

April 18, 2023

## **MEETING NOTICE**

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

Members of the Water Conservation and Demand Management Committee:

Director Nai Hsueh, Committee Chair

Director Barbara F. Keegan

Director Rebecca Eisenberg, Committee Vice Chair

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 regular meeting of the Water Conservation and Demand Management Committee is scheduled to be held on **Monday, April 24, 2023, at 11:00 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

One tap mobile

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Dial by your location

+1 669 900 9128 US (San Jose)

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**

### **REGULAR MEETING AGENDA**

**Monday, April 24, 2023  
11:00 AM**

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

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

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**  
**REGULAR MEETING**  
**AGENDA**

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Monday, April 24, 2023

11:00 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://emmam.srb.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. APPROVAL OF MINUTES:

#### 3.1. Approval of Minutes. [23-0451](#)

Recommendation: Approve the March 17, 2023, Special Meeting Minutes

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

Attachments: [Attachment 1: 03172023 WCaDMC DRAFT Mins](#)

Est. Staff Time: 5 Minutes

#### 3.2. Approval of Minutes. [23-0452](#)

Recommendation: Approve the March 27, 2023, Meeting Minutes

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

Attachments: [Attachment 1: 03272023 WCaDMC DRAFT Mins](#)

Est. Staff Time: 5 Minutes

### 4. REGULAR AGENDA:

#### 4.1. Water Supply and Conservation as a Way of Life Update. [23-0453](#)

Recommendation: Receive Water Supply and Conservation as a Way of Life Update.

Manager: Kirsten Struve, 408-630-3138

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

Est. Staff Time: 15 Minutes

#### 4.2. Water Conservation Program Savings Update for Fiscal Year (FY) 2022. [23-0454](#)

Recommendation: Receive update and discuss information on water conservation program savings for Fiscal Year (FY) 2022 and customer satisfaction surveys.

Manager: Kirsten Struve, 408-630-3138

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

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

Est. Staff Time: 15 Minutes

#### 4.3. Landscape Design Assistance Program Development. [23-0455](#)

Recommendation: Receive information on and discuss the creation of a Landscape Design Assistance Program.

Manager: Kirsten Struve, 408-630-3138

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

Est. Staff Time: 15 Minutes

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

[23-0456](#)

Recommendation: Review and approve the proposed 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 2023 Work Plan](#)

Est. Staff Time: 10 Minutes

**5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE REQUESTS.**

*This is an opportunity for the Clerk to review and obtain clarification on any formally moved, seconded, and approved requests and recommendations made by the Committee during the meeting.*

**6. ADJOURN:**

- 6.1. Adjourn to Regular Meeting at 11:00 a.m., on Monday, May 22, 2023.

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# Santa Clara Valley Water District

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**File No.:** 23-0451

**Agenda Date:** 4/24/2023

**Item No.:** 3.1.

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## COMMITTEE AGENDA MEMORANDUM

### Water Conservation and Demand Management Committee

**SUBJECT:**

Approval of Minutes.

**RECOMMENDATION:**

Approve the March 17, 2023, Special 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: 03172023 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, MARCH 17, 2023**

A special meeting of the Water Conservation and Demand Management Committee was held on March 17, 2023, at Santa Clara Valley Water District, Headquarters Building Boardroom, 5700 Almaden Expressway, in San Jose, California.

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

Committee Vice Chair Director Nai Hsueh called the meeting to order at 10:05 a.m.

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

Valley Water Board Committee Members in attendance were: Committee Vice Chair Director Nai Hsueh (District 5), Director Barbara F. Keegan (District 2), establishing a quorum, and Committee Member Director Rebecca Eisenberg (District 7-arrived at 10:07 a.m.).

Staff members in attendance were: Antonio Alfaro, Aaron Baker, Roseryn Bhudsabourg, Neeta Bijoor, Glenna Brambill, Justin Burks, Phil Dolan, Paola Giles, Vincent Gin, Samantha Greene, Chris Hakes, Candice Kwok-Smith, Jessica Lovering, Mike Potter, Metra Richert, Don Rocha, Ashley Shannon, Kirsten Struve, and Jing Wu.

Guest Agencies in attendance were: Michael Bolzowski (California Water Service Company), Brian Boyer (Cinnabar Hills Golf Club), Curt Rayer and Bill Tuttle (San Jose Water Company-SJWC), and Katja Irvin (Sierra Club Loma Prieta Chapter).

Public in attendance were: Arthur M. Keller, Ph.D.

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

Katja Irvin (Sierra Club Loma Prieta Chapter) wanted to make sure the minutes on her public comment reflected the true essence of her point on homeowners/renters.

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

#### **3.1 ELECTION OF CHAIR AND VICE CHAIR**

Committee Vice Chair Director Hsueh welcomed new Committee Member, Director Eisenberg. Director Hsueh then opened the floor for nominations for Committee Chair:

Director Keegan nominated Director Hsueh and Director Eisenberg seconded. The Committee unanimously elected Director Nai Hsueh as the Committee Chair.

Attachment 1

Page 1 of 3

Committee Chair Director Nai Hsueh opened the floor for nominations for Committee Vice Chair: Director Nai Hsueh nominated Director Barbara F. Keegan who declined. Director Nai Hsueh nominated Director Rebecca Eisenberg and Director Barbara F. Keegan seconded. The Committee unanimously elected Director Rebecca Eisenberg as the Committee Vice Chair.

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

##### **4.1 APPROVAL OF MINUTES**

Committee Chair Director Nai Hsueh reviewed the materials as outlined in the agenda items.

It was moved by Director Barbara F. Keegan, seconded by Director Nai Hsueh, and carried by majority, to approve the minutes of the November 28, 2022, Water Conservation and Demand Management Committee meeting with the correction noted by Katja Irvin which will be approved by her and Committee Chair Director Nai Hsueh via email. Director Rebecca Eisenberg abstained.

Public Comment:

Katja Irvin (Sierra Club Loma Prieta Chapter) reiterated that on Page 14 Agenda Item 4.2. she wanted to make sure the minutes captured her sentiments in how difficult it is reaching the landlords of low-income neighborhoods. Glenna Brambill worked with Katja Irvin and Committee Chair Director Nai Hsueh to correct the minutes to read: Katja Irvin noted that it is difficult engaging the landlords (homeowners) of low-income renters to motivate them in participating in the Program.

#### **5. REGULAR AGENDA ITEMS**

##### **5.1 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: normalizing actual data, needing a legend to define shaded areas, risk factors, homelessness issues, poverty impacts of water usage, report on water rates vs. water usage, economy impact, water conservation a way of life, overall costs, modeling tool and complaint process.

Vincent Gin, Kirsten Struve, and Justin Burks were available to answer questions.

The Water Conservation and Demand Management Committee took no action.

##### **5.2. WATER CONSERVATION SAVINGS MODEL AND PROGRAM OVERVIEW**

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

The Water Conservation and Demand Management Committee discussed the following: customer use base, those already conserving, possible landlord policy, heat map, adoption of the Model Ordinance with agencies, joint meeting with the City of San Jose later in the year and water conservation.

Metra Richert, Don Rocha, Ashley Shannon, and Vincent Gin were available to answer questions.

Public Comment:

Katja Irvin commented on Model Ordinance disallowing non-functional turf and on-site recycling component. She had a question regarding 'free rider's staff was available to explain.

Dr. Arthur Keller noted that the message on not using artificial turf needs to be conveyed and especially to realtors.

The Water Conservation and Demand Management Committee took no action.

### **5.3 STANDING ITEMS REPORT**

Committee Chair Director Nai Hsueh 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

### **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**

Committee Chair Director Nai Hsueh reviewed the materials as outlined in the agenda items. The Chair will work with the appropriate staff to update the work plan for 2023.

The next regularly scheduled meeting is scheduled for March 27, 2023, 11:00 a.m.

Vincent Gin advised that there will be an agenda item for consideration on the Water Shortage Emergency Condition.

The Water Conservation and Demand Management Committee took no action.

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

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

### **7. ADJOURNMENT**

Committee Chair Director Nai Hsueh adjourned at 11:58 a.m.

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

Approved:

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# Santa Clara Valley Water District

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**File No.:** 23-0452

**Agenda Date:** 4/24/2023

**Item No.:** 3.2.

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## COMMITTEE AGENDA MEMORANDUM

### Water Conservation and Demand Management Committee

**SUBJECT:**

Approval of Minutes.

**RECOMMENDATION:**

Approve the March 27, 2023, 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: 03272023 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, MARCH 27, 2023**

A regular meeting of the Water Conservation and Demand Management Committee was held on March 27, 2023, at Santa Clara Valley Water District, Headquarters Building Boardroom, 5700 Almaden Expressway, in San Jose, California.

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

Committee Chair Director Nai Hsueh called the meeting to order at 11:07 a.m.

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

Committee Board Members in attendance were: Committee Chair, Director Nai Hsueh (District 5), Director Barbara F. Keegan (District 2), establishing a quorum, and Committee Vice Chair, Eisenberg (District 7-arrived at 11:21 a.m.).

Staff members in attendance were: Gina Adriano, Joseph Aranda, Meghan Azalon, Aaron Baker, Roseryn Bhudsabourg, Neeta Bijoor, Glenna Brambill, Justin Burks, Rick Callender, Vanessa De La Piedra, Phil Dolan, Anthony Fulcher, Rachael Gibson, Paola Giles, Vincent Gin, Samantha Greene, Jason Gurdak, Chris Hakes, Linh Hoang, Cindy Kao, Matt Keller, Michele King, Candice Kwok-Smith, Jessica Lovering, Carlos Orellana, Colin Resch, Melanie Richardson, Metra Richert, Don Rocha, Clarissa Sangalang, Ashley Shannon, Kirsten Struve, Gregory Williams, Jing Wu, and Beckie Zisser.

Guest Agencies in attendance were: Brian Boyer (Cinnabar Hills Golf Club), Diane Asuncion (City of Santa Clara), Kurt Elvert, Curt Rayer and Bill Tuttle (San Jose Water Company-SJWC).

Public in attendance was: Julia Nussbaum,

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

There was no one present who wished to speak.

### **3. REGULAR AGENDA ITEMS**

#### **3.1. CONSIDER CHANGES TO WATER SHORTAGE EMERGENCY CONDITION**

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

The Water Conservation and Demand Management Committee discussed the following: Governor's new Executive Order, punitive fines, showing the public what Valley Water is doing now and what is being proposed, low-income residents still a concern with water conservation, 2-day week watering requirement, 15% call, CII Ban, clear messaging on the levels,

The Water Conservation and Demand Management Committee took the following action. It was moved by Committee Chair Director Nai Hsueh, second by Director Barbara F. Keegan, and by majority vote approved staff's recommendation:

- A. Adopt a Resolution Rescinding: (i) Resolution 21-68 Declaring a Water Shortage Emergency Condition Calling for Water Use Reduction, and (ii) Resolution 22-20, which amended Resolution 21-68; and
- B. Suspend enforcement prohibition 3.1 (a), the 2-day per week watering limit of residential nonfunctional turf, in Amended Water Use Restriction Ordinance 22-02; and
- C. Direct the CEO to bring a recommendation for the Board's consideration, which calls for water conservation as a way of life in Santa Clara County. For consideration at the April 11, 2023, Board of Directors meeting. Director Rebecca Eisenberg voted No.

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

Committee Chair Director Nai Hsueh reviewed the materials as outlined in the agenda items.

Committee's suggested agenda items; impacts of water recycling on demand, storm water capture on demand, and desalination/brackish.

The next meeting is April 24, 2023, at 11:00 a.m.

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

Glenna Brambill stated there was one action item for Board consideration.

Agenda Item 3.1:

The Committee by majority vote approved staff's recommendation:

- A. Adopt a Resolution Rescinding: (i) Resolution 21-68 Declaring a Water Shortage Emergency Condition Calling for Water Use Reduction, and (ii) Resolution 22-20, which amended Resolution 21-68; and
- B. Suspend enforcement prohibition 3.1 (a), the 2-day per week watering limit of residential nonfunctional turf, in Amended Water Use Restriction Ordinance 22-02; and
- C. Direct the CEO to bring a recommendation for the Board's consideration, which calls for water conservation as a way of life in Santa Clara County. For consideration at the April 11, 2023, Board of Directors meeting. Director Rebecca Eisenberg voted No.

**5. ADJOURNMENT**

Committee Chair Director Nai Hsueh adjourned at 12:00 p.m.

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

Approved:

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# Santa Clara Valley Water District

**File No.:** 23-0453

**Agenda Date:** 4/24/2023

**Item No.:** 4.1.

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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:**

Water Supply and Conservation as a Way of Life Update.

### **RECOMMENDATION:**

Receive Water Supply and Conservation as a Way of Life Update.

### **SUMMARY:**

#### **Drought Conditions**

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.

On February 13, 2023, Governor Newsom signed Executive Order N-3-23 that maintained almost all of the drought-response actions of his prior drought-related proclamations and executive orders. Executive Order N-3-23 ordered state agencies to submit their recommendations on existing provisions in the Governor's drought proclamations and executive orders. State agencies are required to submit their recommendations to the Governor no later than April 28, 2023.

Valley Water's water supply outlook has improved significantly, due to several atmospheric rivers since December 2022. In January 2023, California experienced one of the wettest three-week periods on record, yielding a snowpack that is well above average. In response to the improved hydrologic conditions, imported water allocations have been increased significantly. In addition to

imported water allocations improving, Valley Water's operating reservoirs are above average levels and the 2023 end of year groundwater storage is projected to be in the normal range.

On March 24, 2023, the Governor announced that he is rescinding his voluntary call for 15 percent water use reduction and requirement that urban water suppliers activate Level 2 of their water shortage contingency plans; however, he left in place other State water use restrictions, including those against runoff and using drinking water to irrigate non-functional turf on commercial industrial and institutional properties.

On April 11, 2023, Valley Water's Board unanimously approved to:

- Rescind the Water Shortage Emergency Condition calling for a countywide mandatory 15% water-use reduction compared 2019 usage; and
- Call for a countywide voluntary 15% water-use reduction call compared 2019 usage; and
- Direct the CEO to bring a recommendation for the Board's consideration for additional actions to support water conservation as a way of life in our county and state.

The Board also chose to continue enforcement of the 2-day per week watering limit for residential nonfunctional turf, in addition to other water waste restrictions against runoff, midday watering, watering after rainfall, and watering of CII nonfunctional turf.

Staff is preparing a draft proposal to address the comments received at the April 11 Board meeting for feedback from the Committee. Once more developed, staff is planning to bring this draft proposal to the Committee on May 22, 2023, and then possibly to the Board on June 13, 2023. Currently, this draft proposal recommends bringing forward a new resolution to the Board which provides Valley Water's framework to promote water conservation as a way of life during non-drought periods, as well as a revised enforcement ordinance that will facilitate the ramping activities and fines up or down depending on the water supply conditions. The Committee will be requested to provide feedback on the idea regarding the resolution and ordinance.

## **Water Conservation Outreach and Programs**

Our water conservation campaigns continue year-round. We are now promoting all our programs year-round, rather than seasonally. Program participation remains high, compared to pre-drought levels. Valley Water is working to sustain the high participation rates and is continuing the doubled rebate rate for the Landscape Rebate Program through Fiscal Year 2024. Media interest has focused on the improved water supply and the Board's latest decision regarding rescinding the drought emergency. Staff also launched a new campaign aimed at helping Commercial, Industrial and Institutional (CII) entities apply for rebates. Community outreach through Speakers Bureau presentations continues.

## **Countywide Water Use Reduction**

Countywide water savings compared to 2019 (Valley Water's baseline) and 2020 (State's baseline) is shown below. Countywide water savings were 1% in February 2023 compared to February 2019 and

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21% compared to February 2020. Winter use represents indoor water use, which increased because of COVID generally due to increased water use for sanitation.

Baseline Year	Santa Clara County	
	2019	2020
February 2023 Savings	1%	21%
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 water use restrictions for outdoor landscapes. Valley Water is addressing these complaints and coordinating with water retailers and municipalities on enforcement efforts. Over 2,000 water waste complaints were received since the enforcement program was launched in June. Enforcement has been successful as there have been only nine complaints of water waste following the first complaint, which suggests that people are addressing their water waste following the first complaint.

### **ATTACHMENTS:**

Attachment 1: PowerPoint Presentation

### **UNCLASSIFIED MANAGER:**

Kirsten Struve, 408-630-3138

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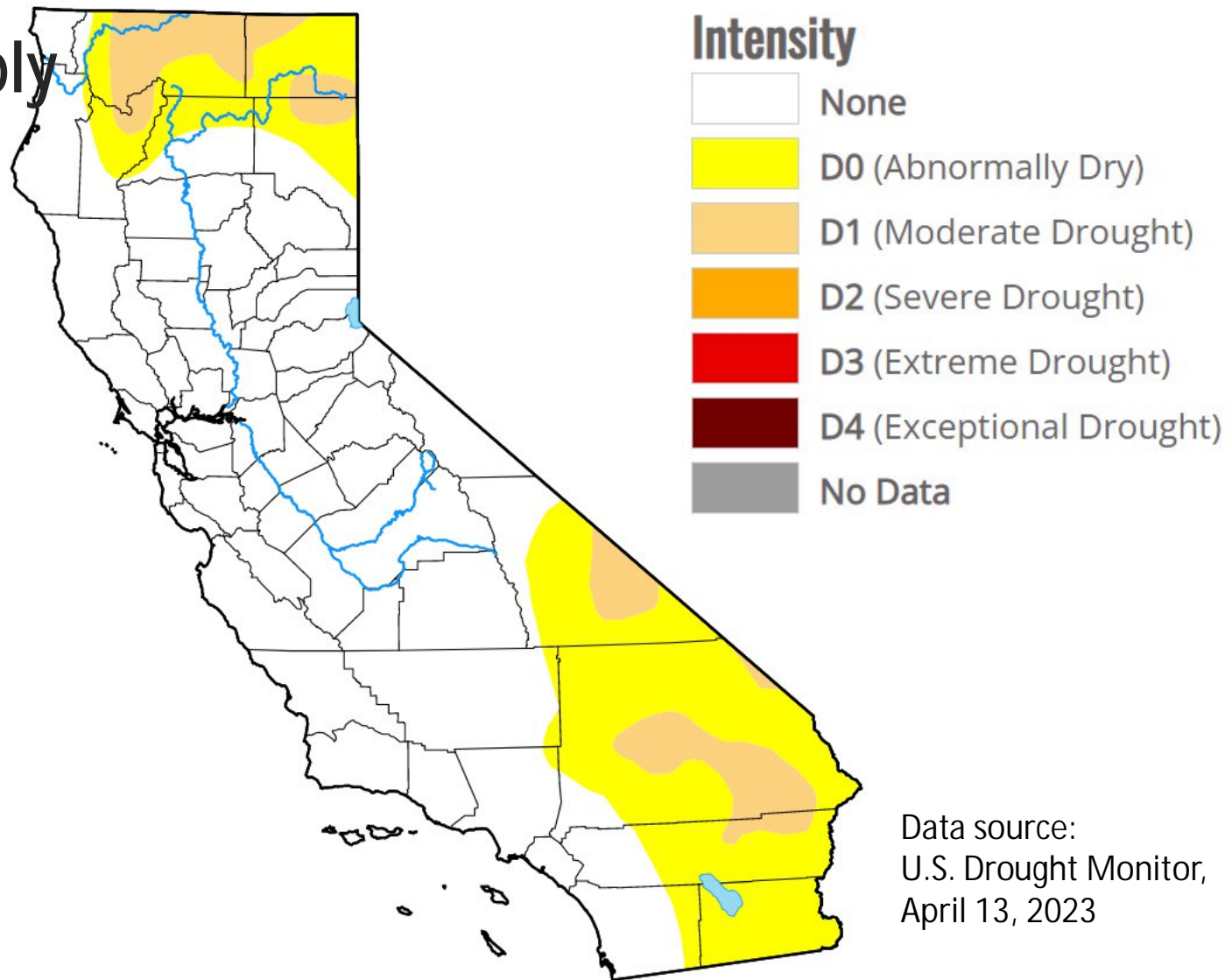


# Water Supply and Conservation as a Way of Life Update

Water Conservation and Demand Management Committee  
April 24, 2023

## Healthy water supply

- Healthy water supplies
- Imported water allocations increased
- Groundwater within normal levels



## Board Decisions on April 11, 2023

- End 15% mandatory call for water use reduction compared to 2019
  - Replaced with 15% voluntary call compared to 2019
- Continue enforcement of water waste restrictions (including 2-day watering limit for consistency with State action)
- Maintain conservation
  - Direct CEO to bring back additional recommendations to make sure water conservation is a way of life

# Water Conservation as a Way of Life Resolution

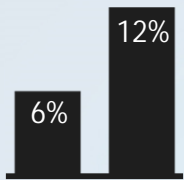
- Framework on Valley Water's approach to conservation between droughts
- Includes Voluntary Call for Conservation and long-term targets
- Includes actions for residents, commercial and industrial sites and agriculture to promote conservation
- Calls on retailers to adopt permanent restrictions

# Revised Enforcement Ordinance

- Permanent water waste restrictions
- Procedure for permanent enforcement program
- Fines triggered by mandatory water use reduction calls



## Countywide Water Savings



Cumulative water savings compared to 2020 is 12% - that's double the State's percentage



Exceeded State's water conservation call in February, saved 21%



February water use compared to pre-COVID 2019 was 1% lower



**Water conservation  
is a way of life in  
Santa Clara County.**



## Maintaining High Levels of Conservation



Messaging campaigns now running year-round



Now promoting ALL our programs continuously



\$2/sq. ft. through FY 24



Participation expected to continue to be high relative to pre-drought



Direct outreach to CII entities to increase program participation



**Water conservation  
is a way of life in  
Santa Clara County.**



## Efforts for long-term conservation



Water conservation as a way of life messaging



Promote permanent changes by irrigation equipment, water-efficient landscape, graywater systems, and indoor water-saving devices



Promote habits to conserve indoors and outdoors and detect leaks



Collaborate with retailers on messaging and outreach



Promote policies for long-term conservation



Continue to implement Water Conservation Strategic Plan



**Water conservation  
is a way of life in  
Santa Clara County.**







# Santa Clara Valley Water District

**File No.:** 23-0454

**Agenda Date:** 4/24/2023

**Item No.:** 4.2.

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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 Program Savings Update for Fiscal Year (FY) 2022.

### **RECOMMENDATION:**

Receive update and discuss information on water conservation program savings for Fiscal Year (FY) 2022 and customer satisfaction surveys.

### **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, respectively. In October 2021, the Water Conservation and Demand Management Committee (Committee) received Valley Water's updated Water Conservation Strategic Plan (Strategic Plan) to guide staff on how best to achieve these aggressive long-term targets. The water conservation programs average \$600 per acre-foot per the Savings Model, continuing to serve as a wise investment.

Valley Water staff tracks progress towards the long-term conservation targets using a custom, Excel-based Water Conservation Savings Model (Savings Model). In March 2023, the Committee received information on how staff uses 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 provide an update on total annual savings from the water conservation program for Fiscal Year (FY) 2022 and to receive an overview of customer satisfaction surveys for participation from January 2021 through June 2022. Information about current conservation programs is detailed in the attached flyer (Attachment 2) and can be found at [www.watersavings.org](http://www.watersavings.org) <<http://www.watersavings.org>>.

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## **Savings Update**

Over time water conservation 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 (LRP). The Strategic Plan affirmed the effectiveness of prioritizing outdoor conservation programs but recognizes Valley Water must sustain drought-year level participation in non-drought years to meet the Boards adopted long-term conservation 2030 goal. 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.

Long-term water conservation increased 3,489 acre-feet from 76,584 AFY in FY 2021 to 80,073 AFY in FY 2022 (from a 1992 baseline), compared to an increase of 2,386 acre-feet between FY 2020-2021 - an interannual increase of 46%. This increase was influenced strongly by the impressive participation rate increases in Valley Water's water conservation programs in response to Valley Water Resolution 21-68 - Water Shortage Emergency Condition calling a 15% Water Use Restrictions as well as doubling the LRP rebate to \$2 a square foot.

## **Customer Satisfaction Surveys**

Customer Satisfaction Surveys were conducted for seven Water Conservation Programs during a three-week period in December 2022. These programs included the Online Shopping Cart Program (eCart), Landscape Rebate Program (LRP), Graywater Rebate Program, Water Wise Outdoor Surveys (WWOS), Landscape Maintenance Consultation Program, Large Landscape Program, and Fixture Replacement Program (FixRP). Staff surveyed nearly 12,000 customers who participated in these programs between January 2021 and June 2022 using the online tool Survey Monkey. The data collected was reviewed and evaluated to:

1. determine overall program customer satisfaction,
2. receive feedback and recommendations from participants to improve program efficiency, and
3. track progress of programs over time.

Customer satisfaction was high among all programs surveyed with 80% of all testimonials received sharing a positive experience. Among all programs, participants were likely to refer Valley Water's programs to family and friends. Current Valley Water internal procedures were generally perceived as excellent or good among all programs. For example, 85% of LRP respondents provided a positive rating on the application process and timeliness of the rebate reflecting a 5%-point increase from previous years.

Altogether, Valley Water's Water Conservation Programs significantly influenced respondents to conserve water, programs had a strong word-of-mouth value, and 84% of respondents self-reported a decrease in water usage and utility bills after participating.

Some feedback received from LRP respondents focused on the approved plant list. One responder suggested having sample yard templates and locations available to respondents to aid in selecting

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plants. Though several resources are available on the Valley Water website, staff will continue to make them more evident to program participants. In addition, Valley Water staff is currently in the process of developing a Design Assistance Program to help with barriers related to the 50% plant coverage requirement and make the program more accessible to participants as well as developing an onsite demonstration garden to showcase various plant types.

As a next step, Valley Water's goal is to identify tools and resources that would allow staff to survey participants shortly after participating in the programs. Valley Water staff will also be revising the list of questions to ensure identical questions are asked among all programs, as well as further review recommendations and feedback made by participants to continue to improve our programs.

## **CONCLUSION**

Long-term water savings increased to 80,073 AFY in FY 2022. Advertising the conservation programs year around and maintaining the increased LRP rebate amount of \$2 a square foot, staff anticipates the participation rates to be comparable in FY 2023 to continue progress toward the 2030 long-term conservation savings target. Staff will continue to improve existing programs and develop new programs to achieve board goals.

## **ATTACHMENTS:**

Attachment 1: PowerPoint Presentation

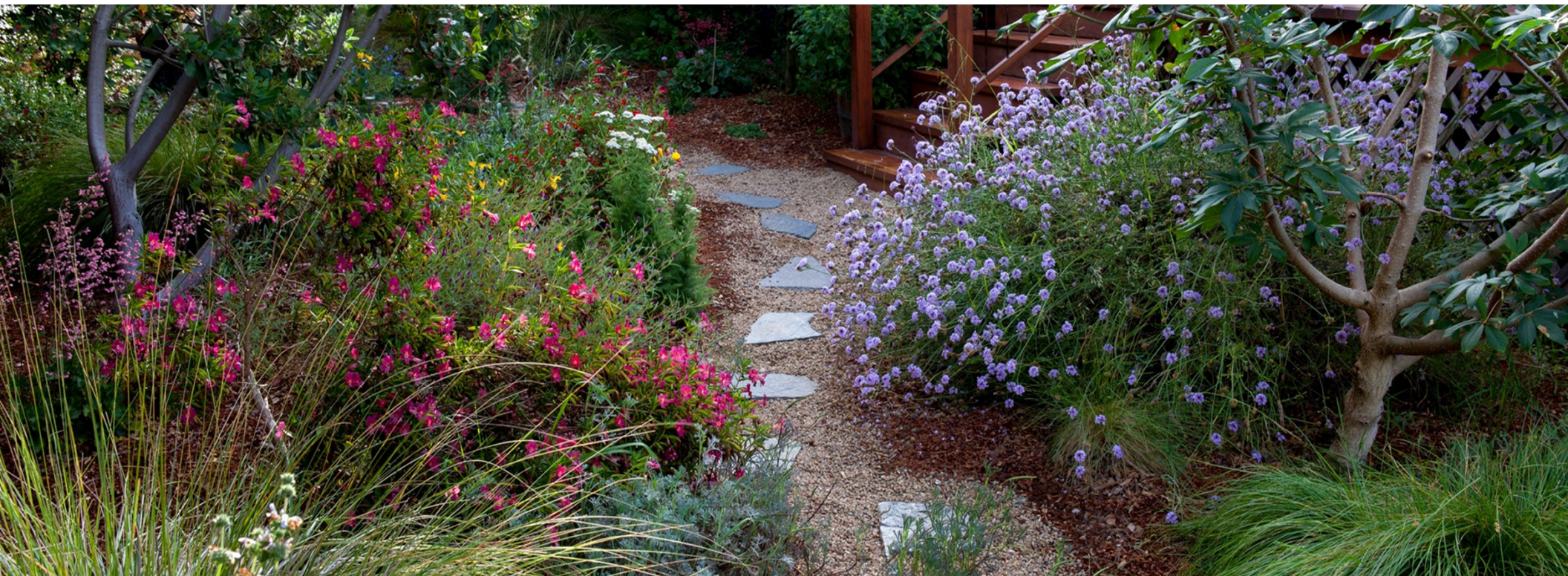
Attachment 2: Water Conservation Program Flyer (PDF)

## **UNCLASSIFIED MANAGER:**

Kirsten Struve, 408-630-3138

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# Water Conservation Program Savings Update (FY 22)

Water Conservation and Demand Management Committee Meeting, April 24, 2023

Ashley Shannon, Sr. Water Conservation Specialist



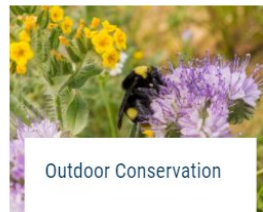


# Watersavings.org

All Water Conservation Programs



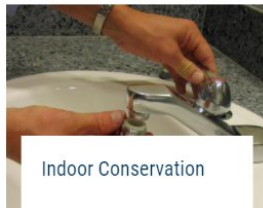
Rebates & Surveys



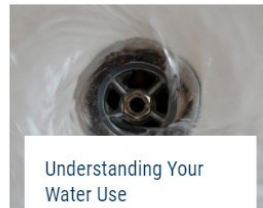
Outdoor Conservation



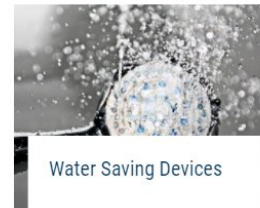
Landscape Guides & Resources



Indoor Conservation



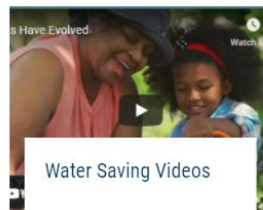
Understanding Your Water Use



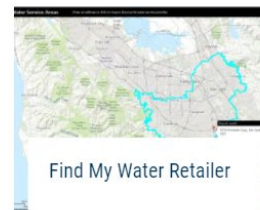
Water Saving Devices



Report Water Waste



Water Saving Videos

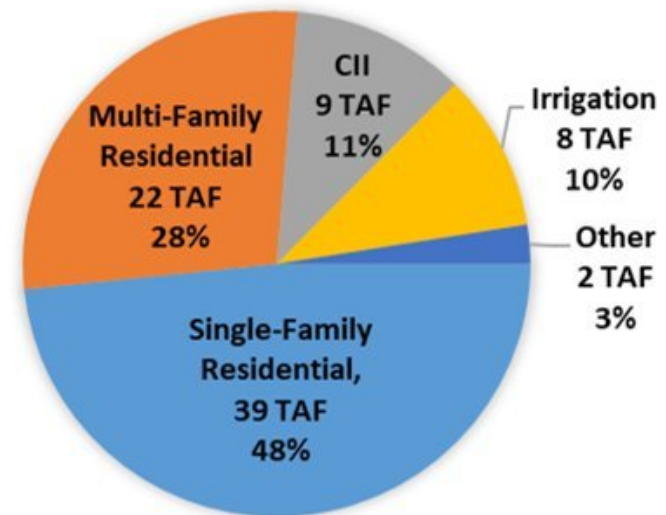


Find My Water Retailer

# Water Conservation 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

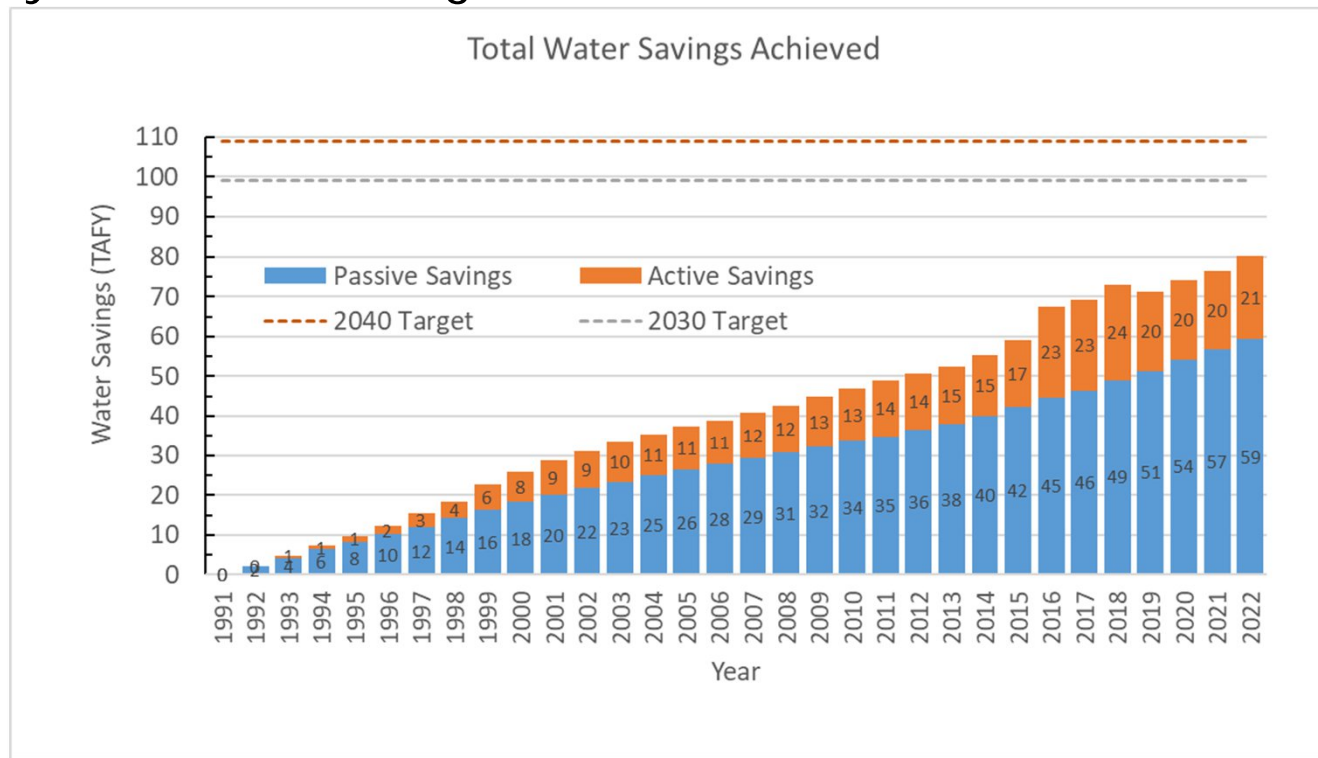
**WATER SAVINGS BY SECTOR**



TAF = 1,000 acre-feet

# Progress Towards Conservation Targets

80,073 AF/year saved through 2022





# Customer Satisfaction Surveys

80% of testimonials positive

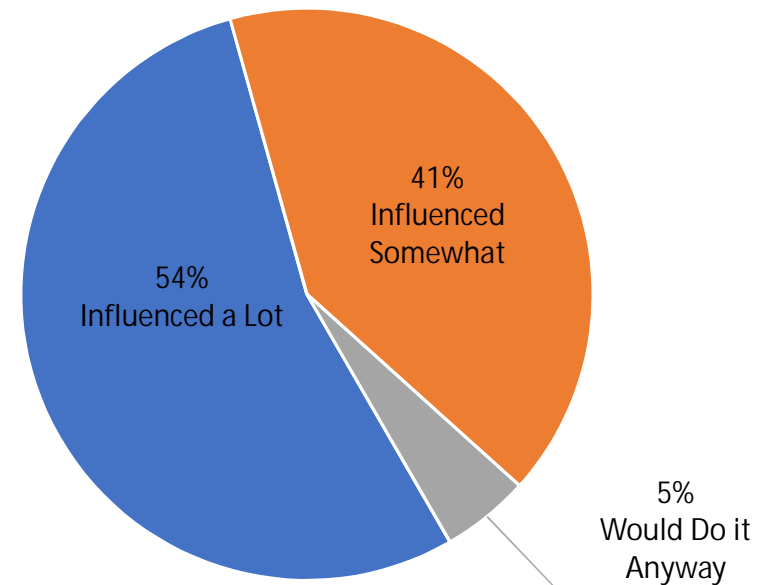
Strong word-of-mouth value

Website

Newsletter

95% of LRP participants motivated by program

How Influential was LRP in motivating you to complete your project?



# Next Steps

Maintain drought participation in a non-drought year

Continue to improve existing programs and develop new program offerings

Survey residents shortly after participation

# 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](http://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](http://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](http://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](http://watersavings.org). No pre-inspection is required but **wait for approval before beginning any work**.

## Landscape Surveys

Request to have your landscape and irrigation system surveyed by a trained irrigation professional for FREE. Following the survey, the specialist will provide you with a customized report, outlining any apparent leaks or inefficiencies, suggestions for irrigation scheduling, and recommendations for money-saving landscape rebates. Whether your landscape is small or large, we have a program to fit your needs.

### Water Wise Outdoor Survey Program

A Water Wise Outdoor Survey is for landscapes at single-family, small commercial, industrial, institutional properties or multi-family residential sites up to half an acre. To get started, have a recent copy of your water bill on hand and submit a request at [valleywater.org/outdoor-survey](http://valleywater.org/outdoor-survey).

Call **408-630-2000** or email [waterwise@valleywater.org](mailto:waterwise@valleywater.org) with questions. If you are a customer of San Jose Water Company, please contact them directly to schedule a CATCH survey at **408-279-7900** or [customer.service@sjwater.com](mailto:customer.service@sjwater.com).

### Large Landscape Program

A Large Landscape Survey is for landscapes at commercial, industrial, institutional properties or multi-family residential common areas with over half an acre. Also, free landscape water budgets are available for some properties, which compare your actual irrigation use to a property specific budget. Visit [waterfluence.com](http://waterfluence.com) to see if your property already receives this free benefit. Request a survey at [watersavings.org](http://watersavings.org).

## Commercial and Facility Rebates

Receive up to \$100,000 for replacing or updating equipment with water-efficient technology that results in measurable water savings. This custom rebate based on the measured amount of water saved is available to qualifying facilities including facilities like businesses, schools, hospitals and government buildings. The rebate is \$4 per 100 cubic ft. of water saved per year, or 100% of the project cost (excluding labor and taxes), whichever is less.

## Fixture Replacement Program

Replace old qualifying fixtures for FREE! Inefficient fixtures can be replaced for free by licensed plumbers at qualifying commercial, industrial, institutional properties or multi-family residential properties. Inefficient fixtures that qualify include toilets, urinals, showerheads, faucet aerators, and pre-rinse spray valves. Sign up at [blusinc.com](http://blusinc.com), call **800-597-2835**, or [customerservice@blusinc.com](mailto:customerservice@blusinc.com).

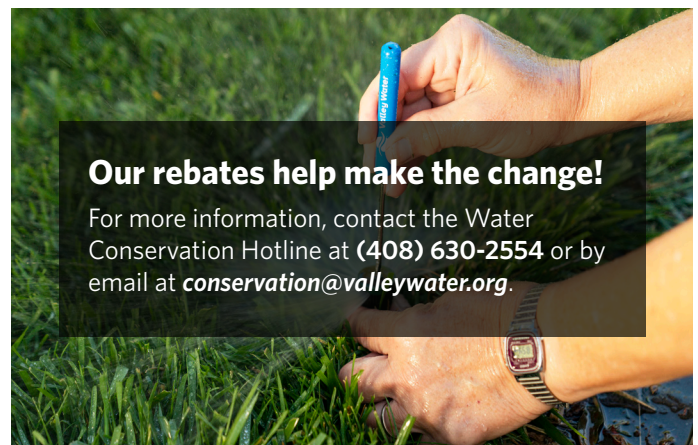
## Submeter Rebate Program

Submeters can save 10-30% of water used! Received at least \$150 per installed water submeter by upgrading from a single meter. Accessory dwelling units (ADUs or granny units), mobile home parks, apartments, and condominium complexes can qualify. There is no rebate cap when all eligibility requirements are met.

## Report Water Waste

Help local residents and businesses preserve our shared water supply by confidentially reporting water waste and violations of outdoor water-use restrictions. Any specific notes like location, date and time, or frequency will help our inspectors follow up. To report water waste, you may do one of the following:

- Use our Access Valley Water app (by downloading or using the QR code)
- Email [waterwise@valleywater.org](mailto:waterwise@valleywater.org)
- Call **408-630-2000**



## CONTACT US

To find out the latest information on Valley Water projects or to submit questions or comments, use our **Access Valley Water** customer request system at [access.valleywater.org](http://access.valleywater.org).



### FOLLOW US



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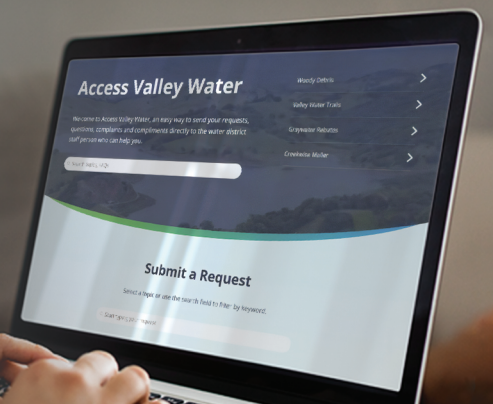
valleywater



valleywater



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<https://delivr.com/2uz9z>







# Santa Clara Valley Water District

**File No.:** 23-0455

**Agenda Date:** 4/24/2023

**Item No.:** 4.3.

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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:**

Landscape Design Assistance Program Development.

### **RECOMMENDATION:**

Receive information on and discuss the creation of a Landscape Design Assistance Program.

### **SUMMARY:**

Through the Landscape Rebate Program, Santa Clara Valley Water District (Valley Water) has facilitated the conversion of over 14.4 million square feet of lawn to low water use landscape in Santa Clara County since its inception in 2006. The historically high participation rate corresponding with the current drought has resulted in 2.7 million square feet of lawn conversion since July 2021 alone and we expect to see continued high participation rates through the next year, even with the record high rainfall we experienced this winter. According to the 2021 Water Conservation Strategic Plan, maintaining this high level of participation, even in non-drought years, is needed to meet Valley Water's aggressive long-term water conservation goals. Despite the current high levels of participation we are experiencing, the Strategic Plan notes that only 0.5% and 0.4% of all single-family and multi-family parcels have participated through the Summer of 2020, respectively, indicating that we have a lot more opportunities to convert lawns.

Staff continually works to improve and enhance the program to help minimize and eliminate barriers that may prevent some residents from participating. This includes increased rebate rates and site caps, the creation of an online application portal, contracting out pre-inspections to expedite the application process, and the continued development of tools and resources to help customers successfully participate in the Landscape Rebate Program.

According to the 2018 Alliance for Water Efficiency Landscape Transformation study, nearly 40% of homeowners surveyed indicated they would need landscape design assistance to change out their lawn to water-efficient landscapes. In a recent customer satisfaction survey of Valley Water Landscape Rebate program participants, nearly 30% of respondents indicated that not knowing how

to plan their projects had been a significant barrier before participating in the program. While staff has created many resources to help rebate program participants design their own gardens, including the Sustainable Landscape Guidelines publication (available in multiple languages both digitally at [watersaving.org](http://watersaving.org) and in print), the promotion and management of [southbaygreengardens.org](http://southbaygreengardens.org) which provides landscape design templates and sustainable landscaping resources, and hosting both virtual and hands-on workshop series focusing on sustainable landscaping topics, we recognize some participants would benefit from more customized assistance. Additionally, our Landscape Professionals List offers customers help in finding local landscape designers and contractors to hire; however, many participants may not have the means for this option.

Beginning in 2016, the Water Conservation and Demand Management Committee, along with Valley Water's Landscape Committee, has recommended creating additional assistance programs to help rebate participants both design their landscape conversion project and maintain that project once it is installed. While we have been successful in creating a Landscape Maintenance Consultation Program, the Landscape Design Assistance Program has proven to be a challenge over the years. In 2017 and 2019, staff released two Request for Proposals to contract directly with a landscape designer. This effort yielded little interest and excessive program costs. In 2018, an attempt to partner with the UC Master Gardeners was unsuccessful.

After reviewing programs offered by other agencies throughout the state, staff are now looking to implement a voucher-based program based on the success of Contra Costa Water District, East Bay Municipal Utilities District, and the City of Sacramento. Staff plans to launch the program in fiscal year 2024.

The goal of the Landscape Design Assistance Program is to help single-family residential Landscape Rebate Program participants develop ideas to transform their high-water-using front lawns into low-water, California-friendly landscapes. The Landscape Design Assistance Program will provide an onsite consultation of up to two hours with a professional landscape designer for proposed front yard lawn conversion projects. The designer will help customers make customized recommendations on the general layout, plants, and other features while adhering to the rebate requirements. The consultation will include discussions on site conditions and customer needs, as well as provide opportunities to develop ideas for landscape layout and plant choices-though it will not provide enough time for the designer to draw a detailed landscape plan.

Participants will pay the designer a \$200 fee at the time of service and will be reimbursed by Valley Water when their landscape conversion project is successfully completed according to the Landscape Rebate Program requirements. This approach will have the added benefit of increasing professional landscape designers' awareness of Valley Water programs and processes.

### **Next Steps**

Valley Water's first step in launching the program will be the recruitment of local landscape designers and architects to be featured on an Approved Professional Landscape Designers list. To be included on the list, designers will need to meet certain professional requirements and attend an informational meeting with Valley Water's staff. Once there are a sufficient number of designers on the Approved

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Professional Landscape Designers list, the program will be launched to the public.

**ATTACHMENTS:**

Attachment 1: PowerPoint Presentation

**UNCLASSIFIED MANAGER:**

Kirsten Struve, 408-630-3138

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# Landscape Design Assistance Program

Water Conservation and Demand Management Committee, April 24, 2023  
Ashely Shannon, Sr. Water Conservation Specialist



# Landscape Rebate Program Participation

14.4 million square feet of lawn converted since 2006

Nearly 2.7 million square feet since July, 2021

Only 0.5% of Single-Family residences have participated

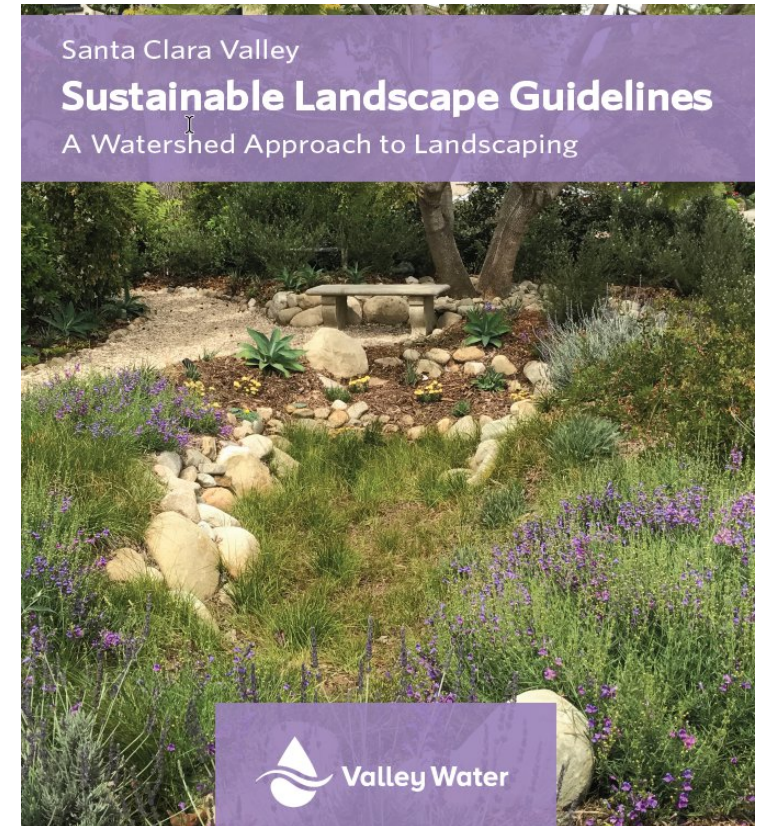


# Overcoming Barrier to Participation

Continued program enhancements and improvements

Design assistance cited as a significant barrier

Design resources benefit many customers, but some need additional assistance



# Landscape Design Assistance Program

Design assistance supported by Water Conservation Demand Management Committee and Landscape Committee

Multiple attempts to create a program have been unsuccessful

New program to be modeled after successful voucher-based program offered by peer California water agencies





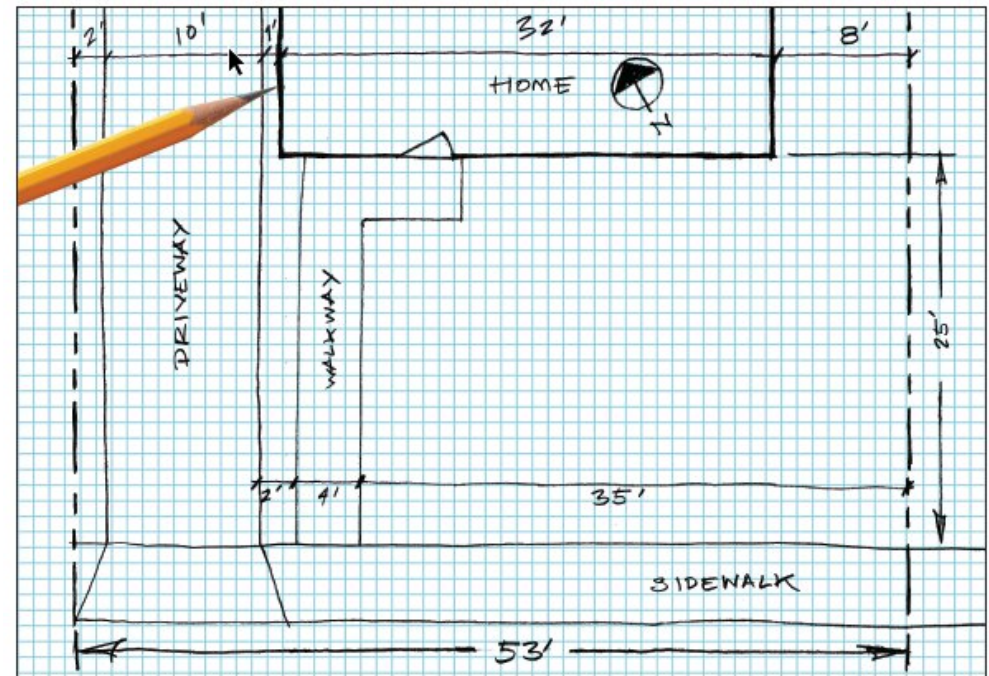
# Landscape Design Assistance Program

Voucher-based program for single-family residents

Onsite consultation with a local landscape designer

Site-specific recommendations

\$200 rebate after successful completion of the Landscape Conversion Rebate



© G3, Alex Stevens, 2020

# Next Steps

Designer recruitment

Informational training  
workshops

Program launch to the public  
after designer recruitment





# Santa Clara Valley Water District

File No.: 23-0456

Agenda Date: 4/24/2023

Item No.: 4.4.

## 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 and approve proposed 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 and approve the proposed 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 2023 Work Plan

**UNCLASSIFIED MANAGER:**

Candice Kwok-Smith, 408-630-3193



# PROPOSED WCADM 2023 WORKPLAN

Task	Agenda Item	January	February	March	April	May	June	July	August	September	October	November	December
<b>FY 23 Drought Response</b>													
1.1	Monthly Drought Status			X	X	X	X						
1.2	Drought Response Plan					X			X				
1.3	Outreach Efforts.			X									
<b>FY 23 WSMP Strategy 1: Secure Existing Supplies - 99,000 AF Conservation by 2030</b>													
2.1	Annual Water Conservation Savings				X								
2.2	Water Conservation Strategic Plan			X									
2.3	Water Conservation Savings Model			X									
2.4	Water Conservation as a Way of Life recommendations (including water waste restrictions)					X							
2.5	New Programs (Lawn Busters, Pilot programs, landscape design assistance)				X				X				
2.6	Outreach (including to Renters/Landlords)												
2.7	SCW funding							X					X
2.8	affordability discussion/supporting underserved communities												
2.9	Collaboration with retailers												
2.9	Demand Model and water use data							X					
<b>FY 23 WSMP Strategy 2: Increase Water Conservation (109,000 AF) and Stormwater Capture (1,000 AF) by 2040</b>													
3.1	Investments in no-regrets package/stormwater resource plan implementation								X				
3.2	Collaboration with UC Water on Flood Managed Aquifer Recharge (Flood MAR)							X					
3.3	Find opportunities to ensure new development has improved water wise features (MWENDO, land use coordination)									X			
3.4	Resource Needs												
3.5	Review long-term goals as part of WSMP update								X				
<b>FY 23 WSMP Strategy 3 Optimize the Use of Existing Supplies and Infrastructure</b>													
4.1	Sustainable Groundwater Management Act (SGMA) - annual update									X			
4.2	South County Recharge												
4.3	Well control zone for Purified Water Project											X	

FY 23 Other Demand Management Items															
5.1															
5.2															

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