

Contact Information Update

Date	April 22, 2021
Water District	Santa Clara Valley Water District (Valley Water)
District Address	5750 Almaden Expressway, San Jose, CA 95118
District Website	www.valleywater.org

Conservation Coordinator

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General Manager

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Other Contact

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Gallons Per Capita Water Reduction

Reporting Year	2020
Data Year	Fiscal Year (FY)

What was your GPCD the last 5 years?

Year	GPCD
FY2020	118
FY2019	113
FY2018	116
FY2017	107
FY2016	102

If not using programmatic method of water efficiency, what is your district implementing to reduce water use? Provide a brief narrative.

The GPCD data reported above is by Fiscal Year (FY). As a wholesale water agency, Valley Water calculates GPCD by using water retailer potable water sales and the incorporated county population. Valley Water is updating the previous reported GPCD's to similarly only include the incorporated county population, which aligns with our retailers' areas. The GPCD includes all Municipal and Industrial (M&I) use, which may include metered potable water used for

landscaping, industrial processes, business, etc. Excluded is small domestic groundwater well users primarily in unincorporated areas.

Decreases in water use and per capita values are to some extent a result of water use restrictions put in place during the 2012-2016 drought. Valley Water's water use continues to be below pre-drought use (145 GPCD in 2012) and is not expected to rebound to pre-drought water use. The current water use indicates a small rebound from the last drought of 2012-2016, indicating that Santa Clara County is "making conservation a way of life" and Valley Water's continued investment in water conservation measures may have contributed to potential overall decline in water use.

If your district's GPCD is not declining, please provide a narrative of why and what your district will be doing to accomplish water usage savings.

Valley Water's GPCD has declined significantly from FY 2012 pre-drought usage of 145 GPCD to 118 GPCD in FY 2020. To continue this trend, Valley Water supports extensive long-term water conservation programs, offered to residents and businesses in all types of rainfall years. More detailed program descriptions are provided below.

Metering With Commodity Rates

Are all connections metered?

Yes

If not 100% metered, please provide a narrative of why and when your district will be fully metered.

Valley Water is a water wholesaler and therefore, does not have retail customer connections or turnouts. As a result, our responses to these questions have always been based on the treated water turnouts to our water retailer customers. All turnouts or connections are metered and all billing is based on the volumetric totals derived from the metering data.

Are all metered connections billed by water usage?

Yes

If no, please provide a brief narrative of why and when your district will be billing by water usage?

Retail Conservation Pricing

Is your district billing utilizing conserving rate structure?

NA

Website to billing rate structure	
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If no, please provide a brief narrative of why or when your district will be implementing a conserving rate structure.

Valley Water is a water wholesaler, not a water retailer. Therefore, this does not apply to our agency.

Water Waste Prohibition

Water Waste Ordinance

NA

Ordinance Website Address	
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Other Pertinent Links

	Title	Website
1		

Brief Comments/Narrative

Valley Water is a water wholesaler, not a water retailer. Therefore, this does not apply to our agency.

Water Loss Control

Water Loss Program?

Yes

If not using AWWA Water Audit Software, brief description of program and/or link to website.

AWWA Water Audit Software?

Yes

Water Audit Data Validity Score	73
Data Validity Level	IV
Date of Last Analysis	3/2/2021

Brief Comments/Narrative

The volume represents water produced at our water treatment plants. All treated water customers are metered.

Public Outreach

Briefly list/describe your Public Outreach Programs:

	Title	Website
1	Spring and Summer Advertising Campaign	www.watersavings.org
2	Landscape Rebate Program.	https://www.valleywater.org/saving-water/
3	Education, through printed material, website and events	www.valleywater.org
4	Support multi-agency committee, South Bay Green Gardens	www.southbaygreengardens.org

Brief Comments/Narrative

Valley Water educates the public about water conservation through an annual multimedia campaign. In Summer 2020, Valley Water launched its water conservation campaign with the slogan, "Yards Have

Evolved." The objective was to show Santa Clara County residents how to evolve yards to conserve water. The evolved yard concept focused on the collective goal of getting residents to grow plants that use less water or plants that are native to California. Creating a water-efficient and drought-resistant yard will help conservation become a way of life. Multilingual advertorials were placed in local newspapers, along with radio, social media, and online ads. Digital ads were targeted in major news websites and ethnic media websites, ensuring a diverse audience reach.

Blogs, videos and social media posts on water conservation were also posted on <https://www.valleywater.org> and Valley Water's social media platforms. Live virtual workshops were shared on social media on water conservation topics. A countywide mailing was sent to all households in the county, outlining various water conservation programs. The Education and Outreach team discussed water conservation topics during school and after-school enrichment presentations and shared water conservation stories through video productions.

School Education Programs

Briefly list/describe your School Education Programs:

	Title	Website
1	"Little Blue Hen - A Conservation Story" (Kindergarten - 3rd grade) (water conservation)	https://www.valleywater.org/learning-center/water-education-programs-and-events
2	"La Gallinita Azul" (Kindergarten - 3rd grade) (The Little Blue Hen water conservation program presented in Spanish)	"Wonders of Water Wednesdays" After-school enrichment series
3	"Three Little Pigs & The Bad Weather Wolf" (K - 1st grade) (Flood Preparedness)	
4	"Water Cycle Boogie" (3 rd - 5 th grade) (water cycle)	
5	"Watershed Maps" (3 rd - 8 th grade) (watershed awareness)	
6	"Diseñando Cuencas" (3 rd - 8 th grade) (Watershed Maps watershed awareness program presented in Spanish)	
7	"Hidden Water" (4th - 12th grade) (Water Conservation/stewardship/pollution prevention)	
8	"Plastic Voyages" (4th - 12th grade) (Water Conservation/stewardship/pollution prevention)	
9	"H2O On The Go" (6 th - 12 th grade) (Natural & Urban Water Cycle Interaction)	
10	"Discover California Water" (9 th - 12 th Grade) (Water Conservation/stewardship/pollution prevention)	

Brief Comments/Narrative

Valley Water Education and Outreach (EO) provides a free, hands-on, water-focused education program to students (pre-school to college), teachers, and members of the public throughout Santa Clara County. Programs, presentations, and materials focus on water conservation, pollution prevention, flood and emergency preparedness and watershed stewardship. Programs and materials are aligned to Common Core Standards and Next Generation Science Standards. During 2020, EO transitioned from in-person

presentations to virtual programming and continued to engage and support the community with interactive activities and educator professional development. (The 10 programs listed above are a selection of our virtual programming options). From January - December 2020, EO engaged with 9,074 students*, 436 teachers, and 999 members of the public during virtual school presentations and public programming. EO scheduled weekly “Wonders of Water Wednesdays” virtual after-school enrichment programs and presented at virtual summer camp and library programs, continuing to support community partners. Extensive outreach via social media, direct outreach to schools, digital EO newsletter and the Valley Water website reaches a diverse audience.

(* Student numbers include 2,769 students supported indirectly with EO materials and programming delivered by other Santa Clara County educational organizations.)

Residential Programs

Briefly list/describe your Residential Programs:

	Title	Website
1	Water Wise Indoor Survey DIY Kit	https://www.valleywater.org/saving-water/residential
2	Water Wise Outdoor Survey Program	https://www.valleywater.org/saving-water/residential https://www.valleywater.org/saving-water/commercial
3	Home Water Use Reports	https://www.valleywater.org/saving-water/residential
4	Showerheads, faucet aerators, toilet flappers, hose nozzles, and soil moisture meters - these items are sent to residents as needed.	https://www.valleywater.org/saving-water/residential
5	Graywater Laundry to Landscape Rebate Program	https://www.valleywater.org/saving-water/rebates

Are your programs effective?

Yes

Has your district reached program participation saturation?
Brief Comments/Narrative

No

We believe that there is more potential for participation, based on studies done in prior years.

Water Wise Indoor Survey DIY Kit - Sent to residents upon request to evaluate their indoor water use and identify leaks. Included in the kit is an instructional manual, a flow rate bag, dye tablets, and a Practical Plumbing Guide. If needed, shower heads, toilet flappers and aerators are provided.

Water Wise Outdoor Survey Program - An irrigation expert evaluates residential irrigation systems for efficiency. By appointment.

Home Water Use Reports - Sent to residents by water retailers to educate them on water use. Valley Water shares in the cost.

Graywater Laundry to Landscape Rebate Program - This program gives a rebate for graywater laundry to landscape systems.

Commercial, Institutional, and Industrial Programs

Briefly list/describe your CII Programs:

	Title	Website
1	Water Efficient Technologies Rebate Program	https://www.valleywater.org/saving-water/commercial
2	Submeter Rebate Program	https://www.valleywater.org/saving-water/commercial
3	Pre-Rinse Valve, Showerhead, Faucet Aerator distribution on request	https://www.valleywater.org/saving-water/commercial

Are your programs effective?

Yes

Has your district reached program participation saturation?

No

Brief Comments/Narrative

We believe that there is more potential for participation, based on studies done in prior years.

Water Efficient Technologies Rebate Program - A measured rebate based on water savings for equipment upgrades.

Submeter Rebate Program - For multi-family complexes that convert from a central water meter to submeters.

Equipment available on request – Pre-rinse sprayers, faucet aerators, showerheads – is available to all CII sites that need them.

Landscape Programs

Briefly list/describe your Landscape Programs:

	Title	Website
1	Landscape Rebate Program	https://www.valleywater.org/landscaperebateprogram
2	Landscape Maintenance Consultation Program	www.valleywater.org
3	Landscape Water Use Evaluation Program	www.valleywater.org
4	Water Waste Inspector Program	www.valleywater.org

Are your programs effective?

Yes

Has your district reached program participation saturation?

No

Brief Comments/Narrative

We believe that there is more potential for participation, based on studies done in prior years.

Landscape Rebate Program - Offers customers rebates for replacing high water use landscape (i.e., lawns and pools) with qualifying low water use landscape, replacing inefficient irrigation equipment with high efficiency equipment (such as efficient nozzles and bodies, weather-based irrigation controllers, in-line drip, and flow meters), and for installing rainwater capture components (cisterns, rain barrels, and rain gardens).

Landscape Maintenance Consultation Program - Offered to past Landscape Rebate Program participants who converted their lawns to low water use landscapes to help them learn how to successfully maintain their landscape.

Landscape Water Use Evaluation Program - Monthly water usage reports for large landscapes, and landscape surveys for CII/MF landscapes ½-acre or more.

Water Waste Inspector Program - Respond to water waste reports from community members to provide outreach to residential and CII customers about the report, how to resolve the irrigation water waste, and programs Valley Water offers to help the cost-benefit of repairing or addressing the inefficiencies on their landscape.