

December 9, 2022

MEETING NOTICE
SANTA CLARA VALLEY WATER DISTRICT
RECYCLED WATER COMMITTEE

Members of the Recycled Water Committee:

District 6 Director, Tony Estremera, Committee Chair
District 3 Director, Richard Santos, Committee Vice Chair
District 2 Director, Barbara Keegan

Staff Support of the Recycled Water Committee:

Rick Callender, Chief Executive Officer
Melanie Richardson, Assistant Chief Executive Officer
Darin Taylor, Chief Financial Officer
Aaron Baker, Chief Operating Officer, Water Utility
Rachael Gibson, Chief of External Affairs
Tina Yoke, Chief Operating officer
Carlos Orellana, District Counsel
Anthony Fulcher, Sr. Assistant District Counsel
Leslie Orta, Sr. Assistant District Counsel
Vincent Gin, Deputy Operating Officer, Water Supply Division
Donald Rocha, Deputy Administrative Officer, Office of the Chief of External Affairs
Bhavani Yerrapotu, Deputy Operating Officer, Watersheds Design and Construction Division
Emmanuel Aryee, Deputy Operating Officer, Water Utility Capital Division
Sam Bogale, Deputy Operating Officer, Treated Water Division
Tony Ndah, Deputy Administrative Officer, General Services Division
Lisa Bankosh, Assistant Officer, Watershed Stewardship and Planning Division
Kirsten Struve, Assistant Officer, Water Supply Division
Charlene Sun, Treasury and Debt Manager
Hossein Ashktorab, Unit Manager, Recycled & Purified Water Unit
Carmen Narayanan, Financial Planning & Revenue Manager
Metra Richert, Unit Manager, Water Supply Planning and Conservation Unit
Lei Hong, Utility Ops & Maintenance Manager
Sherilyn Tran, Civic Engagement Manager
Medi Sinaki, Sr. Engineer-Water Quality
Girle Jacobson, Sr. Engineer-Treatment Plant Design
Samantha Greene, Senior Water Resources Specialist
Henry Barrientos, Associate Civil Engineer
David Tucker, Associate Civil Engineer
Zachary Helsley, Associate Civil Engineer
Elise Latedjou-Durand, Senior Environmental Planner
Ricardo Barajas, Program Administrator
Lakeisha Bryant, Public Info Rep II

A Santa Clara Valley Water District special Recycled Water Committee meeting has been scheduled to occur at 12:00 p.m. on Friday, December 16, 2022, in the Headquarters Building Boardroom located at the Santa Clara Valley Water District, 5700 Almaden Expressway, San Jose, California.

Members of the public may join the meeting via Zoom Teleconference at:

<https://valleywater.zoom.us/j/99518153521>

The meeting agenda and corresponding materials are located on our website:

<https://www.valleywater.org/how-we-operate/committees>



Santa Clara Valley Water District Recycled Water Committee Meeting

Headquarters Building Boardroom
5700 Almaden Expressway

Join Zoom Meeting:
<https://valleywater.zoom.us/j/99518153521>

SPECIAL MEETING AGENDA

**Friday, December 16, 2022
12:00 PM**

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

RECYCLED WATER COMMITTEE

Tony Estremera - District 6, Chair
Richard Santos - District 3, Vice Chair
Barbara Keegan - District 2

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.

KIRSTEN STRUVE
Committee Liaison

EVA SANS
Assistant Deputy Clerk II
Office/Clerk of the Board
(408) 265-2306
esans@valleywater.org

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
Recycled Water Committee
SPECIAL MEETING
AGENDA**

Friday, December 16, 2022

12:00 PM

Headquarters Building Boardroom
5700 Almaden Expressway
San Jose, CA 95118

Join Zoom Meeting:
<https://valleywater.zoom.us/j/99518153521>

*****IMPORTANT NOTICES AND PARTICIPATION INSTRUCTIONS*****

Santa Clara Valley Water District (Valley Water) Board of Directors/Board Committee meetings are held as a “hybrid” meetings, conducted in-person as well as by telecommunication, and is compliant with the provisions of the Ralph M. Brown Act.

To maximize public safety while still maintaining transparency and public access, members of the public have an option to participate by teleconference/video conference or attend in-person. To observe and participate in the meeting by teleconference/video conference, please see the meeting link located at the top of the agenda. If attending in-person, you are required to comply with Ordinance 22-03 - AN ORDINANCE OF THE SANTA CLARA VALLEY WATER DISTRICT SPECIFYING RULES OF DECORUM FOR PARTICIPATION IN BOARD AND COMMITTEE MEETINGS located at <https://s3.us-west-2.amazonaws.com/valleywater.org.if-us-west-2/f2-live/s3fs-public/Ord.pdf>

In accordance with the requirements of Gov. Code Section 54954.3(a), members of the public wishing to address the Board/Committee at a video conferenced meeting, during public comment or on any item listed on the agenda, should use the “Raise Hand” tool located in the Zoom meeting link listed on the agenda, at the time the item is called. Speakers will be acknowledged by the Board Chair in the order requests are received and granted speaking access to address the Board.

- Members of the Public may test their connection to Zoom Meetings at: <https://zoom.us/test>
- Members of the Public are encouraged to review our overview on joining Valley Water Board Meetings at: <https://www.youtube.com/watch?v=TojJpYCxXm0>

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 Board of Directors/Board 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/99518153521>

Meeting ID: 995 181 53521

Join by Phone:

1 (669) 900-9128, 99518153521#

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 three 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. [22-1200](#)

Recommendation: Approve the minutes of the September 28, 2022.

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

Attachments: [Attachment 1: 092822 RWC Minutes](#)

Est. Staff Time: 5 Minutes

4. ACTION ITEMS:

4.1. Update on Purified Water Program including Partnership with Cities of San Jose and Palo Alto. [22-1201](#)

Recommendation: Receive updates and provide feedback on the following topics:

A. Collaboration with the City of Palo Alto and Other Partners; and

B. Public Private Partnership (P3) Procurement of the Purified Water Project.

Manager: Kirsten Struve, 408-630-3138

Est. Staff Time: 10 Minutes

4.2. Update on Purified Water Public Outreach and Annual Public Perception Survey Poll. [22-1262](#)

Recommendation: Receive an update and provide feedback on public outreach efforts for the Purified Water Program and survey results from a tracking poll carried out by EMC Research.

Manager: Don Rocha, 408-630-2338

Attachments: [Attachment 1: Valley Water PowerPoint](#)
[Attachment 2: EMR Research PowerPoint](#)

Est. Staff Time: 25 Minutes

4.3. Discuss the 2022 Recycled Water Committee Work Plan, Upcoming Discussion Items, and 2023 Meeting Dates. [22-1202](#)

Recommendation: Receive information on the 2022 Recycled Water Committee Work Plan, provide feedback on upcoming discussion items, and consider the 2023 meeting schedule.

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

Attachments: [Attachment 1: 2022 Revised Work Plan](#)
[Attachment 2: 2023 Proposed Meeting Schedule](#)

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:

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Santa Clara Valley Water District

File No.: 22-1200

Agenda Date: 12/16/2022

Item No.: 3.1.

COMMITTEE AGENDA MEMORANDUM Recycled Water Committee

SUBJECT:

Approval of Minutes.

RECOMMENDATION:

Approve the minutes of the September 28, 2022.

SUMMARY:

In accordance with the Ralph M. Brown Act, 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 to the Committee for review and approval.

Upon Committee approval, minutes transcripts are finalized and entered into the Valley Water's historical records archives and serve as historical records of the Committee's meetings.

ATTACHMENTS:

Attachment 1: 092822 RWC Minutes

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

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RECYCLED WATER COMMITTEE MEETING

MINUTES

**WEDNESDAY, SEPTEMBER 28, 2022
12:00 PM**

(Paragraph numbers coincide with agenda item numbers)

1. ROLL CALL.

A regular meeting of the Santa Clara Valley Water District (Valley Water) Recycled Water Committee (Committee) was called to order at 12:00 p.m., on September 28, 2022, at the Headquarters Building Boardroom, 5700 Almaden Expressway, San Jose, CA 95118 and via Zoom teleconference.

1.1. Roll Call

Committee members in attendance were District 2 Director Barbara Keegan, District 3 Director Richard Santos, and District 6 Director Tony Estremera, Chairperson presiding, constituting a quorum of the Committee.

Staff participating were Hossein Ashktorab, Aaron Baker, Elise Latedjou-Durand, Anthony Fulcher, Vincent Gin, Tony Ndah, Carlos Orellana, Leslie Orta, Don Rocha, Medi Sinaki, Kirsten Struve, Charlene Sun, Darin Taylor, and Dave Tucker.

Guests in attendance were John Antonnen, Jan Davel, Rebecca Eisenberg, Professor Richard Luthy with Bridget Gile, and Melanie Tan.

3. APPROVAL OF MINUTES:

3.1. Approval of Minutes.

Recommendation: Approve the minutes of the August 24, 2022, and September 14, 2022.

The Committee considered the August 24, 2022, and September 14, 2022 herein attached as *Handout 3.1-A. It was moved by Director Santos, seconded by Director Keegan to approve the minutes, as presented.

2. TIME OPEN FOR PUBLIC COMMENT ON ANY ITEM NOT ON THE AGENDA.

Chairperson Estremera declared time open for public comment on any item not on the agenda. There was no one who wished to speak.

4. ACTION ITEMS:

09/28/22

Attachment 1
Page 1 of 5

4.1. Update on Purified Water Program including Partnership with Cities of San Jose and Palo Alto.

- Recommendation: Receive updates and provide feedback on the following topics:
- A. Collaboration with the City of Palo Alto and Other Partners;
 - B. Public Private Partnership (P3) Procurement of the Purified Water Project
 - C. Outreach regarding the Purified Water Project.

Kirsten Struve, Assistant Officer, reviewed the information on this item, per the attached Committee agenda memo.

The Committee received information on the following without taking formal action.

- With City of Palo Alto, updates on finalizing the agreement on future purification facility; city and Valley Water staff presentations made to the city council; approaches to hazardous materials on the site as well as Reverse Osmosis concentrate; potential funding of city staff, consultant support, and pursuit of grants and loans for the project. In regard to the P3 procurement, strong interest by short-listed P3 respondents continues as they provide valuable input and feedback to Valley Water staff. In regard to outreach, various onsite tours of the Silicon Valley Advanced Water Purification Center were conducted in September as well as virtual tours made available through the Mountain View public libraries, and that the first in-person would occur on September 30.
- With City of San Jose, a Letter of Intent on the recent discussions that occurred is being developed and would be presented to the Committee in the coming months.
- With regard to federal and state funding for the recycled water project, staff has continued conversation with federal and state for more funding in addition to the allocation approved by Governor Newsom to address the drought situation. In addition, application and information on a Bureau of Reclamation program on funding for a large recycling project where Valley Water's Purified Water Project would qualify, is anticipated before the year ends.
- With regard to challenges, the following were mentioned---the influence of the economy, newly elected city officials just on board, and limited city staff resources to coordinate and accomplish the needed work.

4.2. Update on Direct Potable Reuse.

- Recommendation: Receive update and provide feedback on Direct Potable Reuse (DPR) regulatory developments.

Kirsten Struve announced that this agenda item is being presented to the Committee to give a general update on direct potable reuse, which is not going to be the focus of the procurement for the Purified Water Project as it is not yet a feasible project. Although the project in procurement is Indirect Potable Reuse, the technical requirements on the Request for Proposal would request the facility to be DPR-design ready in anticipation of the release of the regulations and future needs.

Hossein Ashktorab, Recycled Water Unit Manager, reviewed the information on this item, per the attached Committee agenda memo.

The Committee noted the following without taking formal action:

- Valley Water staff had been participating in the work products of the Expert Panel by active participation in research, technical panels, and submitting comments on the proposed regulations.
- Per the requirements of AB 574, the State Water Board's Division of Drinking Water (DDW) has developed the regulation for DPR. It is expected that these regulations will go through the administrative processes in 2023 and finalized in December of that year.

The Committee requested information on updated data if public opinion had changed favorably on Direct Potable Reuse. Don Rocha, Deputy Administrative Officer, stated that a poll had just been completed, and the results would be shared to this Committee at a future meeting.

4.3. South Santa Clara Water Reuse Collaboration.

Recommendation: Receive an update on Technical Work Group discussions and provide feedback.

Dave Tucker, Associate Engineer – Civil, reviewed the information on this item per the attached Committee agenda memo, and per the information contained in Attachment 1.

The Committee received information on how the agreement is being updated by the Technical Working Group and the estimated completion of review and revisions to all three agreements is projected by end of the year. Dave Tucker also added that the Technical Working Group is updating the 2015 South County Master Plan as there are now grants and loan opportunities that are coming forward.

During the presentation, the Committee made the following requests of staff:

- Staff would come back with information as part of the master plan update that would later be presented to the full Board (1) on the role of the Pacheco Project in South County and (2) capturing water for SCRWA.
- Staff would come back with information on the Calpine pipeline for emergency water supply in Morgan Hill. Kirsten Struve stated that staff response may be included as part of current collaborative effort with City of San Jose.
- Kirsten Struve stated that the county issues permits on septic tanks in the unincorporated San Martin area. The Committee noted that this is a county responsibility.

The Committee noted that on Slide 5, Attachment 1, Valley Water should be credited for its ability and reputation in securing external funding which benefits south county in terms of lower cost.

4.4. Update on Urban Runoff Study with Stanford University.

Recommendation: Receive an update of an ongoing urban water study to evaluate feasibility of urban runoff for water supply, and provide feedback.

Hossein Ashktorab, Recycling & Purified Water Manager, introduced Professor Richard G. Luthy, and Bridget C. Gile, Stanford University Professor and graduate student respectively, who are working with Valley Water on the Urban Runoff Study.

Professor Luthy reviewed the information on Attachment 1 of this item.

During the presentation, the Committee received the following information:

- Professor Luthy and Bridget Gile would prepare a memo for the Committee summarizing discussions they initiated on the concept of urban runoff with NOAA Fisheries, Department of Fish & Wildlife, and Regional Water Quality Control Boards and would provide the Committee information on the Orange Memorial Park Stormwater Capture Project as an example of diverting urban storm water runoff into an underground system integrated into the park
- Professor Luthy offered to send the Committee a copy of a presentation by John Bradshaw on pipeline flows.

The Committee made the following requests of staff:

- Staff to reach out to the Los Angeles Department of Water & Power (LADWP) who are ahead in developing storm water capture for a possible brainstorming workshop as suggested by Professor Luthy.
- Staff to consider outreach to various cities and agencies to synchronize efforts on storm water capture.

4.5. Discuss the 2022 Recycled Water Committee Work Plan, Upcoming Discussion Items, and Next Meeting Date.

Recommendation: Receive information on the 2022 Recycled Water Committee work plan and provide feedback on upcoming discussion items and next meeting date.

The Committee received the following information without taking formal action:

- Staff to present to the Committee an update on desalination upon the release of the feasibility study.
- Staff to reschedule the regular December 28, 2022 meeting. Subsequently, the meeting was rescheduled to December 14, 2022.
- Medi Sinaki, Senior Engineer – Water Quality, gave a recap of the Oro Loma Sanitary District tour on the horizontal levee.

5. ADJOURN.

5.1 Adjourn to Regular Meeting at 12:00 p.m. on Wednesday, October 26, 2022.

Chairperson Estremera adjourned the meeting at 1:35 p.m., to the next meeting scheduled to occur on October 26, 2022. Subsequently, the October 26, 2022 meeting was cancelled and the next meeting of this Committee was rescheduled to December 14, 2022.

Eva M. Sans
Assistant Deputy Clerk II

Approved:

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Santa Clara Valley Water District

File No.: 22-1201

Agenda Date: 12/16/2022

Item No.: 4.1.

COMMITTEE AGENDA MEMORANDUM

Recycled Water Committee

SUBJECT:

Update on Purified Water Program including Partnership with Cities of San Jose and Palo Alto.

RECOMMENDATION:

Receive updates and provide feedback on the following topics:

- A. Collaboration with the City of Palo Alto and Other Partners; and
- B. Public Private Partnership (P3) Procurement of the Purified Water Project.

SUMMARY:

A. Collaboration with the City of Palo Alto and Other Partners

Finalizing agreements for a future purification facility in the City of Palo Alto continues to be the key priority for the project. Both Palo Alto and Valley Water staff have been meeting to collaborate on agreements and refine the regulatory requirements. Since the Palo Alto City Council study session in September 2022, staff from both agencies have been meeting regularly to discuss needed agreements and timelines. In addition, both agencies' staff met with San Francisco Bay Regional Water Quality Control Board staff to discuss the approach to addressing the hazardous materials issues at the Former Los Altos Treatment Plant Site.

Discussions with agencies and organizations along the Purified Water Project (PWP) conveyance pipeline alignment have continued. Staff also met with the Division of Drinking Water (DDW) to discuss requirements for the project.

Valley Water is embarking on a tracer study at the Budd Ponds to confirm the speed of groundwater flow and appropriately size the zones of controlled drinking water well construction that are required by state regulations for this project. The one existing drinking water well near the Los Gatos Recharge system was successfully destroyed to ensure future regulatory compliance.

The administrative draft EIR was transmitted for review to both Palo Alto and San Jose staff.

Discussions with the City of San José have continued on future purified water projects. A Letter of Intent continues to be developed with San José and will be brought to a future Committee meeting.

B. Public Private Partnership (P3) Procurement of the Purified Water Project

Staff and consultants continue to refine the project technical requirements and provide regular updates to the shortlisted teams. The Project Management Consultant (PMC) updated the Class 5 engineering cost estimate. Staff updated the CIP committee that the cost of the uninflated total project cost increased \$382 million for a total revised inflated cost of \$1.2 billion. These increases are due to scope changes, which are a result of additional project components required to complete the design and construction of the PWP, and regulatory feedback obtained from San Francisco Regional Water Quality Control Board and the Department of Drinking Water, an increased size of the purification facility from 10 million gallons per day (MGD) to 12 MGD of produced water to increase the facility's ability to address fluctuation in wastewater availability, as well as market volatility. The Purified Water Project P3 procurement will result in a fixed price bid and private financing.

Valley Water staff continues to pursue grants and loans and recently met with the Bureau of Reclamation regarding the Large-Scale Water Recycling Project funding opportunity.

ATTACHMENTS:

None.

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138



Santa Clara Valley Water District

File No.: 22-1262

Agenda Date: 12/16/2022

Item No.: 4.2.

COMMITTEE AGENDA MEMORANDUM

Recycled Water Committee

SUBJECT:

Update on Purified Water Public Outreach and Annual Public Perception Survey Poll.

RECOMMENDATION:

Receive an update and provide feedback on public outreach efforts for the Purified Water Program and survey results from a tracking poll carried out by EMC Research.

SUMMARY:

To ensure a reliable water supply to keep Silicon Valley thriving well into the future, Santa Clara Valley Water District (Valley Water) is working diligently to expand water reuse for non-potable and potable purposes and explore water reuse opportunities with regional partners in Santa Clara County. As Valley Water is expanding its water reuse portfolio, staff is actively engaging the public on all related efforts. Engagement efforts include an educational tour program of the Silicon Valley Advanced Water Purification Center (Purification Center) and multi-media outreach, including social media, news blog posts, community events/open houses, and stakeholder presentations.

Public acceptance has been a significant issue in the implementation of potable reuse projects. Once a negative perception takes hold, it is extremely difficult to overcome. Significant investment in public outreach and engagement can ensure that projects are supported and successful.

Since 2011, staff has implemented ongoing public engagement strategies based on past public opinion surveys that revealed overall support for potable reuse using purified water. Staff continues to build on previous outreach efforts and updates and modifies strategies as necessary based on results of the annual countywide poll on public perception of recycled and advanced purified water.

A countywide survey was executed by EMC Research in September 2022, 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 executed 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.

Key takeaways from the survey results include:

- Awareness of water reuse has increased, and a majority continue to support advanced

purified recycled water for drinking.

- As seen in previous research, additional information further increases support. However, about one-third are opposed, which is consistent with prior years survey results.
- After they have heard about the benefits of advanced purified water, three in five interviewees support incorporating it into the tap water supply via groundwater or treatment plant.
- Benefits for the environment, ensuring access to water during future emergencies and through the ongoing drought, and advanced purified recycled water being used in other places, are particularly compelling reasons to support using advanced purified water.
- Assurances about the cleanliness and safety of advanced purified water are compelling to a majority of the interviewees but are less effective than messages about the benefits to the environment and water supply.

Current Public Outreach Highlights

Staff continues to boost awareness of our purification center tour program and emphasize the safety and environmental benefits of advanced purified water, particularly as a drought-resilient water supply and for its value in helping lead the way out of the current drought. While progress has been made in increasing support, significant effort is needed to overcome hesitancy to using recycled and purified water for drinking given that consistently, the annual public perception poll reveals that one third of respondents are opposed to using advanced purified water for drinking. Both indirect and direct potable reuse face opposition, with a clearly higher concern related to direct potable reuse. Staff continues to build on the previous outreach efforts and modify strategies to reach targeted groups and refine messaging, especially in light of the extreme drought gripping our county. Through our comprehensive tour and outreach program, staff has implemented several engagement strategies to increase public awareness and understanding of the benefits of highly recycled (purified) water, including its potential as a future drinking water source.

Tour Program Visibility

In April 2020, as a result of the global COVID-19 pandemic, all tours of the Purification Center were provided virtually. Our virtual tour format includes videos of the advanced processes, images of technology equipment and props used during the in-person tour, interactive poll questions, and a standard question-and-answer segment. From April 2020 to November 30, 2022, staff reached over 6,200 members of the public through 227 virtual tours.

In October of this year, staff resumed conducting in-person tours for the public. Staff hosts tours for the public on the first Friday and second Saturday of each month. Public tours are promoted through Valley Water's various social media platforms, NextDoor, and through other Valley Water programs and presentations in the community. Staff also host several private in-person tours throughout the month. All members of the public can request for a private tour of the facility, with a minimum of 10 attendees.

The Purification Center also served as the kick-off location for Valley Water's Ride Out the Drought campaign. In partnership with the Silicon Valley Bicycle Coalition, Valley Water launched a month-long drought awareness campaign to couple the joys and benefits of bike riding with education about

Valley Water's water system, including ways Valley Water is looking to make our region's water supply more drought-resilient. Over 100 bike riders gathered at the Purification Center to learn more about the facility and how it ties into Valley Water's comprehensive approach to making our region's water supply more sustainable. The riders were able to take a walking tour of the facility and ask tour guides in-depth questions about each of the different processes.

Since the inception of the educational tour program in 2014, staff has hosted:

- 15,791 members of the public
- 692 tours, including recurring in-person public and private group tours, stakeholder/VIP tours, special events and virtual tours

Additionally, staff continues to participate in the internal, cross-functional bottling work group that is working to bottle purified water at the facility for outreach and demonstration purposes. Technical staff completed testing of the quality of the water produced and is in the process of preparing an operations manual that is part of the State Department of Drinking Water's review and approval process to allow bottled water production. Bottling sample purified water for demonstration taste test during the tours will help to boost the public's assurance of the quality of purified water for drinking, and support for the overall use of purified water for drinking.

Stakeholder Outreach

Staff worked with a consultant specifically to build the framework for specialized outreach to the medical community to increase awareness of the project and the benefits of purified water. During the focus groups earlier this year, some respondents indicated that they are more likely to support potable water reuse if it's endorsed by the medical community. This past year, staff not only acquired the endorsement and support of the Santa Clara County Medical Association (SCCMA), but also co-authored several articles with the physicians highlighting the benefits of water reuse and the need for purified water to sustain our region's water supply for the future. The articles were a part of SCCMA's medical journal, "The Bulletin," which has been highly referenced in the WaterReuse Association.

Staff is also securing letters of support from more medical leaders or medical organizations and video testimonials or endorsements in support of purified water for drinking purposes, which has proven to help gain the public trust and consequent support for potable water reuse.

Additionally, staff continues to meet with key stakeholders throughout the community including academic and science professionals, local elected officials, environmental groups, faith-based leaders, ethnic community leaders and water industry professionals. In the last year, various online private and VIP tours have been provided to the following agencies, with a focus on faith-based organizations who have a broad reach into the community.

Staff have provided tours to the following key stakeholder groups this past year:

- Valley Water's Recycled Purified Water/Conservation Influencers Campaign
- Valley Water Youth Commission
- Peninsula Interfaith Climate Action Group

- Santa Clara County Supervisor Otto Lee
- League of California Cities Peninsula Division
- Former State Senator Jim Beall
- San Jose Councilmember David Cohen
- California WaterReuse Conference Participants
- WaterReuse Association President Pat Sinicropi
- San Luis Delta Mendota Water Authority
- Palo Alto Interfaith Council
- Cities of Palo Alto, Mountain View, and Santa Clara Staff
- Valley Water VIP Water Walk Tour

Strategic Outreach Consultants

With the expansion of the Purified Water Project involving the construction of a new purification center, pipelines and associated facilities, staff has expanded the outreach efforts beyond just education and raising awareness of the benefits of water reuse and included more targeted outreach to key stakeholders to build support for this potential expansion project. Staff has brought on a strategic outreach consultant, Data Instincts, to assist with a more tailored approach to various stakeholders involved. Data Instincts is helping to update the tour program materials, including scripts and presentations, outreach collateral materials and a rapid response plan to be able to immediately counter potential opposition to the project.

Next Steps:

Staff will continue to utilize the findings from the public perception poll to strengthen the key messages and incorporate them into collateral materials. Staff is also building stronger relationships in historically underserved communities to ensure they are engaged in the conversation of potable water reuse, and that they understand the long-term benefits to the overall community. Outreach and engagement efforts will continue and be modified as necessary, as the Purified Water Program is developed and ultimately implemented.

ATTACHMENTS:

Attachment 1: Valley Water PowerPoint

Attachment 2: EMC Research PowerPoint

UNCLASSIFIED MANAGER:

Don Rocha, 408-630-2338

Annual Purified Water Outreach Program Update 2022
Recycled Water Committee Meeting
December 16, 2022
Presented by: Donald Rocha, Deputy Administrative Officer

Attachment 1
Page 1 of 9

Outreach By the Numbers



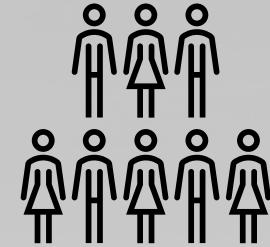
465

total in-person
tours provided
since 2014



227

total virtual tour
presentations
since 2020

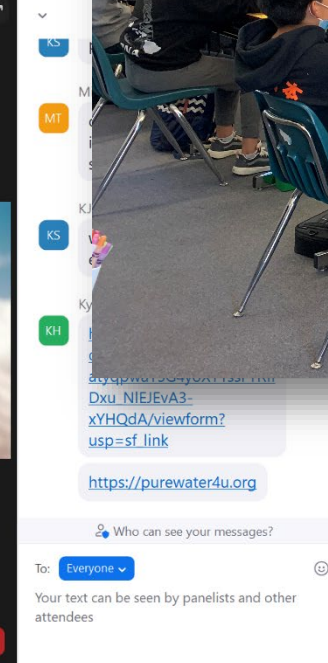
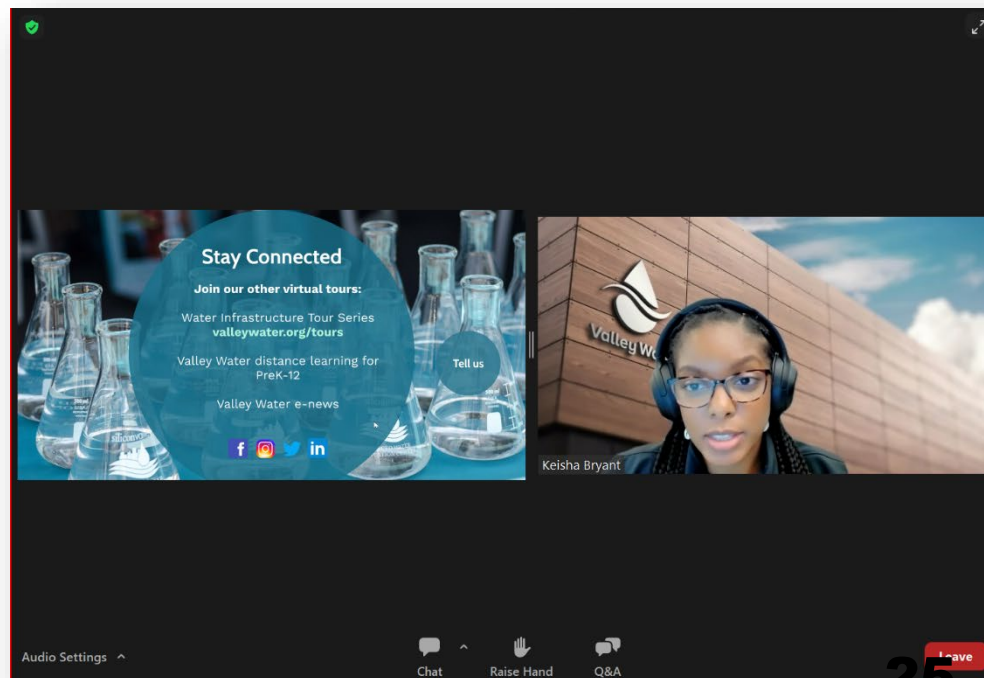


15,791

total tour
attendees
since 2014

Virtual Tours

- Virtual tours started in April 2020
- Continuing to offer virtual tours in partnership with San Jose and Mountain View Public Libraries
- Private virtual tours for classes (school-age and college courses)



In-Person Tours

- Private key stakeholder tours
- Public tours – first Friday & second Saturday of each month
- Private tours for groups of 10 or more



Key Stakeholders

- Elected Officials
- Agency partners
- Community leaders
- Youth Commission
- Water Ambassadors



Medical Professional Endorsement

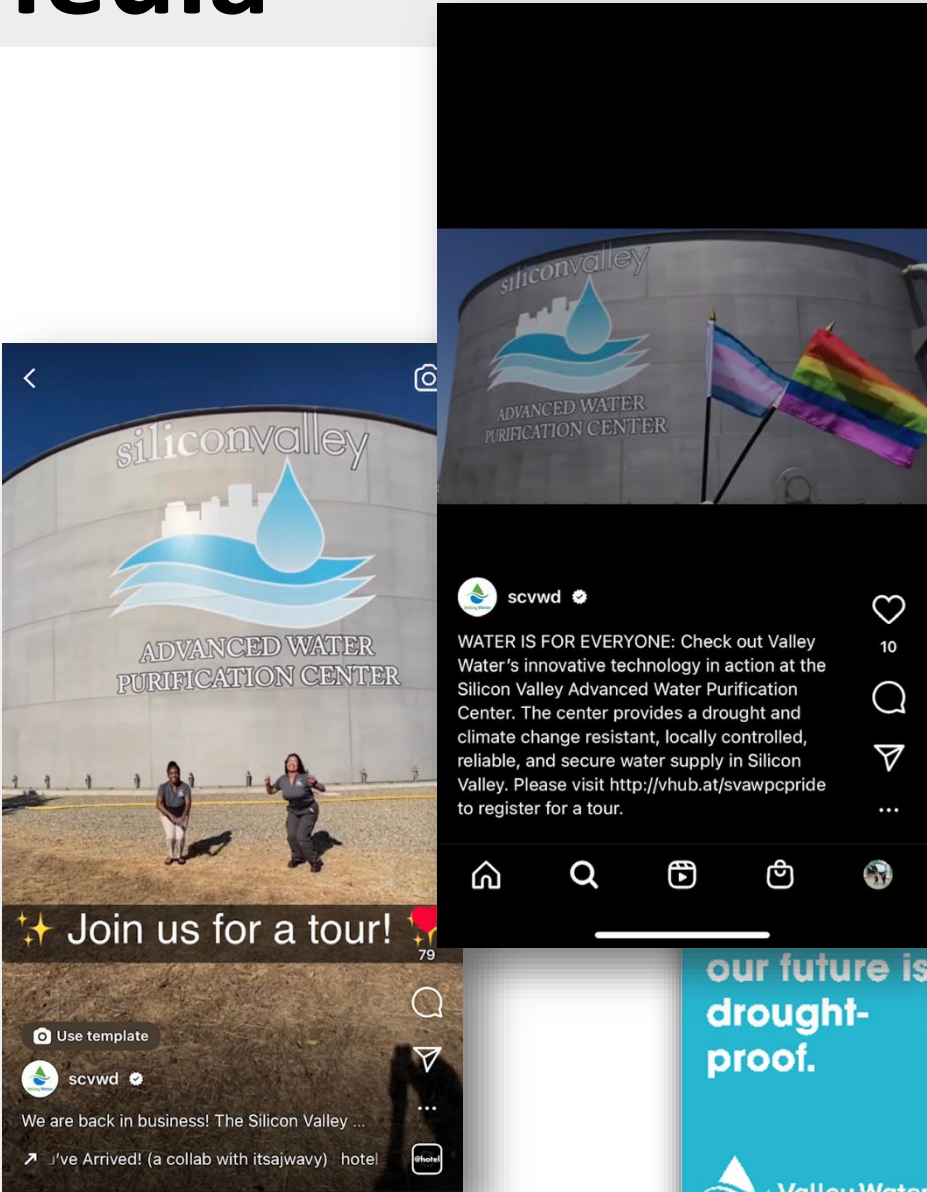
- Series of articles coauthored by Valley Water staff and SCCMA physicians
- Letter of Support
- Featured in EPA's National Water Reuse Action Plan
- Submitted into Water Reuse Association's materials library



Digital & Social Media



- Social media to promote tour program
- Digital media to promote the benefits of purified water



Looking Ahead



- Continue to tailor our outreach efforts to align with specific stakeholders
- Deepen relationships in historically underserved communities to ensure awareness and understanding of water reuse
- Support bottling efforts to bring back demonstration taste tests during educational tours

Questions



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Survey of Santa Clara County Residents Advanced Purified Water



December 16, 2022

- ▶ Quantitative research has been conducted annually to assess and track public opinion and openness to advanced purified water in Santa Clara County
 - The audience of the survey has been expanded this year beyond registered voters
- ▶ Surveys have consistently shown that drinking water safety, ensuring a reliable water supply in the face of future uncertainty, and the environmental benefits of using advanced purified water are compelling to much of the public as reasons to support using advanced purified water
- ▶ Quantitative research has also underscored that “advanced purified recycled water for drinking” is an easily understood and positively viewed concept, and further definition does not result in a significant change in support

Methodology

- ▶ Survey of residents in Santa Clara County
- ▶ Conducted September 15-20, 2022
- ▶ 600 interviews; overall margin of error ± 4.0 percentage points
 - 2022 data used for tracking consists of voter interviews only, $n=416$; MoE ± 4.8 percentage points
- ▶ Respondents were contacted for phone interviews via landline and cell phone, or invited to complete the survey online via email or text
- ▶ Interviews were conducted in English, Spanish, Chinese or Vietnamese
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Phone/Web	July 17-23, 2022	Residents	600	± 4.0 percentage points	22-8587
Phone/Web	June 8-14, 2021	Registered Voters	401	± 4.9 percentage points	21-8150
Phone/Web	May 12 – 19, 2020	Registered Voters	410	± 4.8 percentage points	20-7663
Phone/Web	August 6 – 11, 2019	Registered Voters	400	± 4.9 percentage points	19-7316
Phone	June 30 – July 2, 2018	Registered Voters	400	± 4.9 percentage points	18-6892
Phone	October 24-29, 2017	Registered Voters	400	± 4.9 percentage points	17-6422
Phone	January 5-17, 2017	Registered Voters	800	± 3.5 percentage points	16-6214

Please note that due to rounding, some percentages may not add up to exactly 100%.

- ▶ Awareness of water reuse has increased, and a majority continue to support advanced purified recycled water for drinking.
- ▶ As seen in previous research, additional information further increases support. However, about one-third are opposed.
- ▶ After they have heard about the benefits of advanced purified water, three-in-five support incorporating it into the tap water supply via groundwater or treatment plant.
- ▶ Benefits for the environment, ensuring access to water during future emergencies and through the ongoing drought, and advanced purified recycled water being used in other places are particularly compelling reasons to support using advanced purified water.
- ▶ Assurances about the cleanliness and safety of advanced purified water are compelling to a majority, but are less effective than messages about the benefits to the environment and water supply.

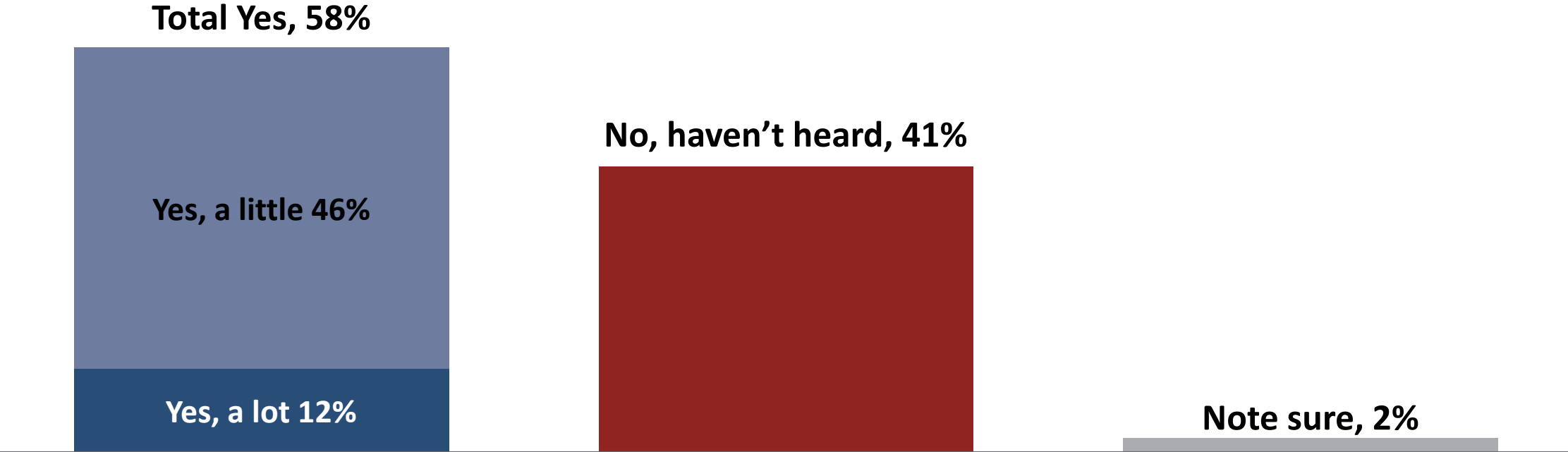


Recycled Water Attitudes and Awareness of Water Reuse

Awareness of Water Reuse

Nearly 6-in-10 residents have heard at least a little about water reuse.

Before taking this survey, had you heard or seen anything recently about water reuse?

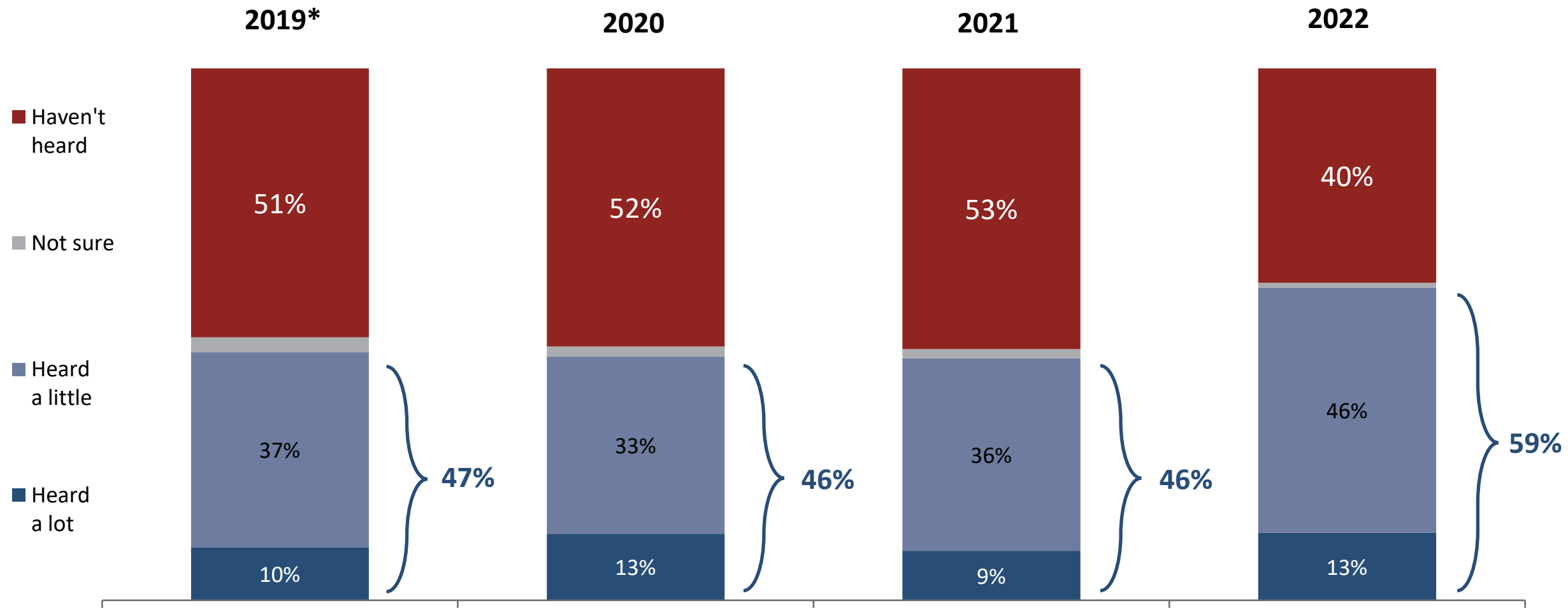


38

Awareness of Water Reuse Over Time (Voters)



After a long period of consistency, voters' awareness around water reuse has increased.

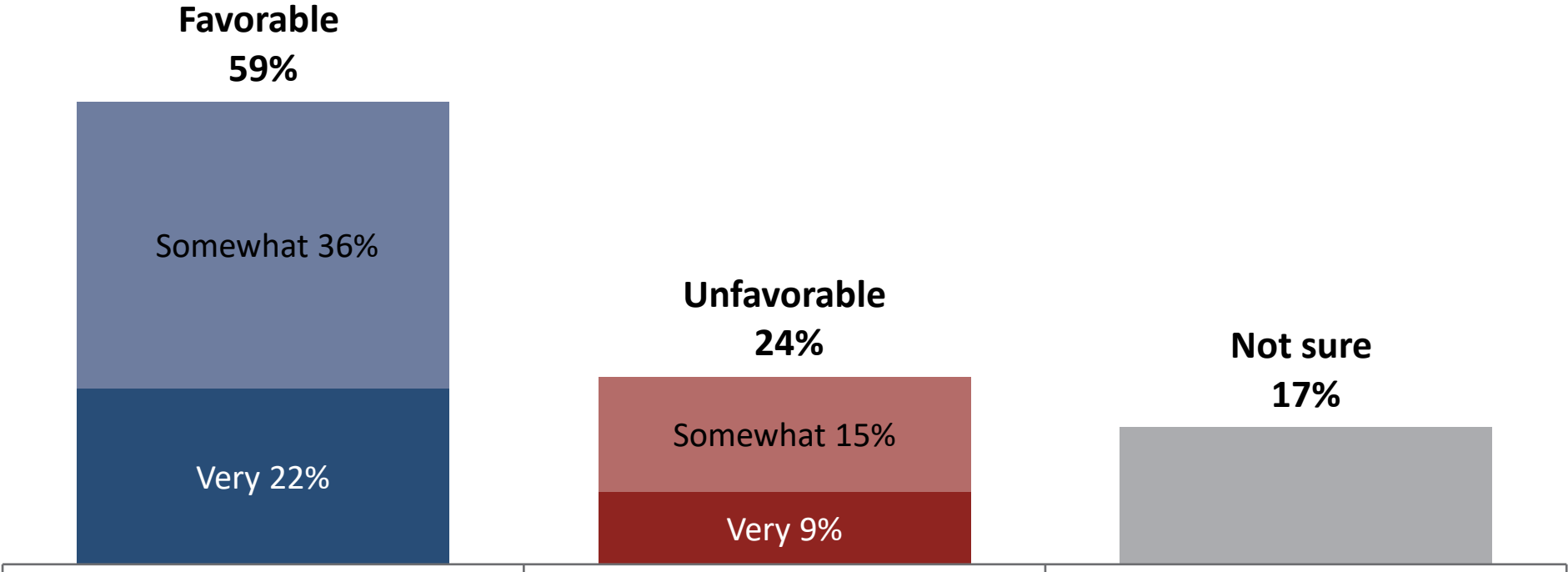


*Asked as “recycled water or water reuse” in 2019
Q26. Before taking this survey, had you heard or seen anything recently about water reuse? (IF YES) Had you heard or seen a lot about it or just a little?

Recycled Water Favorability

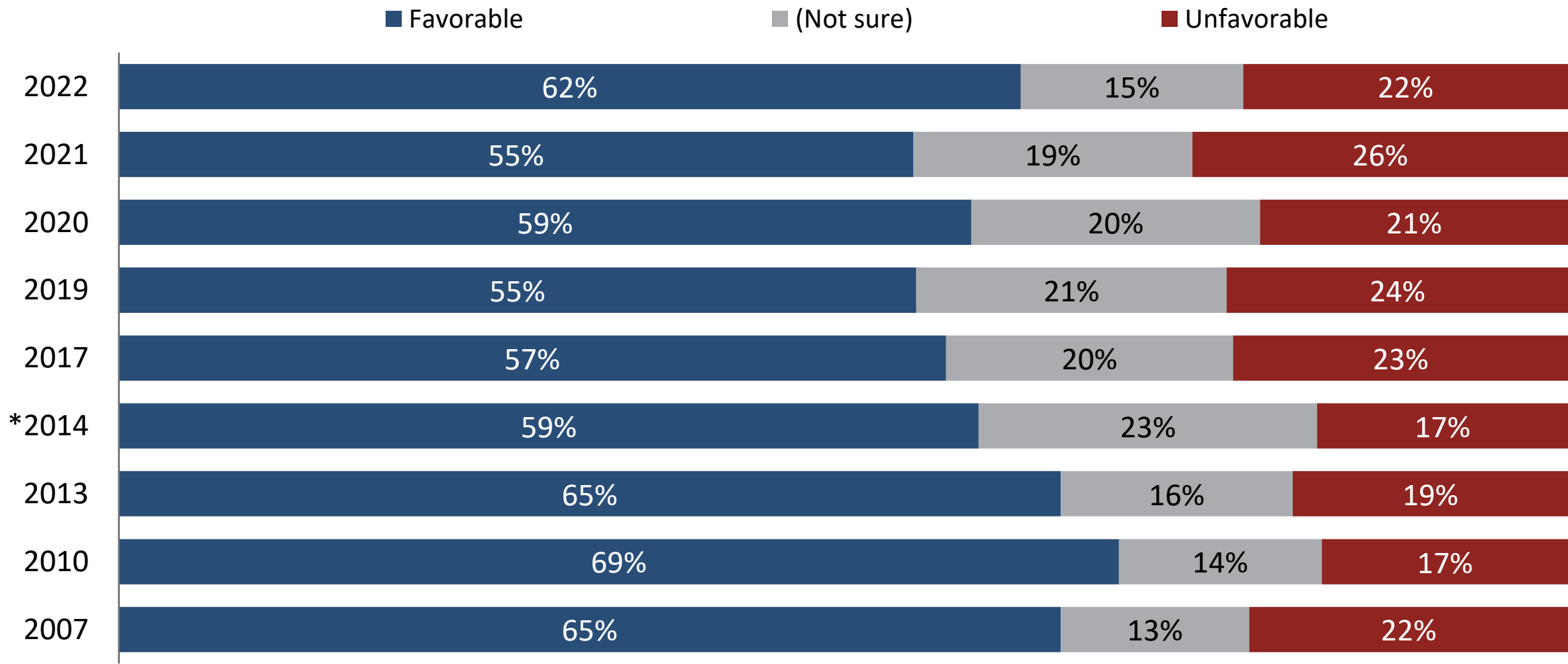
A majority of residents express a favorable opinion of recycled water.

Do you have a favorable or unfavorable opinion of recycled water?



Recycled Water Favorability Over Time (Voters)

Voters' opinion of recycled water slightly improved after a somewhat declining trend since 2013.



*Data from 2014 FM3 Survey
Q10. Do you have a favorable or unfavorable opinion of recycled water?

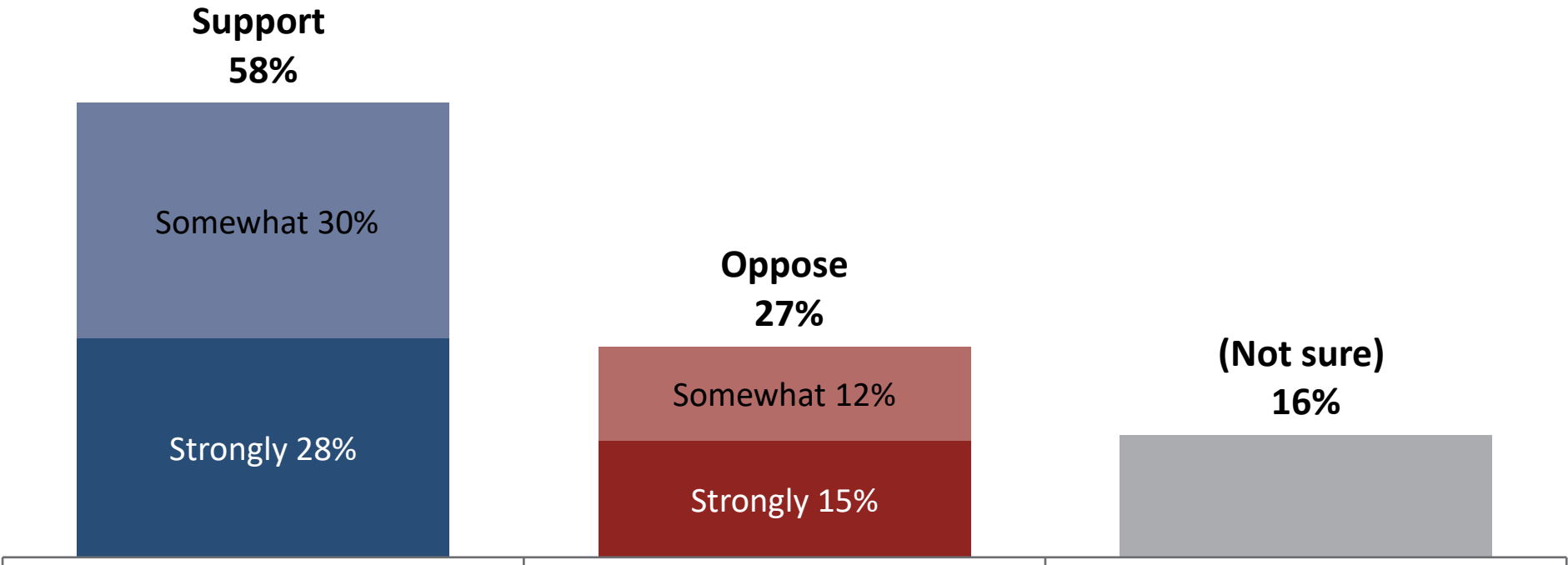


Advanced Purified Recycled Water

Initial Support for Advanced Purified Water

A majority of residents express a favorable opinion of advanced purified water before being presented additional information.

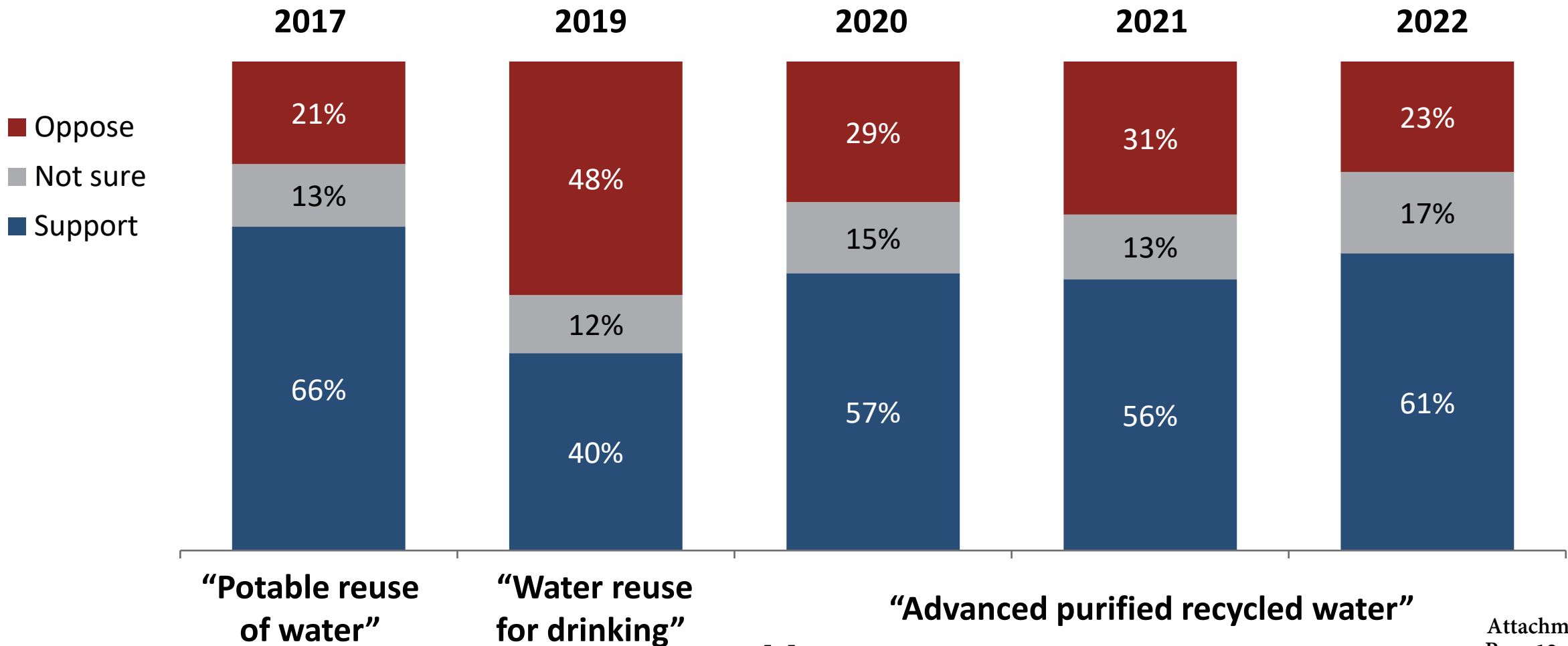
In general, would you say you **support** or **oppose** using advanced purified recycled water for drinking?



Support for Advanced Purified Water Over Time (Voters)

Support for using advanced purified recycled water among voters has increased modestly.

In general, would you say you *support* or *oppose* ...



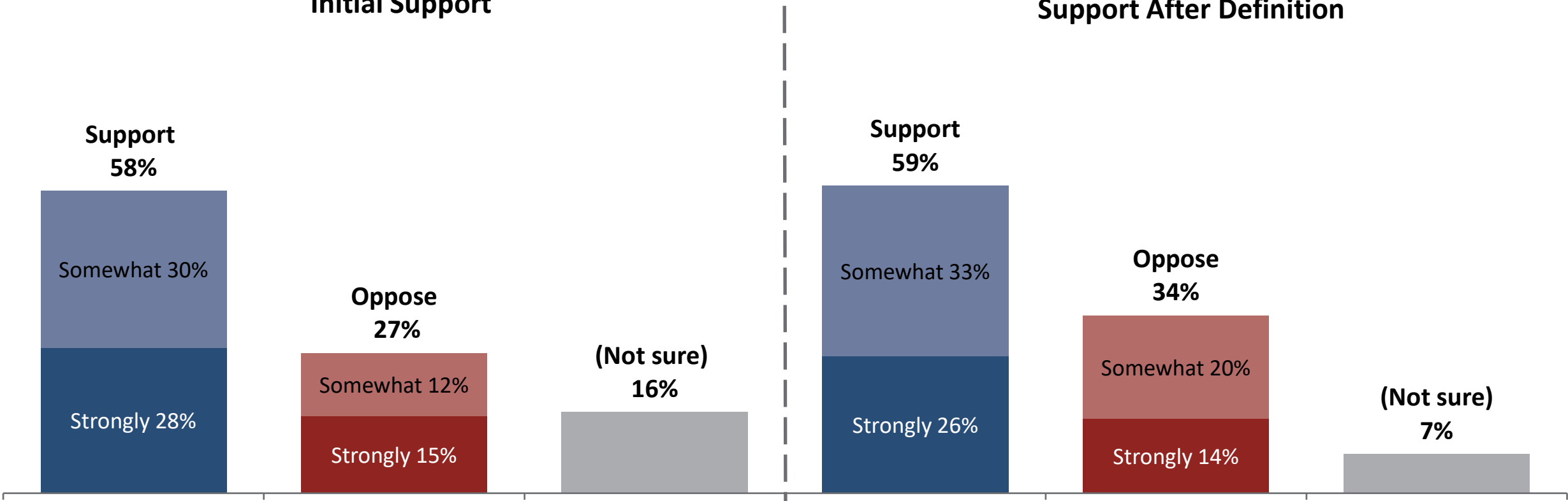
Support After Definition

A description of “advanced purified water” does not significantly change support levels, but opposition does increase.

Using advanced purified recycled water for drinking means the planned use of treated wastewater that has gone through advanced purification to supplement a drinking water supply and is monitored to ensure that it meets public health standards for drinking water quality.

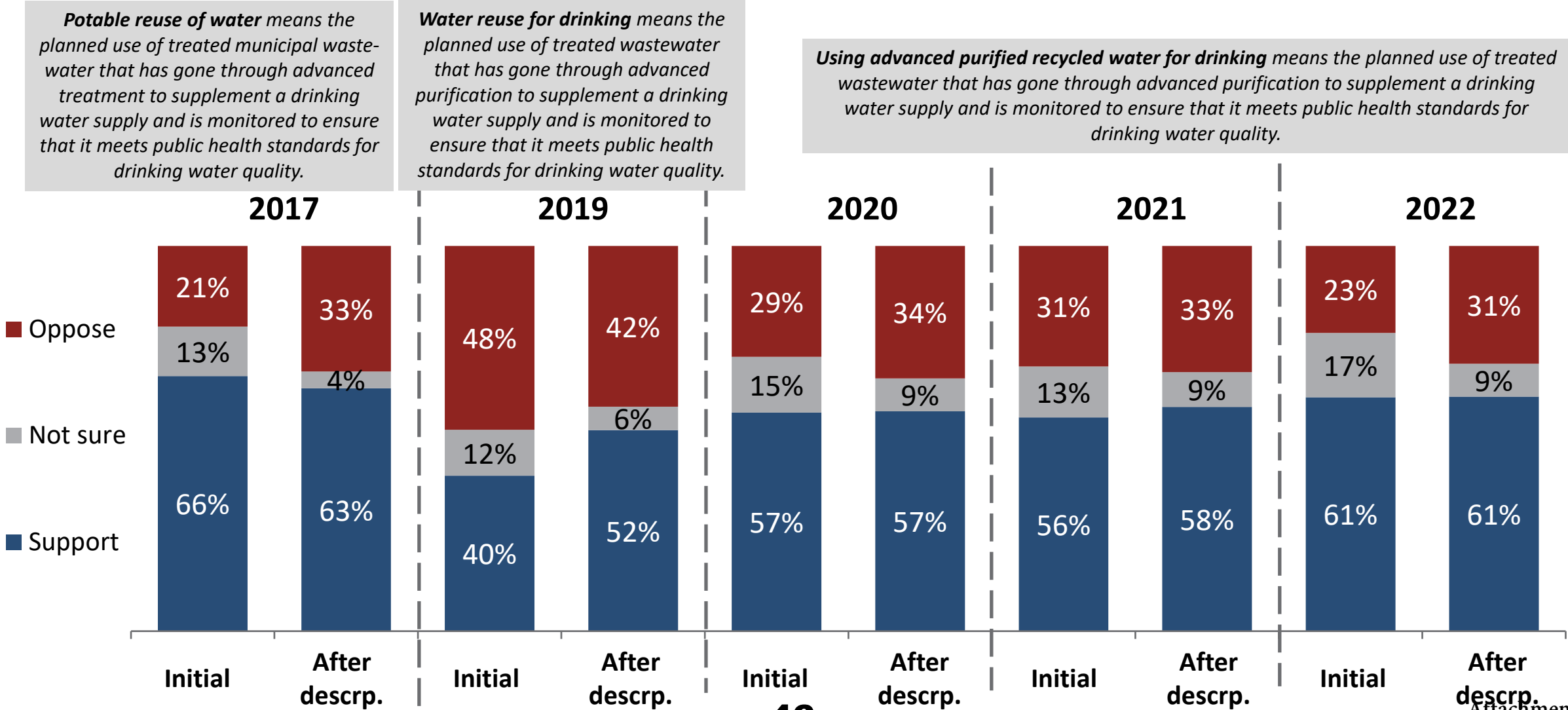
Initial Support

Support After Definition



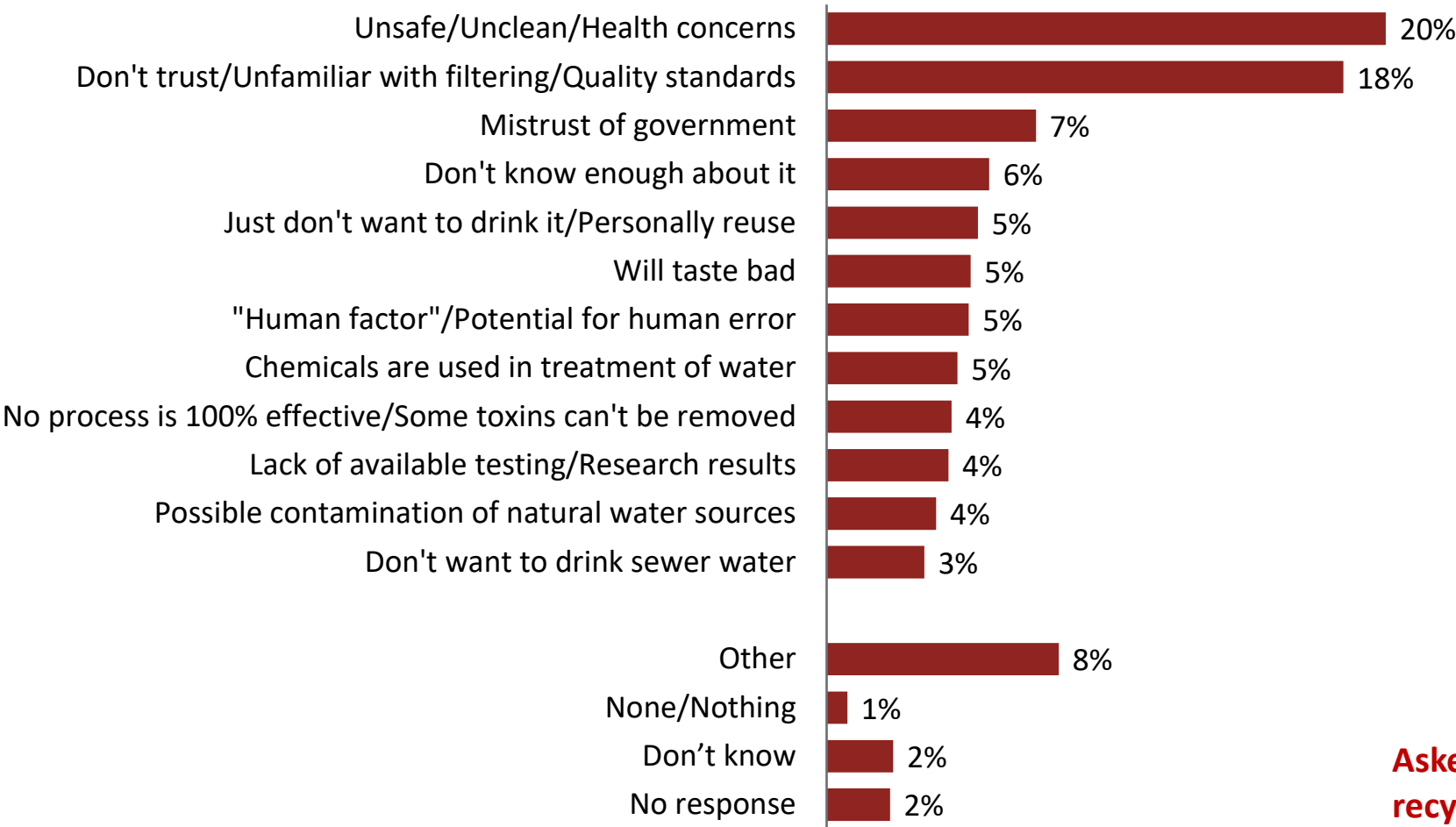
Support after Definition Over Time (Voters)

Similar to recent years, the definition does not significantly increase support for APRW among voters. However, opposition solidifies.



Reasons for Opposing APRW

Many of those who oppose using APRW for drinking cite cleanliness and health concerns, and mistrust – both for the technology and the government.



Asked only of residents who opposed purified recycled water after definition, n=224

Reasons for Opposing APRW Over Time (Voters)

Among voters who oppose APRW, reasons are consistent over time.

Why would you say you oppose using advanced purified recycled water for drinking?	2014*	2021	2022
Unsafe/Unclean/Health concerns	30%	23%	22%
Don't trust/Unfamiliar with filtering/Quality standards	31%	22%	16%
Mistrust of government	1%	2%	7%
Don't know enough about it	9%	8%	7%
"Human factor"/Potential for human error/Negligence in water treatment	3%	5%	6%
Just don't want to drink it/Personally reuse	11%	3%	5%
No process is 100% effective/Some toxins can't be removed	10%	5%	5%
Don't want to drink sewer water	7%	10%	4%
Lack of available test/Research results	1%	6%	3%
Will taste bad	0%	2%	3%
Chemicals are used in treatment of water	3%	2%	3%

Asked only of voters who opposed purified recycled water after definition, n=141

* 2014 data from FM3 poll

Q13. Why would you say you oppose using advanced purified recycled water for drinking?



Additional Information About Advanced Purified Water

Top Messages

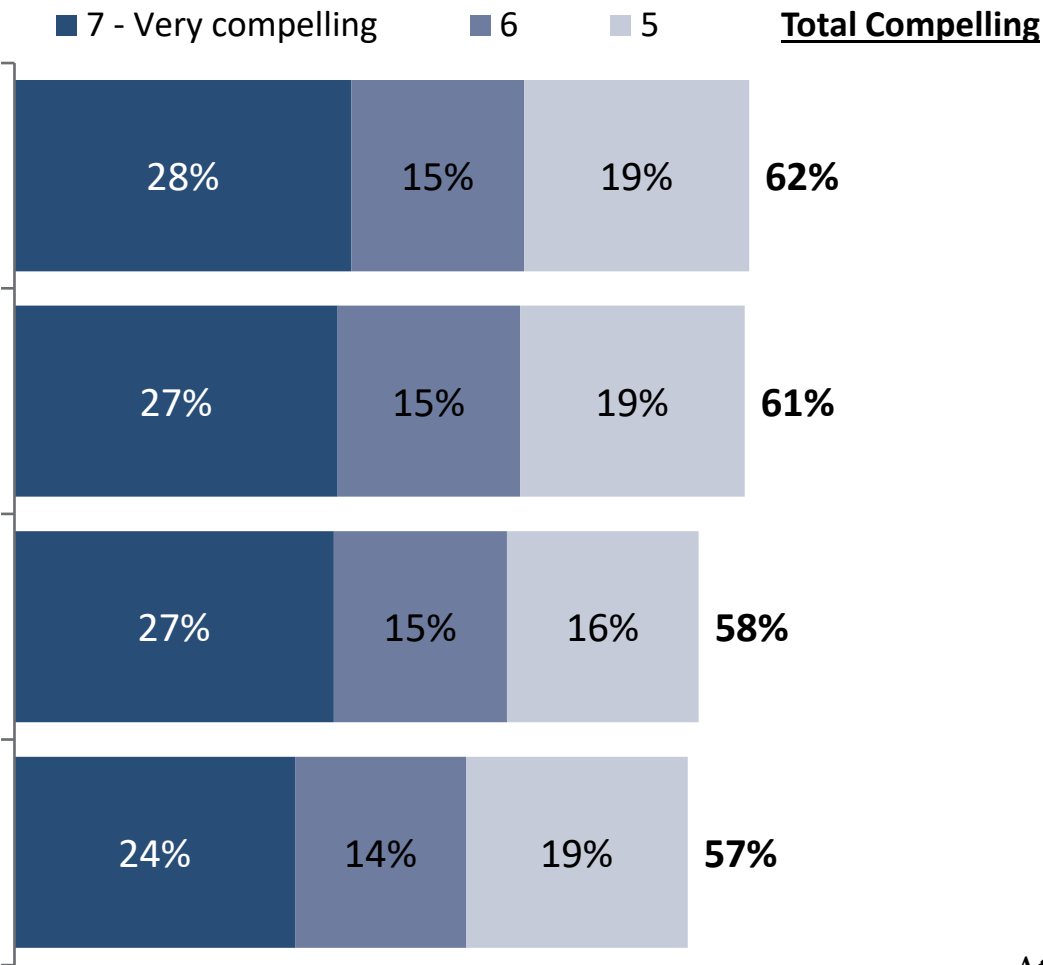
Benefits for the environment, ensuring access to water during future emergencies and through the ongoing drought, and advanced purified recycled water being used in other places are compelling reasons to support using APRW.

Reusing water is good for the environment. The more we reuse water, the less we have to take out of rivers, streams and groundwater.

Cities across the United States are facing water crises, leaving them struggling to find new water supplies as they face the risk of running out of water. Advanced purified recycled water in Santa Clara County will provide our residents with clean water in case of a similar emergency.

With no end in sight to the severe drought in our region, we must turn to drought-proof water sources like advanced purified recycled water to ensure a sufficient supply of water for our future.

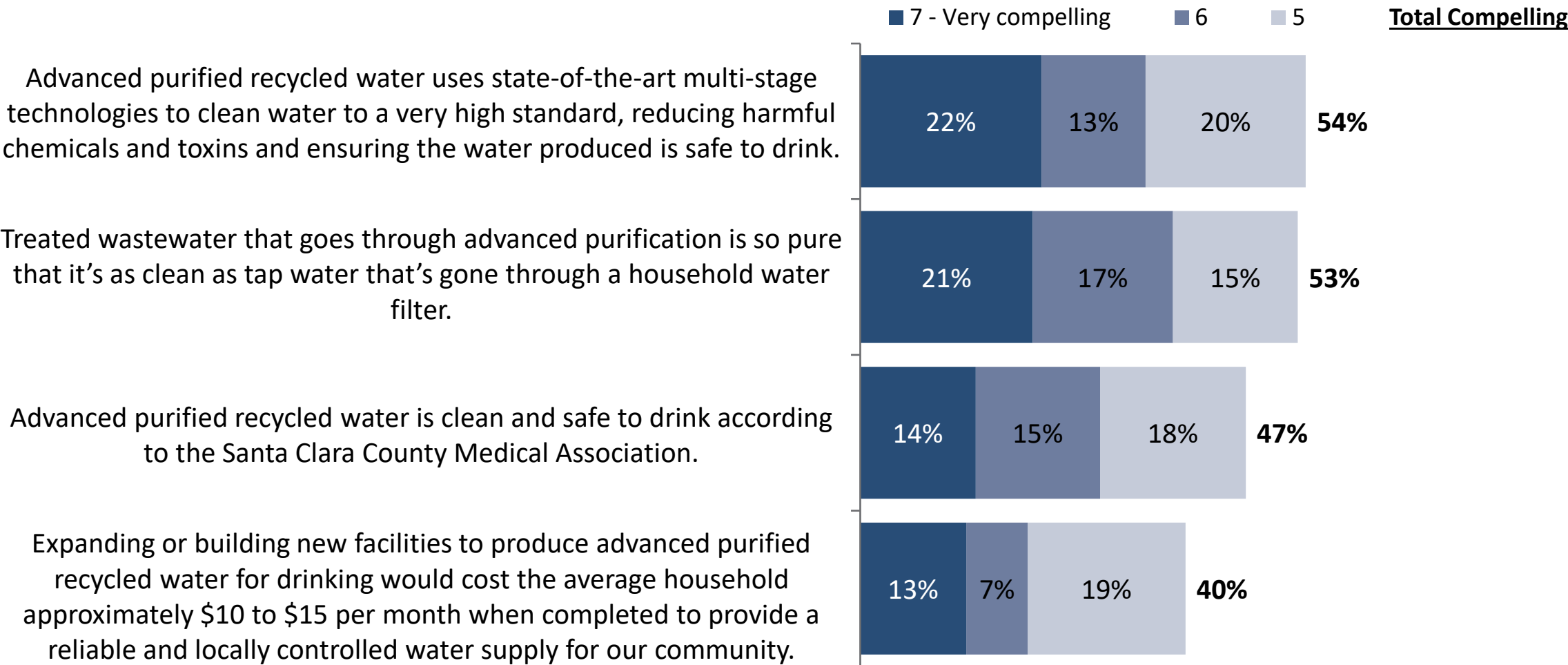
Advanced purified recycled water is already being used successfully to produce clean and safe drinking water in other areas, including Monterey, Los Angeles, and Orange Counties.



Q14-21. For each statement, please tell me how compelling this is as a reason to support using advanced purified recycled water. Please use a scale from 1 to 7, where 1 is not at all compelling and 7 is very compelling.

Additional Messages (Cont.)

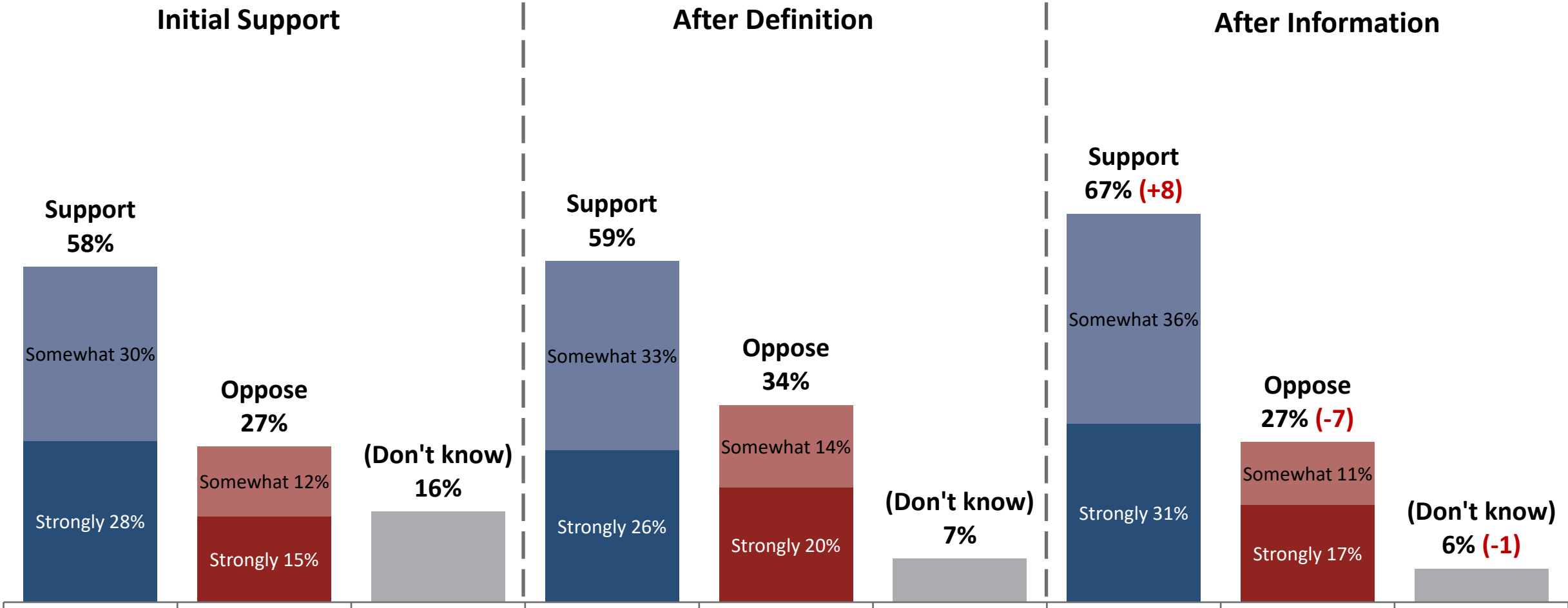
While still compelling to a majority, messages emphasizing the cleanliness and safety of advanced purified recycled water are not as convincing as messages emphasizing the benefits to the water supply and environment.



Q14-21. For each statement, please tell me how compelling this is as a reason to support using advanced purified recycled water. Please use a scale from 1 to 7, where 1 is not at all compelling and 7 is very compelling.

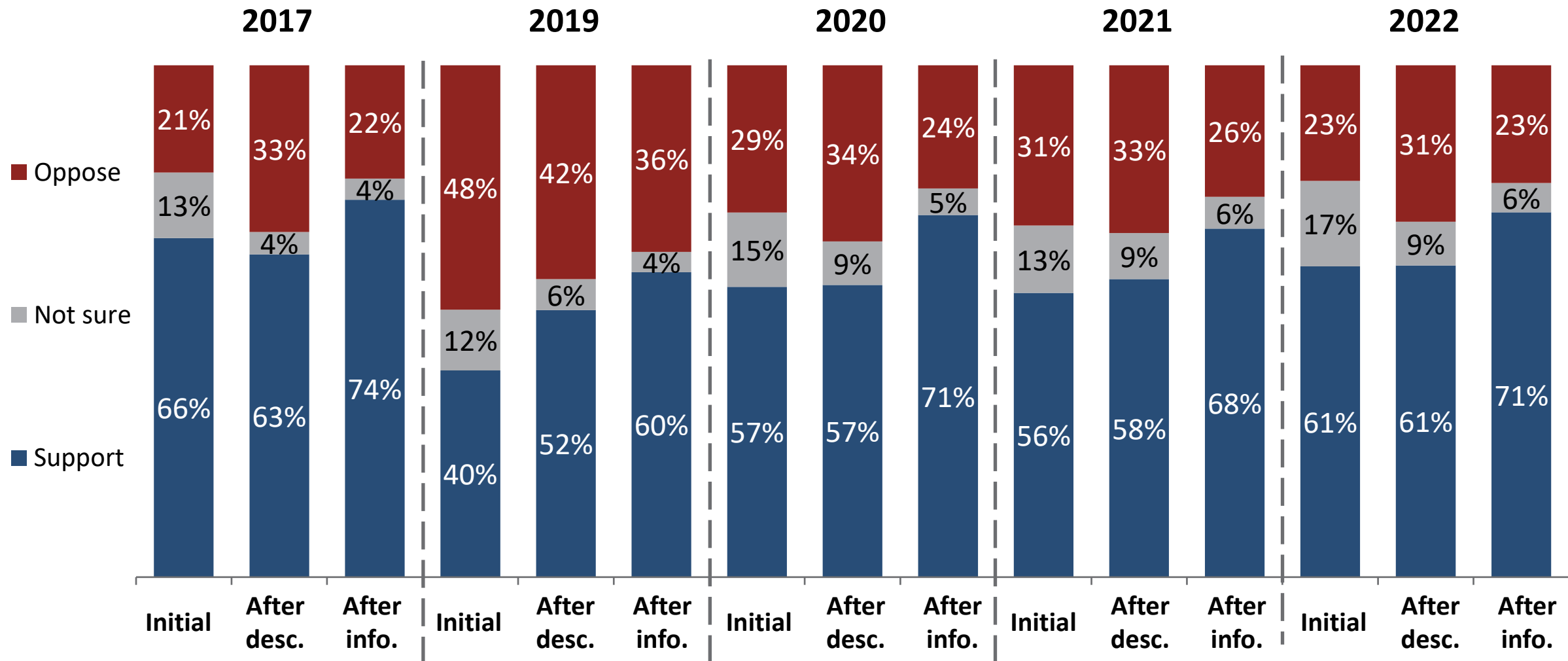
Support After Additional Information

After information about the benefits is presented, over two-thirds of residents say they support the use of APRW for drinking.



Support Progression Over Time (Voters)

Support levels are just a hair higher among voters in 2022 compared to previous years.



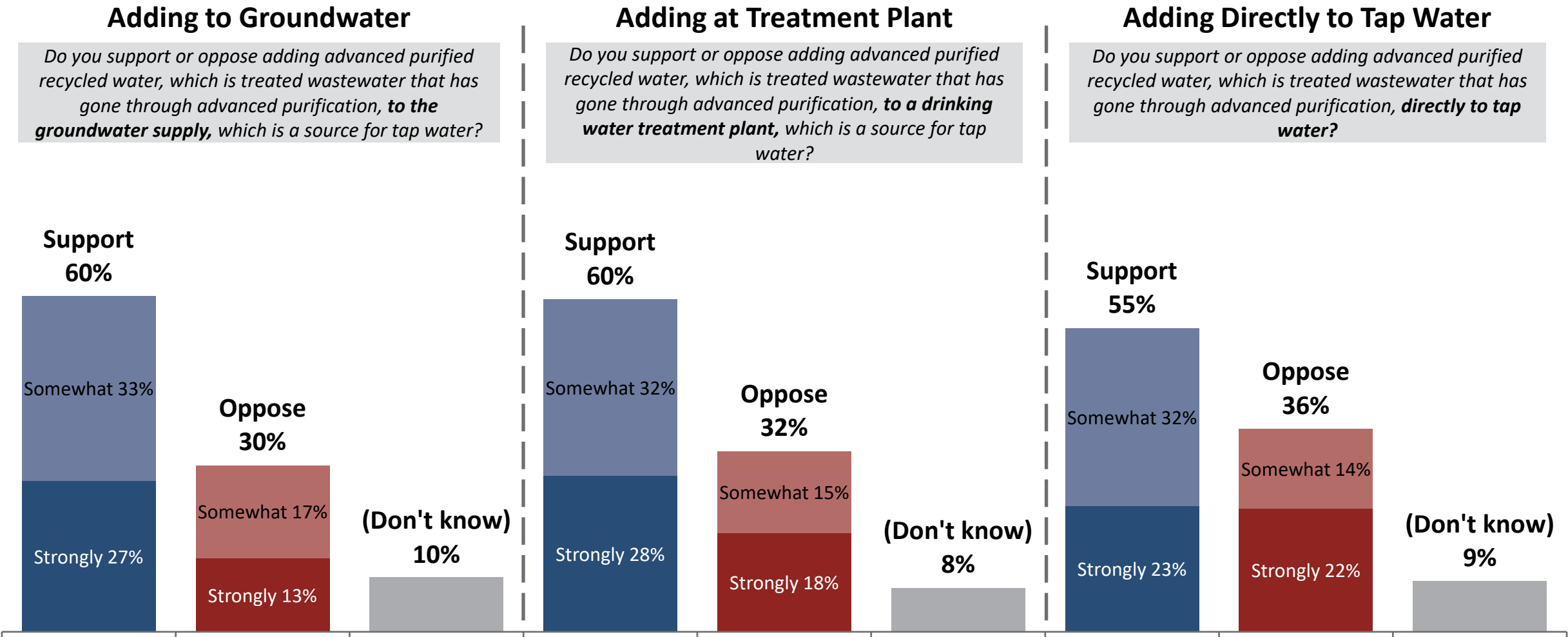
Q22. Given all that you've heard, would you say you support or oppose using advanced purified recycled water for drinking?



Incorporation Methods

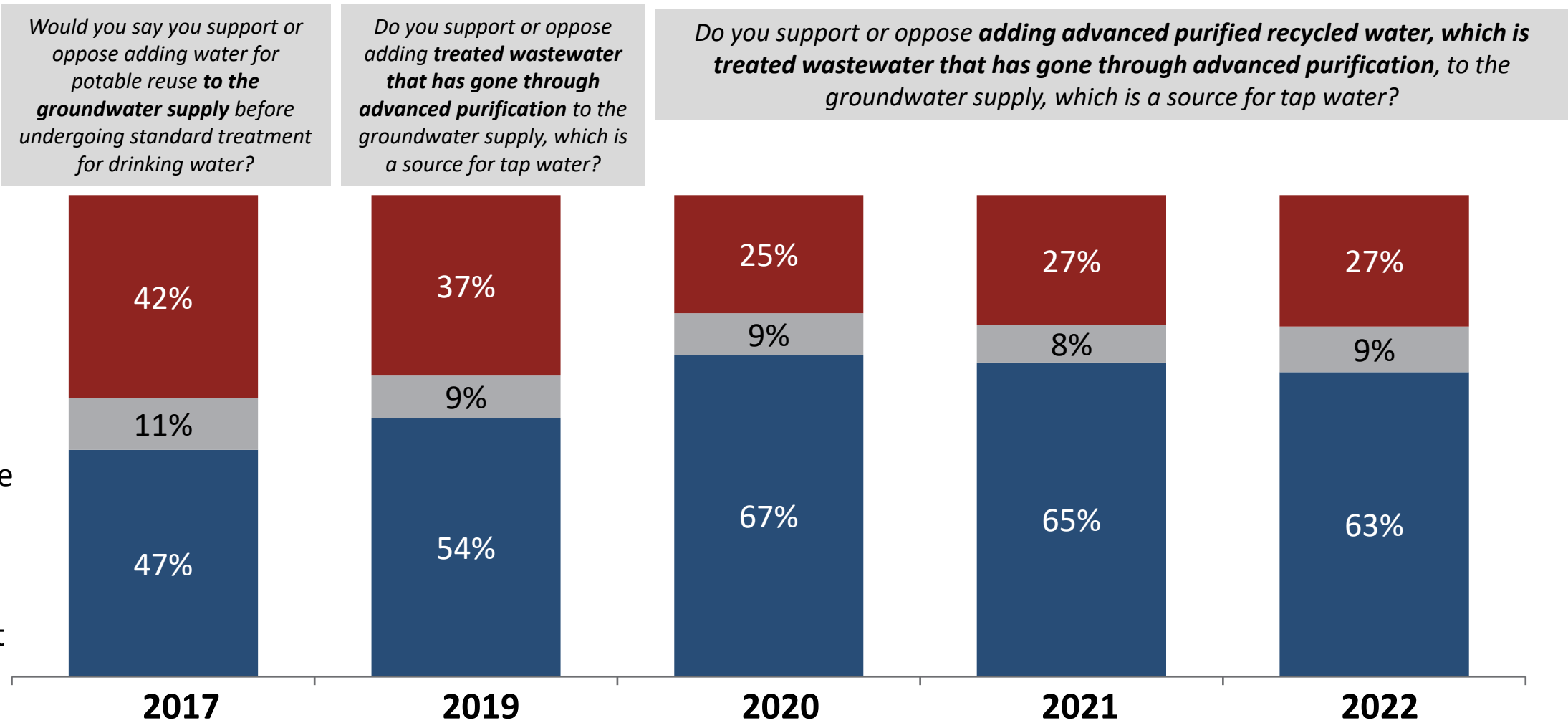
Incorporation Methods

A majority support adding advanced purified water to the tap water supply for all three incorporation methods tested.



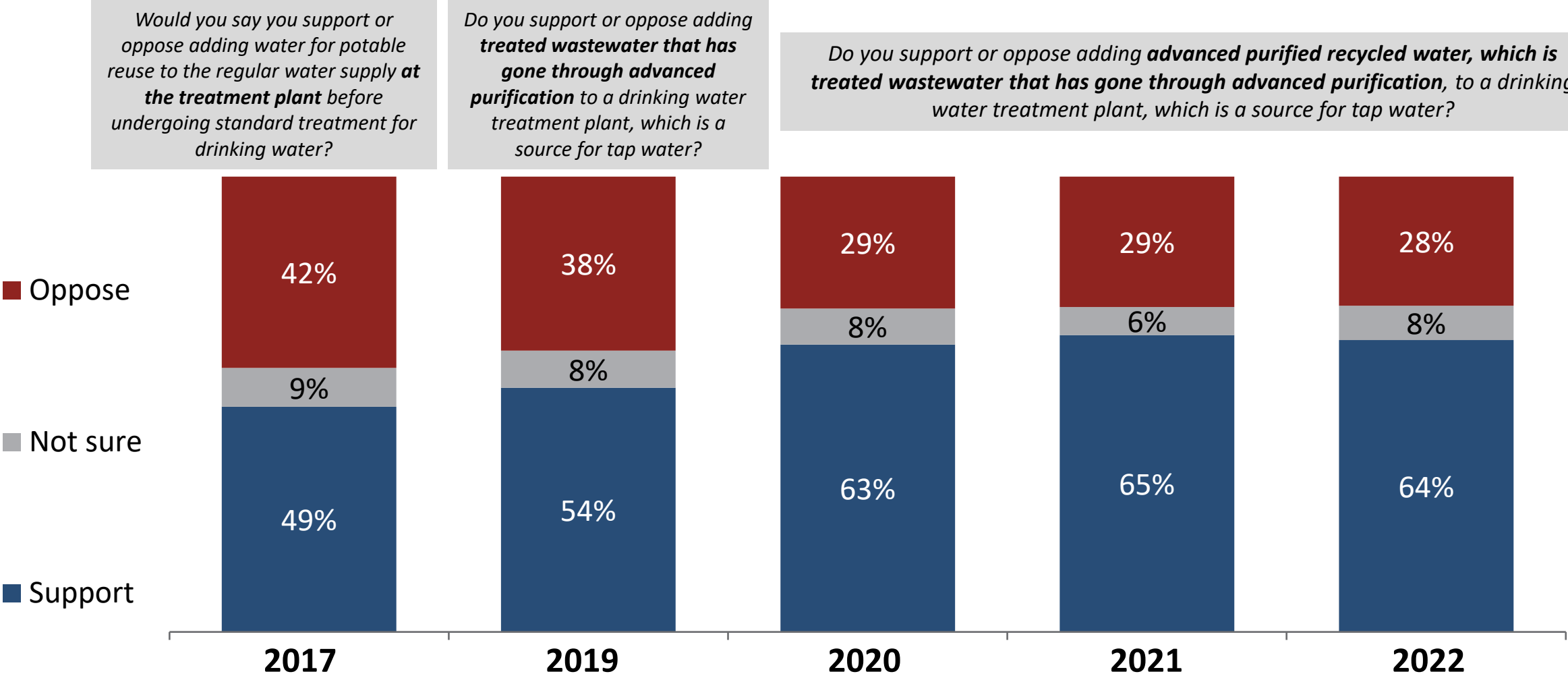
Groundwater Incorporation Over Time (Voters)

Support for ground water incorporation has remained stable among voters.



Treatment Plant Incorporation Over Time (Voters)

Voters support treatment plant incorporation at similar levels to recent years.

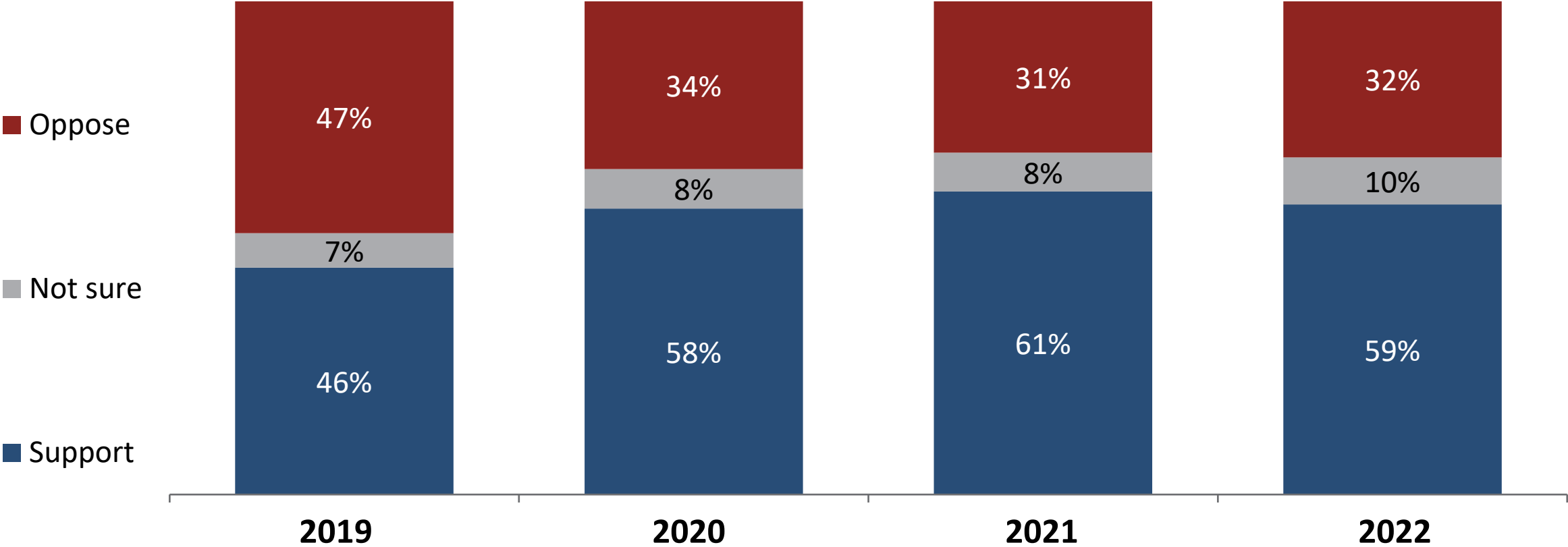


Tap Water Incorporation Over Time (Voters)

Voter support for tap water incorporation has remained consistent.

*Do you support or oppose adding **treated wastewater that has gone through advanced purification** directly to tap water?*

*Do you support or oppose adding **advanced purified recycled water, which is treated wastewater that has gone through advanced purification**, directly to tap water?*



- ▶ Advanced purified recycled water for drinking remains a positively viewed concept and phrasing.
- ▶ A majority support using advanced purified recycled water for drinking. Additional information about the benefits to the environment and water supply drives support even higher.
- ▶ However, a substantial portion is opposed to advanced purified water.
- ▶ There is no difference in support for incorporating advanced purified water into the groundwater supply versus incorporating it at the treatment plant. Support for adding it directly to tap water is only slightly lower.



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Santa Clara Valley Water District

File No.: 22-1202

Agenda Date: 12/16/2022

Item No.: 4.3.

COMMITTEE AGENDA MEMORANDUM Recycled Water Committee

SUBJECT:

Discuss the 2022 Recycled Water Committee Work Plan, Upcoming Discussion Items, and 2023 Meeting Dates.

RECOMMENDATION:

Receive information on the 2022 Recycled Water Committee Work Plan, provide feedback on upcoming discussion items, and consider the 2023 meeting schedule.

SUMMARY:

Under direction of the Clerk, Work Plans are used by all Board Committees to increase Committee efficiency, provide increased public notice of intended Committee discussions, and enable improved follow-up by staff. Work Plans are dynamic documents managed by Committee Chairs and are subject to change.

At the February 1, 2022 meeting, the Committee approved the 2022 work plan that has agenda items necessary for the continuation of the recycled water projects. An updated 2022 work plan (Attachment 1) shows Calendar Year 2022 work plan items discussed.

2023 Meeting Dates

For 2021 and 2022, the RWC developed a pattern of meeting regularly on the fourth Wednesday of the month. For 2023, staff would like to propose the same meeting recurrence as seen on Attachment 2 and itemized below:

- Wednesday, January 25, 2023
- Wednesday, February 22, 2023
- Wednesday, March 22, 2023
- Wednesday, April 26, 2023
- Wednesday, May 24, 2023
- Wednesday, June 28, 2023
- Wednesday, July 26, 2023

- Wednesday, August 23, 2023
- Wednesday, September 27, 2023
- Wednesday, October 25, 2023
- Wednesday, November 22, 2023
- Wednesday, December 27, 2023

ATTACHMENTS:

Attachment 1: 2022 Revised Work Plan

Attachment 2: 2023 Proposed Meeting Schedule

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

REVISED RWC 2022 WORKPLAN

Task	Agenda Item	January	February	March	April	May	June	July	August	Sept. - Site Tour	September	October	November	December
Focus 1: Advance the Purified Water Program by releasing an RFP for at least one locally-sponsored project														
1.1	Update on Purified Water Program including Partnership with Cities of San Jose and Palo Alto.	X	X		X	X		X		X				X
1.2	Independent Advisory Panel.													
1.3	Update on Public Private Partnership [P3] Procurement.	X	X		X	X		X		X				X
1.4	Report on Letter of Intent Between Santa Clara Valley Water District and Cities of San Jose and Santa Clara on Recycled Water and Purified Water													X
Focus 2: Implement the CoRe Plan														
2.1	Implement the Countywide Water Reuse Master Plan (CoRe Plan)							X		SITE TOUR - ORO LOMA SANITARY DISTRICT				
2.2	Joint Mtg Prep/Debrief: TPAC		X											
2.3	Joint Mtg Prep/Debrief: Cities of Palo Alto/Mtn View.													
2.4	Joint Mtg Prep/Debrief: City of Sunnyvale.													
2.5	Update on SFPUC/BAWSCA Collaboration Efforts.													
Focus 3: Continue to monitor Direct Potable Reuse (DPR) guidance and implement actions as needed.														
3.1	Actively Engage in Direct Potable Reuse				X						X			
Focus 4: Finalize negotiations on term sheet for South County recycled water and agreement on governance														
4.1	South Santa Clara County Water Reuse Collaboration.		X			X					X			
Focus 5: Continue to monitor feasibility of desalination														
5.1	Continue to monitor feasibility of desalination.				X									
Others														
0.1	Regional discussion on options : Feasibility analysis of Recycled Water Exchange with Contra Costa Water District and Central Contra Costa Sanitary District and feasibility of desalination.													
0.2	Update on Bottling Purified and water tasting station at the SVAWPC.	X						X						
0.3	Urban Runoff Study with Stanford University.	X									X			
0.4	Outreach Efforts.	X	X		X	X		X		X				X
0.5	Alternative Purification Technologies in Response to 04/12/22 Board Meeting Public Comment				X									

*Blue strikes - items added on updated work plan

*Red strikes - items deleted from current work plan

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2023 RWC Proposed Meeting Schedule

January						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

February						
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

March						
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26	27	28	29	30	31	

April						
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May						
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	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

July						
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						1
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

August						
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

September						
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

October						
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

November						
S	M	T	W	T	F	S
			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

December						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

 Proposed RWC Meeting Dates

 Valley Water 2023 Holidays

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