

November 22, 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, Assistant District Counsel
Sam Bogale, Deputy Operating Officer, Treated Water Division
Vincent Gin, Deputy Operating Officer, Water Supply Division
Gregory Williams, Deputy Operating Officer, Raw Water Division
Bart Broome, Assistant Officer, Office of Government Relations
Marta Lugo, Assistant Officer, Office of Government Relations
Kirsten Struve, Assistant Officer, Water Supply Division
Antonio Alfaro, Government Relations Advocate, Office of Government Relations
Vanessa De La Piedra, Groundwater Management Manager, Groundwater Monitoring and Analysis Unit
Metra Richert, Unit Manager of the Water Supply Planning and Conservation Unit
Samantha Greene, Senior Water Resources Specialist, Water Supply Planning & Conservation Unit
Jing Wu, Senior Water Resources Specialist, Water Supply Planning & Conservation Unit
Justin Burks, Senior Water Conservation Specialist, Water Supply Planning & Conservation Unit

The special meeting of the Water Conservation and Demand Management Committee is scheduled to be held on **Monday, November 28, 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

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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

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

REGULAR MEETING AGENDA

**Monday, November 28, 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, November 28, 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.

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

Valley Water, in complying with the Americans with Disabilities Act (ADA), requests individuals who require special accommodations to access and/or participate in Valley Water Board of Directors/Board Committee meetings to please contact the Clerk of the Board’s office at (408) 630-2711, at least 3 business days before the scheduled meeting to ensure that Valley Water may assist you.

This agenda has been prepared as required by the applicable laws of the State of California, including but not limited to, Government Code Sections 54950 et. seq. and has not been prepared with a view to informing an investment decision in any of Valley Water’s bonds, notes or other obligations. Any projections, plans or other forward-looking statements included in the information in this agenda are subject to a variety of

uncertainties that could cause any actual plans or results to differ materially from any such statement. The information herein is not intended to be used by investors or potential investors in considering the purchase or sale of Valley Water's bonds, notes or other obligations and investors and potential investors should rely only on information filed by Valley Water on the Municipal Securities Rulemaking Board's Electronic Municipal Market Access System for municipal securities disclosures and Valley Water's Investor Relations website, maintained on the World Wide Web at <https://emma.msrb.org/> and <https://www.valleywater.org/how-we-operate/financebudget/investor-relations>, respectively.

Under the Brown Act, members of the public are not required to provide identifying information in order to attend public meetings. Through the link below, the Zoom webinar program requests entry of a name and email address, and Valley Water is unable to modify this requirement. Members of the public not wishing to provide such identifying information are encouraged to enter "Anonymous" or some other reference under name and to enter a fictional email address (e.g., attendee@valleywater.org) in lieu of their actual address. Inputting such values will not impact your ability to access the meeting through Zoom.

Join Zoom Meeting:
<https://valleywater.zoom.us/j/92597340524>

Meeting ID: 925 9734 0524

Join by Phone:

1 (669) 900-9128, 92597340524#

1. CALL TO ORDER:

1.1. Roll Call.

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

3. APPROVAL OF MINUTES:

3. APPROVAL OF MINUTES:

3.1. Approval of Minutes. [22-1347](#)

Recommendation: Approve the October 24, 2022, Meeting Minutes

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

Attachments: [Attachment 1: 10242022 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. [22-1395](#)

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: October 2022 Drought Response Report](#)

Est. Staff Time: 20 Minutes

4.2. Landscape Conversion Programs for Underserved Communities and the Outdoor Conservation Direct Install Request For Proposal. [22-1349](#)

Recommendation: A. Receive, review, discuss, and provide feedback on landscape conversion water conservation programs for low-income customers and how staff can target outreach; and
B. Provide feedback on the Outdoor Conservation Direct Install Request For Proposal.

Manager: Kirsten Struve, 408-630-3138

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

Est. Staff Time: 15 Minutes

4.3. Agricultural Water Use Baseline Study [22-1350](#)

Recommendation: Receive and discuss the findings and recommendations of the Agricultural Water Use Baseline Study.

Manager: Kirsten Struve, 408-630-3138

Attachments: [Attachment 1: Agricultural Resource Area Map](#)

[Attachment 2: PowerPoint Presentation 11-10](#)

Est. Staff Time: 20 Minutes

4.4. Standing Items Report.

[22-1351](#)

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 11/28/2022, 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: 10 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.

[22-1352](#)

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.

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Santa Clara Valley Water District

File No.: 22-1347

Agenda Date: 11/28/2022

Item No.: 3.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Approval of Minutes.

RECOMMENDATION:

Approve the October 24, 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: 10242022 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, OCTOBER 24, 2022

A regular meeting of the Water Conservation and Demand Management Committee was held on October 24, 2022, at Santa Clara Valley Water District, Headquarters Building Boardroom, 5700 Almaden Expressway, in San Jose, California.

1. CALL TO ORDER

Committee Chair Director Linda J. LeZotte called the meeting to order at 11:05 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, Theresa Chinte, George Cook, Vanessa De La Piedra, Phil Dolan, Paola Giles, Vincent Gin, Linh Hoang, Matt Keller, Jessica Lovering, Carlos Orellana, Angus Parton, Colin Resch, Don Rocha, Mary Samar, Ashley Shannon, Kirsten Struve, and Jing Wu.

Guest Agencies in attendance were: Brian Boyer (Cinnabar Hills Golf Club) and Michael Bolzowski (California Water Service Company-CWS).

Public in attendance was: Ryan Castillo, Arthur M. Keller, Ph.D., Julia Nussbaum, Yerae Seo, and Kathy.

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

There was no one present who wished to speak.

3. APPROVAL OF MINUTES

3.1 APPROVAL OF MINUTES

It was moved by Director Barbara F. Keegan, seconded by Director Nai Hsueh, and carried unanimously, to approve the minutes of the September 28, 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: semitropic deliveries, leaks, contract monitoring, collection of data, water conservation outreach, and targeting programs, GIS tool-participation rate level tool (how does it work and would be good to have an interactive session), digital platforms in outreach and any limitations, Landscape Rebate Program (would like to see award distribution data), and continued funding of Lawn Busters Program.

Kirsten Struve, Justin Burks, Don Rocha, and Ashley Shannon were available to answer questions.

Public Comment:

Dr. Arthur Keller questioned about the people standing on turf (slide on page 27), and if the contracted landscapers could receive the landscape rebate money directly.

The Water Conservation and Demand Management Committee took no action.

4.2. WATER USE DATA FOR HOMES AND BUSINESSES

Ashley Shannon reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: impediments of residents not taking advantage of program, comparison of flow meters vs AMI, and suggested ACWA input.

Justin Burks, Kirsten Struve, and Ashley Shannon were available to answer questions.

Public Comment:

Dr. Arthur Keller questioned how leaks are detected early on without AMI.

The Water Conservation and Demand Management Committee took no action.

4.3. UPDATE ON ZONES OF CONTROLLED DRINKING WATER WELL CONSTRUCTION FOR THE PURIFIED WATER PROJECT.

George Cook reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: regulatory agencies, information on the appeals process and what happens when State and Valley Water Board adopt this process (next steps).

The Water Conservation and Demand Management Committee took no action.

4.4 STANDING ITEMS REPORT

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

There were no verbal updates for:

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

The Water Conservation and Demand Management Committee took no action.

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

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

The November agenda items captured and subject to change:

1. Drought
2. FloodMar
3. Interactive Session for the GIS Tool (Participation Rate Level Tool)
4. Standing Items Report

The Committee's next scheduled meeting is Monday, November 28, 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 12:18 p.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.: 22-1395

Agenda Date: 11/28/2022

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 November 10, 2022, indicates that the county is in primarily severe drought, with the eastern edges in extreme drought. The latest available snowpack data from June 13, 2022, shows that the northern Sierra Nevada snowpack, a primary source of Valley Water's imported water, was 16% of normal. Staff will provide updates regarding latest drought conditions.

Groundwater levels have stabilized in much of the county and continue to increase in some areas due to Valley Water's managed recharge operations and ongoing water conservation by the

community. 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. 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. Media interest has focused on Santa Clara County's water savings progress, Ride Out the Drought, the start of the water year and the benefits of drought-resistant plants. Staff produced four videos to highlight the drought and the continued need for conservation.

Our "Say Yes to Saving Water" campaign targeting commercial, industrial and institutional properties about the outdoor watering ban and enforcement ordinance continues. The first Landscape Rebate success story video featuring a business was published on Valley Water's social media channels. The testimonial video featured Del Grande Dealership Group CEO Jeremy Beaver discussing the environmental and economic benefits of the program. Digital ads are now running on platforms like Google, Facebook, LinkedIn and Twitter, as well as streaming audio and video platforms. Information on the CII ban was shared via a countywide postcard and e-mail blast to more than 6,000 homeowners' associations. The Mercury News published a column on behalf of Chair Pro Tem Varela regarding the CII ban.

In October, staff launched two social media campaigns directed at getting people to conserve water. Valley Water is working on a campaign to produce several short, 10-second videos featuring various celebrities to promote water conservation. On October 20, staff published the first video featuring singer Montell Jordan. Another ad featuring San Jose Earthquakes player Tommy Thompson was published on Valley Water's social media channels and is currently running on television, radio and streaming services.

Additionally, staff launched a smaller campaign, #WaterTipWednesday. Every Wednesday, staff shares a new water-saving tip to help people conserve inside their homes. Staff continues to publish reminders for people to limit outdoor watering during the winter months, including the restriction on irrigation during and 48 hours after rainfall events. These posts will be shared during every rainfall event throughout the rest of the winter.

At the October 24, 2022 Water Conservation and Demand Management Committee meeting, staff were requested to provide additional information at the next meeting on how Valley Water addresses the digital divide. While the digital divide has been reducing over the decades, Valley Water conducts communications through multiple approaches beyond digital platforms to make sure everyone is reached for drought and water conservation awareness. These additional platforms include the list below:

- 2 Countywide mailers with information on conservation programs and water savings tips
- 1 Countywide text message
- Billboards, lawn signs and banners hung throughout the county
- Branded fleet with water conservation messages

- Hwy signs in association with DOT
- Movie theatre ads
- Stadium ads
- Shopping cart ads
- Biweekly newspaper ads
- Postcards for low-income families through sacred heart with shopping cart information for water conservation tools
- Ads in event publications through OGR. Conservation items at speaker's bureau and public events
- Bill inserts in partnership with retailers
- Partnerships for integrations with NBC, Telemundo, Chinese TV and Audacity radio (weather talent drought segments in 2021)
- Radio and cable TV ads

Countywide Water Use Reduction

Countywide water savings were 13% in September 2022 compared to September 2019. This is an improvement from September 2021, when savings was 7% compared to September 2019. A dramatic heat wave in September 2022 is a likely contributor to water savings decreasing compared to July and August 2022. As we head into fall and winter months, indoor water use tends to be higher in proportion. Indoor water use tends to represent essential use, which is more difficult to conserve than outdoor (discretionary) water use. Valley Water's and the community's efforts were successful in significantly reducing peak summer use. 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
September 2022 Savings	13%	14%	11%
Cumulative*	6%	11%	5%
* Cumulative for 2019 baseline begins in June 2021 and for 2020 baseline begins in July 2021			

Water Waste Enforcement

Valley Water's Water Waste Program is continuing its educational mission while enforcing mandatory outdoor water use restrictions. Valley Water is addressing these complaints and coordinating with water retailers and municipalities on enforcement efforts. Over 1,700 water waste complaints were received since enforcement of Ordinance 22-02 was launched in June. Enforcement has been successful as there have been only five complaints of water waste following the first complaint, which suggests that most people are addressing their water waste following the first complaint.

ATTACHMENTS:

Attachment 1: PowerPoint Presentation

Attachment 2: October 2022 Drought Response Report

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138

Drought Emergency Response Report

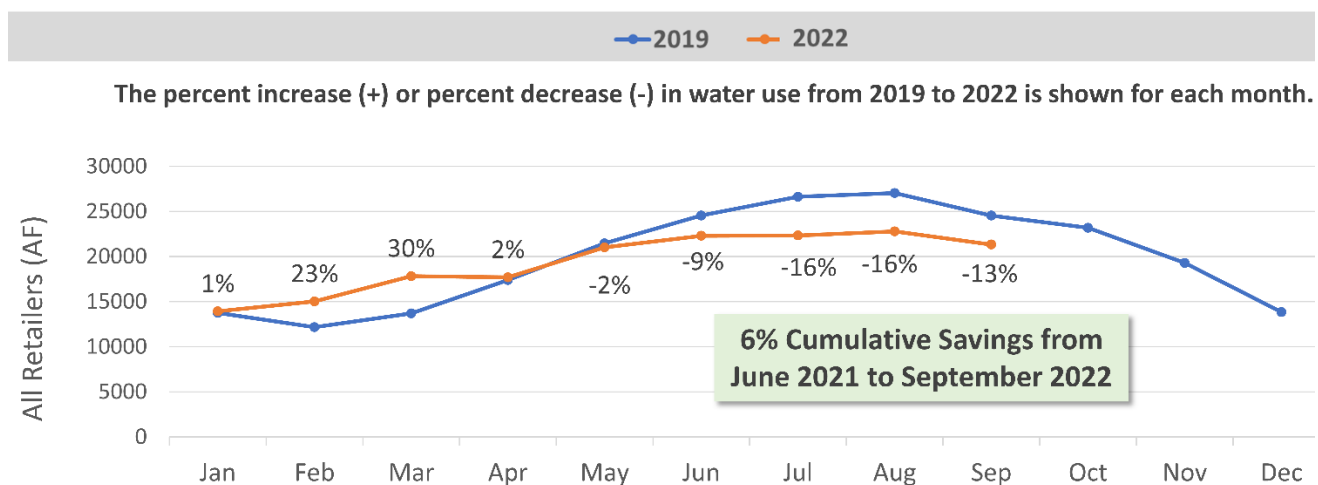
OCTOBER 2022

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.



- Countywide water savings were 13% in September 2022 compared to September 2019. This is an improvement from September 2021, when savings was 7% compared to September 2019.
- A dramatic heat wave in September 2022 is a likely contributor to water savings decreasing compared to July and August 2022.
- As we head into fall and winter months, indoor water use tends to be higher in proportion. Indoor water use tends to represent essential use, which is more difficult to conserve than outdoor (discretionary) water use.
- Valley Water's and the community's efforts were successful in significantly reducing peak summer use.

- 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).

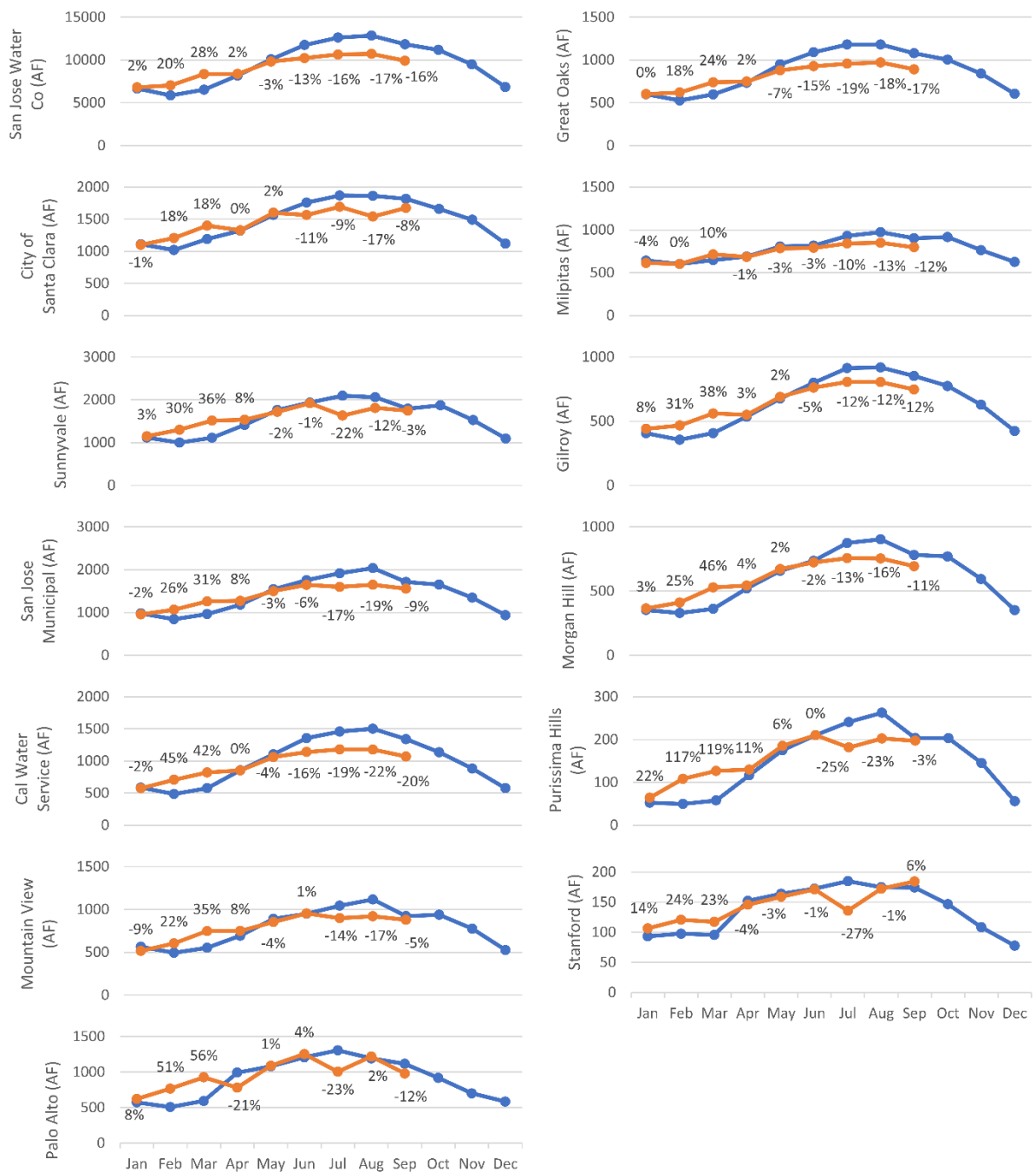
	Santa Clara County		California
Baseline Year	2019	2020	2020
September 2022 Savings	13%	14%	11%
Cumulative*	6%	11%	5%
* Cumulative for 2019 baseline begins in June 2021 and for 2020 baseline begins in July 2021			

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.

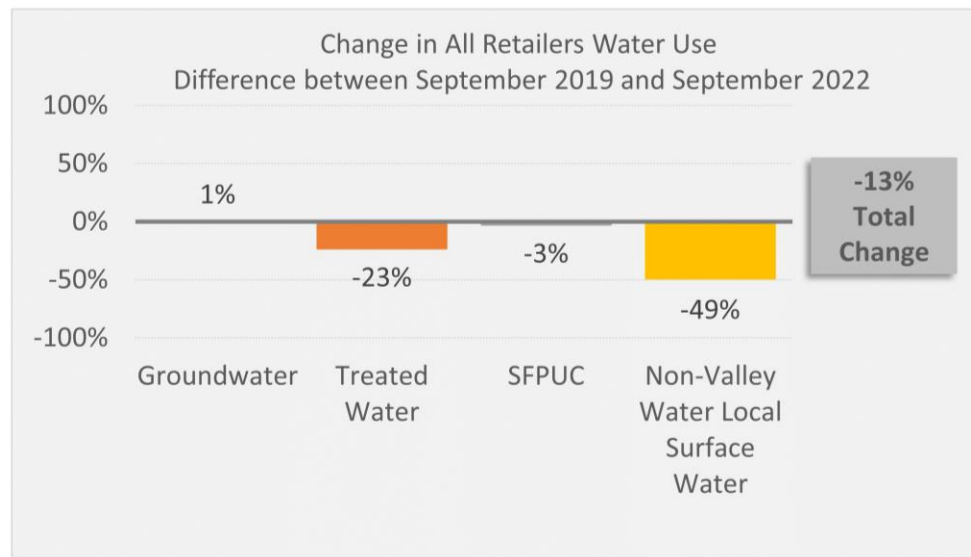
Monthly Water Use by Retailer (AF)

— 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 (September 2019)					Total Water Use in Acre-Feet (September 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	3,400	7,640	-	800	11,840	3,900	5,610	-	410	9,910
Santa Clara, City	1,070	450	300	-	1,820	1,060	310	300	-	1,670
Sunnyvale	10	930	850	-	1,790	10	790	950	-	1,750
San Jose Municipal Water	90	1,190	430	-	1,710	100	1,010	450	-	1,560
California Water Service	200	1,140	-	-	1,340	150	920	-	-	1,070
Palo Alto	-	-	1,120	-	1,120	-	-	980	-	980
Mountain View	20	110	790	-	920	10	90	790	-	880
Great Oaks	1,080	-	-	-	1,080	890	-	-	-	890
Milpitas	-	350	560	-	900	-	340	460	-	800
Gilroy	850	-	-	-	850	750	-	-	-	750
Morgan Hill	780	-	-	-	780	690	-	-	-	690
Purissima Hills Water	-	-	200	-	200	-	-	200	-	200
Stanford	-	-	170	-	170	-	-	180	-	180
Total	7,500	11,810	4,430	800	24,540	7,560	9,060	4,300	410	21,330

Collaboration with the County, Retailers, and Cities

- As of October 31, 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. Of the current jurisdictions that have implemented a two-day irrigation schedule, one city has further restricted outdoor watering to one-day-a-week, effective November through February, under its current Level 4 Water Supply Shortage declaration.
- On October 14, 2022, Valley Water hosted elected officials, staff, and key advocacy stakeholders representing Santa Clara County from the public, non-profit, and private sectors on the annual VIP Water Walk Tour of the agency's critical water infrastructure projects. The VIP Water Walk Tour sought to educate and engage participants on the projects' benefits and provided Valley Water the opportunity to highlight the drought

emergency and its impacts to our water supply, as well as advocate for project funding and legislative needs. The staff-guided tour featured visits to Anderson Dam, Alamitos Groundwater Recharge Ponds, the Upper Guadalupe River Flood Protection and South San Francisco Shoreline Projects, and the Silicon Valley Advanced Water Purification Center.

- In October, Valley Water continued to monitor actions related to the 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. As expected, application submittal rate, though higher than non-drought years, continues to decrease as we move into winter. Valley Water hosted a webinar in October focusing on drip irrigation with 66 in attendance on Zoom and Facebook Live.

Estimated conservation program applications received are shown below.

Program	August	September	October
Landscape Rebate Program Applications	408	323	276
Water-saving Device Orders	1892	530	278

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	August	September	October
Water Waste Reports	484	288	221

Complaints of violations against water waste restrictions are submitted by members of the public. 221 total water waste complaints were received in October 2022. 130 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. 4 complaints on the same violation were received from enforcement program launch through the end of October.

Enforceable Water Waste Violations	Sept 2022	Oct 2022
More than 2 days of watering per week	83	54
Watering from 9AM-6PM	45	29
Watering within 48 hours of rainfall	21	4
Runoff	129	118
Watering CII non-functional turf	13	28

Drought and Water Conservation Outreach

- In October, media interest focused on Santa Clara County exceeding the 15% water savings goal in August for a second straight month, the progress of the Anderson Dam Seismic Retrofit Project, Ride Out the Drought, the start of the water year and the benefits of drought-resistant plants.
- Our “Say Yes to Saving Water” campaign targeting commercial, industrial and institutional properties about the outdoor watering ban and enforcement ordinance continued. The first Landscape Rebate success story video featuring a business was published on Valley Water’s social media channels. The testimonial video featured Del Grande Dealership Group CEO Jeremy Beaver discussing the environmental and economic benefits of the program. Digital ads are now running on platforms like Google, Facebook, LinkedIn and Twitter, as well as streaming audio and video platforms. Information on the CII ban was shared via a countywide postcard and e-mail blast to more than 6,000 homeowners’ associations. The *Mercury News* published a column on behalf of Chair Pro Tem Varela regarding the CII ban.
- Staff produced four videos to highlight the drought and the continued need for conservation. Chair Pro Tem Varela was featured in the Oct. 20, 2022 video “Imagine A Day Without Water.” Chair Pro Tem Varela joined Director Santos in thanking the community and volunteers as part of a “Ride Out the Drought Continues” video. The fifth and final video of the residential Landscape Rebate Success Story series was published on all Valley Water social media platforms. A Say Yes to Saving Water ad featuring San Jose Earthquakes player Tommy Thompson was published on Valley Water’s social media channels and is currently running on television, radio and streaming services.
- In October, staff launched two social media campaigns directed at getting people to conserve water. Valley Water is working on a campaign to produce several short, 10-second videos featuring various celebrities to promote water conservation. On October 20, staff published the first video featuring singer Montell Jordan turning off his running faucet while singing his signature line, “This is how we do it.” Additional videos will be produced and all will be running on Twitter, Facebook and Instagram. Additionally, staff launched a smaller campaign, #WaterTipWednesday. Every Wednesday, staff shares a new water-saving tip to help people conserve inside their homes.
- Staff continues to publish reminders for people to limit outdoor watering during the winter months, including the restriction on irrigation during and 48 hours after rainfall events. These posts will be shared during every rainfall event throughout the rest of the winter.
- Five Speakers Bureau program presentations focused on the drought were provided in October. On Oct. 4, Chair Pro Tem Varela and staff conducted a presentation to the Heritage Homeowners Association in Gilroy. On Oct.

13, Director Santos and staff gave a virtual drought presentation to The City of San Jose Retired Employees Association. On Oct 20, Director Kremen delivered a drought presentation to the Kiwanis Club of Palo Alto and to an audience at the Woodland Library Branch event hosted by GreenTown Los Altos on Oct. 22. On Oct. 24, outreach and water conservation staff provided a landscape rebate program presentation to the Cory Neighborhood Association.

- Statistics for public outreach efforts are shown below.

Outreach Type	October 2022
Social Media¹	
Impressions ²	7,494,030
Engagements ³	27,361
Link Clicks	6,473
Video Views	763,228
Website Page Views	
Water conservation webpages	34,247
BeHeard.ValleyWater.org/drought-information	357
Media	
Media Mentions ⁴	931
Speakers Bureau	
Presentations ⁵	5

¹Includes Facebook, Twitter, Instagram, YouTube 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 October, the Education Outreach Program (EO) supported 51 educators and reached 1,633 students through thirteen in-person school presentations, three virtual school presentations, one tour at Edith Morley Outdoor Classroom, and one library program at Evergreen Branch Library where EO staff engaged with 35 members of the public. EO continued the collaboration with the City of San José Walk n' Roll program and raised drought awareness at one school-wide assembly program, one after-school Bike Rodeo and two Viva Escuela events that engaged with the whole school community. Students, teachers and families attending EO programs 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 supported Girl Scouts of Santa Clara County and provided staff with training and materials to present water conservation activities during the Girl Scouts of Northern California Climate Change Summit.

- The table below shows Education Outreach efforts in Fiscal Year 2023, all of which included drought and water conservation messaging.

EDUCATION OUTREACH PRESENTATION NUMBERS			
MONTH	STUDENTS & EDUCATORS	PUBLIC ATTENDEES	FY23 YEAR TO DATE
July - September	2,609	244	2,853
October	1,684	185	1,869
Total	4,293	429	4,722

- Members of the Valley Water Youth Commission attended the Annual Youth Commission Retreat and toured the Silicon Valley Advanced Water Purification Center, where they learned about Valley Water’s sustainable, drought-proof water supply. The Youth Commissioners also strategized on ways to continue raising awareness of drought and water conservation issues in Santa Clara County through community and social media engagement.
- The Office of Civic Engagement partnered with the Silicon Valley Bicycle Coalition (SVBC) to launch a month-long drought awareness campaign called Ride Out the Drought. SVBC worked with staff to create over 13 different bike ride routes highlighting various facilities, reservoirs, projects and landscape rebate recipients to tell the story of our comprehensive water system in Santa Clara County. The goal is to combine the benefits and joy of bike riding with the educational experience of learning about how droughts have impacted our water system and way’s Valley Water is working to address it. The campaign kicked off with an in-person event on Saturday, October 15 at the Silicon Valley Advanced Water Purification Center. Over 100 members of the public came to learn about the facility and how water reuse will help to sustain and drought-proof our future. They were also treated to fun activities hosted by various Valley Water Programs, including Education, Creek Stewardship, Community Rating System, and Water Conservation. There were several community partners there as well, such as Sacred Heart Community Service, Sunnyvale Community Service, and Good Karma Bikes, as well as our partner SVBC. The attendees also participated in two guided routes, one down to Alviso and another route that took riders over to Levi’s Stadium and to a residential landscape rebate recipient’s home. The month-long campaign will continue through November 12 and everyone is encouraged to get out there and Ride Out the Drought. For more information, go to bikesiliconvalley.org/rotd.

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 and the Water Commission in September 2022.

Water Supply Operations and Outlook

- The cumulative rainfall in San José in this rainfall year through October 29, 2022, is 0.51 inches or 56% 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 16% for October 29, 2022, which is 38% of the (20-year) average storage for September.

Imported Water

- January through March 2022 were the driest combined first three months on record in California. While Northern California received above average precipitation in April, major reservoir levels have generally remained below average through summer and fall.
- As of October 28, 2022, total state reservoir storage is below the historical average. Shasta Reservoir is at 58% of average for this date, Oroville Reservoir is at 62% of average for this date, and Folsom Reservoir is at 69% of average for this date. Total storage in each of these three major reservoirs has decreased in October.
- As of October 28, 2022, storage in San Luis Reservoir is approximately 508 thousand acre-feet (TAF), which is 56% of the average 906 TAF for this day. San Luis Reservoir storage decreased by approximately 76 TAF in October.
- 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 was higher than normal to ensure reliable supplies in the event the drought continued into 2022, which it did. The added carryover was needed given that Anderson Reservoir is undergoing construction and cannot support water supply needs. This strategy was very effective in 2022 and will be used again to mitigate expected drought conditions in 2023.
- The California Department of Water Resources (DWR) announced a 2022 SWP allocation of 5% on March 18, 2022, which equates to an allocation of 5 TAF for Valley Water. Subsequently, DWR 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 September 30, Valley Water has withdrawn approximately 22.4 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. Valley Water has secured agreements for approximately 28 TAF of emergency transfer supplies in 2022, however DWR has provided notice that they will remove the Grant Line Canal Agricultural Barrier in the South Delta in early November, which will limit export of transfer water in November. This is expected to reduce our total transfer supplies to approximately 24.5 TAF, after conveyance losses this is estimated to provide approximately 18 TAF of additional supply.

Treated Water

- Due to the drought conditions, source water to the water treatment plants continue to experience elevated total organic carbon (TOC) and bromide levels resulting in elevated disinfection by products (DBPs) in the treated water. Staff are working closely with Department of Water Resources, treated water retailers and other internal and external stakeholders to mitigate 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

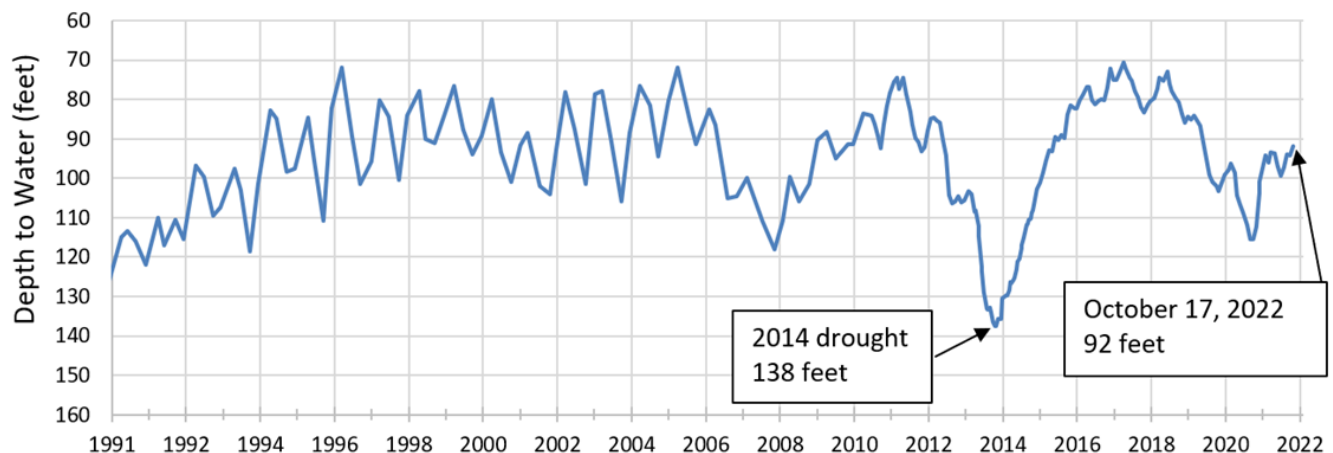
- Valley Water is scaling back its managed groundwater recharge program during a three-month pipeline shutdown from the first week of November 2022 through the end of January 2023. This necessary shutdown will cut off water supplies from San Luis Reservoir to Santa Clara County while Valley Water is working on two pipeline inspection and rehabilitation projects.
- However, recharge operations will continue in creeks downstream of local reservoirs, including Coyote Creek, as well as in the off-stream ponds of the Los Gatos Recharge System.
- Managed recharge in 2022 countywide is projected to end at 96% of normal (*i.e.*, of the 20-year average).

Groundwater Conditions:

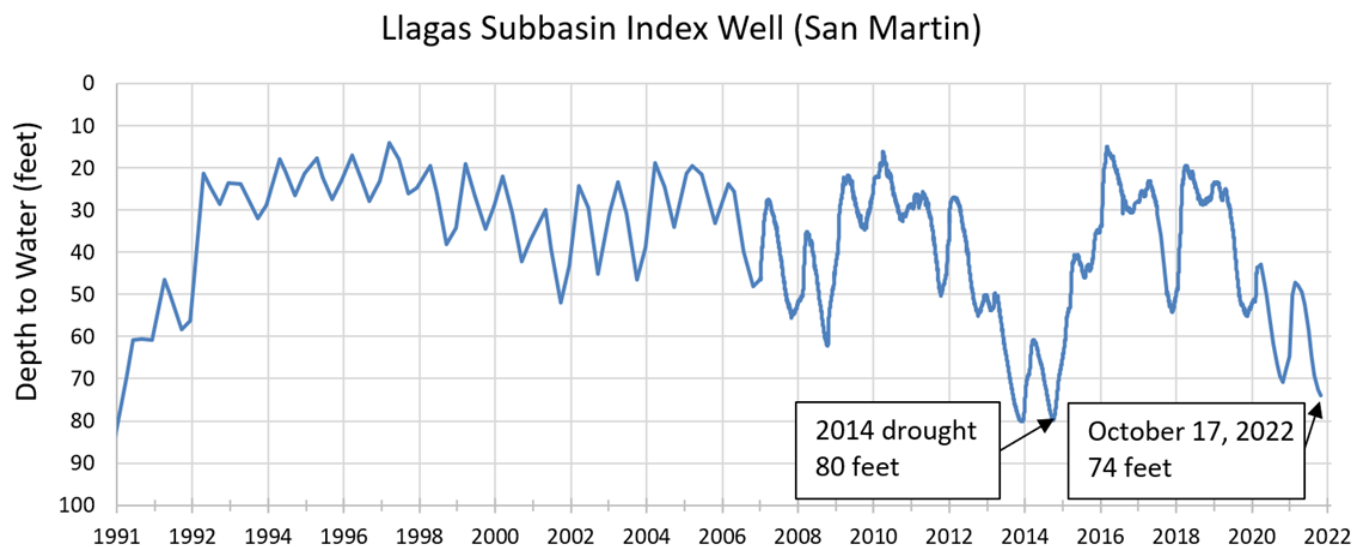
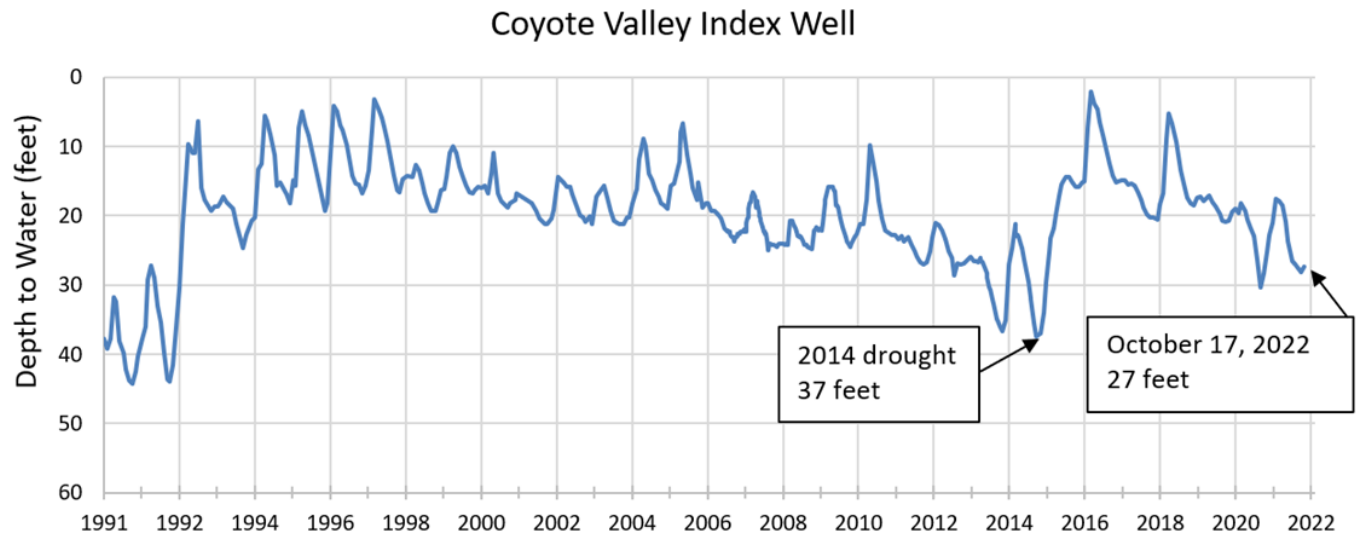
Groundwater levels have stabilized in much of the county and continue to increase in some areas due to Valley Water's managed recharge operations and ongoing water conservation by the community. With drought conditions expected to continue, water use reduction is essential to minimize the risk of resumed 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 October.

- North County Groundwater
 - The current water level at the regional index well has increased about 2 feet higher than last month and is about 46 feet above the minimum water level in 2014. The water level at this well is about 20 feet higher compared to this time last year.
 - Groundwater levels are more than 65 to 100 feet above thresholds established to minimize the risk of permanent subsidence.
 - No dry wells were reported in October. 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 increased by about 1 foot and decreased by about 2 feet, respectively, since last month and are about 10 and 6 feet, respectively, above the minimum water level in 2014. Additionally, the water levels in these wells are about 2 and 3 feet lower, respectively, compared to this time last year.
 - No dry wells were reported in October. 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.



State Coordination

- The State Water Resources Control Board evaluates stream flows on a weekly basis and makes modifications to water rights curtailments based on the actual availability of water for diversion in specific rivers and streams. Water already diverted to storage is not curtailed, but is subject to the allocations of the system operator. As of October 26, 2022, the following imported water systems have the following curtailment statuses.
 - Central Valley Project - Four water rights are curtailed.
 - State Water Project - No water rights are curtailed.
 - San Francisco Public Utilities Commission - All water rights are curtailed.

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.

- September 2022 expenses totaled approximately \$950,000 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.

- The Board received a comprehensive update on the Purified Water Program and status of partnership with San Jose and Palo Alto at the October 10 Board meeting.

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 draft results to the Water Conservation and Demand Management Committee and the Agricultural Water Advisory Committee in early 2023.

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.

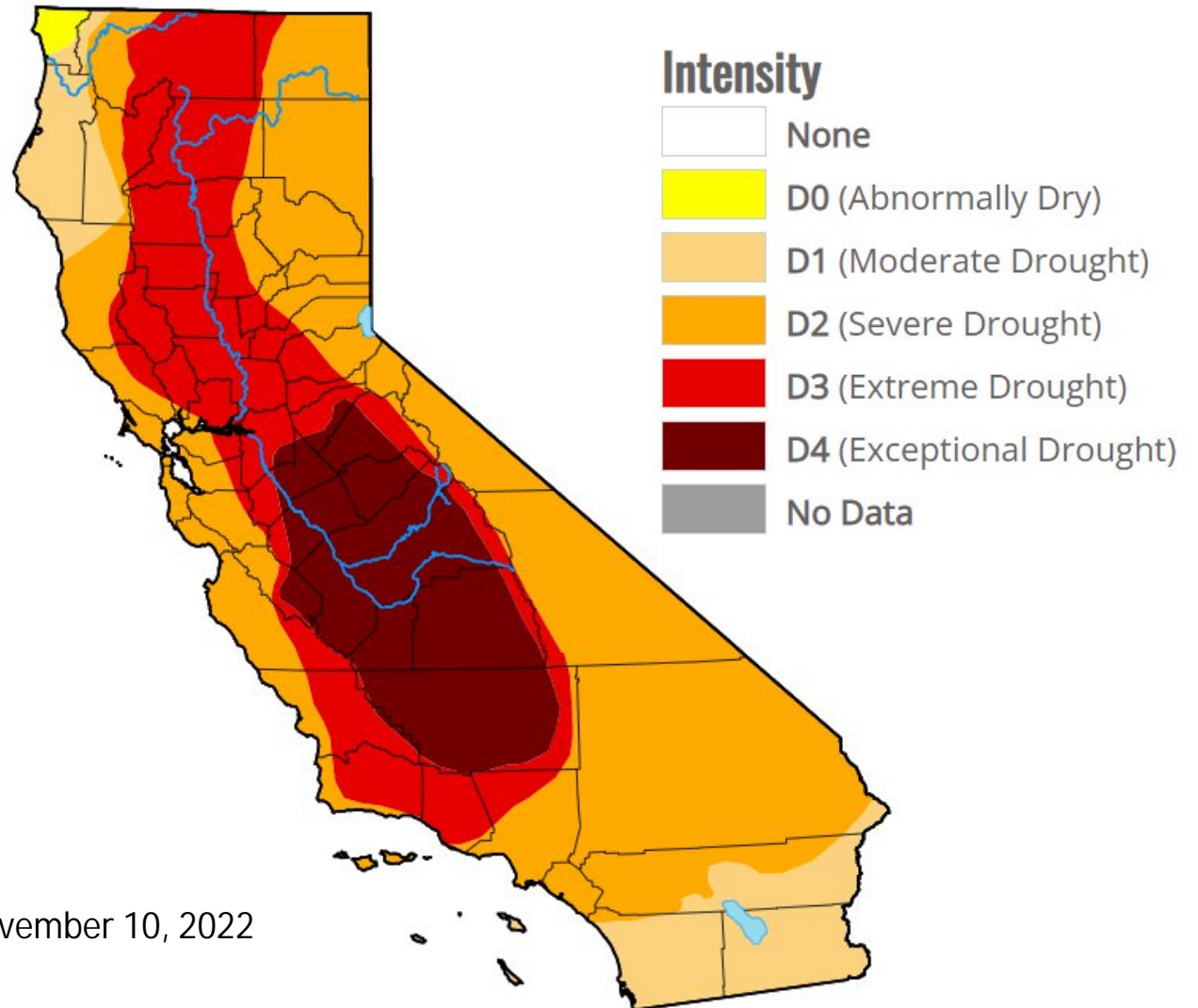
- The consultant is working on the next phase of the DRP looking at drought triggers and water shortage actions in coordination with retailers. Updates on the Vulnerability Assessment have been provided to the Water Conservation and Demand Management Committee and Environmental and Water Resources Committee.



Monthly Drought Emergency Response and Water Supply Update

Water Conservation and Demand Management **Committee** Meeting
November 28, 2022

Drought Status

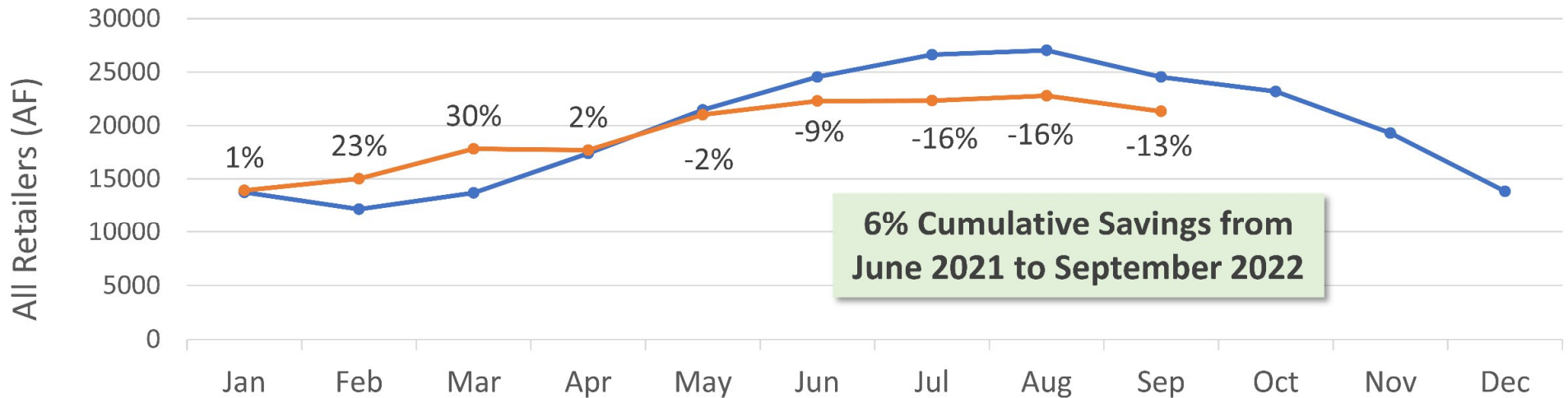


Data source: U.S. Drought Monitor, November 10, 2022

Countywide Water Savings

— 2019 — 2022

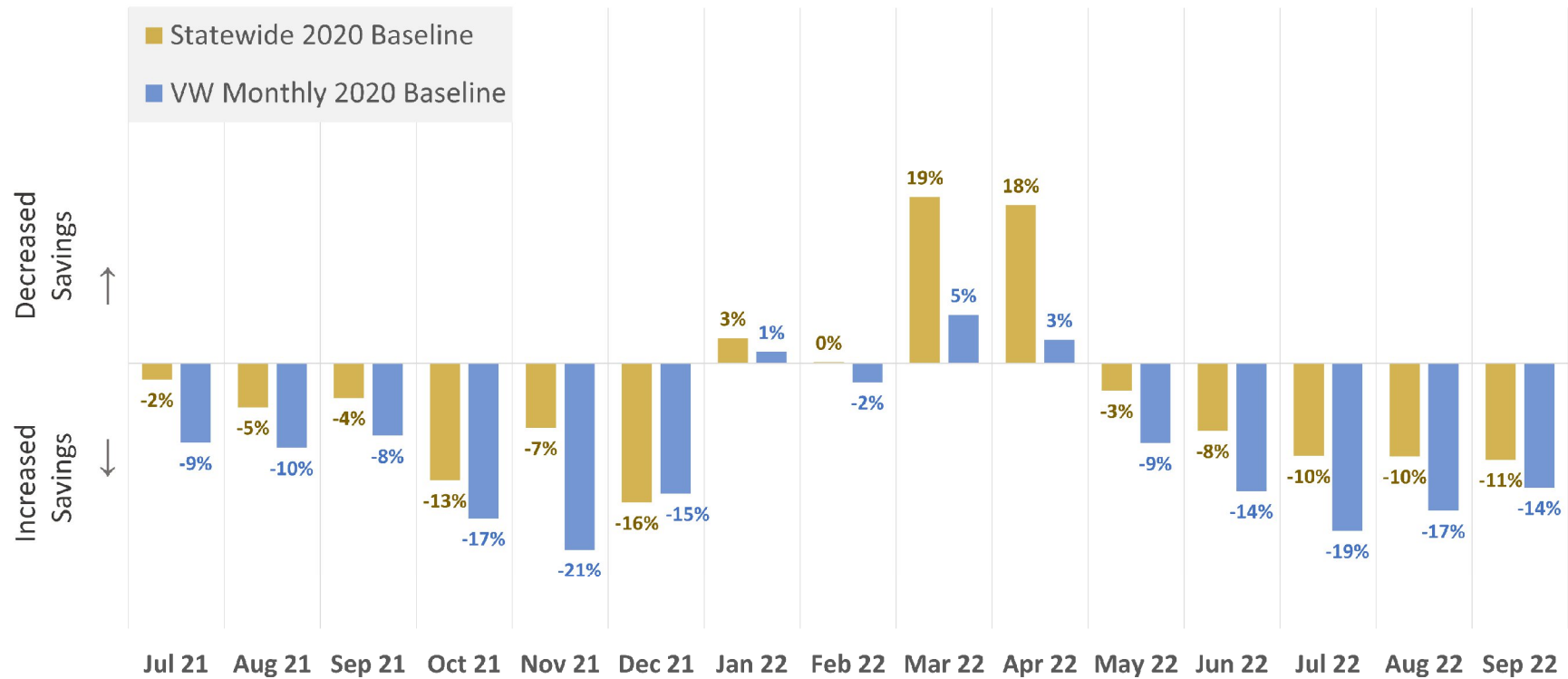
The percent increase (+) or percent decrease (-) in water use from 2019 to 2022 is shown for each month.



6% Cumulative Savings from
June 2021 to September 2022

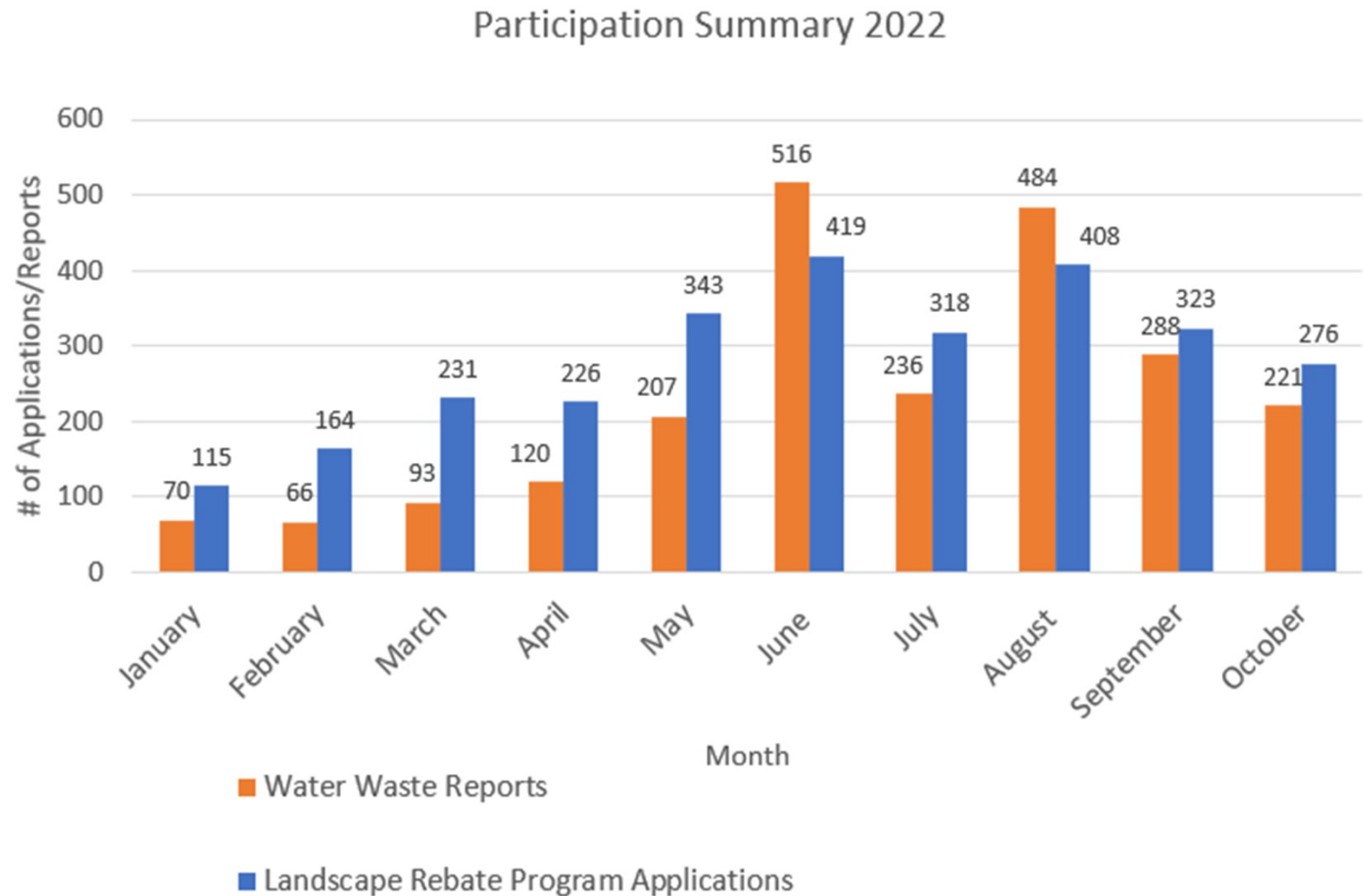
County compared to State Savings

Monthly Percent Change in Water Use



Water Conservation

- Participation decreasing as winter approaches
- E-cart
 - Almost 10,000 orders



Water Use Reduction Enforcement Updates

Over 1,700 reports received since June (enforcement launch)

Enforceable Water Waste Violations	Sept 2022	Oct 2022
More than 2 days of watering per week	83	54
Watering from 9AM-6PM	45	29
Watering within 48 hours of rainfall	21	4
Runoff	129	118
Watering CII non-functional turf	13	28

Drought and Conservation Outreach

- CII Ban campaign continues
- Drought and conservation videos
- Celebrity/influencer social media campaign
- Speakers Bureau presentations



Addressing the Digital Divide

- Valley Water uses multiple messaging approaches to address the digital divide, such as:
 - Mailers
 - Text messages
 - Bill inserts
 - Billboards
 - Banners
 - Radio ads
 - Cable TV ads
 - Lawn signs
 - Branded fleet
 - Highway signs
 - Movie theatre ads
 - Stadium ads
 - Shopping cart ads
 - Biweekly newspaper ads
 - Event publication ads
 - Postcards for low-income families
 - Speaker's Bureau
 - Public events



Santa Clara Valley Water District

File No.: 22-1349

Agenda Date: 11/28/2022

Item No.: 4.2.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Landscape Conversion Programs for Underserved Communities and the Outdoor Conservation Direct Install Request For Proposal.

RECOMMENDATION:

- A. Receive, review, discuss, and provide feedback on landscape conversion water conservation programs for low-income customers and how staff can target outreach; and
- B. Provide feedback on the Outdoor Conservation Direct Install Request For Proposal.

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. Achieving the Board's target of 15% savings as directed by 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.

In October 2021, the Water Conservation and Demand Management Committee (Committee) received Santa Clara Valley Water District's (Valley Water) updated Water Conservation Strategic Plan (Strategic Plan) to 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 program 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.

One of Valley Water's high-demand programs, the Landscape Rebate Program, is designed to incentivize residents and businesses within Santa Clara County to implement water conservation projects in their landscape. With offerings such as Landscape Conversion Rebates, Irrigation Equipment Upgrade Rebates, and Rainwater Capture Rebates, the program boasts high participation and significant water savings (approximately 1,400 rebated participants in FY 22). Valley Water also offers a direct install lawn conversion service at no cost for eligible low-income, veteran, and senior citizen customers through the Lawn Busters Program. This program makes converting high-water use turf lawns to native and drought tolerant landscapes more accessible by covering the initial cost of the project, rather than requiring the customer to invest before receiving a rebate.

As requested at the October 2022 Committee meeting, this memorandum summarizes Valley Water's landscape conversion rebate, and direct install lawn conversion program designed for underserved communities. In addition, staff is seeking the Committee's feedback for the in-progress proposal for an expanded direct install program, including additional landscape services, and discuss how staff will utilize a

recently developed interactive map to target outreach to make future programming more accessible to disadvantaged communities.

Landscape Conversion Rebate

The Landscape Conversion Rebate continues to be one of Valley Water's highest volume programs, providing rebates for over 1 million square feet (sq. ft.) of converted lawn in FY22. In 2021, staff increased the Landscape Rebate Program's Landscape Conversion Rebates from \$1 per square foot to \$2 for all qualifying properties and increased the maximum rebate from \$2,000 to \$3,000 for single-family homes, making this water conservation project even more accessible to customers. Currently low-income and very low-income customers are underrepresented in taking advantage of the rebate program (7% of landscape rebate program participants). As a result, Valley Water has offered a specific program since 2015 that fills that participation gap.

Lawn Busters

Valley Water partners with local nonprofit organization Our City Forest to offer on-site assessments and planning, lawn conversion, and quality assurance follow up to low-income community members, US veterans, and other disadvantaged community members through the Lawn Busters program. With contributions from the Safe, Clean Water fund, payment for converting lawn to low water use landscape was increased from \$2 to \$4 per square foot of lawn converted in 2021. The program was further expanded to include monthly Do-It-Yourself (DIY) Workshops consisting of both virtual and on-site components to educate customers on various elements of lawn conversion including design and species selection, water runoff abatement strategies, sheet mulching, landscape installation, watering, and more. In FY 22, 22,974 sq. ft. of lawn was converted to low water use landscape across 22 projects, and 49 individuals attended the DIY workshops. The budget for the Lawn Busters program is \$340,000 over 2-years with the contract ending in June 2023.

Outdoor Conservation Direct Install Program RFP

The conclusion of the existing Lawn Busters contract with Our City Forest in June 2023 provides Valley Water with the opportunity to broaden the scope of an Outdoor Conservation Direct Install Program, both in terms of increasing participation and including additional water-saving landscape services. Over the past year, staff have been preparing a Request for Proposal (RFP) that could lead to an expanded program. By potentially adding elements such as Laundry-to-Landscape graywater installations, irrigation equipment upgrades, and urban tree planting to the program scope, underserved community members would have more options to participate in water conservation projects at no or highly subsidized costs. With the implementation of additional installation elements in the program scope, this new program would likely require additional funding. Valley Water staff will seek grants and local cost sharing to support this program. Staff is seeking feedback as the *Outdoor Conservation Direct Install* Request for Proposal packet is being developed. The RFP will likely launch in early 2023 to ensure a vendor is in place when the current contract ends.

Interactive Map

To target current and potential future program participation, Staff has developed an internal, interactive map of rebate participation and hotspot analysis with data derived from the Strategic Plan. While the data currently available is through 2020 when the Strategic Plan was completed, Staff are collaborating with a vendor to bring in more recent data. The map includes layers of program participation and allows for overlaying Santa Clara County Disadvantaged Community boundaries. The interactive map will be a tool for staff when strategizing targeted outreach, indicating which areas in the county have historically low participation in Valley Water programs to produce more equitable water savings regardless of income.

File No.: 22-1349

Agenda Date: 11/28/2022
Item No.: 4.2.

ATTACHMENTS:

Attachment 1: PowerPoint Presentation

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138

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Landscape Conversion Programs for Underserved Communities

Water Conservation and Demand Management Committee
Presented by: Justin Burks, Sr. Water Conservation Specialist
November 28, 2022



Landscape Conversion Rebate

2

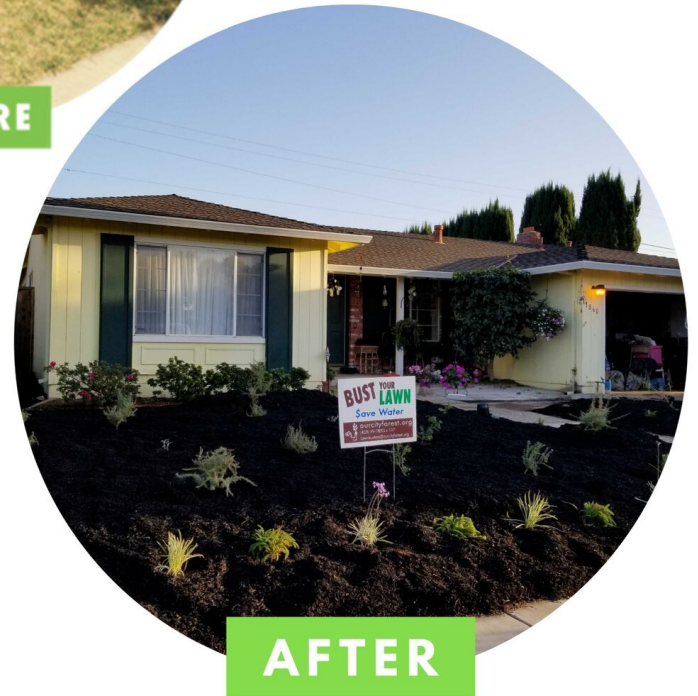
- 1 million sq ft of converted lawn in FY22
- Low-income and very low-income customers ~7% of participants



valleywater.org

Lawn Busters

- Direct install lawn conversion for underserved communities
- 21,479 sq ft of lawn converted in FY22
- 49 in attendance at DIY workshops



Outdoor Conservation Direct Install RFP Development

4

- Expanded program could include lawn conversion, graywater, irrigation equipment and urban tree planting
- No cost or customer buy-in option

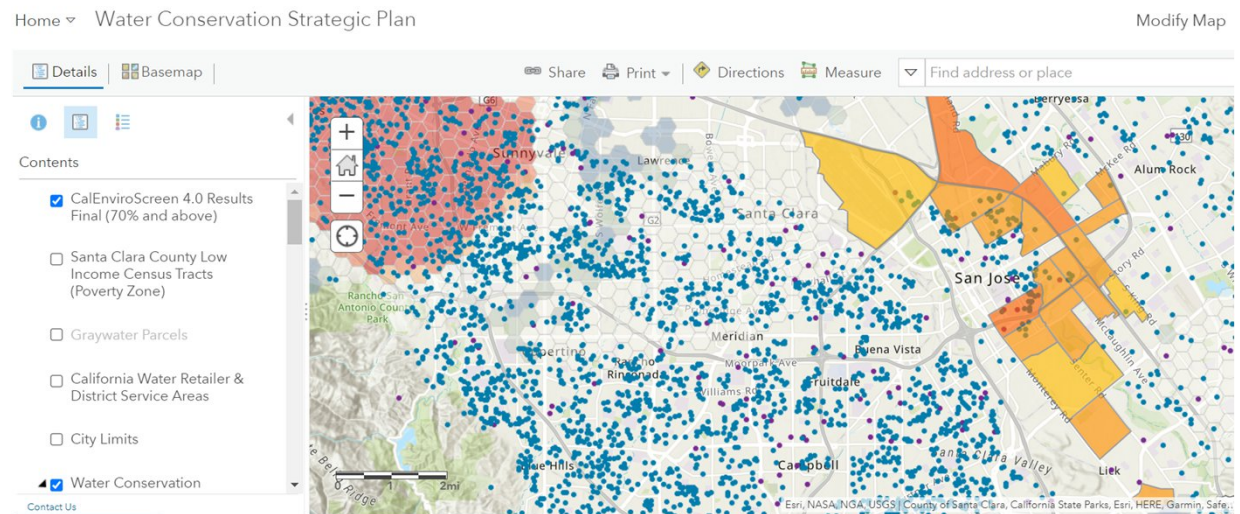


valleywater.org

Interactive Conservation Program Map

5

- Program participation hot spots
- DAC boundary layer
- Strategic outreach to underserved areas



Discussion

- Seeking Committee feedback on direct Install RFP
- Showcase interactive map from Water Conservation Strategic Plan



Santa Clara Valley Water District

File No.: 22-1350

Agenda Date: 11/28/2022

Item No.: 4.3.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Agricultural Water Use Baseline Study

RECOMMENDATION:

Receive and discuss the findings and recommendations of the Agricultural Water Use Baseline Study.

SUMMARY:

Santa Clara Valley Water District (Valley Water) has completed an Agricultural Water Use Baseline Study (Study) at the request of the Water Conservation and Demand Management Committee and with the support of the Agricultural Water Advisory Committee. The goal of the Study is to better understand current agricultural water use practices, which account for about 8% of Santa Clara County's water usage and identify opportunities for water use efficiency. Valley Water collaborated with researchers from the University of California-Merced (UCM). This Study found that the local agricultural sector in Valley Water's service area was highly water efficient.

Approach

The Valley Water and UCM team collaborated to utilize remote sensing, well billing information, County of Santa Clara crop reports, and expert interviews to provide insights into the use of agricultural water in the Valley Water service area and potential areas of future investment or investigation. Since metered wells do not have associated crop details and specific metered wells often provide water to multiple parcels, parcel level water use estimates could not be developed. Instead, the team evaluated water use by the Agricultural Resource Areas (ARAs) defined in the County of Santa Clara's 2018 Agricultural Plan (Attachment 1).

The assessment of Valley Water agricultural water use involved the development of both composite datasets of existing data, as well as ground truthing information on crops and irrigation systems. To ground truth, the team conducted a windshield survey to assess the present status of irrigation technology in the Valley Water service area. The team visually surveyed 675 parcels covering 10,330 acres. Field-collected data were used to validate geospatial data on crop type and any associated irrigation technology and to provide some ground truth comparison to the 2018 LandIQ crop distribution. The team also analyzed local reports, such as County of Santa Clara crop reports. Billing data was for both metered wells, which account for about 82% of agricultural water usage in the county and unmetered wells, which use Table of Averages to estimate water usage. The Table of

Averages worksheet is used to estimate the amount of water being pumped by factoring the amount of land and the crops being grown. A mass balance approach was used to assess the sub-regional distribution of water use intensity in the Valley Water service area. The Mass Balance model is intended to reconcile sources and sinks of water (i.e., where water comes from, and where it goes). Mass balance for each ARA was calculated to identify over-irrigation or under-irrigation.

$$\text{Well Production} + \text{Precipitation} - \text{Evapotranspiration} = \text{Mass Balance}$$

Field-level measures of actual evapotranspiration or ETa from OpenET and precipitation from PRISM Climate Group (climate observations gathered from a wide range of monitoring networks to develop spatial climate datasets to reveal short- and long-term climate patterns) were compared with the sub-regional total groundwater well production.

Findings

This Study found that the local agricultural sector in Valley Water's service area was highly water efficient. During dry years, less than 10% of water applied to crops is lost to infiltration or runoff. In comparison, Valley Water's Large Landscape Program, which provides water budgeting and irrigation surveys for commercial ornamental landscapes in Santa Clara County, found that on average in 2021, overwatering accounted for 30% of all water used.

In addition, discussions with local growers and farm suppliers conducted during the study have emphasized the appropriateness of current irrigation systems as based on grower needs (particularly for growers that are tenants). High-efficiency irrigation systems, for example, are inappropriate for certain crop types. Feedback also indicated water costs alone are insufficient to make a return-on-investment business case for large irrigation infrastructure and/or technology investments.

Recommendations

Since Santa Clara County agricultural users were found to be efficient, the main recommendation is to continue to look for opportunities to enhance Valley Water's water existing conservation programs, such as the Mobile Irrigation Lab (MIL) and rebates for agriculture. To help prepare for the future, especially given the uncertainty in climate change, the study also recommends that Valley Water consider increasing our understanding of the types of crops each well supplies. Better understanding water usage per crop type will allow Valley Water to better plan for future agricultural water needs and design future conservation programs to help agricultural producers respond to climate change.

This topic is planned to be presented and discussed at the Agricultural Water Advisory Committee in early 2023.

ATTACHMENTS:

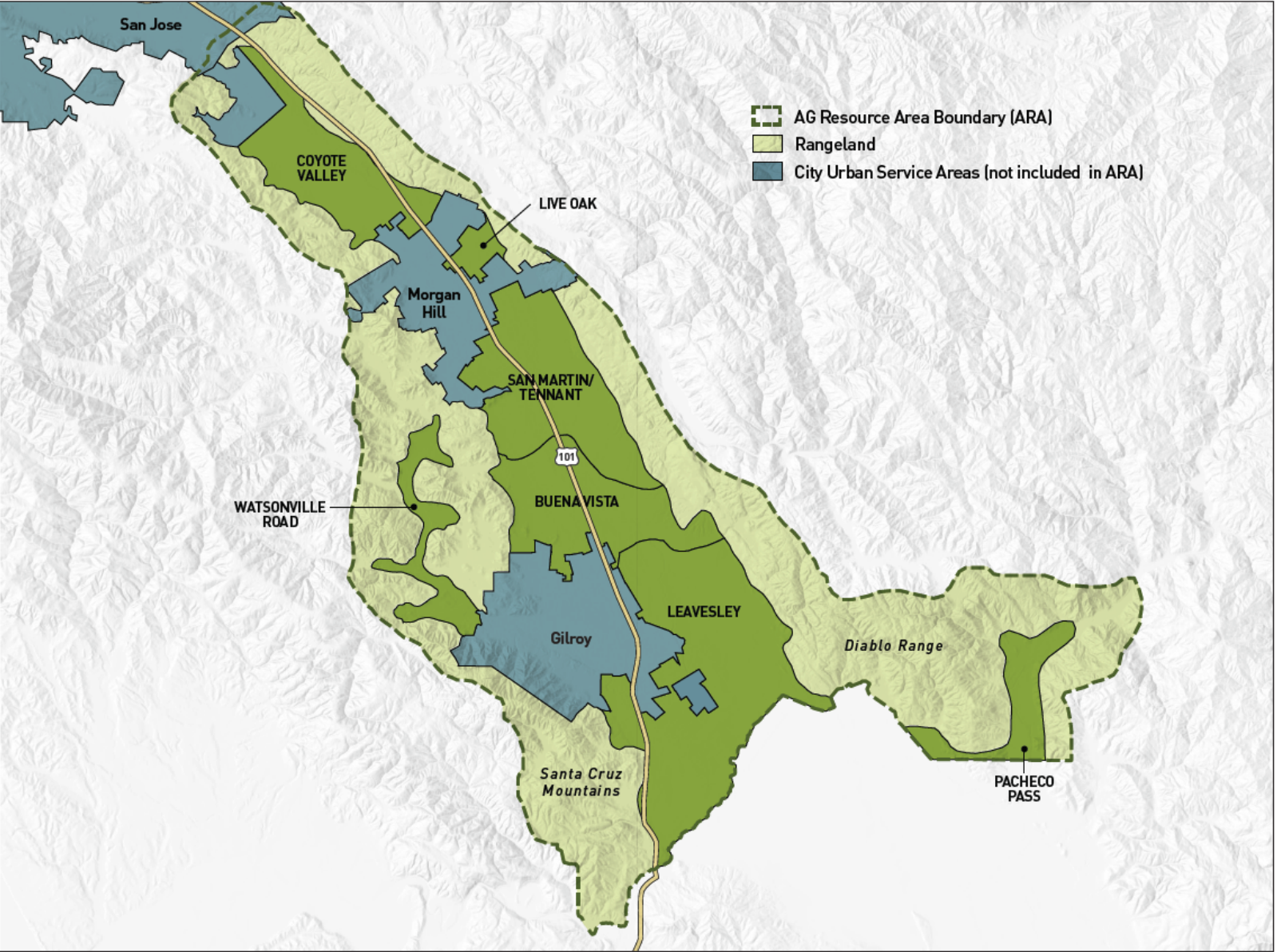
Attachment 1: Agricultural Resource Area map
Attachment 2: PowerPoint Presentation

File No.: 22-1350

Agenda Date: 11/28/2022
Item No.: 4.3.

UNCLASSIFIED MANAGER:
Kirsten Struve, 408-630-3138

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Agricultural Resource Area Map from the County of Santa Clara’s 2018 Agricultural Plan

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Agricultural Water Use Baseline Study

Presented by: Ashley Shannon, Water Supply Planning and Conservation Unit
Joshua Viers and Josue Medellin-Azuara, UC-Merced

Water Conservation and Demand Management Committee, November 28, 2022

Photo courtesy of the Santa Clara Valley Open Space Authority



GOALS

Support agricultural community by:

- 1) Better understanding current agricultural water use practices
- 2) Identifying opportunities for water use efficiency

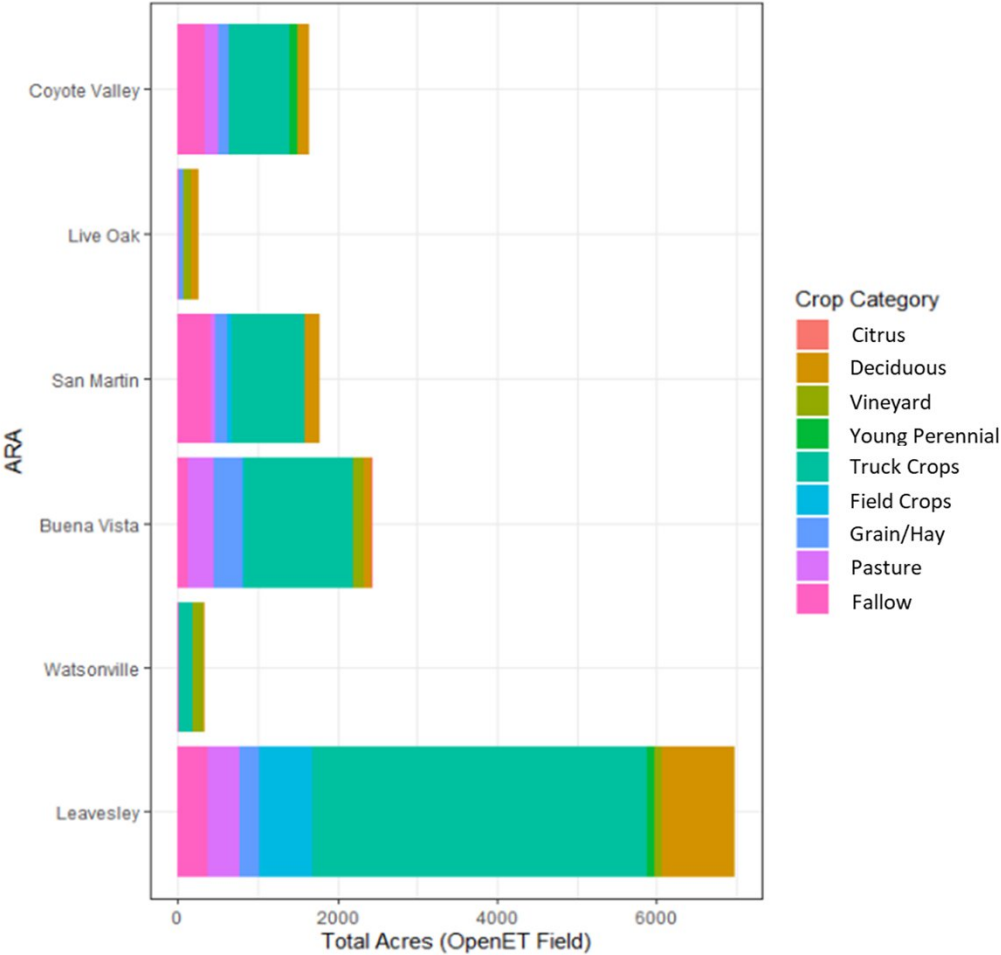
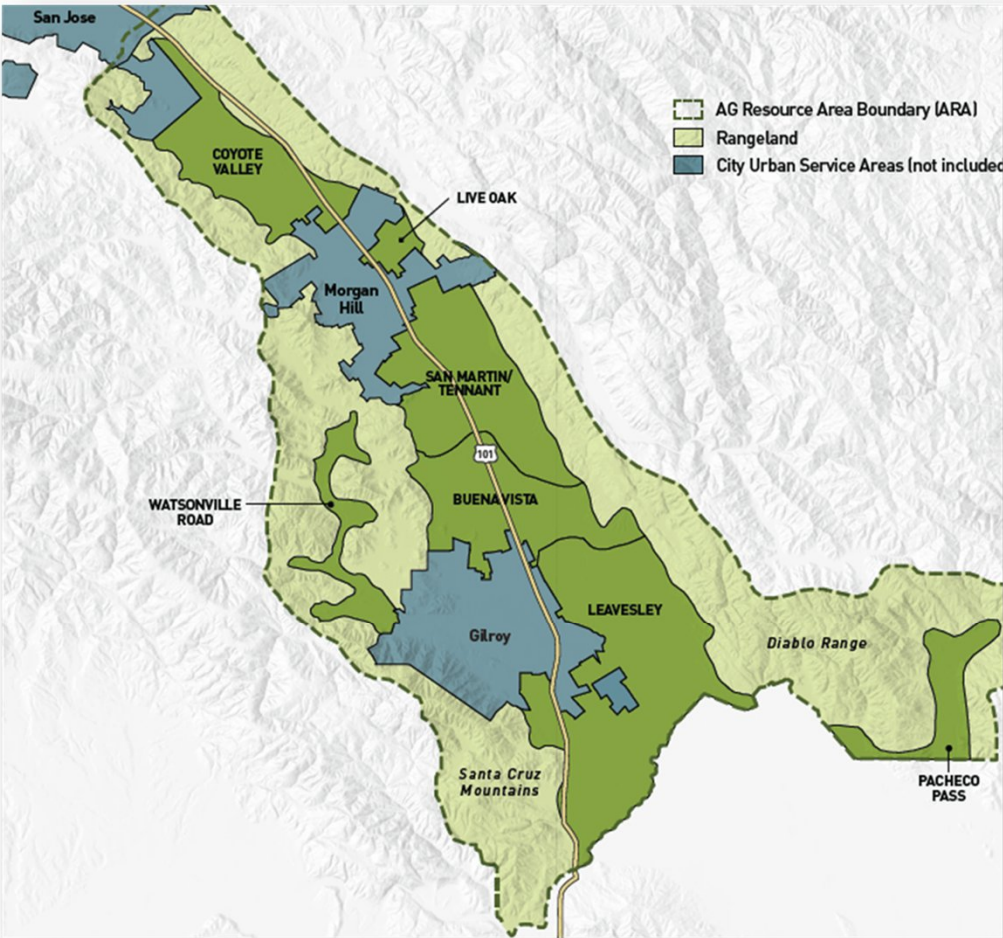


Water Efficiency Background

3

- Existing farm-level services:
 - Santa Clara Farm Bureau Ag Water Quality Program
 - Valley Water's Mobile Irrigation Lab (MIL)
- Large irrigation investments not cost effective
- Limitations of irrigation types per crop

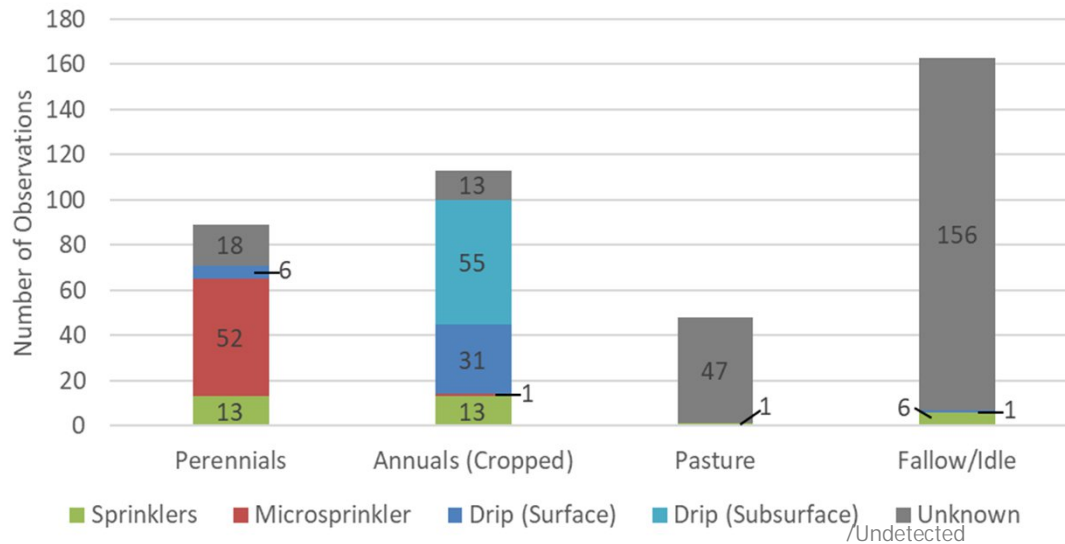
Scope: Cropped Agricultural Resource Areas (ARAs)



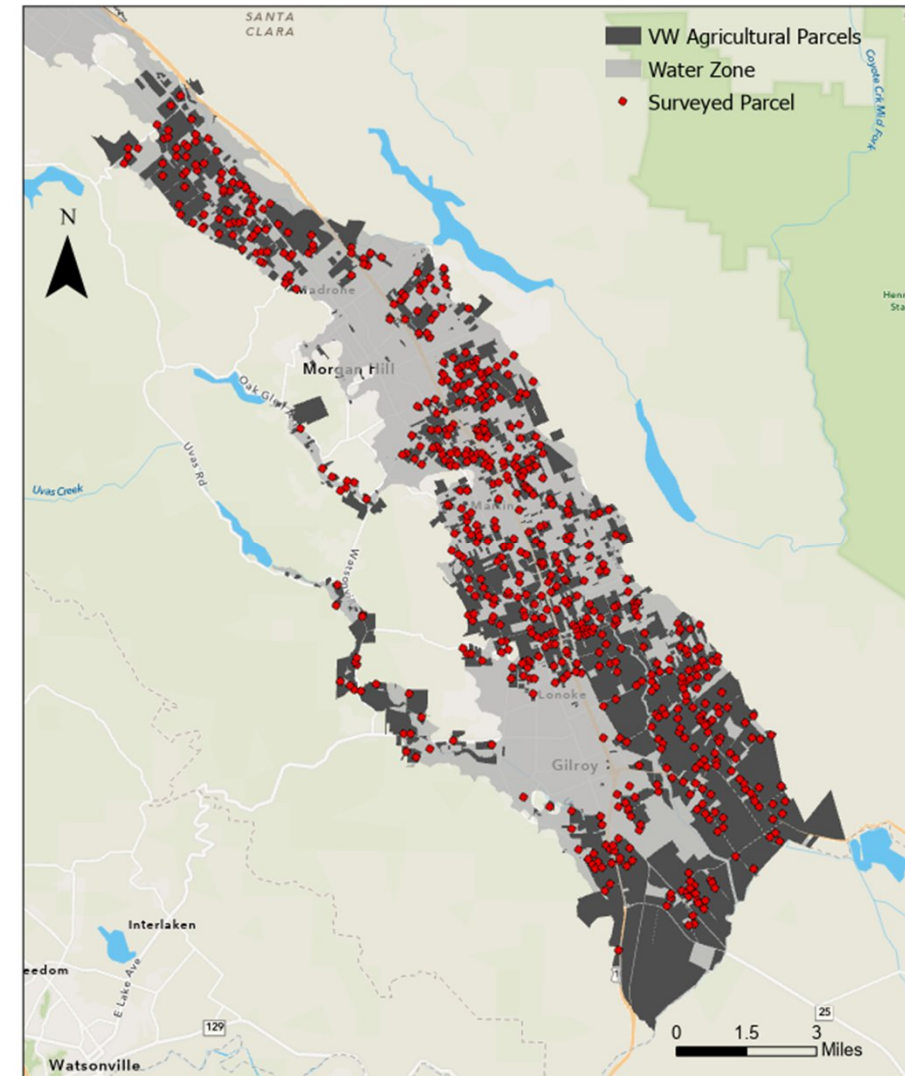
Data Collection

- Mapped County agriculture & interviewed producers
- Windshield survey conducted mid-Aug
 - Verifies spatial analysis
 - 675 unique parcels visited
 - Surveyed: Crop types, irrigation, site conditions
 - High variability in truck crops, high rate of fallow

Distribution of Irrigation Types over Crop Categories

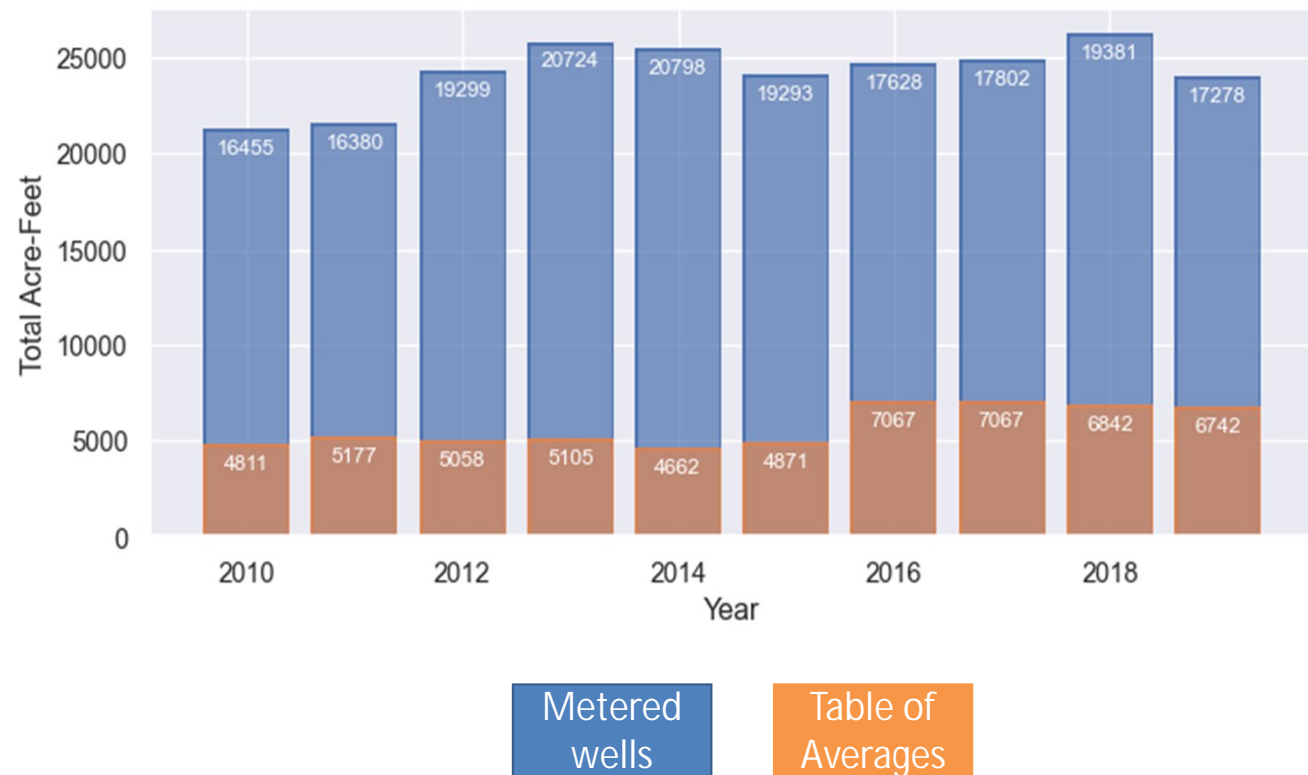


Distribution of Survey Points Collected Aug. 2021



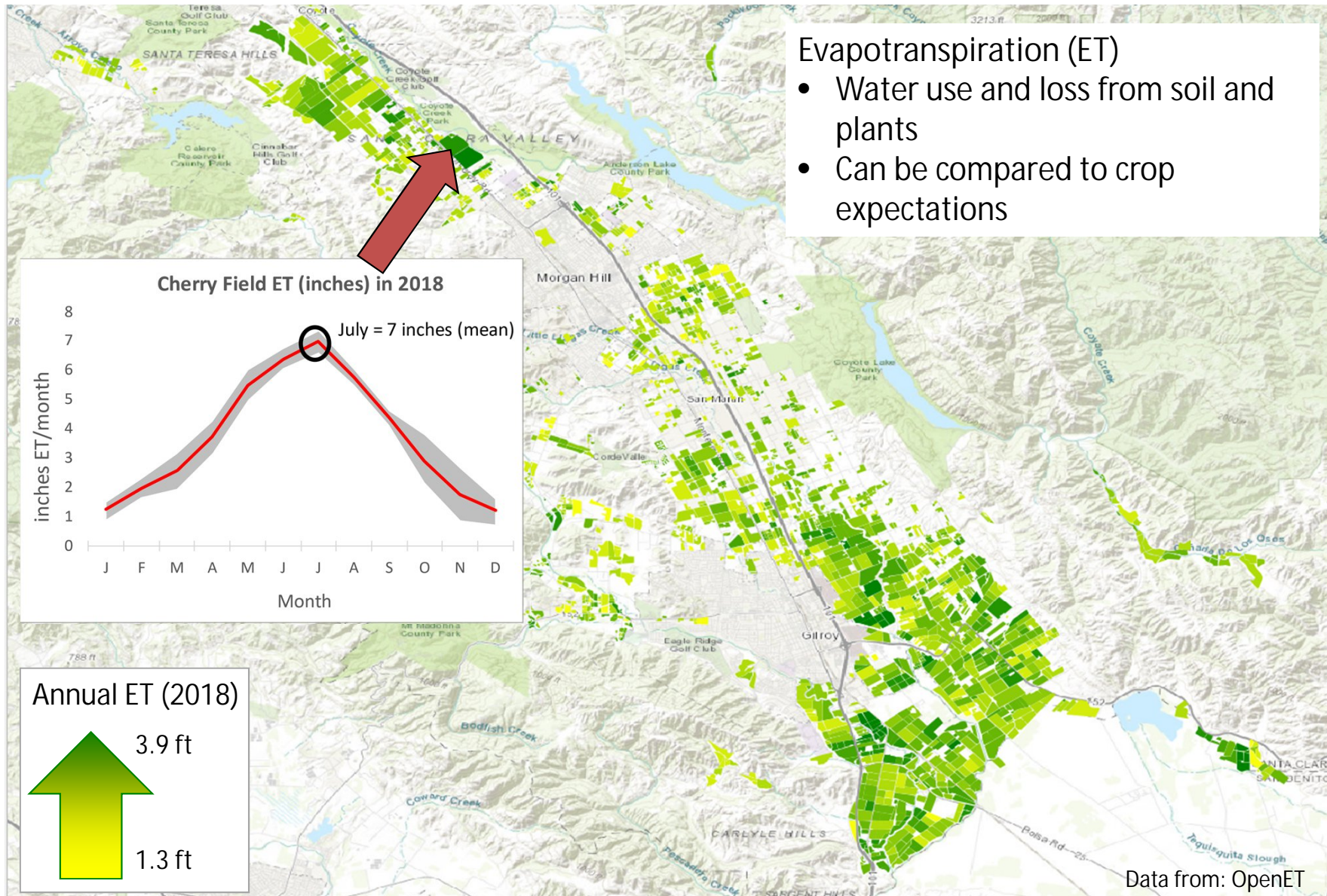
Billing Data Source

- Metered wells account for ~82% of agricultural water usage
- Meters primarily in southern portion of the County
- Table of averages relies on expected water use



Evapotranspiration (ET)

- Water use and loss from soil and plants
- Can be compared to crop expectations

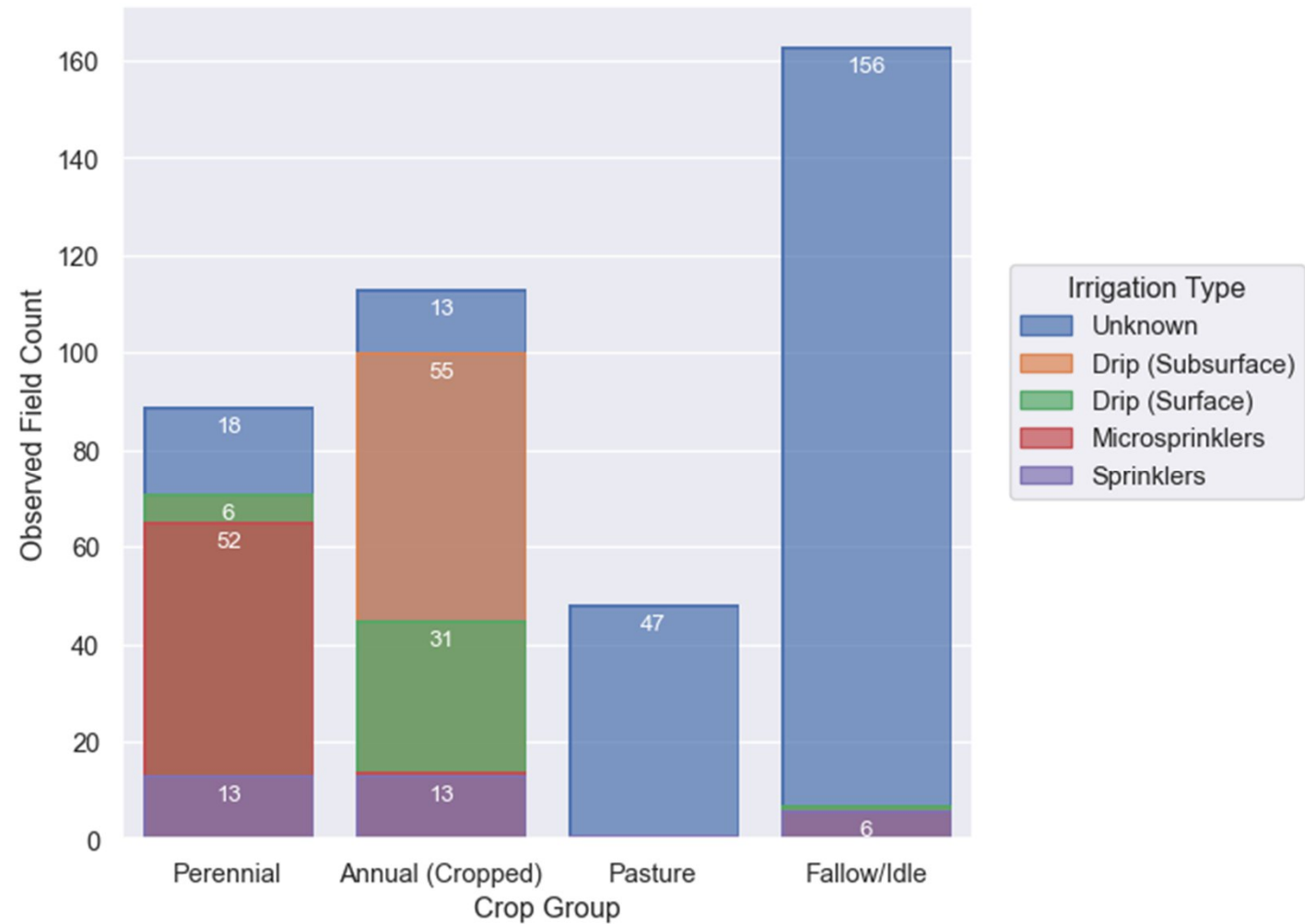


Mass Balance Key Findings

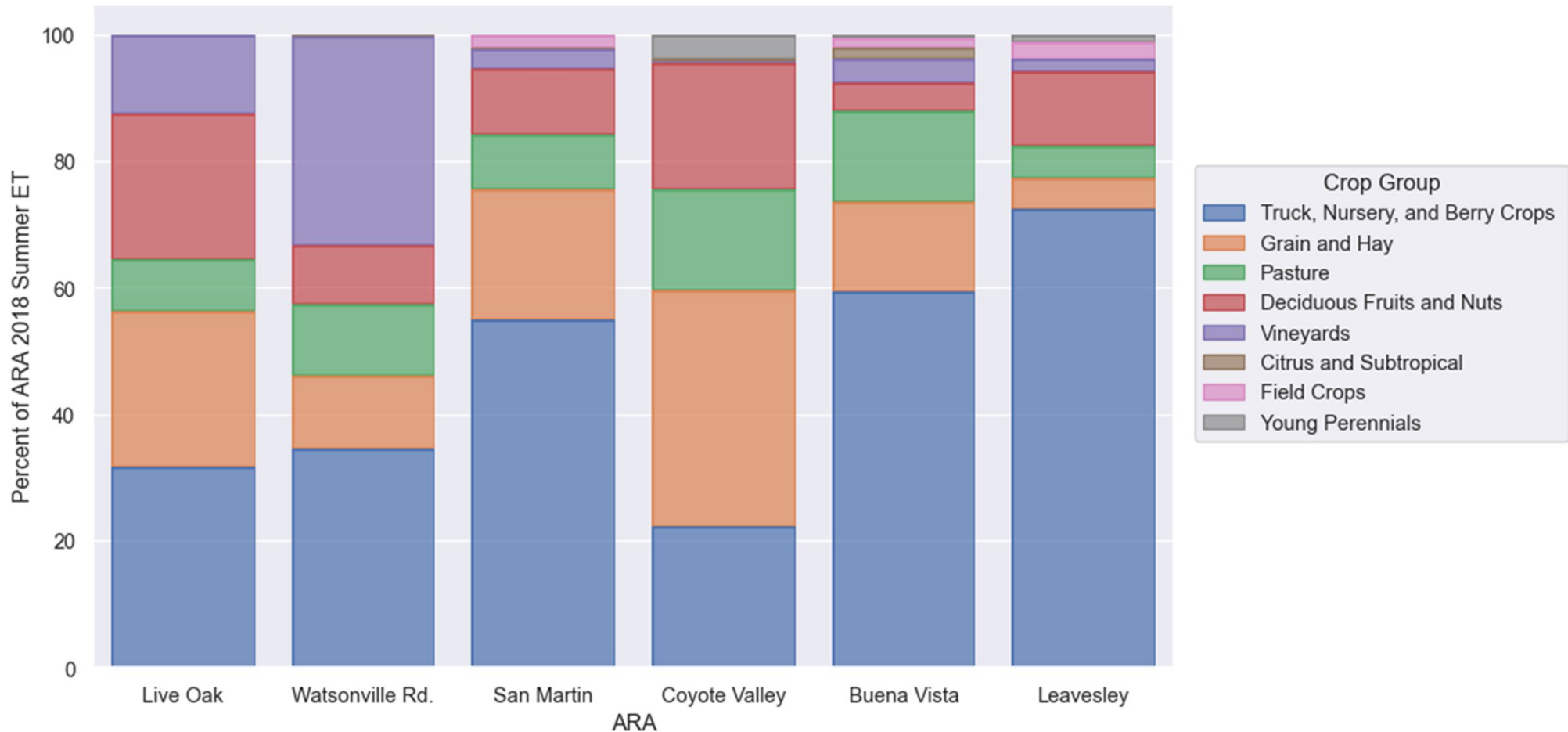
- Overall, Santa Clara County agricultural water use is relatively efficient
- Dry year county-wide consumptive use of applied water is 93%

Irrigation Type in Santa Clara County

No observed flood
or furrow irrigation



Water Use By Crop Group



Study Recommendations



- Continued enhancement of agricultural conservation programs and rebates
- Increase understanding of crop types by well supplies

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Santa Clara Valley Water District

File No.: 22-1351

Agenda Date: 11/28/2022

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 11/28/2022, 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.: 22-1352

Agenda Date: 11/28/2022

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>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 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

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p>Ordinance ADOPTING DROUGHT OUTDOOR WATER CONSERVATION AND ENFORCEMENT MEASURES.” <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: 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, and</p>

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p>•Evaluating Water Conservation Program Opportunities. The Committee took no action on the above items.</p> <p>Accomplished August 29, 2022: The Committee received the following presentation: •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: The Committee unanimously approved staff’s recommendation that the Board consider adopting the First Amended and Restated Ordinance 22-02. <i>The Board approved this recommendation at the September 13, 2022, meeting.</i></p> <p>Accomplished September 28, 2022: Accomplished October 24, 2022: The Committee received the following presentation: •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.</p>

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
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 January 2022 March 2022 November 2022	Discussion/Action Items	<u>Accomplished January 24, 2022:</u> <u>Accomplished March 21, 2022:</u> The Committee received presentations on the Agricultural Water Use Baseline Study and on the Flood MAR and took no action. . <u>Accomplished April 25, 2022:</u> <u>Accomplished May 19, 2022:</u> <u>Accomplished June 27, 2022:</u> <u>Accomplished July 25, 2022:</u> <u>Accomplished September 28, 2022:</u> <u>Accomplished October 24, 2022:</u> The Committee received no reports on the Agricultural Water Use Baseline Study or the Flood MAR.

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 August 29, 2022:</p> <p>The Committee received reports on the following: Agricultural Water Use Baseline Study:</p> <ul style="list-style-type: none"> •Expect to finish our study with UC Merced in December •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 <p>Flood MAR:</p> <ul style="list-style-type: none"> •Expect to finish our study with UC Water in December

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<ul style="list-style-type: none"> •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 the refined draft versions to committees in the fall for feedback •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
4	Recommend policies towards achieving long-term water conservation goal <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	

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
6	Sustainable Groundwater Management Plan (SGMA) <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><u>Accomplished January 24, 2022:</u> <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: •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> <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: •Draft Ordinance establishing zones of controlled drinking water well construction for the Purified Water</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>Project, and the Committee took no action.</p> <p>Accomplished August 29, 2022: Accomplished September 28, 2022: Accomplished October 24, 2022:</p> <p>The Committee received no report on the Groundwater Sustainability Plans.</p>
Future Demand Projections				
7	<p>Monitor progress and recommend policies</p> <ul style="list-style-type: none"> • Urban Water Management Plan • CCAP water supply portion • Water Shortage Contingency Plan update (Drought Response Plan update) 	<p>February 2022 March 2022</p>	<p>Discussion/Action Items</p>	<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> <p>Accomplished August 29, 2022: The Committee received a presentation on the Drought Response Plan - Draft Vulnerability Assessment and took no action.</p>

Water Conservation and Demand Management Committee Work Plan 2022

Item No.	Work Plan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
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	<p>Accomplished January 24, 2022: Accomplished February 23, 2022: Accomplished March 21, 2022: Accomplished April 25, 2022: Accomplished May 19, 2022: Accomplished July 25, 2022: Accomplished August 29, 2022: Accomplished September 28, 2022: Accomplished October 24, 2022:</p> <p>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</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
				<i>August 23, 2022, meeting.</i>
Additional Items:				
9	Outreach messaging for water-wise concerns.			
10	Find opportunities to ensure new development have improved water wise features <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		Accomplished March 21, 2022: The Committee received a presentation on improving water wise features for new developments and took no action.

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