

June 17, 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, Deputy Operating Officer, Treated Water Operations & Maintenance Division
Marta Lugo, Assistant 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, June 27, 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

One tap mobile

+16699009128,,92597340524# US (San Jose)

Dial by your location

+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, June 27, 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 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

Monday, June 27, 2022

11:00 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 required 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>
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. 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.

[22-0733](#)

Recommendation: Approve the May 19, 2022, Meeting Minutes

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

Attachments: [Attachment 1: 05192022 WCaDMC DRAFT Mins](#)

Est. Staff Time: 5 Minutes

4. REGULAR AGENDA:

- 4.1. Monthly update on progress towards achieving Valley Water's water use reduction target and water conservation efforts related to the drought emergency. [22-0734](#)
- 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: May Drought Response Report](#)
- Est. Staff Time: 20 Minutes
- 4.2. Water Fixture Replacement Program One Year Update. [22-0735](#)
- Recommendation: Receive an update on the outcomes that have occurred during the first year of implementation of the Water Fixture Replacement Program and next steps for program development.
- Manager: Kirsten Struve, 408-630-3138
- Attachments: [Attachment 1: PowerPoint Presentation](#)
- Est. Staff Time: 10 Minutes
- 4.3. Commercial, Industrial, Institutional, and Multi-Family Residential (CII/MF) Water Conservation Programs [22-0736](#)
- Recommendation: Receive, review, and discuss information and provide feedback on Commercial, Industrial, Institutional, and Multi-Family Residential (CII/MF) water conservation programs.
- Manager: Kirsten Struve, 408-630-3138
- Attachments: [Attachment 1: PowerPoint Presentation](#)
- Est. Staff Time: 15 Minutes

4.4. Standing Items Report.

[22-0737](#)

- 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 6/27/2022, 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

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

[22-0738](#)

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, July 25, 2022.

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Santa Clara Valley Water District

File No.: 22-0733

Agenda Date: 6/27/2022

Item No.: 3.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Approval of Minutes.

RECOMMENDATION:

Approve the May 19, 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: 05192022 WCaDMC Draft Minutes

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

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WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

DRAFT MINUTES

THURSDAY, MAY 19, 2022

A special meeting of the Water Conservation and Demand Management Committee was held on May 19, 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 10:02 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), and Committee Chair, Director Linda J. LeZotte (District 4) establishing a quorum.

Staff members in attendance were: Joseph Aranda, Aaron Baker, Ingrid Bella, Roseryn Bhudsabourg, Neeta Bijoor, Sam Bogale, Glenna Brambill, Justin Burks, Vanessa De La Piedra, Anthony Fulcher, Rachael Gibson, Jason Gurdak, Linh Hoang, Cindy Kao, Matt Keller, Michele King, Candice Kwok-Smith, Jess Lovering, Carlos Orellana, Colin Resch, Melanie Richardson, Metra Richert, Don Rocha, Mary Samar, Ashley Shannon, Kirsten Struve, Gregory Williams, and Kristen Yasukawa.

Guest Agencies in attendance were: Michael Bolzowski (California Water Service), Brian Boyer (Cinnabar Hills Golf Club), Katja Irvin (Sierra Club Loma Prieta Chapter), Viktoria Gleason and Brendan McCarthy (City of Santa Clara), and Curt Rayer and Bill Tuttle (San Jose Water Company-SJWC).

Public in attendance were: Arthur M. Keller, Ph.D., Christophe LaBelle, and Christine Prior.

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 unanimously, to approve the minutes of the April 25, 2022, Water Conservation and Demand Management Committee meeting as presented.

4. ACTION ITEMS

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.

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

The Water Conservation and Demand Management Committee discussed the following: using 2019 baseline, property owners vs renters knowledgeable regarding watering restrictions, flow restrictors, violations, outreach challenges, correcting behaviors, coordination of enforcement with retailers, surcharges/water usage/allocation, non-confusing outreach needs to reach the masses so the message is absolutely clear, actionable complaints, tiered fines, shortened timelines, water reduction in some areas and water wasters in other areas (arguments of North vs South).

Public Comments:

Mr. Bill Tuttle (San Jose Water Company-SJWC) noted:

- ✚ doesn't have the authority to fine violators but are able to install flow restrictors if needed
- ✚ read the schedule and enforcement regulations and their ability to shut off water

Dr. Arthur M. Keller suggested:

- ✚ sending letters to property owners stating the restrictions/violations.

Ms. Kirsten Struve, Ms. Rachael Gibson, and Mr. Anthony Fulcher were available to answer questions.

Noted inputs/comments: adding information related to the 2019 baseline, interaction with the retailers and surcharges, and reason for enforcement/authority change.

The Water Conservation and Demand Management Committee took the following action.

It was moved by Director Nai Hsueh, seconded by Director Barbara F. Keegan, and carried unanimously, to approve recommending that the Board consider adopting the Ordinance ADOPTING DROUGHT OUTDOOR WATER CONSERVATION AND ENFORCEMENT MEASURES.

4.2. WATER CONSERVATION PROGRAM

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

The Water Conservation and Demand Management Committee discussed the following: numbers of participants of the landscape rebate program, working with disadvantaged communities, planting 'land' trees (street parking strip-tree canopy), lawn replacements- 'shading' an environmental component is a financial benefit with great appeal, and use of more contractors was suggested to assist with 'work flow.'

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

The Water Conservation and Demand Management Committee took no action.

4.3 STANDING ITEMS REPORT

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

There were no verbal updates for:

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

The Water Conservation and Demand Management Committee took no action.

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

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

Work plan items--reach out to realtors and update was provided

Director Nai Hsueh requested for a future meeting the following item:

Policy says: provide 100% demand County during average year, critical dry year or multi dry year.

Level of service goal-80%, less water demand, what does it mean, and what can be done

Question on work plan to find opportunities to work on contacting Planning Commissions on adopting the model ordinances

Mr. Don Rocha's response:

County's Legislative policies and guiding principles adopted by Board December 2021, Staff has met with County and Valley Water provided a template ordinance, there is some push back, however, staff will continue to meet to see if they will champion the Ordinance.

MWENDO making its rounds through the various jurisdictions, there is some reluctance since it is not a priority, however, gaining some traction.

The Committee's next scheduled meeting is at 11:00 a.m. on June 27, 2022.

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE'S REQUESTS

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

Agenda Item 4.1

The Water Conservation and Demand Management Committee approved recommending that the Board consider adopting the Ordinance ADOPTING DROUGHT OUTDOOR WATER CONSERVATION AND ENFORCEMENT MEASURES.

6. ADJOURNMENT

Committee Chair Director Linda J. LeZotte adjourned at 11:44 a.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.: 22-0734

Agenda Date: 6/27/2022

Item No.: 4.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Monthly update on progress towards achieving Valley Water'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. 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 ornamental lawns and prohibit excessive runoff, midday irrigation, and irrigation after rainfall. On May 24, 2022, the Board approved Ordinance 22-02 to enforce these restrictions.

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 June 9, 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 June 13, 2022. Staff will provide additional updates regarding latest drought conditions.

The California Department of Water Resources (DWR) has announced a 2022 State Water Project 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. Reclamation has approved Valley Water's request for public health and safety water.

Groundwater levels in May have continued the seasonal decline, which typically occurs in spring and

summer due to higher temperatures, increased water demand, and associated increased pumping. Greater than average declines in groundwater levels are 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.

Consequently, conservation is an important strategy to help reach the 15% call for water use reduction and mitigate negative impacts.

Water Conservation Outreach

In May 2022, media interest focused on the Board of Directors' unanimous approval of the watering restrictions enforcement ordinance. The May 24 board meeting garnered national and regional television, online, print and radio coverage. Staff published statements on valleywater.org from Chair Pro Tem Varela on the proposed water use reduction enforcement ordinance and on its subsequent adoption. Blog posts on valleywaternews.org accompanied these statements.

The "Say Yes" water conservation campaign was launched, encouraging residents to reduce outdoor watering and engage in simple actions to save water. In addition to running in newspapers, the campaign is on social, digital, streaming and radio platforms. Public space ads on buses will be deployed in June, along with a broadcast video ad. Yard signs will be available through the shopping cart in June and Valley Water fleet vehicles will begin showcasing bumper stickers encouraging water conservation. Vehicle magnets with the same messaging are also being fabricated.

The spring campaigns promoting our landscape rebate program and online shopping cart are running. Our animations have been seen more than half-a-million times. Staff continues to run social media videos and posts promoting outdoor surveys, tips to save water outdoors, watering trees, using shower buckets and designing yards with water-efficient plants. To highlight the importance of conserving water and to show where the county is at in this effort, social media posts were shared showing water use rose 30% in March. These posts encouraged residents to take advantage of tools and rebates at watersavings.org. Statements and blogs on the Board's new action on water waste reporting were also shared on all social media platforms.

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. Valley Water's Water Conservation Webinar Series launched in April with about 30 in attendance for a Sheet Mulching education program. In May, about 30 attendees joined a webinar on programming irrigation controllers to help residents follow the two days a week watering limit. The series runs on Zoom and Valley Water's Facebook Live, and simultaneous translation is available to expand reach to non-English speakers.

Valley Water launched a new office hours program for members of the public to ask staff about applying for water conservation rebates once per week, alternating between lunch hours and early evening. Valley Water announced the pending launch of a new Lawn to Mulch component of the

Landscape Rebate Program to help larger commercial properties convert non-functional turf to mulch and to install high-efficiency irrigation for trees on their property. In addition, Valley Water doubled its Landscape Rebate Program's maximum rebate for commercial, industrial, institutional, and multi-family properties from \$50,000 to \$100,000.

Countywide Water Use Reduction

Water use in the county is trending in the right direction with water use in April less than what in March. Slightly more water, 2%, was used in April 2022 compared to April 2019, and 3% more water was used in April 2022 when compared to April 2020. The county made progress in reducing water use in April 2022 compared to February and March 2022. Santa Clara County's cumulative water savings from June 2021 - April 2022 is 3%, compared to 2019. The cumulative water savings from June 2021 - April 2022 is 8%, compared to 2020.

Water Waste Enforcement

At the May 24th Board meeting, Valley Water passed Resolution 22-02 to establish mandatory outdoor conservation measures for properties served potable water directly or indirectly from Valley Water sources. These mandatory measures include limiting irrigation of non-functional turf to a maximum two days per week, and not irrigating any outdoor landscape during and within 48 hours of measurable rainfall, between 9 AM and 6 PM, or in a manner that causes runoff. The Water Waste Program will continue its educational mission while enforcing the mandatory outdoor measures. The ordinance effective date was June 1, 2022. As required, the ordinance was published in a newspaper. The committee will receive an update on water waste reporting and enforcement.

Valley Water is actively coordinating through meetings with each retailer to ensure that enforcement processes are complementary and that efforts are not duplicated.

ATTACHMENTS:

Attachment 1: PowerPoint Presentation

Attachment 2: May 2022 Drought Response Report

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138

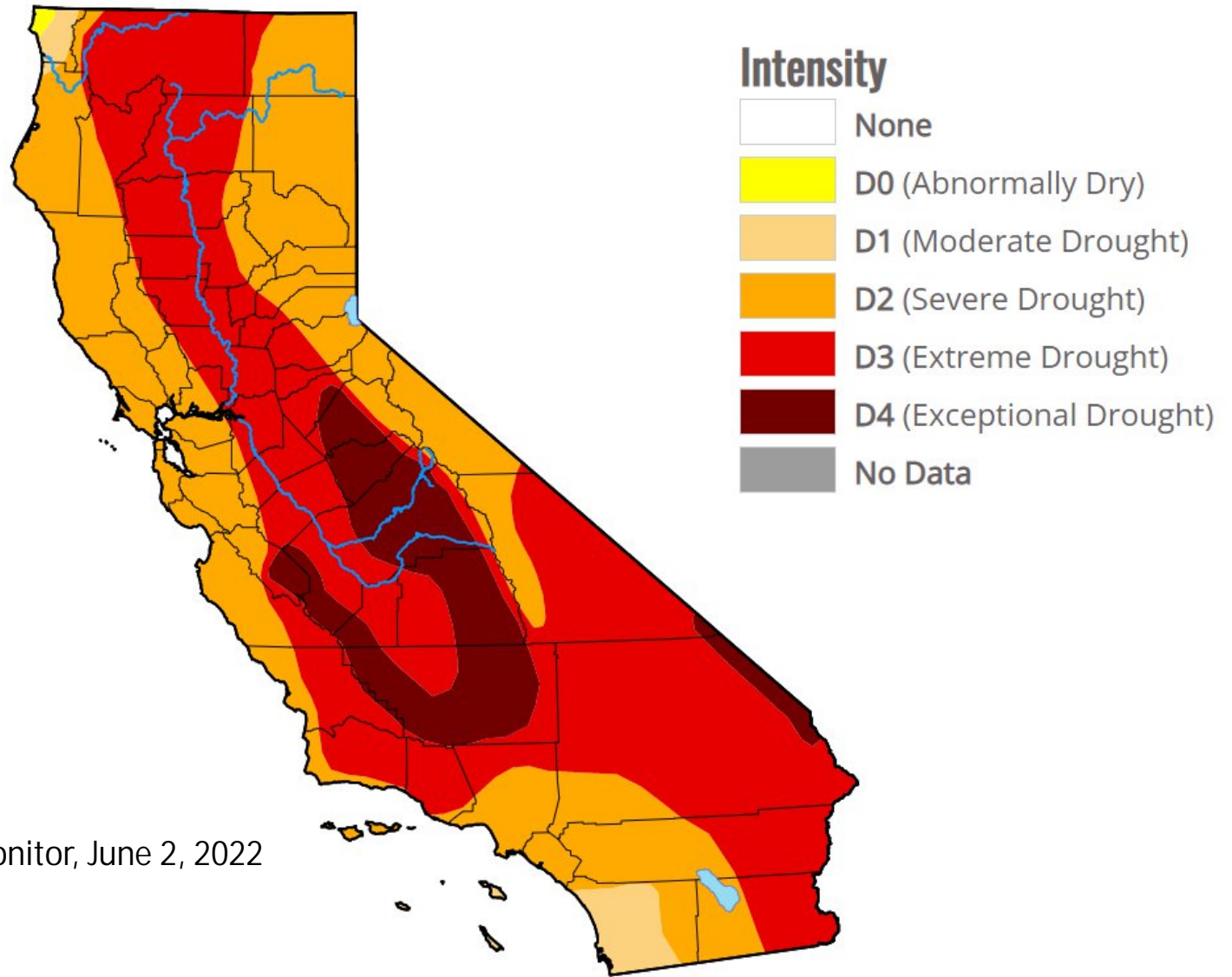
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Monthly Drought Emergency Response and Water Supply Update

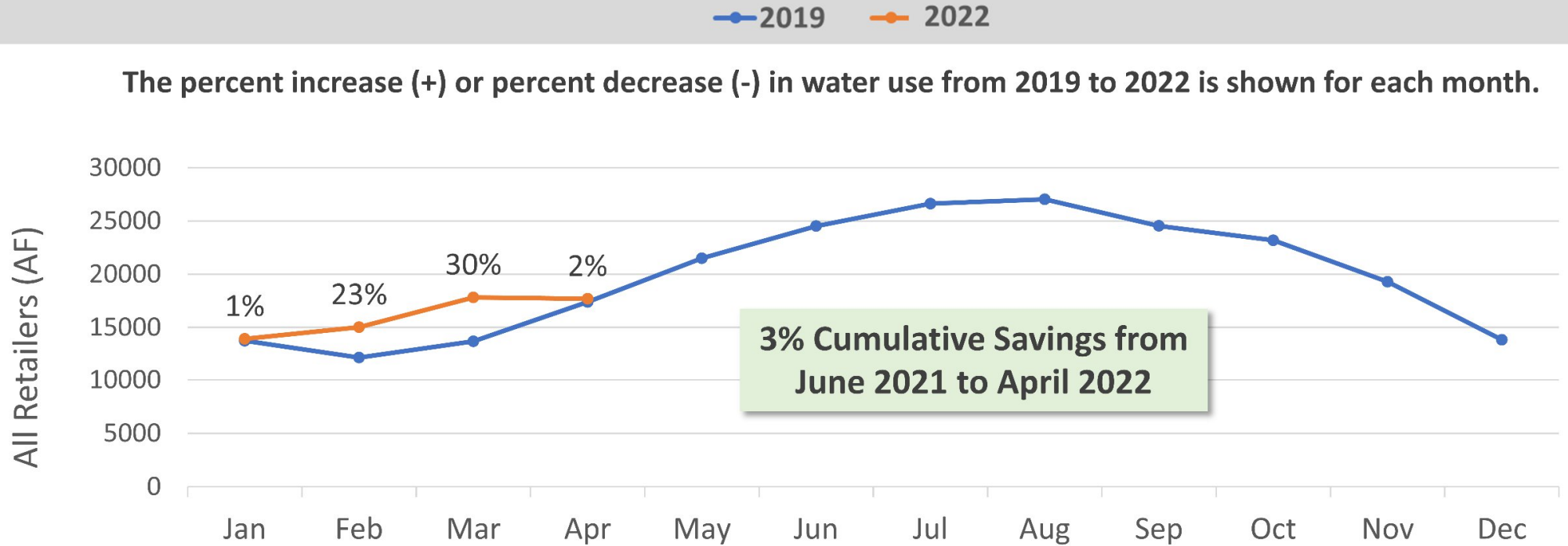
Water Conservation and Demand Management Committee
June 27, 2022

Severe Drought



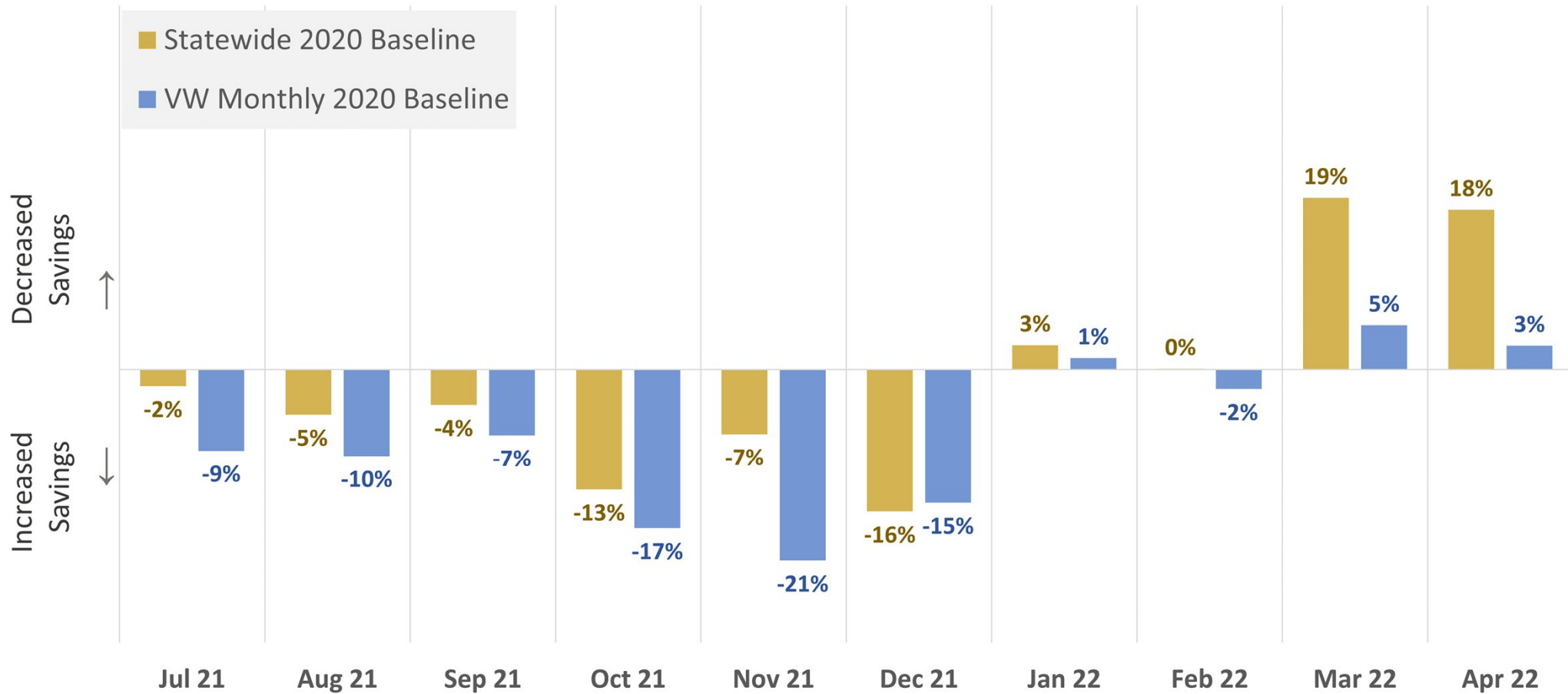
Data source: U.S. Drought Monitor, June 2, 2022

Countywide Water Savings



Water use headed in the right direction

County compared to State Savings



Historically Low 2022 Imported Water Allocations

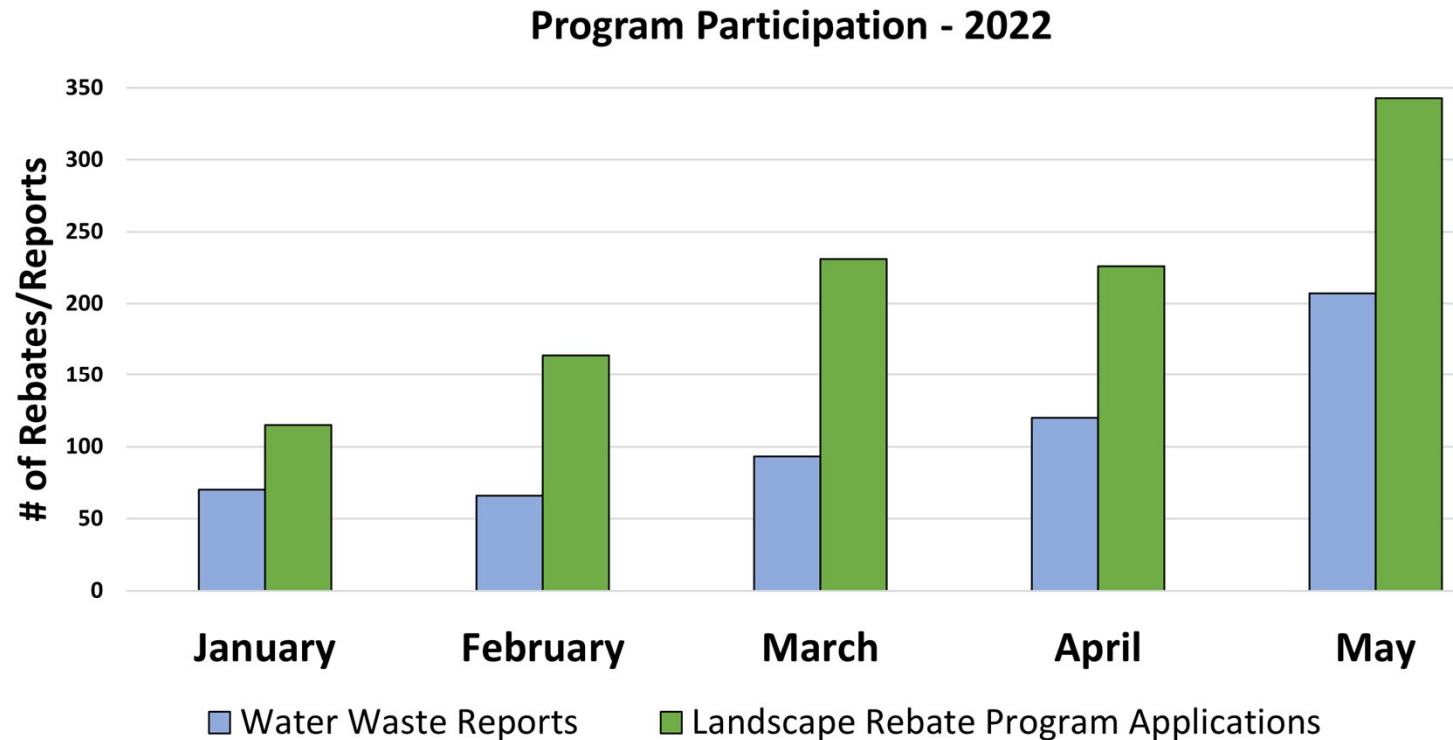
- State Water Project - 5% and minimum Human Health and Safety needs
- Central Valley Project - Public Health and Safety only, 0% for Ag
- Semitropic water bank withdrawal
- Emergency transfers

Groundwater

- Recharge remains below average, but would be much lower without Public Health and Safety supplies
- Water levels have declined but remain above 2014 levels due to emergency imported water supplies

Water Conservation

- Participation remains high
- E-cart
 - 4,872 orders
- Water waste enforcement
- Commercial program enhancements



Water Use Reduction Enforcement Updates

- Ordinance passed on May 24, 2022.
- Ordinance published in newspaper.
- Enforcement began on June 1.
- Reports are coming in via phone, email, and app.

Our county continues to face a severe drought!

This is a reminder from Valley Water about the need to use water wisely.

A water waste inspector stopped by today for the following reason(s):

- ☐ Broken plumbing, sprinkler, or irrigation system
- ☐ Use of water that results in flooding or runoff onto the sidewalk, gutter, or street
- ☐ Use of water for washing down paved or hard surfaces
- ☐ Running irrigation sprinklers for more than 15 minutes per day per station
- ☐ Watering within restricted hours of _____
- ☐ Limit on water days per week: _____
- ☐ Other: _____

Case number: AVW	Inspector:	Your water retailer:
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Recommended action:

Failure to comply with water waste restrictions may result in future enforcement action, including fines.

If you have any additional questions regarding this notice or water waste restrictions in your area, please contact us at 408-630-2000 or waterwise@valleywater.org.


As the inspector that visited you may not be in the office, please reference your address or case number above.

Thank you for using this reminder to use water wisely.

 **LET'S SAY YES TO SAVING WATER**
WaterSavings.org

SCAN ME!

valleywater.org/find-my-retailer
To learn more information about your water retailer and water use restrictions, scan this QR code or visit valleywater.org/find-my-retailer

 watersavings.org
To learn more about the water conservation programs and resources below, scan this QR code, visit watersavings.org or call the Water Conservation Hotline at 408-630-2554.

Valley Water offers the following water conservation programs to help all residents and businesses of Santa Clara County conserve water.

WATER WISE SURVEY PROGRAM
Outdoor irrigation survey offered to properties with less than a half-acre of landscaping—a trained irrigation professional will complete a comprehensive evaluation of your irrigation system for free.
San Jose Water Company customers should call 408-279-7900 or visit jwater.com/switch for an outdoor water checkup.

LANDSCAPE REBATE PROGRAM
Offers rebates to convert lawns and pools to low water use landscapes, upgrading existing irrigation equipment to high-efficiency irrigation equipment, and to install rainwater capture systems like rain barrels and more!


GRAYWATER REBATE PROGRAM
Offers rebates for properly connecting a clothes washer to a graywater irrigation system, as well as online resources for learning about other types of graywater systems.

FREE WATER-SAVING EQUIPMENT & MATERIALS
Low-flow showerheads, high-efficiency faucet aerators, toilet flappers and other devices are available for free through the online shopping cart.

LARGE LANDSCAPE PROGRAM
Eligible properties greater than a half-acre can schedule a free landscape field survey to receive irrigation efficiency recommendations.

COMMERCIAL & FACILITY REBATES
Includes water-efficient technology rebates for upgrading equipment in facilities and submeter rebates for residential properties including Accessory Dwelling Units (ADUs) and more!

EVENTS
Local water conservation events can be found at both watersavings.org and southbaygreengardens.org.


 **Valley Water**
Clean Water • Healthy Environment • Flood Protection


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Communications Update


- Partner toolkit distribution to retailers and partner agencies on June 13.
- It includes downloadable creatives ranging from GIFs, to social media graphics, to videos.
- There's an option to customize co-branding collateral like bill inserts or email messages.

2022 WATER CONSERVATION PARTNER TOOLKIT
We are in a severe drought. Let's say YES to saving water.

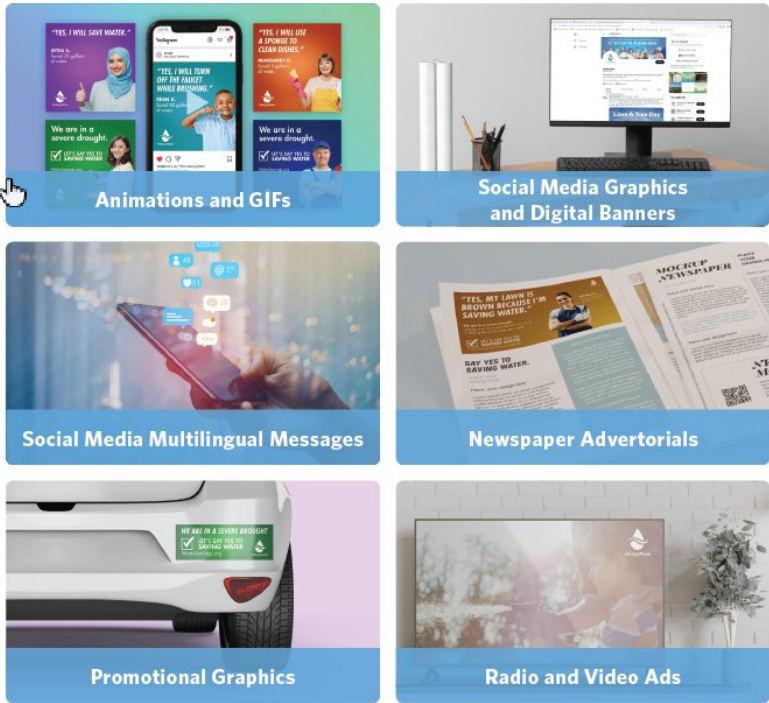




Download campaign materials:
<https://delivr.com/23b35>



Visit our shopping cart for free water conservation tools.
<https://delivr.com/2th9x>



Animations and GIFs

Social Media Graphics and Digital Banners

Social Media Multilingual Messages

Newspaper Advertorials

Promotional Graphics

Radio and Video Ads

valleywater.org

Clean Water • Healthy Environment • Flood Protection

Next Steps

- Continued retailer coordination
- CII ban of non-functional turf irrigation

QUESTIONS



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Drought Emergency Response Report

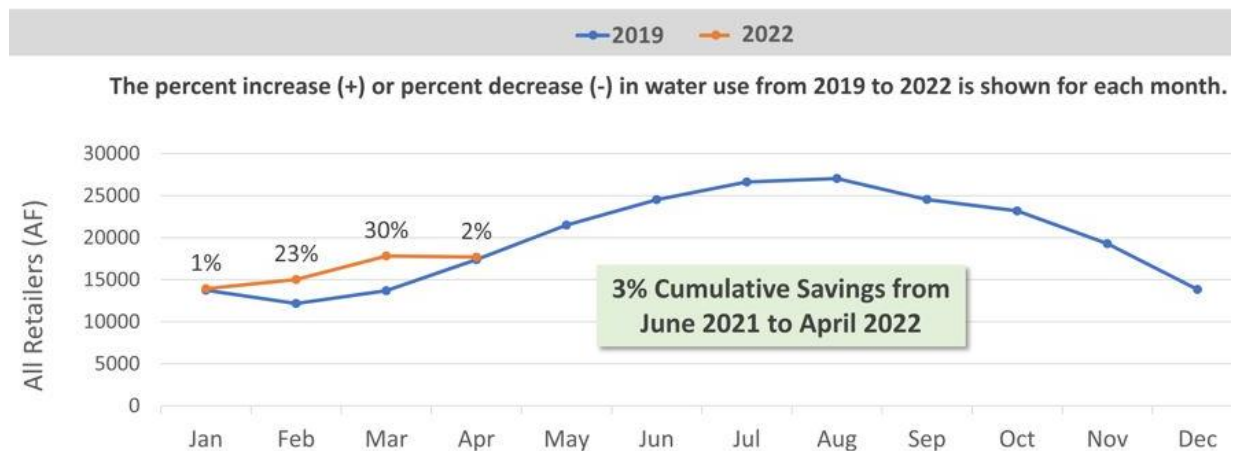
MAY 2022

Drought Resolution 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 ornamental lawns and prohibit excessive runoff, midday irrigation, and irrigation after rainfall. On May 24, 2022, the Board approved Ordinance 22-02 to enforce these restrictions.

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.



- Water use in the county is trending in the right direction with water use in April less than in March.
- Slightly more water, 2%, was used in April 2022 compared to April 2019, and 3% more water was used in April 2022 when compared to April 2020. The county made progress in reducing water use in April 2022 compared to February and March 2022.
- Santa Clara County's cumulative water savings from June 2021 – April 2022 is 3%, compared to 2019. The cumulative water savings from June 2021 – April 2022 is 8%, compared to 2020.
- On April 12, 2022, the Board called for no more than 2 days of irrigation in a week for ornamental lawns and prohibited runoff, midday irrigation, and irrigation following rainfall.
- On May 24, 2022, the Board approved an ordinance to enforce these restrictions in areas served by Valley Water supplies, with the goal of increasing countywide water savings.

Attachment 2
Page 1 of 12

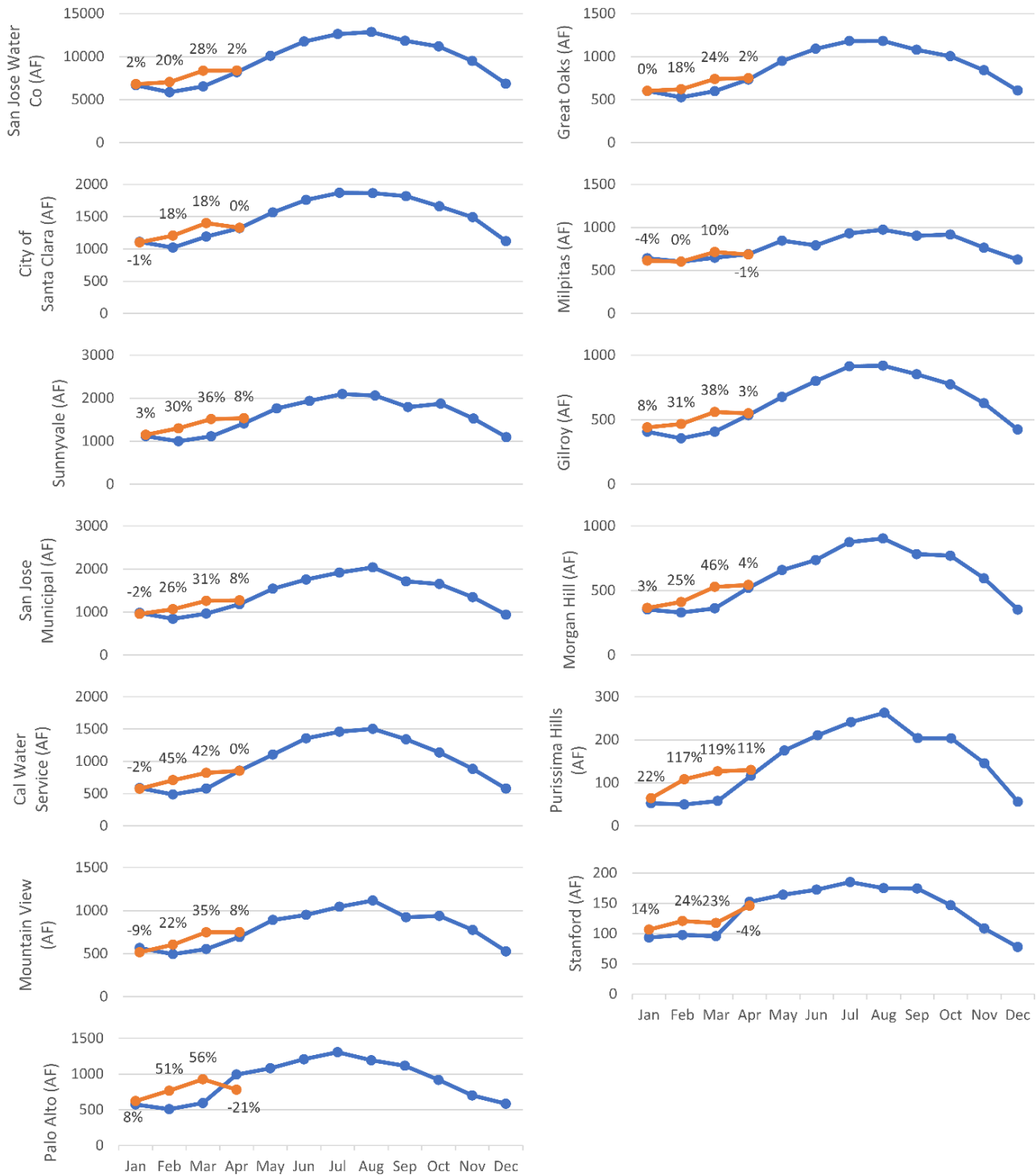
- Valley Water continues its conservation and drought-messaging with a new “Say Yes to Saving Water” campaign. The new, multilingual, multi-platform campaign encourages residents, businesses, farms, and others to follow watering restrictions and take actions, both large and small, that can increase water savings.

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.

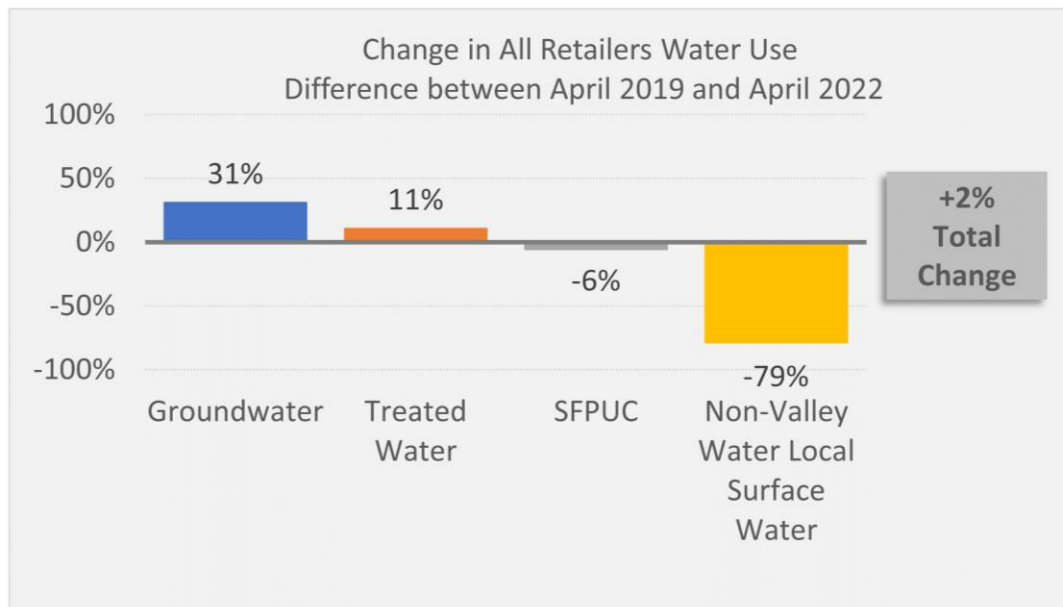
Monthly Water Use by Retailer (AF)

— 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 (April 2019)					Total Water Use in Acre-Feet (April 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	2,480	3,470	-	2,240	8,180	3,690	4,210	-	480	8,370
Santa Clara, City	640	440	250	-	1,320	780	290	250	-	1,330
Sunnyvale	10	550	850	-	1,410	10	710	810	-	1,530
San Jose Municipal Water	50	760	370	-	1,180	60	840	370	-	1,270
California Water Service	230	630	-	-	860	430	420	-	-	850
Palo Alto	-	-	990	-	990	-	-	780	-	780
Mountain View	20	70	610	-	690	10	70	670	-	750
Great Oaks	730	-	-	-	730	750	-	-	-	750
Milpitas	-	280	410	-	690	-	300	390	-	690
Gilroy	540	-	-	-	540	550	-	-	-	550
Morgan Hill	520	-	-	-	520	540	-	-	-	540
Purissima Hills Water	-	-	120	-	120	-	-	130	-	130
Stanford	-	-	150	-	150	-	-	150	-	150
Total	5,210	6,190	3,760	2,240	17,390	6,820	6,850	3,550	480	17,690

Collaboration with the County, Retailers, and Cities

- As of May 31, 2022, 11 cities in Santa Clara County have implemented a maximum two-day irrigation schedule, including three cities that have taken additional formal action to their elected boards in response to the ongoing drought emergency and Valley Water's Amended Resolution 22-20.

- On May 24, 2022, the County of Santa Clara Board of Supervisors unanimously approved adopting a resolution urging all residents and businesses in the county to adopt water conservation practices to achieve a 15% reduction in water usage.
- In May, 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. The County and some cities are considering 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's Water Conservation Webinar Series launched in April with about 30 in attendance for a Sheet Mulching education program. In May, about 30 attendees joined a webinar on programming irrigation controllers on Facebook to help residents follow the two days a week watering limit. The series runs on Zoom and Valley Water's Facebook Live, and simultaneous translation is available to expand reach to non-English speakers.
- Valley Water launched a new office hours program for members of the public to ask staff about applying for water conservation rebates once per week, alternating between lunch hours and early evening.
- Valley Water announced the following:
 - Pending launch of Valley Water's new Lawn to Mulch component of the Landscape Rebate Program to help larger commercial properties convert non-functional turf to mulch and to install high-efficiency irrigation for trees on their property.
 - Doubling its Landscape Rebate Program's maximum rebate for commercial, industrial, institutional, and multi-family properties from \$50,000 to \$100,000.
- Estimated applications received for 2022 are shown below.

Program	March	April	May
Landscape Rebate Program Applications¹	216	222	343
Water-saving Device Orders	908	302	868

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.

Water Waste Enforcement

At the May 24th Board meeting, Valley Water passed Resolution 22-02 to establish mandatory outdoor conservation measures for properties served potable water directly or indirectly from Valley Water sources. These mandatory measures include limiting irrigation of non-functional turf to a maximum two days per week, and not irrigating any outdoor landscape during and within 48 hours of measurable rainfall, between 9 AM and 6 PM, or in a manner that

causes runoff. The Water Waste Program will continue its educational mission while enforcing the mandatory outdoor measures. The ordinance effective date is June 1, 2022. The ordinance was published in a newspaper. Next month's drought report will provide additional information on water waste reports received specifically related to the ordinance.

Program	March	April	May
Water Waste Reports	93	120	207

Drought and Water Conservation Outreach

- In May 2022, media interest focused on the Board of Directors' unanimous approval of the watering restrictions enforcement ordinance. The May 24 board meeting garnered national and regional television, online, print and radio coverage.
- Staff published statements on valleywater.org from Chair Pro Tem Varela on the proposed water use reduction enforcement ordinance and on its subsequent. Blog posts on valleywaternews.org accompanied these statements.
- The "Say Yes" water conservation campaign was launched, encouraging residents to reduce outdoor watering and engage in simple actions to save water. In addition to running in newspapers, the campaign is on social, digital, streaming and radio platforms. Public space ads on buses will be deployed in June, along with a broadcast video ad. Yard signs will be available through the shopping cart in June and Valley Water fleet vehicles will begin showcasing bumper stickers encouraging water conservation. Vehicle magnets with the same messaging are also being fabricated.
- The spring campaigns promoting our landscape rebate program and online shopping cart are running. Our animations have been seen more than half-a-million times.
- Staff continues to run social media videos and posts promoting outdoor surveys, tips to save water outdoors, watering trees, using shower buckets and designing yards with water-efficient plants. To highlight the importance of conserving water and to show where the county is at in this effort, social media posts were shared showing water use rose 30% in March. These posts encouraged residents to take advantage of tools and rebates at watersavings.org. Statements and blogs on the Board's new action on water waste reporting were also shared on all social media platforms.
- The Speakers Bureau Program held six drought presentations in May. On May 3 staff gave an in-person presentation to the Rotary Club of Campbell, Willow Glen and West San José. On May 4, staff conducted a Zoom presentation to the International Right of Way Association Chapter 42 and gave an in-person presentation to Latinos United for a New America (LUNA) as part of its environmental justice series. On May 19 staff delivered a Zoom presentation to San José Public Library patrons as part of District 9 & 10 library branches' Community Conversations series. On May 21, staff conducted a Zoom presentation to the Cottle to Lean Neighborhood Association. On May 31, Chair Pro Tem Varela offered welcoming remarks to Valley Water summer interns in person and was supported by staff who delivered the drought presentation.
- Statistics for public outreach efforts are shown below.

Outreach Type	May 2022
Social Media¹	
Impressions ²	6,921,604
Engagements ³	48,633
Link Clicks	11,012
Video Views	1,053,803
Website Page Views	

Water conservation webpages	55,970
BeHeard.ValleyWater.org/drought-information	448
Media	
Media Mentions ⁴	939
Speakers Bureau	
Presentations ⁵	6

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 May, the Education Outreach team (EO) supported 78 educators and reached 1,788 students through 61 virtual presentations. EO supported a tour of the Alamos campus by Santa Clara University Water Resources students, as they learned about the challenges of supplying water during the drought. EO staff presented to teachers participating in the Santa Clara County Office of Education “Environmental Literacy Cohort” educator training who shared they have integrated water education and drought awareness messaging into their classroom curriculum.
- The table below shows Educational Outreach efforts in 2022, all of which included drought and conservation messaging.

Program	Mar 2022	Apr 2022	May 2022
Educators/Teachers	68	43	74
Classes/Groups	36	37	62
Students	792	1,078	1,788

- The Youth Commission Drought Awareness Social Media Campaign has been extremely impactful. During the three-month long campaign, which ran from February – April 2022, there were over 300 engagements and over 70 comments from members of the public on the seven social media posts on Instagram. Staff is working with the commissioners to launch a second phase of the social media campaign around ways to reuse water.

Committee 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 May 2022.

Water Supply Operations and Outlook

The cumulative rainfall in San José this rainfall year, through May 31, has been 8.35 inches or 59% 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 May 31, 2022, the northern Sierra Nevada snowpack, a primary source of imported water, is at 17% of normal for this date.
- As of May 31, 2022, total state reservoir storage is below the historical average. Shasta Reservoir is at 48% of normal for this date, Oroville Reservoir is at 68% of normal for this date, and Folsom Reservoir is at 109% of normal for this date. Total storage in these three major reservoirs has increased slightly in May due to inflow from snowmelt runoff.
- As of May 31, 2022, storage in San Luis Reservoir is approximately 921 thousand acre-feet (TAF). San Luis Reservoir storage was reduced by approximately 30 TAF in May.
- 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. Reclamation has approved Valley Water's request for public health and safety water.
- 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.
- 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. To date in 2022, Valley Water has secured agreement for 5,500 AF of emergency transfer supplies. Staff is also pursuing other water transfer opportunities for additional supplemental supplies.

Treated Water

- The taste and odor compound, geosmin, had slightly elevated concentrations in water from the South Bay Aqueduct during the month of May. Staff were able to proactively optimize the water treatment process and mitigate potential impact.
- Cyanotoxins levels were non-detect in all source water.
- Total organic carbon continued to remain elevated in the South Bay Aqueduct 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 May 2022 and no complaints were received from retailers.

Groundwater Recharge

- Valley Water received approval for its request for Public Health & Safety water from the Central Valley Project and has increased its releases of imported water for managed groundwater recharge in calendar year 2022.

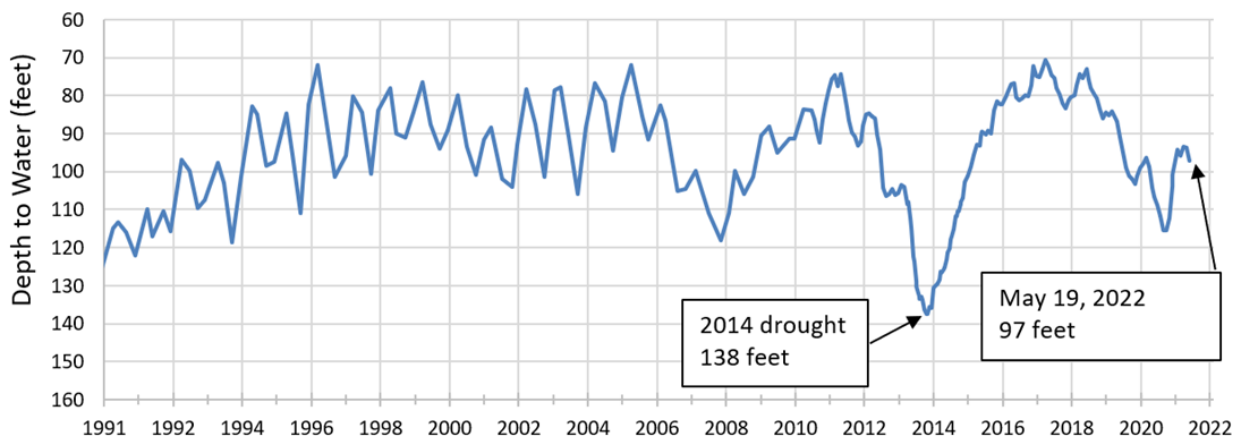
- Releases from local reservoirs will continue, albeit at lower levels than normal due to the current low storage conditions.
- Valley Water's operations plan shows that the countywide managed recharge for calendar year 2022 is projected to be about 75% of average.

Groundwater Conditions:

Groundwater levels in May have continued the seasonal decline, which typically occurs in spring and summer due to higher temperatures, increased water demand, and associated increased pumping. Greater than average declines in groundwater levels are 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.

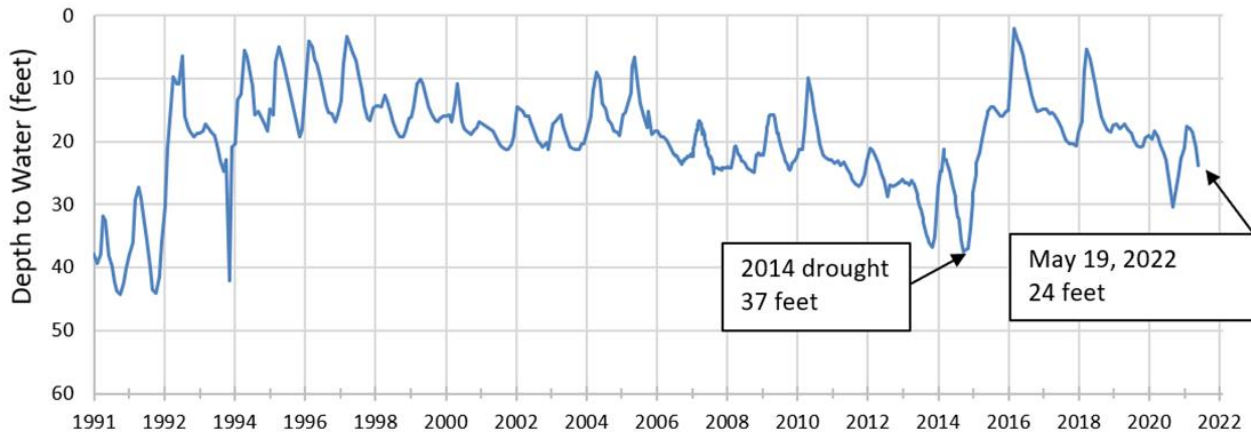
- North County Groundwater
 - o The current water level at the regional index well has decreased by about 3 feet since last month and is about 41 feet above the minimum water level in 2014. The water level at this well is about 10 feet higher compared to this time last year.
 - o Groundwater levels are more than 42 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

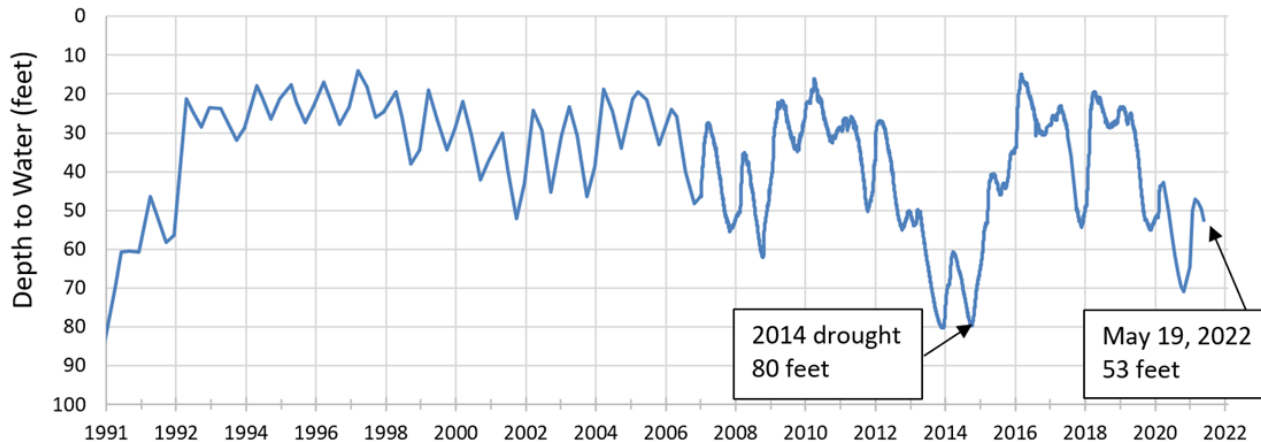


- South County Groundwater
 - o The current water level in the Coyote Valley and Llagas Subbasin regional index wells have each decreased by about 3 feet since last month and are about 13 and 27 feet, respectively, above the minimum water level in 2014. Additionally, the water levels in these wells are each about 2 feet lower 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 May 23, 2022, Valley Water CEO and staff participated in a meeting with Governor Gavin Newsom, key state agency water leaders, and other large urban water agencies. In the meeting, the Governor pointed to disappointing statewide conservation numbers for March 2022 that missed his voluntary call for a 15 percent reduction in water use, asked what more can be done to increase conservation, and indicated he would move to a mandatory conservation order if the numbers did not improve in the next 60 days.
- On May 24, 2022, the State Water Resources Control Board adopted the Emergency Regulation on Water Conservation. The regulation includes the following actions.
 - Requires Urban Water Suppliers to submit their water supply assessments by June 1, 2022. Valley Water submitted its water supply assessment by this date.
 - Requires Urban Water Suppliers to implement their stage 2 water shortage contingency plan demand reduction actions. Valley Water has been implementing stage 3 actions of its water shortage contingency plan since June 2021.
 - Prohibits the irrigation of non-functional turf with potable water in commercial, industrial, and institutional sectors (CII). The prohibition applies solely to non-functional turf that is not for human use and does not apply to trees. The regulations include an exemption for agencies that do not connect to

the Colorado River system, State Water Project, or the Central Valley Project, use below 55 gallons total gallons per capita daily, and can demonstrate to have 3 years of additional water supply.

- Authorizes Urban Water Suppliers to make determinations allowing the irrigation of CII turf that is comprised of low water use plants with a plant factor of 0.3 or less, if actual use is less than 40 percent of reference evapotranspiration.

Federal Coordination

- Directors and staff met with the U.S. Bureau of Reclamation during the ACWA Spring Conference to discuss the CVP supply outlook and to thank them for their continued support of our Public Health and Safety requests. Staff also advocated for completing the Pacheco Project feasibility study (under the San Luis Low Point Improvement Project) so that this important emergency water supply project can move forward.
-

Staffing and Resources

- Drought emergency expenses are expenditures supplemental to the regular budget that would not have been adopted had there been no drought. The budget 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.
 - On April 1, 2022, the United States Bureau of Reclamation (USBR) reduced the Municipal and Industrial water supply allocation of CVP contract water to public health and safety water only due to water shortage. Therefore, staff redirected associated CVP project and other Water Utility Enterprise operations project savings to the FY 2021-22 budget for emergency water purchases and water banking expenses (\$36 million). This brings total emergency drought budgets to \$42.5 million. Should additional funds be needed for drought related activities, budget adjustments will be brought to the Board.
 - Expenses through the month of April FY22 totaled approximately \$32.24 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 services including communications contracts, 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 is completing their final report and recommendations.
- Valley Water staff are evaluating agricultural land fallowing programs in other parts of the state for applicability in Santa Clara County and are documenting opportunities and constraints related to well metering of smaller water users.

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 continued to develop the procurement and CEQA documents for the Purified Water Project.

Flood-Managed Aquifer Recharge (Flood-MAR) Study

Valley Water is collaborating with a team of water experts 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. Study deliverables include a GIS-based tool to identify potential sites for Flood-MAR projects in Santa Clara County and an evaluation of institutional/regulatory requirements for implementing Flood-MAR projects.

- A workshop was held with Valley Water staff on June 1, 2022 on potential incentivization approaches for encouraging Flood-MAR implementation on non-Valley Water properties.

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.

- Valley Water's consultant is finishing a draft Vulnerability Assessment that evaluates the risks and impacts of drought in the county, focusing on key factors that increase Valley Water's vulnerability to drought, such as climate change, existing and potential regulations, infrastructure conditions, and future water quality conditions.



Santa Clara Valley Water District

File No.: 22-0735

Agenda Date: 6/27/2022

Item No.: 4.2.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Water Fixture Replacement Program One Year Update.

RECOMMENDATION:

Receive an update on the outcomes that have occurred during the first year of implementation of the Water Fixture Replacement Program and next steps for program development.

SUMMARY:

The goal of the Fixture Replacement Program (Program) is to remove old and outdated, high-water-use fixtures from higher density Multi-Family, Commercial, Industrial, and Institutional sites throughout Santa Clara County. This program provides no-cost direct removal and installation services to property managers and businesses that wish to upgrade fixtures such as toilets, showerheads, urinals, and aerators to WaterSense-Certified, ultra-high-efficiency replacements. "WaterSense-Certified" means these fixtures have been independently and thoroughly peer-reviewed to provide significant water savings without losing water pressure or customer satisfaction. The Program makes upgrading fixtures easy for property owners who may not be able to afford investing in more efficient plumbing at their property. Indoor water conservation is one of the more challenging avenues of water use reduction, due to the variability in usage between property types and the differences between human use behaviors, and this program will significantly reduce indoor water use throughout the county based on the progress during the first year.

The Program launched in May 2021, after a competitive Request for Proposal (RFP) process resulting in a contract with Bottom Line Utilities, Inc. (BLUS). BLUS has an outstanding track record with over 150,000 retrofits over the last 20 years. The program involves the Property Manager signing a participation agreement which is reviewed and approved by Santa Clara Valley Water District staff. The first participation agreement was signed on July 1st, 2021 by a multi-family apartment complex, where BLUS surveyed multiple units to determine fixture flow rates, and calculated water savings based on the estimated number of replacements to be made. To date, work has been completed at 11 multi-family apartment complexes and 1 institutional site, with work authorized at 7 more multi-family sites this fiscal year. Total water savings from the 12 completed projects are almost 40 acre feet (AF) per year (12.8 million gallons). By using the data from the participation agreements, the additional savings calculated from the 7 remaining sites is estimated to be 63 AF or 20 million gallons.

The initial budget for the Program was \$400,000, which was increased to \$1,000,000 due to the drought. This allowed the Program to approve larger sites that would significantly increase water

savings. At this time, BLUS is in charge of scheduling sites, because they provided a list of properties that they had previously worked with and that have toilets that flush at 3.5 gallons per minute. By giving preference to those high-density properties with inefficient toilets, the vendor and staff prioritized maximizing water savings in the first year of the Program. BLUS still has more sites on their list that are scheduled to begin work in FY 23, and once that list is nearing completion, Valley Water staff will begin promoting the Program to other sites throughout the county, including areas of low participation in water conservation programs as well as low-income areas.

The only challenge that occurred in the first year was related to inventory supply and inflation. With the downturn in shipping effectiveness and the rise of fixture costs, some sites that had previously signed participation agreements decided to postpone work until the products they wanted were restocked, and some larger sites were pushed to FY 23 due to budgetary concerns. BLUS managed that by shifting focus to other sites that were ready to begin installation and moved the others down the waiting list.

By the end of FY 22, the Program will have replaced 2,003 toilets, 922 showerheads, 614 kitchen aerators, and 1,064 bathroom aerators. These upgrades will help Valley Water meet the conservation targets as stipulated in Resolution 21-68 to reduce water use 15% compared to 2019 and to achieve the Board's long-term conservation target of 99,000 acre-feet of savings per year by 2030. The goals for the following year are to continue working through the list of sites identified by BLUS and approved by Valley Water, prioritize sites that have high-water-use fixtures, and target properties identified in the Water Conservation Strategic Plan as low-income or areas of low participation.

ATTACHMENTS:

Attachment 1: PowerPoint

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138



Fixture Replacement Program 1-Year Update

Presented by: Alexander Johanson, Water Conservation Specialist



Fixture Replacement Program Goals

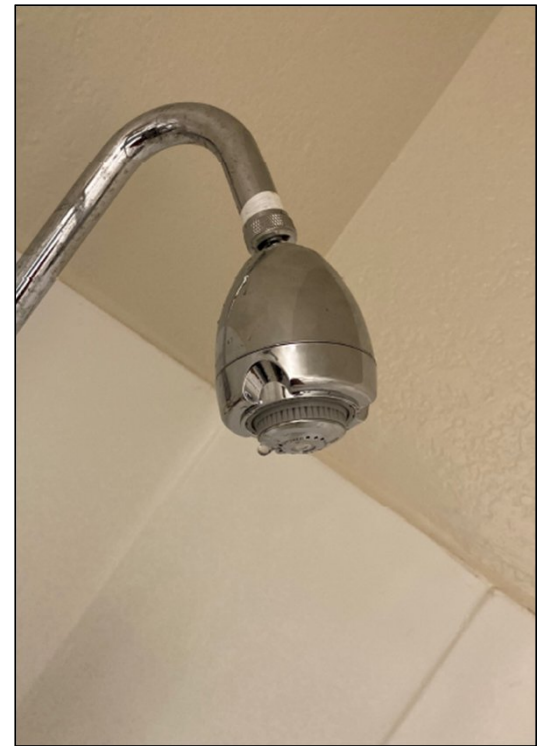
CII and Multi Family Properties Receive:

- High-Efficiency water saving devices
- No cost to customers
- Direct installation by certified Vendor



Fixture Types: Water-Sense Certified

- 0.8 and 1.0 GPF toilets
- 1.5-0.5 GPM bathroom and kitchen aerators
- 1.75 and 1.5 GPM showerheads
- <1.3 GPF urinals and flush-o-meter toilets



GPF = gallons per flush

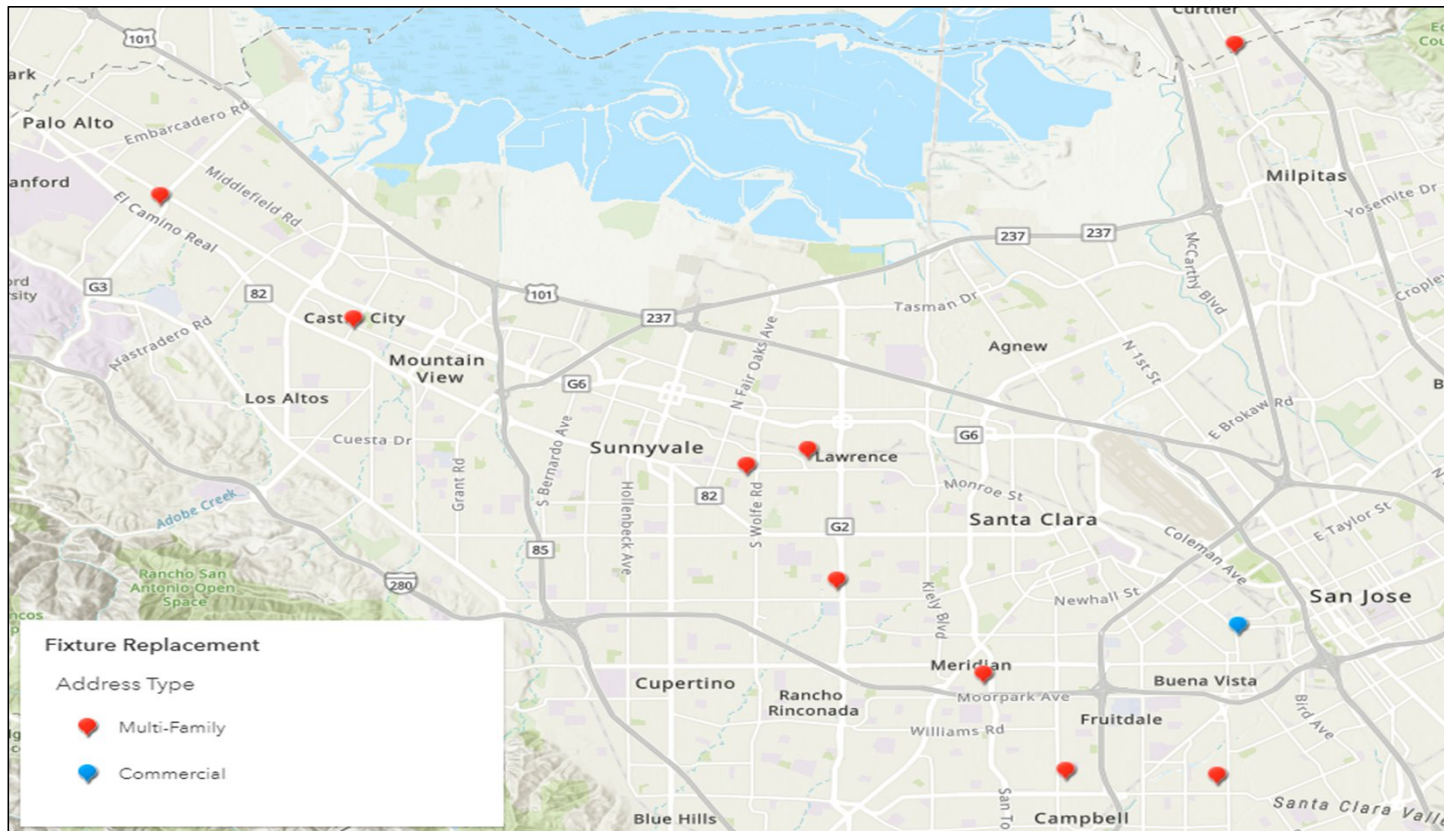
GPM = gallons per minute

Successes

- Completed 11 multifamily and 1 institutional Site
- Scheduled 7 more multifamily sites through end of FY 22



Participation Locations



Fixtures Installed

Fixtures:	1.0 GPF Toilets	0.8 GPF Toilets	1.75 GPM Showerhead	1.0 GPM Aerators	1.5 GPM Aerators	Urinals	Flush-O-Meter Toilet	Budget Spent
Total Installed	447	582	218	264	170	7	1	\$455,393
Total Scheduled	506	1489	744	949	433	7	1	\$923,609

Water Savings

- To date: 40 AF = 12 million gallons
- Combined with Scheduled:
67 AF = 22 million gallons



Next Steps

- Continue working through vendor site list
- Prepare outreach to low income and low participation areas



QUESTIONS



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Santa Clara Valley Water District

File No.: 22-0736

Agenda Date: 6/27/2022

Item No.: 4.3.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management

SUBJECT:

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

RECOMMENDATION:

Receive, review, and discuss information and provide feedback on Commercial, Industrial, Institutional, and Multi-Family Residential (CII/MF) 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. Short-term savings due to behavior change during the drought can also yield long-term savings. In addition, drought encourages high participation in Valley Water's water conservation programs. The CII/MF customer class is a harder to reach sector because there are multiple decision makers, unique internal approval processes for these customers, and cost/benefit factors.

Valley Water's Water Conservation Strategic Plan (Strategic Plan) guides staff on how best to achieve the long-term targets outlined in the 2040 Water Supply Master Plan (99,000 acre-feet per year (AFY) and 109,000 AFY by 2030 and 2040, respectively). 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, as well as identifying approaches to increase participation in the CII/MF customer class. Valley Water continues to promote our many conservation programs, saving 76,584 acre-feet of water in the last fiscal year. CII/MF programs represent an important part of our annual water savings, with 30,191 acre-feet per year saved in this customer class as of June 30, 2021.

The purpose of this memorandum is to provide an overview of the Program's rebates, services, and resources offered to Commercial, Industrial, Institutional, and Multi-Family Residential customers for conserving water indoors and outdoors.

Water Efficient Technology Program

Valley Water offers up to \$100,000 for innovative water conservation projects through the Water Efficiency Technology (WET) Rebate. The last completed project through WET was in fiscal year 2019. The rebate is based on the lesser of either \$4 per Centum Cubic Feet (CCF) saved, or up to 100% of equipment costs excluding labor and tax. In an effort to increase participation, the WET Program's maximum rebate was increased to \$100,000 from \$50,000 in 2021. Staff is exploring additional strategies to promote the increased rebate cap and encourage participation in this cost-effective program for the CII customer class. Planned projects include developing a public database of rebated equipment, improving the application process with a new online portal, and investing in targeted marketing for businesses in the County.

Submeter Rebate Program

Valley Water continues to offer a submeter equipment rebate of \$150 per unit (more in retailer cost-sharing areas) for multi-family residential properties through the Submeter Rebate Program. Submeters save 15-30% of annual water demand when installed at multi-family complexes. In April, a project was successfully completed which included the installation of submeters at a four-plex Accessory Dwelling Unit (ADU) property. This recently completed project demonstrates a new approach for this program, which was originally designed for higher-density properties like HOAs and mobile home parks. ADUs present a new opportunity for water savings.

Valley Water has also issued Notices to Proceed for two additional projects, totaling 335 meters. Further, one application is being processed for a multi-family residential property for 285 meters.

Large Landscape Program

The Large Landscape Program offers landscape surveys and site-specific irrigation budgets to help nearly 4,000 properties track their water use against how much they should be using (3,809 total sites with 3,245 CII sites). During the last drought, the data was used to help properties stay in compliance of water reduction calls.

Through Valley Water's Large Landscape Program, Advanced Metering Infrastructure (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. The water use data collected can indicate the time of day and days-per-week irrigation frequency. When spikes in water use are recorded, AMI is capable of sending leak notifications to customers.

Landscape Rebate Program Expansion

As described at the May 19, 2022, Water Conservation and Demand Management Committee, Valley Water plans to increase the Commercial, Industrial, Institutional, and Multi-Family Residential lifetime site cap for the Landscape Rebate Program from \$50,000 to \$100,000. This increase became effective June 1, 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 square feet 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 ornamental lawn irrigation ban for commercial properties and the severe escalation of the drought conditions.

Commercial Outreach study with WaterNow Alliance

In an effort to increase participation in the Landscape Rebate Program from the CII/MF customer class, in 2021 Valley Water contracted with WaterNow Alliance to research existing successful programs across the U.S. and develop recommendations based on this analysis to improve Valley Water's outreach efforts. The WaterNow Alliance study included conducting research, informational interviews, surveys, and data analysis to provide recommended strategies for connecting with decision makers from this customer class that can increase awareness about the participation rates for Valley Water's Landscape Rebate Program and other CII/MF rebate programs such as the WET Rebate. Some of the key findings of the study include motivators and barriers for CII customers in undertaking water efficiency projects and completing the necessary steps to receive a rebate. There were recommendations made regarding the online application portal, and methods to effectively connect and work with CII property managers that will be implemented in future outreach campaigns.

Commercial Outreach and Engagement

Valley Water and the County of Santa Clara Office of Sustainability (County) are exploring partnership opportunities to target the lower income business sector to promote Valley Water's Water Conservation Program and the County's Green Business Program, respectively.

Fixture Replacement Program

The Fixture Replacement Program offers free direct installation services to Commercial, Industrial, Institutional, and Multi-Family Residential properties throughout Santa Clara County. Through replacing inefficient showerheads, urinals, faucet aerators, and more water-using fixtures free of charge, this program will produce additional water savings. The program launched in May 2021 and has completed work at 11 multi-family properties and one institutional site, with seven more multi-family properties scheduled to complete work before the end of the fiscal year.

Next Steps

Staff are initiating several program enhancements targeted toward the CII/MF customer class. Eligibility for the existing Water Wise Outdoor Survey Program, which is a free irrigation survey for landscapes half an acre or less is now extended to small CII and MF properties. This will make up for a gap in our program offerings for business with small landscaped areas who are interested in becoming more efficient and addressing water loss from leaks. Also, projects aimed at increasing exposure to the WET Rebate Program include developing a public facing database of rebated equipment and improving the application process with a new online portal.

Conservation staff will collaborate with the Communications group to use the insights gained through the Commercial Outreach Study and the Commercial Outreach and Engagement Pilot to enhance communications and outreach to large sites and to inform program development.

ATTACHMENTS:

Attachment 1: PowerPoint

File No.: 22-0736

Agenda Date: 6/27/2022
Item No.: 4.3.

UNCLASSIFIED MANAGER:
Kirsten Struve, 408-630-3138

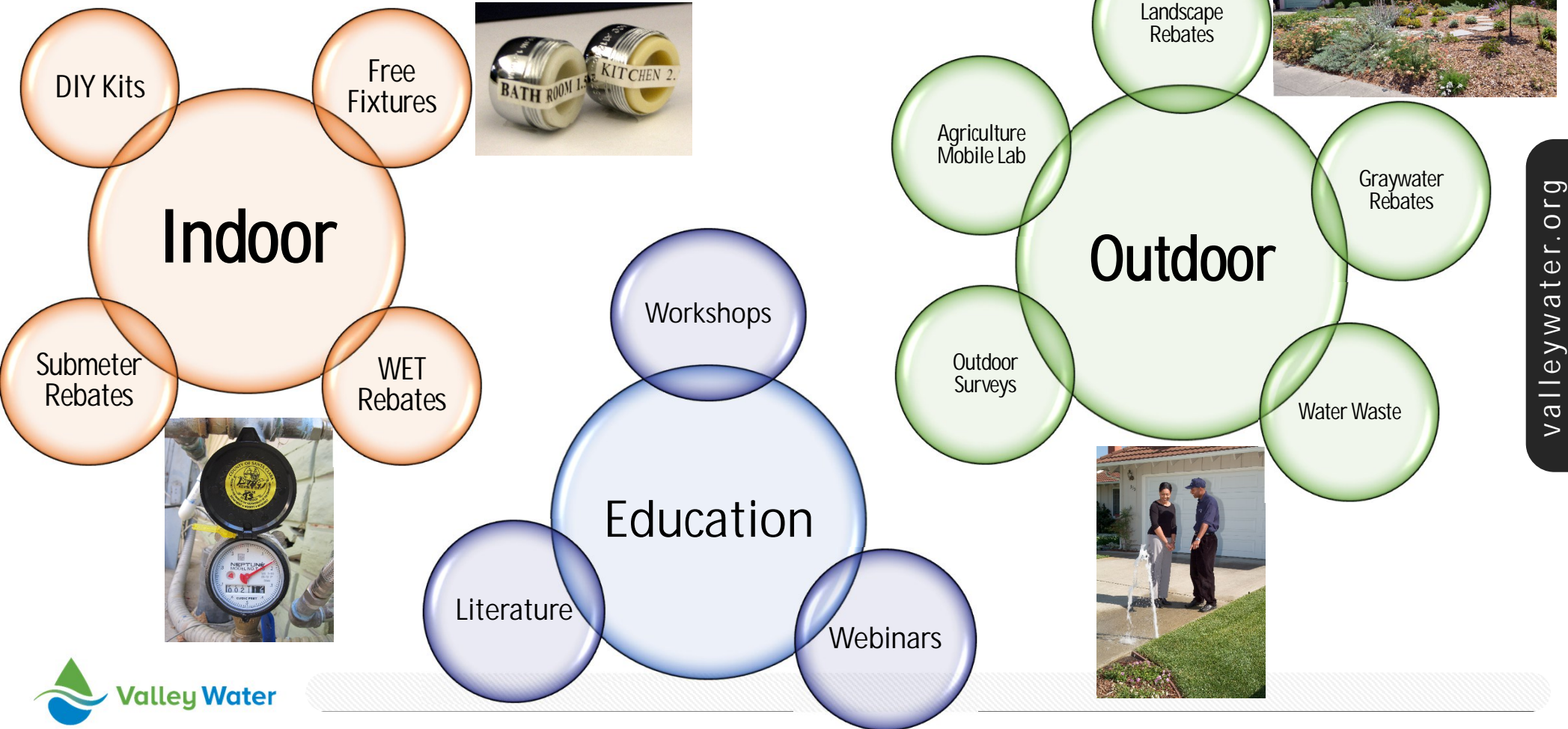


Valley Water's CII Programs

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



Current Programs



Water Efficient Technology (WET) Rebate 3

Up to 100% coverage of equipment cost up to \$100,000 per project

Marketing and Program Improvements

- Business advertorials
- Public project database
- Application portal



valleywater.org

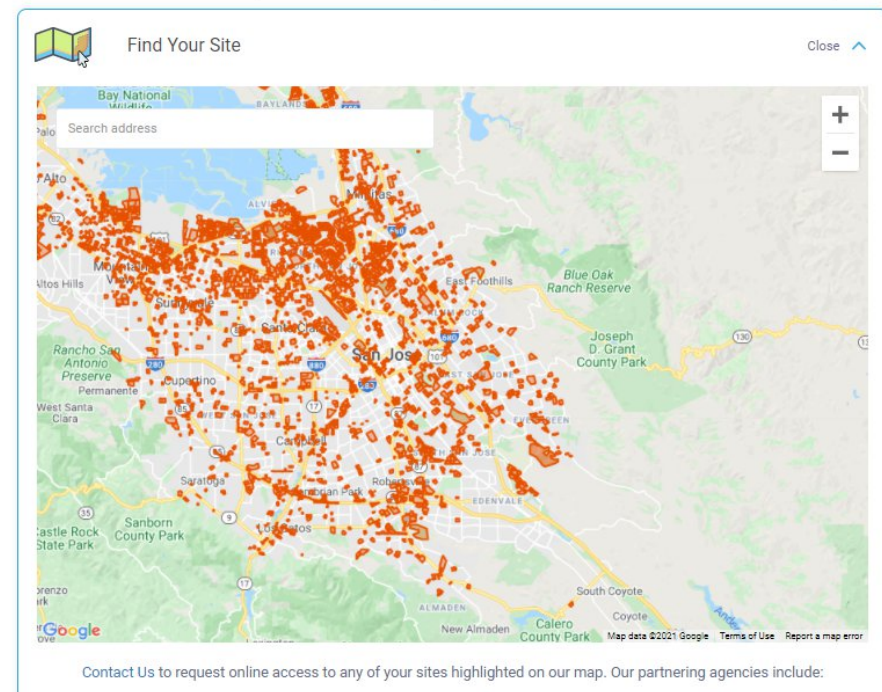
Large Landscape Program

3,809 total sites
irrigating 6,943 acres

- 3,245 CII
- 564 Parks

Where We Operate

Waterfluence started in 2003 and now serves a grove of over 30 water agencies in the Western United States. This is a free service for commercial and public customers of our partnering agencies as shown on our service area map.



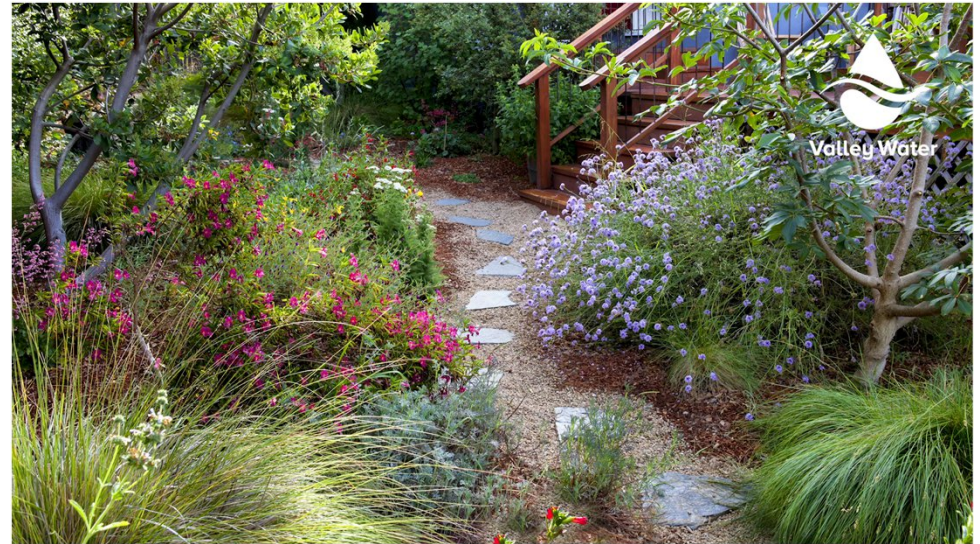
Landscape Rebate Program Expansion

5

Increasing the maximum CII/MF rebate to \$100,000 per site.

Added a new category - Lawn to Mulch rebate

Priority to preserve trees



valleywater.org

Submeter Rebate Program

New opportunity for Accessory Dwelling Units

Notices to Proceed for 335 submeters

Application for 285 submeters



Next Steps

7

CII Outreach Study with WaterNow Alliance

- Improve Landscape Rebate Program customer experience
- Enhance communication to CII customers
- Increase awareness of rebates

Explore partnerships with County Office of Sustainability

QUESTIONS





Valley Water

Clean Water • Healthy Environment • Flood Protection

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Santa Clara Valley Water District

File No.: 22-0737

Agenda Date: 6/27/2022

Item No.: 4.4.

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 6/27/2022, 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.: 22-0738

Agenda Date: 6/27/2022

Item No.: 4.5.

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. <p>Accomplished May 19, 2022: The Committee received the following presentations: Monthly update on progress towards achieving Valley Water Resolution 21-68's water use reduction target and enforcement for Valley Water</p> <ul style="list-style-type: none"> •Resolution 22-20 and took the following action:

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				The Committee unanimously approved recommending that the Board consider adopting the Ordinance ADOPTING DROUGHT OUTDOOR WATER CONSERVATION AND ENFORCEMENT MEASURES.” Water Conservation Program and took no action.
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	<p>Monitor progress in achieving the long-term water conservation and stormwater capture goal:</p> <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) 	<p>January 2022 March 2022 January 2022 March 2022</p>	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> <p><u>Accomplished May 19, 2022:</u> The Committee received no reports on the Agricultural Water Use Baseline Study or the Flood MAR.</p>
4	<p>Recommend policies towards achieving long-term water conservation goal</p> <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> <p><u>Accomplished May 19,, 2022:</u> The Committee received no report.</p>

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
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><u>Accomplished February 23, 2022:</u> The Committee received a presentation on the Drought Response Plan and took no action.</p> <p><u>Accomplished March 21, 2022:</u> 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><u>Accomplished January 24, 2022:</u> The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p><u>Accomplished February 23, 2022:</u> The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p><u>Accomplished March 21, 2022:</u></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>The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p>Accomplished April 25, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p>Accomplished May 19, 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. 	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>

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">• Work on contacting Planning Commissions on adopting the model ordinances			