



SANTA CLARA VALLEY WATER DISTRICT

NON-AGENDA

June 27, 2025

Board Policy EL-7 Communication and Support to the Board

The BAOs shall inform and support the Board in its work.

Page	<u>CEO BULLETIN & NEWSLETTERS</u>
	CEO Bulletin: None
	<u>BOARD MEMBER REQUESTS & INFORMATIONAL ITEMS</u>
3	BMR/IBMR Weekly Reports: 06/25/25
4	Memo from Rachael Gibson, Chief of External Affairs, to Melanie Richardson, CEO, dated 06/24/25, providing a response to BMR No. R-25-0005
	<u>INCOMING BOARD CORRESPONDENCE</u>
7	Board Correspondence Weekly Report: 06/25/25
8	Email from June Cooley to Director Ballard, dated 06/19/25, seeking information regarding the requirements for the irrigation and landscaping program in order to qualify for available rebates. C-25-0089
	<u>OUTGOING BOARD CORRESPONDENCE:</u> None

BOARD MEMBER REQUESTS and Informational Items

Report Name: Board Member Requests

Request	Request Date	Director	BAO/Chief	Staff	Description	20 Days Due Date	Expected Completion Date	Disposition
R-25-0006	06/10/25	Estremera	Gibson	Lugo	Staff to prepare a letter for the Chair's signature to CCWD Board Expressing Interest in Partnerships on Water Storage	07/02/25		



MEMORANDUM

FC 14 (03-11-25)
Page 1 of 2

TO: Melanie Richardson, P.E.

FROM: Rachael Gibson

SUBJECT: Valley Water's 2024 Public Perception Poll
on Purified Water – Responding to BMR No.
R-25-0005

DATE: June 24, 2025

SUMMARY

During the June 10, 2025 Santa Clara Valley Water District (Valley Water) Board of Directors Meeting, Chair Estremera requested that the 2024 Public Perception Poll on purified water be shared with the Board of Directors. This poll had previously been shared with the Recycled Water Committee at their meeting in December 2024, and with the Joint Recycled Water Policy Advisory Committee with Cities of San José and Santa Clara at their meeting in May 2025. The slide deck contains a presentation of the results and includes the questions that were asked as part of the poll within each slide as appropriate (Attachment 1). The poll includes consistent questions year after year in order to track and gauge sentiment over time, helping to ensure data reliability when comparing the yearly poll results.

2024 PUBLIC PERCEPTION POLL

A countywide survey was implemented by EMC Research in August 2024 to collect data on public perception toward water reuse. The poll was made available in two formats – through an individual online survey and phone interviews – and was administered in four languages: English, Chinese, Vietnamese, and Spanish. A total of 600 interviews were completed, with an overall margin of error of +/- 4.0 percentage points.

The 2024 public perception poll included questions relating specifically to direct potable reuse since the California State Water Resources Control Board adopted the new DPR regulations in December 2023, and tested the impact of an increase to water rates on the favorability of purified water.

Key takeaways from the poll results include:

- Even with minor adjustments to question phrasing to make the concept of using advanced purified recycled water in the drinking water supply more relatable, public support has remained consistent with previous years.
- However, there is a slight decrease in support and a stronger level of opposition when discussing specific methods of incorporation, such as indirect and direct potable reuse.
- Overall perceptions of recycled water have become marginally less favorable.
- As anticipated, presenting cost information on its own does initially reduce support. However, when additional context is provided on the need, safety, and benefits of advanced purified recycled water for enhancing the drinking water supply, this mitigates the impact of cost concerns and restores support.
- Older adults aged 50 and over demonstrated a lower net support (lower support and higher opposition) than adults aged 18-49, which highlights the need for more tailored outreach to older adults.

- Scientists and doctors are the most trusted messengers for purified water advocacy, followed by environmental organizations.

The poll also included various key messages and the following messages were the most compelling to garner favorability toward purified water for drinking:

1. **Drought Resilience** – "Droughts in California are becoming more frequent and severe. We will have wet years, but in the long run, it's getting hotter and drier, and our sources of water, like the Sierra snowpack, are diminishing. We must invest in drought-proof sources like advanced purified recycled water now so we can meet our water supply needs in the future."
2. **Water Shortage Prevention** – "Cities across the United States are facing water crises, with some even having to shut off water to some residents due to shortages. Investing in advanced purified recycled water in Santa Clara County will provide our residents with a reliable supply of clean water so we don't risk running out."
3. **Climate Change Mitigation** – "Reusing water protects our water supply from the impacts of climate change, ensuring a local and renewable source of water to maintain our quality of life whether we're in a wet or dry year."
4. **Water Purity** – "The advanced recycled water purification process produces water that is purer than most bottled water."
5. **Successful Use in Other Areas** – "Advanced purified recycled water is already being used successfully to produce clean and safe drinking water in other areas, including Monterey, Los Angeles, and Orange Counties."

Valley Water will continue to analyze the results and use the information to tailor the public outreach efforts accordingly.

For any questions, please contact Rachael Gibson, Chief of External Affairs, at (408) 630-2884.

DocuSigned by:

 Rachael Gibson

6/24/2025

Rachael Gibson
Chief of External Affairs
External Affairs Division

Date

cc: K. Struve

1 Attachment: [2024 Purified Water Public Perception Poll PowerPoint](#)

INCOMING BOARD CORRESPONDENCE

Board Correspondence (open)

Correspond No	Rec'd By District	Rec'd By COB	Letter To	Letter From	Description	Disposition	BAO/ Chief	Staff	Draft Response Due Date	Draft Response Submitted	Writer Ack. Sent	Final Response Due Date
C-25-0089	06/19/25	06/19/25	Ballard	JUNE COOLEY	Email dated 06/19/25 to Director Ballard from June Cooley with questions on the 2029 Irrigation/Landscape Requirements	Refer to Staff	Baker	Struve	06/27/25	-	n/a	07/03/25

From: [Candice Kwok-Smith](#)
To: [Board of Directors](#)
Subject: FW: 2029 Irrigation/Landscape Requirements
Date: Friday, June 20, 2025 8:27:07 AM

From: [REDACTED]
Sent: Thursday, June 19, 2025 12:58 PM
To: Shiloh Ballard <SBallard@valleywater.org>
Cc: 'Bruce Manuel' [REDACTED]; 'Shelly Dorai-Raj' [REDACTED]
'Judi Rosenthal' [REDACTED]; 'Justin Crick' [REDACTED]; 'Tiffany Lu'
[REDACTED]
Subject: 2029 Irrigation/Landscape Requirements

*** This email originated from outside of Valley Water. Do not click links or open attachments unless you recognize the sender and know the content is safe. ***

Ms. Ballard,

I am on the Board of Directors of a condo complex next to EBAY at the corner of Hamilton & Leigh in the 95125 zip code. One of our owners attended an SCVWD webinar this spring, where it was mentioned that tight irrigation/landscaping requirements will go into effect in 2029. Since that time, we have been trying to find out what those requirements actually are, so we can begin to plan projects that will help our complex meet those requirements and qualify for rebates.

So far, we have not been successful in finding out any information about this and are asking for your help as an SCVWD director to get this information. There should be a tab about this on the SCVWD website about this, but there isn't and attempts to call and get the information got nowhere.

Any help you could provide in getting us these requirements would be greatly appreciated, as we have no money tree and could really use the rebates to fund projects that will bring us into compliance with the 2029 stricter requirements...if we know what those specific requirements are. You can't play by the rules if you don't what the rules are.

Sincerely,

June E. Cooley

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]