

May 12, 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 **Thursday, May 19, 2022, at 10:00 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

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

REGULAR MEETING AGENDA

**Thursday, May 19, 2022
10:00 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 F. 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

Thursday, May 19, 2022

10:00 AM

HQ Boardroom

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

Santa Clara Valley Water District (Valley Water) Board of Directors/Board Committee meetings are held as a “hybrid” meetings, 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, members of the public have an option to participate by teleconference/video conference or attend in-person. To observe and participate in the meeting by teleconference/video conference, please see the 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.

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 Board of Directors/Board 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.

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

Dial by your location
+1 669 900 9128 US (San Jose)
Meeting ID: 925 9734 0524

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. 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.

[22-0624](#)

Recommendation: Approve the April 25, 2022, Meeting Minutes

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

Attachments: [Attachment 1: 04252022 WCaDMC DRAFT Mins](#)

Est. Staff Time: 5 Minutes

4. REGULAR AGENDA:

- 4.1. Monthly update on progress towards achieving Valley Water Resolution 21-68's water use reduction target and enforcement for Valley Water Resolution 22-20. [22-0625](#)

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 enforcement of water waste restrictions via an ordinance under development and provide feedback as needed.

Manager: Kirsten Struve, 408-630-3138

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

Est. Staff Time: 20 Minutes

- 4.2. Water Conservation Program. [22-0626](#)

Recommendation: Receive, review, discuss information, and provide input on water conservation programs.

Manager: Kirsten Struve, 408-630-3138

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

Est. Staff Time: 15 Minutes

- 4.3. Standing Items Report. [22-0627](#)

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 5/19/2022, 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: 5 Minutes

- 4.4. Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda. [22-0628](#)

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 June 27, 2022.

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Santa Clara Valley Water District

File No.: 22-0624

Agenda Date: 5/19/2022
Item No.: 3.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Approval of Minutes.

RECOMMENDATION:

Approve the April 25, 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: 04252022 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, APRIL 25, 2022

A regular scheduled meeting of the Water Conservation and Demand Management Committee was held on April 25, 2022, at 5700 Almaden Expressway, in San Jose, California.

1. CALL TO ORDER

Committee Chair Director Linda J. LeZotte called the meeting to order at 11:01 a.m.

1.1. ROLL CALL

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

Staff members in attendance were: Antonio Alfaro, Aaron Baker, Roseryn Bhudsabourg, Neeta Bijoor, Glenna Brambill, Bart Broome, George Cook, Paola Giles, Samantha Greene, Andy Gschwind, Jason Gurdak, Janet Hedley, Linh Hoang, Alexander Johanson, Cindy Kao, Matt Keller, Candice Kwok-Smith, Carlos Orellana, Colin Resch, Metra Richert, Don Rocha, Mary Samar, Clarissa Sangalang, Ashley Shannon, Kirsten Struve, Sherilyn Tran, Gregory Williams, and Jing Wu.

Guest Agencies in attendance were: Brian Boyer (Cinnabar Hills Golf Club), Katja Irvin (Sierra Club Loma Prieta Chapter), and Curt Rayer and Bill Tuttle (San Jose Water Company-SJWC).

Public in attendance were: Arthur M. Keller, Ph.D., Christophe LaBelle, and Julia Nussbaum.

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

Dr. Arthur M. Keller reported on sending the Committee information on: The Untapped Potential of California's Urban Water Supply: Water Efficiency, Water Reuse, and Stormwater Capture.

3. APPROVAL OF MINUTES

3.1 APPROVAL OF MINUTES

It was moved by Director Nai Hsueh, seconded by Director Linda J. LeZotte, and carried unanimously, to approve the minutes of the March 21, 2022, Water Conservation and Demand Management Committee meeting as presented.

Attachment 1
Page 1 of 4

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

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

The Water Conservation and Demand Management Committee discussed the following: treated water reduction % contract amount, low groundwater recharge-2023 minimal/extremely low scenarios (PHS allocation), 1 pager-actions associated with stage 3 of water shortage contingency plan, water waste notification letters sent to community, bill inserts-suggested having a picture of a dry reservoir (font is small) to get the attention of the reader, outreach-communication target audiences/commercial/general public, what is the vendors' role vs Valley Water's messaging, information on the door hangers, an Ordinance discussion, enactment of the State Water's (Executive Order) release of the draft regulations and when they take effect, and non-functional turf.

Public Comments:

Dr. Arthur M. Keller asked about the 2021 delivery reduction and how many violations existed?

Mr. Aaron Baker, Ms. Kirsten Struve, Mr. Jason Gurdak, Ms. Metra Richert, and Mr. Bart Broome were available to answer questions.

The Water Conservation and Demand Management Committee took no action.

4.2. WATER CONSERVATION PROGRAM SAVINGS UPDATE FOR FISCAL YEAR 2021 (FY21)

Mr. Justin Burks reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: existing data on number of participants in lawn replacement program (% of rebates vs applications), water savings, how is low-income determined, and use of PG&E's pilot program regulations.

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

Public Comment:

Dr. Arthur M. Keller uses a hot water recirculation pump system, so it doesn't waste water waiting to get hot.

The Water Conservation and Demand Management Committee took no action.

4.3. ONE-YEAR CHECK-IN FOR THE ONLINE SHOPPING CART (ECART) PROGRAM FOR FREE WATER-SAVING DEVICES

Mr. Alexander Johanson reviewed the materials as outlined in the agenda items.

Attachment 1

Page 2 of 4

Public Comment:

Dr. Arthur M. Keller is there a 'wait' list for out-of-stock items? (Staff took note)

The Water Conservation and Demand Management Committee took no action.

4.4 YOUTH COMMISSION DROUGHT AWARENESS AND CONSERVATION TOOLKIT

Ms. Janet Hedley reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee noted the Youth Commission is a great way to 'change' behavior and helping with getting the message out and suggested sending this presentation to the full Board.

The Water Conservation and Demand Management Committee took no action.

4.5 DISCUSS PROPOSED ZONES OF CONTROLLED DRINKING WATER WELL CONSTRUCTION FOR THE PURIFIED WATER PROJECT.

Mr. George Cook reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee would like to see the Ordinance when ready.

The Water Conservation and Demand Management Committee took no action.

4.6 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)

Mr. Jason Gurdak reported:

SGMA requires annual reports submitted to DWR by April 1, 2022, for the previous water year (Oct 1st to Sept 30th).

- Valley Water submitted the Water Year 2021 report for the Santa Clara and Llagas Subbasins to DWR before that April 1st deadline. Also a link was posted at our Valley Water groundwater website.
 - The report documents continued sustainable groundwater conditions and provides information on the implementation of the approved Alternative over the prior year.
- San Benito County Water District submitted the Water Year 2021 report for the North San Benito Subbasin – a small portion of that subbasin is in Santa Clara County.
- All the Water Year reports are also publicly available on the DWR SGMA portal.
 -  This update on the SGMA Water Year reports was also highlighted in the most recent CEO Bulletin (weeks of April 8 to April 21).
 -  Valley Water also sent out an email with this update to our interested stakeholders, with links where they can download the reports.

2. Flood MAR

No Update.

Vice Chair Director Hsueh advised the committee and staff that the Environmental and Water Resources Committee would like to receive a presentation for their July meeting.

3. Agricultural Water Use Baseline Study
No Update

The Water Conservation and Demand Management Committee took no action.

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

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

Agenda Items for next meeting:

Drought Information/ Ordinance Collaboration

Water Conservation Summary (disadvantage communities)

June's meeting:

Drought Update

AMI Progress

Fixture Replacement Program

Commercial/Industrial Program

New developments (with conservation) Building Trades/Codes

Mr. Don Rocha was available to answer questions.

The Committee's next scheduled meeting is tentative in May-earlier than May 23, 2022.

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE'S REQUESTS

Ms. Glenna Brambill stated there were no action item for Board consideration.

6. ADJOURNMENT

Committee Chair Director Linda J. LeZotte adjourned at 12:45 p.m., to the next scheduled meeting.

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

Approved:



Santa Clara Valley Water District

File No.: 22-0625

Agenda Date: 5/19/2022

Item No.: 4.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Monthly update on progress towards achieving Valley Water Resolution 21-68's water use reduction target and enforcement for Valley Water Resolution 22-20.

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 enforcement of water waste restrictions via an ordinance under development and provide feedback as needed.

SUMMARY:

Due to the record drought, historically low imported water allocations from the State Water Project (SWP) and Central Valley Project (CVP), and little progress towards meeting the Santa Clara Valley Water District (Valley Water) June 2021 call for 15 percent conservation compared to 2019, additional action is needed to ensure sufficient water supply for our community. An ordinance to be proposed for Board consideration on May 24, 2022 will allow Valley Water to enforce water use restrictions laid out in Valley Water Resolution 22-20, amending Valley Water Resolution 21-68, to ensure that Valley Water's mandatory call for conservation can be met.

Drought Conditions Impacting Santa Clara County

The County is in its third consecutive year of drought. The first three months of Calendar Year 2022 were the driest on record for Santa Clara County, and Valley Water's Federal and State imported water allocations have been reduced to historic lows. The Valley Water Board took early action in 2021 and declared a Water Shortage Emergency Condition on June 9. Valley Water implemented aggressive steps to reduce demands by 15 percent compared to 2019 levels, including doubling its landscape rebate, reducing treated water contract amounts, and extensive public outreach. Despite unprecedented demand for Valley Water's conservation programs and some early progress in achieving the 15 percent reduction, due to the exceptionally dry conditions, no savings were achieved in 2022 and March 2022 saw an increase in water use of 30% compared to 2019.

In addition to low reservoir storage and imported water allocations due to persistent drought, Valley Water is impacted by the unavailability of Anderson Reservoir as a surface water storage facility for the duration of the Anderson Dam Seismic Retrofit Project, which is expected to last 10 years. Anderson Reservoir was drained in 2020 for public health and safety reasons, as ordered by the Federal Energy Regulatory Commission. Anderson Reservoir is Valley Water's largest surface water reservoir and holds approximately 89,278 acre-feet (AF) of water, more than all of Valley Water's

other nine surface water reservoirs combined. The availability of Coyote Reservoir, Valley Water's second largest reservoir, is also limited because of California Department of Water Resources Division of Safety of Dams storage limits. The unavailability of Anderson Reservoir and limited availability of Coyote Reservoir due to regulatory restrictions significantly limits Valley Water's ability to store water locally for groundwater recharge and use at Valley Water's three water treatment plants, and as a buffer to mitigate against current and future water shortages.

The ordinance to be proposed for Board consideration on May 24, 2022 will conserve Valley Water's limited water supply for the greatest public benefit with particular regard to public health, fire protection, and domestic use without threatening local land subsidence, by ensuring the conservation of water, by avoiding the waste of water, and to the extent necessary and by reason of the existing water shortage emergency condition, by reducing water use in the County in a manner that is fair and equitable. With half of home water use typically used outdoors, a focus on outdoor water conservation and enforcement measures are necessary to preserve Valley Water's water supply. The ordinance is needed as soon as possible, because outdoor water use tends to increase in the summer months. As no savings were achieved during the first three months of 2022, reducing demand during summer months is critical to achieving the Board's call for water use reduction.

Ordinance Overview

Valley Water's proposed action to ensure that water resources are not wasted is consistent with the District Act, the Water Shortage Emergency Condition declaration, Article X Section 2 of the California Constitution and the Water Code. Valley Water worked with its retailers to ensure that the enforcement program is complementary to the retailers' existing enforcement programs and builds on Valley Water's existing complaint-based water waste reporting program.

The ordinance provides a framework for drought-triggered enforcement program of outdoor water waste restrictions to reduce non-essential water use and preserve available supply for the greatest public benefit in the area served by Valley Water potable supplies. Specific restrictions enforced by this ordinance include:

- Restricting irrigation of lawn and ornamental landscape to two days per week
- Prohibiting runoff and mid-day watering
- Prohibiting irrigation within 48 hours of rain

The ordinance, which is under development, will include procedures for escalating enforcement actions, working with retailers to coordinate enforcement, and financial penalties up to \$500 for continued egregious violations. The adoption and enforcement of the program contained in this ordinance is necessary to manage and conserve Valley Water's water supply and ensure the sustainability and reliability of the same by preventing water waste.

The Chief Executive Officer will establish procedures to ensure a fair and equitable process, including procedures for filing of appeals. Enforcement will be added as a category in the monthly drought report and will be reviewed as needed with the Water Conservation and Demand

Management Committee and Board of Directors during monthly drought updates. In addition, enforcement coordination and procedures for working with retailers will be established. The ordinance must be publicly posted for 30 days before being in effect.

Water Shortage Risk to Valley Water

The primary trigger for Valley Water's Water Shortage Contingency Plan is the projected countywide end-of-year groundwater storage. The water supply outlook depends on various factors, such as future drought severity, availability of imported water supplies and emergency transfers, as well as whether the 15 percent reduction is met. As presented at the April 25, 2022 Water Conservation and Demand Management Committee Meeting and May 10, 2022 Board meeting, this year's end of year groundwater storage is projected to be in the normal range if currently projected imported water supplies are delivered. If critically dry conditions persist, however, next year's end of year groundwater storage may drop rapidly and significantly to the severe (Stage 3) level. At this level, there is risk of resumed subsidence and dry wells, particularly in South County where groundwater is the only drinking water source.

Given the alarming increasing trend in water use in the first three months of 2022, the 15 percent reduction is unlikely to be met without additional actions. The cumulative water savings are currently at only three percent. The Valley Water Board of Directors already increased the call for conservation by restricting outdoor watering to 2 days per week to provide the public a tool to meet the call for conservation, and enforcement will help ensure compliance of this restriction and that the 15% savings call can be achieved.

Valley Water's Drought Response

Valley Water has invested in a resilient water supply system to increase our water supply portfolio and ensure operational flexibility and has also increased water conservation. Per the Board's policy, Valley Water will deliver 80 percent of normal water demand during drought years. Despite implementing an aggressive drought response program, which has included a doubling of the landscape rebate, development of the new E-cart conservation program, and increased outreach and education, the unprecedented dry conditions are causing water use to excessively increase in the county. Therefore, due to the severity of the current drought, a water use reduction enforcement ordinance will be proposed for Board consideration on May 24, 2022.

ATTACHMENTS:

Attachment 1: PowerPoint

Attachment 2: April 2022 Drought Response Report

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138

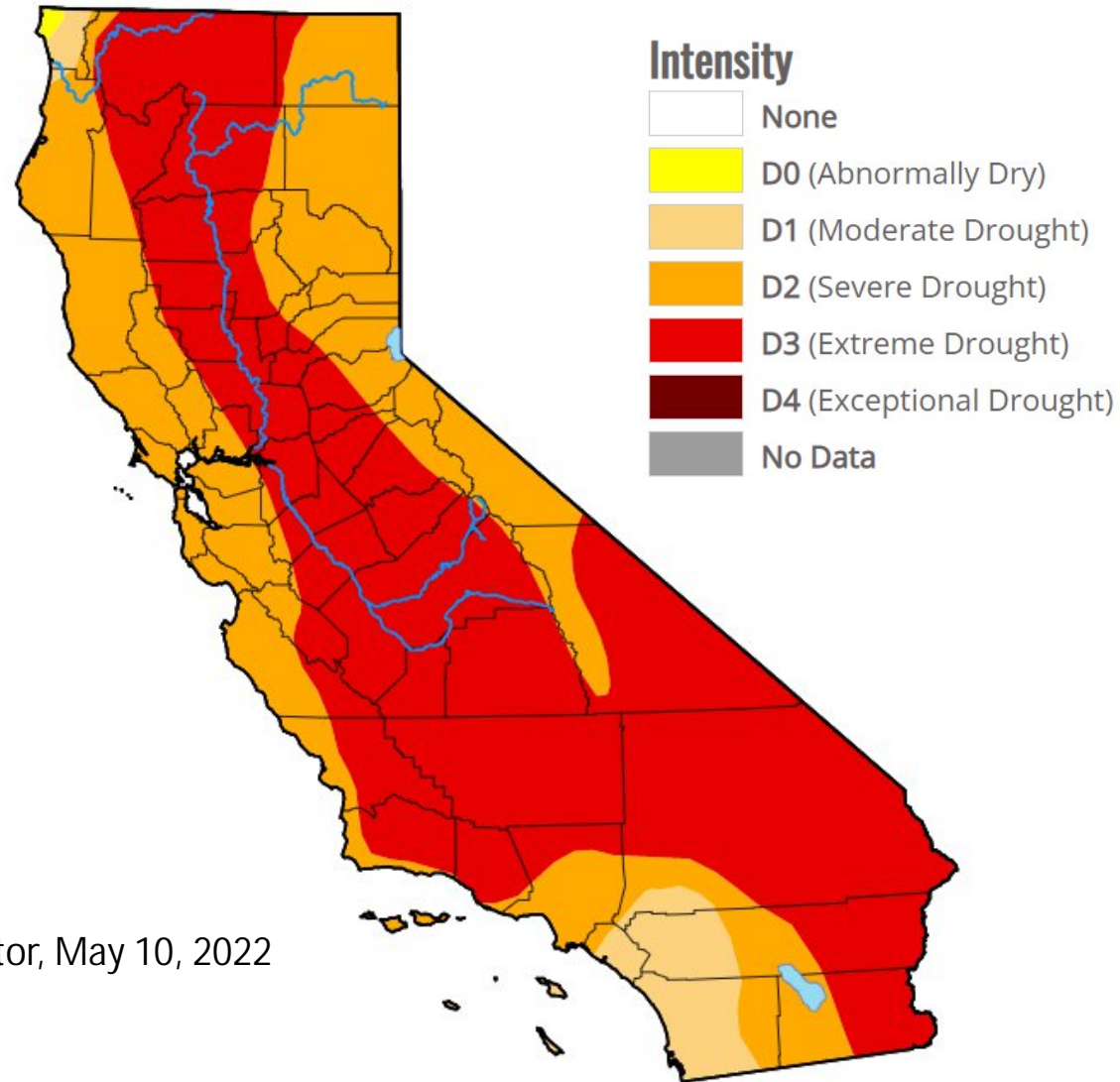
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Monthly Drought Emergency Response, Water Supply Update, and Water Use Reduction Enforcement Plan

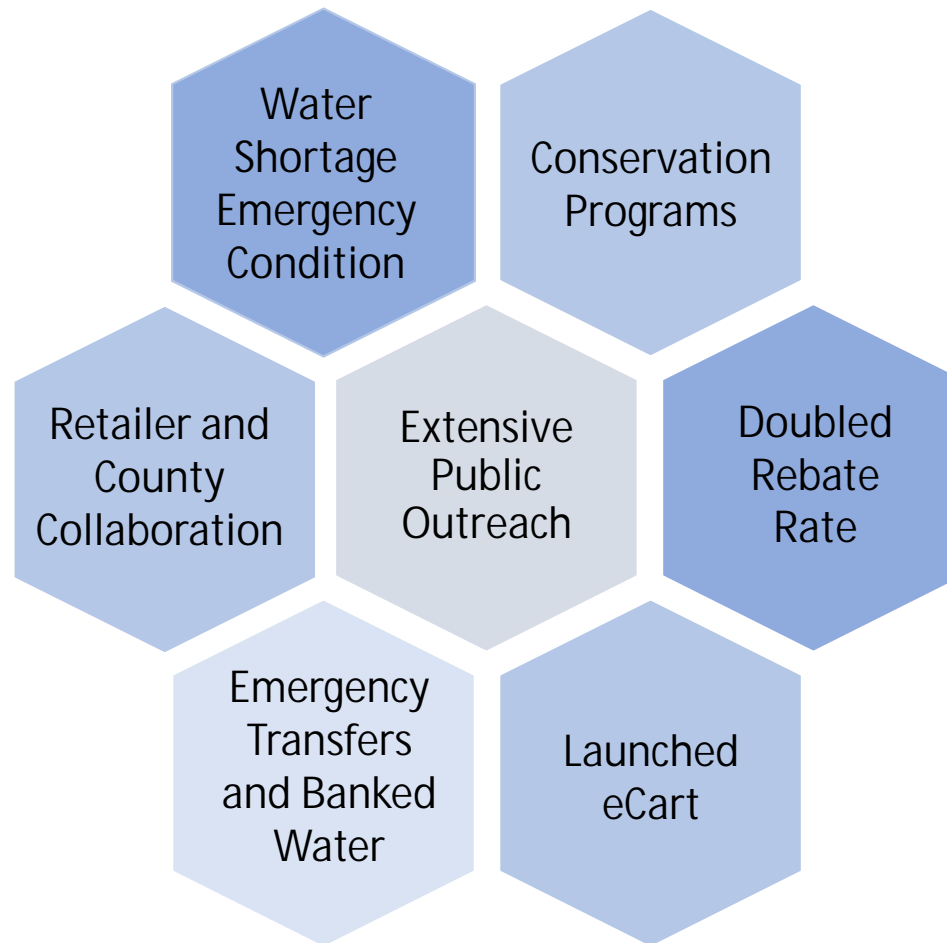
Water Conservation and Demand Management Committee
May 19, 2022

Severe Drought



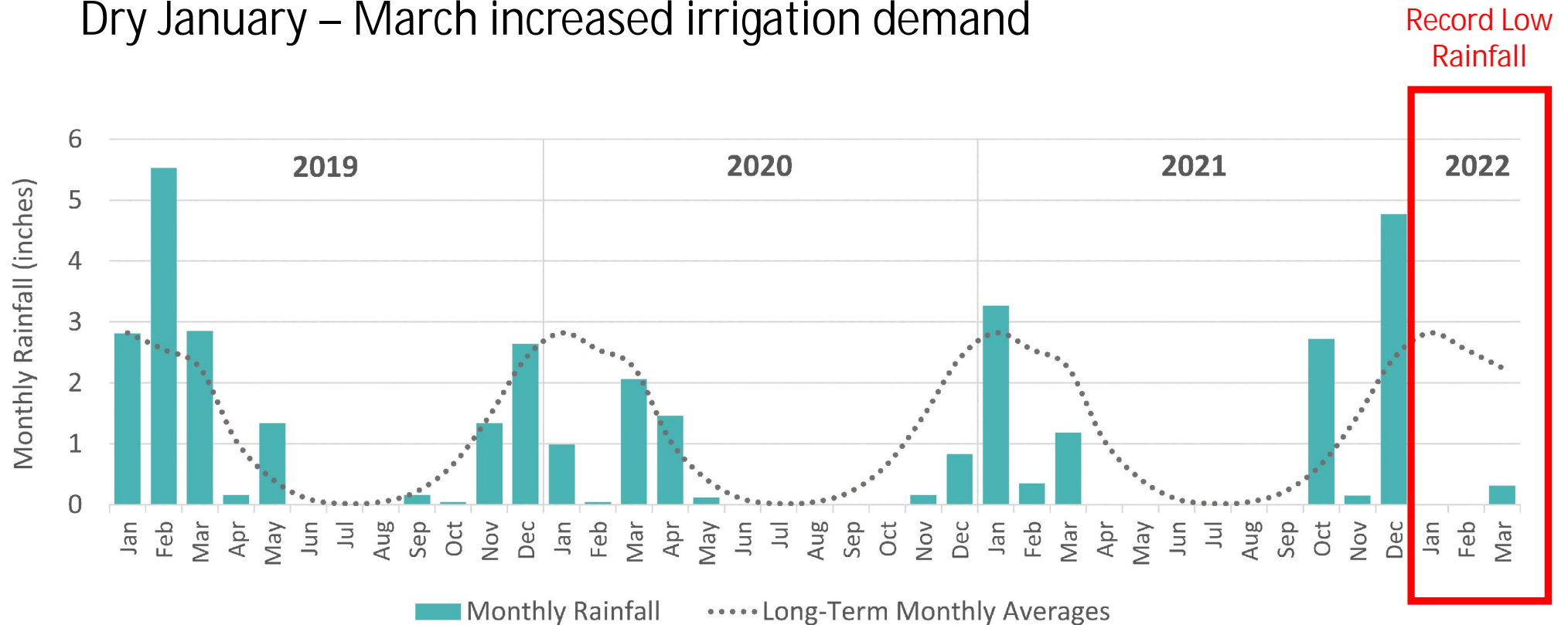
Data source: U.S. Drought Monitor, May 10, 2022

Early and Proactive Drought Response



Driest first three months on record

Dry January – March increased irrigation demand



Countywide Water Savings

March 2022 vs. March 2020

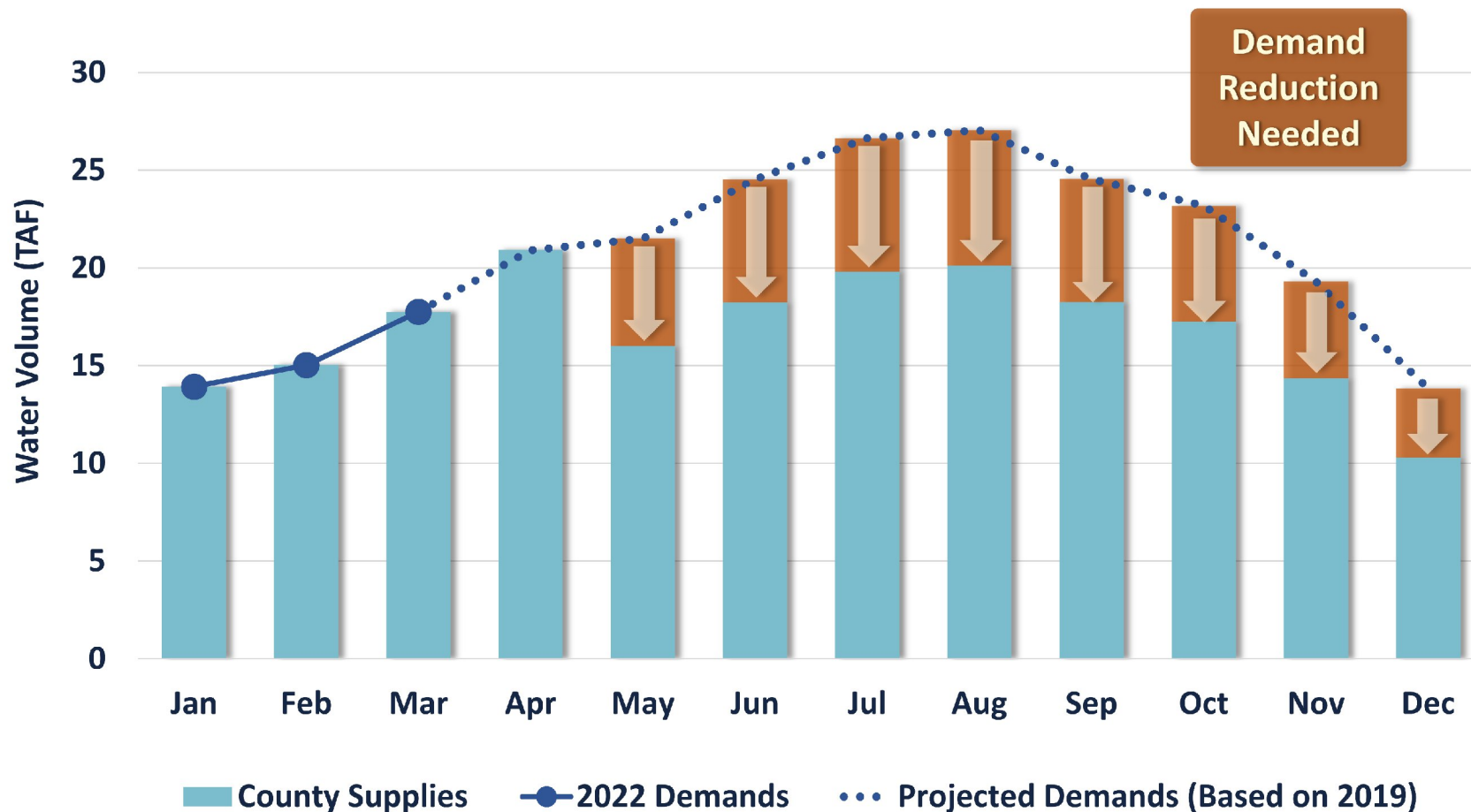
Santa Clara County	California
5% higher	19% higher

Cumulative (July 2021 – March 2022)

Santa Clara County	California
9% savings	3.7% savings

Water use reduction enforcement plan could help increase water savings

Summer demands must drop to ensure sufficient



Water Supply Scenarios Forecasted

Drought scenarios will be revised based on Board feedback.

Scenario	Calendar Year	Imported Supplies	Local Surface Supplies	WATER SUPPLY OUTLOOK		
				Groundwater Recharge	Treated Water	End of Year Groundwater Storage
Critically Dry	2022	Low (118 TAF)	Low (28 TAF)	Below Normal (73 TAF)	Maintain 2021 reduction (23%)	Normal (Stage 1) (306 TAF)
Dry	2023	Low (116 TAF)	Low (18 TAF)	Low (62 TAF)	Maintain 2021 reduction (23%)	Alert (Stage 2) (293 TAF)
Critically Dry	2023	Extremely Low (53 TAF)	Extremely Low (7 TAF)	Extremely Low (33 TAF)	Extreme reduction (35%)	Severe (Stage 3) (243 TAF)

*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.

Valley Water will enforce water waste restrictions

Ordinance for Board consideration on May 24, 2022 with penalties for violators of water waste restrictions

- to enforce irrigation restrictions for non-functional landscape in amended Resolution 22-20
- will incorporate potential State ban on watering CII lawn when in place
- authority set forth in Article X of the California Constitution, Water Code §350 and §375, Santa Clara Valley Water District Act

Enforcement through Valley Water's Water Waste Program

- Enforcement to be based on existing program
- Expanded public outreach
- Vendor to help address more reports
- Budget adjustment will be brought to Board if needed
- Water waste notification letters/door hangers on program will state that failure to comply with water waste restrictions may result in future enforcement action

Collaboration with Retailers

- Consistent drought coordination since June 2021 Resolution 21-68
- Valley Water's enforcement program to complement retailers' existing enforcement programs



Public Outreach for Drought, Conservation and Enforcement



Messaging on 2-day irrigation limit

Drought news conference

Spring conservation campaign

Board statements and column

Speakers Bureau presentations

Public outreach to be conducted to
create awareness of enforcement





“LET’S SAY YES TO SAVING WATER.”



Valley Water

Santa Clara County is in a severe drought.

Reducing water use in your home by 20 gallons a day can save about 15%.

Find more tips at ***WaterSavings.org***



***YES, OUR LAWN IS
BROWN BECAUSE WE
ARE SAVING WATER.***



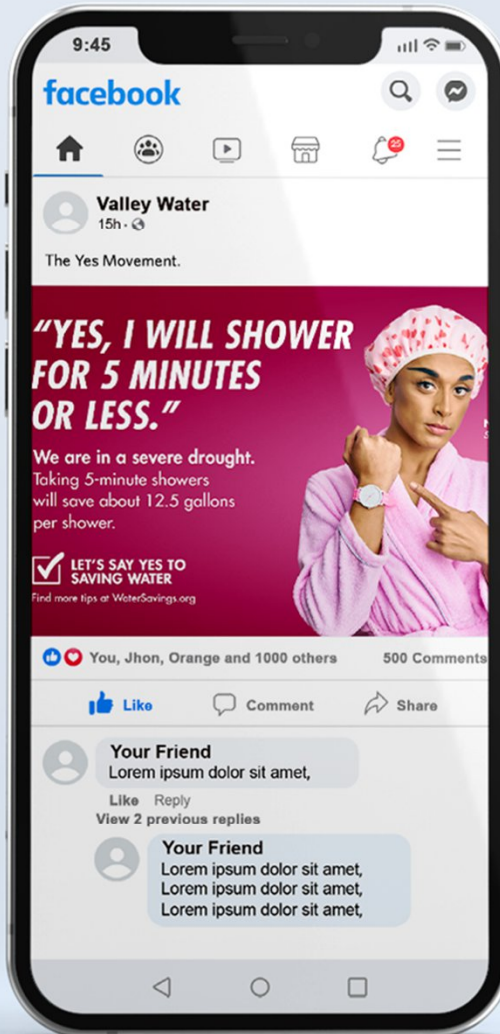
**LET'S SAY YES TO
SAVING WATER**

Find more tips at WaterSavings.org



Valley Water









Partner Toolkit COMING JUNE 2022

- Multilingual Social Media Images
- Web Banners
- GIF's
- Bill Inserts
- Email Customizations
- Collateral is co-branded



Landscape Rebate



Landscape Rebate



Water Use Reduction Enforcement Plan

Enforcement could help

- Increase awareness of drought emergency
- Conserve scarce supplies
- Prepare for a possible fourth year of drought

Ordinance for Board consideration on May 24, 2022

QUESTIONS



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Drought Emergency Response Report

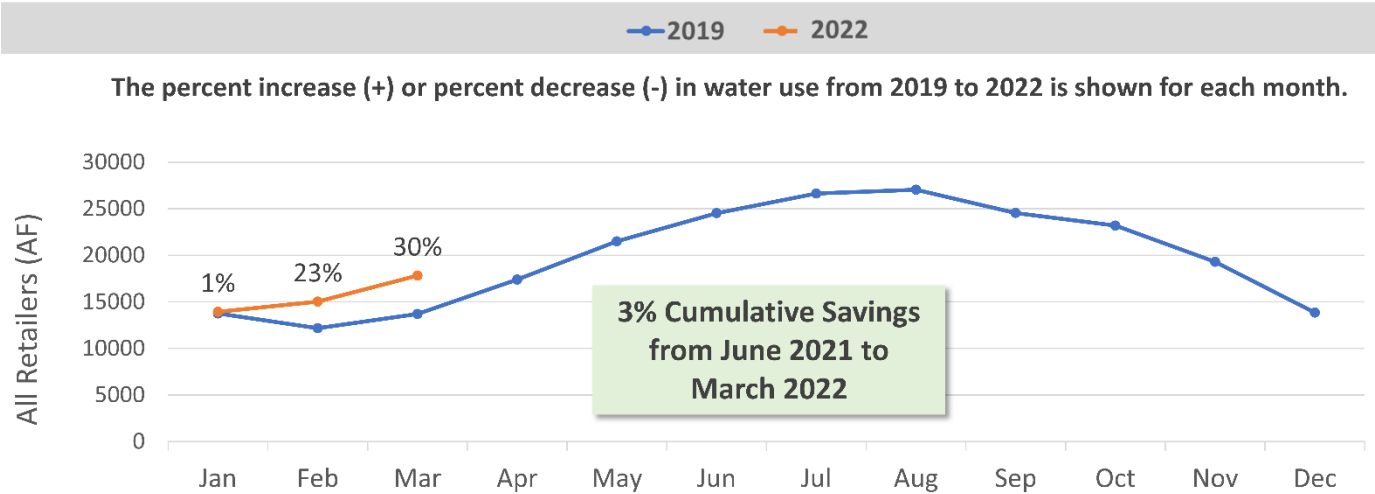
APRIL 2022

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. Valley Water Resolution 22-20 amended Valley Water Resolution 21-68 on April 12, 2022 to call for no more than 2 days of irrigation in a week for lawns and ornamental landscapes and prohibit excessive runoff and midday irrigation.

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.



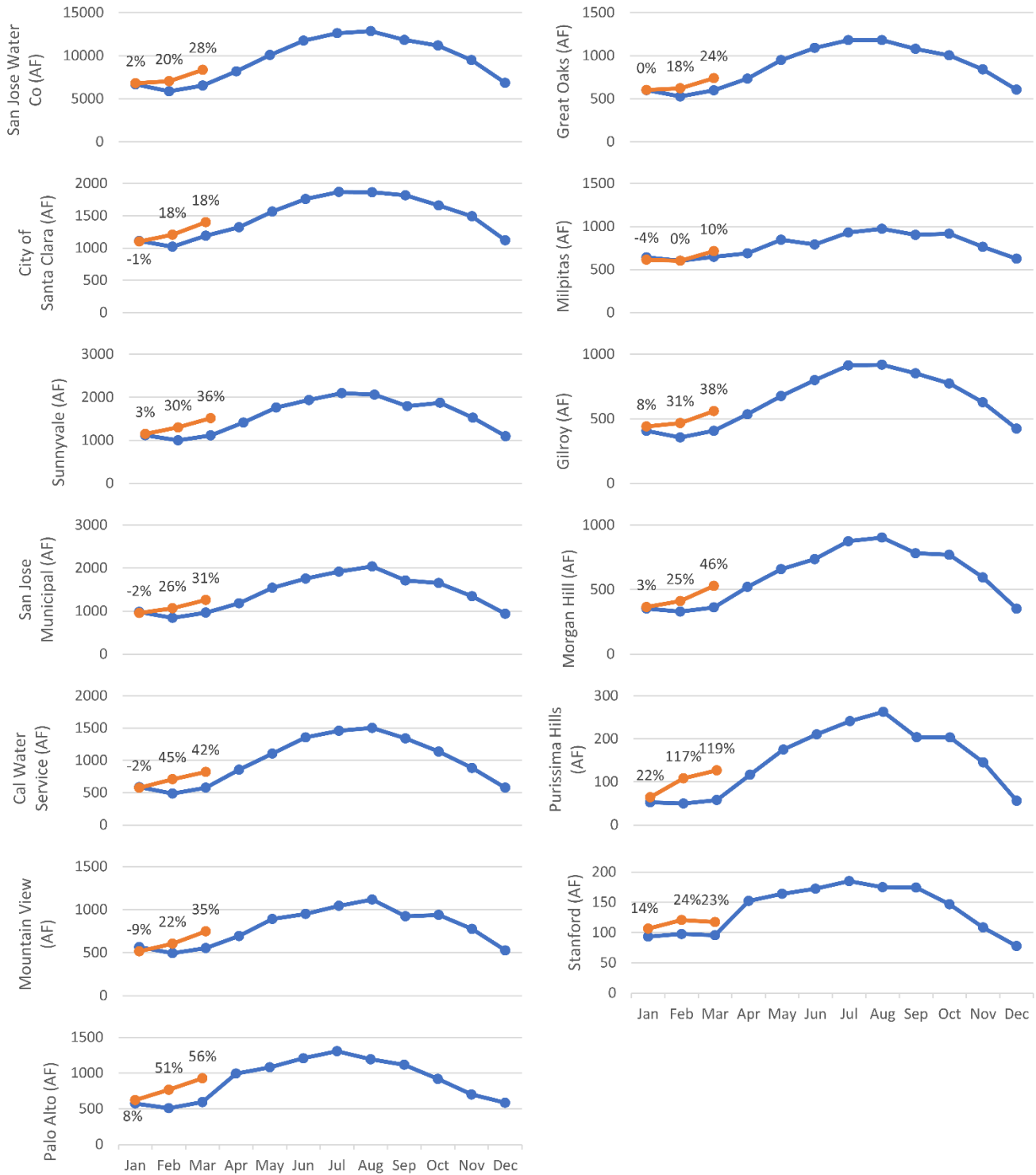
- With the driest start to the year on record, our water savings have trended in the wrong direction in 2022.
- In October and November 2021, Santa Clara County met the Board's June call of a 15% reduction in water use as compared to 2019. But February and March of 2022 have seen 23% and 30% increases compared to 2019 respectively.
- In April 2022, the Board of Directors responded with a unanimous vote to restrict outdoor watering to no more than two days a week.
- Recommendations for enforcing these restrictions with financial penalties for those who do not comply via development of an ordinance are being developed for Board approval in May.
- The recent increases have lowered the cumulative water savings from June 2021 – March 2022 to just 3% compared to the same months in 2019.
- A lack of rain to begin 2022 likely contributed to this increase. January, February and March 2022 were the driest first three months of the year in California history.
- San Jose received just 0.3 inches of rain in the first three months of 2022. In comparison, 11 inches fell during the same time period in 2019.
- Residents may have been using their outdoor irrigation systems much more based on the dry conditions. Outdoor watering is responsible for about 50% of outdoor water use in Santa Clara County. People continue to work from home on a more regular basis than in 2019 as well, which contributes to more water use.
- These conditions, coupled with diminishing imported water supply allocations, highlight the need to increase conservation.
- With an increase in Landscape Rebate applications each month of 2022 (almost 700 combined), residents are hearing our message for conservation.
- 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.

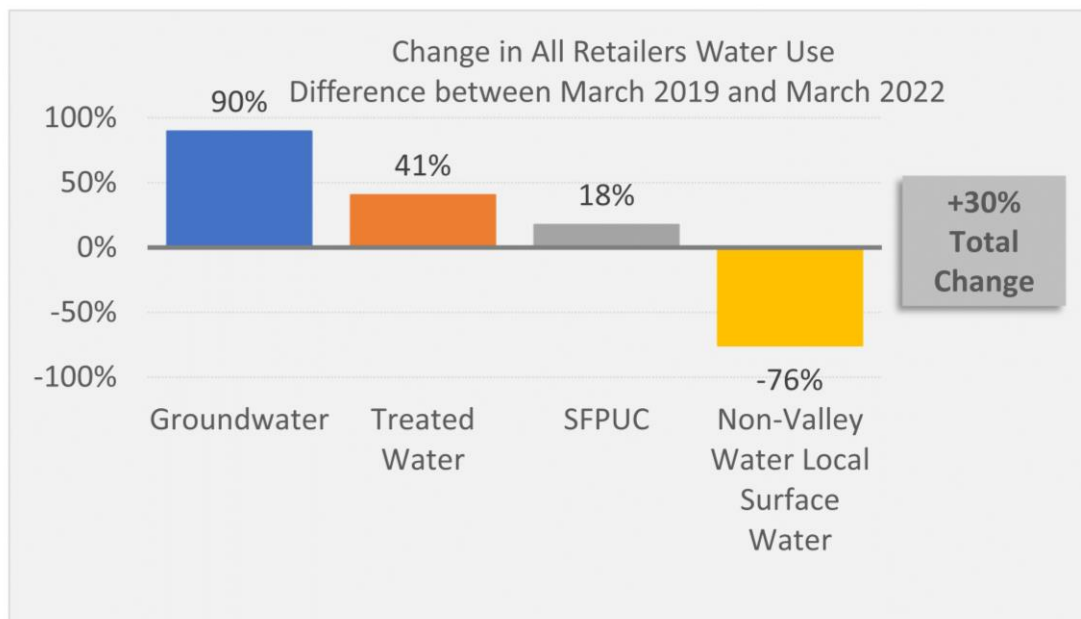
Monthly Water Use by Retailer (AF)

— 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 and shows that Valley Water retailers' total water use in January 2022 was 2% higher than in January 2019. 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 (March 2019)					Total Water Use in Acre-Feet (March 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	1,440	2,900	-	2,190	6,530	3,790	4,040	-	530	8,360
Santa Clara, City	720	220	240	-	1,190	840	300	260	-	1,400
Sunnyvale	10	120	990	-	1,110	10	680	830	-	1,520
San Jose Municipal Water	40	600	320	-	960	80	790	380	-	1,260
California Water Service	170	410	-	-	580	590	240	-	-	820
Palo Alto	-	-	590	-	590	-	-	930	-	930
Mountain View	20	40	490	-	550	10	70	670	-	750
Great Oaks	600	-	-	-	600	740	-	-	-	740
Milpitas	-	270	370	-	650	-	300	410	-	710
Gilroy	410	-	-	-	410	560	-	-	-	560
Morgan Hill	360	-	-	-	360	530	-	-	-	530
Purissima Hills Water	-	-	60	-	60	-	-	130	-	130
Stanford	-	-	100	-	100	-	-	120	-	120
Total	3,770	4,570	3,170	2,190	13,690	7,140	6,430	3,720	530	17,830

Collaboration with the County, Retailers, and Cities

- On April 20, 2022, Valley Water sent a letter and a copy of Valley Water Resolution 22-20 to the President of the Santa Clara County Board of Supervisors from Chair Pro Tem Varela requesting that the Board of Supervisors proclaim a local emergency to underscore the seriousness of our region's ongoing severe drought and water supply conditions. The outreach to County Supervisors also highlighted our Board's calls for additional water use restrictions as outlined in the amended resolution.
- As of April 30, 2022, eight cities in Santa Clara County have implemented a maximum two-day irrigation schedule, including two cities that have taken formal action to their elected boards in response to the ongoing drought emergency and Valley Water's Amended Resolution 22-20.
- In April, 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. Estimated applications received in 2022 are shown below.

Program	Feb	March	April
Landscape Rebate Program Applications¹	149	216	222
Water-saving Device Orders	2,516	908	302
Water Waste Reports	66	93	120

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 April 2022, blog and social posts supported Valley Water's 2-day-a-week watering restriction call. This garnered media interest as did the April 1st snowpack survey, Central Valley Project allocation reduction, the ongoing drought, record heat, water conservation and water supply issues.
- On April 14, the Office of Communications conducted a drought and conservation news conference prior to the South San Francisco Bay Shoreline Project groundbreaking event. Wade Crowfoot, California's Natural Resources Secretary joined Chair Pro Tem Varela and CEO Callender to discuss ramifications of the April 1st snowpack survey and Valley Water's call to reduce outdoor watering to no more than two days per week. Media coverage included TV, newspaper, digital and radio outlets.
- Staff published statements on valleywater.org from Chair Pro Tem Varela on the worsening drought conditions and the Voluntary Agreement, which was announced by state, federal and local water leaders to develop a

comprehensive, science-based solution for water management in the Sacramento-San Joaquin River Delta watershed (<https://www.valleywater.org/news-events/news-releases/valley-water-board-chair-pro-tem-john-l-varela-statement-voluntary>). Staff shared a Spring Water Conservation board column from Director LeZotte with local newspapers.

- On social media, staff shared animations promoting our shopping cart, landscape rebate program, and information on the water waste program as well as a statement on the snowpack's low levels and reduced state water allocations. Valley Water's social media accounts featured the first 2022 Water Conservation online webinar on mulching and promoted our online landscape guide.
- Staff launched the Spring Conservation Campaign. The campaigns feature multilingual animations and GIF's promoting the Landscape Rebate Program and Shopping Cart running as digital, social and newspaper ads. Bill inserts and a Partner Toolkit were shared with cities and retailers.
- The Speakers Bureau Program held four presentations in April. On April 13, Chair Pro Tem Varela and staff gave a presentation to the South County Realtors Association via Zoom about Anderson Dam. On April 20, Director Richard Santos, along with staff, gave an afternoon drought presentation to Mission College students and faculty via Zoom as part of the college's Earth Day festivities. Also on April 20, Director Barbara Keegan and staff presented via Zoom to Santa Clara Library patrons as part of the library's program series. On April 28, staff assisted Director Gary Kremen who gave an in-person drought presentation to the Mountain View Senior Center as part of its workshop series.
- Statistics for public outreach efforts are shown below.

Outreach Type	April 2022
Social Media¹	
Impressions ²	1,549,580
Engagements ³	4,763
Link Clicks	5,797
Video Views	556,936
Website Page Views	
Water conservation webpages	22,115
BeHeard.ValleyWater.org/drought-information	381
Media	
Media Mentions ⁴	1,267
Speakers Bureau	
Presentations ⁵	4

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 April, the Education Outreach team supported 43 educators and reached 1078 students through 37 virtual classroom presentations. The team supported one Science, Technology, Engineering, Arts, and Mathematics (STEAM) event, and engaged 95 members of the public through four Wonders of Water Wednesdays after-school enrichment programs and two public library programs.
- The table below shows Educational Outreach efforts in 2022, all of which included drought and conservation messaging.

Program	Feb 2022	Mar 2022	Apr 2022
Educators/Teachers	51	68	43
Classes/Groups	44	36	37
Students	1,210	792	1078

- The Valley Water Youth Commission launched a Drought Awareness Campaign Toolkit (DACT) to engage the community in their ongoing Drought Awareness Campaign. The DACT is located on the Youth Commission webpage (<https://www.valleywater.org/learning-center/valley-water-youth-commission>) and contains information about the drought in Santa Clara County, Drought Awareness Campaign social media and video resources, suggested ways to promote drought awareness in your community, and links to Valley Water’s Water Saving Resources. The drought awareness videos include “Carla the Conscious Conservationist!” and “Sam Saves Water!” which contain water conservation tips and drought messaging.

Committee Updates

- Drought-related updates are being provided regularly at Committee meetings to receive feedback and guidance. These updates were provided to the Agricultural Water Advisory Committee, Water Commission, and Water Conservation and Demand Management Committee in April 2022. The Water Conservation and Demand Management Committee also received an update on the water use reduction enforcement plan and the Youth Commission’s Drought Awareness Campaign Toolkit

Water Supply Operations and Outlook

The cumulative rainfall in San José this rainfall year, through April 28, has been 8.35 inches or 60% of the long-term average for the valley floor, for this date. The rainfall year is July 1 – June 30.

Imported Water

- While storms in October and December provided a wet start to the water year, January through March have been the driest combined first three months on record in California. While northern California received above average precipitation in April, major reservoir levels generally remain below average. As of April 27, 2022, the northern Sierra Nevada snowpack, a primary source of imported water, is at 32% of normal for this date.
- As of April 26, 2022, total state reservoir storage is below the historical average. Shasta Reservoir is at 47% of normal for this date, Oroville Reservoir is at 70% of normal for this date, and Folsom Reservoir is at 104% of normal for this date. Storage in Shasta has stayed relatively flat in April, while storage in Oroville and Folsom has increased due to runoff from April storms.
- As of April 26, 2022, storage in San Luis Reservoir is approximately 946 thousand acre-feet (TAF). San Luis Reservoir storage gained approximately 25 TAF in April.
- 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 loss of storage in Anderson Reservoir.

- The California Department of Water Resources (DWR) has announced a 2022 SWP allocation of 5 percent, which equates to an allocation of 5 TAF for Valley Water. DWR has approved Valley Water's request for additional water to meet our critical human health and safety needs.
- The U.S. Bureau of Reclamation (Reclamation) Central Valley Project (CVP) water supply allocations for south-of-Delta CVP contractors, including Valley Water, are currently set to a municipal and industrial allocation of public health and safety water only and an agricultural allocation of zero percent. Valley Water has submitted a request to Reclamation for water supplies to provide for our public health and safety needs.
- 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

- Level of a taste and odor compound, geosmin, was slightly elevated in water from the South Bay Aqueduct during the month of April. Staff were able to proactively optimize the water treatment process and mitigate potential impact.
- Cyanotoxins levels were low in all source water.
- Total organic carbon (TOC) continued to remain elevated in the Delta and San Luis Reservoir. Bromide levels also continued to be elevated in San Luis Reservoir. 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 April 2022 and no complaints were received from retailers.

Groundwater Recharge

- If Valley Water receives approval for its request for Public Health & Safety water from the Central Valley Project, then Valley Water will increase its releases of imported water for managed groundwater recharge in calendar year 2022.
- Releases from local reservoirs will continue, albeit at lower levels than normal due to the current low storage.
- Valley Water's operations plan shows that the countywide managed recharge for calendar year 2022 is projected to be below average, but would be much lower without the public health and safety imported water supplies expected.

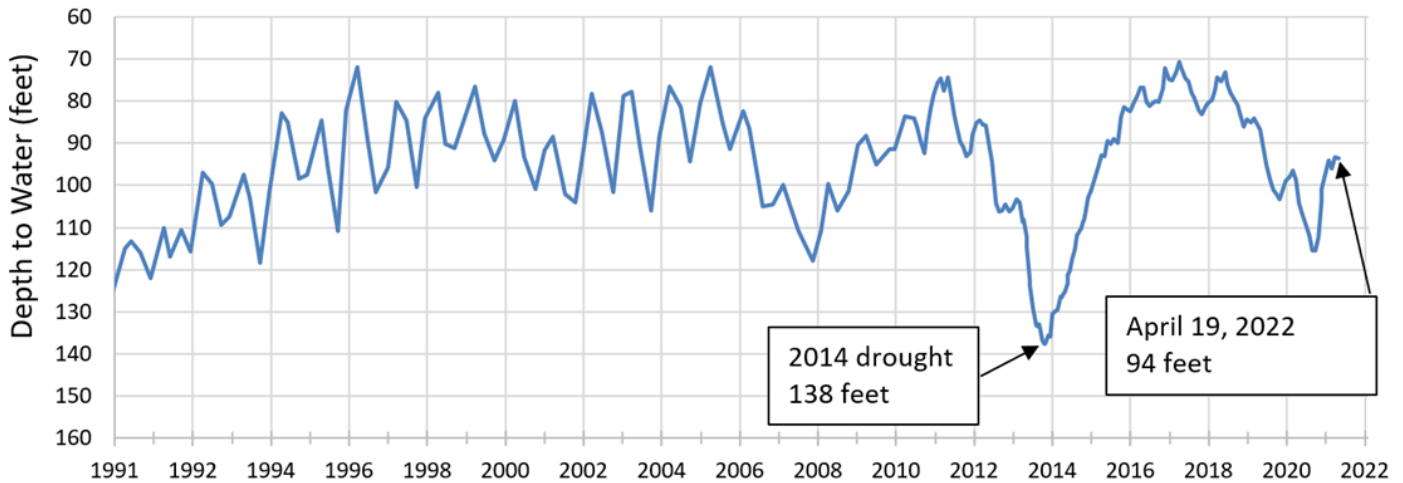
Groundwater Conditions:

Although there was a good seasonal recovery in groundwater levels this winter, the seasonal decline has begun. Higher temperatures and increased water demand in spring and summer will lead to increased pumping and the seasonal decline in groundwater levels, with greater than average declines expected this year because of the drought. As shown below, water levels in the North and South County index wells have generally declined since 2018 due to dry conditions, with a similar pattern as the 2012–2016 drought. 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.

- North County Conditions

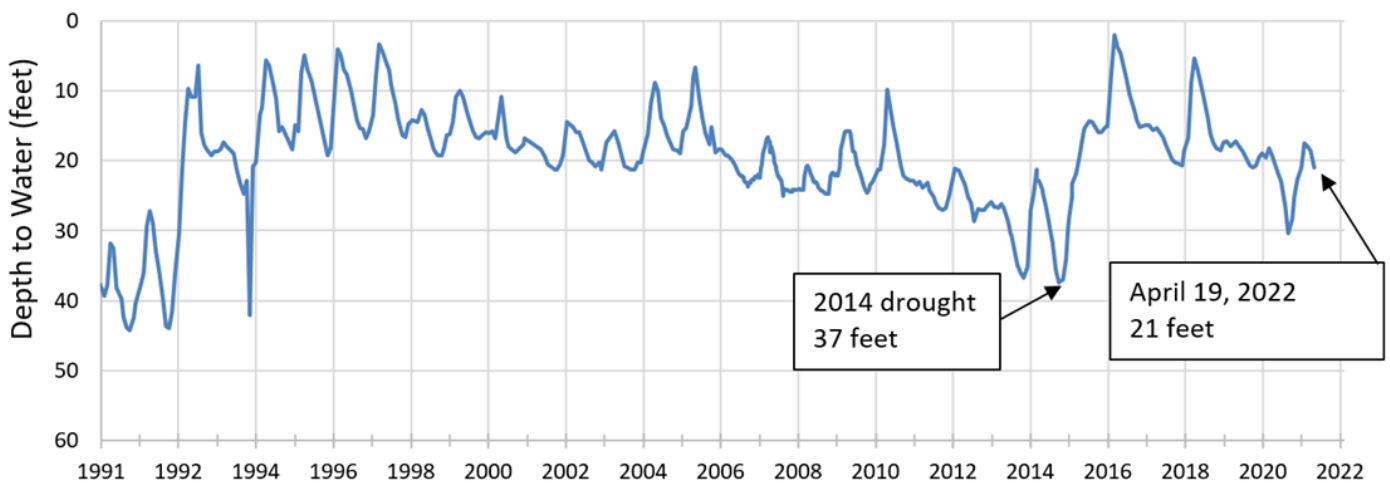
- o The current water level has decreased by 1 foot since last month and is about 44 feet above the minimum water level in 2014. The water level at this well is about 11 feet higher compared to this time last year.
- o Groundwater levels are more than 58 to 100 feet above thresholds established to minimize the risk of permanent subsidence.
- o No reports of dry wells have been received.

Santa Clara Plain Index Well

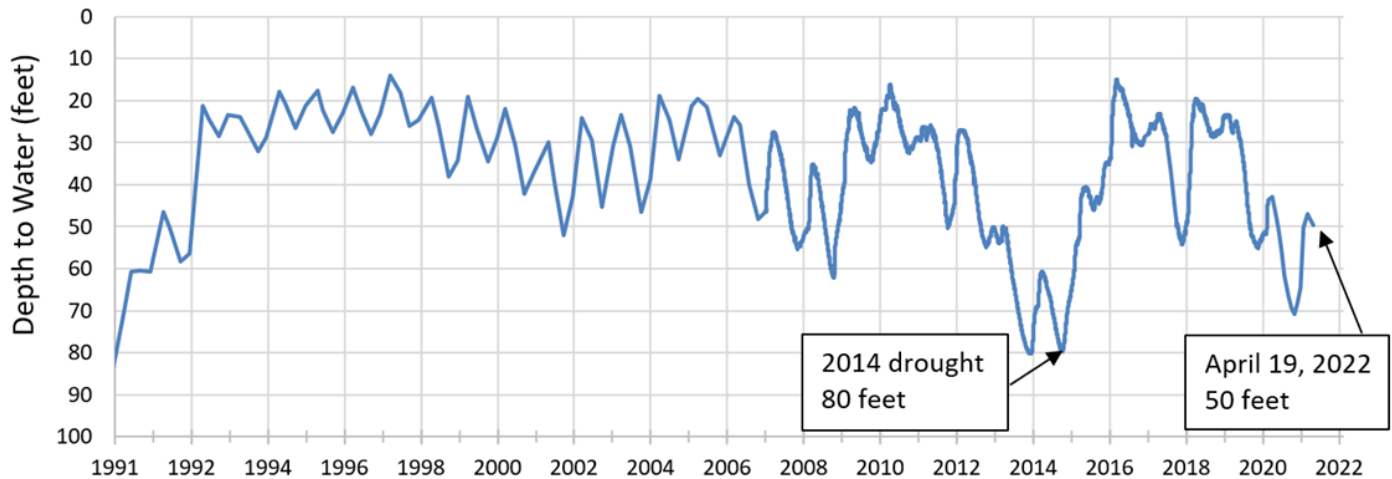


- South County Conditions
 - o The current water level in these wells have each decreased by 2 feet since last month and are about 16 and 30 feet, respectively, above the minimum water level in 2014. Additionally, the water levels in these wells are about the same and 3 feet lower, respectively, compared to this time last year.
 - o Valley Water has received one direct 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 (San Martin)



State Coordination

- On April 21, 2022, the State Water Resources Control Board (Water Board) held a workshop on the emergency regulations to implement the Governor's Executive Order (N-7-22). The Water Board staff indicated the goal is to have the new regulation take effect on June 10, 2022 if the adoption hearing and review by the Office of Administrative Law can be completed. The emergency regulation includes a requirement for all urban water suppliers to implement their demand reduction actions identified for a shortage of up to 20% (Level 2) from their Water Supply and Demand Assessments. In addition, the emergency regulations would 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. The Water Board indicated enforcement would be conducted by them, with the expectation local water agencies would relay the message to the public.
- On April 14, Secretary of Natural Resources Wade Crowfoot joined Valley Water Chair Pro Tem Varela and CEO Callender at a news conference on the drought and met with Valley Water staff and directors to discuss Valley Water's drought challenges and the purified water project.

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. On November 23, 2021, the Board approved establishment of the Drought Emergency project with a budget of \$6.5 million to fund two Limited Term Public Information Representatives to support expanded drought related communications with retailers, government agencies and the public. Funds also include expansion of the eCart program and various conservation rebate programs available to the public. Should additional funds be needed for drought related activities, budget adjustments will be brought to the Board.
- Expenses through the month of March FY22 totaled approximately \$30.3 million spent or encumbered primarily for emergency water purchases tied to contracts executed in FY21, relatively small draws of water from Semitropic Water Storage District in August, December, February and March, operating supplies, and labor expenses for staff time implementing Valley Water's drought response program.

Expanded Opportunities

Agricultural Water Use Baseline Study

Valley Water is collaborating with a team from University of California-Merced (UCM) to complete an Agricultural Water Use Baseline Study to better understanding of the current agricultural water use practices and identify opportunities to expand water conservation programs offered to the agricultural community.

- UCM has collected and completed a QA/QC of water use, land use, and irrigation information for Santa Clara County sourced from remote sensing datasets, publicly available data, Valley Water billing data, and field verification.

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 has continued to develop the procurement and California Environmental Quality Act (CEQA) documents for the Purified Water Project.

Flood-Managed Aquifer Recharge (Flood-MAR) Study

Valley Water is collaborating with a team of water resources researchers from the University of California system (referred to as UC Water) to complete a reconnaissance study for Flood-MAR implementation in Santa Clara County. The study began in 2021 to develop a GIS-based tool to identify potential sites for Flood-MAR projects in Santa Clara County and to evaluate institutional/regulatory requirements for implementing Flood-MAR projects.

- The study status was presented to the Agricultural Water Advisory Committee Meeting on April 4, 2022.
- The evaluation of incentivization options for participation in a potential Flood-MAR program begun.

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 is complete and was presented to the Water Conservation Demand Management Committee in March 2022 and the Environmental and Water Resources Committee in April 2022. Work was started on the Vulnerability Assessment which will be presented to the Committees in late spring/early summer.



Santa Clara Valley Water District

File No.: 22-0626

Agenda Date: 5/19/2022

Item No.: 4.2.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management

SUBJECT:

Water Conservation Program.

RECOMMENDATION:

Receive, review, discuss information, and provide input on water conservation programs.

SUMMARY:

Conditions in the State of California continue to be very dry, with Santa Clara County being classified by the U.S. Drought Monitor as being in severe drought. Achieving the Board's target of 15% savings as directed by Santa Clara Valley Water District (Valley Water) Resolution 21-68 is becoming even more paramount. Demand reductions during drought are predominately achieved through targeted messaging, outreach, behavioral changes, and changing equipment to eliminate leaks and to increase efficiency. Short-term savings can also yield long-term savings. In addition, drought encourages high participation in Valley Water's water conservation programs.

Valley Water has provided a robust water conservation program (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 (Committee) received Valley Water's updated Water Conservation Strategic Plan (Strategic Plan) which will guide staff on how best to achieve the long-term targets. The Strategic Plan determined that Valley Water will meet its long-term targets if participation is increased. The plan also analyzed and identified methods for successfully increasing participation in areas with high participation and identified variables that could similarly increase participation in areas with historically low participation. Valley Water continues to promote our many conservation programs, saving 76,584 acre-feet of water in the last fiscal year.

The purpose of this memorandum is to provide an overview of the Program's rebates, services, and resources for conserving water indoors and outdoors. A full list of water conservation programs can be found in Attachment 2. The Program is one of Valley Water's primary tools in our drought response and long-term water conservation savings.

Landscape Conversion Rebate

In 2021, staff increased the Landscape Rebate Program's Landscape Conversion Rebates 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. To increase capacity, Valley Water procured a vendor in December 2021. The vendor started performing field services and scheduling inspections in February 2022. This allows full time staff and support staff to transition to customer service, processing rebates, and developing and refining program resources.

Since July 1, 2021, the Landscape Rebate Program has issued Notices to Proceed for 1,544 applications. Additionally, over 1,170 rebate projects were completed and invoiced during this time to program participants. Over \$1,700,000 were issued in rebates for these invoiced projects. Of that, over \$610,000 was Measure S funding, resulting in the conversion of over 610,000 square feet of lawn to low water use landscape.

Our City Forest - Lawn Busters

In July 2021, Valley Water expanded a partnership with a local nonprofit organization, Our City Forest, to offer the Lawn Busters Program to low-income community members, US veterans, and other disadvantaged community members. With contributions from the Safe, Clean Water Measure S fund, payment for converting lawn to low water use landscape was increased from \$2 per square foot to \$4. Since this increase, 20,365 square feet of lawn has been converted across 16 projects. Additional educational services were included in the expansion, and with the support of Valley Water, Our City Forest hosted six Do-it-Yourself Lawn Busters workshops.

Webinar Series

Valley Water is utilizing Safe, Clean Water Measure S funding to offer virtual webinars focusing on a variety of outdoor water efficiency topics. The webinar series kicked off with a Sheet Mulching program in April, with 30 in attendance. Live language interpretation services are available to extend access to non-English speakers. The May 24th Zoom event will focus on Programming Irrigation Controllers for healthy landscapes, to save water, and to align with Valley Water's 2-day per week watering requirement. The series will continue monthly through the Fall, with the following topic schedule:

- June - Tree Care During a Drought
- August - Alternative Water Solutions: Laundry to Landscape Systems and Rainwater Collection
- September - Garden Design
- October - Drip Irrigation Basics

Commercial, Industrial, Institutional, and Multi-Family Residential (CII/MF) Programs

Valley Water continues to offer a submeter equipment rebate of \$150 per unit for multi-family residential properties through the Submeter Rebate Program. In April, a rebate was issued for submeters installed at a four-plex Accessory Dwelling Unit property. Valley Water recently gave approval for two additional projects, totaling 335 submeters, and is processing an application for an additional 285 submeters.

Valley Water continues to offer the Water Efficiency Technology Rebate up to \$100,000 for innovative water conservation projects. Staff is exploring strategies to increase awareness and participation of

this cost-effective program to the CII customer class.

Online Shopping Cart Program

Since its launch on April 20, 2021, the Online Shopping Cart Program (Program) has received 9,525 orders for water-saving devices and resources. Valley Water has also partnered with Sacred Heart to provide water saving devices and resources to disadvantaged communities throughout Santa Clara County. Additionally, the website was revamped to allow businesses and other entities to order in bulk (i.e., hotel linen reuse door hangers or “water on request” table tents).

Fixture Replacement Program

The Fixture Replacement Program offers free direct installation services to commercial, industrial, institutional, and multi-family properties throughout Santa Clara County. This program replaces 1.6 gallon per flush or higher toilets with the most water efficient models compatible with a participating property. Through replacing inefficient showerheads, urinals, faucet aerators, and more water-using fixtures free of charge, this program will produce additional water savings. The Fixture Replacement Program provides an opportunity for providing efficient customer service with strong potential of cost-effective water savings for each participating property. The Program launched in May 2021 and has completed work at nine multi-family properties and one institutional site, with four more multi-family apartment complexes scheduled to complete work before the end of the fiscal year. By the end of the first year, the Program is anticipated to replace over 1,700 toilets, nearly 600 showerheads, almost 350 kitchen aerators, and almost 35-bathroom aerators, equaling 67.3 acre-feet of water saved.

Advanced Metering Infrastructure and Home Water Use Reports

Valley Water continues to offer our water retailers a cost sharing program for Advanced Metering Infrastructure (AMI) meters and Home Water Use Reports. AMI provides near real-time water use information and automatic leak alert ability. This program offers a financial incentive to water retailers for converting to AMI and/or a cost-share for providing Home Water Use Reports to customers. Currently, Valley Water has agreements with two retailers for AMI conversion with Home Water Use Reports and five retailers for Home Water Use Reports; potential agreements with additional retailers are under development.

Through Valley Water’s existing Large Landscape Program, AMI data for irrigation account customers can link to a customer facing online portal. The portal can communicate hourly water use information through specialized charts, leak notifications, and insights related to day spikes, midday irrigation, and days-per-week irrigation frequency.

NEXT STEPS

Water Waste Program

Water Waste Program continues to receive a steady number of reports from the public. Most reports are handled by sending an educational notification letter on how to resolve the issue including information on Valley Water conservation programs. The letter also includes phrasing that continued non-compliance may result in future enforcement actions to the property owner. Once the Board adopts the proposed draft ordinance, program outreach materials will be updated.

Landscape Rebate Program

Valley Water plans to increase the Commercial, Industrial, Institutional, and multi-family residential (CII/MF) lifetime site cap for the Landscape Rebate Program from \$50,000 to \$100,000. This increase will take place before the end of May 2022. It will coincide with the launch of a new category within the program: Large Landscape Lawn to Mulch rebate. The new rebate category will be eligible to CII/MF sites who remove a minimum of 15,000 sq ft of lawn and replace with mulch. Existing trees within the converted lawn areas must be irrigated with low flow drip irrigation. The new rebate will also include provisions for golf courses to convert irrigation turf to native grass seed in out-of-play areas. These Landscape Rebate Program updates are in direct response to the State's proposed ornamental lawn irrigation ban for commercial properties and the severe escalation of the drought conditions.

Planned Pilot Programs

As mentioned at the April 25th Water Conservation and Demand Management Committee, 2022 Staff are on track to implement several pilot programs to address leak detection, leak repair, and toilet retrofits. Additionally, Valley Water and the County of Santa Clara Office of Sustainability (County) are negotiating a pilot program to target the lower income business sector to promote Valley Water's Water Conservation Program and the County's Green Business Program, respectively. This will be achieved through the development of a training program and outreach plan for community-based organizations to promote and outreach water conservation programs and rebates to businesses in targeted zip codes.

ATTACHMENTS:

Attachment 1: PowerPoint Presentation

Attachment 2: Water Conservation Program Flyer

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138

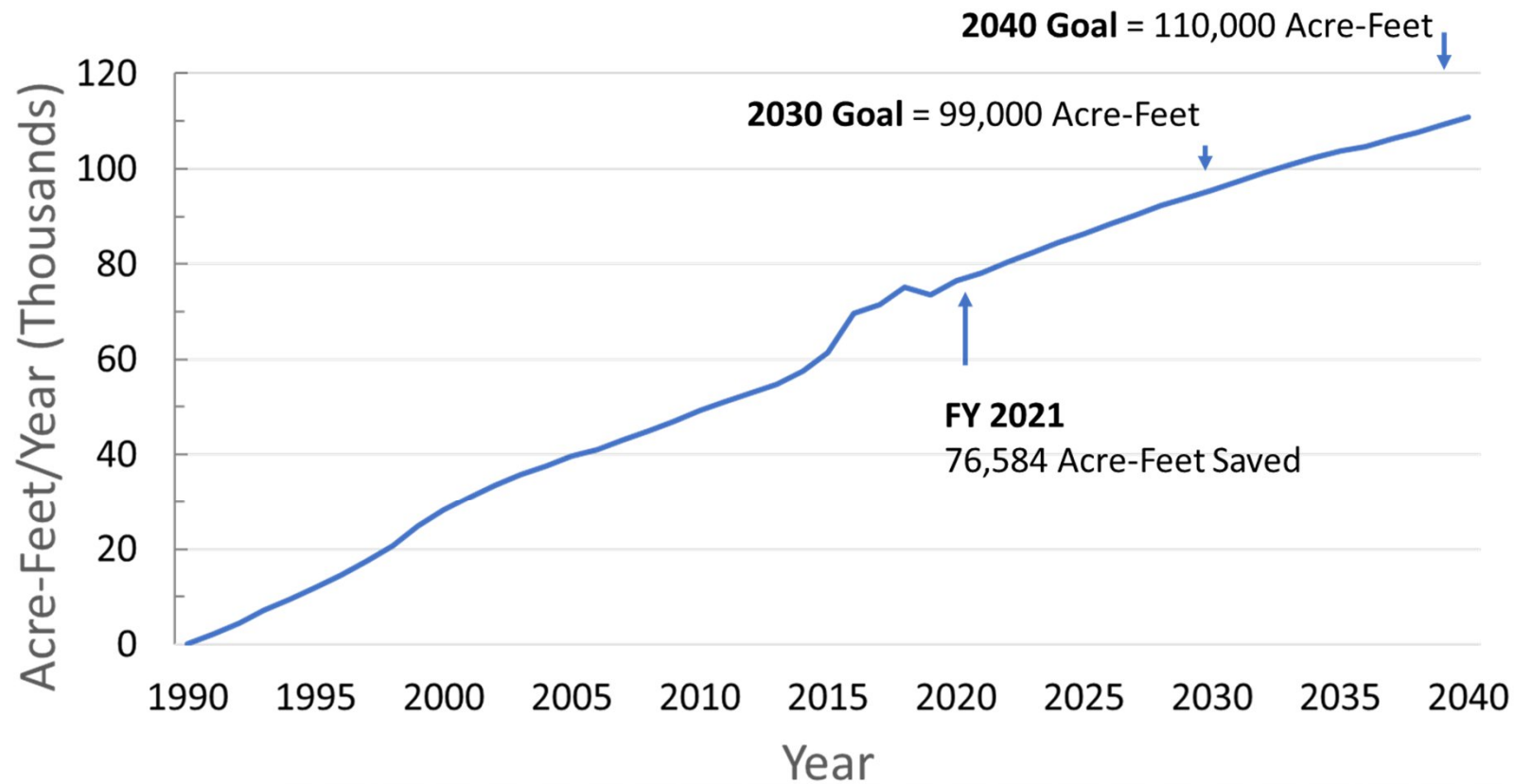


Valley Water's Water Conservation Program

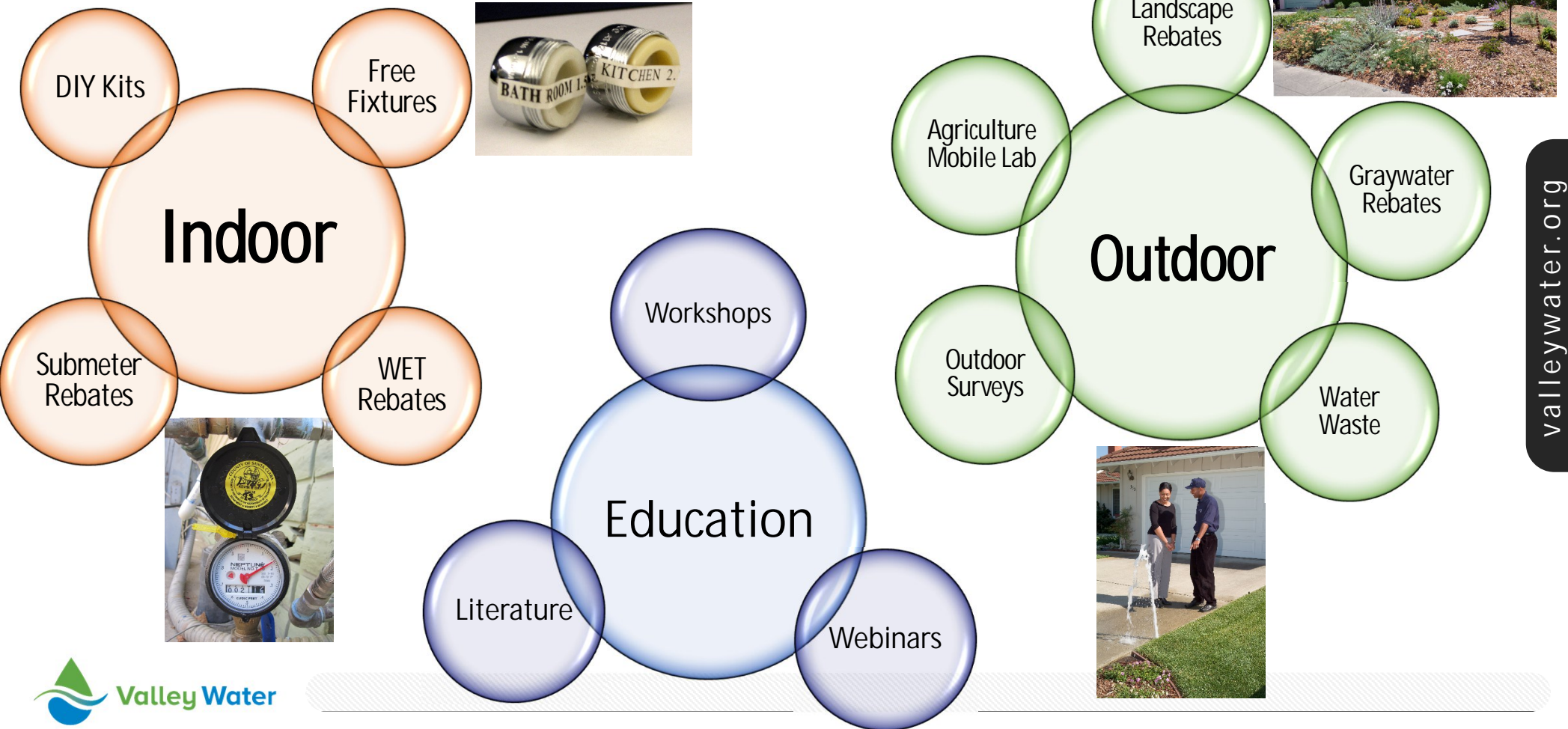
Presented by: Justin Burks, Sr. Water Conservation Specialist
Water Supply Planning and Conservation Unit



History of Water Conservation



Current Programs

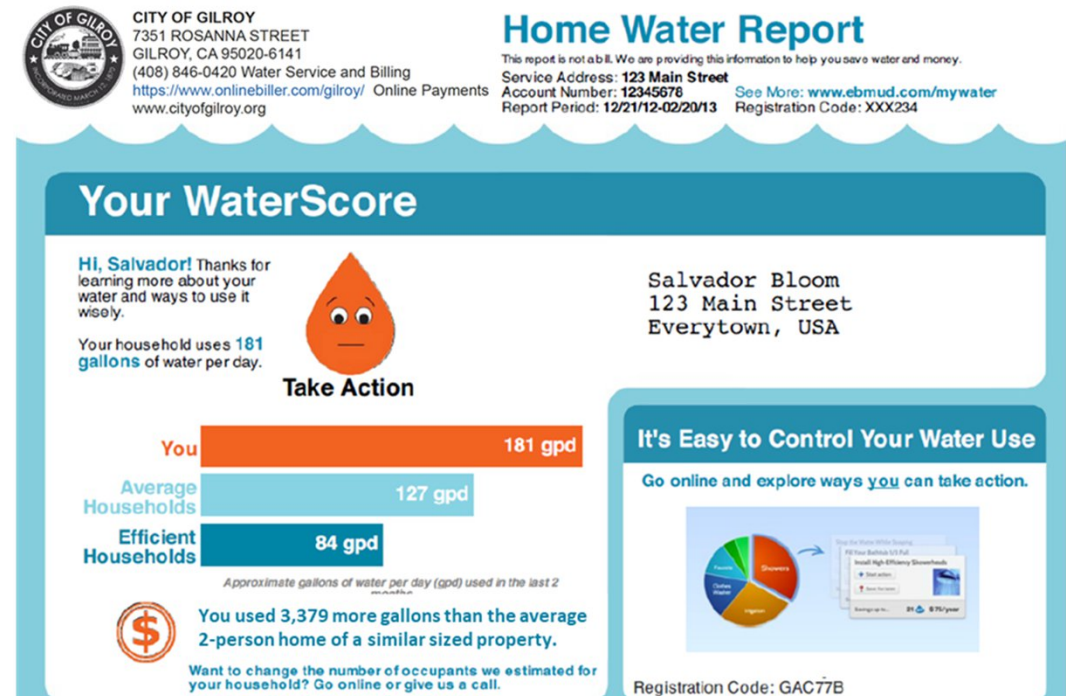


AMI & Home Water Use Reports

5

Two cost-share options:
Home Water Use Reports with
or without AMI

2 retailers completed AMI, 5
retailers have home water use
reports



Multi-family/CII

Submeter Rebate Program

Water Efficient Technology Rebate

Large Landscape Program



Webinars

- Sheet Mulching - April
- Irrigation Controllers - May

Topic Schedule

- Tree Care During a Drought - June
- Laundry to Landscape Systems and Rainwater Collection - August
- Garden Design - September
- Drip Irrigation Basics - October



Low Income/Disadvantaged Programs

8

- Lawn Busters
- Water Wise Survey
- Online Shopping Cart
- Leak Assessment & Toilet Retrofit Pilots (FY23)

You're invited to join a monthly Lawn Busters DIY Workshop to learn how to transform your lawn into a low-water use landscape!

REGISTER NOW

[Ourcityforest.org/diylawnbust](https://ourcityforest.org/diylawnbust)

Every participant in the hands-on training will receive **50% off** plants at the **Our City Forest Community Nursery** in San Jose.



A partnership between Valley Water and Our City Forest



Contact lawnbusters@ourcityforest.org or (408) 998-7337 x 107 with questions.



Scan here to learn more

Look Ahead

- Refine Water Waste Program
- Expand Landscape Rebate Program
- Evaluate Pilot Outcomes

QUESTIONS





Valley Water

Clean Water • Healthy Environment • Flood Protection

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.

[continued on back »](#)

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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Santa Clara Valley Water District

File No.: 22-0627

Agenda Date: 5/19/2022

Item No.: 4.3.

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 5/19/2022, 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.: 22-0628

Agenda Date: 5/19/2022

Item No.: 4.4.

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
				<p>days maximum limit that includes ornamental landscaping and lawns. <i>The Board approved this recommendation at the April 12, 2022, meeting.</i></p> <p>Accomplished April 25, 2022: The Committee received the following presentations:</p> <ul style="list-style-type: none"> •The monthly update on progress towards Valley Water Resolution 21-68's water use reduction target and drought-related water conservation efforts •The Water Conservation Program Savings update for Fiscal Year 2021 (FY21), •The One-Year Check-In for the Online Shopping Cart (eCart) Program for Free Water-Saving Devices, •The Youth Commission Drought Awareness and Conservation Toolkit, and took no action.
2	<p>Recommend policies towards water conservation goal:</p> <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 Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
Water Supply Master Plan Strategy 2: Increase Water Conservation and Stormwater Capture 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 March 2022 January 2022 March 2022	Discussion/Action Items	<p><u>Accomplished January 24, 2022:</u> The Committee received presentations on the Agricultural Water Use Baseline Study and on the Flood MAR and took no action.</p> <p><u>Accomplished March 21, 2022:</u> The Committee received presentations on the Agricultural Water Use Baseline Study and on the Flood MAR and took no action.</p> <p><u>Accomplished April 25, 2022:</u> The Committee received no reports on the Agricultural Water Use Baseline Study or the Flood MAR.</p>
4	Recommend policies towards achieving long-term water conservation goal <ul style="list-style-type: none"> Collaboration on ordinances 	2022	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
Water Supply Master Plan Strategy 3: Optimize the Use of existing supplies and infrastructure				
5	South County Recharge	TBD	Discussion/Action Items	
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><u>Accomplished January 24, 2022:</u> The Committee received a verbal update on the Groundwater Sustainability Plans and took no action.</p> <p><u>Accomplished March 21, 2022:</u> The Committee received a verbal update on the Groundwater Sustainability Plans and took no action.</p> <p><u>Accomplished April 25, 2022:</u> The Committee received a presentation on: •The Proposed Zones of Controlled Drinking Water Well Construction for the Purified Water Project, and •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 		Discussion/Action Items	<u>Accomplished February 23, 2022:</u>

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
	<ul style="list-style-type: none"> CCAP water supply portion Water Shortage Contingency Plan update (Drought Response Plan update) 	February 2022 March 2022		The Committee received a presentation on the Drought Response Plan and took no action. Accomplished March 21, 2022: The Committee received a presentation on the Drought Response Plan – Benchmark Study and took no action.
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	Accomplished January 24, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action. Accomplished February 23, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action. Accomplished March 21, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p><u>Accomplished April 25, 2022:</u></p> <p>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><u>Accomplished March 21, 2022:</u></p> <p>The Committee received a presentation on improving water wise features for new developments and took no action.</p>

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