

June 26, 2017

**MEETING NOTICE & REQUEST FOR RSVP**

**TO: AGRICULTURAL WATER ADVISORY COMMITTEE**

**Jurisdiction**

District 1  
District 2  
District 3  
District 5  
District 6  
Santa Clara County Farm Bureau  
Private Well Owner (Non Retail)

**Representative**

Mitchell Mariani  
James Provenzano  
William Cilker, David Vanni  
Jan F. Garrod, Michael Miller  
Robert Long  
Sheryl O. Kennedy  
Dhruv Khanna

The regular meeting of the Agricultural Water Advisory Committee is scheduled to be held on **Monday, July 10, 2017, at 1:30 p.m.**, in the Headquarters Building Boardroom located at the Santa Clara Valley Water District, 5700 Almaden Expressway, San Jose, California. Refreshments will be served.

Enclosed are the meeting agenda and corresponding materials. Please bring this packet with you to the meeting. Additional copies of this meeting packet are available on-line at <http://www.valleywater.org/About/AgriculturalWaterAdvisoryCommittee.aspx>.

A majority of the appointed membership is required to constitute a quorum, which is fifty percent plus one. A quorum for this meeting must be confirmed at least 48 hours prior to the scheduled meeting date or it will be canceled.

Further, a quorum must be present on the day of the scheduled meeting to call the meeting to order and take action on agenda items.

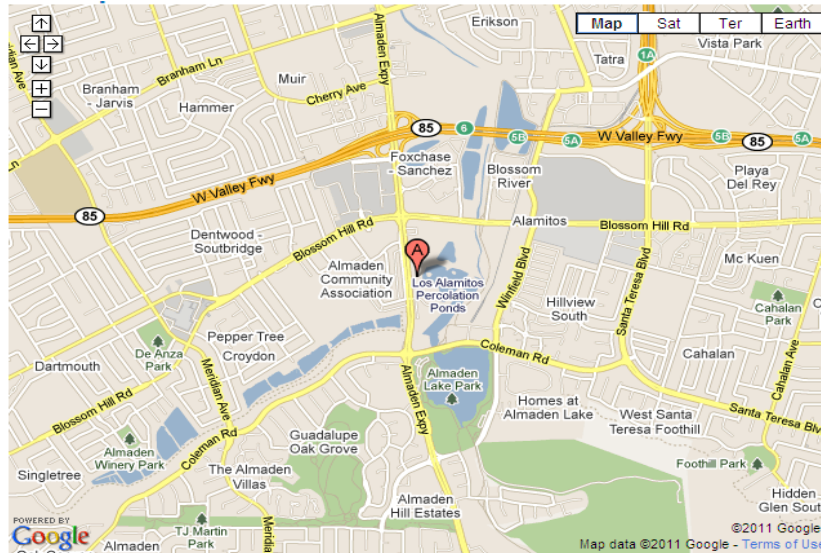
Members with two or more consecutive unexcused absences will be subject to rescinded membership.

Please confirm your attendance by **Thursday, July 6, 2017**, by contacting Vicki Elam at 1-408-630-3056, or [velam@valleywater.org](mailto:velam@valleywater.org)

Enclosures



**Santa Clara Valley Water District - Headquarters Building,  
5700 Almaden Expressway, San Jose, CA 95118**



**From Oakland:**

- Take 880 South to 85 South
- Take 85 South to Almaden Expressway exit
- Turn left on Almaden Plaza Way
- Turn right (south) on Almaden Expressway
- At Via Monte (third traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

**From Morgan Hill/Gilroy:**

- Take 101 North to 85 North
- Take 85 North to Almaden Expressway exit
- Turn left on Almaden Expressway
- Cross Blossom Hill Road
- At Via Monte (third traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

**From Sunnyvale:**

- Take Highway 87 South to 85 North
- Take Highway 85 North to Almaden Expressway exit
- Turn left on Almaden Expressway
- At Via Monte (third traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

**From San Francisco:**

- Take 280 South to Highway 85 South
- Take Highway 85 South to Almaden Expressway exit
- Turn left on Almaden Plaza Way
- Turn right (south) on Almaden Expressway
- At Via Monte (third traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

**From Downtown San Jose:**

- Take Highway 87 - Guadalupe Expressway South
- Exit on Santa Teresa Blvd.
- Turn right on Blossom Hill Road
- Turn left at Almaden Expressway
- At Via Monte (first traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

**From Walnut Creek, Concord and East Bay areas:**

- Take 680 South to 280 North
- Exit Highway 87-Guadalupe Expressway South
- Exit on Santa Teresa Blvd.
- Turn right on Blossom Hill Road
- Turn left at Almaden Expressway
- At Via Monte (third traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance



**Committee Officers**  
Mitchell Mariani, Committee Chair  
David Vanni, Committee Vice Chair

**Board Representative**  
Nai Hsueh, Alternate  
Richard P. Santos, Board Representative  
John L. Varela, Board Representative

## AGENDA

### AGRICULTURAL WATER ADVISORY COMMITTEE

MONDAY, JULY 10, 2017

1:30 p.m. – 3:30 p.m.

Santa Clara Valley Water District  
Headquarters Building Boardroom  
5700 Almaden Expressway  
San Jose, CA 95118

Time Certain:  
1:30 p.m.

1. **Call to Order/Roll Call**
2. **Time Open for Public Comment on Any Item Not on Agenda**  
*Comments should be limited to two minutes. If the Committee wishes to discuss a subject raised by the speaker, it can request placement on a future agenda.*
3. **Approval of Minutes**
  - 3.1 Approval of Minutes – April 3, 2017, meeting.
4. **Action Items**
  - 4.1 Socially Responsible Investment Policy (Charlene Sun)  
**Recommendation: Receive information regarding the principles of socially responsible investment policy and provide comments.**
  - 4.2 Santa Clara Valley Water District Communications and Community Engagement Program Update (Marty Grimes/Jose Villarreal)  
**Recommendation: This is an information item only and no action is required.**
  - 4.3 Discuss Board Feedback on Safe, Clean Water and Natural Flood Protection Program (Jessica Collins)  
**Recommendation: This is an action item; however, no action is required.**
  - 4.4 Review Agricultural Water Advisory Committee Work Plan, the Outcomes of Board Action of Committee Requests and the Committee's Next Meeting Agenda (Committee Chair)  
**Recommendation: Review the Board-approved Committee work plan to guide the committee's discussions regarding policy alternatives and implications for Board deliberation.**
5. **Clerk Review and Clarification of Committee Requests to the Board**  
*This is a review of the Committee's Requests, to the Board (from Item 4). The Committee may also request that the Board approve future agenda items for Committee discussion.*

6. **Reports**

*Directors, Managers, and Committee members may make brief reports and/or announcements on their activities. Unless a subject is specifically listed on the agenda, the Report is for information only and not discussion or decision. Questions for clarification are permitted.*

6.1 Director's Report

6.2 Manager's Report

6.3 Committee Member Reports

7. **Adjourn:** Adjourn to next regularly scheduled meeting at 1:30 p.m., **October 2, 2017**, in the Headquarters Building Boardroom, 5700 Almaden Expressway, San Jose, CA 95118

All public records relating to an open session 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.

The Santa Clara Valley Water District will make reasonable efforts to accommodate persons with disabilities wishing to attend committee meetings. Please advise the Clerk of the Board office of any special needs by calling 1-408-630-2277.

**Agricultural Water Advisory Committee Purpose and Duties:**

The Agricultural Water Advisory Committee of the Santa Clara Valley Water District (District) is established per the District Act to assist the District Board of Directors (Board) with policies pertaining to agricultural water supply and use.

The specific duties are:

- Providing input on policy alternatives for Board deliberation, when requested by the Board.
- Providing comment on activities in the implementation of the District's mission that the Board will consider or refer to staff.
- Producing and presenting to the Board an Annual Accomplishments Report that provides a synopsis of the Committee's discussions regarding specific topics and subsequent policy recommendations, comments, and requests that resulted from those discussions.

In carrying out these duties, the Board's Committees bring to the District their respective expertise and the interests of the communities they represent. In addition, Board Committee members may bring information regarding District activities to the communities they represent.



AGRICULTURAL WATER ADVISORY COMMITTEE MEETING

**DRAFT MINUTES**

**MONDAY, APRIL 3, 2017  
1:30 PM**

(Paragraph numbers coincide with agenda item numbers)

A regularly scheduled meeting of the Agricultural Water Advisory Committee was held on April 3, 2017, in the Headquarters Boardroom at the Santa Clara Valley Water District Headquarters, 5700 Almaden Expressway, San Jose, California.

**1. CALL TO ORDER/ROLL CALL**

Chair Mr. Mitchell Mariani called the meeting to order at 1:36 p.m.

Members in attendance were:

<u>Jurisdiction</u>	<u>Representative</u>
District 1	Mitchell Mariani
District 2	James Provenzano
District 3	William Cilker David Vanni
District 5	Jan F. Garrod* Michael Miller
District 6	Robert Long
Santa Clara County Farm Bureau	Sheryl O. Kennedy
Private Well Owner (Non Retail)	Dhruv Khanna

\*Committee member arrived as indicated below.

Board members in attendance were: Director Richard P. Santos, and Director John L. Varela Board Representatives.

Staff members in attendance were: Jennifer Abadilla, Glenna Brambill, Jim Fiedler, Brian Mendenhall, Vicki Rolls-Elam, Afshin Rouhani and Darin Taylor.

**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 Mr. David Vanni, seconded by Mr. James Provenzano, and unanimously carried, to approve the minutes of the January 9, 2017, Agricultural Water Advisory Committee meeting, as presented.

\*Mr. Jan Garrod arrived at 1:40 p.m.

#### 4. ACTION ITEMS

##### 4.1 REVIEW AND COMMENT TO THE BOARD ON THE FISCAL YEAR 2017-2018 PROPOSED GROUNDWATER PRODUCTION CHARGES

Mr. Darin Taylor reviewed the materials as outlined in the agenda item. The Board Agenda Memorandum, Public Hearing information for April 13, 2017, and the Protection and Augmentation of Water Supplies (PAWS) Report were distributed.

Mr. Jan Garrod, Mr. Dhruv Khanna, Mr. Mitchell Mariani, Mr. Robert Long, and Directors Richard P. Santos and John L. Varela spoke regarding the proposed groundwater production charges.

Mr. Jim Fiedler was available to answer questions.

##### **The Committee took the following action:**

It was moved by Mr. Dhruv Khanna, seconded by Ms. Sheryl Kennedy, and unanimously carried, to support the proposed groundwater production charges as presented.

##### 4.2 ONE WATER PLAN – APRIL 2017 UPDATE

Mr. Brian Mendenhall reviewed the materials as outlined in the agenda item.

Mr. Jan Garrod, Mr. Dhruv Khanna, Mr. Robert Long, and Directors Richard P. Santos and John L. Varela spoke regarding the One Water Plan.

No action was taken.

##### 4.3 REVIEW AGRICULTURAL WATER ADVISORY COMMITTEE WORK PLAN, THE OUTCOMES OF BOARD ACTION OF COMMITTEE REQUESTS AND THE COMMITTEE'S NEXT MEETING AGENDA

Ms. Glenna Brambill reviewed the materials as outlined in the agenda item.

##### **The Committee took the following action:**

It was moved by Mr. Jan Garrod, seconded by Mr. Michael Miller, and unanimously carried, to request adding an update of the District's Asset Management Plan to the Committee's work plan.

#### 5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE REQUESTS TO THE BOARD

Ms. Glenna Brambill reported there were two action items for the Board's information.

##### **Committee Action:**

1. The Committee approved supporting the Fiscal Year 2018's proposed groundwater production charges.
2. The Committee requested adding an update of the District's Asset Management Plan to their workplan.

**6. REPORTS**

**6.1 Director's Report**

Directors Richard P. Santos and John L. Varela, reported on the following:

- Board Action
- Water District News
- Water Supply
- Flood Protection
- Community Outreach

**6.2 Manager's Report**

Mr. Jim Fiedler reported on the following:

- Live streamed public meeting held on March 22, 2017, in Morgan Hill
- Met with City of Morgan Hill Council regarding the operation of Anderson Dam within the last six months
- The Board of Directors authorized submitting an alternative groundwater management plan as part of the Sustainable Groundwater Management Act (SGMA) filed with the State Department of Water Resources

**6.3 Committee Member Reports**

None

**7. ADJOURNMENT**

Chair Mariani adjourned at 3:11 p.m. to the next regular meeting on Monday, July 10, 2017, at 1:30 p.m., in the Santa Clara Valley Water District Headquarters Boardroom.

Glenna Brambill  
Office of the Clerk of the Board

Approved:







Committee: Agricultural Water  
 Meeting Date: 07/10/17  
 Agenda Item No.: 4.1  
 Unclassified Manager: Darin Taylor  
 Email: [dtaylor@valleywater.org](mailto:dtaylor@valleywater.org)  
 Est. Staff Time: 15 minutes

## COMMITTEE AGENDA MEMO

**SUBJECT:** Socially Responsible Investment Policy

**RECOMMENDED ACTION:**

Receive information regarding the principles of socially responsible investment policy and provide comments.

**SUMMARY:**

Per the Board Policy and Planning Committee’s request for information regarding the principles of socially responsible investment policy, this report summarizes the general principles, how it has been implemented in other local agencies, and staff’s recommendation on how such principles can be incorporated into the District’s Investment Policy.

Background

The Government Finance Officers Association (GFOA) defines Socially Responsible Investing (SRI)\* as an investment approach where certain sectors or business activities are excluded from the portfolio through negative screening for moral, ethical, environmental, social, and governance (ESG) reasons. Examples of implementing SRI include impact investing in projects, companies, funds or organizations with the express goal of generating and measuring mission-related social, environmental, or economic change alongside financial return, as well as divestment of specific business sectors or companies that do not comply with the SRI principles (e.g. divestment of fossil fuel companies). The ESG factors that are currently commonly considered include the following:

**Table 1: ESG Factors**

Environmental	Social	Corporate Governance
Climate change	Stakeholder relations	Board composition
Energy & material efficiency	Labor relations	Executive compensation
Waste management	Working conditions	Shareholder rights
Air quality/pollution	Health and safety	Accountability & audit quality
Water use & management	Supply chain management	Transparency
Chemicals	Product safety	
Land use management	Treatment of customers	

Implementing SRI have financial and non-financial impacts. The financial impacts include assessing ESG factors to optimize risk-adjusted returns, influencing corporate behavior to enhance long-term outcomes, and contributing to the integrity of the financial market. The non-financial impacts include assessing the long-term

\* [http://gfoa.org/sites/default/files/SRISlides\\_0.pdf](http://gfoa.org/sites/default/files/SRISlides_0.pdf)

investment horizon to reflect concerns and values of stakeholders and managing the reputation and business risk of the organization.

Additional research on sustainable investing principles are summarized in the report ‘The 21<sup>st</sup> Century Investor: CERES Blueprint for Sustainable Investing’ (“Blueprint”). The Blueprint summarizes ten action steps for sustainable investment strategy:

1. Establish a commitment to sustainable investment through a Statement of Investment Beliefs
2. Establish board level oversight of sustainability policies and practices
3. Identify sustainability issues material to the fund
4. Evaluate material sustainability risks to the portfolio
5. Integrate sustainability criteria into investment strategies
6. Require sustainable investment expertise in manager and consultant procurement
7. Evaluate manager performance against sustainable investment expectations
8. Establish engagement strategies and proxy voting guidelines consistent with sustainable investment goals
9. Support policies and market initiatives that promote a sustainable global economy
10. Integrate sustainable investment approaches across all asset classes and strategies.

#### Local Agency Investment Practices

Per a March 26, 2014 report on local government efforts to implement socially responsible investment policy prepared by the City of Portland<sup>†</sup>, 23 local government agencies were contacted for a survey on social responsibility investment practices. Of the 11 responses received, six agencies reported they have documented social criteria in their investment policies, and five agencies do not apply social criteria. Additionally, six of the 11 agencies do not invest in corporate securities, thus limiting their investments to U.S government securities. Of note are the City and County of San Francisco and Denver and Harvard University who have adopted formal social responsibility criteria in its investment policy (Appendix A).

#### District Investment Policy

In accordance with Executive Limitation 4.9 regarding treasury and investment management, and pursuant to Title 5, Division 2, Part 1, Chapter 4, Articles 1 and 2 of the California Government Code, as amended from time to time (the “Government Code”), the District Board of Directors annually adopts the resolution delegating authority to deposit and invest funds to the Treasurer or her designee and approves the Investment Policy in May of each year for implementation on July 1 of each new fiscal year. The FY 2017-18 Investment Policy was approved by the Board on May 9, 2017.

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\* <https://www.ceres.org/resources/reports/the-21st-century-investor-ceres-blueprint-for-sustainable-investing/view>

† <https://www.portlandoregon.gov/omf/article/494707>

Given the various limitations imposed by the Government Code on allowable investments, should the Board determine it's in the District's best interest to incorporate socially responsible investment policy, staff recommends adding social responsibility as an additional investment objective in Section 3.4 of the District Investment Policy:

3.4 In addition to the investment objectives of safety, liquidity, and yield, the District shall not invest in corporate securities and banking institutions that do not meet the ESG factors outlined in Table 1 (above). The Investment Committee\* shall follow the ESG Guiding Principles (Appendix B) to evaluate and approve such investments to ensure compliance with the ESG factors.

The proposed amendment of the District Investment Policy would be subject to Board approval, to be agendaized after staff has received comments from the Board Advisory Committees.

#### Financial Impact

Staff estimates the potential financial impact of implementing the socially responsible investment policy is between \$9,000 to \$200,000 in lower annual interest earnings due to divestment of such corporate and banking securities that are not in compliance with the ESG Guiding Principles.

For further information, please contact Darin Taylor, Chief Financial Officer, at 408-630-3068.

#### **ATTACHMENTS:**

None

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\* Per the District Investment Policy, the Investment Committee members include the Chief Operating Officer - Administration, Chief Financial Officer, District Counsel, the Accounting Manager, and the Treasury and Debt Manager.

## **Appendix A - Local Agency Investment Practices**

### **A. CITY AND COUNTY OF SAN FRANCISCO OFFICE OF THE TREASURER & TAX COLLECTOR INVESTMENT POLICY**

Effective May 2016

#### **1.0**

<http://sftreasurer.org/sites/default/files/Investment%20Policy.pdf>

#### **13.0 Social Responsibility**

In addition to and subordinate to the objectives set forth in Section 4.0 herein, investment of funds should be guided by the following socially responsible investment goals when investing in corporate securities and depository institutions. Investments shall be made in compliance with the forgoing socially responsible investment goals to the extent that such investments achieve substantially equivalent safety, liquidity and yield compared to investments permitted by state law.

#### **13.1 Social and Environmental Concerns**

Investments are encouraged in entities that support community well-being through safe and environmentally sound practices and fair labor practices. Investments are encouraged in entities that support equality of rights regardless of sex, race, age, disability or sexual orientation. Investments are discouraged in entities that manufacture tobacco products, firearms, or nuclear weapons. In addition, investments are encouraged in entities that offer banking products to serve all members of the local community, and investments are discouraged in entities that finance high-cost check-cashing and deferred deposit (payday-lending) businesses. Prior to making investments, the Treasurer's Office will verify an entity's support of the socially responsible goals listed above through direct contact or through the use of a third party such as the Investors Responsibility Research Center, or a similar ratings service. The entity will be evaluated at the time of purchase of the securities.

#### **13.2 Community Investments**

Investments are encouraged in entities that promote community economic development. Investments are encouraged in entities that have a demonstrated involvement in the development or rehabilitation of low income affordable housing, and have a demonstrated commitment to reducing predatory mortgage lending and increasing the responsible servicing of mortgage loans. Securities investments are encouraged in financial institutions that have a Community Reinvestment Act (CRA) rating of either Satisfactory or Outstanding, as well as financial institutions that are designated as a Community Development Financial Institution (CDFI) by the United States Treasury Department, or otherwise demonstrate commitment to community economic development.

**B. CITY AND COUNTY OF DENVER  
DEPARTMENT OF FINANCE – CASH, RISK & CAPITAL FUNDING  
INVESTMENT POLICY**

[https://www.denvergov.org/content/dam/denvergov/Portals/344/documents/crcf/Investment\\_Policy.pdf](https://www.denvergov.org/content/dam/denvergov/Portals/344/documents/crcf/Investment_Policy.pdf)

**P. SOCIAL RESPONSIBILITY**

The City and County of Denver will make its best efforts, with the resources available, to ensure that it does not participate in an ownership or capital-providing capacity with entities that;

1. Directly or indirectly participate in or support activities that do not have respect for human rights around the world; or
2. Are conducting business with a terrorist-sponsoring State

**C. Harvard University**

<https://responsibleharvard.com/the-fair-harvard-fund/investment-policy-statement/>

This Investment Policy Statement (or “IPS”) has been adopted by the Investment Committee of the Fair Harvard Fund (the “Fund”). The IPS summarizes an investment philosophy and approach thought best to meet the Fund’s long-term return goals and investment principles at an appropriate level of risk. It is designed to provide a framework to help guide the Committee, investment managers and other parties involved in advising the portfolio, in setting objectives, selecting and monitoring portfolio investments, diversifying assets and evaluating performance.

**Negative Screens:** Investment managers must avoid investment in companies significantly involved in the production or sale of fossil fuels and tobacco. To the extent possible while maintaining adequate diversification, investments in companies involved in the production and distribution of the following should also be avoided:

- Oil, gas, and other fossil fuel sources
- Nuclear power
- Pornography
- Gambling
- Weapons and/or firearms
- Genetically modified organisms in agriculture
- Factory farming of meat or fish

Further, investment managers should seek to exclude investment in companies with a demonstrated record of the following:

- poor practices with respect to environmental regulation, greenhouse gas emissions, toxins, hazardous waste or environment justice
- human rights abuse, violations of international law, and/or materially or otherwise supporting repressive regimes

- endangering rural people's access to the land, water and other resources on which their livelihoods depend
- violating labor laws, abusing or otherwise mistreating workers and/or preventing or impeding unionization
- discrimination based on sexual orientation, gender, race, ethnicity, age or disability
- practices which have significant negative effects on affected communities, particularly those with minority or low-income residents
- restriction of access to affordable medicine in the developing world

**Positive Screens:** Consistent with a need for adequate liquidity, diversification and investment minimums seek out companies involved in the production of renewable energy and organic food, local food and sustainable agriculture and generally, invest in companies and investments that demonstrate commitment to:

- environmental sustainability, including reducing greenhouse gas emissions and sustainable forestry
- community development and/or investment, particularly in communities with minority or low-income residents
- diversity in hiring, executives and boards with respect to sexual orientation, gender, race, ethnicity
- living wages for all employees and collective bargaining
- transparency and accountability in corporate governance

## **Appendix B – District Investment Committee ESG Guiding Principles**

When evaluating potential investments in corporate and financial institution securities, the Investment Committee shall follow the guiding principles:

**Negative Screens:** No investments shall be made in companies significantly involved in the production or sale of fossil fuels, tobacco, and other products that are environmentally harmful. Furthermore, to the extent possible while maintaining adequate safety, liquidity and yield of the portfolio, no investments shall be made in companies with a demonstrated record of the following:

- poor practices with respect to environmental regulation, greenhouse gas emissions, toxins, hazardous waste or environment justice
- human rights abuse, violations of international law, and/or materially or otherwise supporting repressive regimes
- endangering rural people's access to the land, water and other resources on which their livelihoods depend
- violating labor laws, abusing or otherwise mistreating workers and/or preventing or impeding unionization
- discrimination based on sexual orientation, gender, race, ethnicity, age or disability
- practices which have significant negative effects on affected communities, particularly those with minority or low-income residents
- restriction of access to affordable medicine in the developing world

**Positive Screens:** To the extent possible while maintaining adequate safety, liquidity and yield of the portfolio, investments shall be made in companies involved in the production of renewable energy and organic food, local food and sustainable agriculture and generally, invest in companies and investments that demonstrate commitment to:

- environmental sustainability, including reducing greenhouse gas emissions and sustainable forestry
- community development and/or investment, particularly in communities with minority or low-income residents
- diversity in hiring, executives and boards with respect to sexual orientation, gender, race, ethnicity
- living wages for all employees and collective bargaining
- transparency and accountability in corporate governance







Committee: Agricultural Water  
Meeting Date: 07/10/17  
Agenda Item No.: 4.2  
Unclassified Manager: Rick Callender  
Email: [rcallender@valleywater.org](mailto:rcallender@valleywater.org)  
Est. Staff Time: 15 minutes

## COMMITTEE AGENDA MEMO

**SUBJECT:** Santa Clara Valley Water District Communications and Community Engagement Program Update

### RECOMMENDED ACTION:

Receive update on the Santa Clara Valley Water District's (District) Communications Programs

### SUMMARY:

This update gives the Agricultural Water Advisory Committee information on current and future communications efforts to support the District Board of Directors in establishing key linkages between the District and the community in order to accomplish Board Policy GP-3.1 which states that "the Board will produce the link between the District and the public."

### BACKGROUND:

This update gives the Agricultural Water Advisory Committee information on current and future communications efforts to support the District Board of Directors in establishing key linkages between the District and the community in order to accomplish Board Policy GP-3.1 define.

### BACKGROUND

Per Ends Policy 1.2, the District's communications goal is to communicate the District's programs, projects and challenges to the community, effectively and transparently, in order to foster public engagement.

#### Improvements in Coordination

District Communications and Community Engagement Program has been restructured. The unit is now under the direction of Chief of External Affairs, Rick Callender, who also oversees the District's Office of Government Relations. This joining of the two units under one manager has improved coordination between Communications and Government Relations.

The joining of Communications with Government Relations has resulted in the sharing of resources and employees, for instance, with Communications helping produce talking points when needed, and Government Relations providing more people to draw upon for emergency communications. That has been especially important during this winter, when heavy rains and flooding called for increased visibility and media access. Connection between the two units has increased, allowing a better understanding of each unit's activities and the opportunity to synchronize strategies and tasks.

#### Activities and Plans

Improved coordination has also allowed the units to provide better support for the Board of Directors through increased awareness of activities throughout the county. While the education and volunteer programs have remained under a separate manager, they are expected to reunite with Communications and Government Relations under the new Chief of External Affairs, providing a more cohesive, one-stop-shop for Board members to reach their constituents and to hear from the people in their districts.

We continue to develop the Speakers Bureau program, recruiting more staff to give presentations about the District to community groups. Before offering the speaking opportunity to staff, however, we offer it to Board members. We plan to increase outreach for this program this year.

Other actions the unit has taken in the last six months and that are planned for the near future will continue to offer the Board members support in creative and useful ways.

### *Branding*

Image and reputation are important to an organization's ability to accomplish its work. A positive view of the District by the public makes it easier for the District to obtain funding as well as community and stakeholder support for various projects to protect water quality and supply and to provide flood protection.

With that in mind, the District needs to consider what image it wishes the public to conjure at the mention of its name. Beyond the vision and mission of the District, and more than a slogan, the Santa Clara Valley Water District's brand needs to convey our purpose and our value to the public. A strong brand also allows the *District*, especially the Directors, as they conduct outreach in their districts, to set the tone and impression through consistent messaging, rather than passively allowing others to describe us and by default set our brand for us.

The District will promote the brand through a variety of means, including providing on-message materials such as talking points, presentations and publications to Board members, an ad campaign, blog posts relating to the brand theme, videos, pitches to the media, and more.

This effort will take careful planning and thought, and will start with an assessment of the current image of the District among the public. The next step is to identify the desired brand image the District would like to be known for. For a branding initiative to be successful, the desired brand must reflect attributes that accurately describe the District. For example, if our desired brand image is one of "fiscal responsibility," we must be able to truly demonstrate our fiscal responsibility.

Staff will return to the Board in summer with branding options that incorporate the results of the public opinion survey. Once a brand identity is identified, it should be reflected in a wide array of communications efforts.

### *Reputation and trust campaign*

Informing the branding effort will be a year-long campaign (July 2017-July 2018) to improve the public's perception of the District.

This effort has begun with a poll, due in June, which will help us understand what people think about the District and what messages resonate with the public. The campaign will involve the entire organization working through an internal working group. The working group will help determine what strategies to use, particularly for an external campaign. The Board's leadership will also be valuable in shaping a message-driven District and connecting with the community. Results will be shared with the organization along with messages to be incorporated in all external communications.

### *Water Truck*

In addition to branding, staff is working on designs for the water truck that was included in the FY 17 budget and will be delivered in the coming weeks. There are a few choices including the District's Value of Water

campaign images; images from the Value of Water Coalition's campaign, a resource provided by the U.S. Water Alliance to build will for investment in water infrastructure and resources; and images promoting the District's high-quality water.

In the interim, the unit will seek employee input on the design.

#### *Redesign of Web*

The District has finalized a contract with a vendor to redesign the external website, to modernize it, organize information better and make it more user-friendly for the public. The District's website is an extensive repository for information that can help the public and employees, and the redesign will make that information more accessible, as well as showcase the District's stories.

As an example, in response to Board members' requests, we are working with other units to make it easier for the public to find flood information on the website, including real-time data during storms, and to ensure that that information is understandable by the public.

Staff will present an update on the redesign at the next communications presentation.

#### *Media Relations*

News media opportunities are offered to the Board chair, and in each district, we offer the Director for that district the opportunity to speak to the media and answer their questions. Staff continues to coordinate subject matter experts.

We also support the Board with a monthly guest column for their use, as well as producing letters to the editor and op-eds.

This winter has been a particularly busy one for media. The issue with the spillway at Oroville Dam focused media attention on all dams, including significant interest in the unrestricted and restricted capacity of Anderson Dam as well as its seismic stability.

Flooding in San Jose along Coyote Creek heightened that interest, and the intense volume of media inquiries caused by the floods led the unit to hire Singer Associates, a crisis communications firm, to assist in managing media inquiries and getting the District's message out to the community about the District's role in assessing and preventing flooding to the extent possible.

The transition from the drought to flooding has been intense, and the resulting media scrutiny has mirrored that intensity. The joining of Communications and Government Relations has helped provide a deeper bench of people available to disseminate important messages, and the change in procedure to offer opportunities to Board members has allowed the District to provide higher-level information to reporters.

Reaching all the people in the county is a priority for the District, and our working relationships with ethnic media outlets help us to expand the communities we touch. We will continue to work with these partners, and offer opportunities to the Board members to work with them as they arise.

While the recent winter has dramatically improved the current water supply outlook, the District remains focused on long-term water conservation needs and the promotion of water conservation as California's way of life. The 2016 Value Our Water campaign will continue in 2017 with additional elements to promote an on-going commitment to using water wisely.

#### *Flood awareness*

As part of its annual effort to raise awareness about the potential for flooding in Santa Clara County, the District conducted a flood awareness campaign that included radio and online ads, print ads in ethnic media,

mall and transit shelter posters, billboard messages, Nextdoor messages, and boosted Facebook posts. There were also three targeted e-mail messages delivered to homeowners in floodplains on behalf of Chair Varela.

At the time of this agenda memo, the media buyer had not yet provided a final campaign report. Preliminary results of the paid media portion of the campaign indicate a total of 28 million impressions, up from the 24 million reported last year. The campaign launched the first week of January, with radio alerts timed to coincide with stormy weather, and ran through April 2017, with the heaviest messaging during the months of January through March.

This winter's flooding and extensive rains have prompted us to devise new ways of reaching more people with our flood preparedness message. Contingent upon budget approval, we anticipate taking a more grassroots approach to flood awareness, especially in areas impacted by flooding. For example, we plan to do tabling at busy neighborhood spots to get out the message about flood risks and family preparation. We will roll out our next flood awareness campaign beginning in November.

#### *Annual report/calendar*

To streamline the District's publications and to make the best use of District resources while reaching the public more effectively, Communications combined the annual report with the countywide mailer and calendar last year. The countywide mailer is sent to every household in Santa Clara County — almost 700,000 homes. The annual report had not been produced for some time, and the calendar has proven popular every year.

The resulting publication highlighted the District's accomplishments and looked ahead to upcoming projects. However, instead of mailing the calendar out to every home in the county, staff mailed a postcard inviting people to view the annual report online — an effort to reach people where they are more likely to go — and to sign up to receive the calendar in the mail. The calendar contained the annual report information, and we mailed it to 4,467 interested community members.

While this streamlining served us well last year, this year, we plan to take advantage of increased opportunities provided by the mailer's extensive reach to disseminate educational materials on flooding. With flooding fresh in people's minds, we believe they will be more receptive to messages about preparing for potential floods and how to protect themselves, their loved ones and their homes and businesses. An expanded mailer should allow us to maintain or even increase the number of points we acquire through the Community Rating System from the federal government, which benefits those who must purchase flood insurance.

This will also tie into our efforts to strengthen our connection to the community and to ensure that the community sees the District as a valuable resource and neighbor. This is connected to our branding effort's perception poll, scheduled for June. Understanding how the community sees us will help us assist the Board in further developing strong relationships with the community.

#### *Smartphone app*

Reading what's on our intranet, [aqua.gov](http://aqua.gov), can be difficult for those who work out in the field or who are away from their desks, as the site can only be accessed from within the firewall.

To allow employees more access to critical employee information, we are developing a smartphone app so employees can stay abreast of what is happening in the organization. The app will also allow Communications to send push notifications for emergency notices from upper management. The app was rolled out District-wide in May.

Community outreach and engagement activities allow Board members and the District to be visible in the community and make direct contact with members of the public. Since the joining of the Communications and Community Outreach unit with the Office of Government Relations, opportunities for the Board members to engage with their constituencies are better coordinated and aligned with the priorities of the Board of Directors in serving their districts.

The use of technology and other outreach tools increase the options for the public in how they receive information and engage with the District.

#### *Nextdoor*

In September, the District became one of the government agencies allowed to post to Nextdoor, a neighborhood-based social media platform. Working collaboratively with Government Relations, we are sending all-county messages as appropriate, high-priority flood messages and project-specific messages targeted to specific neighborhoods. The Nextdoor messages have been an opportunity for Board members to directly communicate with the areas they represent.

The ability to target our audience in Nextdoor means that people are receiving timely messages appropriate for their neighborhood. It is an effective outreach tool in our community engagement toolbox and supplements the important work that our engagement specialists do.

This is in addition to the use of Facebook and Twitter to get our messages out, as well as the Valleywaternews.org blog and the eNewsletter, which now reaches more than 26,000 subscribers. Through the media update, sent to Board members when there has been media interest in the District, we encourage Directors to post the stories and tweets from our accounts to their own social media networks, thus broadening the number of people who receive District messages.

#### *Live-streaming meetings*

We have begun live-streaming key Board and community events on Facebook Live to increase our accessibility and provide greater opportunities for residents to engage with and learn about District projects and issues.

We launched the service at the beginning of this year with the appointment of Chair Varela, and we recently live-streamed the Anderson Dam Seismic Retrofit Community Update and two of the Flood Response public meetings. The live-streamed meetings netted over 1,300 viewers with several questions submitted. This effort is still in the pilot stage while we further refine its use and effectiveness in supporting District projects and initiatives.

#### *Project map*

This summer we expect to launch a project map tool using GIS that allows the public to search for District projects in their respective neighborhoods. The map will include interactive, mobile-friendly features including direct links to project information, project webpages and a form to sign up to receive project information via e-mail. We expect this tool to make us more accessible to the public and to increase public awareness of the benefits of District investments in water quality, flood protection, and stream stewardship.

#### *Events and meeting calendar*

The District hosts public meetings on projects, as well as water conservation workshops, and sponsors and attends various community festivals and events throughout the year. Event and meeting publicity is done through mailed notices, social media posts, newspaper and online advertisements, stakeholder collaboration, e-mail lists and partnerships, and Nextdoor. A public events and meeting calendar will consolidate all information on these events and meetings, providing the public with a single District source for obtaining pertinent information on them. We expect to have the calendar on the District's website by the end of summer.

#### *Project outreach and engagement*

We provide strategic outreach, communications, and community relations support for 24 large capital projects and five small capital projects. These projects are in various stages from planning to construction and require public input or awareness on the impacts to the neighborhood.

As the District moves forward with critical seismic and reliability, flood protection and stream stewardship projects, Santa Clara County residents will benefit from the new tools listed above. In identifying public meeting dates, Directors are consulted as these projects are in the communities they represent and their engagement is integral to all District project outreach and engagement efforts.

#### *Public engagement*

Open house events allow the District to educate the public on the various projects, programs, and services we provide. More than 230 residents visited the Penitencia Water Treatment Plant at an open house held in August. Ninety-nine percent of attendees rated the event as informative and 100 percent stated that it “boosted their understanding of how drinking water is treated.” The next open house will be at the Santa Teresa Water Treatment Plant in the fall.

#### Recycled and Purified Water Outreach

To secure support for a locally sustainable and drought-resistant water supply, we must continually promote public awareness of the District’s potable reuse efforts. To achieve that, we are building a widespread support base of key stakeholders and local community leaders who will provide active support for purified water and the Expedited Purified Water Program. The Directors will play a significant role in this strategy through specific engagement opportunities, particularly in the communities they represent.

#### *Surveys*

In January, the District used a research firm to measure the public’s acceptance for recycled water and its potential use as a future source for drinking water. The firm conducted a phone survey of 800 randomly chosen Santa Clara County voters in English, Chinese, Spanish and Vietnamese. Although the survey revealed useful information specifically related to the Asian community, concern over the framing of questions and definition of terms were raised, leading to calls for a new survey that better defines the terms of direct and indirect potable reuse. The survey was targeted for spring and results will help further define the District’s outreach strategy with key messaging and identify specific focus areas.

We are also compiling data from monthly surveys collected from Silicon Valley Advanced Water Purification Center visitors. In February, feedback from 56 individuals revealed at least 85 percent support for the potable reuse of recycled purified water.

#### *Tour program*

The Silicon Valley Advanced Water Purification Center continues to draw a wide variety of stakeholders for tours, including those from educational institutions, neighboring cities and public agencies.

#### *Ethnic outreach*

The communities served by the District are ethnically and culturally diverse. The outreach for purified water programs is reflective of this diversity by including ethnic-focused events. In 2016, we held a Latino Community Day to reach a multicultural audience, specifically families from the nonprofit Somos Mayfair organization.

To address skepticism from the Asian community for recycled water usage, as revealed in the January 2017 telephone survey, a community engagement plan developed specifically for the Asian community emphasizes partnerships with community- and faith-based organizations, and promotes speaking and traditional and social media engagements for the District’s Board and staff. Program staff are updating collateral materials to reflect these communities in a manner that promotes the message that the water is pure and new. On July 15, we will hold an Asian Community Day at the Purification Center.

#### *Social media*

Program staff consistently rely on social media channels, such as the District’s Facebook page, to connect on a weekly basis with users to promote the Recycled Water Program and ongoing tours at the Purification Center. We will continue to broaden our use of social media by increasing paid advertisements to reach users

beyond the existing network. Facebook has effectively assisted in boosting the level of interest in tours at the center.

*Employee engagement*

In addition to our external audiences, we are emphasizing outreach to our employees, believing that employee buy-in for recycled and purified water is crucial to winning public support.

*Community engagement*

Outreach for the Recycled Water Program will continue to evolve as the year progresses. Community outreach was key to the success of other communities introducing purified recycled water into their water supply portfolio. Board members have a key role in leading this charge through one-on-one conversations and presentations in the communities they represent. Additional tactics include:

- Increasing the number of speaker bureau opportunities for Directors to promote the program in their districts;
- Developing an employee ambassador program that empowers employees with a deep knowledge about recycled purified water so they may serve as key messengers in the community;
- Fostering stronger partnerships with regional public information officers to help promote purification center tours and speaker bureau engagements; and
- Launching a campaign of posters to be placed throughout District facilities that promote the recycled water message, as part of the internal outreach effort.

**ATTACHMENT(S):**

Attachment 1: PowerPoint Presentation





# Communications & Community Engagement Board Update to the Agricultural Water Advisory Committee



**July 10, 2017**

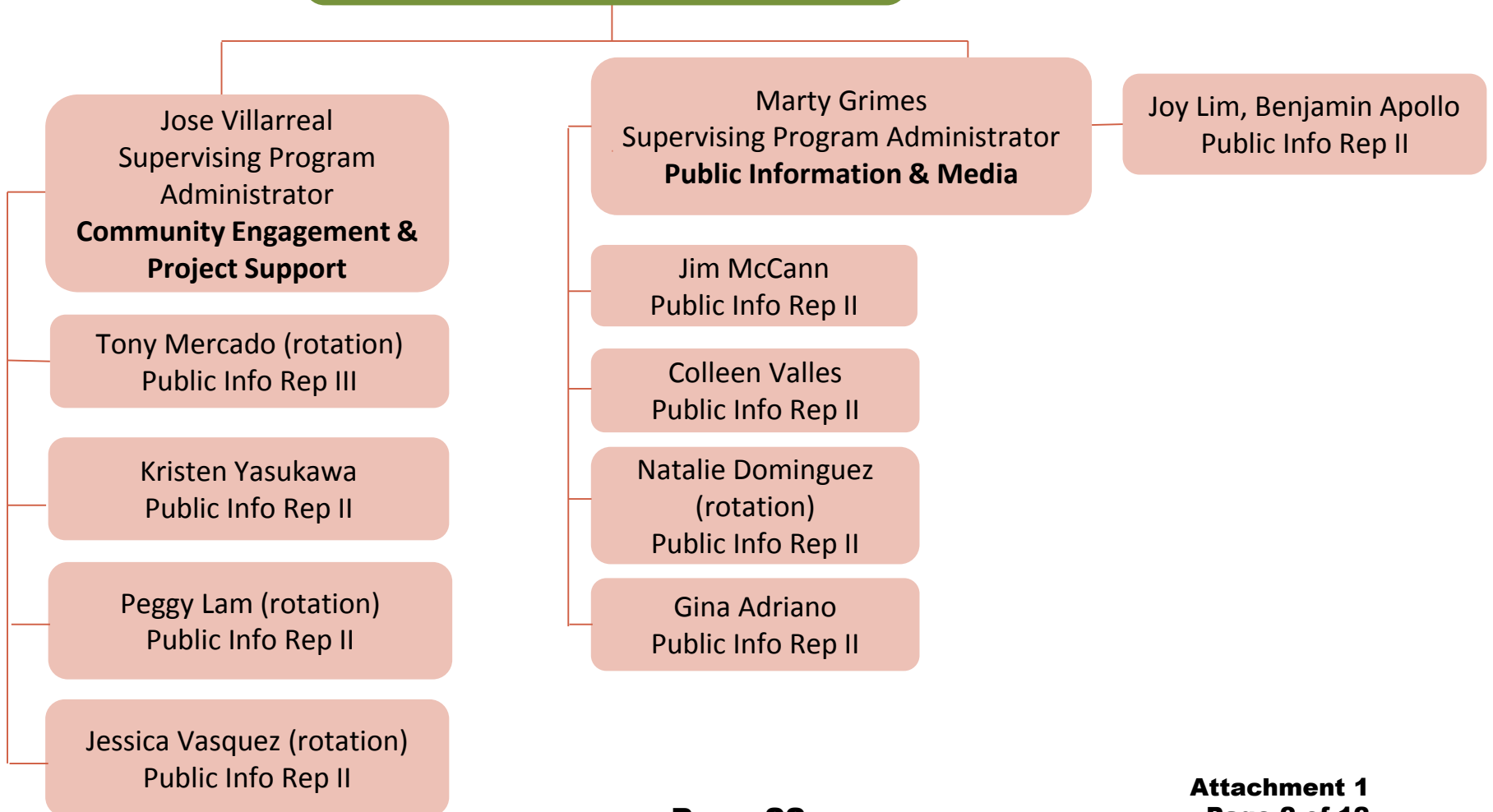
**Santa Clara Valley  
Water District**



Providing Silicon Valley  
safe, clean water for a  
healthy life, environment and  
economy.

# Working together

**Rick Callender**  
**Chief of External Affairs**





# Leading with the Board









# Developing our brand


# Using new tools





 OPEN: Management  
Analyst I  
4 days ago

 OPEN: Water  
Resources Technician  
II  
4 days ago

 OPEN: Associate Civil/  
Mechanical/Electrical  
Engineer



# Keeping employees informed



# Emergency response





# Community engagement



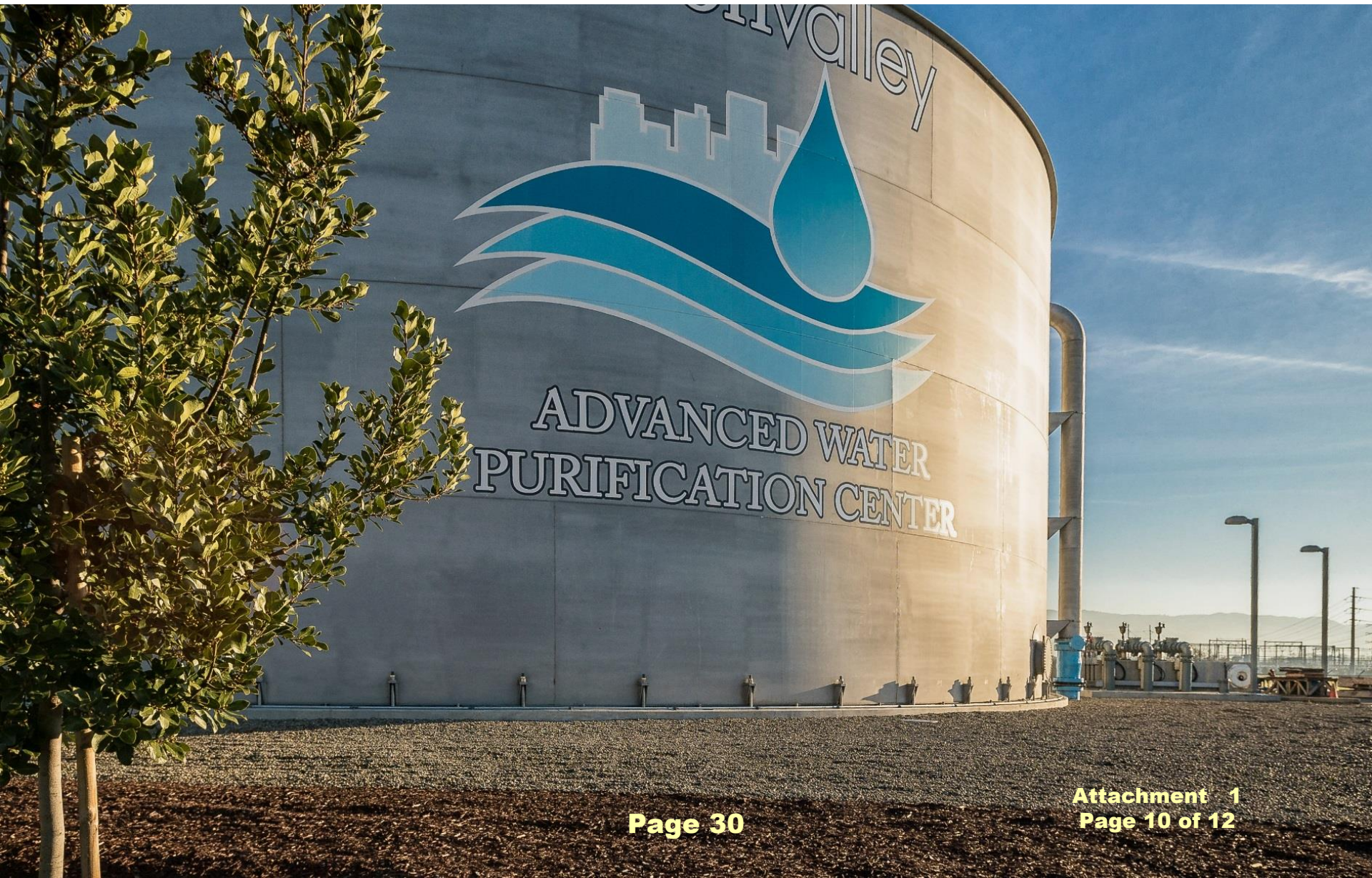


# Project outreach





# Water for the future





# Seeing is believing



# Continued momentum





Committee: Agricultural Water  
Meeting Date: 07/10/17  
Agenda Item No.: 4.3  
Unclassified Manager: Ngoc Nguyen  
Email: [nnguyen@valleywater.org](mailto:nnguyen@valleywater.org)  
Est. Staff Time: 15 minutes

## COMMITTEE AGENDA MEMO

**SUBJECT:** Board Feedback on the Safe, Clean Water and Natural Flood Protection Program (Safe, Clean Water Program)

### RECOMMENDED ACTION:

This is an information only item and no action is required.

### SUMMARY:

#### *Safe, Clean Water Program Overview*

On November 6, 2012, voters approved the Safe, Clean Water Program as a countywide special parcel tax for 15 years with a sunset date of June 30, 2028. This program replaced the Clean, Safe Creeks and Natural Flood Protection Plan, which voters approved in November 2000. The Safe, Clean Water Program addresses the following needs, values, and priorities as identified by Santa Clara County stakeholders:

**Priority A:** Ensure a safe, reliable water supply

**Priority B:** Reduce toxins, hazards and contaminants in our waterways

**Priority C:** Protect our water supply from earthquakes and natural disasters

**Priority D:** Restore wildlife habitat and provide open space

**Priority E:** Provide flood protection to homes, businesses, schools, and highways

Each of these priorities has specific operational and capital projects, which have Key Performance Indicators (KPIs) meant to keep them on track to meet the overall program priorities. Additionally, the Program requires the Santa Clara Valley Water District (District) to prepare an annual report providing a progress update and fiscal year accomplishments for each project. Also, to ensure transparency and accountability, the Program requires that the annual report be reviewed by an Independent Monitoring Committee (IMC) of volunteers appointed by the District Board of Directors (Board).

The report provides the status of each project's progress towards accomplishing its KPIs and targets established in the 5-Year Implementation Plan. Each project's status is described by one of the following five categories:

**On Target:** Status indicates the project is on track to meet targets

**Adjusted:** Status indicates the potential that targets will not be met and implementation required adjustment (future year status' will be based upon the adjusted project targets)

**Not on Target:** Status indicates that the target has not been or will not be met

**Modified:** Status indicates the Board formally modified the project following a public hearing (future year status' will be based upon the modified project targets)

**Scheduled to Start:** Status indicates that the project is scheduled to start in a future fiscal year

In the Fiscal Year 2015-2016 Safe, Clean Water Annual Report, of the 38 projects under the Safe, Clean Water Program, 74%, or 28 projects, are on target; 21% (8 projects) required schedule adjustments; 2.5% or 1 project is not scheduled to start until Fiscal Year 2025; and 2.5% or 1 project was completed and closed out.

Each September, the Board receives the draft annual report, with unaudited financials for their review. The draft annual report also contains any proposed text adjustments. Per authorization from the Board, staff finalizes the draft report with the audited financials in October and submits the final version to the Board and the IMC in November each year. The IMC then reviews the annual report and submits its own report regarding the District's performance and progress toward accomplishing the Safe, Clean Water Program KPIs.

The Board's feedback, to date, regarding the Safe, Clean Water Program has been positive. The Board has been appreciative of staff's work toward accomplishing the KPI's and has praised the positive working relationship between staff and the IMC. The Board has been especially appreciative of the IMC's role and the members' dedication and time spent reviewing the annual reports in great depth. Board's feedback regarding the Safe, Clean Water Program can be found in the meeting minutes posted here:

<http://valleywater.org/About/BoardMeetings.aspx>.

#### **BACKGROUND:**

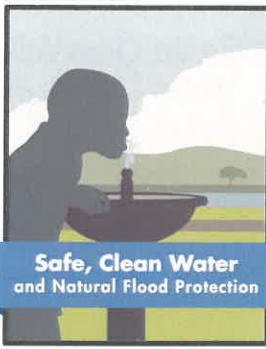
Year four of the Safe, Clean Water Program just ended and the District is in the process of developing the Fiscal Year 2016-2017 Annual Report. The annual reports for year's one through three can be found on the District's website at: <http://www.valleywater.org/SCWAnnualReports/>. The IMC's reports in review of the annual reports can be found here: <http://valleywater.org/SCWIMC.aspx>.

To date, the District has held two public hearings for modifications to the Safe, Clean Water Program. The first was held on June 10, 2014 for modification to the San Francisquito Creek Flood Protection Project. The second was held on June 13, 2017 for modification to the Coyote Creek Flood Protection Project.

#### **ATTACHMENT(S):**

Attachment 1: Safe, Clean Water Fact Sheet





## Safe, Clean Water and Natural Flood Protection Program

Everyone needs safe, clean water and everyone needs to be safe from flooding. Safe, Clean Water is a 15-year program to secure the present and future water resources of Santa Clara County. The program ensures that critical projects will continue to be provided to the community in the following key priority areas:

- A. Ensuring a safe reliable water supply
- B. Reducing toxins, hazards and contaminants in our waterways
- C. Protecting our water supply from earthquakes and natural disasters
- D. Restoring wildlife habitat and providing open space
- E. Providing flood protection to homes, businesses, schools, and highways

These are priorities that the Santa Clara County community clearly cares about. Voters approved the special parcel tax initiative in November 2012 with nearly 74% in favor.

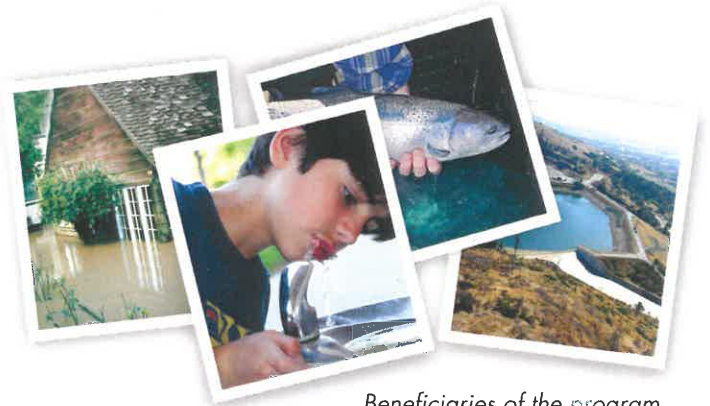
## Stakeholder engagement

We designed this program to reflect the community's values. The program development included direct input from more than 16,000 residents. Development of the 5-year implementation plan also included community and stakeholder outreach.

Because this program is for the community, we want to make sure the community is informed on the status of the Safe, Clean Water projects. The district has created a program website at:

[www.valleywater.org/safecleanwater.aspx](http://www.valleywater.org/safecleanwater.aspx)

The website provides updated information on the accomplishments, progress, financial expenditures and status, and grants/partnerships opportunities.



*Beneficiaries of the program*

## Monitoring progress and expenditures

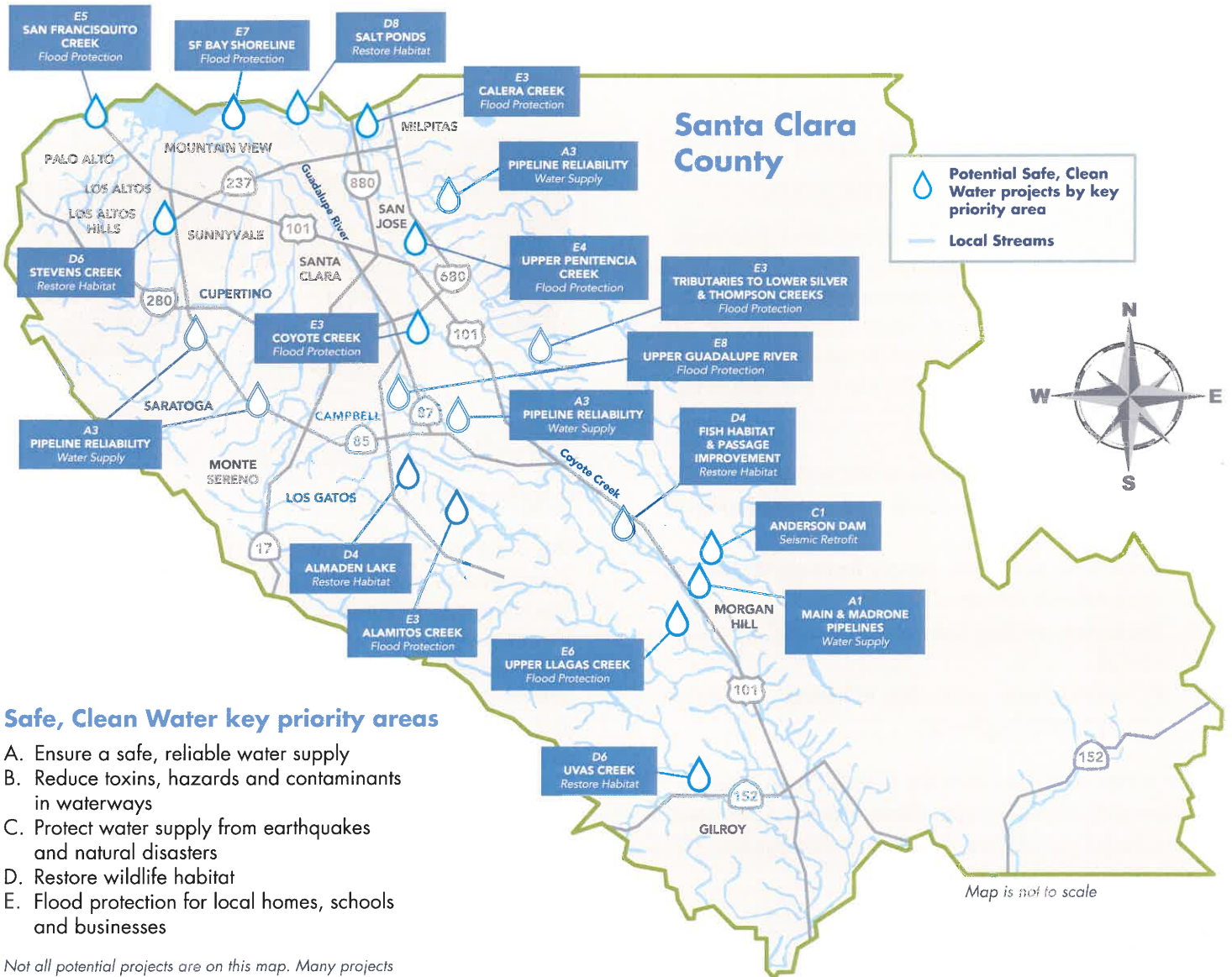
We want to make sure we stay true to our commitments and fulfill the community's expectations. The implementation and progress of the Safe, Clean Water program includes external oversight by an Independent Monitoring Committee (IMC). The IMC will monitor progress and expenditures according to Key Performance Indicators established for each project. The IMC will be conducting annual audits and reports of the program. In addition, on the fifth and tenth year of the program, the Board of Directors will commission independent professional audits and recommend any needed adjustments.

## Implementation plans

In order to ensure continuous monitoring, tracking and oversight of the program, the district adopted a 5-year implementation plan that began in fiscal year 2014. The implementation plan outlines targets toward the completion of the Key Performance Indicators and provides for periodic adjustments to reflect any economic, policy or regulatory changes during the 15-year program. Two additional 5-year implementation plans will follow in fiscal years 2019 and 2024.

Progress toward completion of the targets outlined in the 5-year plan will be measured on an ongoing basis and presented in an annual district report, along with published program expenditures.

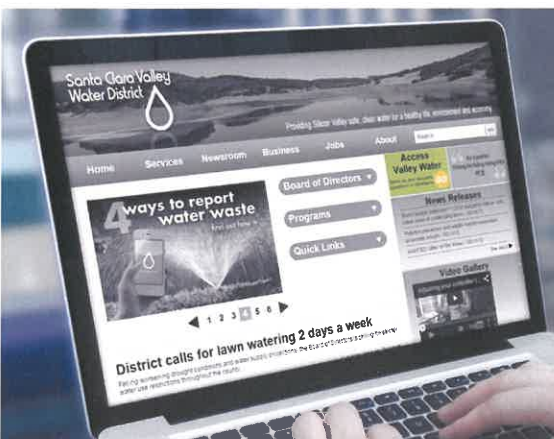
# Entire county benefits from Safe, Clean Water projects



## Safe, Clean Water key priority areas

- A. Ensure a safe, reliable water supply
- B. Reduce toxins, hazards and contaminants in waterways
- C. Protect water supply from earthquakes and natural disasters
- D. Restore wildlife habitat
- E. Flood protection for local homes, schools and businesses

Not all potential projects are on this map. Many projects benefit the entire county and are not located on the map. For details, visit [www.valleywater.org/safecleanwater.aspx](http://www.valleywater.org/safecleanwater.aspx).



## CONTACT US

For more information, contact **Ngoc Nguyen** at **(408) 630-2632**, or visit our website at [valleywater.org](http://valleywater.org) and use our **Access Valley Water** customer request and information system. With three easy steps, you can use this service to find out the latest information on district projects or to submit questions, complaints or compliments directly to a district staff person.



To get eNews, text **VALLEYWATER** to **22828**.

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Committee: Agricultural Water  
Meeting Date: 07/10/17  
Agenda Item No.: 4.4  
Unclassified Manager: Michele King  
Email: [mking@valleywater.org](mailto:mking@valleywater.org)  
Est. Staff Time: 5 minutes

## COMMITTEE AGENDA MEMO

**SUBJECT:** Review Agricultural Water Advisory Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda.

### RECOMMENDED ACTION:

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

### SUMMARY:

The attached Work Plan outlines the Board-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.

### ATTACHMENT(S):

Attachment 1: Agricultural Water Advisory Committee 2017 Work Plan  
Attachment 2: Agricultural Water Advisory Committee October 2017 Draft Agenda



## 2017 Work Plan: Agricultural Water Advisory Committee

Update: June 2017

GP8. 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.

The annual work plan establishes a framework for committee discussion and action during the annual meeting schedule. The committee work plan is a dynamic document, subject to change as external and internal issues impacting the District occur and are recommended for committee discussion. Subsequently, an annual committee accomplishments report is developed based on the work plan and presented to the District Board of Directors.

ITEM	WORK PLAN ITEM BOARD POLICY	MEETING	INTENDED OUTCOME(S) (Action or Information Only)	ACCOMPLISHMENT DATE AND OUTCOME
1	Annual Accomplishments Report	January 9	<ul style="list-style-type: none"> <li>Review and approve 2016 Accomplishments Report for presentation to the Board. <b>(Action)</b></li> <li>Submit requests to the Board, as appropriate.</li> </ul>	<p><b>Accomplished January 9, 2017:</b> The Committee reviewed and approved the 2016 Accomplishments Report for presentation to the Board.</p> <p><i>The Board received the 2016 Accomplishments Report at their March 28, 2017, meeting.</i></p>
2	Election of Chair and Vice Chair for 2017	January 9	<ul style="list-style-type: none"> <li>Committee Elects Chair and Vice Chair for 2017. <b>(Action)</b></li> </ul>	<p><b>Accomplished January 9, 2017:</b> The Committee elected the 2017 Committee Chair and Vice Chair, Mr. Mitchell Mariani and Mr. David Vanni respectively.</p>
3	Update on Water Supply and Drought Response	January 9	<ul style="list-style-type: none"> <li>Receive update on water supply and drought response. <b>(Information)</b></li> <li>Provide comments to the Board as necessary.</li> </ul>	<p><b>Accomplished January 9, 2017:</b> The Committee received information on the water supply and drought response, the January 2017 Water Tracker and took no action.</p>

Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

Attachment 1  
Page 1 of 5

# 2017 Work Plan: Agricultural Water Advisory Committee

Update: June 2017

ITEM	WORK PLAN ITEM BOARD POLICY	MEETING	INTENDED OUTCOME(S) (Action or Information Only)	ACCOMPLISHMENT DATE AND OUTCOME
4	Riparian Corridor Report	January 9	<ul style="list-style-type: none"> <li>Review the Riparian Corridor Report. <b>(Action)</b></li> <li>Provide comments to the Board, as necessary.</li> </ul>	<p><b>Accomplished January 9, 2017:</b> The Committee received information on the Riparian Corridor Report and took no action.</p>
5	Review of Agricultural Water Advisory Committee Work Plan, the Outcomes of Board Action of Committee Requests and the Committee's Next Meeting Agenda	January 9 April 3 July 10 October 2	<ul style="list-style-type: none"> <li>Receive and review the 2017 Board-approved Committee work plan.</li> <li>Submit requests to the Board, as appropriate. <b>(Action)</b></li> </ul>	<p><b>Accomplished January 9, 2017:</b> The Committee reviewed the 2017 Work Plan and took the following action:</p> <p>The Committee approved adding to the April 3<sup>rd</sup> agenda, an update on the One Water Plan.</p> <p><b>Accomplished April 3, 2017:</b> The Committee reviewed the 2017 Work Plan and took the following action:</p> <p>The Committee approved adding to their work plan, receiving information on the District's Asset Management Program.</p>
6	Review and Comment to the Board on the Fiscal Year 2017 - 2018 Proposed Groundwater Production Charges.	April 3	<ul style="list-style-type: none"> <li>Review and comment to the Board on the Fiscal Year 2018 Proposed Groundwater Production Charges. <b>(Action)</b></li> <li>Provide comments to the Board, as necessary.</li> </ul>	<p><b>Accomplished April 3, 2017:</b> The Committee reviewed the Fiscal Year 2017-2018 Proposed Groundwater Productions Charges and took the following action:</p> <p>The Committee approved supporting the Fiscal Year 2017-2018 Proposed Groundwater Productions Charges.</p>

Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

Attachment 1  
Page 2 of 5

# 2017 Work Plan: Agricultural Water Advisory Committee

Update: June 2017

ITEM	WORK PLAN ITEM BOARD POLICY	MEETING	INTENDED OUTCOME(S) (Action or Information Only)	ACCOMPLISHMENT DATE AND OUTCOME
7	Update on One Water Plan	April 3	<ul style="list-style-type: none"> <li>Receive an update on the One Water Plan. <i>(Action)</i></li> <li>Provide comments to the Board, as necessary.</li> </ul>	<p><b>Accomplished April 3, 2017:</b> The Committee received an update on the One Water Plan and took no action.</p>
8	Socially Responsible Investment Policy	July 10	<ul style="list-style-type: none"> <li>Receive information regarding the principles of socially responsible investment policy and provide comments to staff. <i>(Information)</i></li> </ul>	
9	Santa Clara Valley Water District Communications and Community Engagement Program Update	July 10	<ul style="list-style-type: none"> <li>Receive an update on the District's Communication Programs. <i>(Information)</i></li> </ul>	
10	Board Feedback on Safe, Clean Water and Natural Flood Protection Program	July 10	<ul style="list-style-type: none"> <li>Received information on the Board's feedback on the Safe, Clean Water and Natural Flood Protection Program. <i>(Information)</i></li> </ul>	
11	Winter Preparedness Update	October 2	<ul style="list-style-type: none"> <li>Receive an update on the District's Winter Preparedness Program</li> </ul>	
12	Update on CA WaterFix	October 2	<ul style="list-style-type: none"> <li>Receive an update on the CA Water Fix. <i>(Action)</i></li> <li>Provide comments to the Board, as necessary.</li> </ul>	

Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

Attachment 1  
Page 3 of 5

# 2017 Work Plan: Agricultural Water Advisory Committee

Update: June 2017

ITEM	WORK PLAN ITEM BOARD POLICY	MEETING	INTENDED OUTCOME(S) (Action or Information Only)	ACCOMPLISHMENT DATE AND OUTCOME
13	Update on Joint Use of Trails	October 2	<ul style="list-style-type: none"> <li>Receive an update on the joint use of trails. <b>(Information)</b></li> </ul>	
14	District's Asset Management Program	October 2	<ul style="list-style-type: none"> <li>Receive information on the District's Asset Management Program. <b>(Information)</b></li> </ul>	
15	Civic Engagement	TBD	<ul style="list-style-type: none"> <li>Receive Committee feedback on transparency audit</li> </ul>	
16	Climate Change Mitigation – Carbon Neutrality by 2020 Program Update	TBD	<ul style="list-style-type: none"> <li>Receive information on climate change mitigation – carbon neutrality by 2020 program update. <b>(Action)</b></li> <li>Provide comments to the Board, as necessary.</li> </ul>	
17	Climate Change and Sea Level Rise Adaptation – Water Supply, Flood Protection, Ecosystems Protection	TBD	<ul style="list-style-type: none"> <li>Receive information on climate change and sea level rise adaptation – water supply, flood protection, ecosystems protection. <b>(Action)</b></li> <li>Provide comments to the Board, as necessary.</li> </ul>	

Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

Attachment 1  
Page 4 of 5



ITEM	WORK PLAN ITEM BOARD POLICY	MEETING	INTENDED OUTCOME(S) (Action or Information Only)	ACCOMPLISHMENT DATE AND OUTCOME
18	Demand Management Strategies and Portfolio	TBD	<ul style="list-style-type: none"> <li>• Discussion on demand management strategies and portfolio. <b>(Action)</b></li> <li>• Provide comments to the Board, as necessary.</li> </ul>	

Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

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**Committee Officers**  
Mitchell Mariani , Committee Chair  
David Vanni, Committee Vice Chair

**Board Representative**  
Nai Hsueh, Alternate  
Richard P. Santos, Board Representative  
John L. Varela, Board Representative

**DRAFT AGENDA**

**AGRICULTURAL WATER ADVISORY COMMITTEE**

**MONDAY, OCTOBER 2, 2017**

**1:30 p.m. – 3:30 p.m.**

**Santa Clara Valley Water District  
Headquarters Building Boardroom  
5700 Almaden Expressway  
San Jose, CA 95118**

**Time Certain:  
1:30 p.m.**

- 1. Call to Order/Roll Call**
- 2. Time Open for Public Comment on Any Item Not on Agenda**  
*Comments should be limited to two minutes. If the Committee wishes to discuss a subject raised by the speaker, it can request placement on a future agenda.*
- 3. Approval of Minutes**
  - 3.1 Approval of Minutes – July 10, 2017, meeting
- 4. Action Items**
  - 4.1 Receive an Update on the District’s Winter Preparedness (Raymond Fields)  
**Recommendation: This is an information item only and no action is required.**
  - 4.2 Discuss Update on CA WaterFix (Cindy Kao)  
**Recommendation: This is an action item; however, no action is required.**
  - 4.3 Joint Use of Trails (Usha Chatwani)  
**Recommendation: This is an action item; however, no action is required.**
  - 4.4 Receive information on the District’s Asset Management Program (Erin Baker)  
**Recommendation: This is an action item; however, no action is required.**
  - 4.5 Review Agricultural Water Advisory Committee Work Plan, the Outcomes of Board Action of Committee Requests and the Committee’s Next Meeting Agenda (Committee Chair)  
**Recommendation: Review the Board-approved Committee work plan to guide the committee’s discussions regarding policy alternatives and implications for Board deliberation.**
- 5. Clerk Review and Clarification of Committee Requests to the Board**  
*This is a review of the Committee’s Requests, to the Board (from Item 5). The Committee may also request that the Board approve future agenda items for Committee discussion.*

6. **Reports**

*Directors, Managers, and Committee members may make brief reports and/or announcements on their activities. Unless a subject is specifically listed on the agenda, the Report is for information only and not discussion or decision. Questions for clarification are permitted.*

6.1 Director's Report

6.2 Manager's Report

6.3 Committee Member Reports

7. **Adjourn:** Adjourn to next regularly scheduled meeting at 1:30 p.m., **January 8, 2018**, in the Headquarters Building Boardroom, 5700 Almaden Expressway, San Jose, CA 95118

All public records relating to an open session 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.

The Santa Clara Valley Water District will make reasonable efforts to accommodate persons with disabilities wishing to attend committee meetings. Please advise the Clerk of the Board office of any special needs by calling 1-408-630-2277.

**Agricultural Water Advisory Committee Purpose and Duties**

The Agricultural Water Advisory Committee of the Santa Clara Valley Water District (District) is established per the District Act to assist the District Board of Directors (Board) with policies pertaining to agricultural water supply and use.

The specific duties are:

- Providing input on policy alternatives for Board deliberation, when requested by the Board.
- Providing comment on activities in the implementation of the District's mission that the Board will consider or refer to staff.
- Producing and presenting to the Board an Annual Accomplishments Report that provides a synopsis of the Committee's discussions regarding specific topics and subsequent policy recommendations, comments, and requests that resulted from those discussions.

In carrying out these duties, the Board's Committees bring to the District their respective expertise and the interests of the communities they represent. In addition, Board Committee members may bring information regarding District activities to the communities they represent.