

August 26, 2021

**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 Keegan  
Director Linda J. LeZotte, Committee Chair

## Staff Support of the Water Conservation and Demand Management Committee:

Rick 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  
Bhavani Yerrapotu, Deputy Operating Officer, Treated Water Operations & Maintenance Division  
Don Rocha, Deputy Administrative Officer, Office of Government Relations  
Bart Broome, Assistant Officer, Office of Government Relations  
Antonio Alfaro, Government Relations Advocate, Office of Government Relations  
Kirsten Struve, Assistant Officer, Water Supply Division  
Vanessa De La Piedra, Groundwater Management Manager, Groundwater Monitoring and Analysis Unit  
Metra Richert, Unit Manager of the Water Supply Planning and Conservation Unit, Water Supply Division,  
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, August 30, 2021, at 11:00 a.m.**, Join Zoom Meeting Link: <https://valleywater.zoom.us/j/92597340524>.

The meeting agenda and corresponding materials are located on our website: <https://www.valleywater.org/how-we-operate/committees/board-advisory-committees> or <https://www.valleywater.org/sites/default/files/WCaDMC-Agenda-08302021.pdf>.



## **August 30, 2021, Water Conservation and Demand Management Committee Meeting**

Join Zoom Meeting

<https://valleywater.zoom.us/j/92597340524>

Meeting ID: 925 9734 0524

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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

**Teleconference-via Zoom**

**Join Zoom Meeting**

**<https://valleywater.zoom.us/j/92597340524>**

## REGULAR MEETING AGENDA

**Monday, August 30, 2021  
11:00 AM**

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

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

During the COVID-19 restrictions, 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 to the public through the legislative body agenda web page 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 participate in the legislative body's meeting. Please advise the Clerk of the Board Office of any special needs by calling (408) 265-2600.

Mr. Vincent Gin  
(Staff Liaison)

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**

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Monday, August 30, 2021

11:00 AM

Teleconference-via Zoom

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**IMPORTANT NOTICES**

This meeting is being held in accordance with the Brown Act as currently in effect under the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, and the Governor's Executive Order N-08-21 issued on June 11, 2021, that allows attendance by members of the Committee, staff, and the public to participate and conduct the meeting by teleconference, videoconference, or both.

Members of the public wishing to address the Committee during a video conferenced meeting on an item not listed on the agenda, or any item listed on the agenda, should use the "Raise Hand" tool located in Zoom meeting link listed on the agenda. Speakers will be acknowledged by the Committee Chair in the order requests are received and granted speaking access to address the Committee.

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

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

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

**Join Zoom Meeting**

**<https://valleywater.zoom.us/j/92597340524>**

**Meeting ID: 925 9734 0524**

**One tap mobile**

**+16699009128,,92597340524# US (San Jose)**

**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.

[21-0910](#)

Recommendation: Approve the July 26, 2021, Meeting Minutes

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

Attachments: [Attachment 1: 07262021 WCaDMC Draft Mins](#)

Est. Staff Time: 5 Minutes

**4. ACTION ITEMS:**

- 4.1. Monthly update on progress towards Valley Water Resolution 21-68's water use reduction target and drought-related water conservation efforts [21-0911](#)
- 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 response and provide feedback to staff.
- Manager: Kirsten Struve, 408-630-3138
- Attachments: [Attachment 1: July Drought Response Report updated.docx](#)  
[Attachment 2: Landscape Committee Meeting 03-Aug-21](#)  
[Attachment 3: WCaDMC PPT](#)  
[Attachment 4: Water use restrictions of water retailers & cities in S](#)
- Est. Staff Time: 35 Minutes
- 4.2. Standing Items Report. [21-0912](#)
- Recommendation: A. This agenda item allows the Committee to receive verbal or written updates and discuss the following 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 8/30/2021, meeting if there is reportable/updated information.*
1. Sustainable Groundwater Management Act (SGMA) (Verbal Update 8/30/2021)
2. Flood MAR and Agricultural Baseline Study (Verbal Update 08/30/2021)
- Manager: Candice Kwok-Smith, 408-630-3193
- Est. Staff Time: 15 Minutes
- 4.3. Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda. [21-0913](#)
- 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: 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 September 27, 2021, to be called to order in compliance with the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, and the Governor's Executive Order N-08-21.







# Santa Clara Valley Water District

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**File No.:** 21-0910

**Agenda Date:** 8/30/2021  
**Item No.:** 3.1.

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## COMMITTEE AGENDA MEMORANDUM

### Water Conservation and Demand Management Committee

**SUBJECT:**

Approval of Minutes.

**RECOMMENDATION:**

Approve the July 26, 2021, 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: 07262021 WCaDMC Draft Minutes

**UNCLASSIFIED MANAGER:**

Candice Kwok-Smith, 408-630-3193





WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

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# DRAFT MINUTES

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**MONDAY, JULY 26, 2021  
11:00 AM**

A regular scheduled meeting of the Water Conservation and Demand Management Committee was held on July 26, 2021, via zoom in San Jose, California.

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

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

Board Members in attendance were: Committee Vice Chair, Director Nai Hsueh-District 5, Director Barbara Keegan-District 2, Committee Chair, Director Linda J. LeZotte-District 4.

Staff members in attendance were: Neeta Bijoor, Glenna Brambill, Justin Burks, Theresa Chinte, George Cook, Melissa Fels, Paola Giles, Vincent Gin, Hannah Gray, Andy Gschwind, Jason Gurdak, Matt Keller, Stay Klopfer, Jessica Lovering, Melanie Richardson, Metra Richert, Don Rocha, Ashley Shannon, Kirsten Struve, Toni Vye, Gregory Williams, Jing Wu and Beckie Zisser.

Guest Agencies in attendance were: Brian Boyer (Cinnabar Hills Golf Club), Diane Asuncion (City of Santa Clara), Michael Bolzowski (California Water), Kurt Elvert and Curt Rayer (San Jose Water Company).

Public in attendance was: William (Bill) Sherman.

**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 Keegan, and carried by unanimous vote, to approve the minutes of the June 21, 2021, Water Conservation and Demand Management Committee meeting as presented.

**4. ACTION ITEMS**

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

Ms. Kirsten Struve, Ms. Neeta Bijoor, Mr. Don Rocha, Mr. Justin Burks, Mr. Vincent Gin, Ms. Metra Richert and Mr. Matt Keller reviewed the materials as outlined in the agenda item.

The Water Conservation and Demand Management Committee discussed the following: usage information from agencies/retailers for data comparison, successful programs, water restrictions (collecting water for washing cars/lawn watering), helpful to see a water use graph, consistent messaging, water reduction, accomplishing goals and strategies working with retailers-San Jose Water Company, break-down of Municipal and Industrial (M&I) vs. Residential usage, drought, retailers' water waste penalties/stages (surcharges), more staffing for the programs, Surface Water Users' responses to letters and agricultural community, leak detection-12% of indoor use and social media impressions.

Public Comment received:

Mr. William (Bill) Sherman shared information regarding request to the CPUC by San Jose Water Company (SJWC) has been suspended (regarding avoiding water wasting—July 19<sup>th</sup> letter). Two advice letters sent in, one was approved which allows collection of costs that affect SJWC because of the mandatory drought and how the CPUC addressed the drought in 2015-2017.

The Water Conservation and Demand Management Committee took no action, however, The Committee would like more information:

- on retailers' criteria for determining priorities (highs, mediums, and lows-water savings),
- staff will provide a quick reference summary on messaging for all Directors, and
- surface water users' responses to letters and agricultural community.

The Committee thanked staff for the work they are doing with the water conservation programs.

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

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

Mr. Jason Gurdak reported on the following:

SGMA update 1. draft Groundwater Sustainability Plan (GSP) for the north San Benito subbasin is available on San Benito County Water District and Valley Water websites, 2. San Benito County Water District is hosting a groundwater workshop on August 4, 2021, to review the GSP, 3. Valley Water is planning a public meeting on August 12, 2021, to discuss the SGMA Plan of the Santa Clara and Llagas subbasins.

The Water Conservation and Demand Management Committee discussed the following: suggestion for next agenda: add to Item #1-leak detection (having the same message, AMI installation, and Surface Water User relationship (include interruptible service, Agricultural Water Baseline Study, more data, associated costs, and financial implications). Also adding to the work plan: looking at grey water (data/analyses, incentive increase of existing water conservation programs-agriculture/Mobile Lab, and a more in-depth look at water conservation).

The Water Conservation and Demand Management Committee took no action; however, Committee Chair Director LeZotte will work with staff on the agenda items for the upcoming meetings.

The next regularly scheduled meeting is Monday, August 30, 2021, 11:00 a.m., to be called to order in compliance with the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, and the Governor's Executive Order N-08-21.

**5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE'S REQUESTS**

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

**6. ADJOURNMENT**

Committee Chair Director Linda J. LeZotte adjourned at 12:20 p.m., to the next regularly scheduled meeting Monday, August 30, 2021, 11:00 a.m., to be called to order in compliance with the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, and the Governor's Executive Order N-08-21.

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

Approved:





# Santa Clara Valley Water District

File No.: 21-0911

Agenda Date: 8/30/2021

Item No.: 4.1.

## COMMITTEE AGENDA MEMORANDUM

### Water Conservation and Demand Management Committee

#### **SUBJECT:**

Monthly update on progress towards Valley Water Resolution 21-68's water use reduction target and drought-related water conservation efforts

#### **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 response and provide feedback to staff.

#### **SUMMARY:**

On June 9, 2021, the Board declared a water shortage emergency condition pursuant to California Water Code §350 and called for a countywide water use reduction of 15% compared to 2019 in Valley Water Resolution 21-68. The County followed suit by proclaiming an emergency due to drought on June 22, 2021. California's Governor included Santa Clara County as part of a drought emergency proclamation on July 8, 2021. Valley Water activated its Emergency Operations Center (EOC) for drought on June 16, 2021 to assist with resolution implementation and other drought-related efforts.

Valley Water has been conducting a wide array of efforts to meet the water use reduction target of 15% compared to 2019, including coordinating with cities and retailers to implement water use restrictions, public messaging, and water conservation program implementation and expansion. An update on these efforts will be provided, and progress towards meeting the water use reduction target will be shared. In particular, the following items will be provided as requested by the Water Conservation and Demand Management Committee on August 30, 2021:

#### Collaboration with Retailers and Cities

The Water Retailer Water Conservation Subcommittee and Drought Ad Hoc Retailer Subcommittee are meeting monthly to collaborate on public messaging and overall drought response. Valley Water has been working with municipalities to encourage the implementation of consistent restrictions. In addition, most cities have taken action in response to extreme drought conditions and to Valley Water's mandatory call to reduce water use by 15% compared to 2019 levels. These actions have ranged from adopting local emergency resolutions to advocating for voluntary water use reduction among constituents, as well as activating citywide Water Shortage Contingency Plans to immediately implement mandatory water-use restrictions and other conservation measures. Valley Water has also been working with cities to encourage the adoption of the Model Water Efficient New Development Ordinance (MWENDO) that was developed during the last drought. Additional details are included in

the July Drought Report (Attachment 1), which has been edited since August 10, 2021 to include a revised Residential Gallons Per Capita Day (R-GPCD) table and updated hydrographs.

### Water Waste Communication

Valley Water staff continue to collaborate on active and planned water waste restrictions from investor-owned utilities and municipalities, respectively. Valley Water has updated their water waste notification letters to provide direct links to water retailer's webpages on water waste rules. A one-sheet summary of active water waste rules to streamline communication is in development. Over 220 water waste reports were received in July 2021. This is 8-times higher than July 2020 participation, and additional staff are in recruitment to accommodate the increase.

### Water Conservation Outreach - New Programs

#### **Shopping Cart (eCart)**

The latest efficiency improvement to the water conservation program is the online shopping cart feature in which residents and businesses can order, at no charge, water conservation tools and equipment. The eCart has been more successful than anticipated: over 2,600 orders have been placed since launching in April 2021, with over 820 received in July (nearly 50% higher than June 2021). Valley Water is working diligently to fulfill the high volume of orders as quickly as possible and has reduced the backlog from over four weeks to just under five days. Recruitment has been a challenge to find additional staff resources to support this program. Consequently, staff has identified a potential vendor to fulfill eCart orders and the procurement process has been initiated.

#### **Fixture Replacement Program**

The Fixture Replacement Program offers free direct installation services to commercial, industrial, institutional, and multi-family properties throughout Santa Clara County, including low-income or disadvantaged communities. This program replaces 1.6 gallon per flush or higher toilets with the most water efficient models compatible with a participating property. Through replacing inefficient showerheads, urinals, faucet aerators, and more water-using fixtures free of charge, this program will produce additional water savings. The Fixture Replacement Program provides an opportunity for providing efficient customer service with strong potential of cost-effective water savings for each participating property.

Valley Water's vendor has surveyed approximately 25 qualifying properties. In their surveys, they have identified more than 2,500 toilets that could potentially qualify to-date with potentially 8,000 by June 2022. Initial analysis indicates the program has sufficient funding for approximately 950 toilets. Valley Water is analyzing the vendor's progress and forecasting to determine whether there is sufficient budget available to provide services throughout the fiscal year. This program has the potential to yield significant short-term savings.

#### **Outdoor Conservation Field Services**

The outdoor conservation field services include the Landscape Rebate Program's pre-inspections, Water Waste Inspector Program, Water Wise Outdoor Surveys, and Landscape Maintenance Consultation Program. The current program relies on temporary and student intern support with high turnover. In addition, one fulltime staff member recently resigned. Staff is planning to recommend a single source contract with a vendor to support these field services.



Landscape Committee

On August 3<sup>rd</sup>, Valley Water shared the latest outreach materials with the Landscape Committee. The Landscape Committee discussed the need for increased outreach and education to protect trees during drought. Valley Water has information on tree protection during drought on Valley Water's BeHeard page and has reached out to two local non-profits, Canopy and Our City Forest, to address this feedback. Valley Water created social media posts scheduled to recur bi-weekly on Facebook, LinkedIn, Instagram and Twitter through the end of October using Canopy's toolkit to promote tree care during drought. Valley Water has boosted on Facebook and reports strong weekly metrics for the number of times links are clicked. Valley Water expects to receive about 7,000 clicks and reach 260,000 users. Additional suggestions from the Landscape Committee included researching re-circulating hot water heaters, adding water retailer information and links to Water Waste letters, reevaluating the rebate rate for large commercial Weather-Based Irrigation Controllers, and offering grant opportunities for new irrigation technology and plant materials. Valley Water has since implemented the Water Waste letter update suggestion and will explore the feasibility of the other suggestions as staff availability allows. Full minutes from the meeting have been provided in Attachment 2.

Landscape Rebate Program Resources

The Landscape Rebate Program's Landscape Conversion Rebate was increased from \$1 to \$2 per square foot July 1<sup>st</sup>. Valley Water received nearly 600 applications for the Landscape Rebate Program in July, nearly doubling the calendar year total to date (1,223 applications since January 1<sup>st</sup>). Valley Water is on a trajectory to deplete the \$1 million in Safe, Clean Water Measure S funding for water conservation within the next few months. If these participation levels continue, the water conservation rebate budget is expected to be exhausted before the end of the fiscal year. Based on lessons learned from the last drought, it will be important to identify funding options to avoid the risk of waitlisting customers during this drought emergency.

Communications

Valley Water is developing a "conservation tips contest" to further engage and reward the community in water-saving behaviors and increase water conservation awareness. Valley Water will provide a verbal update that details the summer outreach campaign and in-progress focus groups.

**ATTACHMENTS:**

- Attachment 1: July 2021 Drought Response Report
- Attachment 2: Landscape Committee Meeting Minutes
- Attachment 3: PowerPoint
- Attachment 4: Water use restrictions of water retailers and cities in Santa Clara County

**UNCLASSIFIED MANAGER:**

Kirsten Struve, 408-630-3138



# Drought Response Report

JULY 2021

## Resolution 21-68 Implementation

On June 9, 2021, the Board adopted Valley Water Resolution 21-68 which declared a water shortage emergency condition pursuant to California Water Code §350, called for water use restrictions 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. Valley Water activated its Emergency Operations Center (EOC) for drought on June 16, 2021 to assist with resolution implementation and other drought-related efforts.

## Collaboration with the County, Retailers, and Cities

- As part of the ongoing drought response outreach, Valley Water continues to engage with local government officials to agendaize drought response actions on Council calendars. To date, 11 of 15 City Councils in Santa Clara County have taken drought response action to support water use reduction.
- Retailers, including those that are cities, are implementing water waste restrictions based on their policies and Water Shortage Contingency Plans (WSCPs). Investor-owned retailers must obtain California Public Utilities Commission (CPUC) approval to implement restrictions and other water use reduction measures. Valley Water’s Resolution 21-68 includes some examples of restrictions from CPUC Resolution W-4976. While Valley Water encourages retailers to implement consistent restrictions, retailers are implementing them per their policies and WSCPs.
- Retailers’ latest restrictions are posted on their websites, and links are provided by Valley Water (<https://www.valleywater.org/your-water/find-your-water-retailer>). As requested by the Water Conservation and Demand Management Committee on July 26, 2021, a detailed summary of each retailer’s restrictions has been provided in Appendix A.
- The investor-owned retailers additional water reduction measures are shown in the table below.

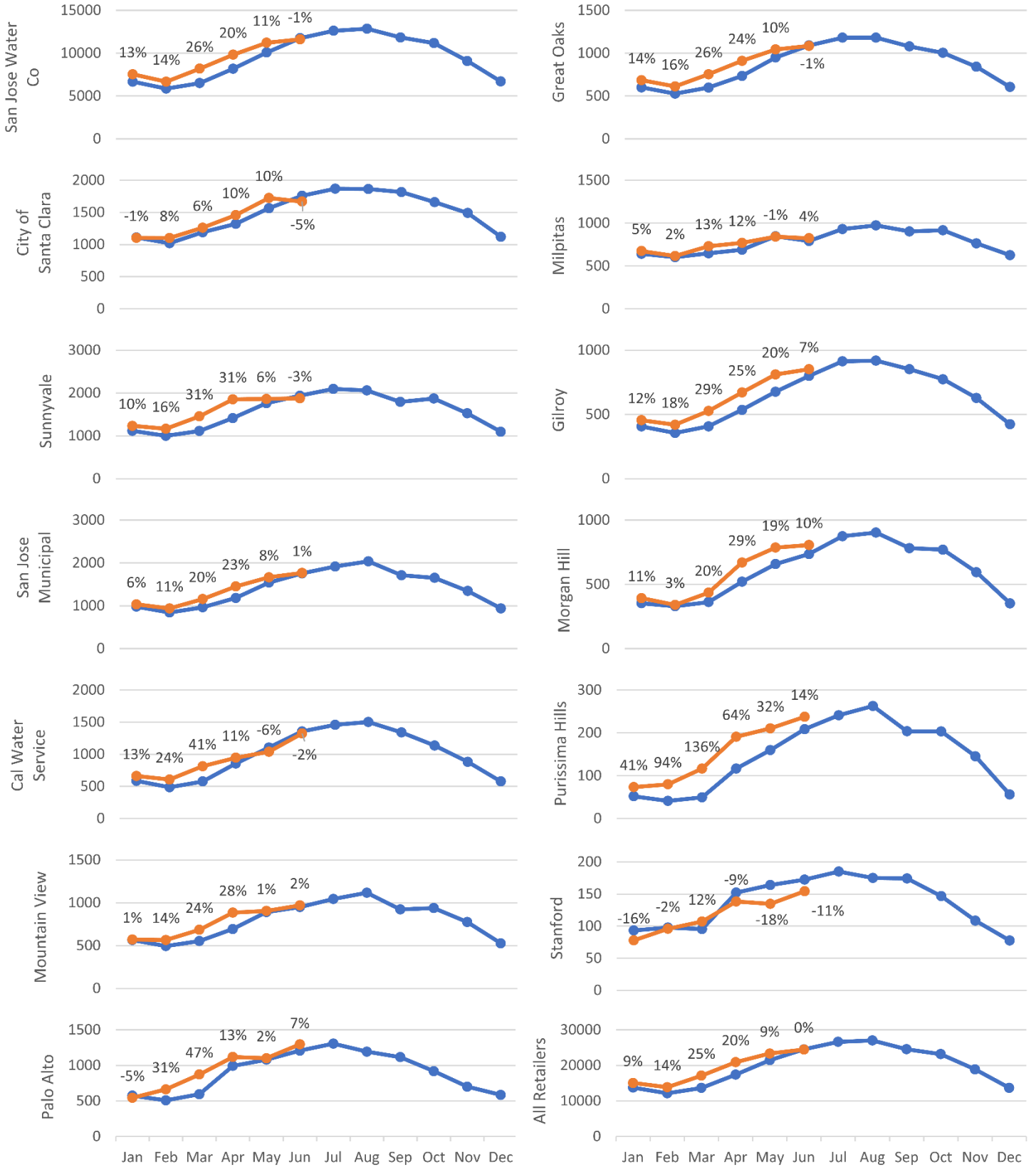
Investor-owned Water Retailers			
	San Jose Water Company	Great Oaks Water Company	California Water Service
CPUC Status	Pending	Approved	Approved
Surcharge for Exceeding Drought Allocation	No	\$6.9804/CCF	No
Penalties for Violating Water Waste Restrictions	No	Yes	Yes

- Valley Water meets with retailers at numerous Subcommittee meetings to provide drought updates, track progress towards drought response efforts, and ensure consistent messaging. Valley Water has also planned a new Ad Hoc Retailer Drought Subcommittee focused on these purposes and has scheduled the first meeting for August 9, 2021.
- The graphs on the next page depict total water use by Valley Water’s 13 retailers. Water usage is primarily Municipal and Industrial (M&I). Nearly all agricultural water use in Santa Clara County is through independently owned and managed groundwater wells rather than through Valley Water’s 13 retailers. Agricultural well owners generally report their water use every six months.

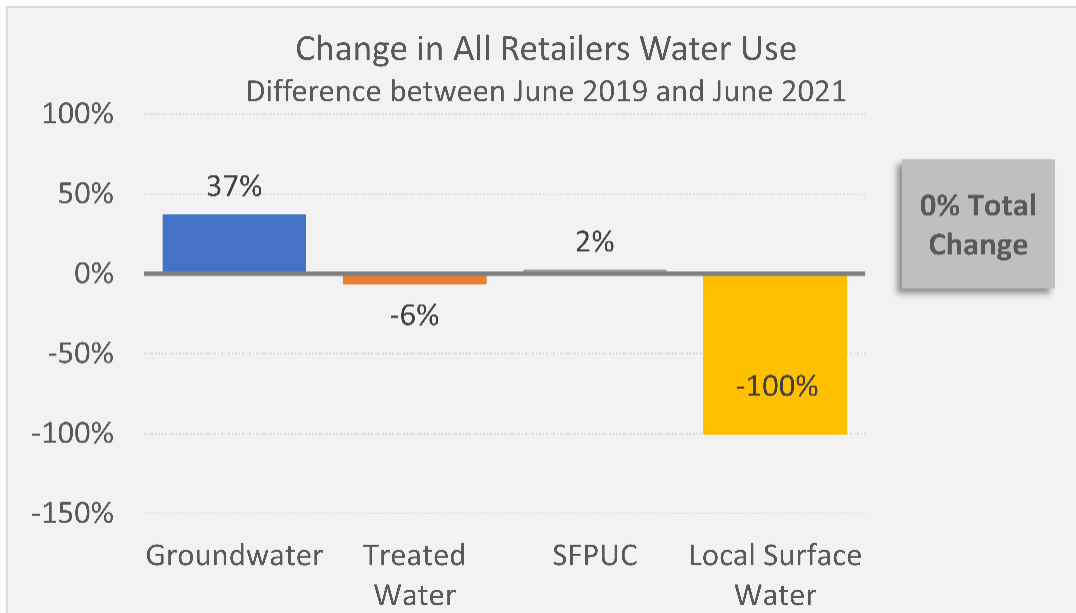
# Monthly Water Use by Retailer (AF)

— 2019 — 2021

The percent increase (+) or percent decrease (-) in water use from 2019 to 2021 is shown for each month.



The graph below shows that water use between June 2019 and June 2021 is similar. It also depicts changes between the retailers' different types of water use. As expected, the proportion of groundwater use tends to increase during drought.



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

Water Retailer	Total Water Use in Acre-Feet (Jan - Jun 2019)					Total Water Use in Acre-Feet (Jan - Jun 2021)				
	Ground Water	Treated Water	SFPUC	Local Surface Water	Total	Ground Water	Treated Water	SFPUC	Local Surface Water	Total
San Jose Water Company	11,900	26,500	-	10,600	49,100	26,700	27,600	-	800	55,100
Santa Clara, City	4,300	2,100	1,500	-	8,000	4,600	1,900	1,800	-	8,300
Sunnyvale	-	3,100	5,200	-	8,300	-	4,700	4,700	-	9,500
San Jose Municipal Water	400	4,700	2,200	-	7,300	400	5,500	2,200	-	8,000
California Water Service	1,100	3,800	-	-	5,000	2,100	3,300	-	-	5,400
Palo Alto	-	-	5,000	-	5,000	-	-	5,600	-	5,600
Mountain View	100	400	3,600	-	4,100	100	400	4,100	-	4,600
Great Oaks	4,500	-	-	-	4,500	5,100	-	-	-	5,100
Milpitas	-	1,300	2,900	-	4,200	-	1,600	2,800	-	4,500
Gilroy	3,200	-	-	-	3,200	3,700	-	-	-	3,700
Morgan Hill	3,000	-	-	-	3,000	3,400	-	-	-	3,400
Purissima Hills Water	-	-	600	-	600	-	-	900	-	900
Stanford	-	-	800	-	800	-	-	700	-	700
<b>Total</b>	<b>28,500</b>	<b>41,900</b>	<b>21,800</b>	<b>10,600</b>	<b>103,100</b>	<b>46,100</b>	<b>45,000</b>	<b>22,800</b>	<b>800</b>	<b>114,800</b>

The table below depicting water used per person per day (Residential Gallons Per Capita Day or R-GPCD) is provided in response to the Water Conservation and Demand Management Committee’s request on July 26, 2021 that population be accounted for in water use tracking. Though data on retailers’ population and water usage by sector is not available to Valley Water, the latest R-GPCD by retailer from the State Water Resources Control Board is shown below.

Water Retailer	Residential Gallons Per Capita Day (R-GPCD)		
	May 2019	May 2021	Percent Change
San Jose Water Company	73	77	+ 5%
Santa Clara, City	60	76	+ 27%
Sunnyvale	69	-	-
San Jose Municipal Water	87	80	-8%
California Water Service	119	120	0%
Palo Alto	113	110	-2%
Great Oaks	73	79	+ 8%
Milpitas	39	49	+ 28%
Gilroy	81	83	+ 3%
Morgan Hill	92	110	+ 19%

*R-GPCD data not available for Mountain View, Purissima Hills Water, and Stanford. Data sourced from the State Water Resources Control Board Urban Water Supplier Monthly Reports.*

Water Conservation Programs

The Landscape Rebate Program 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 Program offers free water conservation 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. The table below shows the latest monthly participation data available from 2021.

Program	Jan	Feb	Mar	Apr	May	Jun	Jul	Total
Landscape Rebate Program Applications <sup>1</sup>	47	62	86	251	221	185	592	1223
Conservation Device Orders <sup>2</sup>	2	7	9	372	750	490	823	2,453
Water Waste Reports	5	4	28	42	53	181	222	535

<sup>1</sup>Starting 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.

<sup>2</sup>The Shopping Cart Program, launched in April, led to an increase in conservation device orders.

Drought and Water Conservation Outreach

Valley Water’s multilingual water conservation campaign promotes water conservation as a way of life, being drought-ready, and Valley Water’s many conservation programs. The campaign includes ads on TV, radio, online, social media and print.

- Valley Water launched the summer conservation campaign featuring the “drought ready” slogan. The multilingual ads and videos are running on digital, social media, radio and print.
- Ads promoting water conversation through behavioral changes are running on KCBS, Telemundo and NBC Bay Area. The spots are presented by well-known radio and television personalities.
- Statistics for public outreach efforts are shown below.

Outreach Type	July 2021
<b>Social Media<sup>1</sup></b>	
Impressions <sup>2</sup>	1,812,855
Engagements <sup>3</sup>	23,195
Link Clicks	3,733
<b>Website Page Views</b>	
Water conservation webpages	94,617
BeHeard.ValleyWater.org/drought-information	605
<b>Media</b>	
Media Mentions <sup>4</sup>	687

<sup>1</sup>Includes Facebook, Twitter, Instagram, and LinkedIn.

<sup>2</sup>Impressions are the number of times a post is displayed in a newsfeed.

<sup>3</sup>Engagements are the number of times a user interacts with a post, such a retweet, click, and more.

<sup>4</sup>Includes TV, radio, social media, online and print.

In addition to wholesale water supply, Valley Water supplies 63 customers with surface water from untreated water pipelines and streams for irrigation of agriculture, golf courses and residential lawns. Surface water users generally account for less than 1% of the water use in Santa Clara County. As discussed earlier, agricultural water use in the county is primarily through independently owned and managed groundwater wells. On average, agricultural groundwater pumpers account for approximately 10% of the water use in Santa Clara County.

- Valley Water mailed letters to surface water users in June 2021 and to agricultural groundwater pumpers in July 2021 to inform them of the call for water use reduction and encourage participation in Valley Water’s conservation programs. Valley Water has not received responses to the letters.

Drought and Water Conservation Education

Valley Water’s Education Outreach Program created a drought messaging video for student audiences, “Carla the Conscious Conservationist.” The video portrays a knowledgeable character who is aware of her water usage, knows how to save water every day, and is happy to share the information with her friends. Being a “conscious conservationist” is discussed during presentations when discussing ways to save water and hearing feedback from students. The table below shows participation rates in the education programs. Participation tends to be higher when school is in session.

Program	May	Jun	Jul
Educators/Teachers	52	19	93
Classes/Groups	58	18	27
Students	1,483	415	499

Valley Water also conducted a Town Hall presentation to provide drought information to employees on July 22, 2021.

Committee Updates

Drought-related updates are being provided regularly at Committee meetings to receive feedback and guidance. An update was provided at to the Agricultural Water Advisory Committee on July 12, 2021, the Water Conservation and Demand Management Committee on July 26, 2021, and the Water Commission on July 28, 2021.

## Water Supply Operations and Outlook

### Imported Water

- In July, the U.S. Bureau of Reclamation (Reclamation) conditionally approved Valley Water's Public Health & Safety (PHS) request which could provide up to 71,500 acre-feet (AF) for Valley Water's Central Valley Project (CVP) M&I allocation. Due to supply limitations, Reclamation may not be able to provide the full PHS allocation. Valley Water continues to coordinate with Reclamation to better understand the amount and timing of deliveries.
- Reclamation will be borrowing water from the California Department of Water Resources (DWR) in San Luis Reservoir to meet demands of CVP contractors, including Valley Water's PHS request. The borrowing of water in San Luis is anticipated to bring the reservoir down to levels which may impact water quality.
- To date in 2021, Valley Water has secured agreements for ~58,000 AF of transfer supplies, before taking into account conveyance losses across the Delta.
- It is possible that some transfer supplies could be subject to water rights curtailment, which could reduce the final transfer amount.
- Semitropic recoveries continue as scheduled with Valley Water regularly coordinating with DWR to secure reliable delivery of this supply as well as various transfer supplies.

### Treated Water

- There were no reports of taste or odor issues for treated water in July 2021.

### Groundwater Recharge

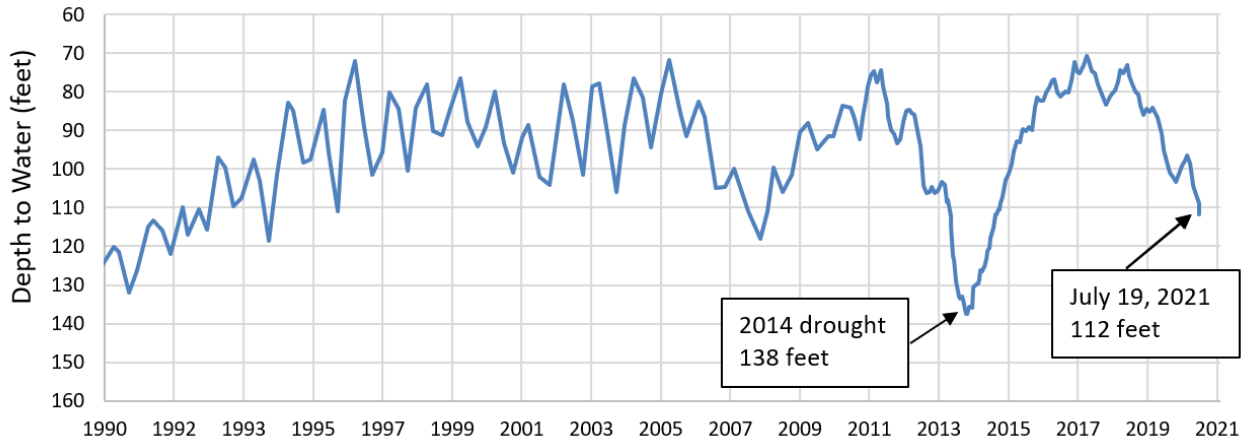
- Starting in May 2021, the managed groundwater recharge program was scaled back due to the reduction in imported water allocations.
- The operations plan for calendar year (CY) 2021 currently provides a total of about 46,000 AF of managed groundwater recharge in Santa Clara County. However, if Valley Water obtains additional imported supplies later this summer, the operations plan will be modified to provide additional groundwater recharge.
- Currently, imported water is not being released into Santa Clara County streams except for up to 9 cfs into Coyote Creek.
- Due to low storage conditions in Valley Water's reservoirs after an exceptionally dry winter, minimal water releases are being made from local reservoirs to provide groundwater recharge and benefit the aquatic and riparian habitats.

### Groundwater Conditions:

- Countywide groundwater levels and storage continue to decline due to the extreme drought and increased pumping. Without emergency imported water supplies and additional water use reduction by the community, groundwater levels and storage in 2022 are projected to drop well below what was observed in the 2012 to 2016 drought. This would greatly increase the risk of resumed subsidence in North County and wells going dry, particularly in South County. Current conditions in both areas are described below.
- North County Conditions
  - Groundwater conditions continue to worsen due to the drought and increased pumping, which is 134% of the five-year average.
  - As shown below, groundwater levels in the Santa Clara Plain index well continue to decline, with a similar pattern as the 2012-2016 drought. The current water level is about 26 feet above the minimum water level in 2014. The water level at this well has dropped about 15 feet within the last year.
  - Groundwater levels are more than 35 to 100 feet above thresholds established to minimize the risk of permanent subsidence.
  - No reports of dry wells have been received.



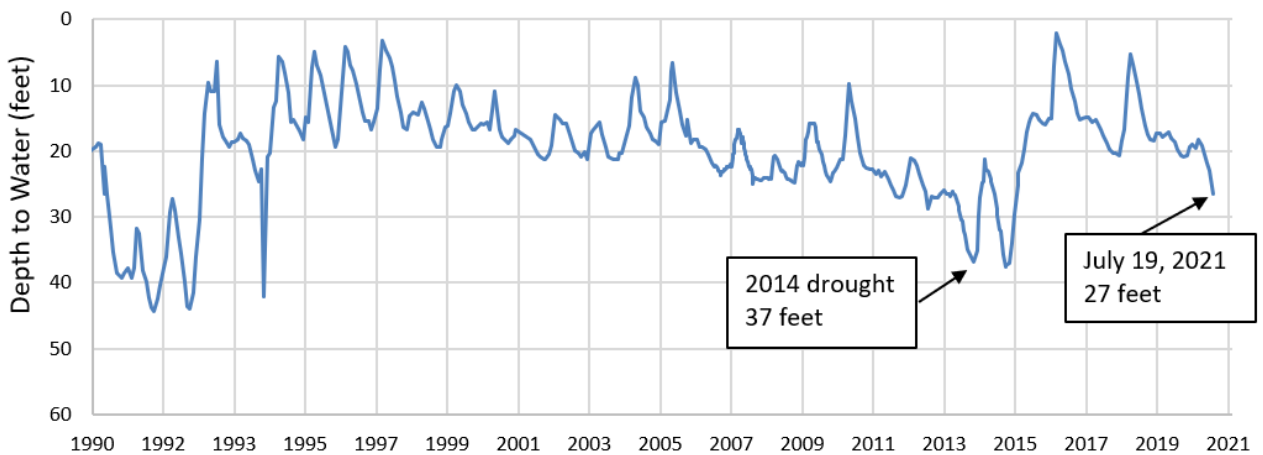
Santa Clara Plain Index Well



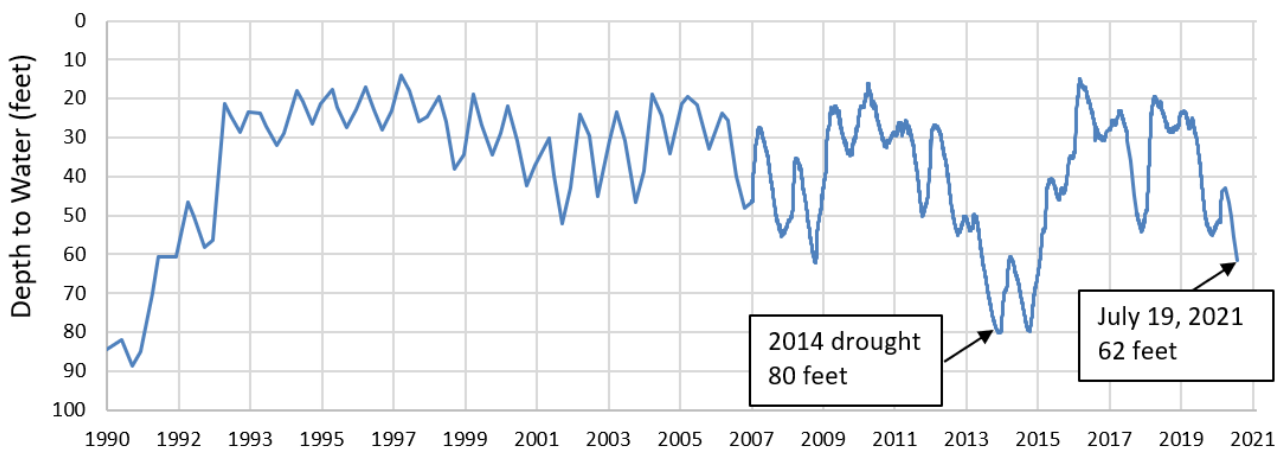
• South County Conditions

- Groundwater pumping is 108% to 117% of the five-year average in the Coyote Valley and Llagas Subbasin, respectively.
- Groundwater levels in the Coyote Valley and Llagas Subbasin index wells have dropped about 7 to 20 feet over the last year and continue to decline as shown below. The current water level in the Coyote Valley and Llagas Subbasin index wells is about 10 to 18 feet above the respective minimum water levels in 2014.
- No reports of dry wells have been received.

Coyote Valley Index Well



Llagas Subbasin Index Well



**State and Federal Coordination**

- At the state level, Valley Water continues to work to ensure that water rights curtailments in the Delta watershed do not impact emergency water transfers needed this fall. To that end, Valley Water submitted comments to the State Water Resources Control Board on proposed emergency regulations titled “Enhanced Water Use Reporting and Curtailment of Diversions due to Lack of Water Availability in the Sacramento-San Joaquin Delta Watershed.” The comments underscore the critical consideration regarding the conditions prerequisite to continued diversion by a water rights holder based on the provision of water for minimum

human health and safety needs. Valley Water coordinated on these comments with the State Water Contractors and the San Luis Delta Mendota Water Authority.

- Valley Water met the Reclamation Regional Director and staff to discuss the outlook for Valley Water receiving additional water in 2021.
- Valley Water advocated with congressional staff for including federal funding for drought relief, water storage, and recycled water in the bipartisan infrastructure package that, at press time, is under consideration in the Senate.

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## Staffing and Resources

- One of Valley Water's full-time Water Conservation Specialists is leaving the position. Valley Water is working to expedite the filling of this vacancy.
- Three interns started in July, and three more interns are in active recruitment. Four part-time temporary positions are in the final recruitment stages.
- Valley Water is encountering recruitment challenges to fill one of the remaining temporary positions to support the online Shopping Cart.
- Two full-time limited term positions are in recruitment to support the increased demand for conservation programs.
- For Fiscal Year (FY) 2020-21, Valley Water spent approximately \$14.8 million on emergency drought expenses primarily in the month of June. Two agreements for supplemental water were executed. Both are funded over two fiscal years. The agreement with South Feather Water and Power Agency totals \$5.6 million for 8,000 AF, with a FY 2020-21 budget allotment of \$1.0 million. The agreement with Glenn Colusa Irrigation District totals \$22.75 million for 35,000 AF with a FY 2020-21 budget allotment of \$12.2 million. Additionally, 9,274 AF of water were called from Semitropic Water Storage District at a cost of \$1.57 million primarily for fees and energy related to water transportation. Environmental and ancillary expenses round out costs for the year.
- For Fiscal Year 2021-22, month end expenditure data will become available the following month. As such, July will be reported in the August Drought Report.

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## Expanded Opportunities

### Advanced Purified Water

- Valley Water continued to negotiate a lease and Reverse Osmosis (RO) concentrate management agreement with Palo Alto.
- Seven responses to the Request for Qualifications (RFQ) for the Purified Water Project Public Private Partnership (P3) that was posted April 30, 2021 were received on July 23, 2021.

### Model Water Efficient Ordinance for New Development

The Model Water Efficient New Development Ordinance (MWENDO) was developed in 2015 and updated in 2018 by a task force consisting of Valley Water, Santa Clara County, cities, and other stakeholders to ensure new development meets strong water efficiency standards.

- Valley Water continues to actively work to have the MWENDO adopted by the 15 cities and County within Valley Water's service area. However, the ramifications of the COVID-19 pandemic and the economic fallout shifted various cities' priorities and staffing capacity.
- With the timing of the Title 24 triennial code adoption update beginning later this year and the current drought emergency, Valley Water has resumed engagement with Cities towards adoption of the MWENDO, beginning with the reintroduction of the topic to the Santa Clara Valley Water Commission on July 28, 2021.

### Leak Assistance Program Pilot

Valley Water and BAWSCA are conducting a pilot leak detection certification program for professionals. California Water Efficiency Partnership (CalWEP) is the contractor for this pilot.

- A Memorandum of Agreement is in development between parties.

#### Agricultural Water Use Baseline Study

Valley Water is conducting an Agricultural Water Use Baseline Study (Study), expected to be completed in 2022. The Study aims to better understand current agricultural water use practices and identify opportunities to expand water conservation programs offered to the agricultural community.

- The contractor for this Study, University of California, Merced, began work on the Study in July 2021.

#### Flood-Managed Aquifer Recharge (Flood-MAR) Study

Valley Water is collaborating with a team of experts from the University of California Security and Sustainability Research Initiative (UC Water) to conduct a prefeasibility study on implementing Flood-Managed Aquifer Recharge (Flood-MAR) in Santa Clara County. The study will provide Valley Water a GIS-based tool for identifying potential Flood-MAR sites in Santa Clara County and provide an evaluation on institutional requirements for implementing Flood-MAR projects. The study is expected to be completed December 2022. Updates as of July 2021 are below.

- The UC Water team and Valley Water have held two workshops to discuss water supply operations in Santa Clara County and the potential for Flood-MAR implementation.
- UC Water has collected the majority of the spatial data required to develop the GIS-based tool for identifying potential Flood-MAR sites.

**APPENDIX A: Retailer Water Use Restrictions as of July 27, 2021**

The following table is a summary of water use restrictions implemented by water retailers and cities within Santa Clara County. Some of these restrictions are permanently in place while others are temporary, such as 2-day or 3-day per week irrigation limits. The temporary restrictions become active when an agency activates their respective Water Shortage Contingency Plan (WSCP). All water retailers must develop and adopt their own WSCP. Cities that do not manage their own water system, such as Campbell, Los Altos, and Los Gatos, may rely on the water use restrictions of their water retailer in lieu of adopting and implementing their own WSCP; however, these cities may also have codified drought measures within their respective municipal codes.

Agencies activate their WSCP as a call to action in response to local drought conditions and/or mandated reduction targets imposed by Valley Water or the State. An agency activates their WSCP through either City Council approval, or, in the case of the investor-owned retailers, through approval by the California Public Utilities Commission. Within a WSCP, there are multiple stages, typically 4-6, that relate to specific ranges of water shortages; as the stages increase, so does the severity of corresponding water use restrictions, however, the stages and restrictions are not consistent county wide.

The text of the water use restrictions in the table below has been generalized to compare restrictions that may not use the exact same language but share the same intent.

Active Water Use Prohibitions (7/27/2021) (R=Retailer, CR=City Retailer)	<u>SJWC</u> (R)	<u>Great Oaks</u> (R)	<u>Cal Water</u> (R)	<u>Campbell</u>	<u>Cupertino</u>	<u>Gilroy</u> (CR)	<u>Los Gatos</u>	<u>Milpitas</u> (CR)	<u>Morgan Hill</u> (CR)	<u>Mountain View</u> (CR)	<u>Palo Alto</u> (CR)	<u>San Jose - Muni</u> (CR)	<u>Santa Clara</u> (CR)	<u>Sunnyvale</u> (CR)
Has action been taken in response to the drought?	X	X	X	Council Action on 8/3/2021	X	Council Action on 8/2/2021	Council Action on 8/3/2021	Council Action Pending	X			Council Action Pending	X	X
Irrigation time of day	10AM-8PM		8AM-6PM			9AM-5PM	5AM-9PM	9AM-6PM	9AM-7PM			10AM-8PM		9AM-6PM
Irrigation days per week	2 Even = Tu/Fr Odd = M/Th				2 Even = Tu /Fr Odd = M/Th Other = M/Th			4 Even = Tu/Th/Fr/Su Odd = M/Tu/Th/Sa Other = M/Tu/Th/Su	2 Even = Tu/Fr Odd = M/Th Other = Tu/Fr				3 Even = Tu/Fr/Su Odd = M/Th/Sa Other = M/Th/Sa	
Irrigating for more than 15 minutes per day per station						X			X			X		X
Leaks must be fixed within ___ business days	3	5	5						2	10		5		
Use of water in a manner that causes excessive runoff	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Irrigating within/during 48 hours of rainfall	X	X	X		X	X	X	X	X				X	X

Active Water Use Prohibitions (7/27/2021) (R=Retailer, CR=City Retailer)	<u>SJWC</u> (R)	<u>Great Oaks</u> (R)	<u>Cal Water</u> (R)	<u>Campbell</u>	<u>Cupertino</u>	<u>Gilroy</u> (CR)	<u>Los Gatos</u>	<u>Milpitas</u> (CR)	<u>Morgan Hill</u> (CR)	<u>Mountain View</u> (CR)	<u>Palo Alto</u> (CR)	<u>San Jose - Muni</u> (CR)	<u>Santa Clara</u> (CR)	<u>Sunnyvale</u> (CR)
Use of water for washing sidewalks/driveways	X	X	X		X	X	X	X	X	X			X	X
Use of water for washing buildings, structures, patios, parking lots, tennis courts, or other hard surfaces	X	X				X		X	X	X			X	X
Operation of commercial car washes that do not recycle the potable water	X	X 50% of water				X		X	X		X	X	X	
Restaurants serving water unless requested	X	X	X		X	X	X	X	X	X		X	X	X
Restaurants not using water conserving dish wash spray valves						X						X		
Hotel/motel not providing option to not launder linens daily	X	X	X		X	X			X			X	X	X
Water features that are not recirculating	X		X			X			X				X	X
Use of water for filling/re-filling decorative fountains, ornamental lakes, or ponds	X	X			X	X	X	X	X		X		X	
Washing of vehicles, except at a commercial car wash that utilizes recycled water or re-circulating water system to capture or reuse water	X								X					
Washing vehicles with a hose unless connected to a shut off nozzle		X	X	X	X	X	X	X	X	X	X	X	X	X

Active Water Use Prohibitions (7/27/2021) (R=Retailer, CR=City Retailer)	<u>SJWC</u> (R)	<u>Great Oaks</u> (R)	<u>Cal Water</u> (R)	<u>Campbell</u>	<u>Cupertino</u>	<u>Gilroy</u> (CR)	<u>Los Gatos</u>	<u>Milpitas</u> (CR)	<u>Morgan Hill</u> (CR)	<u>Mountain View</u> (CR)	<u>Palo Alto</u> (CR)	<u>San Jose - Muni</u> (CR)	<u>Santa Clara</u> (CR)	<u>Sunnyvale</u> (CR)
Washing commercial aircraft, cars, buses, boats, trailers, or other commercial vehicles at any time, except at specialized facilities designed to avoid wasteful water use		X												
Irrigating outside of new construction		X Minimal use for landscaping allowed	X Newly constructed homes		X Newly constructed homes	X Newly constructed homes	X Newly constructed homes	X Newly constructed homes	X				X Newly constructed homes	X Newly constructed homes
Use of water to irrigate turf, lawns, gardens, or ornamental landscapes in violation of local ordinances or government imposed outdoor watering restrictions		X				X	X	X	X		X Ornamental landscapes only (between 10AM-6PM)		X	X
Use of water for construction purposes, if other actions to accomplish the same purposes without water are feasible and/or permitted or if recycled water is reasonably available as determined by a government agency	X	X				X		X	X		X	X	X	
Use of water for single pass cooling process					X	X		X	X	X			X	X
Use of potable water for street cleaning with trucks, except for initial wash down for construction (if street sweeping is not feasible)		X									X			
Use of potable water for street cleaning		X									X			

Active Water Use Prohibitions (7/27/2021) (R=Retailer, CR=City Retailer)	<u>SJWC</u> (R)	<u>Great Oaks</u> (R)	<u>Cal Water</u> (R)	<u>Campbell</u>	<u>Cupertino</u>	<u>Gilroy</u> (CR)	<u>Los Gatos</u>	<u>Milpitas</u> (CR)	<u>Morgan Hill</u> (CR)	<u>Mountain View</u> (CR)	<u>Palo Alto</u> (CR)	<u>San Jose - Muni</u> (CR)	<u>Santa Clara</u> (CR)	<u>Sunnyvale</u> (CR)
Use of potable water to flush hydrants		X										X	X	X
Use of potable water for the filling or refilling of swimming pools in violation of applicable state and local ordinances		X												
New and existing pools that do not use a pool cover or solar blanket to reduce water loss						X		X	X					
Other restrictions on the use of potable water as prescribed from time to time by the Commission or other authorized government agencies	X		X		X									
Typical exclusions: use of recycled water, use of drip/micro-spray irrigation, irrigating with hand-held bucket or hose with shut-off nozzle, cleaning for health & safety.														

San Jose Water Company serves: Campbell, Cupertino, Los Gatos, Monte Sereno, San Jose, Saratoga

Cal Water Company serves: Cupertino, Los Altos, Los Altos Hills, Mountain View, Sunnyvale

Great Oaks Water Company serves: San Jose

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**Introductions/Announcements:**

Director Richard Santos	Valley Water	Erin Gil	Grass Farm
Director Nai Hsueh	Valley Water	Chad Sutton	Gachina Landscape Management
Kirsten Struve	Valley Water	Lori Morris	Beneficial Gardens
Metra Richert	Valley Water	Jerame Renteria	Zanker Recycling
Ashley Shannon	Valley Water	Cory Burkett	Purissima Hills Water
Phil Dolan	Valley Water	Thomas Eddy	City of San Jose
Justin Burks	Valley Water	Katherine Uhde	Master Gardeners
Brian Boyer	Cinnabar Hills Golf	Tim Guster	Great Oaks Water

**Minutes from June:**

- Comment: Cinnabar saved 32.4% this month compared to 2013

**Outreach Campaign Updates:**

- New 2021 Summer Water Conservation Digital Campaign:
  - “Is your yard/home drought ready?”
  - Various versions going out, and focus groups liked these versions
  - Played two different conservation videos, some animations for social media posts/stories/adds
    - Committee requested links to the videos
  - In the process of getting buckets and multi-lingual yard signs that go along with our ad campaign
  - Buckets in process, signs are ready to go out
    - Question: is VW looking into recirculating pumps for water heaters? Potential conservation item and video for someone who wants to do DIY conservation; not very expensive, might be pretty efficient
      - We won’t offer rebates for them, they save a little water but aren’t a cost-effective program we can offer to our service area; instead want to focus on people participating in LRP, implementing behavioral changes indoors, and recirculating water heaters require significant capital and incentive
      - More energy saved over water; \$125 at home depot
    - Question: is this another opportunity where we could partner or at least do some type of cooperative efforts in getting local plumbers to do the instant hot water heater/Graywater, to give the average homeowner the opportunity a possible resource to help them out?

- Something we could explore; we've had trouble finding list of plumbers as a resource; we've been looking at programs and resources but keep hitting barriers
- Comment: These are all parts of systems that homeowners either don't know or don't want to tackle; so many things we know are smart to do but we don't do because we don't have the wherewithal to do it; if we can have a resource, we could do it; not an easy problem to solve
- VW is definitely swamped right now, but in long-term could be something we look at for finding information to share along these lines; probably not something we could tackle in the short term
- Comment: landscapes are shutting off/reducing water; trees are suffering from reductions, consider a PSA to water trees sparingly
  - We're going into open discussion about drought resources, so let's get through district updates and then go for it
  - We are in the process of doing a county-wide mailer and mention importance of watering trees, something we're trying to incorporate in all of our programs

### Program Updates

- Landscape Rebate Program: seeing big increase in participation, rebate rate went from \$1-2, and we saw a jump back in April; lots of people were given option to start at \$1 or chose to wait until July 1 for the increased rebate; April-May = ~200 applications/month, not all follow through but gave initial indications of how busy we are
- In June, saw 185 applications, July was 594 submitted.
- Brought on 3 new interns and one older intern to train new interns, 3 new recruitments in process to get up to 10 interns and a few other temps, bringing in people from other units at the district to help
- Majority of July applications are landscape conversions
- Covid protocols allow for self-guided pre-inspections; huge backlog, working multiple angles, telling people to let lawns die but keep trees irrigated, prep for fall planting right now not in the middle of the summer
- Typically 3 weeks to schedule inspections, but with huge application bump, delay is longer
  - Question: any discussion about expanding LRP to include larger rebate for larger irrigation controllers (>48 stations)
  - Ashley: we've looked into it, but currently are not considering switching it; our program covers ~90% of costs for most controllers customers purchase (these are generally less than 48 stations). LRP is covering vast majority of price for most of them, so we haven't made the decision to change that format for the really expensive controllers, something we're looking into evaluating, not a change we're looking into right now; We are adding Soil Moisture Based controller rebates as well as Weather Based; adding products to our qualifying list
    - Comment: encouraging staff to look into redefining the program to help address needs of larger sites, get a plan in place to address sites watering large

- landscapes from one controller, locking out some of the market that we aren't incentivizing; offer something on a per-station basis, compare to other water districts (\$20-\$30/station), \$3,000 rebate?
- Go to a per-station basis
  - Comment: turf vs. concrete temps mean we need to conserve water; but how do you go ahead and offset the urban heat islands and how do you buffer that without pushing heat-loads higher with different materials like mulch; plant selection is super important to maintain a quality of life in urban areas
  - Comment: When analyzing rebate programs, VW should consider how it's impacting the heat island affect. While turf grass is a higher water user, it's cooling abilities should be taken into consideration. How do you go ahead and offset the urban heat islands and how do you buffer that without pushing heat-loads higher with different materials like mulch; plant selection is super important to maintain a quality of life in urban areas
  - Concrete, mulch, artificial turf, and even some plant material can have a higher temperature than lawn.
    - We do consider the heat island affect in some of our program requirements, namely not allowing concrete, asphalt, or artificial turf and requiring that lawn conversion projects include 50% plant coverage as opposed to just allowing mulch or gravel. VW is also considering a tree rebate, suggested at our 2021 Landscape Summit and will be working with various stakeholders to explore this option).
    - We often get pushback from public about rebating for artificial turf, majority of agencies in CA don't, but it is a concern of ours; requirement that they add plants is also an area for pushback, but we want to make sure we're adding in those benefits for heat islands and habitat/filtering; are also exploring potentially adding a tree rebate; opened up by Gabby Trudeau at Canopy, on hold at the minute while we catch up
  - BayQWEL partnership training has gone well, extending the contract for a time, actively promoting in other regions, talking with CalWEP about offering additional classes in this county, agencies don't necessarily want to extend the partnership
  - Watershed Approach Handbook almost done, will be going live very soon and will send links out soon; good resource/tool for customers going through LRP to learn how to think ecologically at the watershed level
  - Water Wise Outdoor Survey hasn't really seen an increase but substantial increase in Water Waste Reports
  - Water Waste: education service, we don't issue fines, but offer resources and info on water efficiency and our rebate programs; not going out in person but going out
    - Comment: I received a letter but it didn't have the water retailer or their specific restrictions; getting incomplete info from VW
      - Providing link to retailer info is a really good idea and something VW can add
    - Is VW capable of aggregating and posting all the restrictions for all the water districts?
      - The tool we have is the [Find My Water Retailer](#) page, which has it broken down by city; Phil is continuously checking, in the process of putting together more

tools to make it easier to compare and look at what restrictions are active in your area, still being reviewed but want to have it available

### Open Discussion

- Comments:
  - Research grant program would be great for landscape community, interested in expanding research program for what technologies or plants are available in SCC
  - If we can bring consistency, we can bring confidence to our residents; thanks attendees for sharing expertise
- Update on Erin Gil's pilot on subsurface irrigation: KISSS barriers boil down to who's controlling it, where the water is going, and it raises the maintenance application beyond what anyone is willing to pay and go with; is a good idea but raised the bar exponentially for the end user who is going to have to maintain the system
  - Degradation of homes and neighborhoods with loss of plant material will increase costs; it was a good effort, but it's unlikely to bring what we need
  - KISSS = subsurface irrigation for lawn materials
- Comment: generally, people don't know how to water their trees because they don't know how to operate their controllers because installers and designers are still integrating tree irrigation with shrub/groundcover irrigation, with a lack of awareness to water trees more deeply and irregularly; policy that planting no trees during the drought might be coming
  - Need to update people on how to plant trees and prepare for drought
    - VW can look into messaging on this

### Water Supply Update

- We are in an extreme drought, 38% capacity, projected stage 2 end of 2021
- Learned we received conditional approval of our Central Water Project request
- Increase from previous allocation = extra 30K acre feet to VW
- State reservoirs avg. 32-38% of average, semi-groundwater is at 98% capacity
- Treated water seeing below average demands
- Conservation = at just over 74k acre ft for FY20, through June achieved 15% reduction in 2021 to 2013
  - Question: If we take Anderson out of the equation, do we know how the other reservoirs are doing?
    - Metra will give updates to what our contracted allotments are
  - Question: what is the reasoning for keeping Vasona Lake so high compared to the rest of the reservoirs; and in the last drought, the district took advantage of low water to do remediation so that groundwater was able to refill aquifers = pond cleaning; are we at that same level/need to take advantage of that?
  - Vasona sets a false sense of security
    - Metra: that's an operations questions, will get back, but we may have a contract with county/open space but will circle back

- Neeta Bijoor is our drought coordinator who is speaking to multiple agencies, and she is presenting at the next water conservation demand management meeting, and providing monthly updates to the board
- Regarding pond cleaning, it has not been that long since the last drought in reality and we won't need the additional management this time around, making sure that we do utilize our time and energy getting the most conservation possible
- Question: considering the times, is there social consideration to how reservoirs are managed?
  - Metra: will follow up
- Question: recycled water – what percentage are we able to use in the community and what's being released into the environment?
  - Countywide, recycled counts for 5% of supply; VW does have a water supply master plan, and droughts happen to be our biggest challenge, so we have plans to increase storage and recycled water, but on a county-wide basis recycled is 5%
  - Erin: are we 80-70% effective with that water?
  - Metra = 100% because it gets blended; looking at expanding the purification center with different waste-water providers to expand that number, 80% utilization because we're putting the water into Los Gatos Ponds
  - Utilization depends on groundwater = either dry and takes all of it or rainy seasons where it won't need the percolation; we work with groundwater ops to maximize that number
  - Erin: look at 2018 because it was heavy rain vs if we had it today, we'd use every single drop = 100%
- Question: what can we do to raise the awareness of the need for more water storage to our reps?
  - Dir. Hsueh: it's a statewide issue to increase storage; our jurisdiction is planning with a 2040 master plan, increasing storage opportunities
  - Director Santos: we need to get action plans in place
  - Comment: statewide farm bureau and western growers know we've been pushing conservation since 1989, and storage needs to be addressed; what can I, myself, and the associations do to give support to double up on what is important
  - Director Santos: we need less talking and more action
  - Dir. Hsueh: it's probably more effective to take a step back and look at Ag as an important sector of life in CA

### Upcoming Events

- Refer to the events page on <https://www.southbaygreengardens.org/>

**Next meeting: October 5, 2021**

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Attachment 2  
Page 6 of 6



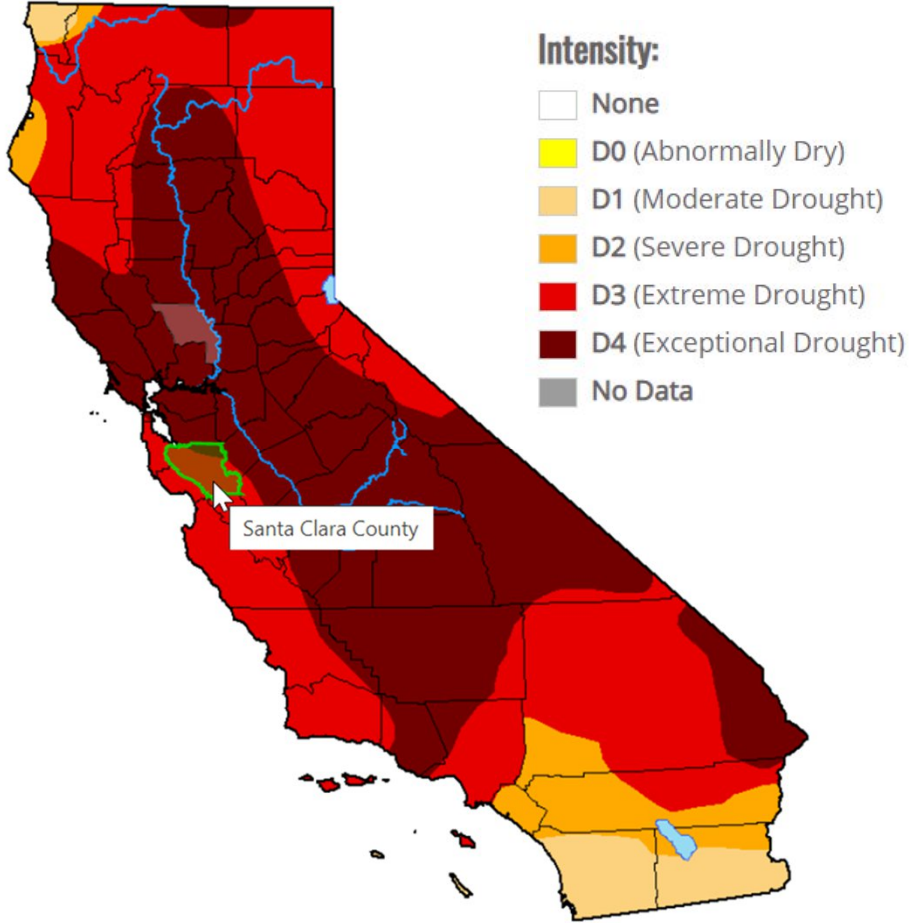
# Monthly drought response and water conservation updates

Water Conservation and Demand Management Committee  
August 30, 2021



# Drought Status

Aug 3 - U.S.  
Drought Monitor:  
County in Extreme  
and Exceptional  
Drought





# Retailer Water Use Restrictions

3

Determined by retailers (Water Shortage Contingency Plans)

Investor-owned retailers need California Public Utilities Commission approval

Continuing to work with municipalities

Continuing to encourage consistency

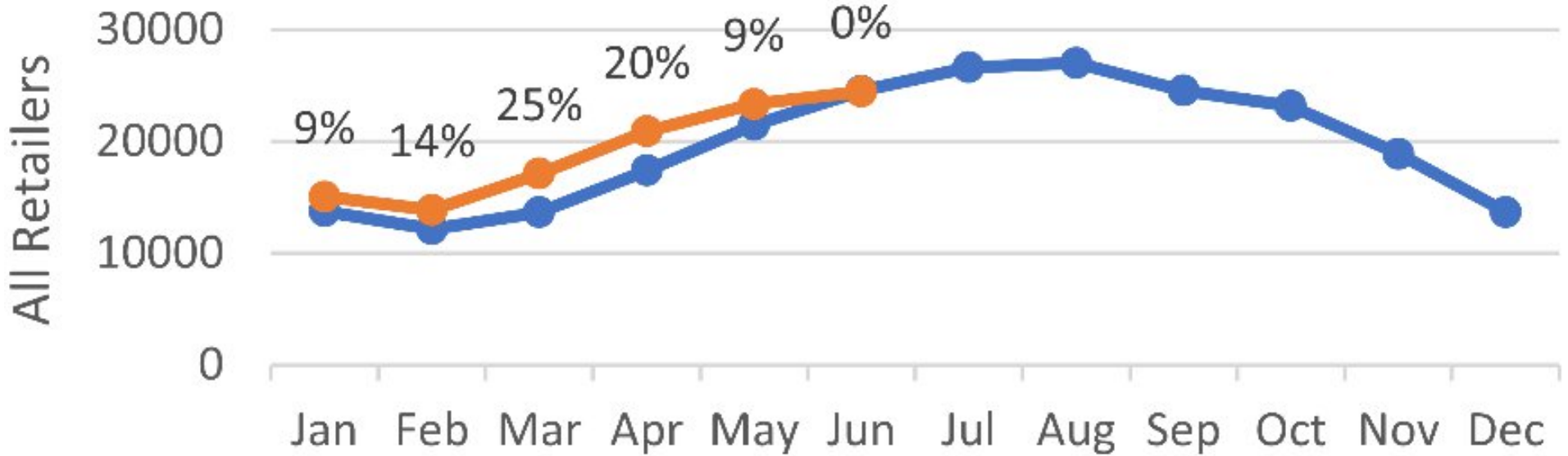
# Investor-owned Retailer Efforts

	San Jose Water Company	Great Oaks Water Company	California Water Service
<b>CPUC Status</b>	Approved	Approved	Approved
<b>Surcharge for Exceeding Drought Allocation</b>	No	\$6.9804/CCF	No
<b>Penalties for Violating Water Waste Restrictions</b>	No	Yes	Yes



# Retailers Make Progress Towards Water Use Reduction

5



valleywater.org



# Model Water Efficient New Development Ordinance (MWENDO)

6

- 2015 Santa Clara County Water Efficient New Development Task Force
- 2018 Technical assistance from Green Evolution
- 2019 MWENDO updated
- Now Valley Water engaging with jurisdictions to adopt and implement the ordinance

valleywater.org

# Drought and Conservation Public Outreach

7

Summer campaign launched in July

Multilingual digital, print, TV, radio, social media and videos

[Watersavings.org](http://Watersavings.org)

[BeHeard.ValleyWater.org](http://BeHeard.ValleyWater.org)

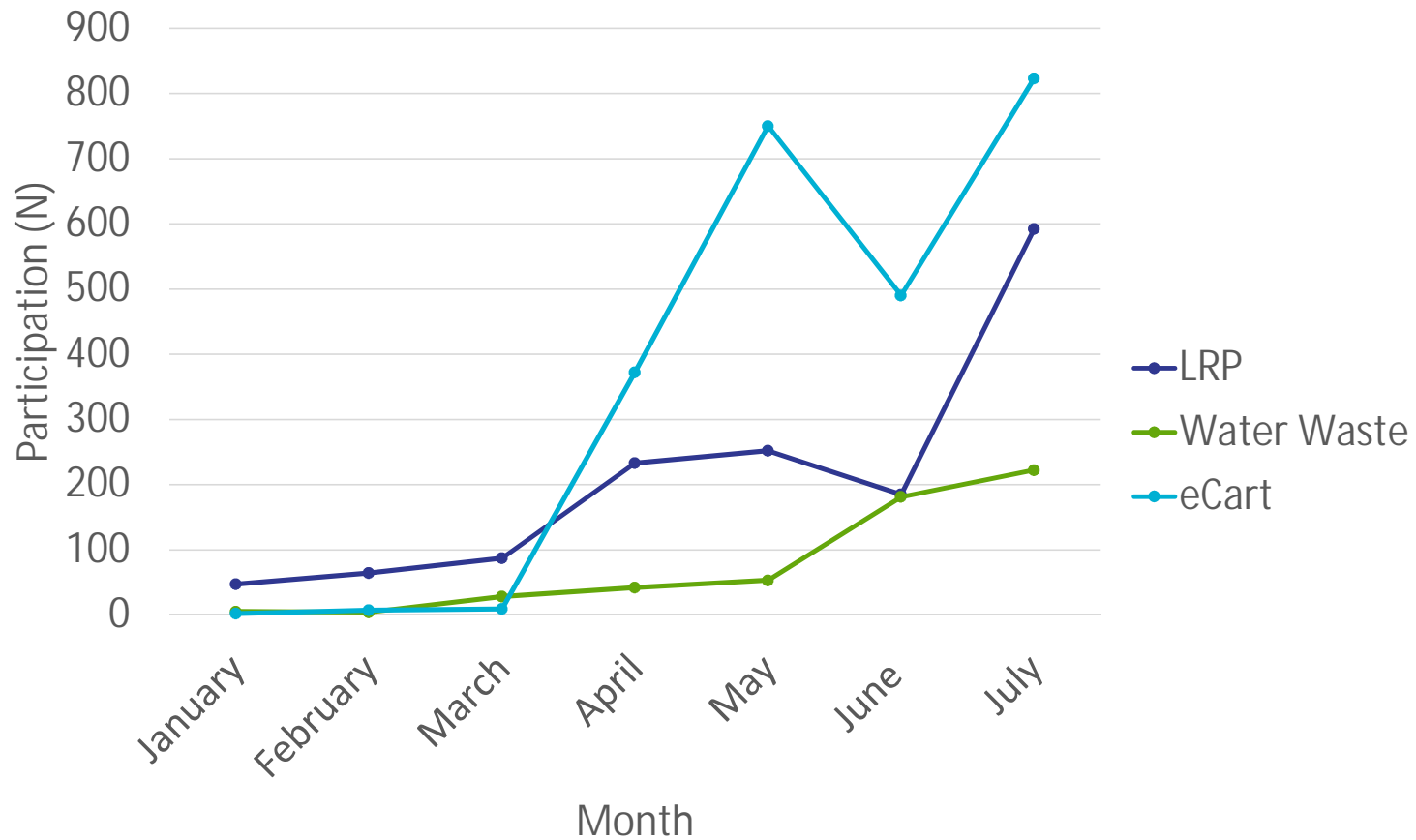
Education



valleywater.org



# Water Conservation Program Participation



# Water Conservation Program Updates



Fixture Replacement Program  
Potential



Landscape Rebate Program  
Safe, Clean Water Funding  
Landscape Committee



Procurement and Staffing

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# Next Steps

- Identify priorities for staff
- Continue funding and budget discussion
- Returning in September to discuss
  - Water Conservation Strategic Plan
  - Review 15% call for water use reduction



# QUESTIONS



# Savings per unit snapshot

Name	Unit	Gallons per Year per Unit
Large Landscape Surveys	Survey	423,400
Large Landscape Water Budgets	Site	423,400
Large Land. Irrigation Controller	Controller	265,355
Small commercial landscape surveys	Survey	211,700
Flow Sensor/Dedicated Irrigation Meter	Meter	132,860
Residential Irrigation Controller, SFR	Controller	18,615
Rain Sensors	Sensor	13,286
Fixture Replacement Program	Toilet	9,121
Graywater - L2L	Rebate	4,585
Rain Barrel Rebate (40-199 gal)	Rain Barrel	1,825
Pressure Regulation and/or Check Valves Sprinklers	Nozzle	584
High efficiency nozzles for pop ups	Nozzle	438
Turf Replacement	Square Foot	36
Rain Cistern Rebate (200+ gal)	Gallons Rebated	8

The following tables are a summary of water use restrictions according to water retailers and cities within Santa Clara County. Some of these restrictions are permanently in place while others are temporary, such as 2-day or 3-day per week irrigation limits. The temporary restrictions become active when an agency activates their respective Water Shortage Contingency Plan (WSCP). All water retailers must develop and adopt their own WSCP. Cities that do not manage their own water system, such as Campbell, Los Altos, and Los Gatos, may rely on the water use restrictions of their water retailer in lieu of adopting and implementing their own WSCP; however, these cities may also have codified drought measures within their respective municipal codes.

Agencies activate their WSCP as a call to action in response to local drought conditions and/or reduction targets called for by Valley Water or the State. An agency activates their WSCP through either City Council approval, or, in the case of the County’s investor-owned retailers, through approval by the California Public Utilities Commission. Within a WSCP, there are multiple stages, typically 4-6, that relate to specific ranges of water shortages; as the stages increase, so does the severity of corresponding water use restrictions, however, the stages and restrictions are not consistent county wide.

The text of the water use restrictions has been generalized to compare restrictions that may not use the exact same language but share the same intent.

Table Legend	
(R)	Water Retailer
(CR)	City Operated Water Retailer
X(R)	Indicates a Water Retailer’s restriction is active in the absence of a City’s own water use restriction

Retailers & City Retailers													
Active Water Use Prohibitions <b>(8/19/2021)</b> (R=Retailer, CR=City Retailer)	<u>SJWC</u> (R)	<u>Great Oaks</u> (R)	<u>Cal Water</u> (R)	<u>Purissima Hills</u> (R)	<u>Stanford</u> (R*)	<u>Gilroy</u> (CR)	<u>Milpitas</u> (CR)	<u>Morgan Hill</u> (CR)	<u>Mountain View</u> (CR)	<u>Palo Alto</u> (CR)	<u>San Jose - Muni</u> (CR)	<u>Santa Clara</u> (CR)	<u>Sunnyvale</u> (CR)
Irrigation time of day	10AM-8PM		8AM-6PM		9AM-6PM	9AM-5PM	9AM-6PM	9AM-7PM			10AM-8PM		9AM-6PM
Irrigation days per week	2 Even = Tu/Fr Odd = M/Th					2 Even = Tu /Fr Odd/Other = M/Th	3 Even = Tu/Fr/Su Odd = M/Th/Sa Other = M/Th/Su	2 Even = Tu/Fr Odd = M/Th Other = Tu/Fr				3 Even = Tu/Fr/Su Odd = M/Th/Sa Other = M/Th/Sa	
Irrigating for more than 15 minutes per day per station						X		X			X		X
Leaks must be fixed within ____ business days	3	5	5		7	2		2	10		5		

Retailers & City Retailers													
Active Water Use Prohibitions (8/19/2021) (R=Retailer, CR=City Retailer)	<u>SJWC</u> (R)	<u>Great Oaks</u> (R)	<u>Cal Water</u> (R)	<u>Purissima Hills</u> (R)	<u>Stanford</u> (R*)	<u>Gilroy</u> (CR)	<u>Milpitas</u> (CR)	<u>Morgan Hill</u> (CR)	<u>Mountain View</u> (CR)	<u>Palo Alto</u> (CR)	<u>San Jose - Muni</u> (CR)	<u>Santa Clara</u> (CR)	<u>Sunnyvale</u> (CR)
Use of water in a manner that causes excessive runoff	X	X	X	X	X	X	X	X	X	X	X	X	X
Irrigating within/during 48 hours of rainfall	X	X	X			X	X	X				X	X
Use of water for washing sidewalks/driveways	X	X	X	X	X	X	X	X	X			X	X
Use of water for washing buildings, structures, patios, parking lots, tennis courts, or other hard surfaces	X	X				X	X	X	X			X	X
Operation of commercial car washes that do not recycle the potable water	X	X 50% of water				X	X	X		X	X	X	
Restaurants serving water unless requested	X	X	X			X	X	X	X		X	X	X
Restaurants not using water conserving dish wash spray valves						X					X		
Hotel/motel must offer option to not launder linens daily	X	X	X			X		X			X	X	X
Water features that are not recirculating	X		X	X	X	X		X				X	X
Use of water for filling/re-filling decorative fountains, ornamental lakes, or ponds	X	X				X	X	X		X		X	

**Retailers & City Retailers**

<b>Active Water Use Prohibitions (8/19/2021)</b> (R=Retailer, CR=City Retailer)	<u>SJWC (R)</u>	<u>Great Oaks (R)</u>	<u>Cal Water (R)</u>	<u>Purissima Hills (R)</u>	<u>Stanford (R*)</u>	<u>Gilroy (CR)</u>	<u>Milpitas (CR)</u>	<u>Morgan Hill (CR)</u>	<u>Mountain View (CR)</u>	<u>Palo Alto (CR)</u>	<u>San Jose - Muni (CR)</u>	<u>Santa Clara (CR)</u>	<u>Sunnyvale (CR)</u>
Washing of vehicles, except at a commercial car washing that utilizes recycled water or re-circulating water system to capture or reuse water	X							X Can clean windshields, windows, & mirrors with bucket					
Washing vehicles with a hose unless connected to a shut-off nozzle	X	X	X	X	X	X	X	X	X	X	X	X	X
Washing commercial aircraft, cars, buses, boats, trailers, or other commercial vehicles at any time, except at specialized facilities designed to avoid wasteful water use		X											
Irrigating outside of new construction		X Minimal use for landscaping allowed	X Newly constructed homes			X Newly constructed homes	X Newly constructed homes	X				X Newly constructed homes	X Newly constructed homes
Use of water to irrigate turf, lawns, gardens, or ornamental landscapes in violation of local ordinances or government imposed outdoor watering restrictions		X				X	X	X		X Ornamental landscapes only (between 10AM-6PM)		X	X

**Retailers & City Retailers**

<b>Active Water Use Prohibitions (8/19/2021)</b> (R=Retailer, CR=City Retailer)	<u>SJWC</u> (R)	<u>Great Oaks</u> (R)	<u>Cal Water</u> (R)	<u>Purissima Hills</u> (R)	<u>Stanford</u> (R*)	<u>Gilroy</u> (CR)	<u>Milpitas</u> (CR)	<u>Morgan Hill</u> (CR)	<u>Mountain View</u> (CR)	<u>Palo Alto</u> (CR)	<u>San Jose - Muni</u> (CR)	<u>Santa Clara</u> (CR)	<u>Sunnyvale</u> (CR)
Use of water for construction purposes, if other actions to accomplish the same purposes without water are feasible and/or permitted or if recycled water is reasonably available as determined by a government agency	X	X				X	X	X		X	X	X	
Use of water for single pass cooling process						X	X	X	X			X	X
Use of potable water for street cleaning with trucks, except for initial wash down for construction (if street sweeping is not feasible)		X								X			
Use of potable water for street cleaning		X								X			
Use of potable water to flush hydrants		X									X	X	X
Use of potable water for the filling or refilling of swimming pools in violation of applicable state and local ordinances		X											
New and existing pools that do not use a pool cover or solar blanket to reduce water loss						X	X	X					

Retailers & City Retailers													
Active Water Use Prohibitions (8/19/2021) (R=Retailer, CR=City Retailer)	<u>SJWC</u> (R)	<u>Great Oaks</u> (R)	<u>Cal Water</u> (R)	<u>Purissima Hills</u> (R)	<u>Stanford</u> (R*)	<u>Gilroy</u> (CR)	<u>Milpitas</u> (CR)	<u>Morgan Hill</u> (CR)	<u>Mountain View</u> (CR)	<u>Palo Alto</u> (CR)	<u>San Jose - Muni</u> (CR)	<u>Santa Clara</u> (CR)	<u>Sunnyvale</u> (CR)
Other restrictions on the use of potable water as prescribed from time to time by the Commission or other authorized government agencies	X		X										
Typical exclusions: use of recycled water, use of drip/micro-spray irrigation, irrigating with hand-held bucket or hose with shut-off nozzle, cleaning for health & safety.													
*Stanford is not an Urban Water Supplier (less than 3,000 AF/3,000 connections); only the County's rules apply.													

Non-Retailer Cities								
Active Water Use Prohibitions (8/19/2021) (R=Retailer, CR=City Retailer)	<u>Campbell</u> (+ SJWC rules)	<u>Cupertino</u> (+ SJWC or Cal Water rules)	<u>Los Altos</u> (only Cal Water rules)	<u>Los Altos Hills</u> (only Purissima Hills or Cal Water rules)	<u>Los Gatos</u> (+ SJWC rules)	<u>Monte Sereno</u> (only SJWC rules)	<u>Saratoga</u> (only SJWC rules)	<u>Unincorporated Areas</u> (County rules)
Irrigation time of day	10AM-8PM			8AM-6PM(R)	9AM-5PM	10AM-8PM(R)	10AM-8PM(R)	9AM-6PM
Irrigation days per week	2 Even = Tu /Fr Odd/Other = M/Th	2 Even = Tu /Fr Odd = M/Th Other = M/Th			3	2(R) Even = Tu/Fr Odd = M/Th	2(R) Even = Tu/Fr Odd = M/Th	
Irrigating for more than 15 minutes per day per station	X							
Leaks must be fixed within ___ business days	2		5(R)	5(R)	5	3(R)	3(R)	7
Use of water in a manner that causes excessive runoff	X	X	X(R)	X(R)	X	X(R)	X(R)	X
Irrigating within/during 48 hours of rainfall	X	X	X(R)	X(R)	X	X(R)	X(R)	
Use of water for washing sidewalks/driveways		X	X(R)	X(R)	X	X(R)	X(R)	X

Non-Retailer Cities								
Active Water Use Prohibitions (8/19/2021) (R=Retailer, CR=City Retailer)	<u>Campbell</u> (+ SJWC rules)	<u>Cupertino</u> (+ SJWC or Cal Water rules)	<u>Los Altos</u> (only Cal Water rules)	<u>Los Altos Hills</u> (only Purissima Hills or Cal Water rules)	<u>Los Gatos</u> (+ SJWC rules)	<u>Monte Sereno</u> (only SJWC rules)	<u>Saratoga</u> (only SJWC rules)	<u>Unincorporated Areas</u> (County rules)
Use of water for washing buildings, structures, patios, parking lots, tennis courts, or other hard surfaces					X	X(R)	X(R)	
Operation of commercial car washes that do not recycle the potable water						X(R)	X(R)	
Restaurants serving water unless requested	X	X	X(R)	X(R)		X(R)	X(R)	
Restaurants not using water conserving dish wash spray valves								
Hotel/motel must offer option to not launder linens daily	X	X	X(R)	X(R)		X(R)	X(R)	
Water features that are not recirculating			X(R)	X(R)	X	X(R)	X(R)	X
Use of water for filling/re-filling decorative fountains, ornamental lakes, or ponds	X	X			X	X(R)	X(R)	
Washing of vehicles, except at a commercial car washing that utilizes recycled water or re-circulating water system to capture or reuse water						X(R)	X(R)	
Washing vehicles with a hose unless connected to a shut off nozzle	X	X	X(R)	X(R)	X	X(R)	X(R)	X
Washing commercial aircraft, cars, buses, boats, trailers, or other commercial vehicles at any time, except at specialized facilities designed to avoid wasteful water use					X			
Irrigating outside of new construction		X Newly constructed homes	X(R) Newly constructed homes	X(R) Newly constructed homes	X Newly constructed homes			



Non-Retailer Cities								
Active Water Use Prohibitions (8/19/2021) (R=Retailer, CR=City Retailer)	<u>Campbell</u> (+ SJWC rules)	<u>Cupertino</u> (+ SJWC or Cal Water rules)	<u>Los Altos</u> (only Cal Water rules)	<u>Los Altos Hills</u> (only Purissima Hills or Cal Water rules)	<u>Los Gatos</u> (+ SJWC rules)	<u>Monte Sereno</u> (only SJWC rules)	<u>Saratoga</u> (only SJWC rules)	<u>Unincorporated Areas</u> (County rules)
Use of water to irrigate turf, lawns, gardens, or ornamental landscapes in violation of local ordinances or government imposed outdoor watering restrictions								
Use of water for construction purposes, if other actions to accomplish the same purposes without water are feasible and/or permitted or if recycled water is reasonably available as determined by a government agency	X				X	X(R)	X(R)	
Use of water for single pass cooling process		X						
Use of potable water for street cleaning with trucks, except for initial wash down for construction (if street sweeping is not feasible)								
Use of potable water for street cleaning								
Use of potable water to flush hydrants								
Use of potable water for the filling or refilling of swimming pools in violation of applicable state and local ordinances	X Except for topping off pools up to one foot from the top of the pool				X			
New and existing pools that do not use a pool cover or solar blanket to reduce water loss								
Other restrictions on the use of potable water as prescribed from time to time by the Commission or other authorized government agencies		X	X(R)	X(R)		X(R)	X(R)	

Non-Retailer Cities								
<b>Active Water Use Prohibitions</b> <b>(8/19/2021)</b> (R=Retailer, CR=City Retailer)	<u>Campbell</u> (+ SJWC rules)	<u>Cupertino</u> (+ SJWC or Cal Water rules)	<u>Los Altos</u> (only Cal Water rules)	<u>Los Altos Hills</u> (only Purissima Hills or Cal Water rules)	<u>Los Gatos</u> (+ SJWC rules)	<u>Monte Sereno</u> (only SJWC rules)	<u>Saratoga</u> (only SJWC rules)	<u>Unincorporated Areas</u> (County rules)
	Typical exclusions: use of recycled water, use of drip/micro-spray irrigation, irrigating with hand-held bucket or hose with shut-off nozzle, cleaning for health & safety.							

San Jose Water Company serves: Campbell, Cupertino, Los Gatos, Monte Sereno, San Jose, Saratoga

Cal Water Company serves: Cupertino, Los Altos, Los Altos Hills, Mountain View, Sunnyvale

Great Oaks Water Company serves: San Jose

Find a property's water retailer at: [valleywater.org/find-my-retailer](http://valleywater.org/find-my-retailer)

CPUC Water Retailers			
	SJWC	Great Oaks	Cal Water
CPUC Status	Approved	Approved	Approved
Surcharge for Exceeding Drought Allocation	No	\$6.9804/CCF	No
Penalties for Violating Water Waste Restrictions	No	Yes	Yes



# Santa Clara Valley Water District

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**File No.:** 21-0912

**Agenda Date:** 8/30/2021

**Item No.:** 4.2.

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## 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 following 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 8/30/2021, meeting if there is reportable/updated information.*
  - 1. Sustainable Groundwater Management Act (SGMA) *(Verbal Update 8/30/2021)*
  - 2. Flood MAR and Agricultural Baseline Study *(Verbal Update 08/30/2021)*

**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





# Santa Clara Valley Water District

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**File No.:** 21-0913

**Agenda Date:** 8/30/2021

**Item No.:** 4.3.

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## 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



# Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
<b>Water Supply Master Plan Strategy 1: Secure Existing Supplies</b> Goal: 99,000 AF conservation by 2030				
1	Monitor progress in achieving water conservation goal: <ul style="list-style-type: none"> <li>• Amount of water conserved</li> <li>• Water conservation program success metrics (participation, lawn conversion, etc.)</li> <li>• Water conservation outreach success metrics</li> <li>• Collaboration with retailers</li> <li>• Communicating about water waste</li> <li>• Engage and support private-sector stakeholders, local, state, and federal agencies that promote water conservation.</li> <li>• Drought Updates – progress toward 15% reduction compared to 2019, specific actions</li> </ul>	Annually (April)  August 2021 November 2021 August 2021  October  Monthly	Discussion/Action Items	<p style="background-color: yellow;"><b>Accomplished March 30, 2021:</b></p> The Committee reviewed and discussed voluntary call for conservation and took the following action: The Committee voted unanimously to increase the Landscape Rebate Program to \$2.00 a square foot. <i>Board approved at its meeting on April 27, 2021.</i> <p style="background-color: yellow;"><b>Accomplished April 12, 2021:</b></p> The Committee received updated information on the 2021 Water Supply Conditions and Water Conservation Program and took the following action: The Committee by a roll call vote unanimously approved <ol style="list-style-type: none"> <li>1. Support maintaining current voluntary call for conservation</li> <li>2. Recommends the Board direct staff to increase water conservation messaging, programs to</li> </ol>

# Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p>inspire additional water savings, and</p> <p>3. The Committee also recommended the outreach messaging include the following suggestions since the messaging is being developed to tailor the message:</p> <ul style="list-style-type: none"> <li>• To those that are conserving vs those that are not, (what should be done if someone is not conserving),</li> <li>• Encourage those that are already conserving and what tools/suggestions for them to continue,</li> <li>• To be user-friendly,</li> <li>• That the 20% water conservation message mention the base year (2013 or other year)</li> <li>• Conservation goal objective be clear— whether a number of 15% or 20% is going to be used (or not).</li> </ul>



# Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p><i>Board approved at its meeting on April 27, 2021, with a recommended conservation goal objective of 25%.</i></p> <p><b>Accomplished May 10, 2021:</b> The Committee received an update on the Water Conservation Program and Spring and Summer Outreach Campaigns and took no action.</p> <p><b>Accomplished June 21, 2021:</b> The Committee received an update on the Water Conservation Programs and activities following the Board's adoption of a resolution declaring a water shortage emergency condition calling for water use restrictions and urging the County of Santa Clara to proclaim a local emergency and took no action.</p> <p><b>Accomplished July 26, 2021:</b> The Committee received the monthly update on progress towards Valley Water Resolution 21-68's water use reduction target and drought-</p>

# Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				related water conservation efforts and took no action.
2	Recommend policies towards water conservation goal: <ul style="list-style-type: none"> <li>• Water Conservation Strategic Plan</li> <li>• Making Water Conservation a Way of Life</li> <li>• Review the current 15% call for water use reduction compared to 2019 water use</li> <li>• New programs</li> <li>• SCW funding</li> </ul>	September 2021  September 2021	Discussion/Action Items	
<b>Water Supply Master Plan Strategy 2:</b> Increase Water Conservation and Stormwater Capture Goal: Increase water conservation to 109,000 AF/year and increase stormwater capture to 1,000 AF/year by 2040.				
3	Monitor progress in achieving the long-term water conservation and stormwater capture goal: <ul style="list-style-type: none"> <li>• Investments in no-regrets package/stormwater resource plan implementation</li> <li>• Ag Baseline study</li> <li>• Collaboration with UC Water on Flood Managed Aquifer Recharge (FloodMAR)</li> </ul>	August 2021 August 2021	Discussion/Action Items	

# Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
4	Recommend policies towards achieving long-term water conservation goal <ul style="list-style-type: none"> <li>• Collaboration on ordinances</li> </ul>	2022	Discussion/Action Items	
<b>Water Supply Master Plan Strategy 3: Optimize the Use of existing supplies and infrastructure</b>				
5	South County Recharge	TBD	Discussion/Action Items	
6	Sustainable Groundwater Management Plan (SGMA) <ul style="list-style-type: none"> <li>• Updates on our 2021 Groundwater Management Plan</li> <li>• New Groundwater Sustainability Plan (GSP) for North San Benito Subbasin</li> </ul>	Monthly	Discussion/Action Items	<p><b><u>Accomplished May 10, 2021:</u></b> The Committee received an update on the Sustainable Groundwater Management Act and took no action.</p> <p><b><u>Accomplished July 26, 2021:</u></b> The Committee received a verbal update on the Sustainable Groundwater Management Act and took no action.</p>

# Water Conservation and Demand Management Committee Workplan 2021

Future Demand Projections				
<b>7</b>	<p>Monitor progress and recommend policies</p> <ul style="list-style-type: none"> <li>● <del>Monitoring and Assessment Program Risk Assessment and Climate Analysis</del></li> <li>● Urban Water Management Plan</li> <li>● CCAP water supply portion</li> <li>● Water Shortage Contingency Plan update</li> </ul>	<p>Done Done</p> <p>January 2022</p>	<p>Discussion/Action Items</p>	<p style="background-color: yellow;"><b>Accomplished May 10, 2021:</b></p> <p>The Committee received a presentation on the Monitoring Assessment Program Update: Risk Assessment and Climate Analysis and took no action.</p> <p>The Committee received an update on the 2020 Urban Water Management Plan and took the following action: By unanimous roll call vote the Committee approved staff's recommendation to take the 2020 Urban Water Management plan to the Board on June 8<sup>th</sup> for the Board to consider a public hearing and adoption of the Plan.</p>
Work Plan Updates				
<b>8</b>	<p>Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda.</p>	<p>monthly</p>	<p>Discussion/Action Items</p>	<p style="background-color: yellow;"><b>Accomplished March 30, 2021:</b></p> <p>The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action, however, the Committee would like to connect items to</p>

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				<p>the 2040 Water Supply Master Plan.</p> <p><b>Accomplished April 12, 2021:</b> The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action, however, Committee Vice Chair Nai Hsueh will work on the Committee's work plan since meeting with the Chair would constitute a quorum.</p> <p><b>Accomplished May 10, 2021:</b> The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action, however, Committee Vice Chair Nai Hsueh will work on the Committee's newly revised work plan with staff for future meetings</p> <p><b>Accomplished June 21, 2021:</b> The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action, will use the new work plan and making assignments.</p>
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Additional Items:				

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