

October 18, 2022

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 Linda J. LeZotte, Committee 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, Ast 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 **Monday, October 24, 2022, 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

+16699009128,,92597340524# US (San Jose)

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

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

REGULAR MEETING AGENDA

**Monday, October 24, 2022
11:00 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 Linda J. LeZotte, Committee 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

Monday, October 24, 2022

11:00 AM

HQ Building Boardroom

*****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.

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 9128,925 9734 0524#

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.

[22-1180](#)

Recommendation: Approve the September 28, 2022, Meeting Minutes

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

Attachments: [Attachment 1: 09282022 WCaDMC DRAFT Mins](#)

Est. Staff Time: 5 Minutes

4. REGULAR AGENDA:

- 4.1. Monthly update on progress towards achieving Valley Water's water use reduction target and water conservation efforts related to the drought emergency. [22-1181](#)

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: September Drought Response Report](#)

Est. Staff Time: 15 Minutes

- 4.2. Water Use Data for Homes and Businesses. [22-1182](#)

Recommendation: Receive, review, and discuss information on programs available to our community to monitor water use.

Manager: Kirsten Struve, 408-630-3138

Attachments: [Attachment 1: Flow Device and Leak Programs](#)

Est. Staff Time: 15 Minutes

- 4.3. Update on Zones of Controlled Drinking Water Well Construction for the Purified Water Project. [22-1194](#)

Recommendation: Receive update on zones of controlled drinking water well construction for Valley Water's Purified Water Project.

Manager: Gregory Williams, 408-630- 2867

Est. Staff Time: 10 Minutes

4.4. Standing Items Report.

[22-1184](#)

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 10/24/2022, 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: 5 Minutes

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.

[22-1185](#)

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: 2022 WCaDMC Work Plan](#)

Est. Staff Time: 5 Minutes

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE REQUESTS.

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

6. ADJOURN:

6.1. Adjourn to Regular Meeting at 11:00 a.m., on Monday, November 28, 2022.

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Santa Clara Valley Water District

File No.: 22-1180

Agenda Date: 10/24/2022

Item No.: 3.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Approval of Minutes.

RECOMMENDATION:

Approve the September 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: 09282022 WCaDMC Draft Minutes

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

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WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

DRAFT MINUTES

WEDNESDAY, SEPTEMBER 28, 2022

A special meeting of the Water Conservation and Demand Management Committee was held on September 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 10:02 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, Vanessa De La Piedra, Phil Dolan, Anthony Fulcher, Paola Giles, Vincent Gin, Samantha Greene, Jason Gurdak, Cindy Kao, Matt Keller, Candice Kwok-Smith, Jessica Lovering, Carlos Orellana, Angus Parton, Colin Resch, Don Rocha, Mary Samar, Ashley Shannon, Kirsten Struve, Sherilyn Tran, Gregory Williams, and Jing Wu.

Guest Agencies in attendance were: Brian Boyer (Cinnabar Hills Golf Club), Katja Irvin (Sierra Club Loma Prieta Chapter), and Julia Schmitt (Brown and Caldwell),

Public in attendance were: Gladwyn d'Souza, Rebecca Eisenberg, Arthur M. Keller, Ph.D., Julia Nussbaum, Annie Yang and Greg.

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 Nai Hsueh, seconded by Director Barbara F. Keegan, and carried unanimously, to approve the minutes of the August 29, 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: comments on how the trends are looking good and thanks to all, pump contractors, State Water Board resources, data usage regarding enforcement and outreach targeting, county-wide savings communication, concerns with cumulative savings/indicators vs month-to-month, water conservation messaging, and retailers' information.

Jason Gurdak Justin Burks, and Kirsten Struve were available to answer questions.

Public Comments:

Rebecca Eisenberg had questions on retailers' water use data (residential vs commercial, indoor vs outdoor, and renters vs owners) and metering.

Dr. Arthur Keller noted that El Nina predicted drought conditions continuing (January through March 2023) and the installation of meters (experimenting with the use of single water meters to detect leaks).

Gladwyn d'Souza commented on the use of smart meters as a way of finding discrepancies regarding the ban.

The Water Conservation and Demand Management Committee took no action.

4.2 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

The Water Conservation and Demand Management Committee took no action.

4.3 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 October Agenda Items captured and could change:

1. Drought
2. Valley Water Data needs
3. Homeowner Water Data needs – AMI and other tools

4. Standing Items

The Committee's next scheduled meeting is Monday, October 24, 2022, 11:00 a.m.

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 10:42 a.m., to the next scheduled meeting.

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

Approved:

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Santa Clara Valley Water District

File No.: 22-1181

Agenda Date: 10/24/2022

Item No.: 4.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

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 entered the third year of drought, and experienced 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. The U.S. Drought Monitor Report from October 13, 2022, indicates that the county is in primarily severe drought, with the eastern edges in extreme drought. The northern Sierra Nevada snowpack, a primary source of Valley Water's imported water, is 16% of normal as of June 13, 2022. Staff will provide updates regarding latest drought conditions.

Despite ongoing drought conditions, groundwater levels are stabilizing or increasing in some areas of the county because of recent increases in managed recharge (made possible by emergency imported water supplies) and ongoing water conservation by the community. Other areas in the

county continue to have declines in water levels.

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 is continuing to see high participation rates in water conservation programs through September 2022. Valley Water hosted a webinar in September focusing on Garden Design Basics with 118 in attendance on Zoom and Facebook Live.

Valley Water's "Say Yes" water conservation campaign continues. In September, the media responded to Valley Water's water conservation updates regarding the commercial watering ban, the Landscape Rebate Program, the impact of September rain to our water supply, and the progress of the Anderson Dam Seismic Retrofit Project. On September 29, 2022, Valley Water, in conjunction with Save Our Water and Google, conducted a news conference encouraging the community and businesses to conserve water as the extreme drought continues. The event took place at Google's Bay View campus. The event was emceed by Valley Water CEO Rick Callender. Speakers included Valley Water Chair Pro Tem John L. Varela, Director Gary Kremen, California's Natural Resources Secretary Wade Crowfoot, State Senator Josh Becker, the State Water Board's Sean Maguire, Mountain View Mayor Lucas Ramirez and Google's Water & Entitlements Lead Drew Wenzel. DGDG CEO Jeremy Beaver also attended and provided comments to media members about his company's use of Valley Water's Landscape Rebate Program. Reporters from ABC7 News, KRON and KCBS Radio were in attendance, while representatives from KPIX, KGO Radio, Morgan Hill and Gilroy Life, KQED, Bay City News and the Mercury News listened to and recorded our live stream. In addition, the Speakers Bureau Program held two presentations in September.

In September, staff shared an informative video describing the details of Valley Water's enforcement ordinance. This video includes information on the new ban on watering decorative lawns on commercial, industrial and institutional properties. Several posts were shared to encourage our social media audience to sign up for events and webinars hosted by Valley Water and its partners on water conservation topics such as drip irrigation installation and intro to garden design.

Data analytics and targeted marketing of water conservation programs

At the September 28, 2022, Water Conservation and Demand Management Committee meeting, the Committee requested additional information on what type of data Valley Water may need to target our programs, including data that may be needed from retailers.

Data currently provided by retailers monthly includes water use by water source. Data provided by retailers for Valley Water's water demand study included water fees by sector, number of accounts, and monthly sectoral water use data dating back to 2000 or as far back as retailers' had data for if they didn't have data going back to 2000. Retailers with whom we partner on Advanced Metering Infrastructure (AMI) provide data on leak detection reports.

Valley Water's data includes rebate program participation, water waste reports, treated water

deliveries, communications/campaign data, etc. The Water Conservation Strategic Plan gathered information on participation in Valley Water's rebate programs, which has now been developed into a GIS tool to help Valley Water staff target outreach. This data includes information on demographics, rent vs. own, income, etc.

Valley Water conducts data analysis and market research to target its efforts to promote water conservation and participation in its conservation programs. Valley Water uses digital campaigns that target advertising based on keywords.

In addition, Valley Water targets customers in specific sectors or categories to promote specific messaging and programs. For example, a targeted campaign to inform commercial, industrial and institutional entities about the outdoor watering ban and enforcement was launched. Digital ads will run on targeted platforms like Google, Facebook, LinkedIn and Twitter, as well as streaming audio and video platforms. We are also deploying messaging on billboards located in industrial and commercial areas around the county, to encourage widespread awareness of the ban and encourage people to report violations against the ban. Information on the CII ban will also be shared via a countywide postcard and e-mail blast to homeowners' associations.

Valley Water will continue to utilize data gathered on participation in its programs to guide future marketing efforts. Valley Water will continue to use the Strategic Plan to implement and target programs.

Countywide Water Use Reduction

Valley Water's water savings call of 15% compared to 2019 was exceeded in August 2022, for the second time in a row. Countywide water savings was 16% in August 2022 compared to August 2019. This shows that our water conservation programs, our enforcement program launched in June, and our increased public outreach have all been effective in helping us achieve savings.

Countywide water savings was 17% in August 2022 compared to August 2020, which means the county also exceeded the Governor's call for conservation (15% compared to 2020). California's water savings in August 2022 was 10% compared to August 2020.

Santa Clara County's cumulative water savings from June 2021 - August 2022 is 5%, compared to 2019. Using a 2020 baseline, Santa Clara County's cumulative water savings from July 2021 - August 2022 is 10%, while California's cumulative water savings during this period is 4%.

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 these complaints and coordinating with water retailers and municipalities on enforcement efforts. Over 1,500 water waste complaints were received since enforcement of Ordinance 22-02 was launched in June. Runoff continues to be the most common complaint. As of October 13, 2022, 34 complaints were received related to the ban against watering CII non-functional turf. Enforcement has been successful as there have been only three 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

Attachment 2: September 2022 Drought Response Report

UNCLASSIFIED MANAGER:

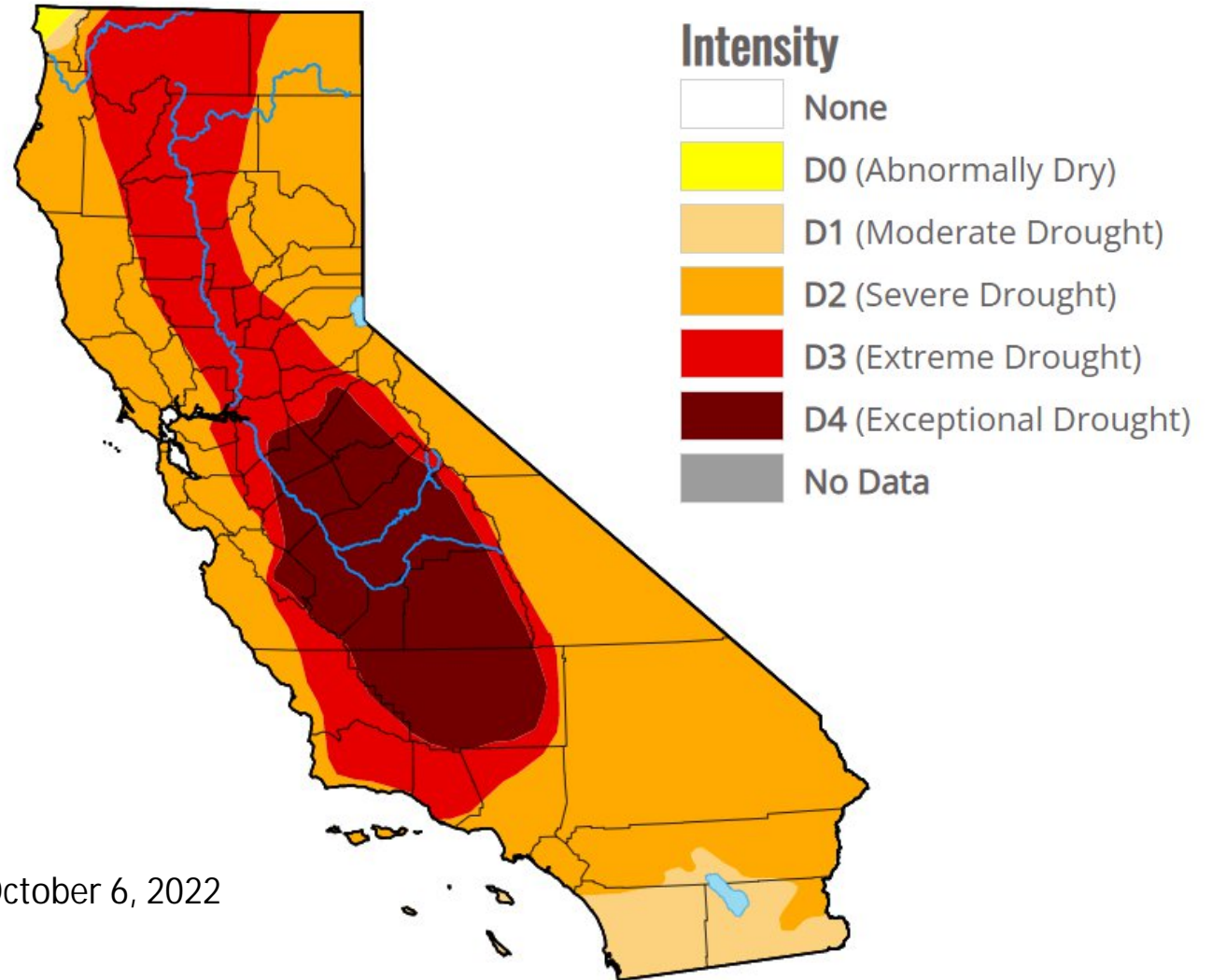
Kirsten Struve, 408-630-3138



Monthly Drought Emergency Response and Water Supply Update

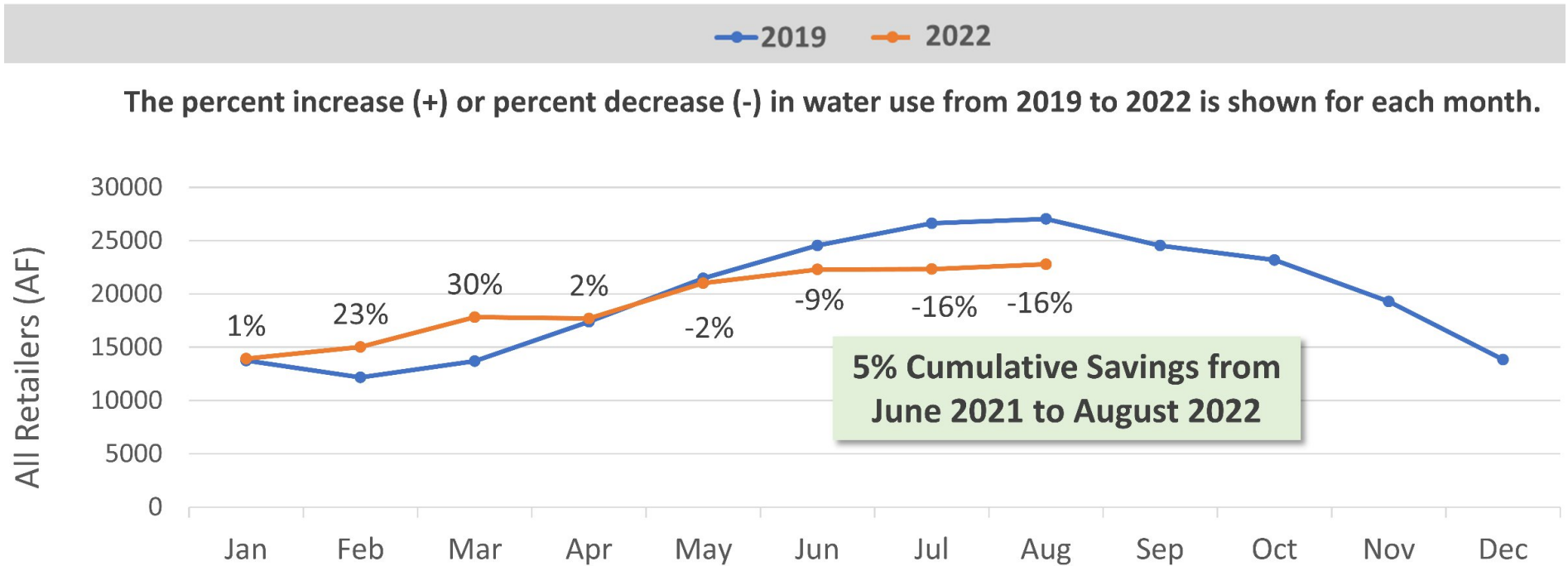
Water Conservation and Demand Management Committee
October 24, 2022

Drought Status



Data source: U.S. Drought Monitor, October 6, 2022

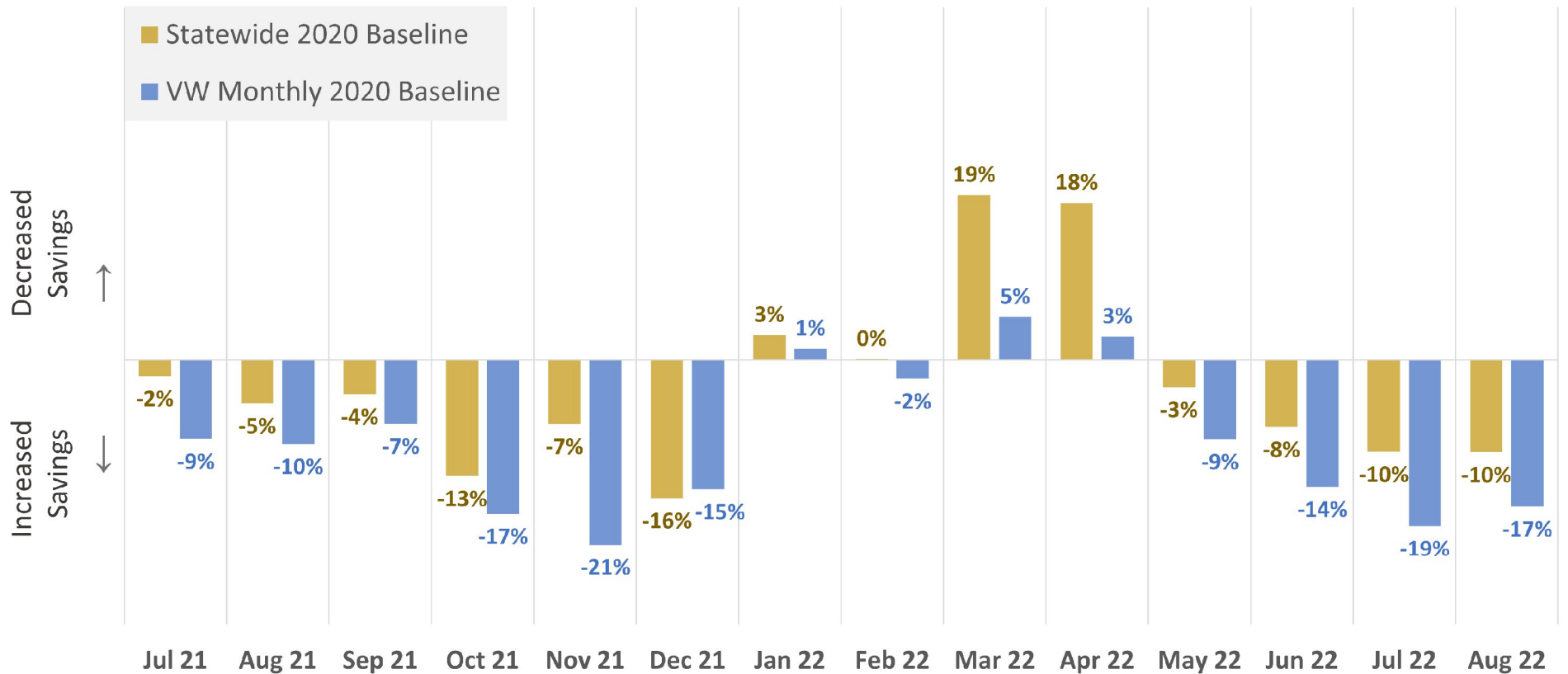
Countywide Water Savings



Valley Water's call for 15% savings compared to 2019 was exceeded in August 2022.

County compared to State Savings

Monthly Percent Change in Water Use



Historically Low 2022 Imported Water Allocations

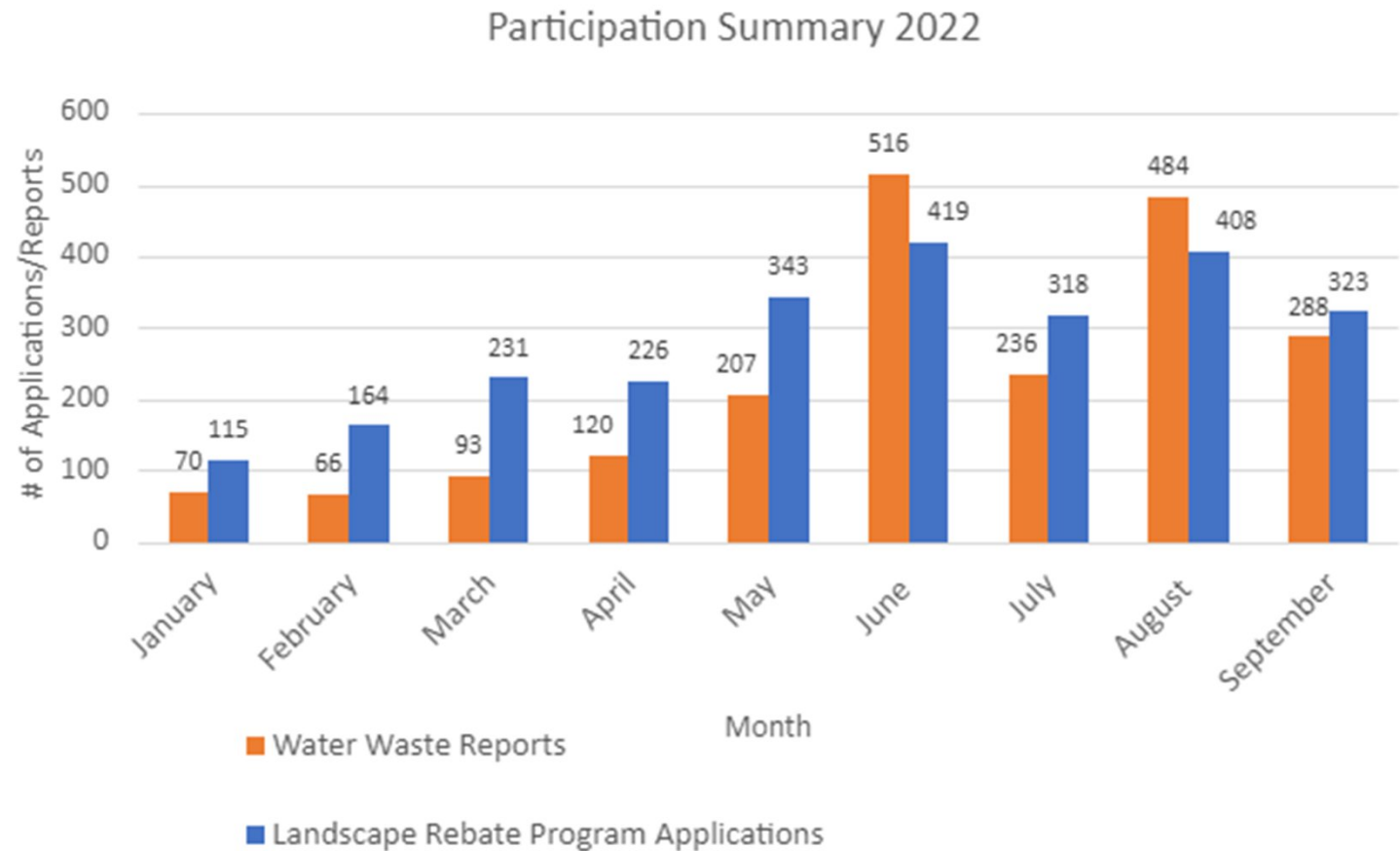
- State Water Project - 5% and minimum Human Health and Safety needs
- Central Valley Project - Public Health and Safety only, 0% for Ag
- Semitropic water bank withdrawals
- Emergency transfers

Groundwater

- Managed recharge healthy due emergency imported water
 - Projected to be 96% of long-term average
- Water levels have increased in North County
- South County water levels declining but remain above 2014 levels

Water Conservation

- Participation remains high
- E-cart
 - Almost 10,000 orders



Water Use Reduction Enforcement Updates

Over 1,500 reports received since June (enforcement launch)

Enforceable Water Waste Violations	Aug 2022	Sept 2022
More than 2 days of watering per week	113	83
Watering from 9AM-6PM	92	45
Watering within 48 hours of rainfall	3	21
Runoff	210	129
Watering non-functional turf	-	13

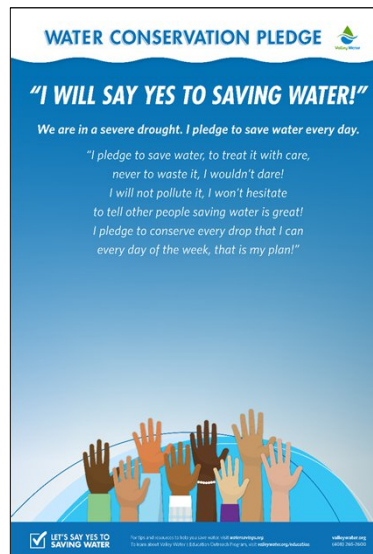
Drought and Conservation Outreach

- Water Conservation News Conference at Google
- CII Ban campaign launched
- Water Waste Enforcement Ordinance Video
- Speakers Bureau presentations



Education Outreach Efforts

- Education Outreach collaboration with City of San Jose Walk n' Roll program.
- Water Conservation Pledge Poster and Bookmark.



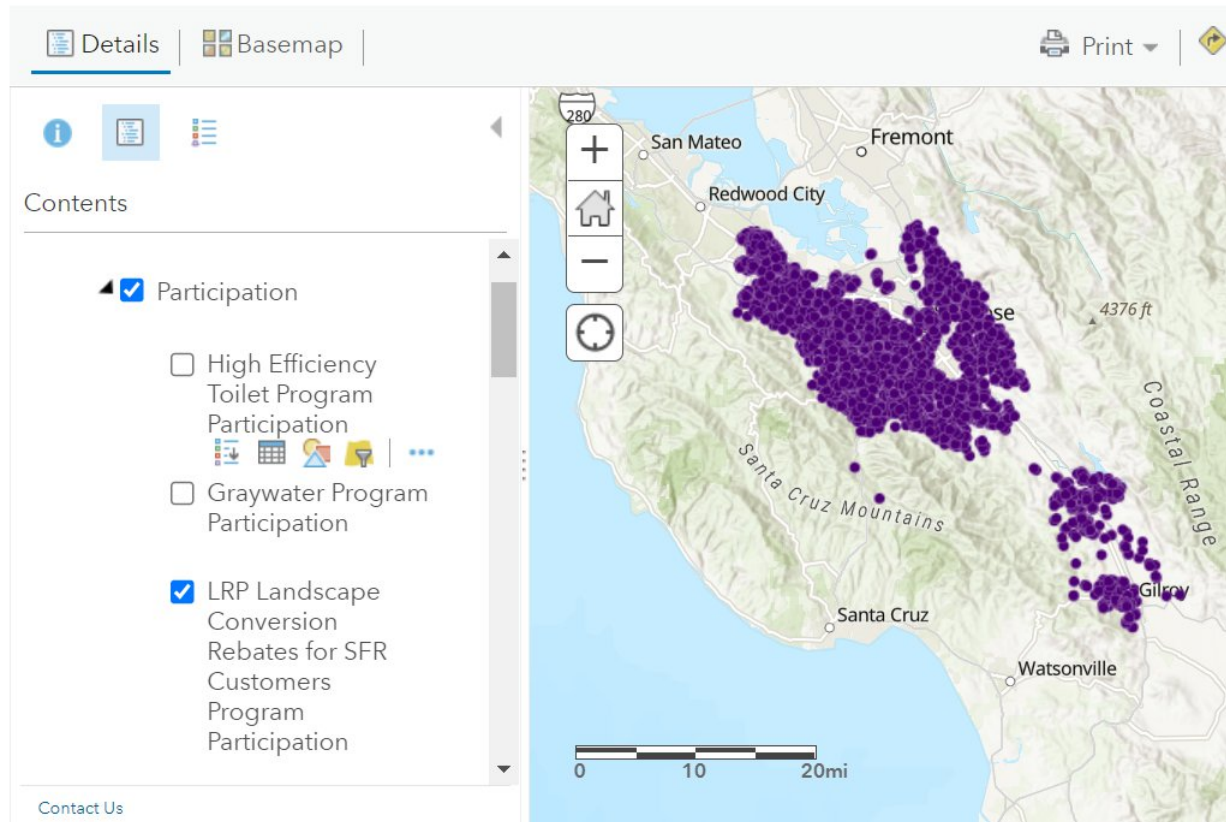
Data Analytics

- Valley Water uses data analytics and market research to target drought and conservation program messaging
- Digital campaigns use keywords for targeting
- Targeting specific programs to relevant sectors
- Targeting CII sector on watering ban
- Widespread messaging used when countywide awareness is needed

Participation Rate Tool

Developed to visualize water conservation program participation rates and landscape features

Home ▾ Water Conservation Strategic Plan



QUESTIONS



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Drought Emergency Response Report

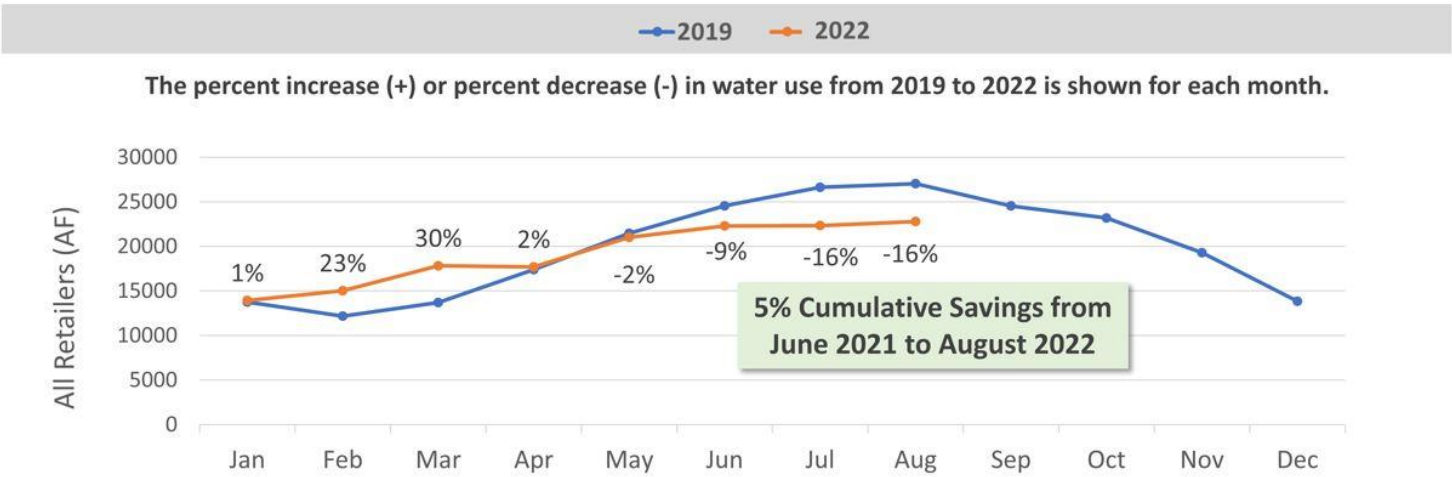
SEPTEMBER 2022

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.



- Valley Water’s water savings call of 15% compared to 2019 was exceeded in August 2022, for the second time in a row. Countywide water savings was 16% in August 2022 compared to August 2019.
- Countywide water savings was 17% in August 2022 compared to August 2020, which means the county also achieved the Governor’s call for conservation (15% compared to 2020).

- 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.

- The following table shows countywide water savings compared to 2019 (Valley Water’s baseline for conservation) and 2020 (Governor’s baseline for conservation).

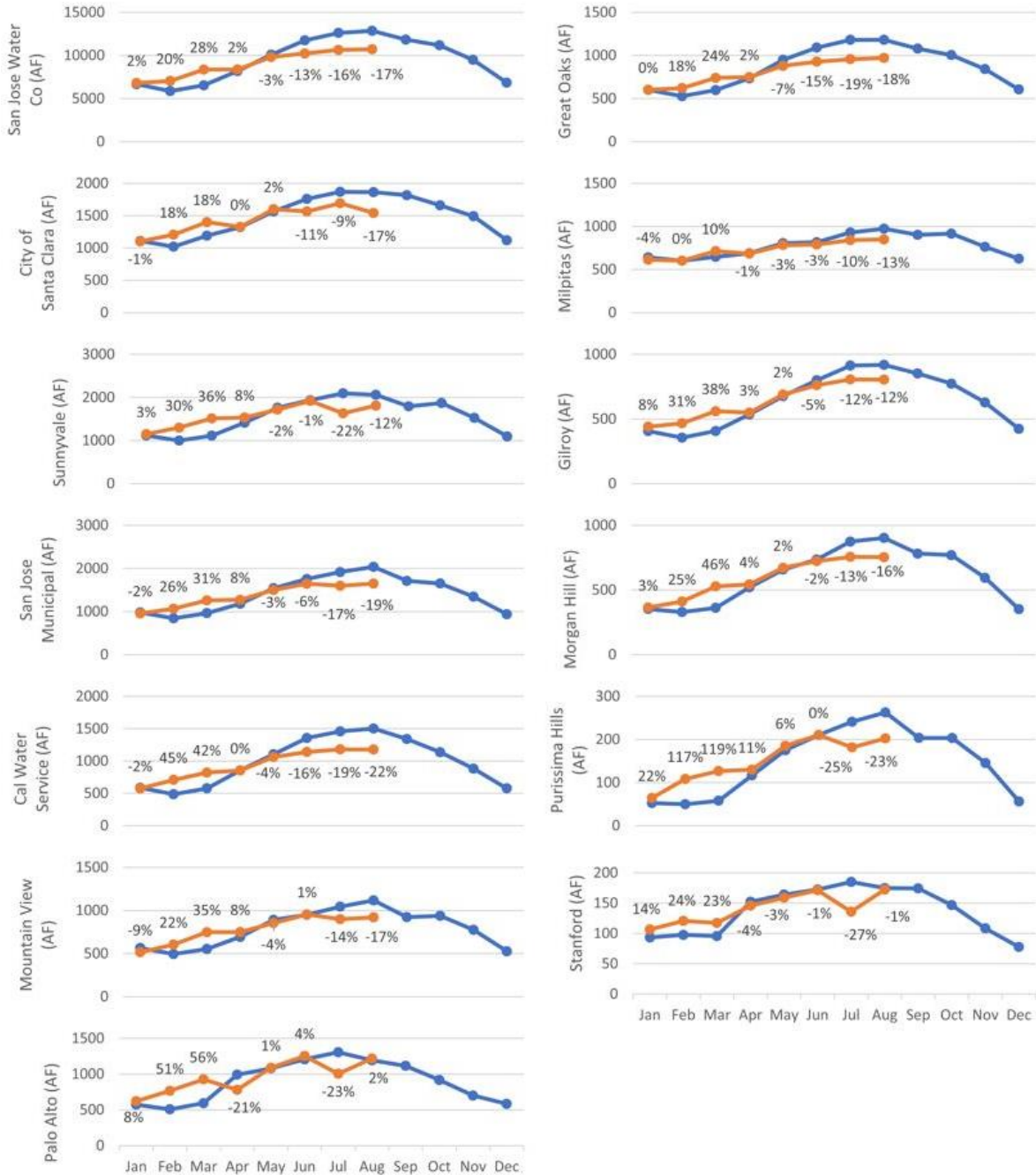
	Santa Clara County		California
Baseline Year	2019	2020	2020
August 2022 Savings	16%	17%	10%
Cumulative*	5%	10%	4%
* Cumulative for 2019 baseline begins in June 2021 and for 2020 baseline begins in July 2021			

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.

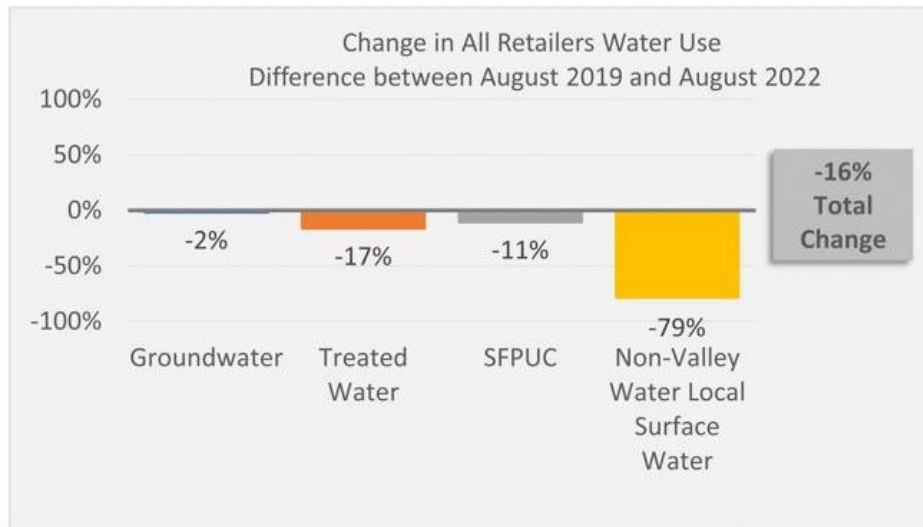
Monthly Water Use by Retailer (AF)

— 2019 — 2022

The percent increase (+) or percent decrease (-) in water use from 2019 to 2022 is shown for each month.



The graph below depicts changes between the retailers' different types of water use. As expected, the proportion of groundwater use tends to increase during drought.



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

Water Retailer	Total Water Use in Acre-Feet (August 2019)					Total Water Use in Acre-Feet (August 2022)				
	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	3,140	7,950	-	1,760	12,850	3,570	6,770	-	370	10,710
Santa Clara, City	1,030	470	360	-	1,860	960	310	270	-	1,540
Sunnyvale	10	1,000	1,060	-	2,060	10	830	970	-	1,810
San Jose Municipal Water	120	1,380	540	-	2,040	110	1,100	440	-	1,650
California Water Service	270	1,230	-	-	1,500	220	960	-	-	1,180
Palo Alto	-	-	1,190	-	1,190	-	-	1,220	-	1,220
Mountain View	20	120	970	-	1,120	10	100	820	-	920
Great Oaks	1,180	-	-	-	1,180	970	-	-	-	970
Milpitas	-	360	610	-	970	-	340	510	-	850
Gilroy	920	-	-	-	920	800	-	-	-	800
Morgan Hill	900	-	-	-	900	750	-	-	-	750
Purissima Hills Water	-	-	260	-	260	-	-	200	-	200
Stanford	-	-	180	-	180	-	-	170	-	170
Total	7,590	12,520	5,170	1,760	27,040	7,420	10,410	4,590	370	22,780

Collaboration with the County, Retailers, and Cities

- As of September 30, 2022, 14 cities in Santa Clara 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.
- Information about the Board's recent action to amend the existing water waste enforcement ordinance to include the State ban on watering of commercial, industrial and institutional non-functional turf has been shared with the offices for all elected representatives in Santa Clara County, including the County Board of Supervisors, Mayors, and City Councilmembers.

- In September, Valley Water continued to monitor actions and conduct outreach to municipalities for their consideration and adoption of the Model Water Efficient New Development Ordinance (MWENDO), as part of ongoing efforts to support cities' and the County's interests in expanding water efficiency measures. Currently, the County and several cities are considering select MWENDO measures to include as part of their jurisdictions' Title 24 triennial building code update. The 2022 version of California's Title 24 is effective January 1, 2023.

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. Application submittal rate took a slight dip in September compared to August but is still on par with July rates. Valley Water hosted a webinar in September focusing on Garden Design Basics with 118 in attendance on Zoom and Facebook Live.

Estimated conservation program applications received are shown below.

Program	July	August	September
Landscape Rebate Program Applications	318	408	323
Water-saving Device Orders	689	1892	530

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.

Program	July	August	September
Water Waste Reports	236	484	288

Complaints of violations against water waste restrictions are submitted by members of the public. 288 total water waste complaints were received in September 2022. 160 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. Two complaints on the same violation were received from enforcement program launch through the end of September.

Enforceable Water Waste Violations	Aug 2022	Sept 2022
More than 2 days of watering per week	113	83
Watering from 9AM-6PM	92	45
Watering within 48 hours of rainfall	3	21
Runoff	210	129
Watering non-functional turf	-	13

Drought and Water Conservation Outreach

- In September, the media responded to our water conservation updates regarding the commercial watering ban, the Landscape Rebate Program, the impact of September rain to our water supply, and the progress of the Anderson Dam Seismic Retrofit Project.
- On Sept. 29, Valley Water, in conjunction with Save Our Water and Google, conducted a news conference encouraging the community and businesses to conserve water as the extreme drought continues. The event took place at Google's Bay View campus. The event was emceed by Valley Water CEO Rick Callender. Speakers included Valley Water Chair Pro Tem John L. Varela, Director Gary Kremen, California's Natural Resources Secretary Wade Crowfoot, State Senator Josh Becker, the State Water Board's Sean Maguire, Mountain View Mayor Lucas Ramirez and Google's Water & Entitlements Lead Drew Wenzel. DGDG CEO Jeremy Beaver also attended and provided comments to media members about his company's use of Valley Water's Landscape Rebate Program. Reporters from ABC7 News, KRON and KCBS Radio were in attendance, while representatives from KPIX, KGO Radio, Morgan Hill and Gilroy Life, KQED, Bay City News and the Mercury News listened to and recorded our live stream.
- A targeted campaign to inform commercial, industrial and institutional entities about the outdoor watering ban and enforcement was launched. Digital ads will run on targeted platforms like Google, Facebook, LinkedIn and Twitter, as well as streaming audio and video platforms. We are also deploying messaging on billboards located in industrial and commercial areas around the county. Information on the CII ban will also be shared via a countywide postcard and e-mail blast to homeowners' associations.
- In September, staff shared an informative video describing the details of Valley Water's enforcement ordinance. This video includes information on the new ban on watering decorative lawns on commercial, industrial and institutional properties. Several posts were shared to encourage our social media audience to sign up for events and webinars hosted by Valley Water and its partners on water conservation topics such as drip irrigation installation and intro to garden design.
- The Speakers Bureau Program held two presentations in September. On Sept. 26, Chair Pro Tem Varela and staff conducted a virtual drought presentation to Climate Reality: Silicon Valley Chapter. On Sept. 28, staff gave a virtual drought presentation to District 5 United community group during its regularly scheduled meeting.

- Statistics for public outreach efforts are shown below.

Outreach Type	September 2022
Social Media¹	
Impressions ²	8,261,461
Engagements ³	32,921
Link Clicks	7,583
Video Views	720,927
Website Page Views	
Water conservation webpages	38,935
BeHeard.ValleyWater.org/drought-information	756
Media	
Media Mentions ⁴	1,241
Speakers Bureau	
Presentations ⁵	2

¹Includes Facebook, Twitter, Instagram, and LinkedIn

²Impressions are the number of times a post is displayed in a newsfeed.

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

⁴Includes TV, radio, social media, online and print

⁵ Office of Communications and Government Relations

Drought and Water Conservation Education

- In September, the Education Outreach team (EO) supported 74 educators and reached 1,852 students through ten in-person school presentations, two tours at the Alamitos Outdoor Classroom, and five library programs where EO engaged with 171 members of the public. EO collaborated with the City of San Jose Walk n' Roll program and raised drought awareness during six school-wide assembly programs and one Viva Escuela event. All attendees recited the Water Conservation Pledge and received a Water Conservation Pledge Bookmark to take home; the bookmark contains the pledge and suggestions on ways to save water every day with links to the Valley Water website. The EO team also engaged 15 instructors from Walden West Outdoor Science School in an Educator Training. Walden West will incorporate EO curriculum and water conservation messaging into their science camp programs throughout the coming school year.
- The table below shows Education Outreach efforts in Fiscal Year 2023, all of which included drought and water conservation messaging.

Program	Jul - August 2022	September 2022
Educators/Teachers	43	74
Classes/Groups	20	22
Students	497	509

Committee Updates

- Drought-related updates are being provided regularly at Committee meetings to receive feedback and guidance. These updates were provided to the Water Conservation and Demand Management Committee in September 2022.
-

Water Supply Operations and Outlook

- The cumulative rainfall in San José in this rainfall year through September 30, 2022, is 0.51 inches or 195% 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 17% for September 30, 2022, which is 39% of the (20-year) average storage for September.

Imported Water

- While storms in October and December 2021 provided a wet start to the water year, January through March 2022 were the driest combined first three months on record in California. Additionally, Northern California received above average precipitation in April, but major reservoir levels generally remain below average.
- As of September 30, 2022, total state reservoir storage is below the historical average. Shasta Reservoir is at 60% of average for this date, Oroville Reservoir is at 64% of average for this date, and Folsom Reservoir is at 70% of average for this date. Total storage in each of these three major reservoirs has decreased in September.
- As of September 30, 2022, storage in San Luis Reservoir is approximately 584 thousand acre-feet (TAF). San Luis Reservoir storage increased by approximately 11.6 TAF in September.
- Valley Water entered 2022 with over 65 TAF of imported supplies stored in San Luis Reservoir. This includes emergency transfer supplies purchased in 2021, previously undelivered State Water Project (SWP) supplies, and water recovered from the Semitropic Groundwater Bank. This amount is higher than normal and is intended to provide water supply reliability in the event dry conditions continue in 2022, while also mitigating for the loss of storage in Anderson Reservoir.
- The California Department of Water Resources (DWR) has announced a 2022 SWP allocation of 5 percent, which equates to an allocation of 5 TAF for Valley Water. DWR has approved Valley Water's request for additional water to meet our critical human health and safety needs.
- The U.S. Bureau of Reclamation (Reclamation) Central Valley Project (CVP) water supply allocations for south-of-Delta CVP contractors, including Valley Water, are currently set to a municipal and industrial allocation of public health and safety water only and an agricultural allocation of zero percent. Reclamation has approved Valley Water's request for public health and safety water.
- Valley Water will continue to withdraw previously stored supplies from the Semitropic Groundwater Bank in 2022 if SWP and CVP allocations remain low. Staff continues to work with DWR and other Semitropic Banking partners and anticipates that at least 31.5 TAF would be available for delivery to Valley Water. As of August 31st, Valley Water has withdrawn approximately 18.7 TAF in 2022 from Semitropic Groundwater Bank.
- Valley Water previously executed several long-term water transfer agreements that could provide emergency transfer supplies in 2022, but transfer supply this year is severely limited due to the critically dry conditions across the state. To date in 2022, Valley Water has secured agreements for approximately 28 TAF of emergency transfer supplies, after conveyance losses this is estimated to provide approximately 21 TAF of additional supply.

Treated Water

- Due to the drought conditions, our source water experienced elevated total organic carbon (TOC) and bromide that lead to elevated disinfection by products (DBPs) in the treated water. Staff worked closely with the Department Water Resources and other internal and external stakeholders to mitigate this impact. Retailers are regularly informed of the DBP levels in the treated water and the proactive measures taken to minimize the impact.
- Current source water algal toxins and taste and odor levels are below our internal triggers and no customer complaints related to taste and odor were reported.

Groundwater Recharge

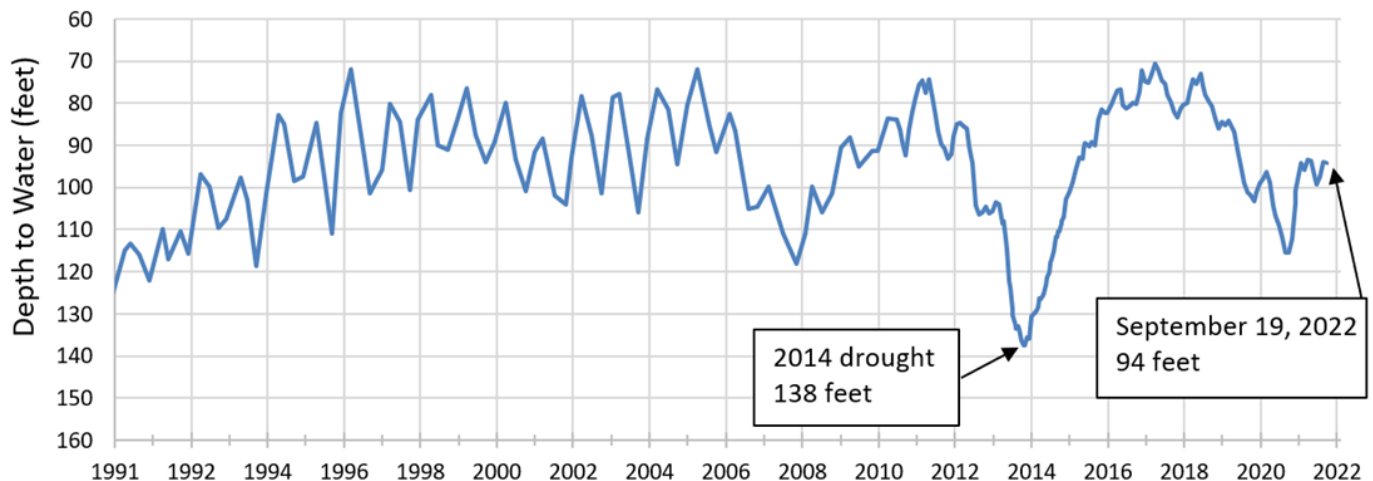
- Valley Water continued with its expanded recharge program throughout the summer. In early October, the number of filled ponds was 78 out of a total of 102 ponds countywide.
- Managed recharge in 2022 countywide is projected to end at 96% of normal (*i.e.*, of the 20-year average).

Groundwater Conditions:

Groundwater levels are stabilizing or increasing in some areas because of recent increases in managed recharge (made possible by emergency imported water supplies) and ongoing water conservation by the community. Other areas continue to have declines in water levels. With drought conditions expected to continue, water use reduction is essential to minimize the risk of resumed subsidence in North County and wells going dry, particularly in South County. The risk of dry wells and subsidence increases as the drought persists. No new dry wells were reported in September.

- North County Groundwater
 - The current water level at the regional index well remained the same as last month and is about 44 feet above the minimum water level in 2014. The water level at this well is about 21 feet higher compared to this time last year. Increasing or stabilizing groundwater levels during summer is not typical and can be attributed to the use of emergency imported water supplies for additional recharge and treated water deliveries.
 - Groundwater levels are more than 59 to 100 feet above thresholds established to minimize the risk of permanent subsidence.
 - No dry wells were reported in September. 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.

Santa Clara Plain Index Well

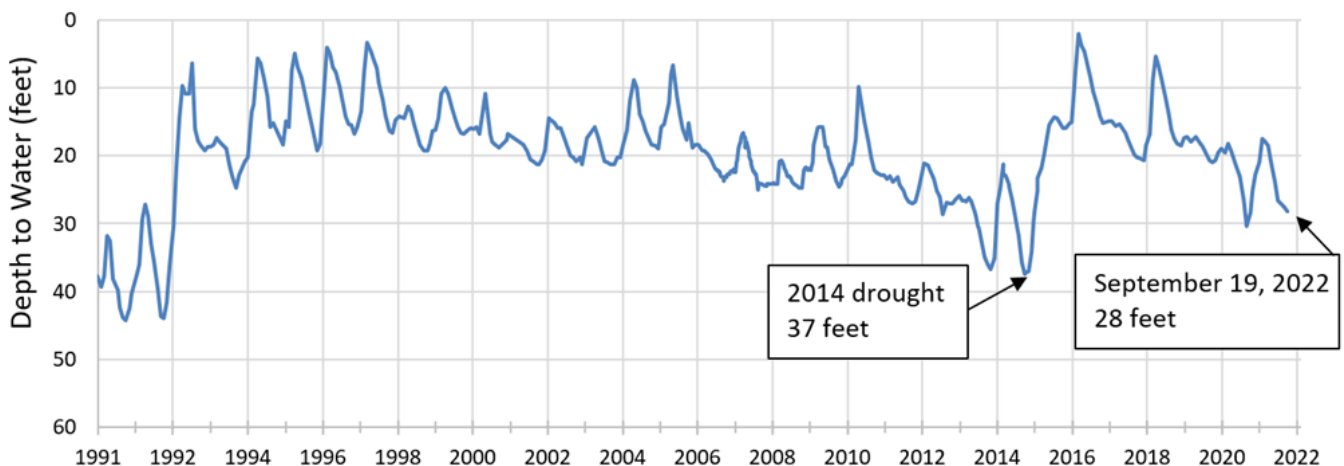


- South County Groundwater
 - The current water level in the Coyote Valley and Llagas Subbasin regional index wells have decreased by about 1 and 3 feet since last month and are about 9 and 7 feet, respectively, above the minimum water

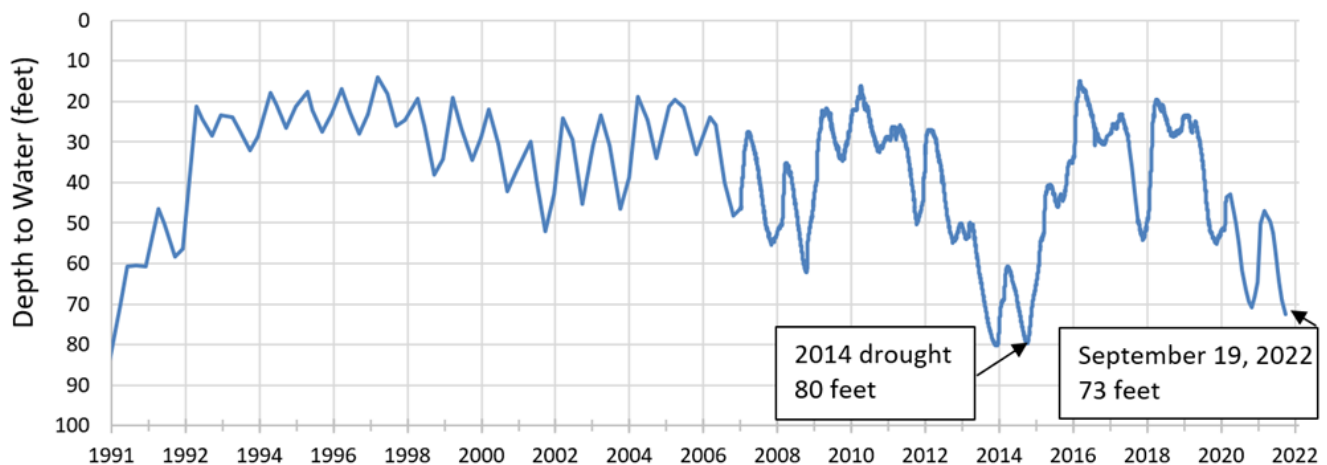
level in 2014. Additionally, the water levels in these wells are about the same and 3 feet lower, respectively, compared to this time last year.

- o No dry wells were reported in September. Since the onset of the current drought, a total of five dry domestic wells have been reported in South County, all in locations close to 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.

Coyote Valley Index Well



Llagas Subbasin Index Well (San Martin)



State Coordination

- On August 31, staff submitted a comment letter to the Department of Water Resources, Division of Financial Assistance regarding the 2022 Urban Community Drought Relief Grant Program – Draft Guidelines and Proposal Solicitation Package. The comments sought to add language to include a broad set of approaches to funding water conservation programs. The Program grants are expected to be made available later this fall.

Federal Coordination

- Executive staff traveled to Washington, D.C., September 19-21 to advocate with federal officials, Members of Congress, and congressional staff about drought relief and long-term drought resiliency projects.
- The Bureau of Reclamation is working on implementing the Inflation Reduction Act of 2022 that includes \$4B in drought relief for the West. Valley Water staff is advocating with Reclamation to make these funds available for conservation programs that Valley Water can access.

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.
- August 2022 expenses totaled approximately \$290,000 spent or encumbered primarily for emergency water purchases tied to contracts executed in prior years, operating supplies and services for temps and interns supporting drought related conservation programs, and labor expenses for staff time 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.

- Valley Water and Palo Alto jointly presented to the City of Palo Alto Council on September 12, 2022
- Valley Water continues to develop the procurement and CEQA documents for the Purified Water Project
- Valley water continued outreach to cities and landowners along the pipeline route.

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. Valley Water plans to provide an update to the Water Conservation and Demand Management Committee on both deliverables in October 2022.

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.

- The consultant is working on the next phase of the DRP looking at drought triggers and water shortage actions in coordination with retailers.



Santa Clara Valley Water District

File No.: 22-1182

Agenda Date: 10/24/2022

Item No.: 4.2.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Water Use Data for Homes and Businesses.

RECOMMENDATION:

Receive, review, and discuss information on programs available to our community to monitor water use.

SUMMARY:

Conditions in the State of California continue to be very dry, with Santa Clara County being classified by the U.S. Drought Monitor as being in severe drought with some of the edges of our county. Achieving the Board's target of 15% savings as directed by Santa Clara Valley Water District (Valley Water) Resolution 21-68 is becoming even more paramount. Demand reductions during drought are predominately achieved through targeted messaging, outreach, behavioral changes, and changing equipment to eliminate leaks and to increase efficiency. Short-term savings can also yield long-term savings. In addition, drought encourages high participation in Valley Water's water conservation programs.

Valley Water has provided a robust water conservation program (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) which will guide staff on how best to achieve the long-term targets. The Strategic Plan determined that Valley Water will meet its long-term targets if participation is increased. The plan also analyzed and identified methods for successfully increasing participation in areas with high participation and identified variables that could similarly increase participation in areas with historically low participation. Valley Water continues to promote our many conservation programs, saving 76,584 acre-feet of water in fiscal year 2021.

The purpose of this memorandum is to respond to the Committee's request at the September 28 meeting to provide an overview of the Program's rebates, services, and resources offered for I water use monitoring, including leak detection or inefficient water use, for indoor and outdoor water conservation.

Submeter Rebate Program

Valley Water provides a \$150 equipment rebate per submeter installed at multi-family properties like

mobile home parks, Homeowners Associations (HOAs), Accessory Dwelling Units (ADUs or “granny units”), condominiums and apartment complexes. According to a Valley Water study, installing submeters can reduce annual water use at multi-family complexes by 15-30%. Providing monthly water use data, submeters can make individuals financially responsible for their individual usage by encouraging efficiency and by quickly reporting leaks, which also assists with long-term maintenance. The benefits of submeters can potentially keep rent and HOA dues lower by incentivizing individual billing. Rebating for submetering equipment is a cost-effective program for Valley Water, providing water savings at \$171 per acre-foot program’s participation has varied with 1,879 total rebates issued from fiscal year 2013-2022 totaling \$73,650 with no participation from fiscal year 2017-2019.

Landscape Rebate Program Landscape Meter Rebate

Valley Waters Landscape Rebate Program offers a wide range of water-saving devices that would qualify for a rebate such as dedicated landscape meters, flow sensors, hydrometers, and weather-based irrigation controllers. The purpose of these devices is to monitor the water use throughout the irrigated landscape to communicate with the irrigation controller with real-time water use data. These devices also can shut down irrigation zones or stations where leaks have been detected from the irrigation valve until the leak has been repaired. From fiscal years 2012- 2022 Valley Waters Landscape Rebate Program has issued rebates for 383 dedicated landscape meters, flow sensors, and hydrometers totaling up to \$243,182.12. In comparison between fiscal years 2012-2022 Valley Waters Landscape Rebate Program has rebated over 5,281 weather-based irrigation controllers totaling over \$1,000,000. Each of these irrigation controllers could be paired with a dedicated landscape meter to provide these customers with leak detection and leak protection.

Valley Water’s Large Landscape Program

The Large Landscape Program offers landscape surveys and site-specific irrigation budgets to help nearly 4,000 properties track their water use against how much they should be using. During the last drought, this data was used to help properties stay in compliance of water reduction calls. (3,807 total sites with 2,600 CII sites).

Through Valley Water’s Large Landscape Program, AMI data for irrigation account customers can link to a customer facing online portal. The portal can communicate hourly water use information through specialized charts, leak notifications, and insights related to day spikes, midday irrigation, and days-per-week irrigation frequency.

AMI - Advanced Metering Infrastructure and Home Water Use Reports

Advanced Metering Infrastructure (AMI) provides near real-time customer water consumption data, sends leak and high usage alerts, and allows customers to monitor their own water usage on an hourly basis through an online portal. Valley Water has cost-share agreements with City of Milpitas and City of Morgan Hill to install AMI. The City of Gilroy has AMI and received grant funding from Valley Water as well.

Also, Valley Water partners with the Cities of Gilroy, Santa Clara, Milpitas, and Morgan Hill and San José Municipal Water to provide Home Water Use Reports. These reports alert customers to potential spikes in their water use due to leaks and include information about relevant conservation programs.

Several of Valley Water’s other retailers have plans for full operational deployment of AMI over the

next three to four years, including the largest retailer, San Jose Water Company.

Individual Flow Monitoring Devices

Valley Water has explored several options for developing additional programs that encourage water use tracking, including individual flow monitoring devices. Existing pilot study results vary in the demonstrated and sustained water savings from the installation of these devices. AMI performs the same function. Some of our retailers do not allow installation of individual flow monitoring devices on their meters. San Jose Water Company anticipates a full operational AMI infrastructure within the next 3-4 years. Pilot studies of many individual water monitoring devices haven't been done, but AMI has been tested widely, including a pilot study through Valley Water's Water Conservation Grant funding with proven significant savings. Given the Strategic Plan's results and available staff resources, at this time, staff is focused on increasing participation in Valley Water's existing programs.

Next Steps

The next steps to increase water use awareness and leak detection would be to consider increasing rebates offered such as the rebate amounts for submeters and landscape flow meters, increasing marketing of these programs and partnering with community stakeholders to support and highlight these programs.

ATTACHMENTS:

Attachment 1: PowerPoint

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138

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Water Use Data for Homes and Businesses

Presented by: Ashley Shannon Senior Water Conservation Specialist
Water Conservation and Demand Management Committee, October 24, 2022



Introduction

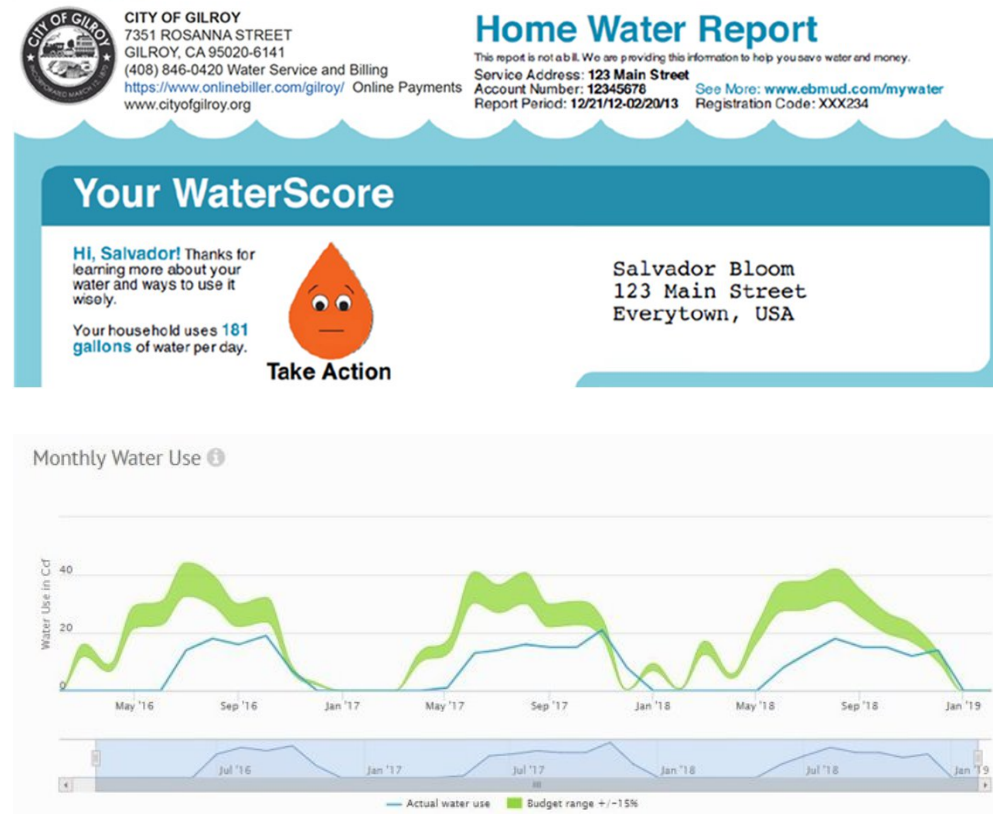
- Significant investments made in leak detection
- Customer water data portals - AMI, Home Water Use Reports, Large Landscape
- Submeter Rebate Program
- Landscape Rebate Program (LRP)



Source: hunterindustries.com

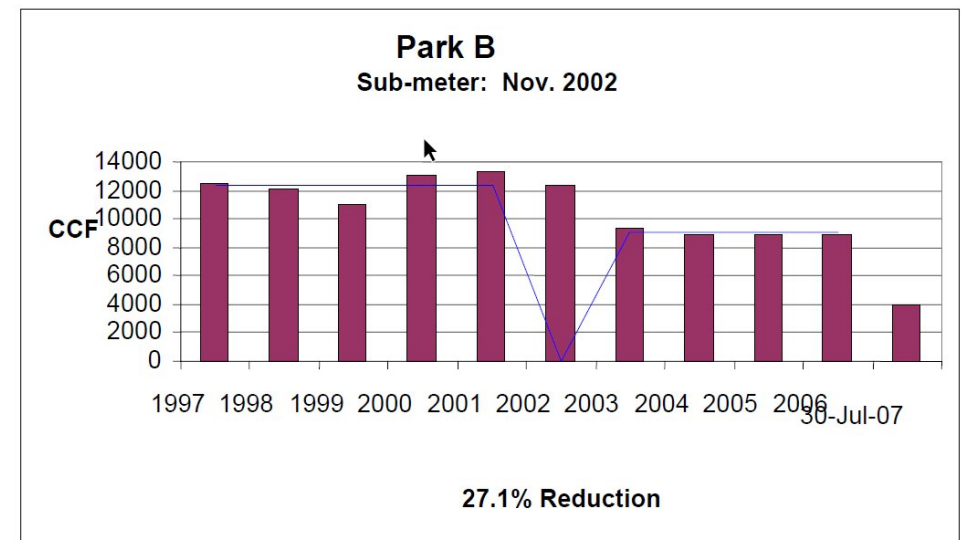
AMI and Home Water Use Reports

- Advance Metering Infrastructure (Milpitas, Morgan Hill, Gilroy, San Jose Water Company)
- Home Water Use Reports (Gilroy, Santa Clara, Milpitas, Morgan Hill, San Jose Muni)
- Large Landscape Program



Submeter Rebate Program

- Monitoring water use in multifamily dwellings or ADU's
- Monitors each dwelling's water use.

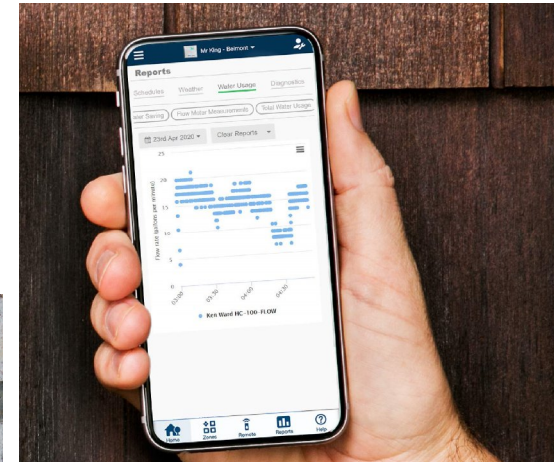


LRP Flow Monitoring Devices

- Dedicated Landscape Meters
- Smart Irrigation Controllers
- Flow Sensors



Source: weathermatic.com



Source: hunterindustries.com

Next Steps

- Consider increasing rebate amounts.
- Increase marketing and community awareness
- Highlighting community projects



QUESTIONS



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Santa Clara Valley Water District

File No.: 22-1194

Agenda Date: 10/24/2022

Item No.: 4.3.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Update on Zones of Controlled Drinking Water Well Construction for the Purified Water Project.

RECOMMENDATION:

Receive update on zones of controlled drinking water well construction for Valley Water's Purified Water Project.

SUMMARY:

To increase water supply reliability and help avoid groundwater depletion, the Santa Clara Valley Water District (Valley Water) plans to use highly treated recycled water (purified water) for groundwater replenishment. To meet regulatory requirements, Valley Water is required by law to establish zones of controlled drinking water well construction (well control zones) near the recharge ponds where purified water will be used. Within the primary well control zone, state regulations prohibit the construction of new drinking water wells as one of many safeguards for a purified water groundwater recharge project. Valley Water must also establish a secondary zone of potential controlled drinking water well construction.

Information on the well control zones and the regulation of groundwater extraction via Board Resolution 18-04 was provided at Water Conservation and Demand Management Committee (Committee) meetings on November 22, 2021, and April 25 and July 25, 2022. As discussed at previous Committee meetings, an ordinance is needed to establish the well control zones. Valley Water met with State Board staff in November 2021 to present the proposed well control zones, discuss how they were developed, and request input. Following that meeting, a draft ordinance was presented to the Committee on July 25, 2022. The Committee provided feedback on the appeals process and staff noted the ordinance would be presented to the Board in fall 2022 for potential adoption.

In a September 2022 project update meeting, State Board staff raised several questions, including the size and configuration of the well control zones. Valley Water is working to respond to this recent feedback and is preparing for a potential tracer study that would further support delineation of the well control zones. To ensure the well control zones align with State Board expectations and support outreach to appropriate property owners, staff is no longer planning to take the ordinance to the Board in Fall 2022. Instead, staff plans to bring the ordinance to the Board when the additional information is developed and further regulatory coordination has occurred. Staff will continue to

update the Committee on the well control zones and related ordinance as work progresses.

ATTACHMENTS:

None

UNCLASSIFIED MANAGER:

Gregory Williams, 408-630- 2867



Santa Clara Valley Water District

File No.: 22-1184

Agenda Date: 10/24/2022

Item No.: 4.4.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

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 10/24/2022, 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.: 22-1185

Agenda Date: 10/24/2022

Item No.: 4.5.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

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 Work Plan

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

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Water Conservation and Demand Management Committee Work Plan 2022

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Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p>two days maximum limit that includes ornamental landscaping and lawns. <i>The Board approved this recommendation at the April 12, 2022, meeting.</i></p> <p>Accomplished April 25, 2022: The Committee received the following presentations:</p> <ul style="list-style-type: none"> •The monthly update on progress towards Valley Water Resolution 21-68's water use reduction target and drought-related water conservation efforts •The Water Conservation Program Savings update for Fiscal Year 2021 (FY21), •The One-Year Check-In for the Online Shopping Cart (eCart) Program for Free Water-Saving Devices, •The Youth Commission Drought Awareness and Conservation Toolkit, the Committee took no action. <p>Accomplished May 19, 2022: The Committee received the following presentations:</p> <ul style="list-style-type: none"> •Monthly update on progress towards achieving Valley Water Resolution

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				<p>21-68's water use reduction target and enforcement for Valley Water Resolution 22-20 and took the following action: The Committee unanimously approved recommending that the Board consider adopting the Ordinance ADOPTING DROUGHT OUTDOOR WATER CONSERVATION AND ENFORCEMENT MEASURES.” <i>The Board approved this recommendation at the May 24, 2022, meeting.</i> •Water Conservation Program</p> <p>Accomplished June 27, 2022: The Committee received the following presentations: •Monthly update on progress towards achieving Valley Water's water use reduction target and water conservation efforts related to the drought emergency. •Water Fixture Replacement Program One Year Update, •Commercial, Industrial, Institutional, and Multi-Family Residential (CII/MF) Water Conservation Programs, The Committee took no action.</p> <p>Accomplished July 25, 2022:</p>

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				<p>The Committee received the following presentations:</p> <ul style="list-style-type: none"> •Monthly update on progress towards achieving Valley Water’s water use reduction target and water conservation efforts related to the drought emergency, and •Evaluating Water Conservation Program Opportunities. <p>The Committee took no action on the above items.</p> <p>Accomplished August 29, 2022:</p> <p>The Committee received the following presentation:</p> <ul style="list-style-type: none"> •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: <p>The Committee unanimously approved staff’s recommendation that the Board consider adopting the First Amended and Restated Ordinance 22-02.</p> <p><i>The Board approved this recommendation at the September 13, 2022, meeting.</i></p> <p>Accomplished September 28, 2022:</p> <p>The Committee received the following presentation:</p>

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				<ul style="list-style-type: none"> Monthly update on progress towards achieving Valley Water's water use reduction target and water conservation efforts related to the drought emergency and took no action.
2	Recommend policies towards water conservation goal: <ul style="list-style-type: none"> Water Conservation Strategic Plan Making Water Conservation a Way of Life Review the current 15% call for water use reduction compared to 2019 water use New programs SCW funding 	TBD	Discussion/Action Items	
Water Supply Master Plan Strategy 2: Increase Water Conservation and Stormwater Capture 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"> Investments in no-regrets package/stormwater resource plan implementation Ag Water Use Baseline study Collaboration with UC Water on Flood Managed Aquifer Recharge (Flood MAR) 	January 2022 March 2022 November 2022	Discussion/Action Items	<p>Accomplished January 24, 2022: The Committee received presentations on the Agricultural Water Use Baseline Study and on the Flood MAR and took no action.</p> <p>Accomplished March 21, 2022: The Committee received</p>

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		January 2022 March 2022 November 2022		<p>presentations on the Agricultural Water Use Baseline Study and on the Flood MAR and took no action.</p> <p><u>Accomplished April 25, 2022:</u> The Committee received no reports on the Agricultural Water Use Baseline Study or the Flood MAR.</p> <p><u>Accomplished May 19, 2022:</u> The Committee received no reports on the Agricultural Water Use Baseline Study or the Flood MAR.</p> <p><u>Accomplished June 27, 2022:</u> The Committee received no reports on the Agricultural Water Use Baseline Study or the Flood MAR.</p> <p><u>Accomplished July 25, 2022:</u> The Committee received no reports on the Agricultural Water Use Baseline Study or the Flood MAR.</p> <p><u>Accomplished August 29, 2022:</u> The Committee received reports on the following: Agricultural Water Use Baseline Study: <ul style="list-style-type: none"> •Expect to finish our study with UC Merced in December </p>

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Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<ul style="list-style-type: none"> •Received draft report and provided comments •Will present draft report to committees in fall •Draft report currently finds: <ul style="list-style-type: none"> ○agriculture is mostly efficient in our county ○Limited 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 ○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 ○Expand soil moisture metering Flood MAR: <ul style="list-style-type: none"> •Expect to finish our study with UC Water in December •Received initial draft of tool that evaluates potential areas for implementation and draft report of institutional considerations for program implementation •Staff are currently reviewing those draft products and plans to present

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				<p>the refined draft versions to committees in the fall for feedback</p> <ul style="list-style-type: none"> • 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 <p>Accomplished September 28, 2022: The Committee received no reports on the Agricultural Water Use Baseline Study or the Flood MAR.</p>
4	<p>Recommend policies towards achieving long-term water conservation goal</p> <ul style="list-style-type: none"> • Collaboration on ordinances 	2022	Discussion/Action Items	
Water Supply Master Plan Strategy 3: Optimize the Use of existing supplies and infrastructure				
5	South County Recharge	TBD	Discussion/Action Items	
6	<p>Sustainable Groundwater Management Plan (SGMA)</p> <ul style="list-style-type: none"> • Updates on our 2021 Groundwater Management Plan • New Groundwater Sustainability Plan (GSP) for North San Benito Subbasin 	Monthly	Discussion/Action Items	<p>Accomplished January 24, 2022: The Committee received a verbal update on the Groundwater Sustainability Plans and took no action.</p>

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Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p><u>Accomplished March 21, 2022:</u> The Committee received a verbal update on the Groundwater Sustainability Plans and took no action.</p> <p><u>Accomplished April 25, 2022:</u> The Committee received presentations on: <ul style="list-style-type: none"> •The Proposed Zones of Controlled Drinking Water Well Construction for the Purified Water Project, and •A verbal update on the Groundwater Sustainability Plans, and the Committee took no action. </p> <p><u>Accomplished May 19, 2022:</u> The Committee received no report on the Groundwater Sustainability Plans.</p> <p><u>Accomplished June 27, 2022:</u> The Committee received no report on the Groundwater Sustainability Plans.</p> <p><u>Accomplished July 25, 2022:</u> The Committee received no report on the Groundwater Sustainability Plans, but received a presentation on:</p>

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				<p>•Draft Ordinance establishing zones of controlled drinking water well construction for the Purified Water Project, and the Committee took no action.</p> <p>Accomplished August 29, 2022: The Committee received no report on the Groundwater Sustainability Plans.</p> <p>Accomplished September 28, 2022: The Committee received no report on the Groundwater Sustainability Plans.</p>
Future Demand Projections				
7	Monitor progress and recommend policies <ul style="list-style-type: none"> • Urban Water Management Plan • CCAP water supply portion • Water Shortage Contingency Plan update (Drought Response Plan update) 	February 2022 March 2022	Discussion/Action Items	<p>Accomplished February 23, 2022: The Committee received a presentation on the Drought Response Plan and took no action.</p> <p>Accomplished March 21, 2022: The Committee received a presentation on the Drought Response Plan – Benchmark Study and took no action.</p>

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				Accomplished August 29, 2022: The Committee received a presentation on the Drought Response Plan - Draft Vulnerability Assessment and took no action.
Work Plan Updates				
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	Accomplished January 24, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action. Accomplished February 23, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action. Accomplished March 21, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p>Accomplished April 25, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p>Accomplished May 19, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p>Accomplished June 27, 2022: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took the following action: 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 <i>The Board approved this recommendation at the August 23, 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><u>Accomplished July 25, 2022:</u> The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p><u>Accomplished August 29, 2022:</u> The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p><u>Accomplished September 28, 2022:</u> The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p>
Additional Items:				
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"> Proactively engage to ensure new development have improved water wise features and review major developments within the county Work on contacting the building trades about water conservation practices. Work on contacting Planning Commissions on adopting the model ordinances 	March 2022		<p><u>Accomplished March 21, 2022:</u></p> <p>The Committee received a presentation on improving water wise features for new developments and took no action.</p>

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