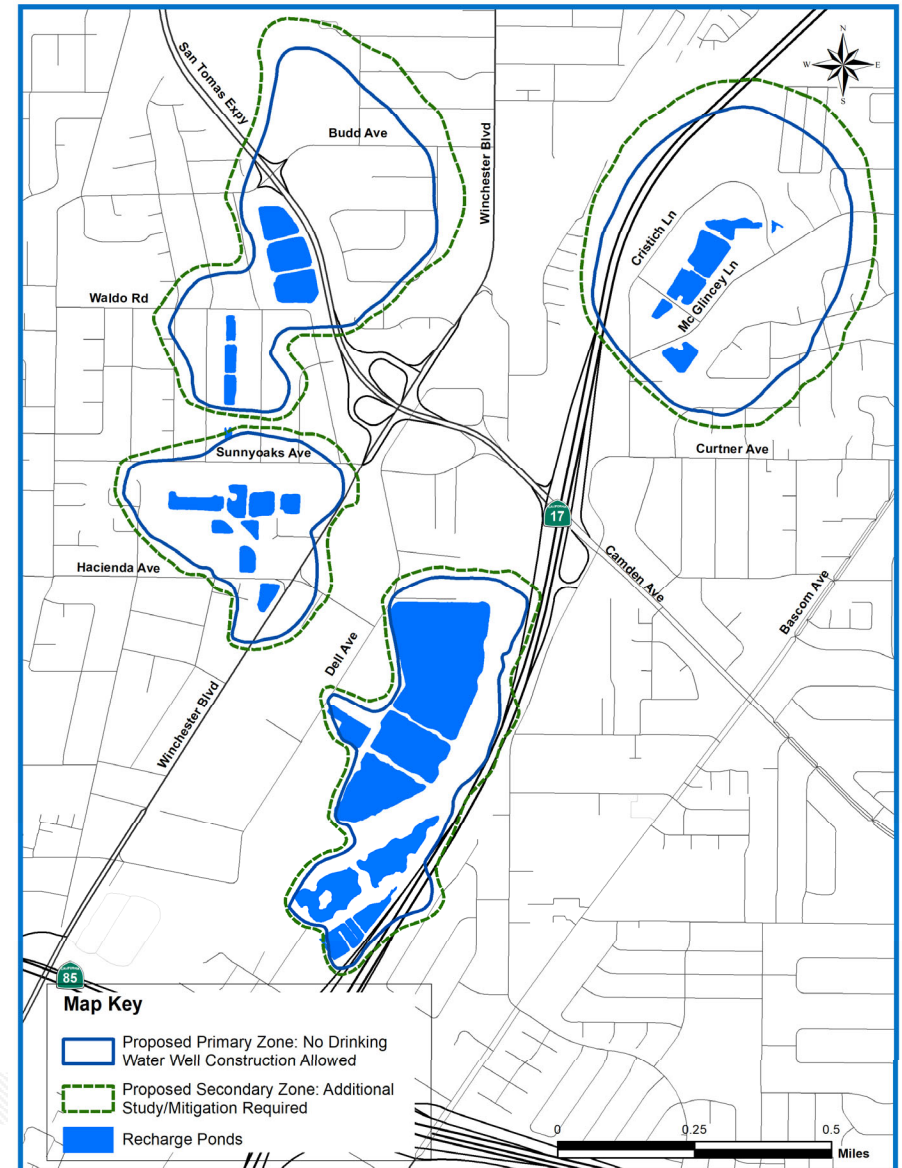


3. Well Control Zones

Well Control Zones

- Provide time to protect public health in the unlikely event of a release of lower quality water
- Two zones are required by state regulations, size is project specific:
 - Primary zone – drinking water well construction not allowed
 - Secondary zone – additional study or mitigation required

Proposed Primary and Secondary Well Control Zones



What This Requirement Means for Property Owners

Properties in the primary or secondary well control zones	How you may be affected
If you do not have a drinking water well on your property	No impact
If you have an existing well on your property	If the well is used for drinking water, we would need to work with you to decommission the well
If you wanted to construct a drinking water well	No drinking water wells would be allowed in the primary zone. Additional study would be needed in the secondary zone.

Note: All properties within the area receive water from San Jose Water Company



4. Next Steps

Next Steps

- Get your feedback
- Develop well control ordinance for this area to comply with state regulations
- Present public input and draft ordinance to the Valley Water Board of Directors (Spring/Summer 2022)
- Implement well control zones (expected by the end of 2022)
- George Cook: gcook@valleywater.org, 408-630-2964





5. Public Comment, Q&A

Questions?





Zone of Controlled Drinking Water Well Construction for the Purified Water Project.

Presented by: George Cook, Groundwater Management Unit
Water Conservation and Demand Management Committee April 25, 2022



Background

November 2021 Committee item provided information on:

- State regulations requiring control of drinking water wells for purified water projects
- Proposed well control zones
- Process Valley Water must follow prior to regulating pumping per Board Resolution 18-04

Process for Limiting Well Construction

Resolution 18-04 Step	Status/Applicability to Valley Water's Purified Water Project
1: Normal Operations	Not applicable.
2: Issue Identified	Limitations on well construction are required by state regulation near indirect potable reuse projects.
3: Preliminary Assessment	There is no viable mitigation or alternative option to meet this state requirement if Valley Water implements the purified water project.
4: Initial Stakeholder Consultation	Consultation with the Division of Drinking Water, San Jose Water Company, and outreach to well and property owners in the proposed well control zones.

March 10, 2022 Public Meeting

- Notification sent to about 1,000 property owners
- Meeting Agenda:
 - Purified Water Project overview
 - Well control zone information
 - Question and answer session
- 4 members of the public attended, no questions/comments on zones



Process for Limiting Well Construction (cont.)

Resolution 18-04 Step	Status/Applicability to Valley Water's Purified Water Project
5: Action Plan	Required future actions will include a public hearing on a proposed ordinance to limit drinking water well construction near the recharge areas for the purified water project.
6: Voluntary Action	Not applicable.
7. Potential Well/Pumping Regulation	To meet the state regulatory requirement, the Board will need to adopt an ordinance limiting drinking water well construction near the recharge areas for the purified water project.
8. Implementation, Monitoring, and Reporting	Valley Water's Well Ordinance Program will limit drinking water well construction near the recharge areas for the purified water project in accordance with the ordinance ultimately adopted by the Board.

Proposed Next Steps

- Draft Well Control Zone Ordinance
 - Minimize the area impacted
 - Limit restrictions to drinking water wells
- Committee review of draft ordinance (June 2022)
- Board public hearing (Fall 2022)
- Implement well control zones by early 2023

Questions?



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Santa Clara Valley Water District

File No.: 22-0513

Agenda Date: 4/25/2022

Item No.: 4.6.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Standing Items Report.

RECOMMENDATION:

- A. This agenda item allows the Committee to receive verbal or written updates and discuss the below subjects. These items are generally informational; however, the Committee may request additional information from staff:
- B. This is informational only and no action is required.
Staff may provide a verbal update at the 4/25/2022, meeting if there is reportable/updated information.
 - 1. Sustainable Groundwater Management Act (SGMA)
 - 2. Flood MAR
 - 3. Agricultural Water Use Baseline Study

SUMMARY:

Standing Items will allow regular reports from staff on subjects that may be of interest to the committee members.

ATTACHMENTS:

None.

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

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Santa Clara Valley Water District

File No.: 22-0515

Agenda Date: 4/25/2022

Item No.: 4.7.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda.

RECOMMENDATION:

Review the Committee work plan to guide the committee's discussions regarding policy alternatives and implications for Board deliberation.

SUMMARY:

The attached Work Plan outlines the approved topics for discussion to be able to prepare policy alternatives and implications for Board deliberation. The work plan is agendaized at each meeting as accomplishments are updated and to review additional work plan assignments by the Board.

BACKGROUND:

Governance Process Policy-8:

The District Act provides for the creation of advisory boards, committees, or commissions by resolution to serve at the pleasure of the Board.

Accordingly, the Board has established Advisory Committees, which bring respective expertise and community interest, to advise the Board, when requested, in a capacity as defined: prepare Board policy alternatives and provide comment on activities in the implementation of the District's mission for Board consideration. In keeping with the Board's broader focus, Advisory Committees will not direct the implementation of District programs and projects, other than to receive information and provide comment.

Further, in accordance with Governance Process Policy-3, when requested by the Board, the Advisory Committees may help the Board produce the link between the District and the public through information sharing to the communities they represent.

ATTACHMENTS:

Attachment 1: WCaDMC Work Plan

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

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Water Conservation and Demand Management Committee Work Plan 2022

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Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				days maximum limit that includes ornamental landscaping and lawns. <i>The Board approved this recommendation at the April 12, 2022, meeting.</i>
2	Recommend policies towards water conservation goal: <ul style="list-style-type: none"> • Water Conservation Strategic Plan • Making Water Conservation a Way of Life • Review the current 15% call for water use reduction compared to 2019 water use • New programs • SCW funding 	TBD	Discussion/Action Items	
Water Supply Master Plan Strategy 2: Increase Water Conservation and Stormwater Capture				

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
Goal: Increase water conservation to 109,000 AF/year and increase stormwater capture to 1,000 AF/year by 2040.				
3	Monitor progress in achieving the long-term water conservation and stormwater capture goal: <ul style="list-style-type: none"> Investments in no-regrets package/stormwater resource plan implementation Ag Water Use Baseline study Collaboration with UC Water on Flood Managed Aquifer Recharge (Flood MAR) 	January 2022 January 2022	Discussion/Action Items	Accomplished January 24, 2022: The Committee received presentations on the Agricultural Water Use Baseline Study and on the Flood MAR and took no action. Accomplished March 21, 2022: The Committee received presentations on the Agricultural Water Use Baseline Study and on the Flood MAR and took no action.
4	Recommend policies towards achieving long-term water conservation goal <ul style="list-style-type: none"> Collaboration on ordinances 	2022	Discussion/Action Items	
Water Supply Master Plan Strategy 3: Optimize the Use of existing supplies and infrastructure				
5	South County Recharge	TBD	Discussion/Action Items	

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
6	Sustainable Groundwater Management Plan (SGMA) <ul style="list-style-type: none"> • Updates on our 2021 Groundwater Management Plan • New Groundwater Sustainability Plan (GSP) for North San Benito Subbasin 	Monthly	Discussion/Action Items	<p>Accomplished January 24, 2022: The Committee received a verbal update on the Groundwater Sustainability Plans and took no action.</p> <p>Accomplished March 21, 2022: The Committee received a verbal update on the Groundwater Sustainability Plans and took no action.</p>
Future Demand Projections				
7	Monitor progress and recommend policies <ul style="list-style-type: none"> • Urban Water Management Plan • CCAP water supply portion • Water Shortage Contingency Plan update (Drought Response Plan update) 	February 2022 March 2022	Discussion/Action Items	<p>Accomplished February 23, 2022: The Committee received a presentation on the Drought Response Plan and took no action.</p> <p>Accomplished March 21, 2022: The Committee received a presentation on the Drought Response Plan – Benchmark Study and took no action.</p>
Work Plan Updates				
8	Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda.	Monthly	Discussion/Action Items	<p>Accomplished January 24, 2022: The Committee reviewed and discussed the Water Conservation and</p>

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p>Demand Management Committee Work Plan and took no action.</p> <p>Accomplished February 23, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p>Accomplished March 21, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p>
Additional Items:				
9	Outreach messaging for water-wise concerns.			
10	<p>Find opportunities to ensure new development have improved water wise features</p> <ul style="list-style-type: none"> Proactively engage to ensure new development have improved water wise features and review major developments within the county Work on contacting the building trades about water conservation practices. Work on contacting Planning Commissions on adopting the model ordinances 	March 2022		<p>Accomplished March 21, 2022: The Committee received a presentation on improving water wise features for new developments and took no action.</p>

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