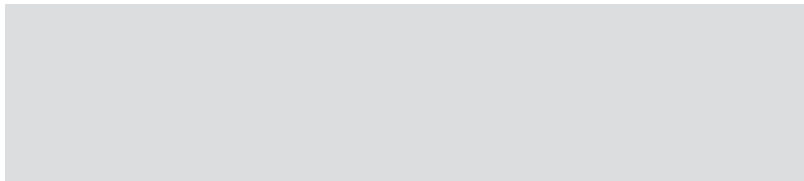




**Santa Clara Valley
Water District**

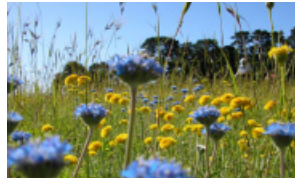


5750 Almaden Expressway
San Jose, CA 95118
(408) 265-2600
www.valleywater.org



OUR MISSION

The mission of the district is a healthy, safe, and enhanced quality of living in Santa Clara County through watershed stewardship and comprehensive management of water resources in a practical, cost-effective, and environmentally sensitive manner for current and future generations.



About the SANTA CLARA VALLEY WATER DISTRICT



The Santa Clara Valley Water District is the primary water resources agency for Santa Clara County, California. It acts not only as the county's water wholesaler, but also as its flood protection agency and is the steward for its streams and creeks, underground aquifers and district-built reservoirs.

As the county's water wholesaler, the water district makes sure there is enough clean, safe water for homes and businesses. As the agency responsible for local flood protection, the water district works diligently to protect Santa Clara Valley residents and businesses from the devastating effects of flooding. Our stream stewardship responsibilities include creek restoration and wildlife habitat projects, pollution prevention efforts and a commitment to natural flood protection.

TABLE OF CONTENTS

About the
Santa Clara Valley Water Districti

EXECUTIVE SUMMARY 1

WATER CONSERVATION 3

In the Home 4

In Landscape 6

In Business 8

In Agriculture 11

Outreach & Education 12

Calendar of Events 14

Cost-sharing Agreements,
Partnerships 16

Studies & Research 17

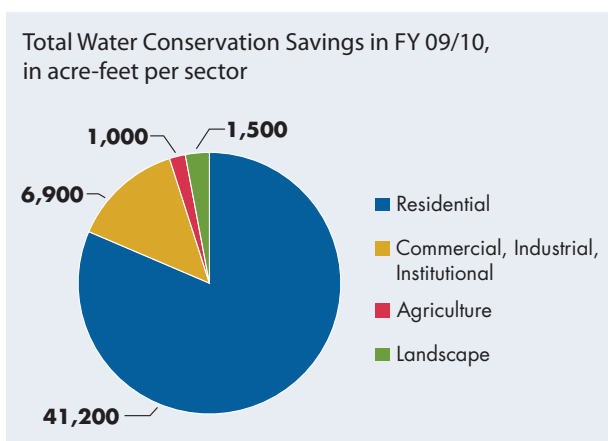
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Santa Clara Valley Water District water conservation vehicle

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Executive Summary



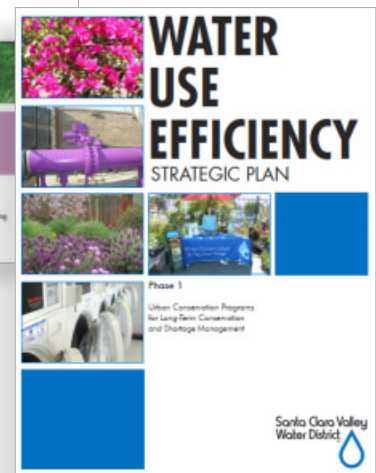
This ninth annual Water Conservation Report documents the actions taken by the Santa Clara Valley Water District in achieving water conservation goals for FY 09/10.

Santa Clara Valley was fortunate to enjoy a year of normal rainfall in FY 09/10. However, after three consecutive dry years, even with this normal rainfall we still had many water supply challenges, including the continued decrease in the water district's Sacramento-San Joaquin Bay Delta water supply allocation.

Fortunately, careful planning and investments in a diverse portfolio of water supply resources helped us meet our water supply reliability goals. The water district's water conservation program is a key part of this portfolio, with nearly 50,600 acre-feet of water savings in FY 09/10. Water conservation, which relies on a thorough cost-benefit analysis to develop program details and rebate levels, is widely considered the most cost-effective option in any water supply portfolio. Water conservation programs reduce demand on existing water and energy supplies, helping to lessen the costs and environmental impacts of developing additional supplies. In addition to helping to meet long-term water reliability goals, the water district's programs also help meet short-term demands placed on supply during critical dry periods as well as during a water shortage, such as a drought. These programs will also protect the south bay salt-marsh habitat and the



The water district's Water Conservation Program also completed two significant reports this fiscal year: an artificial turf study and the Water Use Efficiency Strategic Plan.



endangered species that live there by reducing freshwater effluent released from wastewater treatment facilities.

Further driving the water district's water conservation efforts, in November 2009, Governor Arnold Schwarzenegger signed the historic water conservation bill, S.B. x 7-7, at the water district campus, which mandates the long-term goals of reducing per-capita urban water use by 20 percent by the year 2020.

The water district also enjoyed a successful partnership with its water retailers in coordinating efforts to promote water conservation. The water retailers helped promote this year's "Save 20 gallons" campaign, which won the California Association of Public Information Official's Excellence in Marketing and Communications Award in 2009. The campaign, developed in partnership with water retailers and cities, included a variety of media advertising and was available in many different languages to reach our diverse community.

Water Conservation Programs

Program Name	Program Participation for FY 09/10	Total Program Participation to Date
RESIDENTIAL PROGRAMS		
Water Wise House Calls	2,071	29,670
Residential High Efficiency Toilet Program	3,637	8,326
Residential High-Efficiency Clothes Washer Rebate Program	16,559	109,025
Showerhead/Aerator Distribution Program	22,372	296,659
Residential Water Softener Rebate Program	198	1,667
LANDSCAPE PROGRAMS		
Landscape Survey Program	94	1,294
Landscape Rebate Program		
• Weather-Based Irrigation Controller Rebates	142	1,053
• Landscape Conversion Rebates	255	606
• Irrigation Hardware Rebates for Residents	179	228
• Irrigation Hardware Rebates for CII	31	46
COMMERCIAL, INDUSTRIAL, INSTITUTIONAL (CII) PROGRAMS		
Commercial Clothes Washer Rebate Program	367	3,451
CII & Multi-Family Dwelling High Efficiency Toilet Installation Program	3,413	16,427
CII Water Survey Program	136	445
Water Efficient Technologies Program	4	84
Pre-Rinse Spray Valve Program	25	4,346
Mobile Home Submeter Rebate Program	1,740	4,674
Pilot Commercial Water Softener Rebate Program	2	5
Aerator Distribution (0.5 gpm)	2,908	2,908
CII High-Efficiency Urinal Rebate Program	171	171
CII High-Efficiency Toilet Rebate Program	62	62
CII High-Efficiency Urinal Valve Retrofit Program	157	235

Water Conservation



The water conservation program experienced another successful year, both in terms of water saved and in terms of programs, research and partnerships. The water district saved 50,600 acre-feet of water in FY 09/10 and remains on pace to meet its long-term goal of saving nearly 100,000 acre-feet of water per year by 2030. In addition, water conservation was a key component of the water district's short-term goal to reduce demands during the recent drought.

**FEWER LAUNDRY DAYS.
MORE FAMILY DAYS.**

For a better world, only wash full loads.

Who knew that waiting for a full load to do laundry could save 20 gallons of water? Putting off your chores has never been so productive! But the savings don't stop there:

- Shorten your shower by just 5 minutes and you'll save 15 gallons-every time.
- Fix leaks and save more than 15 gallons a day, per leak.
- Install high efficiency toilets and save 25 gallons a day

Small actions can add up to huge water savings. If everyone saved 20 gallons a day, we'd save more than 13 billion gallons a year in Santa Clara County alone.

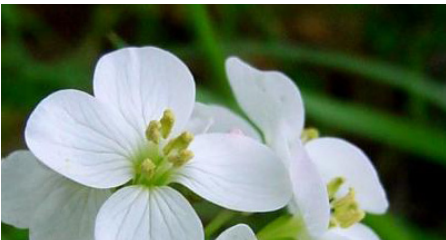
Find more tips at save20gallons.org or call 408.265.2607, ext. 2554.

save20gallons.org

©2009 Santa Clara Valley Water District

Santa Clara Valley Water District

One of the water conservation campaign's ads

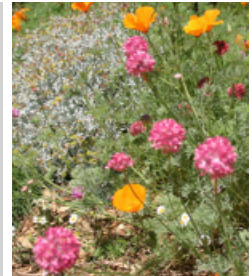


“The water conservation program experienced another successful year.”

In the Home

The water district continues to expand programs in the residential sector, which remains one of the key areas for water conservation. The water district employs a strategy of incentives and rebates, one-on-one home visits with free installations of water-saving devices, workshops, and outreach at community events to promote residential water savings.

In FY 09/10, the total annual water savings attributable to all residential conservation programs reached 41,200 acre-feet.



A water-wise house call surveyor checking an irrigation system



The water district provides low-flow faucet aerators to residents

Water-Wise House Call Program

The water district has been providing the free Water-Wise House Call Program to county residents since 1998. The program is available to residents of single family homes and to owners/managers of apartments, condominiums and mobile home complexes. During the survey, technicians check for toilet flapper leaks, measure fixture flow rates, offer conservation information, and install free toilet flappers, showerheads and aerators.

Surveyors also test the customer's irrigation system for distribution uniformity, calculate and program a personalized irrigation schedule, and provide landscaping tips.

The water district performed 2,071 residential home surveys during FY 09/10. More than 29,000 home surveys have been completed since the program began.

Low-flow showerhead and residential aerator distribution program

In FY 09/10, the water district distributed 15,722 residential aerators and 6,650 low-flow showerheads. Showerheads and aerators are provided free of charge to the public and to local water retailers; they are also installed in residences during Water-Wise House Calls. More than 296,000 showerheads and aerators have been distributed since the program started.

Residential High-Efficiency Clothes Washer Rebate Program

The water district began offering rebates for new, qualifying water-efficient clothes washers in 1995. This effort continued through FY 09/10.

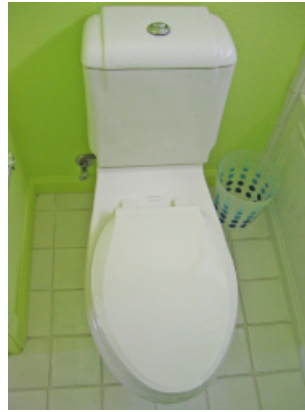
- In FY 09/10, 16,559 rebates were issued, more than any other fiscal year.
- Since the program began, more than 109,000 rebates have been issued.
- The rebate is a combined water and energy rebate in conjunction with PG&E. This partnership with PG&E, which began in January of 2008, allows customers to apply for the rebate using one application form for both the water and energy rebate. This program continues to transform the market by offering rebates for the most efficient machines, while making it easier for customers to apply for the combined rebate.

The Consortium for Energy Efficiency rates the efficiency of individual machines and categorizes them according to tiers with the most efficient machines being placed in the highest tier.

Tier 2 machines were rebated at \$75 until January 1. Despite increasing program requirements for more efficient machines, participation levels increased this fiscal year.



High-efficiency clothes washer



High-efficiency toilet

Residential High-Efficiency Toilet Rebate Program

The water district's High-Efficiency Toilet (HET) Rebate Program began in FY 03/04 and continues to provide a \$125 rebate per toilet to residents when they replace their old

inefficient (3.5 gallons per flush or more) toilets with new HETs. HETs use at least 20 percent less water than the federally regulated 1.6 gpf toilets and include three types of technologies: pressure assisted flush, which utilizes a flush valve similar to commercial grade toilets; dual-flush toilets which have full and half-flush options; and gravity flush toilets.

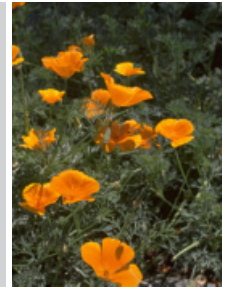
The water district has issued more than 7,800 high-efficiency toilet rebates since the program began in FY 03/04. In FY 09/10, a total of 3,287 rebates were issued, more than any other fiscal year.

Residential high-efficiency toilet installation program for low-income residents

In FY 09/10, the water district partnered with PG&E to provide low-income residents in PG&E's service area (within Santa Clara County) with free high-efficiency toilets. Toilets replaced needed to flush at 3.5 gallons per flush or more. The program installed a total of 474 HETs in low income resident's homes in FY 09/10.

In Landscape

On average, about half of the water used by residents in the county goes to irrigating outdoor landscape. Having focused attention for many years on indoor water use, the district has now turned its attention to landscape irrigation which offers, the greatest potential for water savings in the residential and commercial sectors. The water district offers a variety of programs, from landscape evaluations and rebates for water-efficient irrigation equipment to classes and workshops, all of which help businesses and homeowners become more water efficient. The water savings attributed to these programs for FY 09/10 is approximately 1,500 acre-feet per year.



Water district weather station



The Rosicrucian Museum in San Jose has received both landscape conservation and irrigation hardware upgrade rebates

In an effort to maximize efficiency, in FY 09/10 the water district updated its landscape programs. The new programs – the Landscape Survey Program and the Landscape Rebate Program – experienced remarkable growth in participation during the fiscal year.

Landscape Survey Program

Since 1994, the Santa Clara Valley Water District has been helping landscape managers improve their irrigation efficiency. Through the innovative Landscape Survey Program, surveyors perform complimentary evaluations to assist Commercial, Institutional and Industrial (CII) property owners to understand and better manage their water use. Landscape surveys have shown a potential savings of up to \$1,000 per acre of landscape.

The Landscape Survey Program is available to any Santa Clara County business owner or property manager who would like to improve the efficiency of their irrigation system and have 5,000 square feet or more of irrigated landscape. The survey also pre-qualifies CII sites for the Landscape Rebate Program.

The components of a Landscape Survey include: a system check and irrigation budget, site-specific recommendations and scheduling, as well as a site report. Participants may then be eligible to participate in the Landscape Rebate Program.

In FY 09/10, the Landscape Survey Program evaluated 94 sites. Since the program began, nearly 1,300 sites have been surveyed.



Staff programming an irrigation controller

Landscape Rebate Program

The Landscape Rebate Program is designed to assist homeowners and commercial, industrial and institutional property owners to increase their outdoor water-use efficiency by replacing qualifying high water using landscape and/or upgrading to qualifying irrigation equipment. Simple changes in plant type and irrigation methods can greatly reduce the water required for an attractive landscape. There are many qualifying low water using plants in Santa Clara County that require little to no water once established. There are also several irrigation equipment upgrades that can be made to increase a site's irrigation efficiency, all of which can result in saving water and saving money.

The water district's Landscape Rebate Program provides two types of rebates that can be combined or issued separately: landscape conversion rebate and irrigation hardware rebate.

In order to qualify, sites must participate in a pre-inspection survey prior to applying for the program.

Landscape conversion rebate

Santa Clara County single family, multi-family and business properties with qualifying high water using landscape can receive rebates for converting to qualifying low water using landscape with plants from the water district's qualifying plant list as well as permeable hardscape.

Irrigation hardware rebate

Santa Clara County single family, multi-family, and business properties can receive rebates for the installation of qualifying high efficiency irrigation equipment, such as:

- Weather-based irrigation controllers
- Rotating nozzles for pop-up spray heads
- Dedicated Landscape Meters
- Rain sensors
- Rotary sprinklers with pressure regulation and/or check valves

In FY 09/10, the district also rebated customers for converting from overhead spray to drip, upgrading to pressure regulating valves, sprayheads with pressure regulation and/or check valves, and high-efficiency nozzles for large rotary sprinklers.

In FY 09/10, there were 142 rebates for weather-based irrigation controllers; 255 sites that received a landscape conversion rebate; and 210 sites that received a rebate for irrigation hardware upgrades.

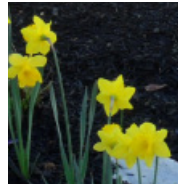


Landscape conversion site

In Business

The water district combines education, technical assistance, and financial incentives to encourage reduced water consumption among commercial, industrial and institutional water users.

Annual water savings attributable to business conservation programs reached 6,900 acre-feet in FY 09/10.



Two examples of the water conservation ads

Water efficient technologies program

The Water Efficient Technologies (WET) program provides rebates for process, technology, and equipment retrofits that save water. The rebate rate is \$4.00 per hundred cubic feet (ccf) of water saved annually with a minimum annual water savings requirement of 100 ccf.

Since 1997, the water district and the City of San José have maintained a cost-sharing agreement to help fund this program. To date, the water district has funded (either entirely or through cost-sharing with the City of San José) 84 projects saving approximately 613,590 CCF/year.



Ozone laundry system with commercial clothes washers



Water surveyors at HP Pavilion

Commercial, Industrial, Institutional (CII) water use survey program

This program for commercial, industrial and institutional (CII) establishments in Santa Clara County began in FY 03/04 and continued into FY 09/10. It provides: a thorough survey of the indoor water use of CII establishments, suggestions for ways to become more water efficient, and recommendations for water district programs that can help fund water efficiency improvements. Because most of the water savings potential exists in the industrial and institutional sectors, those sectors were targeted.

For FY 09/10, 136 surveys were completed. Since the program began, 445 surveys have been conducted.

Commercial clothes washer rebate program

The Commercial Clothes Washer Rebate Program provides laundromats and apartment complexes in Santa Clara County a rebate of \$400 for each purchased or leased commercial high-efficiency clothes washer.

The water district rebates only the most water efficient machines. By doing this, the water district hopes to influence buyers to make the most water-efficient choice and maximize water



Staff checking high-efficiency washer

savings. The Commercial Clothes Washer Rebate Program provided 367 rebates in FY 09/10. Since the start of the program, 3,451 rebates have been issued.

Commercial and apartment high-efficiency toilet installation program

This program installs high-efficiency toilets (HETs) and urinals (HEUs) in the commercial, industrial and institutional sectors, as well as in the multi-family sector. There were 1,617 HETs installed in the commercial sector and 1,796 HETs installed in the multi-family dwelling sector, for a total of 3,413 installations for FY 09/10. There were also 157 urinals installed in FY 09/10. Since the program began, more than 16,400 HETs and HEUs have been installed.



Urinals at HP Pavilion



Submeter at a mobile home park



Mobile home park submeter rebate program

This program, which began as a pilot program in FY 00/01, gives a rebate for every water submeter installed at mobile home parks. During the pilot program, 1,187 rebates were installed. Water use records from participating mobile home parks showed an average water savings of 23 percent per mobile home. The program was extended and, in FY 09/10, 1,740 more water submeters were installed, bringing the total for number rebated to 4,674.



High-efficiency toilet



High-efficiency pre-rinse sprayer

Pre-rinse spray valve program

The water district provides of pre-rinse spray valves, with a flow rate of 1.15 gallons per minute, to commercial sites identified through the district's CII Water Survey Program and through water retailers. A total of 25 of these sprayers were distributed through this program in FY 09/10. Roughly 4,350 sprayers have been distributed since the district began promoting these devices in FY 02/03, through a direct installation program.

Commercial Rebate Program for Toilets and Urinals

In FY 09/10, the water district started offering rebates for commercial facilities replacing old, inefficient toilets and urinals with high-efficiency models. The rebates were up to \$400 for toilets and up to \$500 for urinals. The new urinals must flush at 0.125 gallons per flush or less; the new toilets must flush at 1.28 gallons per flush or less.

In FY 09/10, 171 urinal rebates and 62 toilet rebates for toilets were issued.

In Agriculture



The water district's water-use efficiency program conducts growers meetings and provides technical assistance to help growers increase irrigation efficiency. These meetings help growers to comply with non-point source discharge regulations.

On-line irrigation scheduling calculators

This online resource consists of two calculators: one for drip irrigation systems; the other for sprinkler systems. Each makes it easy to calculate a crop's irrigation requirements based on local California Irrigation Management Information System (CIMIS) weather station data or on satellite-based spatial CIMIS coupled with the percentage of a field that is shaded by the crop around high noon. These calculators are used to estimate the irrigation water requirement since the last irrigation, or to forecast a crop's irrigation requirements for the coming few days.

California Irrigation Management Information System (CIMIS)

This free service provides daily reference evapotranspiration estimates to growers and landscape irrigators to use for scheduling irrigation. Reference evapotranspiration is the water use of a standardized green grass surface. Estimates of the evapotranspiration of all crops and landscapes can be mathematically related to reference evapotranspiration.

The water district owns and maintains two weather stations at San Martin and one station west of Saratoga. A CIMIS station east of Gilroy, owned by Syngenta, Inc., is maintained by the water district. Growers and landscape irrigators can access current evapotranspiration information around the clock by visiting the water district's web site at www.valleywater.org.



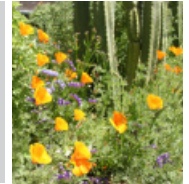
Weather station in Saratoga

Agricultural Irrigation Management Program

The water district funds a program implemented by the Santa Clara County Farm Bureau to provide ten growers with intensive training in irrigation system fitness and irrigation management. Program technicians sample the output of growers' irrigation systems, provide recommendations to improve the uniformity of the irrigation systems, and conduct follow-up sampling and analysis to estimate any improvement in uniformity that has resulted from implementation of the recommendations. Once irrigation system fitness has been quantified, subsequent training takes place in the use of soil moisture content sampling and CIMIS-based crop evapotranspiration estimates that will determine irrigation scheduling. The goal of the program is to create a cadre of efficient irrigators who are able to demonstrate by their farming practices that efficient irrigation is achievable.

Outreach & Education

The water district recognizes that the keys to success for water conservation programs are effective education and outreach components. To that end, the water district has developed informative classes and materials. The water district has also participated in many effective outreach events, a list of which can be found at the end of this section.



Water conservation campaign website, save20gallons.org



Staff at information table at a Yamagami Nursery event

2010 water conservation campaign

In May 2009, the Santa Clara Valley Water District launched a new water conservation campaign urging every individual to save 20 gallons every day by taking small actions that can result in big savings. The campaign followed a 15 percent mandatory water reduction call by the district board of directors because of the statewide drought and a growing concern about water deliveries through the Sacramento-San Joaquin River Delta. Water through the Delta makes up almost half of our supplies.

The campaign, designed around people's daily activities involving water use, included TV, radio, newspaper, billboard and online advertisements. In order to reach our diverse population, ads are in English, Spanish, Vietnamese and Chinese. The goal of the campaign, which will continue into 2011, is to educate and inform Santa Clara Valley residents about how they can reduce their water consumption by 20 gallons a day per person. A website was also developed, and can be viewed at www.save20gallons.org.

Nursery Outreach Program

For the last ten years, the water district has distributed water conservation information through display racks located at county nursery and garden stores. These display racks contain literature with information on water-wise gardening, efficient lawn irrigation, drought resistant plants, drip irrigation, and water district programs. In FY 09/10, 20 nurseries participated in the program throughout the county.

Water-efficient landscaping workshops for homeowners

The water district held its 17th annual water efficient landscaping workshop series in March 2010 over four weekends. The topics included:

- selecting plants for water-wise garden
- water efficient irrigation design
- water-wise garden design
- gardening with natives

Each spring, the workshops are presented by landscape and irrigation experts that provide practical advice on water-efficient landscaping. A total of 185 people attended the series of workshops in March, 2010.

Outreach & Education



Water conservation booth at the Punjabi Mela Festival



Home and Garden Show

Community events

The water district promoted water-use efficiency at numerous community events in FY 09/10, including: environmental fairs, Earth Day events, and many others. These events give the water district an opportunity to talk to the public directly, and to educate residents and businesses about water-use efficiency with hands-on displays, educational handouts and complimentary water-efficient device distribution.

Going native garden tour

The water district co-sponsored the 8th Annual Going Native Garden Tour in April, 2010. The tour was a great success, showcasing 53 native plant gardens throughout Santa Clara and San Mateo counties, with a record 12,824 visitors. The water district has sponsored this event since its inaugural year in 2002.



Seminars for agriculture professionals

The water district has presented at growers meetings annually since 1998 on topics related to water- and fertilizer-use efficiency, water district programs, farm safety, and compliance with farm water quality regulations. All meetings have been presented with simultaneous Spanish translation. This year, the following seminars were offered:

- CIMIS for summer vegetables at Morgan Hill Grange Hall
- CIMIS for vineyards at Clos LaChance Winery
- CIMIS for cool season crops at the San Benito County Farm Bureau



Calendar of Events

The water district's staff worked at educational booths or made presentations at the following events during FY 09/10:

Date	Event	Location
7/1/2009	Willow Ranch Mobile Home HOA Meeting	Willow Ranch Mobile Home Community, Sunnyvale
7/11/2009	San Miguel Neighborhood Association	San Miguel Elementary School, Sunnyvale
7/21/2009	Water Conservation Presentation at Yahoo!	Yahoo!, Sunnyvale
7/23/2009	Ladies Night Out at Summerwinds Nursery	Summerwinds Nursery, San Jose
8/12/2009	Education for Youth & Summer of Service Program (SOS)	Children's Discovery Museum, San Jose
8/14/2009	Guadalupe Park and Gardens - Ribbon Cutting Ceremony for Recycled Water	Guadalupe Park and Gardens, San Jose
9/3/2009	Cape Cod Mobile Home Park HOA Meeting	Cape Cod Mobile Home Park, Sunnyvale
9/5/2009	SummerWinds Event	SummerWinds Nursery, Campbell
9/9/2009	Lane Irrigation Equipment	Lane Irrigation, San Jose
9/9/2009	Turf Talk	Los Altos Hills Town Hall, Los Altos
9/19 - 20, 2009	Yamagami's Fall Festival	Yamagami's Nursery, Cupertino
9/23/2009	Rinconada Open House	Rinconada Water Treatment Plant
9/26/2009	Spirit of Japantown Festival	Japantown, San Jose
10/1/2009	Green Fair for Maxim-IC Corp	Maxim-IC Corp, Sunnyvale
10/1/2009	Northern California Hotel and Lodging Conference	Doubletree Hotel, San Jose
10/6/2009	Colonial Manor Mobile Home Park HOA Meeting	Colonial Mobile Manor, San Jose
10/8/2009	NASA Ames Safety Fair Week	NASA Ames Research Center M/S 218-1 Moffett Field, CA 94035
10/10/2009	SummerWinds Nursery Landscape Saturday	SummerWinds Nursery, Mountain View
10/16 - 18, 2009	San Jose Fall Home Show	San Jose McEnergy Convention Center, San Jose
10/21/2009	American Business Women's Association - Loma Prieta Chapter Business Meeting	Denny's Restaurant, San Jose
10/21/2009	SCC Planning Office Climate Challenge	Santa Clara County Department of Planning and Development Office, San Jose
10/24/2009	SummerWinds	SummerWinds Nursery, Cupertino
12/7/2009	Sustainable Silicon Valley Water Summit at NASA Ames Research Center Conference Center	NASA Ames Research Center Conference Center
12/8/2009	CLCA Water Management Certification Training & Test	SCVWD, San Jose
1/25 - 27, 2010	ARCSA Bay Area Rainwater Harvesting Workshops	SCVWD, San Jose
2/16/2010	Meeting at the Villages	The Villages, San Jose



Calendar of Events

Date	Event	Location
2/17/2010	Sustainability Matters Workshop "A Way Forward for Water: Understanding Water Supply, Use, and Reuse"	San Jose State University, San Jose
3/4/2010	Green Business University	Chamber of Commerce, Mountain View
3/6/2010	March Water Efficient Landscape Workshop	SCVWD, San Jose
3/10/2010	Water Efficiency Ordinance Community Meeting	City of Cupertino City Hall
3/11/2010	Informational open house for well owners	Morgan Hill
3/13/2010	Water Efficient Landscape Workshop	SCVWD, San Jose
3/15/2010	Informational open house for well owners	North County - Cupertino
3/17/2010	Building Owners & Managers Association Resource Conservation Committee	San Jose
3/20/2010	Water Efficient Landscape Workshop	SCVWD, San Jose
3/20/2010	Spring Garden Fair	Yamagami's Nursery, Cupertino
3/21/2010	Spring Garden Fair	Yamagami's Nursery, Cupertino
3/22/2010	2010 Silicon Valley Water Conservation Awards	Applied Materials, Santa Clara
3/27/2010	Water Efficient Landscape Workshop	SCVWD, San Jose
4/10/2010	Sixteenth Annual Spring Garden Market	History Museum Kelley Park, San Jose
4/14/2010	Earth Day Fair	Verisign, Mountain View
4/17/2010	2nd Annual Earth Day Festival	Cupertino City Hall Plaza
4/20/2010	Earth Day Fair	HP, Cupertino
4/22/2010	Earth Day Fair	JDSU Corporation, Milpitas
4/22/2010	Nvidia's Earth Day	Nvidia , San Jose
4/24/2010	Slow the Flow	Foothill College Horticulture Dept. Los Altos Hills
5/1/2010	4th Annual Bay Area Schools Environmental Conference	Hayes Conference Center, San Jose
5/5/2010	Stewardship for Small Acreages	Gilroy
5/8/2010	South Bay BBQ Cookoff-Morgan Hill	Morgan Hill Community Center
5/20/2010	Lynhaven Neighborhood Association	International Christian Center
5/22/2010	CHEER	Jason Stephens Winery, Gilroy
6/1/2010	How to Green Your Medical Practice	Stanford University Medical Center
6/5/2010	Gilroy Community Garden Opening	Gilroy
6/19/2010	CA Executive Council of Homeowners Conference	Santa Clara Convention Center
6/19/2010	San Jose Punjabi Mela	Evergreen Valley College, San Jose
6/23/2010	Applied Materials Environmental Faire	Applied Materials, Santa Clara
6/26 - 27, 2010	Generation Green Expo	McEnery San Jose Convention Center, San Jose
6/27/2010	2010 Barron Park Green Tour	Barron Park Neighborhood, Palo Alto

Cost - Sharing Agreement & Partnerships

Water conservation is a community wide effort, and it takes the cooperation of many agencies, cities, organizations and water retailers to meet current and future water supply goals. The water district maintains cost-sharing agreements with many cities and utilities to provide water conservation programs for residential and commercial customers.

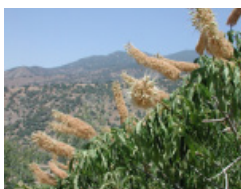


In Fiscal Year 09/10, the water district administered more than \$720,000 in cost-sharing agreements.

Cost-Sharing Agreements that were active in FY 09/10 included:

Cost Sharing Partner	Amount	Water Conservation Program
City of San Jose	\$406,977	Residential and Commercial Water Conservation Programs (indoor only)
City of Palo Alto	\$160,905	Residential and Commercial Water Conservation Program (indoor and outdoor)
City of Santa Clara	\$12,500	Commercial Clothes Washer Rebate Program
City of Milpitas	\$5,000	Landscape Rebate Program
City of Morgan Hill	\$50,000	Landscape Rebate Program and Residential HET Rebate Program
Stanford University	\$35,000	Residential HET Rebate Program
California Water Service Co.	\$50,000	Residential and Commercial Water Conservation Programs (indoor and outdoor)
Total	\$720,382	

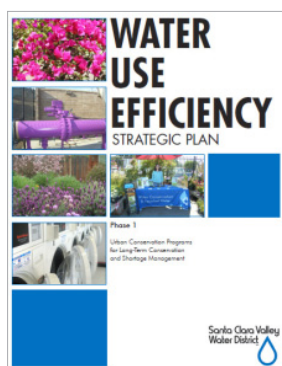
Studies & Research



The water district conducts research, on its own and in collaboration with other agencies, to increase water savings and cost-effectiveness of its water conservation programs. Data from these studies and research can be vital in creating an effective, long-range water conservation strategy for Santa Clara County.

Water Conservation Strategic Plan

The water district's Water Use Efficiency Strategic Plan is intended to provide a blueprint for meeting the water district's water conservation policy objectives and targets reflected in the Board's Ends Policies for water supply reliability, water conservation and water recycling. These policies, in conjunction with the water district's 2003 Integrated Water Resources Planning Study (IWRP 2003) and the 2005 Urban Water Management Plan (UWMP 2005), have established the following numeric targets for recycled water and conservation:



- Water recycling is to reach 5 percent of total water use or 19,100 acre-feet by 2010 and 10 percent or 40,500 acre-feet by 2020.
- Water conservation is to achieve 98,500 acre-feet per year of water savings by 2030.

Phase I of the Water Use Efficiency Strategic Plan is intended to provide a blueprint for meeting the policy objectives and targets related to water conservation.

Artificial turf study

Artificial turf has the potential to save substantial quantities of water, and as such, has received considerable attention from the water conservation community. Before considering offering financial incentives for the installation of artificial turf, the water district conducted a study to determine whether there are any adverse water quality impacts to groundwater or to surface water due to leachate from artificial turf. A preliminary study by the water district suggested that heavy metal contamination may be a concern. Toward this end, the water district partnered with Stanford University to conduct a water quality study at field sites throughout the county where artificial turf has been installed. The water district and Stanford University also conducted laboratory studies of artificial turf concurrently with the field study to better understand water quality impacts. In June, 2010, a final report was released and is available on the water district's website.



Acknowledgements



From left: Jerry De La Piedra, Paula Walters, Karen Morvay and Virginia O'Rourke



Back row: Cody Houston, Andrew Lee and Nick Florimonte
Front row: Billy Roderick, Ashley Carter and Rosalie Sears

Board of Directors

Rosemary Kamei, District 1
Joe Judge, District 2
Richard P. Santos, District 3
Larry Wilson, District 4
Patrick Kwok, District 5
Tony Estremera, At Large
Cy Mann, At Large

Executive leadership

Beau Goldie, Chief Executive Officer
Jim Fiedler, Chief Operating Officer

Water Conservation Unit staff

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Program Administrator

Virginia O'Rourke
Water Conservation Specialist

Karen Morvay
Water Conservation Specialist II

Paula Walters
Management Analyst

Water Conservation Unit interns for FY 09/10

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Andrew Lee
Cody Houston
David Nguyen (not pictured)
Erica Silva (not pictured)
John Fosnaugh (not pictured)
Kevin Carley (not pictured)
Michael Gonzales (not pictured)
Nick Florimonte
Rebecca Olsen (not pictured)
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FY 2009-10

Water Conservation Report

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