

March 10, 2023

## **MEETING NOTICE**

### **WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE**

Members of the Water Conservation and Demand Management Committee:

Director Nai Hsueh, Committee Vice Chair  
Director Barbara F. Keegan  
Director Rebecca Eisenberg

Staff Support of the Water Conservation and Demand Management Committee:

Rick L. Callender, Esq., Chief Executive Officer  
Melanie Richardson, Assistant Chief Executive Officer  
Aaron Baker, Chief Operating Officer, Water Utility  
Rachael Gibson, Chief of External Affairs  
J. Carlos Orellana, District Counsel  
Joseph Aranda, Assistant District Counsel  
Sam Bogale, Deputy Operating Officer, Treated Water Division  
Vincent Gin, Deputy Operating Officer, Water Supply Division  
Gregory Williams, Deputy Operating Officer, Raw Water Division  
Bart Broome, Assistant Officer, Office of Government Relations  
Marta Lugo, Assistant Officer, Office of Government Relations  
Kirsten Struve, Assistant Officer, Water Supply Division  
Antonio Alfaro, Government Relations Advocate, Office of Government Relations  
Vanessa De La Piedra, Groundwater Management Manager, Groundwater Monitoring and Analysis Unit  
Metra Richert, Unit Manager of the Water Supply Planning and Conservation Unit  
Samantha Greene, Senior Water Resources Specialist, Water Supply Planning & Conservation Unit  
Jing Wu, Senior Water Resources Specialist, Water Supply Planning & Conservation Unit  
Justin Burks, Senior Water Conservation Specialist, Water Supply Planning & Conservation Unit

The special meeting of the Water Conservation and Demand Management Committee is scheduled to be held on **Friday, March 17, 2023, at 10:00 a.m., in the Headquarters Building Boardroom, 5700 Almaden Expressway, San Jose, CA 95118.**

The meeting agenda and corresponding materials are located on our website:  
<https://www.valleywater.org/how-we-operate/committees/board-advisory-committees>



## **Water Conservation and Demand Management Committee Meeting**

Public and non-presenting staff Join Zoom Meeting  
<https://valleywater.zoom.us/j/92597340524>

Meeting ID: 925 9734 0524

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Meeting ID: 925 9734 0524



# **Santa Clara Valley Water District Water Conservation and Demand Management Committee Meeting**

**Headquarters Building Boardroom  
5700 Almaden Expressway  
San Jose CA 95118**

## **SPECIAL MEETING AGENDA**

**Friday, March 17, 2023  
10:00 AM**

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

**BOARD REPRESENTATIVES:**  
Director Nai Hsueh, Committee Vice Chair  
Director Barbara F. Keegan  
Director Rebecca Eisenberg

All public records relating to an 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 for public inspection at the Office of the Clerk of the Board at the Santa Clara Valley Water District Headquarters Building, 5700 Almaden Expressway, San Jose, CA 95118, 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 attend Board of Directors' meeting. Please advise the Clerk of the Board Office of any special needs by calling (408) 265-2600.

Vincent Gin  
Kirsten Struve  
(Staff Liaisons)

Glenna Brambill, (COB Liaison)  
Management Analyst II  
gbrambill@valleywater.org  
1-408-630-2408

**Note: The finalized Board Agenda, exception items and supplemental items will be posted prior to the meeting in accordance with the Brown Act.**

**Santa Clara Valley Water District**  
**Water Conservation and Demand Management Committee**  
**SPECIAL MEETING**  
**AGENDA**

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Friday, March 17, 2023

10:00 AM

Headquarters Building Boardroom

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**\*\*\*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/92597340524>**  
Meeting ID: 925 9734 0524  
Join by Phone:  
1 (669) 900-9128, 92597340524#

**1. CALL TO ORDER:**

1.1. Roll Call.

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

*Notice to the Public: Members of the public who wish to address the Committee on any item not listed on the agenda should access the "Raise Hand" tool located in Zoom meeting link listed on the agenda. Speakers will be acknowledged by the Committee Chair in order requests are received and granted speaking access to address the Committee. Speakers comments should be limited to two minutes or as set by the Chair. The law does not permit Committee action on, or extended discussion of, any item not on the agenda except under special circumstances. If Committee action is requested, the matter may be placed on a future agenda. All comments that require a response will be referred to staff for a reply in writing. The Committee may take action on any item of business appearing on the posted agenda.*

**3. ELECTION OF CHAIR AND VICE CHAIR**

3.1. Election of Chair and Vice Chair.

[23-0283](#)

Recommendation: Elect 2023 Chair and Vice Chair.

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

Est. Staff Time: 5 Minutes

#### **4. APPROVAL OF MINUTES:**

##### **4.1. Approval of Minutes.**

[23-0246](#)

Recommendation: Approve the November 28, 2022, Meeting Minutes

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

Attachments: [Attachment 1: 11282022 WCaDMC DRAFT Mins](#)

Est. Staff Time: 5 Minutes

#### **5. REGULAR AGENDA:**

##### **5.1. Monthly update on progress towards achieving Valley Water's water use reduction target and water conservation efforts related to the drought emergency.**

[23-0247](#)

Recommendation: Receive an update on progress towards meeting the Board's call for water use reduction in response to the water shortage emergency condition and water conservation efforts relevant to the overall drought emergency response and provide feedback to staff.

Manager: Kirsten Struve, 408-630-3138

Attachments: [Attachment 1: PowerPoint Presentation](#)

[Attachment 2: February Drought Response Report](#)

Est. Staff Time: 20 Minutes

##### **5.2. Water Conservation Savings Model and Program Overview.**

[23-0248](#)

Recommendation: Receive, review, and discuss information on the water conservation savings model and an overview of current water conservation programs.

Manager: Kirsten Struve, 408-630-3138

Attachments: [Attachment 1: 2023 March Water Conservation Savings Model\\_v4](#)

[Attachment 2: Water Conservation Programs and Rebates 2022](#)

Est. Staff Time: 15 Minutes

5.3. Standing Items Report.

[23-0249](#)

Recommendation: A. This agenda item allows the Committee to receive verbal or written updates and discuss the below subjects. These items are generally informational; however, the Committee may request additional information from staff:

B. This is informational only and no action is required.

*Staff may provide a verbal update at the 3/17/2023, meeting if there is reportable/updated information.*

1. Sustainable Groundwater Management Act (SGMA)
2. Flood MAR
3. Agricultural Water Use Baseline Study

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

Est. Staff Time: 10 Minutes

5.4. Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda.

[23-0250](#)

Recommendation: Review the Committee work plan to guide the committee's discussions regarding policy alternatives and implications for Board deliberation.

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

Attachments: [Attachment 1: WCaDMC 2022 Work Plan](#)  
[Attachment 2: WCaDMC 2023 Work Plan](#)

Est. Staff Time: 10 Minutes

**6. 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.*

**7. ADJOURN:**

7.1. Adjourn.

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# Santa Clara Valley Water District

**File No.:** 23-0283

**Agenda Date:** 3/17/2023

**Item No.:** 3.1.

## **COMMITTEE AGENDA MEMORANDUM** **Water Conservation and Demand Management Committee**

Government Code § 84308 Applies: Yes ☐ No ☒  
(If "YES" Complete Attachment A - Gov. Code § 84308)

### **SUBJECT:**

Election of Chair and Vice Chair.

### **RECOMMENDATION:**

Elect 2023 Chair and Vice Chair.

### **SUMMARY:**

Per the Board Resolution, the duties of the Chair and Vice Chair are as follows:

The officers of each Committee shall be a Chair and Vice Chair, both of whom shall be members of that Committee. The Chair and Vice Chair shall be elected by the Committee, each for a term of one year commencing on January 1 and ending on December 31 and for no more than two consecutive terms. The Committee shall elect its officers at the first meeting of the calendar year. All officers shall hold over in their respective offices after their term of office has expired until their successors have been elected and have assumed office.

The Chair shall preside at all meetings of the Committee, and he or she shall perform other such duties as the Committee may prescribe consistent with the purpose of the Committee.

The Vice Chair shall perform the duties of the Chair in the absence or incapacity of the Chair. In case of the unexpected vacancy of the Chair, the Vice Chair shall perform such duties as are imposed upon the Chair until such time as a new Chair is elected by the Committee.

Should the office of Chair or Vice Chair become vacant during the term of such office, the Committee shall elect a successor from its membership at the earliest meeting at which such election would be practicable, and such election shall be for the unexpired term of such office.

Should the Chair and Vice Chair know in advance that they will both be absent from a meeting, the Chair may appoint a Chair Pro-tempore to preside over that meeting. In the event of an unanticipated absence of both the Chair and Vice Chair, the Committee may elect a Chair Pro-tempore to preside over the meeting in their absence.

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**BACKGROUND:**

The District Act provides for the creation of advisory boards, committees, or commissions by resolution to serve at the pleasure of the Board.

Accordingly, the Board has established Advisory Committees, which bring respective expertise and community interest, to advise the Board, when requested, in a capacity as defined: prepare Board policy alternatives and provide comment on activities in the implementation of the District's mission for Board consideration. In keeping with the Board's broader focus, Advisory Committees will not direct the implementation of District programs and projects, other than to receive information and provide comment.

Further, in accordance with Governance Process Policy-3, when requested by the Board, the Advisory Committees may help the Board produce the link between the District and the public through information sharing to the communities they represent.

The Board may also establish Ad-hoc Committees to serve in a capacity as defined by the Board and will be used sparingly.

**ATTACHMENTS:**

None

**UNCLASSIFIED MANAGER:**

Candice Kwok-Smith, 408-630-3193



# Santa Clara Valley Water District

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**File No.:** 23-0246

**Agenda Date:** 3/17/2023

**Item No.:** 4.1.

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## COMMITTEE AGENDA MEMORANDUM

### Water Conservation and Demand Management Committee

**SUBJECT:**

Approval of Minutes.

**RECOMMENDATION:**

Approve the November 28, 2022, Meeting Minutes

**SUMMARY:**

A summary of Committee discussions, and details of all actions taken by the Committee, during all open and public Committee meetings, is transcribed and submitted for review and approval.

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

**ATTACHMENTS:**

Attachment 1: 11282022 WCaDMC Draft Minutes

**UNCLASSIFIED MANAGER:**

Candice Kwok-Smith, 408-630-3193

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## WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

# DRAFT MINUTES

**MONDAY, NOVEMBER 28, 2022**

A special meeting of the Water Conservation and Demand Management Committee was held on November 28, 2022, at Santa Clara Valley Water District, Headquarters Building Boardroom, 5700 Almaden Expressway, in San Jose, California.

### **1. CALL TO ORDER**

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

#### **1.1. ROLL CALL**

Committee Board Members in attendance were: Committee Vice Chair, Director Nai Hsueh (District 5), Director Barbara F. Keegan (District 2), and Committee Chair, Director Linda J. LeZotte (District 4) establishing a quorum.

Staff members in attendance were: Joseph Aranda, Aaron Baker, Roseryn Bhudsabourg, Neeta Bijoor, Glenna Brambill, Justin Burks, Usha Chatwani, Vanessa De La Piedra, Phil Dolan, Vincent Gin, Jason Gurdak, Linh Hoang, Matt Keller, Candice Kwok-Smith, Jessica Lovering, Carmen Narayanan, Linda Nguyen, Carlos Orellana, Colin Resch, Melanie Richardson, Don Rocha, Blanca Sanchez-Cruz, Nicholas Simard, Ashley Shannon, Sana Wazit, Eric Worrell, and Jing Wu.

Guest Agencies in attendance were: Brian Boyer (Cinnabar Hills Golf Club), Viktoria Gleason (City of Santa Clara), Kurt Elvert, Curt Rayer and Bill Tuttle (San Jose Water Company-SJWC), Katja Irvin (Sierra Club Loma Prieta Chapter), Josue Medillin-Azuara, Nick Santos, and Joshua Viers (UC Merced).

Public in attendance were: Hon. Jim Beall, Ryan Castillo, Arthur M. Keller, Ph.D., Julia Nussbaum, and Yerae Seo.

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

There was no one present who wished to speak.

### **3. APPROVAL OF MINUTES**

#### **3.1 APPROVAL OF MINUTES**

It was moved by Director Barbara F. Keegan, seconded by Director Nai Hsueh, and carried

unanimously, to approve the minutes of the October 24, 2022, Water Conservation and Demand Management Committee meeting as presented.

#### **4. ACTION ITEMS**

##### **4.1. MONTHLY UPDATE ON PROGRESS TOWARDS ACHIEVING VALLEY WATER'S WATER USE REDUCTION TARGET AND WATER CONSERVATION EFFORTS RELATED TO THE DROUGHT EMERGENCY**

Neeta Bijoor reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: thanked staff for update on the digital divide and responding to requests made, CII reporting targeting those where numbers are higher, and continuing to remind residents of drought despite recent rainfall.

Justin Burks was available to answer questions.

Public Comment:

Dr. Arthur Keller questioned how people are informed of continued drought despite recent rainfall.

The Water Conservation and Demand Management Committee took no action.

##### **4.2. LANDSCAPE CONVERSION PROGRAMS FOR UNDERSERVED COMMUNITIES AND THE OUTDOOR CONSERVATION DIRECT INSTALL REQUEST FOR PROPOSAL**

Justin Burks reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: Valley Water funding the Lawn Busters Program, wait list metrics, potential survey of Program, City Forest contract, broader scope, program participation, experts with maintenance/irrigation background, and interactive map tool.

Public Comments:

Hon. Jim Beall questioned having in-house experts on a long-term basis rather than contracting out.

Katja Irvin encouraged homeowners of low-income renters to participate in the Program.

The Water Conservation and Demand Management Committee took no action.

##### **4.3. AGRICULTURAL WATER USE BASELINE STUDY**

Ashley Shannon and Joshua Viers (UC Merced) reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: Mass balance key findings, truck crops, billing data source, agricultural water subsidy in south county, and next steps.

Josue Medillin-Azuara (UC Merced) was available to answer questions.

The Water Conservation and Demand Management Committee took no action

#### **4.4 STANDING ITEMS REPORT**

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

There were no verbal updates for:

1. Sustainable Groundwater Management Act (SGMA)
2. Flood Mar
3. Agricultural Water Use Baseline Study

There was no verbal update for Sustainable Groundwater Management Act (SGMA).  
Flood Mar – Neeta Bjioor reported the Committee will receive an update in early 2023.  
Agricultural Water Use Baseline Study - received an update Agenda 4.3 above.

The Water Conservation and Demand Management Committee took no action.

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

Kirsten Struve and Glenna Brambill reviewed the materials as outlined in the agenda items.

The December meeting is canceled.

Committee Member Keegan reported on the 2 newly elected Directors, Beall and Eisenberg.  
Also, thanked outgoing Board Member and Committee Chair LeZotte for her years of hard work.

Committee Vice Chair Hsueh reported on the City of Cupertino's recent Blackberry Farm Golf Course Feasibility Study and maybe Don Rocha could look at this study for future messaging.

Public Comment:

Dr. Arthur Keller thanked Committee Chair LeZotte for all her hard work and welcomed the newly elected Board Members.

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

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

#### **6. ADJOURNMENT**

Committee Chair Director Linda J. LeZotte adjourned at 12:32 p.m.

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

Approved:

Attachment 1  
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# Santa Clara Valley Water District

**File No.:** 23-0247

**Agenda Date:** 3/17/2023

**Item No.:** 5.1.

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## **COMMITTEE AGENDA MEMORANDUM**

### **Water Conservation and Demand Management Committee**

Government Code § 84308 Applies: Yes ☐ No ☒  
(If "YES" Complete Attachment A - Gov. Code § 84308)

#### **SUBJECT:**

Monthly update on progress towards achieving Valley Water's water use reduction target and water conservation efforts related to the drought emergency.

#### **RECOMMENDATION:**

Receive an update on progress towards meeting the Board's call for water use reduction in response to the water shortage emergency condition and water conservation efforts relevant to the overall drought emergency response and provide feedback to staff.

#### **SUMMARY:**

On June 9, 2021, the Board adopted Santa Clara Valley Water District (Valley Water) Resolution 21-68 which declared a water shortage emergency condition pursuant to California Water Code §350, called for water use reduction of 15% compared to 2019, and urged the County of Santa Clara (County) to proclaim a local emergency. The County ratified its proclamation of a drought emergency on June 22, 2021. Valley Water Resolution 22-20 amended Valley Water Resolution 21-68 on April 12, 2022, to call for no more than 2 days of irrigation in a week for ornamental lawns and prohibit excessive runoff, midday irrigation, and irrigation after rainfall. On May 24, 2022, the Board pursuant to Water Code §375 adopted Ordinance 22-02 to enforce these restrictions. Ordinance 22-02 went into effect on June 1, 2022, and was amended on September 13, 2022, to include the State's watering ban on watering non-functional turf at Commercial, Industrial, and Institutional (CII) properties.

In 2022, Santa Clara County (County) and the State of California experienced the third year of drought, starting with the driest January, February and March on record. Valley Water's Federal and State imported water allocations were drastically reduced to historic lows. On March 28, 2022, Governor Gavin Newsom issued Executive Order N-7-22 to call on local water suppliers to move to at least Stage 2 of their water shortage contingency plans. Winter 2022-2023 rainstorms have improved the drought status, and the U.S. Drought Monitor Report from March 2, 2023 indicates that the county is abnormally dry, which is the lowest stage out of 5 drought stages. The northern Sierra

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Nevada snowpack, a primary source of Valley Water's imported water, was at 156% of normal on March 8, 2023, indicating significant improvement. Staff will present updates regarding latest drought conditions during the Committee meeting.

Groundwater levels have stabilized in much of the county and continue to recover due to recent rains, conservation, and Valley Water's managed recharge operations. Maintaining sufficient groundwater levels is essential to minimize the risk of resumed subsidence in North County and wells going dry, particularly in South County. Conservation is an important strategy to help reach the Board's 15% call for water use reduction and mitigate against negative impacts.

### **Water Conservation Programs and Outreach**

Valley Water continued its water conservation campaign through the winter months. Speakers Bureau presentations have been continuing as well. Valley Water continues to see high participation rates in water conservation programs. Multilingual ads were shared through social media and digital channels, as well as on grocery shopping carts. Staff launched a new campaign aimed at helping Commercial, Industrial and Institutional (CII) entities apply for our large landscape and Water Efficient Technologies rebates.

Recent media interest has focused on continued rain events, their effect on the drought, and Santa Clara County's water supply. In response to a Valley Water News statement from Board Chair Varela, staff discussed the significance of recent state and federal water allocation amounts in interviews with CBS Bay Area, NBC Bay Area, ABC7, Univision and Telemundo.

On social media, staff shared a video explaining that drought conditions were not eliminated by the rain in February and urging the community to make water conservation a way of life. Staff also shared posts on our Landscape Rebate Program, water-saving tips and where to find water-efficient products. With each rain event, reminders were shared for people to turn off their sprinklers.

### **Countywide Water Use Reduction**

Countywide water savings were 6% in January 2023 compared to January 2019 and January 2020.

In the winter months, indoor water use tends to be the main water use. Indoor water use tends to represent essential use, which is more difficult to conserve than outdoor (discretionary) water use. In addition, COVID likely increased indoor residential water use for sanitation. Both baseline months represent pre-COVID water use. The following table shows countywide water savings compared to

2019 (Valley Water's baseline for conservation) and 2020 (Governor's baseline for conservation).

| Baseline Year  | Santa Clara County |      |
|--|--------------------|------|
|  | 2019               | 2020 |
| January 2023 Savings   | 6%                 | 6%   |
| Cumulative*  | 7%                 | 12%  |
| * Cumulative for 2019 baseline begins in June 2021 and for 2020 baseline begins in July 2021 |                    |      |

## Water Waste Enforcement

Valley Water's Water Waste Program is continuing its educational mission while enforcing mandatory outdoor water use restrictions. Valley Water is addressing public water waste complaints and coordinating with water retailers and municipalities on enforcement efforts. Over 2,000 water waste complaints were received since enforcement of Ordinance 22-02 was launched in June. Enforcement has been successful as there have been only nine repeated complaints of water waste following the first complaint, which suggests that most people are addressing their water waste following the first complaint.

## Study on factors that contribute to countywide water savings

Valley Water conducted a study to assess the factors contributing to countywide water savings, including the water savings attributable to drought efforts which started on June 9, 2021. These drought efforts include Valley Water's proclamation of drought emergency, water savings call, actions from retailers in response to our call, messaging, conservation programs, and enforcement program. Valley Water has a thorough understanding of factors influencing the county's water demand, including the impact of drought efforts. Valley Water conducts demand modeling regularly for 5-year planning cycles for the Water Supply Master Plan. This water demand modeling was conducted most recently in 2020. The additional study described here was conducted to focus on the period from 2021-2022, during which the county experienced moderate to extreme drought and Valley Water put in place drought restrictions. This additional study was performed in response to the Board's inquiry on this topic on January 10, 2023.

## Methods

Valley Water staff and consultants developed a statistical econometric model of water demand in Santa Clara County. The methodology and equations used are described in detail in “Technical Memorandum 3 - Model Approach and Development” (<https://www.valleywater.org/your-water/water-supply-planning/water-demand-study>). Valley Water directly solicited its retail agencies to provide historical consumption data for common sectors (e.g., single family, multifamily, commercial, industrial, and institutional). Valley Water obtained socioeconomic data as predictor variables for this analysis from state and federal agencies, as retailers do not have this data. The datasets obtained were sufficient from temporal, geographical, and sectoral perspectives to perform the modeling analysis and to understand factors that control water use in Santa Clara County.

For the current study, an additional analysis was performed to determine the factors driving water savings from the drought period between 2021-2022, during which drought efforts occurred. Pre-drought water use from 2019 was considered the baseline year from which water savings is quantified, in alignment with Valley Water’s Resolution 21-68. Water use for 2021 and 2022 was “normalized” for weather and economy in 2019; in other words, water use in 2021 and 2022 was modeled as if it experienced the same values for weather and economic factors that were observed in 2019. The difference between the 2019 baseline and the 2021-2022 weather and economy “normalized” values shows the influence of other factors that occurred since 2019, primarily drought efforts.

## Study Results

This table breaks down the factors that led to countywide water savings, calculated as the difference in water use from the baseline year of 2019. The difference between the 2019 baseline water use and the 2021-2022 weather and economy normalized values was attributed primarily to drought efforts.

|                         |                        | Savings Attributed to Factors |         |                 |
|-------------------------|------------------------|-------------------------------|---------|-----------------|
| Year                    | Observed Water Savings | Weather                       | Economy | Drought Efforts |
| 2021 (June - December)* | 8.4%                   | 0.3%                          | 2.4%    | 5.7%            |
| 2022                    | 6.5%                   | -6.2%                         | 2.4%    | 10.3%           |

\*June - December 2021 was analyzed as this includes the period during which drought restrictions were in place.

In 2021, the water savings achieved was 8.4%. 2.4% of this was due to the economy, and weather only to 0.3%. The remaining behavioral change, 5.7%, was attributed primarily to drought efforts.

In 2022, the economy decreased water use by 2.4%, and the drought efforts decreased water use by 10.3%. Despite the greater impact of drought efforts in 2022, the record-dry weather conditions in 2022 put an upward pressure on demand of 6.2%. Thus, the net water savings achieved was 6.5% in 2022.



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## **Discussion and Conclusion**

Drought efforts, weather, and the economy contributed to changes in water use during 2021 and 2022. Drought efforts reduced water use during spring, summer, and fall. In both years, the economy decreased water use by 2.4%. Weather did not have a notable impact to water savings in June - December of 2021, but in 2022 it increased demand significantly, decreasing net savings. The impact of drought efforts increased water savings from 5.7% in June - December 2021 to 10.3% in 2022.

Factors such as poverty or homelessness did not notably influence overall water use. Research from Tipping Point and the University of California found that Bay Area's poverty level remained constant during the COVID pandemic, and attributed this to government and nonprofit response actions to prevent poverty (<https://tippingpoint.org/news/taking-count-poverty-study-2021>). Santa Clara County's poverty was  $6.1 \pm 0.5\%$  in 2019 and  $6.8 \pm 0.5\%$  in 2022, according to the U.S. Census Bureau's American Community Survey. According to the Santa Clara County Homeless Census and Survey Report 2022, the number of homeless people in Santa Clara County was 9,706 in 2019 and 10,028 in 2022, an increase of 322 people (<https://osh.sccgov.org/continuum-care/reports-and-publications/santa-clara-county-homeless-census-and-survey-reports>). The homeless population is about half a percent of the total population of Santa Clara County.

Valley Water offers programs to assist disadvantaged communities, and these are described below.

### **Programs to Assist Disadvantaged Communities**

Valley Water acknowledges that disadvantaged communities are disproportionately impacted by the effects of drought. To address these impacts, Valley Water promotes access to equitable and affordable water supplies (Water Supply Goal 2.6). Valley Water offers the Lawn Busters program to provide water-efficient landscapes to low-income, elderly, disabled or veteran homeowners and schools within disadvantaged communities. Valley Water is expanding this program in July 2023 to incorporate the Committee's feedback by including options for street trees, irrigation equipment, and graywater.

Valley Water is also conducting two pilots to assist low-income communities. The Leak Detection and Repair Pilot in partnership with the Bay Area Water Supply and Conservation Agency (BAWSCA) and California Water Efficiency Partnership (CalWEP) will develop the framework for a formal leak detection and repair certification training program for tradespeople to address residential customer-side leaks. The framework will include Request for Proposal (RFP) templates and outline strategies to launch a certification training within the next three years. Valley Water is also performing a Leak Assessment and Repair Pilot & Toilet Repair and Retrofit Pilot to leverage PG&E's existing low-income Energy Savings Program to install cost effective energy and water savings devices, plus retrofit of qualifying leaking fixtures and sprinklers.

Valley Water currently provides the Low-Income Residential Water Rate Assistance Program to help low-income households impacted by the COVID-19 pandemic pay their water bills, ensuring access to water. To enable meaningful engagement in the decision-making process, Valley Water provides drought and conservation information in multiple languages, answers questions, and accepts feedback through Valley Water's BeHeard webpage, conservation and drought webpages, Speakers

Bureau presentations, media outreach, public outreach presentations, hotlines, and email.

**ATTACHMENTS:**

Attachment 1: PowerPoint Presentation

Attachment 2: February 2023 Drought Response Report

**UNCLASSIFIED MANAGER:**

Kirsten Struve, 408-630-3138



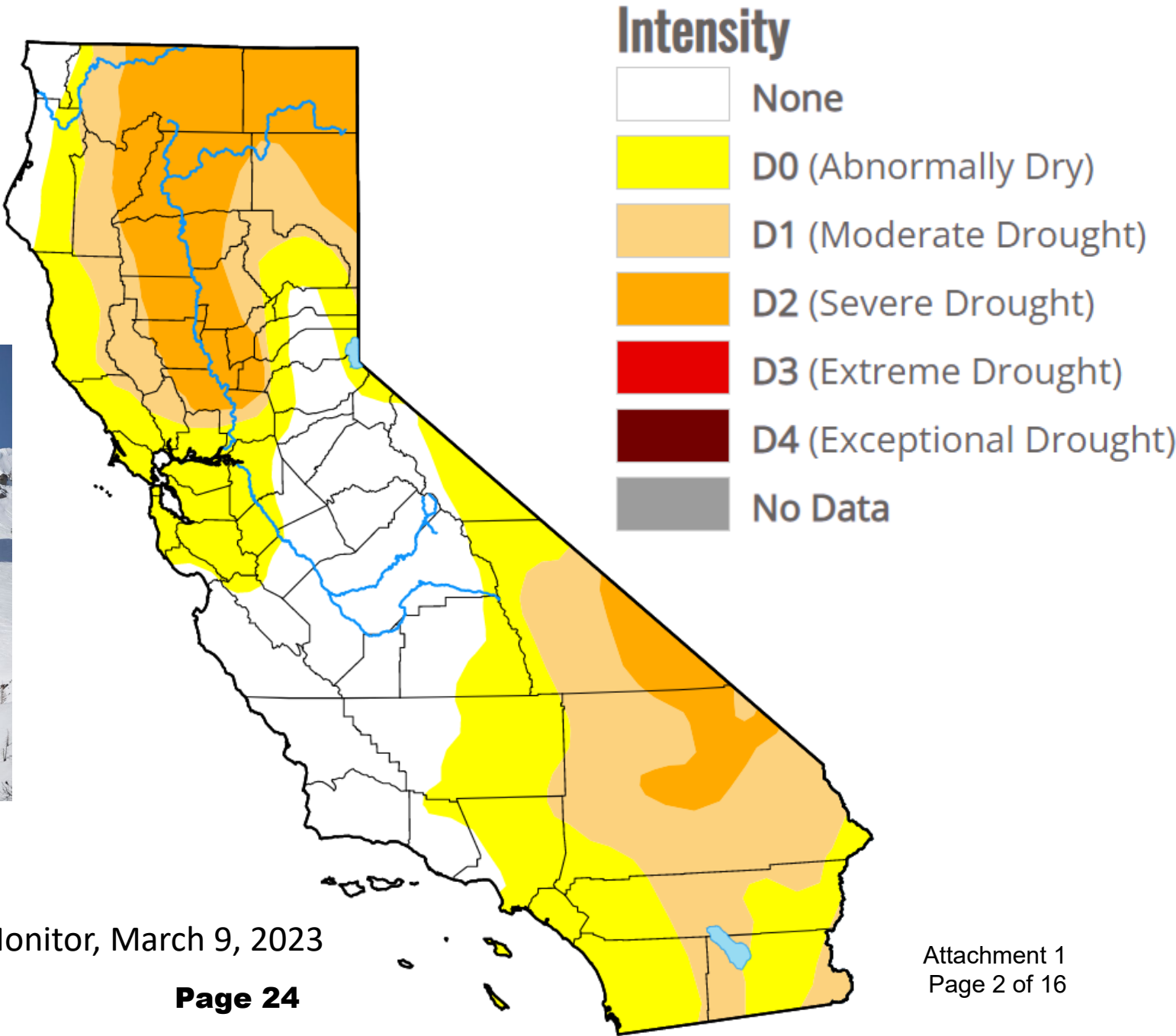
# Monthly Drought Emergency Response and Water Supply Update

Water Conservation and Demand Management Committee Meeting  
March 17, 2023



# Drought Status

Increase in State Snowpack



Data source: U.S. Drought Monitor, March 9, 2023

# Countywide Water Savings

- Cumulative water savings compared to 2020 is 12%
- January water savings was 6%
- Winter savings are typically lower due to more indoor water use

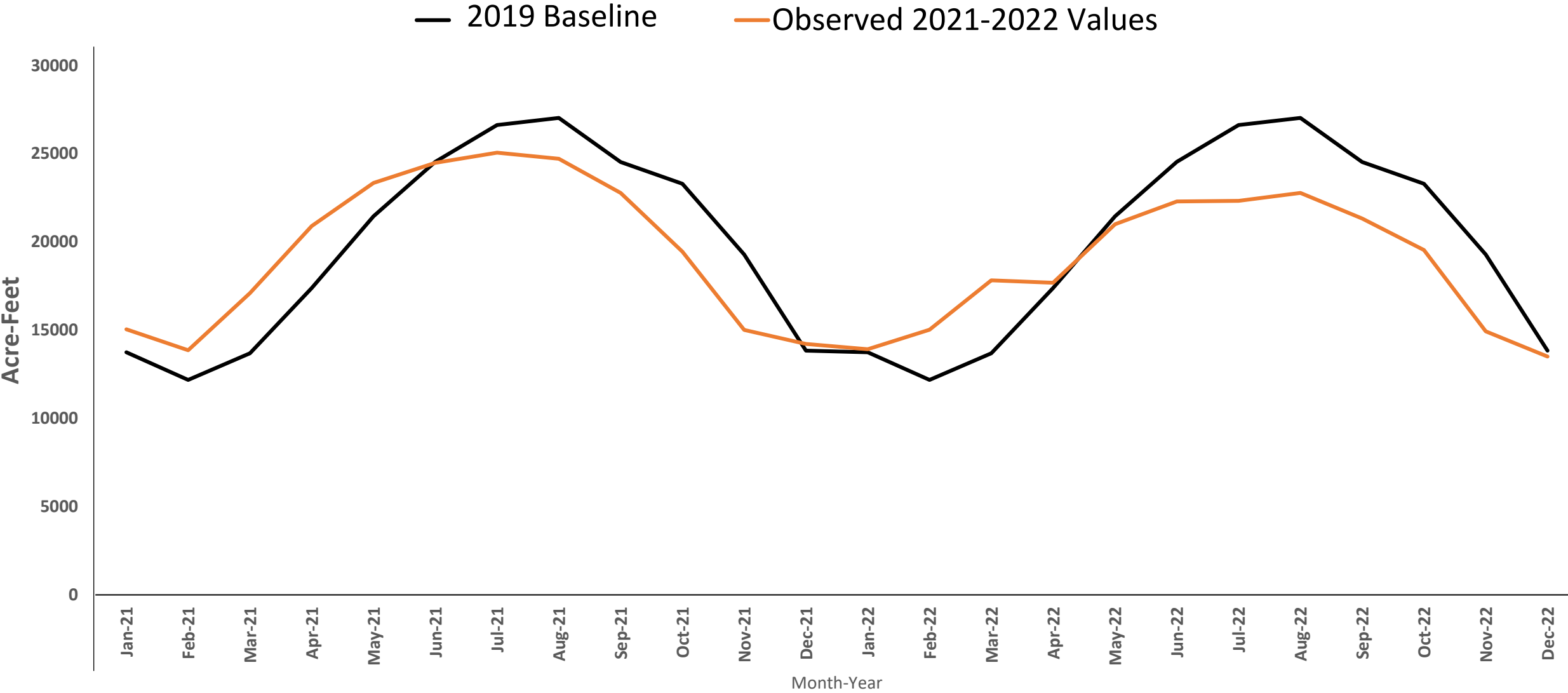
# Demand Modeling

- Multiple factors control Valley Water's water use
- Statistical modeling conducted
- Water use data is collected from retailers
- Socioeconomic data is collected from state and federal sources

# Main Factors Controlling Water Use

- Weather
- Economy
  - Growth
  - Inflation
  - Employment
- Housing, Income (no notable impact found)
- Drought Efforts

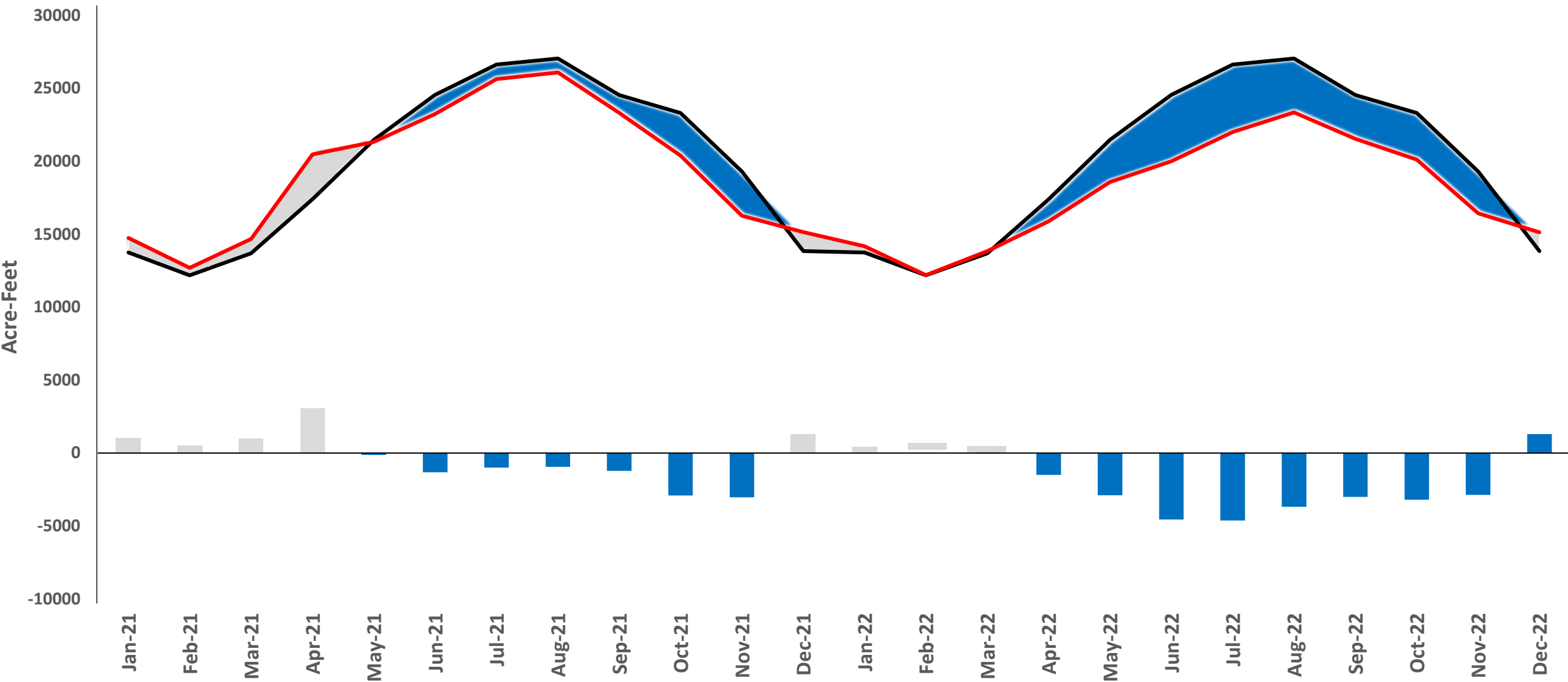
# Water Use in Drought Compared to 2019





# Impact of Drought Efforts

■ Drought Efforts    — 2019 Baseline    — Estimated Values under 2019 Weather & Economy

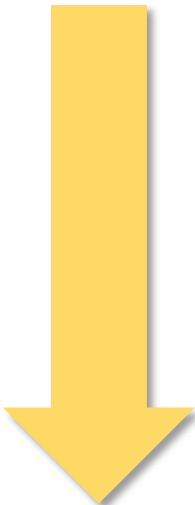


# Changes in Water Use Between 2019 to 2021

Observed  
Reduction

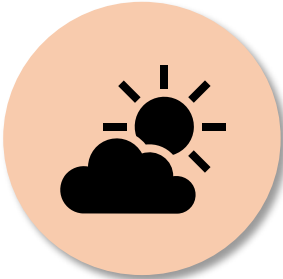


-8.4%



=

Weather  
Impact



+0.3%



Economy  
Impact



-2.4%



Drought  
Efforts



-5.7%

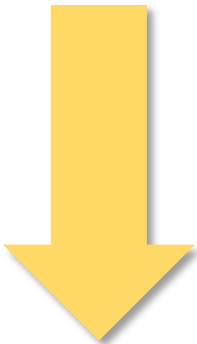


# Changes in Water Use Between 2019 to 2022

Observed  
Reduction

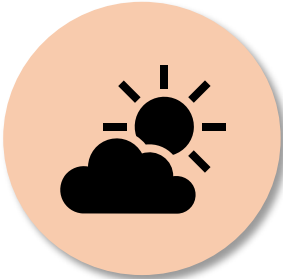


-6.5%



=

Weather  
Impact



+6.2%



Economy  
Impact



-2.4%



Drought  
Efforts



-10.3%



# Summary

- Drought efforts, weather, and economic factors contributed to changes in water use
- Drought efforts reduced water use in spring, summer, fall
- Valley Water provides assistance to disadvantaged communities

# Efforts for Disadvantaged Communities

## Direct-install landscape program

- Turf replacement (Lawn Busters Program through June 2023)
- Committee feedback incorporated to expand and enhance program. Included:
  - Street trees
  - Irrigation Equipment
  - Graywater (informed by pilot)

# Efforts for Disadvantaged Communities (cont'd)

- Pilot for Leak Identification and Repair (ongoing)
- Pilot for High-Efficiency Toilet Retrofits (ongoing)
- Residential Water Rate Assistance Program (WRAP)

# Additional Efforts

- Free water-saving devices
- Webpage resources
- Public outreach in multiple languages
- Public presentations
- Free direct-install appliances for CII and multi-family

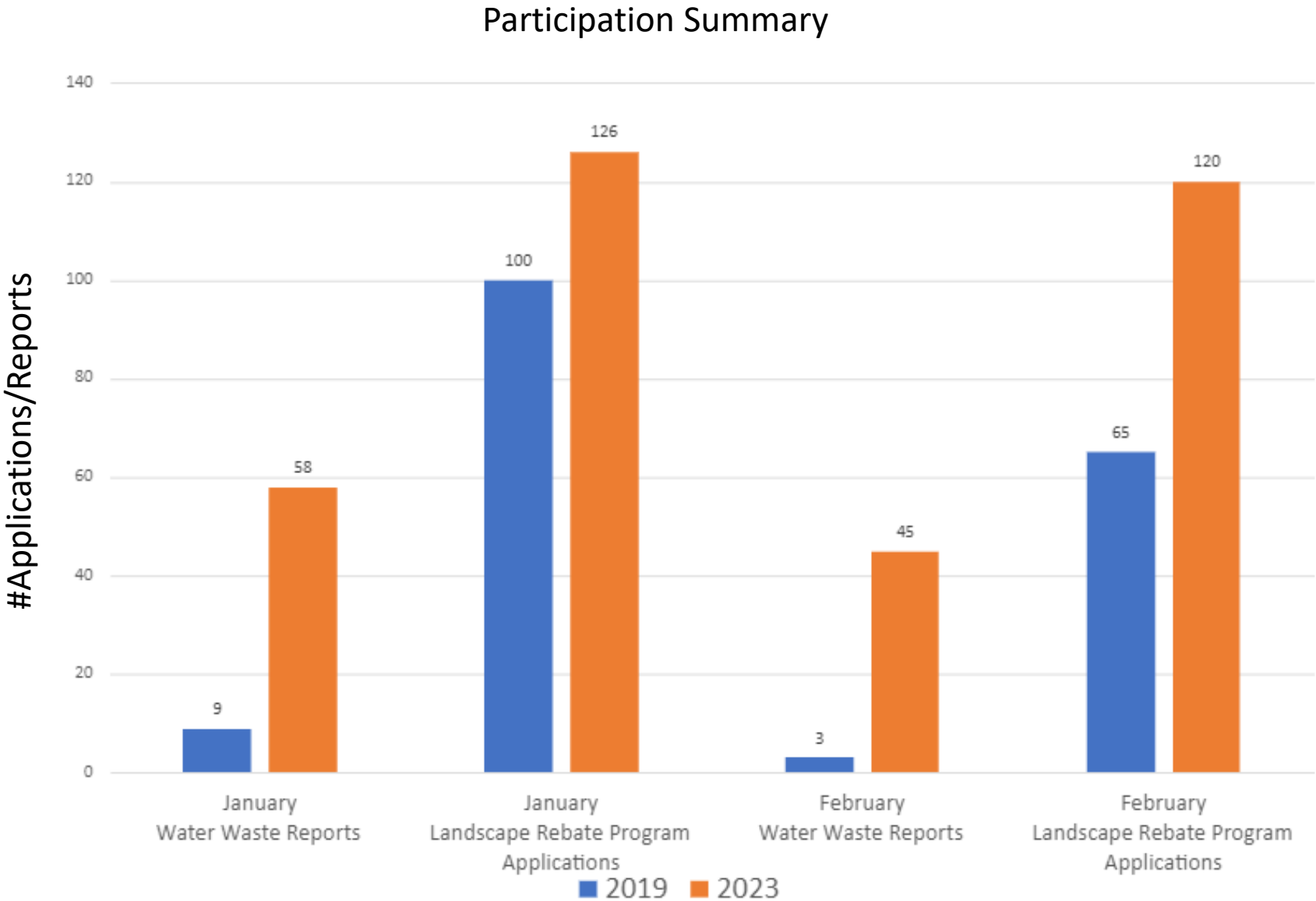
# Water Conservation

## Participation

- Dips in winter
- Remains high relative to 2019

## E-cart

- 230 orders





# Water Use Reduction Enforcement Updates

Over 2,000 reports received since June (enforcement launch)

| Enforceable Water Waste Violations    | June       | July       | Aug        | Sept       | Oct        | Nov        | Dec       | Jan       | Feb       |
|---------------------------------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|
| More than 2 days of watering per week | 76         | 39         | 113        | 83         | 54         | 26         | 17        | 12        | 8         |
| Watering from 9AM-6PM                 | 84         | 30         | 92         | 45         | 29         | 14         | 4         | 0         | 2         |
| Watering within 48 hours of rainfall  | 11         | 4          | 3          | 21         | 4          | 19         | 17        | 19        | 7         |
| Runoff                                | 199        | 95         | 210        | 129        | 118        | 46         | 21        | 18        | 7         |
| Watering CII non-functional turf      | n/a        | n/a        | n/a        | 15         | 38         | 18         | 5         | 1         | 4         |
| <b>Total</b>                          | <b>370</b> | <b>168</b> | <b>418</b> | <b>293</b> | <b>243</b> | <b>123</b> | <b>64</b> | <b>50</b> | <b>28</b> |

# Drought and Conservation Outreach

- Conservation campaigns
- Water allocation media responses
- Speakers Bureau drought presentations



# Drought Emergency Response Report

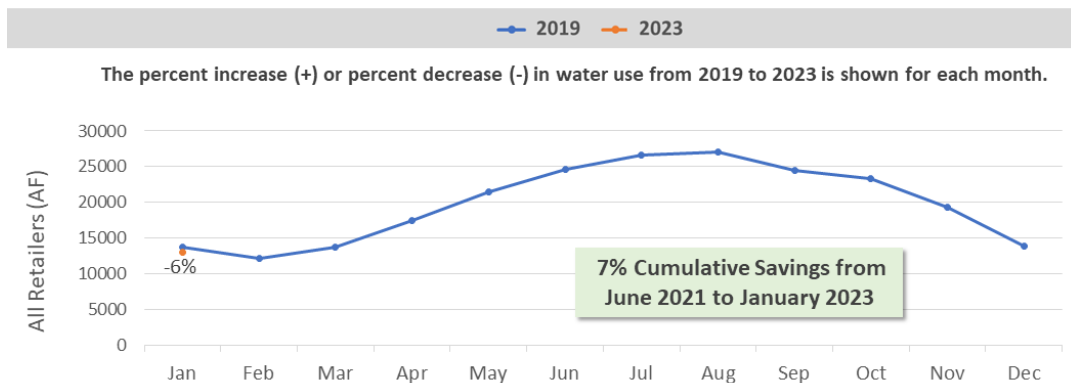
FEBRUARY 2023

## Drought Resolution Implementation

On June 9, 2021, the Board adopted Valley Water Resolution 21-68 which declared a water shortage emergency condition pursuant to California Water Code §350, called for water use reduction of 15% compared to 2019, and urged the County of Santa Clara (County) to proclaim a local emergency. The County adopted a Resolution ratifying the proclamation of a local emergency due to the drought on June 22, 2021. California’s Governor included Santa Clara County as part of a drought emergency proclamation on July 8, 2021, and this proclamation included all California counties on October 19, 2021. Valley Water activated its Emergency Operations Center (EOC) on June 16, 2021 to assist with resolution implementation and other drought-related efforts. Valley Water Resolution 22-20 amended Valley Water Resolution 21-68 on April 12, 2022 to call for no more than 2 days of irrigation in a week for ornamental lawns and prohibit excessive runoff, midday irrigation, and irrigation after rainfall. On May 24, 2022, the Board approved Ordinance 22-02 to enforce these restrictions. The ordinance went into effect on June 1, 2022. On September 13, the Board amended Ordinance 22-02 to include the State’s ban against watering commercial, industrial, and institutional (CII) non-function turf amongst its list of enforceable restrictions.

## Retailer Water Use Reduction

The graph below depicts total water use from the 13 retailers in Santa Clara County to help track progress towards achieving Valley Water’s 15% call for water use reduction made in June 2021.

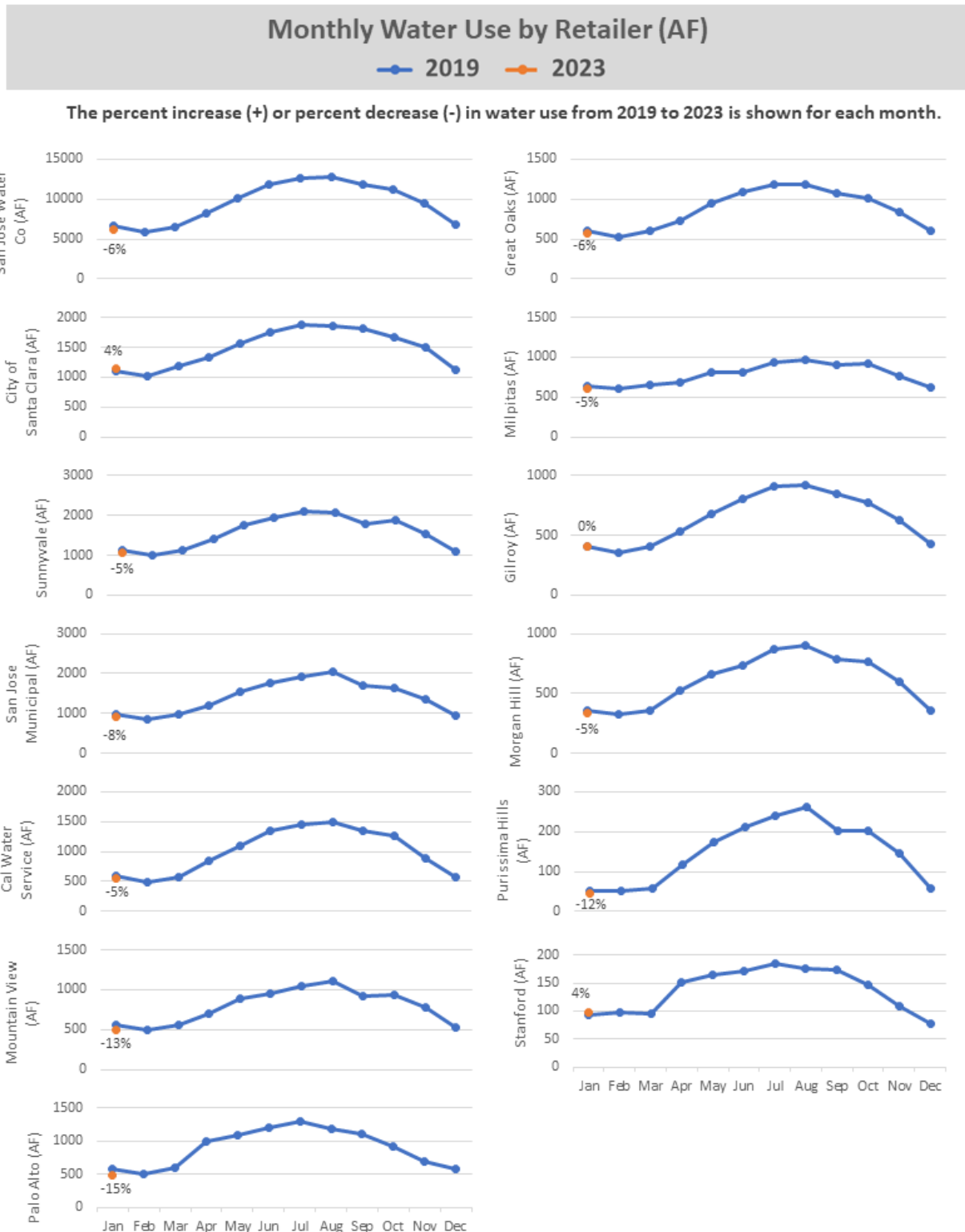


- December 2022 through February 2023 precipitation has increased the water levels in our local reservoirs and also increased the snowpack in the Sierra. According to the U.S. Drought Monitor, Santa Clara County is now abnormally dry, the lowest drought stage.
- Countywide water savings were 6% in January 2023 compared to January 2019 and January 2020, both pre-COVID months. Winter use represents indoor water use, which increased following COVID generally due to increased water use for sanitation.
- January 2023 water use was the lowest January water use since 2016.

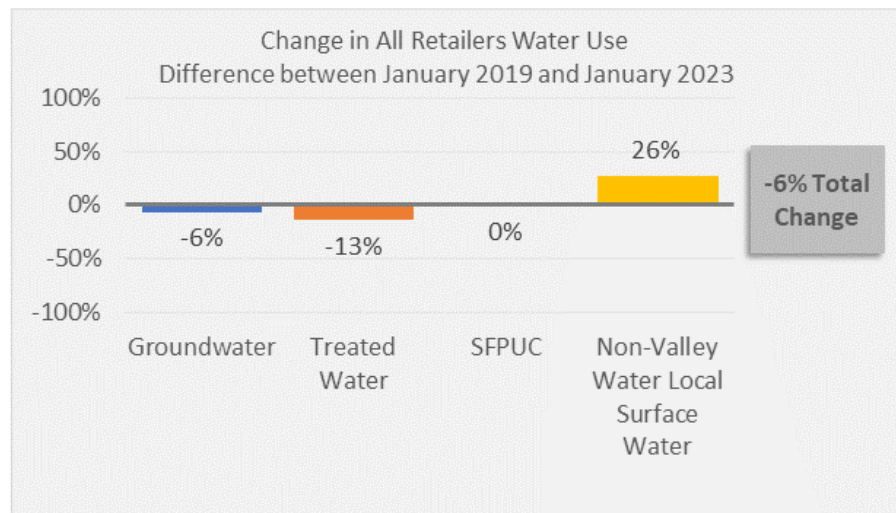
- Valley Water continues its conservation and drought-messaging with the “Say Yes to Saving Water” campaign. The multilingual, multi-platform campaign encourages residents, businesses, farms, and others to follow watering restrictions and take actions, both large and small, that can increase water savings.

|  | Santa Clara County |      |
|--|--------------------|------|
| Baseline Year  | 2019               | 2020 |
| January 2023 Savings   | 6%                 | 6%   |
| Cumulative*  | 7%                 | 12%  |
| * Cumulative for 2019 baseline begins in June 2021 and for 2020 baseline begins in July 2021 |                    |      |

The graphs below depict water use by each of Valley Water’s 13 retailers to help track progress towards achieving the 15% call for water use reduction made in June 2021. Note that City of Palo Alto Utilities (Palo Alto) and Purissima Hills Water District (Purissima) normally do not use Valley Water sources of water. A large proportion of water used by the City of Mountain View Public Works (Mountain View) and Stanford Utilities (Stanford) is not from Valley Water sources.



The graph below depicts changes between the retailers' different types of water use.



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

| Water Retailer           | Total Water Use in Acre-Feet (January 2019) |               |              |                                      |               | Total Water Use in Acre-Feet (January 2023) |               |              |                                      |               |
|--------------------------|---|---------------|--------------|--------------------------------------|---------------|---|---------------|--------------|--------------------------------------|---------------|
|                          | Groundwater                                 | Treated Water | SFPUC        | Non-Valley Water Local Surface Water | SUM           | Groundwater                                 | Treated Water | SFPUC        | Non-Valley Water Local Surface Water | SUM           |
| San Jose Water Company   | 2,270                                       | 3,400         | -            | 1,000                                | 6,670         | 1,700                                       | 3,290         | -            | 1,260                                | 6,250         |
| Santa Clara, City        | 620   | 250           | 240          | -                                    | 1,110         | 700   | 210           | 250          | -                                    | 1,150         |
| Sunnyvale                | 10  | 610           | 490          | -                                    | 1,120         | 10  | 440           | 610          | -                                    | 1,060         |
| San Jose Municipal Water | 60  | 610           | 310          | -                                    | 980           | 60  | 570           | 270          | -                                    | 900           |
| California Water Service | 50  | 540           | -            | -                                    | 590           | 330   | 230           | -            | -                                    | 550           |
| Palo Alto                | -   | -             | 570          | -                                    | 570           | -   | -             | 490          | -                                    | 490           |
| Mountain View            | 20  | 80            | 460          | -                                    | 570           | 10  | 50            | 430          | -                                    | 490           |
| Great Oaks               | 600   | -             | -            | -                                    | 600           | 570   | -             | -            | -                                    | 570           |
| Milpitas                 | -   | 290           | 360          | -                                    | 640           | -   | 230           | 370          | -                                    | 610           |
| Gilroy                   | 410   | -             | -            | -                                    | 410           | 410   | -             | -            | -                                    | 410           |
| Morgan Hill              | 350   | -             | -            | -                                    | 350           | 340   | -             | -            | -                                    | 340           |
| Purissima Hills Water    | -   | -             | 50           | -                                    | 50            | -   | -             | 50           | -                                    | 50            |
| Stanford                 | -   | -             | 90           | -                                    | 90            | -   | -             | 100          | -                                    | 100           |
| <b>Total</b>             | <b>4,390</b>                                | <b>5,780</b>  | <b>2,580</b> | <b>1,000</b>                         | <b>13,750</b> | <b>4,120</b>                                | <b>5,010</b>  | <b>2,570</b> | <b>1,260</b>                         | <b>12,960</b> |

#### Collaboration with the County, Retailers, and Cities

- As of February 28, 2023, 13 cities in Santa Clara County (County) have implemented a maximum two-day irrigation schedule, including five cities that have taken additional formal action to their elected boards in response to the ongoing drought emergency and Valley Water's Amended Resolution 22-20. Of the current jurisdictions that have implemented a two-day irrigation schedule, two cities further restricted outdoor watering to one-day-a-week through the end of February.

- In February, Valley Water continued to monitor actions related to the adoption of the Model Water Efficient New Development Ordinance (MWENDO) and provide staff support to municipalities as part of ongoing efforts to support cities' and the County's interests in expanding water efficiency measures. While the 2022 version of California's Title 24 building code update was effective January 1, 2023, jurisdictions can adopt additional measures like MWENDO at any time.

#### Water Conservation Programs

Valley Water is actively promoting ways our community can save water through rebates, free water-saving devices, and behaviors. The Shopping Cart (eCart) Program offers free water-saving devices to homes and businesses. The Landscape Rebate Program (LRP) provides rebates for converting high-water use landscapes to low-water-use landscapes, as well as retrofitting existing irrigation equipment with approved high-efficiency irrigation equipment. As expected, the application submittal rate reduced during winter months, but it is higher than in non-drought years. Estimated conservation program applications received over the last few months are shown below.

| <b>Program</b>                               | <b>December</b> | <b>January</b> | <b>February</b> |
|--|-----------------|----------------|-----------------|
| <b>Landscape Rebate Program Applications</b> | 96              | 126            | 120             |
| <b>Water-saving Device Orders</b>            | 113             | 116            | 114             |

The Landscape Summit is a forum for professional landscapers to learn about water issues and how water relates to the landscaping industry, and to provide feedback, collaborate, and exchange ideas. The 8<sup>th</sup> Landscape Summit was held on February 16, 2023 with 60 attendees in person and 104 virtual attendees. The next Landscape Summit will be held in early 2024.

#### Water Waste Enforcement

Valley Water began enforcing outdoor water waste restrictions against runoff, midday watering, and watering after rainfall, and a limit of two days a week of watering for non-functional turf on June 1, 2022. On September 13, 2022, Valley Water's Board of Directors amended the Ordinance 22-02 to allow Valley Water to enforce the State of California's ban against watering non-functional turf on commercial, industrial, and institutional properties. The Water Waste Program is enforcing these restrictions while continuing its educational mission. The number of water waste reports since program launch in June 2022 is shown below.

|                            | <b>June<br/>'22</b> | <b>July<br/>'22</b> | <b>Aug<br/>'22</b> | <b>Sept<br/>'22</b> | <b>Oct<br/>'22</b> | <b>Nov<br/>'22</b> | <b>Dec<br/>'22</b> | <b>Jan<br/>'23</b> | <b>Feb<br/>'23</b> |
|----------------------------|---------------------|---------------------|--------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| <b>Water Waste Reports</b> | 515                 | 236                 | 484                | 286                 | 221                | 156                | 79                 | 58                 | 45                 |

Complaints of violations against water waste restrictions are submitted by members of the public. A total of 45 water waste complaints were received in February 2023. Twelve of the complaints received are enforceable, as they relate to the restrictions listed in Ordinance 22-02 and occurred in service areas supplied by Valley Water sources; the remaining are not enforceable but are addressed through education. Each complaint may include multiple reports of violations against water waste restrictions. Below is a breakdown of the numbers of reported water waste violations related to the restrictions listed in Ordinance 22-02. Not all violations are verified by staff to be occurring, such as those related to watering after rainfall. Nine second complaints on the same violation have been received between the launch of the enforcement program through the end of January.



| <b>Enforceable Water Waste Violations</b> | <b>June</b> | <b>July</b> | <b>Aug</b> | <b>Sept</b> | <b>Oct</b> | <b>Nov</b> | <b>Dec</b> | <b>Jan</b> | <b>Feb</b> |
|---|-------------|-------------|------------|-------------|------------|------------|------------|------------|------------|
| More than 2 days of watering per week     | 76          | 39          | 113        | 83          | 54         | 26         | 17         | 12         | 8          |
| Watering from 9AM-6PM                     | 84          | 30          | 92         | 45          | 29         | 14         | 4          | 0          | 2          |
| Watering within 48 hours of rainfall      | 11          | 4           | 3          | 21          | 4          | 19         | 17         | 19         | 7          |
| Runoff                                    | 199         | 95          | 210        | 129         | 118        | 46         | 21         | 18         | 7          |
| Watering CII non-functional turf          | n/a         | n/a         | n/a        | 15          | 38         | 18         | 5          | 1          | 4          |
| <b>Total</b>                              | <b>370</b>  | <b>168</b>  | <b>418</b> | <b>293</b>  | <b>243</b> | <b>123</b> | <b>64</b>  | <b>50</b>  | <b>28</b>  |

#### Drought and Water Conservation Outreach

- In February, media interest focused on continued rain events, their effect on the drought and Santa Clara County's water supply. In response to a District News statement from Board Chair Varela, staff discussed the significance of recent state and federal water allocation amounts in interviews with CBS Bay Area, NBC Bay Area, ABC7, Univision and Telemundo. Board Chair Varela, Assistant Officer Kirsten Struve and PIR III Lakeisha Bryant were featured interview subjects of an ABC News/Hulu documentary filming at the Silicon Valley Advanced Water Purification Center. They discussed Valley Water's purified water initiatives, innovative technology, how water conservation is a way of life and the award-winning purification center's daily functions. The program is scheduled to air this spring.
- Our Say Yes campaign encouraging quick and easy water conservation actions continued during February. Multilingual ads were shared through social media and digital channels, as well as on grocery shopping carts. Staff launched a new campaign aimed at helping Commercial, Industrial and Institutional (CII) entities apply for our large landscape and WET rebates. An easy-to-use interest form was created on watersavings.org to allow CIIs to book a meeting with a conservation specialist to launch their projects. Ads for CII are running on audio and video streaming platforms, as well as LinkedIn. A marketing agency completed a pilot program to contact CII managers to facilitate rebate participation directly.
- On social media, staff shared a video featuring H2Cool explaining that we are still in moderate drought. Staff also shared posts on our landscape rebate program, water-saving tips and where to find water-efficient products. With each rain event, reminders were shared for people to turn off their sprinklers.
- Community outreach conducted three Speakers Bureau presentations in February. On February 9, staff gave a drought presentation to Sons in Retirement: Branch 54 during the group's monthly meeting at Three Flames Restaurant. On February 13, Chair Varela and staff gave a drought presentation to the Rotary Club of Evergreen Valley during the club's monthly meeting at The Creek Eatery. On February 14, outreach and water conservation staff presented virtually to the Santa Clara County Sustainability Working Group.



- Statistics for public outreach efforts are shown below.

| <b>Outreach Type</b>                        | <b>February 2023</b> |
|---|----------------------|
| <b>Social Media<sup>1</sup></b>             |                      |
| Impressions <sup>2</sup>                    | 5,524,022            |
| Engagements <sup>3</sup>                    | 42,474               |
| Link Clicks                                 | 15,472               |
| Video Views                                 | 203,565              |
| <b>Website Page Views</b>                   |                      |
| Water conservation webpages                 | 85,819               |
| BeHeard.ValleyWater.org/drought-information | 389                  |
| <b>Media</b>                                |                      |
| Media Mentions <sup>4</sup>                 | 1,650                |
| <b>Speakers Bureau</b>                      |                      |
| Presentations <sup>5</sup>                  | 3                    |

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

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

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

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

<sup>5</sup> Office of Communications and Government Relations

#### Drought and Water Conservation Education

- In February, the Education Outreach Program (EO) supported 32 educators and 879 students through 26 in-person and five virtual school presentations. EO staff presented to 90 middle school students at San Jose State University’s annual “Science Extravaganza” STEAM event, engaging students in discussions on water conservation and stewardship, pollution prevention and careers in water. All students and educators received Water Conservation Pledge posters, bookmarks and either drought awareness stickers or drought-tolerant native wildflower seeds after every presentation. Educators also receive a link to the EO “Carla The Conscious Conservationist’ drought awareness video to share with their students to increase engagement and reinforce understanding of the importance of saving water every day.
- The table below shows Education Outreach efforts in Fiscal Year 2023, all of which included drought and water conservation messaging.

| <b>EDUCATION OUTREACH PRESENTATION NUMBERS</b> |                                 |                         |                          |
|--|---------------------------------|-------------------------|--------------------------|
| <b>MONTH</b>                                   | <b>STUDENTS &amp; EDUCATORS</b> | <b>PUBLIC ATTENDEES</b> | <b>FY23 YEAR TO DATE</b> |
| <b>July – January</b>                          | 7,236                           | 529                     | 7,765                    |
| <b>February</b>                                | 911                             | 0                       | 911                      |
| <b>Total</b>                                   | <b>8,147</b>                    | <b>529</b>              | <b>8,676</b>             |

- On February 23, 50 Santa Clara County high school students attended the annual Valley Water Job Shadow Day, sponsored and supported by the Valley Water Youth Commission. Attendees heard from Chair Varela, Valley Water staff and Youth Commission and also learned about the future of water in Santa Clara County from members of the Recycled and Purified Water Unit, who showcased the Silicon Valley Advanced Water Purification Center and emphasized the importance of a drought-proof water supply.

#### Committee Updates

- Drought-related updates are being provided regularly at Committee meetings to receive feedback and guidance. These updates were provided to the Environmental and Water Resources Committee (EWRC) in January 2023.

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#### Water Supply Operations and Outlook

- The cumulative rainfall in San José in this rainfall year through March 1, 2023, is 17.24 inches or 166% of the long-term average for the valley floor for this date. The current rainfall year extends from July 1, 2022, to June 30, 2023.
- Total reservoir storage as a percentage of unrestricted reservoir capacity is 52% for March 1, 2023, which is 96% of the (20-year) average storage for March.

#### Imported Water

- California's water year runs from October 1 to September 30 and is the official timeframe used to compare hydrologic records. Water Year 2020 to 2022 was the driest three-year period on record, breaking the old record set by the last drought from Water Year 2013 to 2015.
- Water Year 2023 saw below average precipitation in October and November. Nine atmospheric rivers reached California between late December and January, resulting in the wettest three-week period on record in California. However, the storms were followed by an unseasonably dry beginning of February.
- On February 13, 2023, Governor Newsom signed an executive order to protect the state's water supplies from the impacts of climate-driven extremes in weather. On February 21, 2023, the State Water Resources Control Board conditionally issued a temporary suspension of certain Delta outflow requirements through March to maintain Delta export and to allow for more storage in the Central Valley reservoirs, though pumping in the Sacramento-San Joaquin Delta continues at reduced levels to protect fisheries and comply with other environmental regulations.
- As of February 28, 2023, Shasta Reservoir is at 84% of average of this date, Oroville Reservoir is at 116% of average for this date, and Folsom Reservoir is at 111% of average of this date. Total storage in each of these three major reservoirs continued to increase in February.
- As of February 28, 2023, storage in San Luis Reservoir is approximately 1,546 thousand acre-feet (TAF), which is 94% of the average for this date. San Luis Reservoir increased by approximately 268 TAF in February.
- On February 22, 2023, the California Department of Water Resources announced an increase to the 2023 State Water Project (SWP) allocation from 30% to 35%. This allocation equates to an allocation of 35 TAF for Valley Water.

- On February 2022, 2023, the U.S. Bureau of Reclamation announced an initial 2023 Central Valley Project (CVP) allocation of 35% for South-of-Delta Agricultural contractors and 75% for South-of-Delta Municipal & Industrial contractors. Combined, they equate to an allocation of 109 TAF for Valley Water.

### Treated Water

- Due to the rain events and stormwater runoff in the month of February, total organic carbon and turbidity levels continued to be elevated in our source water (South Bay Aqueduct and Calero Reservoir) to the plants. Valley Water took proactive measures to optimize the treatment process and mitigate impact.
- Source water algal toxins and taste and odor compounds were below our internal triggers and treated water delivered met all applicable drinking water standards.

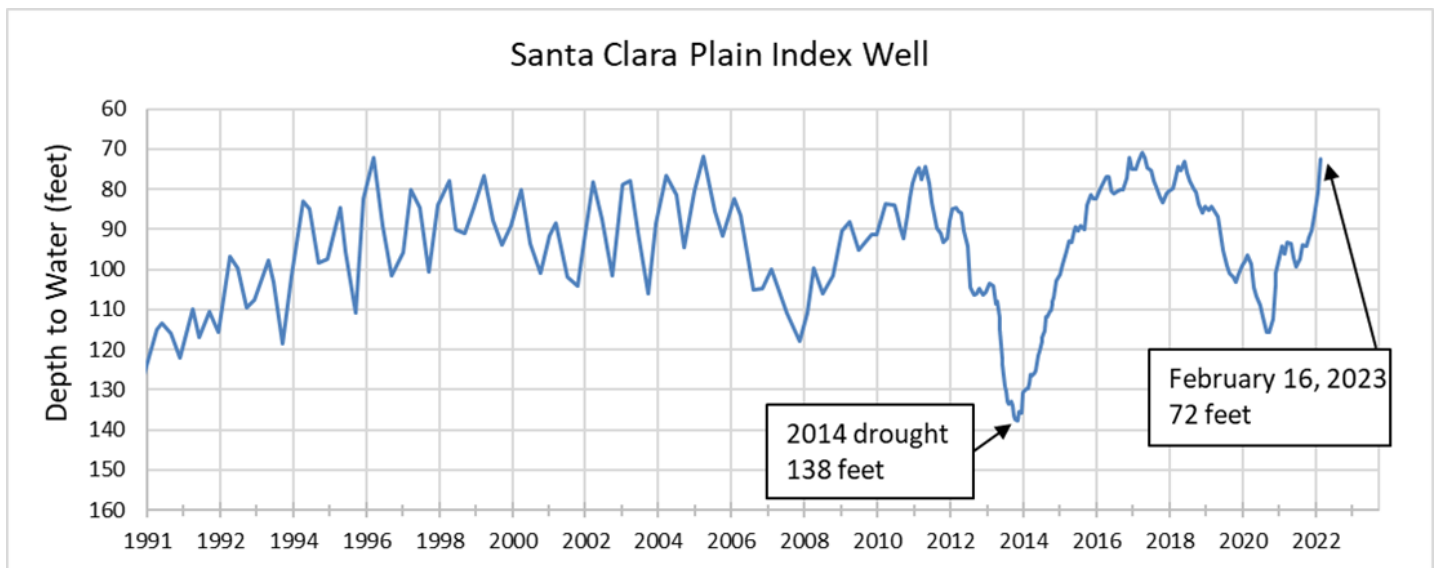
### Groundwater Recharge

- Valley Water has been maintaining a high level of groundwater recharge operations since the beginning of calendar year (CY) 2023 in North County facilities due to the availability of imported water carryover and local water.
- Managed groundwater recharge in the Llagas Subbasin has been low due to a pipeline shutdown since November 1, 2022. Normal recharge operations in off-stream facilities are expected to resume around mid-March 2023.
- Recharge operations in creeks downstream of local reservoirs remain high since January due to a series of storms and increased reservoir releases.
- Countywide recharge in CY 2022 was 100% of normal and CY 2023 recharge is projected to be 125% of normal.

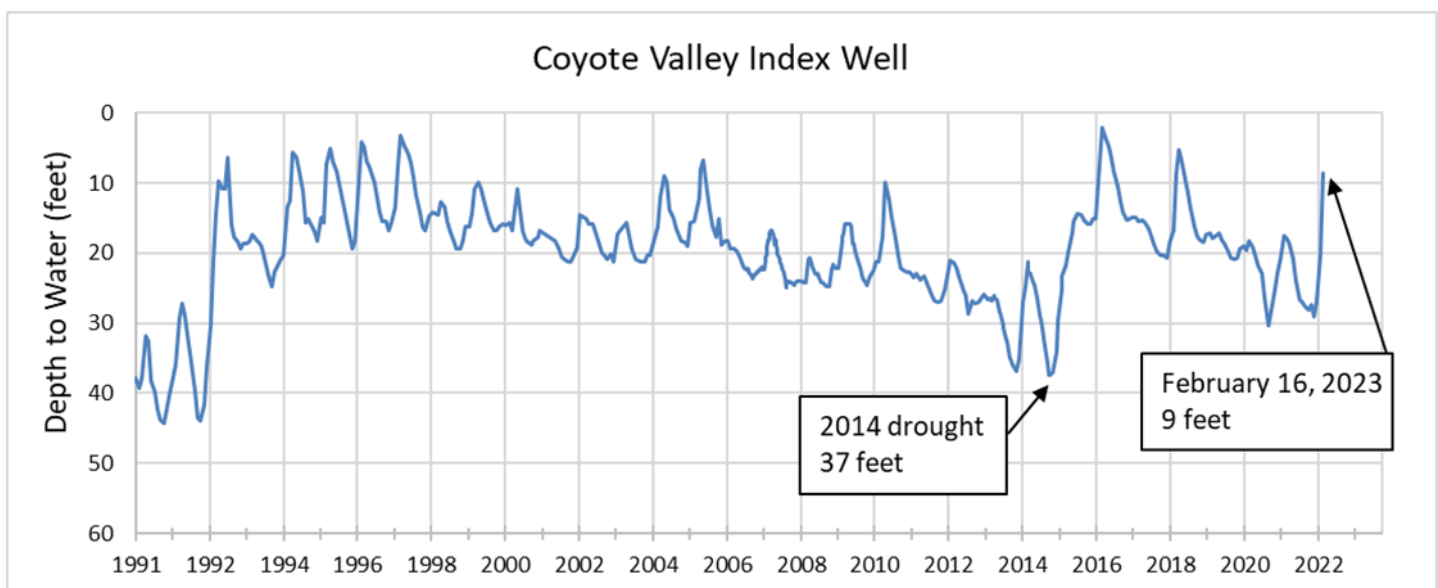
### Groundwater Conditions:

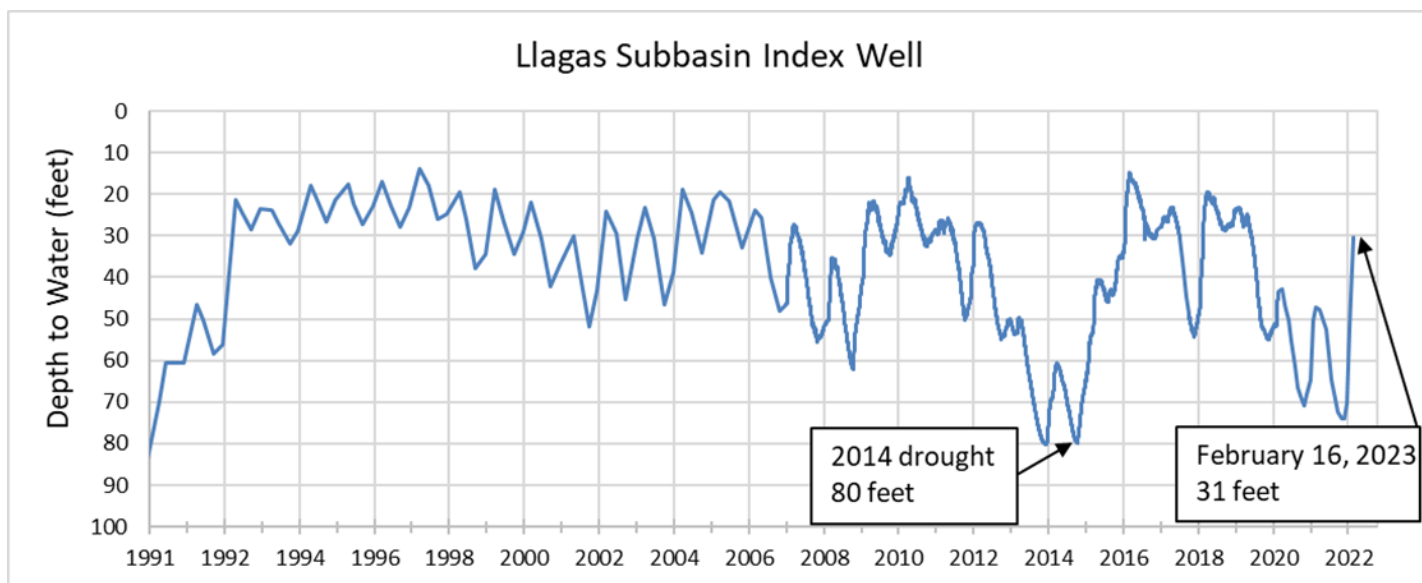
Groundwater levels are increasing throughout Santa Clara County due to the recent storms and seasonal recovery, Valley Water's managed recharge, and ongoing water conservation by the community. While groundwater levels in all monitoring wells are higher than last month and most are higher compared to February 2022, many are lower than the five-year average, indicating that groundwater levels are still impacted by drought. No new dry wells were reported in February.

- North County Groundwater
  - The current water level at the regional index well has increased about 8 feet since last month and is about 66 feet above the minimum water level in 2014. The water level at this well is about 24 feet higher compared to this time last year.
  - Groundwater levels are more than 57 to 100 feet above thresholds established to minimize the risk of permanent subsidence.
  - No dry wells were reported in February. Since the onset of the current drought, a total of two dry wells have been reported in North County, all in the foothills where yield is generally less reliable.



- South County Groundwater
  - o The current water level in the Coyote Valley and Llagas Subbasin regional index wells have increased by about 12 and 22 feet, respectively, since last month and are about 28 and 49 feet, respectively, above the minimum water level in 2014. Additionally, the water levels in these wells are about 9 and 17 feet higher, respectively, compared to this time last year.
  - o No dry wells were reported in February. Since the onset of the current drought, a total of six dry domestic wells have been reported in South County, with most located near the foothills where yield is generally less reliable. Valley Water works to provide affected well owners with appropriate assistance, including information on available resources or billing support as needed.





### State Coordination

- Governor's Executive Order on Drought Response
  - Governor Newsom issued an Executive Order on February 13 directing state agencies to review and provide recommendations on the state's drought response actions by the end of April, including the possibility of terminating specific emergency provisions related to drought that may no longer be needed.
  - The Governor's January State Budget Proposal set aside \$125 million for drought response, contingent on the state's water supply condition at the end of April. A good water year could result in a reduction or elimination in state General Fund dollars going to support drought response grants; however, that may be offset by drought response investments in a natural resources bond now being discussed for the 2024 statewide ballot.
- Snowpack Conditions Reported by DWR
  - The California Department of Water Resources (DWR) conducted the third snow survey of the season on March 3. DWR announced that statewide, the snowpack is 190 percent of the average for this date. This level is just behind the record snow year of 1982-83.
  - The critical Northern Sierra, which includes the watersheds for both Lake Shasta and Lake Oroville, is at 136 percent of its average for April 1.
  - The Southern is at 209 percent, and the Central Sierra, which includes Hetch Hetchy Reservoir, is at 175 percent of its April 1 average.

### Staffing and Resources

- Drought emergency expenses are expenditures supplemental to the regular budget that would not have been adopted had there been no drought. Due to the timing of monthly financial system closes, drought expenditures are reported one month behind the monthly Drought Emergency Report.
- The FY 2022-23 Adopted Budget of \$37 million for drought emergency is comprised of \$17 million for emergency water purchases, \$7 million for water banking expenses to help bring approximately 32,000 acre-feet of water banked at Semitropic Water Storage District into the county, and \$13 million for conservation programs

and drought related public relations. Budget adjustments will be brought to the Board for any additional expenses incurred during the year.

- January 2023 expenses totaled approximately \$14.5 million spent or encumbered primarily for emergency water purchases tied to contracts executed in prior years, recovery of stored water from Semitropic Water Storage District, operating supplies and services for public relations including conservation related communications, rebates, eCart supplies, temps and interns, and labor expenses for staff time directly supporting Valley Water's drought response program.

### **Expanded Opportunities**

#### **Purified Water Project**

The Purified Water Project will replenish groundwater supplies with purified water and expand usage of recycled and purified water, a drought-resilient, locally-controlled water source.

- Staff continues to work with our partner agencies on agreements, technical requirements, and the draft EIR.
- Staff participated in Palo Alto's Development Review Committee to present the project to staff from multiple departments for feedback and placed a sign for the upcoming project at the site.
- A groundwater tracer study is currently being performed at the Budd Ponds to confirm the speed of groundwater flow to inform the zone of controlled drinking water well construction.

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

Valley Water is collaborating with a team of water experts from the University of California system (referred to as UC Water) to complete a reconnaissance study for Flood-MAR implementation in Santa Clara County. The study began in 2021. Study deliverables include a GIS-based tool to identify potential sites for Flood-MAR projects in Santa Clara County and an evaluation of institutional/regulatory requirements for implementing Flood-MAR projects.

- Drafts are currently being reviewed by staff.
- Staff expects to provide a study update in mid-2023.
- Valley Water is applying for a Proposition 1 Integrated Regional Watershed Management grant to begin the first phase of a feasibility study.

#### **Drought Response Plan**

Valley Water is developing a Drought Response Plan (DRP) to improve water supply reliability in Santa Clara County during times of future shortage through a WaterSMART grant from the Bureau of Reclamation. Valley Water's DRP will evaluate new approaches for determining when to request water use reductions from the public and develop a response framework to employ during future droughts.

- Internal work continues to develop potential drought triggers and water shortage actions.



# Santa Clara Valley Water District

**File No.:** 23-0248

**Agenda Date:** 3/17/2023

**Item No.:** 5.2.

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## **COMMITTEE AGENDA MEMORANDUM** **Water Conservation and Demand Management Committee**

Government Code § 84308 Applies: Yes ☐ No ☒  
(If "YES" Complete Attachment A - Gov. Code § 84308)

### **SUBJECT:**

Water Conservation Savings Model and Program Overview.

### **RECOMMENDATION:**

Receive, review, and discuss information on the water conservation savings model and an overview of current water conservation programs.

### **SUMMARY:**

Santa Clara Valley Water District (Valley Water) has provided a robust water conservation program since 1992. In November 2019, the Board approved the 2040 Water Supply Master Plan that updated the long-term conservation targets to 99,000 acre-feet per year (AFY) and 109,000 AFY by 2030 and 2040 (compared to the 1992 baseline), respectively. In October 2021, the Water Conservation and Demand Management Committee (Committee) received Valley Water's updated [Water Conservation Strategic Plan <https://s3.us-west-2.amazonaws.com/assets.valleywater.org/Valley%20Water%20WC%20Strategic%20Plan.pdf>](https://s3.us-west-2.amazonaws.com/assets.valleywater.org/Valley%20Water%20WC%20Strategic%20Plan.pdf) (Strategic Plan) to guide staff on how best to achieve the long-term savings targets.

Valley Water staff tracks progress towards the long-term conservation targets using a custom, Excel-based Water Conservation Savings Model (Savings Model). In July 2022, the Committee received information on how staff use the Savings Model to evaluate water conservation program offerings, analyze program water-saving potential and cost effectiveness, and update annual savings across all programs relative to the long-term savings targets.

The purpose of this memorandum is to review how the Savings Model is used to evaluate water conservation programs in preparation for the annual long-term water conservation savings report to be brought to the committee at a future meeting, and to present an overview of current water conservation programs. Information about current, water conservation programs can be found at [www.watersavings.org <http://www.watersavings.org>](http://www.watersavings.org) and in the Water Conservation Program Flyer (Attachment 2).

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**Background**

Valley Water uses the Savings Model to evaluate the cost effectiveness (\$/acre foot) of water conservation programs, whether to offer certain water conservation programs over others, and progress towards Valley Water's long-term conservation targets. Over time programs have transitioned from focusing on indoor conservation programs like high-efficiency toilet and clothes washer rebates to outdoor conservation programs like the popular Landscape Rebate Program (Attachment 2).

Every year, Staff inputs annual participation totals from the prior fiscal year into the Savings Model to track progress towards the long-term conservation targets. The current drought has increased interest in the conservation programs which will contribute to both short-term and long-term savings. Based on the Savings Model, over 75% of the community's water conservation savings since the program began in 1992 was from the residential sector, and over 85% of the savings to-date has come from indoor sources. After staff began transitioning from plumbing efficiency toward irrigation efficiency beginning in the early 2010s, outdoor savings have represented an increasing share of our savings portfolio and are the most impactful and effective way to yield significant water savings both for short-term drought responses and achieving long-term targets.

**Savings Model Inputs and Outputs**

The Alliance for Water Efficiency (AWE) is a national 501(c)(3) non-profit organization dedicated to the efficient and sustainable use of water. The AWE advances research, promotes national and state policy to advocate for water-efficient products and programs, and develops tools for water agencies across the United States. Based on the AWE's Water Conservation Tracking Tool, the Savings Model incorporates demographic and policy data with conservation participation savings assumptions and participation rates to produce acre-foot savings per year. Specifically, the Savings Model incorporates local demographic data from the Department of Finance including population, housing, building types, and persons per household. Inflation and real discount rates help convert between one-time and annualized costs-for example, installing a high-efficiency toilet continues to generate water savings for decades after it was paid for.

The Savings Model incorporates quantifiable savings data from pilot program results, regional and statewide best management practices, and research from the EPA WaterSense Program. Then every year, Staff inputs annual participation totals from the prior fiscal year into the Savings Model to track progress towards the long-term conservation targets. The Savings Model outputs gross savings as the sum of passive and active water savings.

Passive savings include savings from plumbing codes, appliance standards, ordinances, and program free riders. For example, the Federal Energy Policy Act of 1992 established the first national standards for toilet and showerhead efficiency; AB 715 (2007), SB 407 (2009), and CALGreen increased plumbing standards further in California relative to federal actions. These policy examples are why in California, the least efficient plumbing fixtures that can be purchased are 1.28 gallons per flush for toilets and 1.8 gallons per minute for showerheads, respectively (the difference between current policy compared to the absence of these policies generates passive savings). As local municipalities pass elements of the Model Water Efficient New Development Ordinance, the Savings Model would count the savings generated as "passive savings".



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Active savings are a direct result of water conservation program activity. Every gallon of water saved through converting turf to water-wise plants is counted as active savings; that is, there is no policy to-date that forces constituents to convert turf to water-wise plants. When Valley Water offered toilet rebates, Staff required even greater toilet efficiencies than the plumbing code requires. Toilet rebates produced both active and passive savings. Over time as the plumbing code became more stringent, toilet rebates became less cost-effective since only high-efficiency toilets were available to purchase regardless of Valley Water's toilet rebates. This contributed to Valley Water's ongoing strategy to focus on producing savings from outdoor conservation programs, which was a strategy affirmed by the 2021 Strategic Plan. The current drought has increased interest in the water conservation programs which will contribute to both short-term and long-term savings.

### **Evaluating Potential Conservation Programs**

As new or improved water conservation devices are made available, staff uses the Savings Model to evaluate the cost-effectiveness of offering a new conservation program by analyzing the estimated water savings compared to the cost of offering a rebate or other type of incentive. The output of the Savings Model is a \$/acre-foot (AF) value; this value, when compared to the values of other conservation programs, helps answer whether a program makes sense financially or programmatically to increase water supply reliability. Staff will also review and analyze comparable programs offered by other water agencies throughout the region, state, and Western United States.

The Strategic Plan identified several key strategies to augment Valley Water's water conservation programs. Targeted marketing to expand participation to new customer groups as well as building on current successes of existing marketing strategies will be one of the most cost-effective means of generating additional water savings. For example, further expansion of the Large Landscape Program to more, smaller commercial properties, as well as leveraging outreach channels offered through this program will generate significant savings at only \$85/AF. On average Valley Water's water conservation program cost is about \$600 per acre-foot.

Lastly, educational programs are important to meeting staff and Board priorities but may not generate water savings. The Landscape Maintenance Consultation Program and the Water Waste Program, initiated from this committee's feedback, are important for raising awareness about how to maintain water-efficient landscapes and options to be in compliance with water-waste restrictions, respectively. Even though these examples do not have quantifiable savings data in the model, they do provide multiple benefits that together increase our water supply reliability.

### **Next Steps**

Valley Water's water conservation programs are periodically evaluated for cost-effectiveness by using the Savings Model that provides a cost effectiveness defined as \$/AF value. While there are many creative water saving devices on the market, not all systems translate well into a cost-effective program and the Savings Model has allowed Staff to prioritize those that are most effective. Staff will return in April with an update on the long-term savings total as of FY 2022 and a review of customer satisfaction survey results.

**ATTACHMENTS:**

Attachment 1: PowerPoint Presentation

Attachment 2: Water Conservation Program Flyer (PDF)

**UNCLASSIFIED MANAGER:**

Kirsten Struve, 408-630-3138



# Valley Water's Water Conservation Savings Model

Water Conservation and Demand Management Committee Meeting , March 17, 2023  
Justin Burks, Sr. Water Conservation Specialist



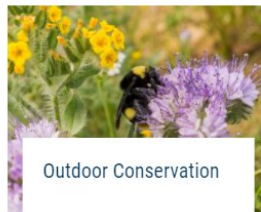


# Watersavings.org

## All Water Conservation Programs



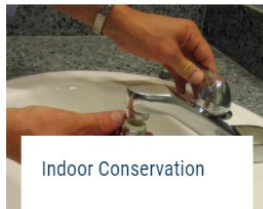
Rebates & Surveys



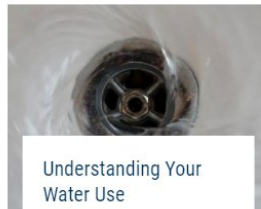
Outdoor Conservation



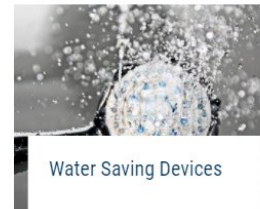
Landscape Guides & Resources



Indoor Conservation



Understanding Your Water Use



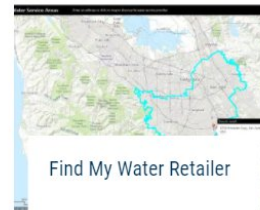
Water Saving Devices



Report Water Waste



Water Saving Videos



Find My Water Retailer

# Water Conservation Savings Model

- Built from a national, Excel-based model
- Tracks progress towards targets
- Evaluates individual & program
  - Savings
  - Cost effectiveness
- Strategic Plan (2021)
  - Blueprint for success
  - Support tool for program marketing and design

# Water Conservation as a Way of Life

- Long-term conservation reduces risks for current and future droughts
- Conservation Savings Targets
  - 99,000 AF/year by 2030
  - 109,000 AF/year by 2040

# Model inputs

- 1992 baseline
- Inflation and real discount rate
- Population, employment, and building types
- Behavior
- % of efficient fixtures in county
- Costs
- Objective savings data



## Water Conservation Tracking Model

### Input Worksheets

[Population & Housing](#)  
[Conservation Programs](#)

### Summary Worksheets

[Water Savings Summary](#)  
[Plumbing Fixture Saturation](#)  
[Valley Water Cost Summary](#)  
[Program Partner Cost Summary](#)

# Model Outputs

- Changes in % of efficient fixtures
- Water savings
  - programmatic
  - Specific customer classes
  - Overall
- Cost per acre-foot

Table Manager

Check to show, uncheck to hide

☐ Program Activity

☐ Select All

☒ Program Specifications

☐ Gross Savings

☐ Passive Savings

☐ Active Savings

☐ Valley Water Annual Cost

☐ Valley Water Program Partner Annual Cost

Close



# Savings per unit snapshot

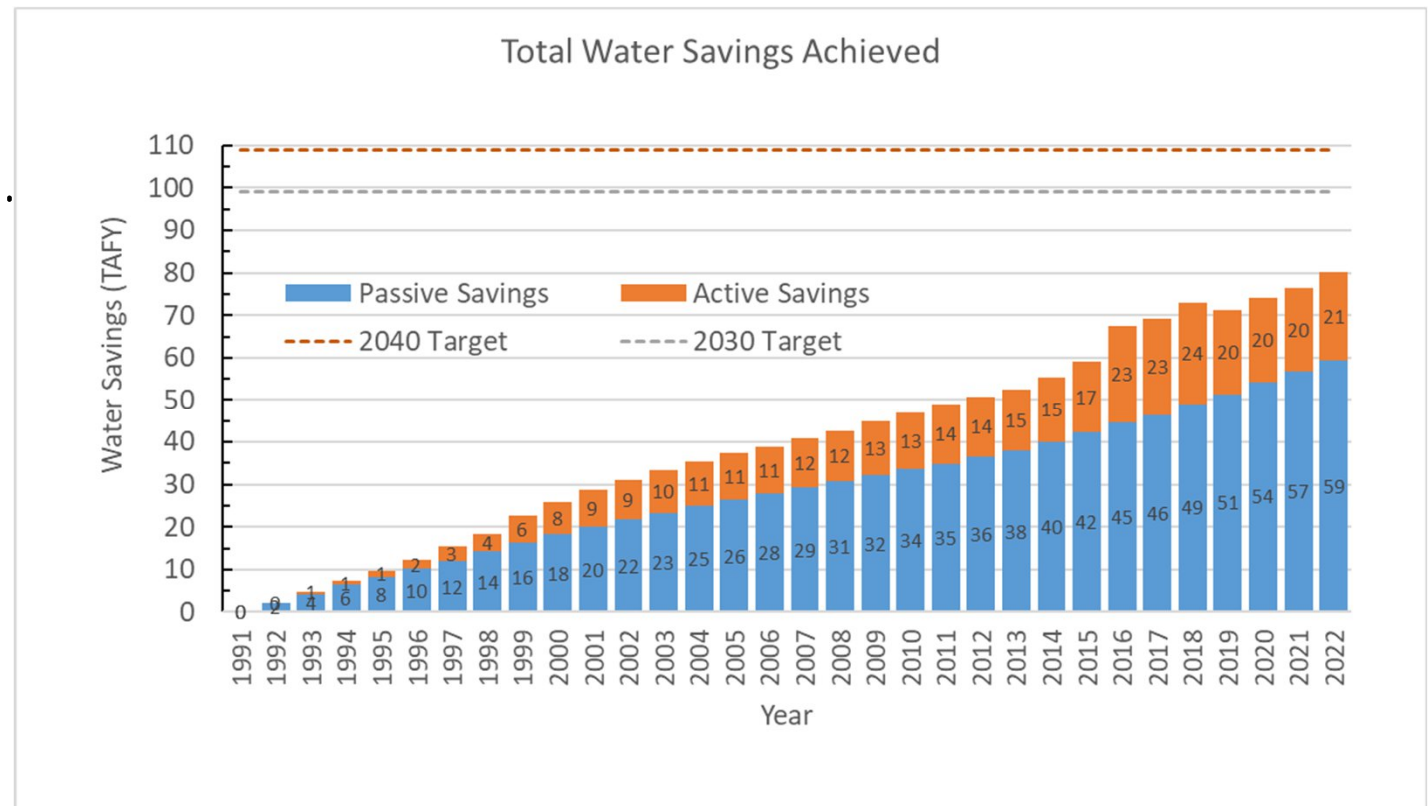
| Name   | Unit            | Gallons per Year per Unit |
|--|-----------------|---------------------------|
| Large Landscape Surveys                            | Survey          | 423,400                   |
| Large Landscape Water Budgets                      | Site            | 423,400           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

# Progress Towards Conservation Targets

Model tracks

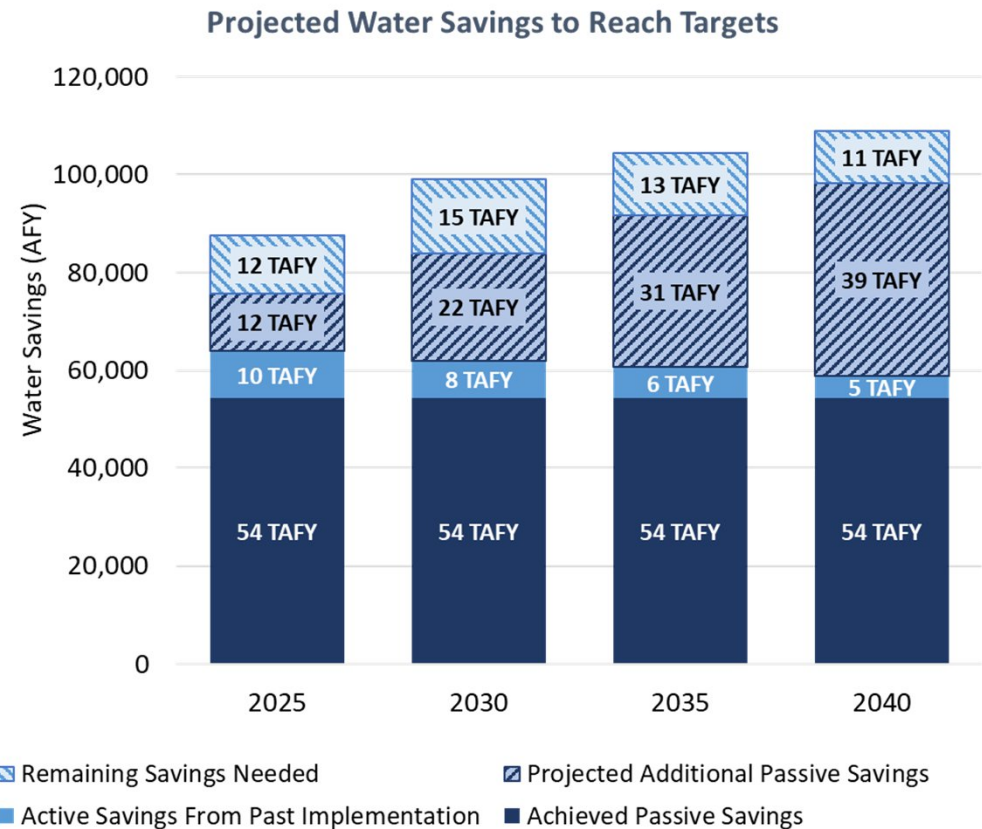
- Passive Savings vs.
- Active Savings

Excludes freeriders



# Strategic Plan

- Program offerings are well rounded
- Focus on outdoor conservation
- Additional resources needed to meet Board's 2030 targets
- <\$600 AF= avg cost of program



# Program Monitoring and Evaluation

Long-Term Conservation Goal Monitoring

Update participation and prioritize program development

Drought and Other Water Shortage Conditions

# Water Conservation Rebates and Programs



## Say YES to Saving Water!

Valley Water's water conservation rebates and programs are designed to make water conservation easier, helping you say YES to saving water. Learn more about all of our conservation programs and resources by visiting [watersavings.org](https://watersavings.org).

## Online Shopping Cart

Valley Water offers free water conservation devices that can help you save water. You can request free water efficient devices and free resources to evaluate your water use efficiency. Visit [cloud.valleywater.org/shopping-cart](https://cloud.valleywater.org/shopping-cart) to order your FREE gear and literature today!

## Landscape Rebate Program

The Landscape Rebate Program can help you create beautiful drought resilient landscapes. Get started by finding more information at [valleywater.dropletportal.com](https://valleywater.dropletportal.com). Make sure you submit an online application for approval and schedule a pre-inspection **before beginning any work** on your project.

### ■ Rebate Caps

The following landscape rebate site caps apply to the combined program components, including Landscape Conversion, Large Landscape Lawn to Mulch, Irrigation Equipment Upgrade and Rainwater Catchment.

- \$3,000 for single-family or multi-family residential properties (4 or fewer units)
- \$100,000 for all commercial, industrial, institutional properties or multi-family residential properties (5 or more units)

**Rebate rates and caps may be higher in some areas.** Other programs are capped separately.

### ■ Landscape Conversion

Any property with qualifying high-water using landscapes (i.e., lawn or functional swimming pools) can receive a rebate of at least \$2 per square foot (sq. ft.) for converting to a drought resilient landscape.

### ■ Large Landscape Lawn to Mulch

Any commercial, industrial, institutional properties or multi-family residential properties can receive a rebate of at least \$1 per sq. ft. for converting a qualifying lawn to a minimum of 3 inches of mulch (minimum 15,000 sq. ft. lawn area). The irrigation system watering any trees in the converted lawn area needs to be converted to a low-flow irrigation system. Golf course options are offered.



*A converted low-water use garden featuring California poppies in bloom.*

### ■ Irrigation Equipment Upgrade

Rebates are offered for replacing old, inefficient irrigation equipment with new, qualifying high-efficiency equipment, including:

- High-efficiency nozzles (up to \$5 each)
- Rotor sprinklers or spray bodies with pressure regulation and or check valves (up to \$20 each)
- Rain Sensors (up to \$50)
- Flow sensors, hydrometers, and dedicated landscape meters (up to \$1,000)
- Smart irrigation controllers (up to \$300-\$2,000 each)
- Sprinkler to In-Line Drip Conversion (\$0.25 per sq. ft.)

### ■ Rainwater Capture

Rainwater capture or diversion projects collecting rainwater from existing downspouts can receive rebates for the following:

- Rain barrels up to 199 gallons (up to \$35 per barrel)
- Cisterns 200 gallons or more (\$0.50 per gallon)
- Rain gardens (\$1 per sq. ft. of roof area diverted, up to \$300)

## Graywater Rebate Program

Receive at least \$200 per home for transforming your clothes washer into a graywater system. Plants don't need drinking water to thrive: reuse graywater in your yard! Apply online and find how-to videos at [watersavings.org](https://watersavings.org). No pre-inspection is required but **wait for approval before beginning any work**.







# Santa Clara Valley Water District

File No.: 23-0249

Agenda Date: 3/17/2023

Item No.: 5.3.

## COMMITTEE AGENDA MEMORANDUM Water Conservation and Demand Management Committee

Government Code § 84308 Applies: Yes ☐ No ☒  
(If "YES" Complete Attachment A - Gov. Code § 84308)

### SUBJECT:

Standing Items Report.

### RECOMMENDATION:

- A. This agenda item allows the Committee to receive verbal or written updates and discuss the below subjects. These items are generally informational; however, the Committee may request additional information from staff:
- B. This is informational only and no action is required.  
*Staff may provide a verbal update at the 3/17/2023, meeting if there is reportable/updated information.*
  - 1. Sustainable Groundwater Management Act (SGMA)
  - 2. Flood MAR
  - 3. Agricultural Water Use Baseline Study

### SUMMARY:

Standing Items will allow regular reports from staff on subjects that may be of interest to the committee members.

### ATTACHMENTS:

None.

### UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

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# Santa Clara Valley Water District

**File No.:** 23-0250

**Agenda Date:** 3/17/2023

**Item No.:** 5.4.

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## **COMMITTEE AGENDA MEMORANDUM** **Water Conservation and Demand Management Committee**

Government Code § 84308 Applies: Yes ☐ No ☒  
(If "YES" Complete Attachment A - Gov. Code § 84308)

### **SUBJECT:**

Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda.

### **RECOMMENDATION:**

Review the Committee work plan to guide the committee's discussions regarding policy alternatives and implications for Board deliberation.

### **SUMMARY:**

The attached Work Plan outlines the approved topics for discussion to be able to prepare policy alternatives and implications for Board deliberation. The work plan is agendaized at each meeting as accomplishments are updated and to review additional work plan assignments by the Board.

### **BACKGROUND:**

#### **Governance Process Policy-8:**

The District Act provides for the creation of advisory boards, committees, or commissions by resolution to serve at the pleasure of the Board.

Accordingly, the Board has established Advisory Committees, which bring respective expertise and community interest, to advise the Board, when requested, in a capacity as defined: prepare Board policy alternatives and provide comment on activities in the implementation of the District's mission for Board consideration. In keeping with the Board's broader focus, Advisory Committees will not direct the implementation of District programs and projects, other than to receive information and provide comment.

Further, in accordance with Governance Process Policy-3, when requested by the Board, the Advisory Committees may help the Board produce the link between the District and the public through information sharing to the communities they represent.

**ATTACHMENTS:**

Attachment 1: WCaDMC 2022 Work Plan

Attachment 2: WCaDMC 2023 Work Plan

**UNCLASSIFIED MANAGER:**

Candice Kwok-Smith, 408-630-3193

# Water Conservation and Demand Management Committee Work Plan 2022

| Item No.   | Work Plan Item   | Meeting Date  | Discussion/Action Item  | Accomplishment Date and Outcome  |
|--|--|---|-------------------------|--|
| <b>Water Supply Master Plan Strategy 1:</b> Secure Existing Supplies<br>Goal: 99,000 AF conservation by 2030 |  |   |                         |  |
| 1  | Monitor progress in achieving water conservation goal: <ul style="list-style-type: none"> <li>• Amount of water conserved</li> <li>• Water conservation program success metrics (participation, lawn conversion, etc.)</li> <li>• Water conservation outreach success metrics</li> <li>• Collaboration with retailers</li> <li>• Communicating about water waste</li> <li>• Engage and support private-sector stakeholders, local, state, and federal agencies that promote water conservation.</li> <li>• Drought Updates – progress toward 15% reduction compared to 2019, specific actions</li> </ul> | Annually (April)<br><br><br><br><br><br><br><br><br><br>Monthly | Discussion/Action Items | <p><b>Accomplished January 24, 2022:</b><br/><b>Accomplished February 23, 2022:</b><br/>The Committee received the monthly update on progress towards Valley Water Resolution 21-68's water use reduction target and drought-related water conservation efforts and took no action.</p> <p><b>Accomplished March 21, 2022:</b><br/>The Committee received the monthly update on progress towards Valley Water Resolution 21-68's water use reduction target and drought-related water conservation efforts and took the following action:<br/>The Committee approved by roll call and unanimous vote staff's recommendation for Board consideration to adopt a new resolution restricting watering to two days maximum limit that includes ornamental landscaping and lawns.<br/><i>The Board approved this recommendation at the April 12, 2022, meeting.</i></p> |

# Water Conservation and Demand Management Committee Work Plan 2022

| Item No. | Work Plan Item | Meeting Date | Discussion/Action Item | Accomplishment Date and Outcome   |
|----------|----------------|--------------|------------------------|---|
|          |                |              |                        | <p><b>Accomplished April 25, 2022:</b><br/> The Committee received the following presentations:</p> <ul style="list-style-type: none"> <li>•The monthly update on progress towards Valley Water Resolution 21-68's water use reduction target and drought-related water conservation efforts</li> <li>•The Water Conservation Program Savings update for Fiscal Year 2021 (FY21),</li> <li>•The One-Year Check-In for the Online Shopping Cart (eCart) Program for Free Water-Saving Devices,</li> <li>•The Youth Commission Drought Awareness and Conservation Toolkit, the Committee took no action.</li> </ul> <p><b>Accomplished May 19, 2022:</b><br/> The Committee received the following presentations:</p> <ul style="list-style-type: none"> <li>•Monthly update on progress towards achieving Valley Water Resolution 21-68's water use reduction target and enforcement for Valley Water Resolution 22-20 and took the following action:<br/> The Committee unanimously approved recommending that the Board consider adopting the</li> </ul> |

# Water Conservation and Demand Management Committee Work Plan 2022

| Item No. | Work Plan Item | Meeting Date | Discussion/Action Item | Accomplishment Date and Outcome   |
|----------|----------------|--------------|------------------------|---|
|          |                |              |                        | <p>Ordinance ADOPTING DROUGHT OUTDOOR WATER CONSERVATION AND ENFORCEMENT MEASURES.”<br/> <i>The Board approved this recommendation at the May 24, 2022, meeting.</i><br/>           •Water Conservation Program</p> <p><b>Accomplished June 27, 2022:</b><br/>           The Committee received the following presentations:<br/>           •Monthly update on progress towards achieving Valley Water’s water use reduction target and water conservation efforts related to the drought emergency.<br/>           •Water Fixture Replacement Program One Year Update,<br/>           •Commercial, Industrial, Institutional, and Multi-Family Residential (CII/MF) Water Conservation Programs,<br/>           The Committee took no action.</p> <p><b>Accomplished July 25, 2022:</b><br/>           The Committee received the following presentations:<br/>           •Monthly update on progress towards achieving Valley Water’s water use reduction target and water conservation efforts related to the drought emergency, and</p> |

# Water Conservation and Demand Management Committee Work Plan 2022

| Item No. | Work Plan Item | Meeting Date | Discussion/Action Item | Accomplishment Date and Outcome  |
|----------|----------------|--------------|------------------------|--|
|          |                |              |                        | <p>•Evaluating Water Conservation Program Opportunities.<br/>The Committee took no action on the above items.</p> <p><b>Accomplished August 29, 2022:</b><br/>The Committee received the following presentation:<br/>•Monthly update on progress towards achieving Valley Water’s water use reduction target and water conservation efforts related to the drought emergency, and took the following action:<br/>The Committee unanimously approved staff’s recommendation that the Board consider adopting the First Amended and Restated Ordinance 22-02.<br/><i>The Board approved this recommendation at the September 13, 2022, meeting.</i></p> <p><b>Accomplished September 28, 2022:</b><br/><b>Accomplished October 24, 2022:</b><br/><b>Accomplished November 28, 2022:</b><br/>The Committee received the following presentation:<br/>•Monthly update on progress towards achieving Valley Water’s water use reduction target and water conservation efforts related to</p> |

# Water Conservation and Demand Management Committee Work Plan 2022

| Item No.   | Work Plan Item  | Meeting Date   | Discussion/Action Item  | Accomplishment Date and Outcome   |
|--|---|--|-------------------------|---|
|  |   |  |                         | the drought emergency and took no action.<br>•Landscape conversion programs for underserved communities and the outdoor conservation direct install request for proposal and took no action.  |
| 2  | Recommend policies towards water conservation goal: <ul style="list-style-type: none"> <li>• Water Conservation Strategic Plan</li> <li>• Making Water Conservation a Way of Life</li> <li>• Review the current 15% call for water use reduction compared to 2019 water use</li> <li>• New programs</li> <li>• SCW funding</li> </ul>                 | TBD  | Discussion/Action Items |   |
| <b>Water Supply Master Plan Strategy 2: Increase Water Conservation and Stormwater Capture</b><br>Goal: Increase water conservation to 109,000 AF/year and increase stormwater capture to 1,000 AF/year by 2040. |   |  |                         |   |
| 3  | Monitor progress in achieving the long-term water conservation and stormwater capture goal: <ul style="list-style-type: none"> <li>• Investments in no-regrets package/stormwater resource plan implementation</li> <li>• Ag Water Use Baseline study</li> <li>• Collaboration with UC Water on Flood Managed Aquifer Recharge (Flood MAR)</li> </ul> | January 2022<br>March 2022<br>November 2022<br><br>January 2022<br>March 2022<br>November 2022 | Discussion/Action Items | <u><b>Accomplished January 24, 2022:</b></u><br><u><b>Accomplished March 21, 2022:</b></u><br>The Committee received presentations on the Agricultural Water Use Baseline Study and on the Flood MAR and took no action.<br>.<br><u><b>Accomplished April 25, 2022:</b></u> |

# Water Conservation and Demand Management Committee Work Plan 2022

| Item No. | Work Plan Item | Meeting Date | Discussion/Action Item | Accomplishment Date and Outcome   |
|----------|----------------|--------------|------------------------|---|
|          |                |              |                        | <p><b><u>Accomplished May 19, 2022:</u></b><br/> <b><u>Accomplished June 27, 2022:</u></b><br/> <b><u>Accomplished July 25, 2022:</u></b><br/> <b><u>Accomplished September 28, 2022:</u></b><br/> <b><u>Accomplished October 24, 2022:</u></b></p> <p>The Committee received no reports on the Agricultural Water Use Baseline Study or the Flood MAR.</p> <p><b><u>Accomplished August 29, 2022:</u></b><br/> The Committee received reports on the following:<br/> Agricultural Water Use Baseline Study:</p> <ul style="list-style-type: none"> <li>•Expect to finish our study with UC Merced in December</li> <li>•Received draft report and provided comments</li> <li>•Will present draft report to committees in fall</li> <li>•Draft report currently finds: <ul style="list-style-type: none"> <li>oagriculture is mostly efficient in our county</li> <li>oLimited data on greenhouse and nursery irrigation practices. While greenhouse and nursery irrigation is a small percentage of the total irrigation used in the county, there is an opportunity for understand their water usage more and increase efficiency in those sectors</li> </ul> </li> </ul> |



# Water Conservation and Demand Management Committee Work Plan 2022

| Item No. | Work Plan Item | Meeting Date | Discussion/Action Item | Accomplishment Date and Outcome  |
|----------|----------------|--------------|------------------------|--|
|          |                |              |                        | <p>○Improvements could be made with better metering, but the improvements may not be worth the cost per the recent study performed by Darin's group</p> <p>○Expand soil moisture metering</p> <p>Flood MAR:</p> <ul style="list-style-type: none"> <li>●Expect to finish our study with UC Water in December</li> <li>●Received initial draft of tool that evaluates potential areas for implementation and draft report of institutional considerations for program implementation</li> <li>●Staff are currently reviewing those draft products and plans to present the refined draft versions to committees in the fall for feedback</li> <li>●FloodMAR is of interest at the state level and so staff is also looking out for potential grant opportunities that could help support a pilot project and/or program implementation.</li> </ul> <p><b>Accomplished November 28, 2022:</b></p> <p>The Committee received reports on the following:</p> <p>FLOOD MAR:</p> <p>The Committee will receive an update in early 2023.</p> |

# Water Conservation and Demand Management Committee Work Plan 2022

| Item No.   | Work Plan Item   | Meeting Date | Discussion/Action Item  | Accomplishment Date and Outcome  |
|--|--|--------------|-------------------------|--|
|  |  |              |                         | <p>AGRICULTURAL WATER USE BASELINE STUDY:</p> <p>The Committee received an update on the study's Mass balance key findings, truck crops, billing data source, agricultural water subsidy in south county, next steps, and took no action.</p>  |
| 4  | <p>Recommend policies towards achieving long-term water conservation goal</p> <ul style="list-style-type: none"> <li>• Collaboration on ordinances</li> </ul>  | 2022         | Discussion/Action Items |  |
| <b>Water Supply Master Plan Strategy 3: Optimize the Use of existing supplies and infrastructure</b> |  |              |                         |  |
| 5  | South County Recharge  | TBD          | Discussion/Action Items |  |
| 6  | <p>Sustainable Groundwater Management Plan (SGMA)</p> <ul style="list-style-type: none"> <li>• Updates on our 2021 Groundwater Management Plan</li> <li>• New Groundwater Sustainability Plan (GSP) for North San Benito Subbasin</li> </ul> | Monthly      | Discussion/Action Items | <p><b><u>Accomplished January 24, 2022:</u></b></p> <p><b><u>Accomplished March 21, 2022:</u></b></p> <p>The Committee received a verbal update on the Groundwater Sustainability Plans and took no action..</p> <p><b><u>Accomplished April 25, 2022:</u></b></p> <p>The Committee received presentations on:</p> |

# Water Conservation and Demand Management Committee Work Plan 2022

| Item No.                  | Work Plan Item | Meeting Date | Discussion/Action Item | Accomplishment Date and Outcome   |
|---------------------------|----------------|--------------|------------------------|---|
|                           |                |              |                        | <ul style="list-style-type: none"> <li>•The Proposed Zones of Controlled Drinking Water Well Construction for the Purified Water Project, and</li> <li>•A verbal update on the Groundwater Sustainability Plans, and the Committee took no action.</li> </ul> <p><b>Accomplished May 19, 2022:</b><br/> <b>Accomplished June 27, 2022:</b><br/> <b>Accomplished August 29, 2022:</b><br/> <b>Accomplished September 28, 2022:</b><br/> <b>Accomplished October 24, 2022:</b><br/> <b>Accomplished November 28, 2022:</b></p> <p>The Committee received no report on the Groundwater Sustainability Plans.</p> <p><b>Accomplished July 25, 2022:</b></p> <p>The Committee received no report on the Groundwater Sustainability Plans, but received a presentation on:</p> <ul style="list-style-type: none"> <li>•Draft Ordinance establishing zones of controlled drinking water well construction for the Purified Water Project, and the Committee took no action.</li> </ul> |
| Future Demand Projections |                |              |                        |   |

# Water Conservation and Demand Management Committee Work Plan 2022

| Item No.                 | Work Plan Item  | Meeting Date                | Discussion/Action Item  | Accomplishment Date and Outcome   |
|--------------------------|---|-----------------------------|-------------------------|---|
| 7                        | Monitor progress and recommend policies <ul style="list-style-type: none"> <li>• Urban Water Management Plan</li> <li>• CCAP water supply portion</li> <li>• Water Shortage Contingency Plan update (Drought Response Plan update)</li> </ul> | February 2022<br>March 2022 | Discussion/Action Items | <p><b><u>Accomplished February 23, 2022:</u></b><br/>The Committee received a presentation on the Drought Response Plan and took no action.</p> <p><b><u>Accomplished March 21, 2022:</u></b><br/>The Committee received a presentation on the Drought Response Plan – Benchmark Study and took no action.</p> <p><b><u>Accomplished August 29, 2022:</u></b><br/>The Committee received a presentation on the Drought Response Plan - Draft Vulnerability Assessment and took no action.</p>                                   |
| <b>Work Plan Updates</b> |   |                             |                         |   |
| 8                        | Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda.   | Monthly                     | Discussion/Action Items | <p><b><u>Accomplished January 24, 2022:</u></b></p> <p><b><u>Accomplished February 23, 2022:</u></b></p> <p><b><u>Accomplished March 21, 2022:</u></b></p> <p><b><u>Accomplished April 25, 2022:</u></b></p> <p><b><u>Accomplished May 19, 2022:</u></b></p> <p><b><u>Accomplished July 25, 2022:</u></b></p> <p><b><u>Accomplished August 29, 2022:</u></b></p> <p><b><u>Accomplished September 28, 2022:</u></b></p> <p><b><u>Accomplished October 24, 2022:</u></b></p> <p><b><u>Accomplished November 28, 2022:</u></b></p> |

# Water Conservation and Demand Management Committee Work Plan 2022

| Item No.                 | Work Plan Item                              | Meeting Date | Discussion/Action Item | Accomplishment Date and Outcome   |
|--------------------------|---|--------------|------------------------|---|
|                          |   |              |                        | <p>The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p><b>Accomplished June 27, 2022:</b></p> <p>The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took the following action:</p> <p>The Committee unanimously approved requesting that the Board consider approving a Board Workshop on the Water Supply Master Plan (WSMP) MAP process to engage all that would benefit (Board, Committee and Community) when staff is ready</p> <p><i>The Board approved this recommendation at the August 23, 2022, meeting.</i></p> |
| <b>Additional Items:</b> |   |              |                        |   |
| 9                        | Outreach messaging for water-wise concerns. |              |                        |   |

## Water Conservation and Demand Management Committee Work Plan 2022

| Item No. | Work Plan Item   | Meeting Date | Discussion/Action Item | Accomplishment Date and Outcome   |
|----------|--|--------------|------------------------|---|
| 10       | <p>Find opportunities to ensure new development have improved water wise features</p> <ul style="list-style-type: none"><li>• Proactively engage to ensure new development have improved water wise features and review major developments within the county</li><li>• Work on contacting the building trades about water conservation practices.</li><li>• Work on contacting Planning Commissions on adopting the model ordinances</li></ul> | March 2022   |                        | <p><b>Accomplished March 21, 2022:</b></p> <p>The Committee received a presentation on improving water wise features for new developments and took no action.</p> |

# Water Conservation and Demand Management Committee Work Plan 2023

| Item No.   | Work Plan Item   | Meeting Date<br>Discussion/Action Item | Accomplishment Date and Outcome |
|--|--|--|---------------------------------|
| <b>Water Supply Master Plan Strategy 1:</b> Secure Existing Supplies<br>Goal:     99,000 AF conservation by 2030 |  |  |                                 |
| 1  | Monitor progress in achieving water conservation goal: <ul style="list-style-type: none"> <li>• Amount of water conserved</li> <li>• Water conservation program success metrics (participation, lawn conversion, etc.)</li> <li>• Water conservation outreach success metrics</li> <li>• Collaboration with retailers</li> <li>• Communicating about water waste</li> <li>• Engage and support private-sector stakeholders, local, state, and federal agencies that promote water conservation.</li> <li>• Drought Updates – progress toward 15% reduction compared to 2019, specific actions</li> </ul> |  |                                 |
| 2  | Recommend policies towards water conservation goal: <ul style="list-style-type: none"> <li>• Water Conservation Strategic Plan</li> <li>• Making Water Conservation a Way of Life</li> <li>• Review the current 15% call for water use reduction compared to 2019 water use</li> <li>• New programs</li> <li>• SCW funding</li> </ul>  |  |                                 |

# Water Conservation and Demand Management Committee Work Plan 2023

| Item No.   | Work Plan Item  | Meeting Date<br>Discussion/Action Item | Accomplishment Date and Outcome |
|--|---|--|---------------------------------|
|  |   |  |                                 |
| <b>Water Supply Master Plan Strategy 2: Increase Water Conservation and Stormwater Capture</b><br>Goal: Increase water conservation to 109,000 AF/year and increase stormwater capture to 1,000 AF/year by 2040. |   |  |                                 |
| 3  | Monitor progress in achieving the long-term water conservation and stormwater capture goal: <ul style="list-style-type: none"> <li>Investments in no-regrets package/stormwater resource plan implementation</li> <li>Ag Water Use Baseline study</li> <li>Collaboration with UC Water on Flood Managed Aquifer Recharge (Flood MAR)</li> </ul> |  |                                 |
| 4  | Recommend policies towards achieving long-term water conservation goal <ul style="list-style-type: none"> <li>Collaboration on ordinances</li> </ul>  |  |                                 |
| <b>Water Supply Master Plan Strategy 3: Optimize the Use of existing supplies and infrastructure</b>   |   |  |                                 |
| 5  | South County Recharge   |  |                                 |



# Water Conservation and Demand Management Committee Work Plan 2023

| Item No.                         | Work Plan Item  | Meeting Date<br>Discussion/Action Item | Accomplishment Date and Outcome |
|----------------------------------|---|--|---------------------------------|
| 6                                | Sustainable Groundwater Management Plan (SGMA) <ul style="list-style-type: none"> <li>• Updates on our 2021 Groundwater Management Plan</li> <li>• New Groundwater Sustainability Plan (GSP) for North San Benito Subbasin</li> </ul>         |  |                                 |
|                                  |   |  |                                 |
| <b>Future Demand Projections</b> |   |  |                                 |
| 7                                | Monitor progress and recommend policies <ul style="list-style-type: none"> <li>• Urban Water Management Plan</li> <li>• CCAP water supply portion</li> <li>• Water Shortage Contingency Plan update (Drought Response Plan update)</li> </ul> |  |                                 |
|                                  |   |  |                                 |
| <b>Work Plan Updates</b>         |   |  |                                 |
| 8                                | Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda.   |  |                                 |
| <b>Additional Items:</b>         |   |  |                                 |

# Water Conservation and Demand Management Committee Work Plan 2023

| Item No. | Work Plan Item   | Meeting Date<br>Discussion/Action Item | Accomplishment Date and Outcome |
|----------|--|--|---------------------------------|
| 9        | Outreach messaging for water-wise concerns.  |  |                                 |
| 10       | <p>Find opportunities to ensure new development have improved water wise features</p> <ul style="list-style-type: none"> <li>• Proactively engage to ensure new development have improved water wise features and review major developments within the county</li> <li>• Work on contacting the building trades about water conservation practices.</li> <li>• Work on contacting Planning Commissions on adopting the model ordinances</li> </ul> |  |                                 |

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