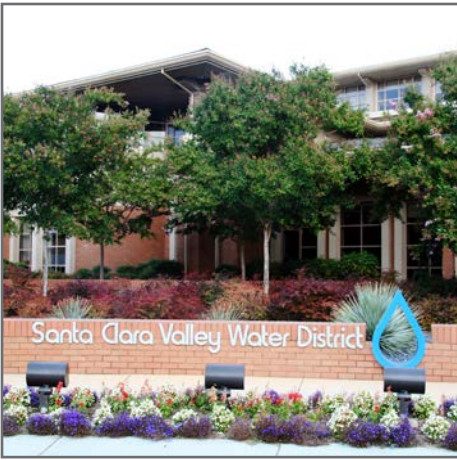


FY 2014-16

Santa Clara Valley
Water District



Water Conservation Report



About Us

The Santa Clara Valley Water District manages an integrated water resources system that includes the supply of clean, safe water, flood protection and stewardship of streams on behalf of Santa Clara County's 1.9 million residents. The water district effectively manages 10 dams and surface water reservoirs, three water treatment plants, an advanced water purification center, a state-of-the-art water quality laboratory, nearly 400 acres of groundwater recharge ponds and more than 275 miles of streams.

We provide wholesale water and groundwater management services to local municipalities and private water retailers who deliver drinking water directly to homes and businesses in Santa Clara County.

Summary

This Water Conservation Report documents the actions taken by the Santa Clara Valley Water District, and the community at large, to achieve water conservation goals for fiscal years (FY) 2014 through 2016.

With record high temperatures and a historic drought, the last three years have brought California a multitude of water supply challenges. During this time, imported water allocations were at an all-time low. Several local reservoirs fell below 10 percent of capacity. Groundwater levels were projected to fall to "Critical" stage of water district's Water Shortage Contingency Plan.

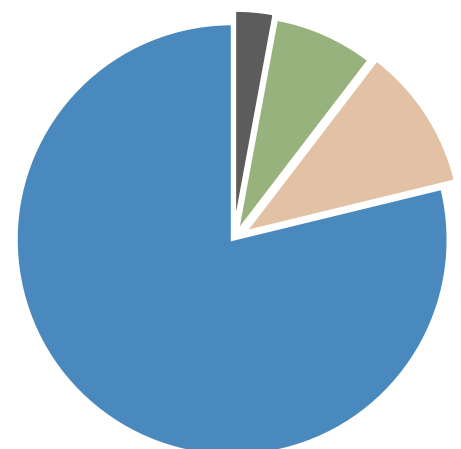
The water district supports an extensive long-term water conservation program, which it considers an essential component in meeting its long-term water reliability goals. These water conservation programs are offered to residents and businesses in all types of rainfall years (wet or dry).

In 2014, in response to the worsening drought, the water district's board of directors called for a 20 percent reduction in water use (compared to 2013) and approved temporary increases for key conservation programs, including the Landscape Rebate Program, the Graywater Laundry to Landscape Rebate Program, and the Commercial Rebate program.

In 2015, the call was increased to a 30 percent reduction in water use and included a two day per week watering restriction. Due to improved conditions, the call was reduced to 20 percent and a three day per week watering restriction in 2016.

During the drought, the water district saw a dramatic increase in participation in its water conservation programs, including the Landscape Rebate Program, which experienced a fivefold increase in requests for participation. Businesses and residents installed climate appropriate landscapes and others let their lawns go brown, setting examples as "Water Wise Champions." The water district kicked off a few new programs, including a popular Graywater Laundry to Landscape Rebate Program; a Landscape Water Use Evaluation Program for large landscapes; and water conservation research grants, which are funded by the Safe, Clean Water and Natural Flood Protection Program all of which generated even more interest in conservation from the public.

Long-Term Water Conservation Savings
in FY 2015/16 in Acre-Feet (AF)



● **Agriculture 2.9%**
2,000 AF/year

● **Landscape 7.5%**
5,200 AF/year

● **Commercial 10.8%**
7,500 AF/year

● **Residential 78.8%**
54,500 AF/year

TOTAL:
69,200 AF/year

Population and Water Use Over Time



The water district also continued to maintain a dedicated public presence over the last three years, speaking at over 100 community events, neighborhood association meetings, workshops, and business events each year. Events focused on educating residents and businesses on long term water conservation programs and short term drought response.

As a result of the combined efforts between the water district and the community, nearly 70,000 acre-feet of water was saved in FY 2015/16 through our long-term conservation program. This savings is, for the most part, in addition to short-term reductions (as much as 80,000 acre-feet in 2016) that was achieved primarily in

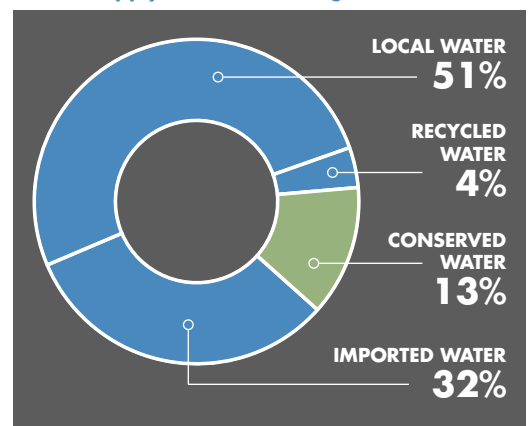
response to the drought. For more information on water district drought response strategies and water savings, please review the water district's Drought Monthly Status Report available on our drought page.

Water Conservation Programs

Program Name	Program Participation for FY 2015/16	Total Program Participation to Date
Residential Programs		
Water Wise House Calls	5,419	45,928
High-Efficiency Toilet Program*	1,190	26,414
Residential High-Efficiency Clothes Washer Rebate Program	5,123	173,401
Graywater Laundry to Landscape Rebate Program	18	31
Home Water Use Report	579,671	686,945
Showerhead Distribution	5,329	180,772
Aerator Distribution	9,100	173,980
Landscape Programs		
Landscape Survey Program (By calendar year)	28	1,697
Landscape Water Use Evaluation Program (# of sites)	1,303	1,303
Landscape Water Use Evaluation Program (Reports)	12,734	20,386
Weather-Based Irrigation Controller Rebates	1,122	3,414
Landscape Conversion Rebates (in sq ft converted)	5,349,768	9,694,905
Irrigation Hardware Rebates	101,171	248,652
Commercial, Industrial, Institutional (CII) Programs		
Commercial Clothes Washer Rebate Program	266	4,913
CII & Multi-Family Dwelling High-Efficiency Toilet Installation Program**	1,375	28,952
Custom/Measured Rebates Program (in CCF saved/year)	3,475	655,698
Pre-Rinse Spray Valve Program	113	4,702
Submeter Rebate Program	297	6,580
Aerator Distribution (0.5 gpm)	2,580	11,230
CII High-Efficiency Urinal Valve Installation Program	438	2,555
CII High-Efficiency Toilet Rebate Program	7	161

* In addition, the water district has rebated/installed 244,020 residential Ultra-Low Flush Toilets.
 ** In addition, the water district has rebated/installed 8,870 commercial Ultra-Low Flush Toilets.

Water Supply Portfolio, Average for 2006-2015



Santa Clara Valley Water District Invests in Conservation

Water conservation, which is primarily funded through groundwater production charges, is an essential component in meeting the water district's mission of providing a reliable water supply to current and future generations.

The water district's annual budget for water conservation in FY 2015/16 was \$10.3M, which included an additional \$5M in response to the popularity of the Landscape Rebate Program. In response to the drought, the water district board also approved an additional \$4.6M for water conservation programs.

Because of the investments the water district has made in conservation since 1992, water use in this county has remained relatively consistent, despite a 25 percent increase in population over the same time period.



Water Conservation in the Home

The water district continues to expand programs in the residential sector, which remains one of the key areas for water conservation. The water district employs a variety of rebates, workshops, and outreach at community events to promote residential water savings.

In FY 2015/16, the total annual long-term savings attributable to all residential conservation programs reached 54,500 acre-feet.

Water-Wise House Call Program

The water district has been providing free Water Wise House Calls to Santa Clara County residents since 1998. The program is available to residents of single family homes and to owners managers of apartments, condominiums and mobile home complexes. During the survey, technicians check and install free toilet flappers, showerheads and aerators, check for toilet flapper leaks, measure fixture flow rates and offer conservation information.

Surveyors also test the customer’s irrigation system for distribution uniformity, calculate and program a personalized irrigation schedule, and provide landscaping tips. The survey also serves as a pre-inspection for the Landscape Rebate Program.

The surveyors performed over 5,400 residential home surveys during FY 2015/16. Approximately 46,000 home surveys have been completed since the program began.

Graywater Laundry to Landscape Rebate Program

On January 1, 2014, the water district began offering a Graywater Laundry to Landscape Rebate Program, generating much interest from the public. The rebate amount started at \$100, and in response to the drought, increased to \$200. In addition to providing a rebate for properly connecting a clothes washer to a laundry to landscape system, the water district’s graywater program provides information, resources, and workshops on graywater as well as pre and post inspections for customers with site-specific characteristics.

Graywater use in landscape decreases potable water use by approximately 17 gallons per person per day or 14,565 gallons per household (on average), depending on the site and system design. California Plumbing Code (CPC) does not require a permit for installing a laundry to landscape system. However, the CPC is specific as to how laundry to landscape systems can be installed. To protect public health and safety, prior to giving project approval, the district checks each applicant’s property’s depth to groundwater. At post inspections, applicants must demonstrate adherence to the CPC’s specifications to help ensure graywater does not pool or drain to their neighbors’ properties.

There were 18 completed graywater rebates in FY 2015/16, for a total of 31 since the program began.

Residential High Efficiency Clothes Washer Rebate Program

The water district began offering rebates for new, qualifying water efficient clothes washers in 1995. In FY 2015/16, over 5,000 rebates were issued; since the program began, more than 173,000 rebates have been issued.

The water agency portion of the High Efficiency Clothes Washer Rebate program was up to \$125 in FY 2014/15, which combined with an energy rebate from PG&E, provided a total combined rebate of \$200 for the purchase and installation of qualifying Energy Star Most Efficient washers and a water agency rebate of up to \$50 for CEE Tier 3 washers. In January 2015, qualifying standards were streamlined to rebate only for qualifying Energy Star Most Efficient washers with a water agency portion of \$100 and a PG&E portion of \$50. The maximum rebate of \$150 continued through 2016.

This program has provided an opportunity to partner with PG&E and the other participating Bay Area water agencies since January 2008 allowing customers to apply for the rebate using one application form for both the water and energy rebate. This program continues to transform the market by offering rebates for the most efficient washing machines while making it easier for customers to apply for the combined rebate.

High-Efficiency Toilet Rebate Program

The water district's High Efficiency Toilet (HET) Rebate Program has been offered to customers since FY 2003/04. In FY 2013/14, the water district provided a rebate of up to \$125 for PREMIUM model High Efficiency Toilets and up to \$50 for non-PREMIUM model High Efficiency Toilets for residents, multi-family sites, institutions, and businesses.

Beginning in January 2014, the state of California required that all toilets sold and installed in California flush at 1.28 gpf or less. Accordingly, the HET Rebate Program began rebating only for PREMIUM model HETs up to \$125 per toilet. PREMIUM model HETs save nearly 20 percent more water than 1.28 gpf models and perform better than most other toilets available.

The water district has issued more than 26,000 High Efficiency Toilet rebates since the program began in FY 2013/14. In FY 2015/16, a total of 1,190 residential and 7 commercial rebates were issued, the final year of the program.



Home Water Use Reports

The Home Water Use Reports Program delivers individual customer water use reports to provide water consumption information, messaging, and water savings recommendations to water users. The water reports are based on data analytics and are distributed to residential customers through an interactive mobile and web-based customer portal, email, and/or paper reports. This program is also offered in some areas to commercial customers.

This program is managed by local water retailers and co-funded by the water district. Since the program began in FY 2013/14, nearly 687,000 reports have been delivered.

Low Flow Showerhead and Residential Aerator Distribution Program

In FY 2015/16, the water district distributed roughly 17,000 residential aerators, commercial aerators and low flow showerheads. Showerheads and aerators are provided free of charge, by request, to the public and to local water retailers; they are also installed in residences during Water Wise House Calls.

Approximately 366,000 showerheads and aerators have been distributed since the program started.



Water Conservation in Business

The water district combines education, technical assistance, equipment upgrades and financial incentives to encourage reduced water consumption among commercial, industrial and institutional water users.

Annual long-term water savings attributable to business conservation programs reached 7,500 acre-feet in FY 2015/16.

Commercial Rebate Program

The Commercial Rebate Program is designed to give commercial, industrial and institutional sites a variety of incentives to help them save water. Qualifying projects are divided up into two types: Custom/Measured Rebates and Set Rebates.

CUSTOM/MEASURED REBATE PROGRAM

The Custom or Measured Rebate Program provides rebates for process, technology, and equipment retrofits that save water. The rebate rate is \$4.00 per hundred cubic feet (CCF) of water saved annually with a minimum annual water savings requirement of 100 CCF. In April 2014, in response to the drought, the rebate was temporarily increased to \$8.00 per hundred cubic feet of water saved annually.

To date, the water district has funded 102 projects saving approximately 656,000 CCF/year. In FY 2015/16, there were four projects, which saved a combined amount of nearly 3,500 CCF/year.

Set Commercial Rebates

WASHER REBATES

The Commercial Clothes Washer Rebate Program provides Laundromats and apartment complexes in Santa Clara County a rebate of up to \$400 for each purchased or leased commercial high-efficiency clothes washer. In April 2014, in response to the drought, the rebate was temporarily increased to \$800 per washer.

The water district rebates the most water efficient machines. By doing this, the water district hopes to influence buyers to make the most water-efficient choice (Tier 3) and maximize water savings. The Commercial Clothes Washer Rebate Program provided 266 rebates in FY 2015/16, and ended in December 2016. Since the start of the program, approximately 4,900 rebates have been issued.

CONNECTIONLESS FOOD STEAMERS REBATES

The Connectionless Food Steamer Rebate is an incentive of up to \$485 per compartment for restaurants that replace water-intensive connected steamers to ones that use a pan in the bottom of the steamer ("connectionless"). In April 2014, in response to the drought, the rebate was temporarily increased to \$1,000 per compartment. Since the program began, two food steamers have been rebated. The program ended in December 2016.

AIR-COOLED ICE MACHINE REBATES

The Air-Cooled Ice Machine Rebate gives up to \$1,000 per ice machine, for replacing a water-cooled ice machine for one that is air-cooled. No rebates have been issued since the program began, and the program ended in December 2016.

HIGH-EFFICIENCY URINAL REBATES

The High-Efficiency Urinal Rebate is directed at commercial facilities that have old, inefficient urinals; these sites can take advantage of this rebate by replacing these fixtures with WaterSense certified ones that flush at 0.125 gallons (one pint). The sites received a rebate of \$300 per urinal. Since the program began, two rebates have been issued, the program ended in December 2016.

SUBMETER REBATES

This program, which began as a pilot program in FY 2000/01, gives a rebate for every water submeter installed at mobile home parks, condominium or apartment complexes. During the three-year pilot program, 1,187 rebates were installed in mobile home parks. Water use records from participating mobile home parks showed an average water savings of 23 percent per mobile home. Due to the results of the pilot study, the program was initiated again in 2007, and expanded to include condominium and apartment complexes in FY 2012/13. In FY 2015/16, the rebate amount increased from \$100 to \$150 per installed submeter and nearly 300 were installed, bringing the total for number rebated since the program began to 6,580.



Pre-Rinse Spray Valve Distribution

The water district provides pre-rinse spray valves, with a flow rate of 1.15 gallons per minute, to commercial sites, such as restaurants, corporate cafeterias and commercial kitchens. The water district also provides sprayers to water retailers to distribute to their commercial customers. A total of 113 of these sprayers were distributed through this program in FY 2015/16. Roughly 4,700 sprayers have been installed since the start of the program.

Commercial and Apartment High Efficiency Toilet and Urinal Flush Valve Installation Program

This program provides free installation of high-efficiency toilets (HETs) and urinal flush valves (HEUs) in the commercial, industrial and institutional sectors, as well as in the multi-family sector.

There were approximately 600 HETs installed in the commercial, industrial and institutional sectors and 700 HETs installed in the multi-family dwelling sector, for a total of about 1,300 installations for FY 2015/16. There were also about 430 high-efficiency urinal flush valves installed in FY 2015/16. Since the program began, more than 29,000 HETs and 2,500 HEUs have been installed.

Commercial Faucet Aerator Program

For the last several years, the water district has been offering free faucet aerators, with a flow rate of 0.5 gallons per minute, to qualifying businesses and schools, to replace aerators that are currently flowing at 1.0 gpm or more. The water district distributed roughly 2,500 of these 0.5 gpm aerators in FY 2015/16. Since the water district began this program, approximately 11,000 of these aerators have been distributed.



Water Conservation in Landscape

On average, over half of the water used by residents in the county is used to irrigate outdoor landscape. Landscape offers the greatest potential for water savings in both the residential and commercial sectors. The water district offers a variety of landscape programs, including landscape field surveys, water budgets, rebates for converting high water using landscape and upgrading irrigation hardware, as well as classes and workshops, all of which help businesses and homeowners become more water efficient. The long-term water savings attributed to these programs for FY 2015/16 is approximately 5,200 acre-feet per year.

Landscape Survey Program

Since 1994, the Santa Clara Valley Water District has been helping landscape managers improve their irrigation efficiency. Through the Landscape Survey Program, surveyors perform complimentary evaluations to assist Commercial, Industrial, and Institutional (CII) as well as multi-family property owners understand how to better manage their landscape irrigation. Landscape surveys have shown a potential savings of up to \$1,000 in water savings per acre of irrigated landscape.

The Landscape Survey Program is available to any Santa Clara County business owner or property manager who would like to improve the efficiency of their irrigation system and has a half-acre or more of irrigated landscape.

The components of a Landscape Survey include: a system check, site specific recommendations, as well as a site report. Participants from this program are encouraged to participate in the Landscape Rebate Program. In 2016, the Landscape Survey Program evaluated 28 sites. Since the program began, over 1,697 sites have been surveyed. In 2015, program services transitioned to be managed within the Landscape Water Use Evaluation Program.

Landscape Water Use Evaluation Program

The Landscape Water Use Evaluation Program (LWUEP) was launched in May 2014. A total of 557 sites were enrolled in the program at the outset from the following retailer service areas: City of Gilroy, City of Mountain View, City of Palo Alto, City of Sunnyvale, City of Santa Clara and City of Morgan Hill. By the end of FY 2015/16, the number of sites totaled over 1,300, and nearly 13,000 reports for these sites were distributed.

All sites enrolled in the program receive a monthly water usage report. The reports provide an objective evaluation of a site's water use at a glance every billing period. Various data inputs, including irrigated area, vegetation types, type of irrigation system, and daily weather (evapotranspiration minus effective rainfall) are included in a detailed calculation in order to develop the water budgets. Sites are encouraged to share the monthly reports with everyone involved with landscape decision making at the site, including the bill payer, site manager, landscape contractor and board members. Sites are also eligible to receive a complimentary on-site landscape field survey by an irrigation expert and receive a thorough investigation of the site's irrigation issues.

Sites receiving the monthly water budget reports reduce water usage by 20 percent on average when all the relevant parties receive the report and take appropriate actions. As of the end of 2015, the sites enrolled in the water district program were saving 54 percent (or 1,312 acre-feet per year) on irrigation usage as compared to a cumulative average of the previous 12 months.

Landscape Rebate Program

The Landscape Rebate Program is designed to assist homeowners, commercial, industrial and institutional property owners, as well as multi-family complexes increase their outdoor water use efficiency by converting to qualifying low water using landscape and/or upgrading to qualifying irrigation equipment. Simple changes in plant type and irrigation methods can greatly reduce the water required for an attractive landscape. There are many qualifying plants in Santa Clara County that require little to no irrigation once established. There are also several irrigation equipment upgrades that increase a site's irrigation efficiency, all of which can result in saving water, energy and money.

In January of 2014, the Landscape Conversion rebate was increased from \$0.75/sq ft to \$1.00/sq ft. However, in April of 2014 in direct response to the drought, the water district board approved increasing some of the rebate amounts for the Landscape Rebate Program. The Landscape Conversion Rebate doubled, going from \$1/sq ft to \$2/sq ft. The City of Palo Alto Utilities chose to also increase their cost sharing rebate, increasing the rebate for CPAU customers from \$2/sq ft to \$4/sq ft. The rebate for Dedicated Landscape Meters and 13-24 and 25+ station Weather Based Irrigation Controllers were also increased.

The water district's Landscape Rebate Program provides three types of rebates that can be combined or issued separately: landscape conversion rebates, irrigation hardware rebates and weather-based irrigation controller rebates.

LANDSCAPE CONVERSION REBATES

Santa Clara County single family, multi-family and business properties with qualifying high water using landscape can receive rebates for converting to qualifying low water using landscape with a minimum of 50 percent qualifying plant coverage, 2 to 3 inches of mulch, and a conversion from overhead irrigation to drip/micro spray/bubbler or no irrigation.

IRRIGATION HARDWARE REBATES

Santa Clara County single family, multi-family and business properties can receive rebates for upgrading to qualifying high efficiency irrigation equipment including:

- Rain sensors
- High-efficiency nozzles
- Rotary sprinklers or spray bodies with pressure regulation and/or check valves
- Dedicated landscape meters, flow sensors and hydrometers.



WEATHER-BASED IRRIGATION CONTROLLER REBATES

Santa Clara County single family, multi-family, business and institutional properties can receive rebates for upgrading to qualifying weather based irrigation controllers. The rebate is based on the number of qualifying stations per controller. Smart controllers or weather based irrigation controllers can save up to 20 percent of irrigation water usage.

In FY 2015/16, there were over 1,100 rebates for single-family residential and commercial weather-based irrigation controllers; over 5.34 million square feet of residential and commercial turf grass was converted; and roughly 101,000 pieces of irrigation hardware equipment was upgraded through the rebate program.



Water Conservation in Agriculture

The water district provides growers with a variety of tools, education and technical assistance to help growers increase their irrigation efficiency. The long-term water savings attributed to these programs for FY 2015/16 is approximately 2,000 acre-feet per year.

California Irrigation Management Information System (CIMIS)

This free service provides daily reference evapotranspiration estimates to growers and landscape irrigators to use for scheduling irrigation. Reference evapotranspiration is the water use of a standardized green grass or alfalfa surface. Estimates of the evapotranspiration of all crops and landscapes can be mathematically related to reference evapotranspiration.

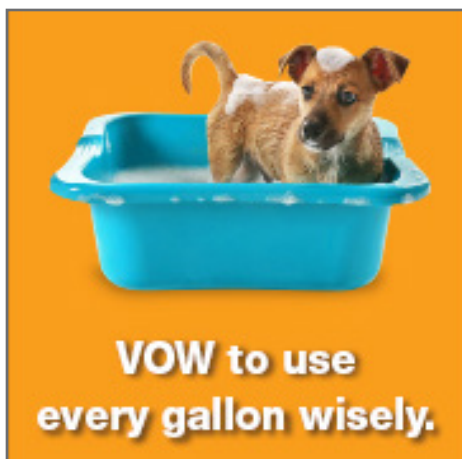
The water district owns and maintains a station west of Saratoga. A CIMIS station east of Gilroy, owned by Syngenta, Inc., is maintained by the water district. Growers and landscape irrigators can access current evapotranspiration information around the clock by visiting the water district's web site at www.valleywater.org.

On-Line Irrigation Scheduling Calculators

This online resource consists of two calculators: one for drip irrigation systems; the other for sprinkler systems. Each system makes it easy to calculate a crop's irrigation requirements based on local California Irrigation Management Information System (CIMIS) weather station data or satellite-based spatial CIMIS data coupled with the percentage of a field that is shaded by the crop around high noon. These calculators are used to estimate the irrigation requirement since the last irrigation and to forecast a crop's irrigation requirements for the coming few days.

Agricultural Irrigation Management Program

The water district, in cooperation with the Loma Prieta Resource Conservation District, provides growers in Santa Clara County free irrigation system evaluations and irrigation efficiency services. The goal of the Agriculture Irrigation Efficiency Program is to provide growers with information on how to achieve an irrigation efficiency of 80 percent or greater. In addition, the program includes a nutrient management component to help protect groundwater quality. This program is intended to be a long term, multi-year program that engages growers and develops strong grower relationships. All growers in the water district's service area are eligible to receive a thorough irrigation system evaluation that includes a distribution uniformity (DU) assessment, a system audit that checks pressure readings throughout the system and identifies major leaks or breaks, and a summary report with recommendations that can be used to help improve overall irrigation system performance. Selected growers are also able to utilize intensive season long irrigation efficiency services that include the aforementioned system evaluation along with irrigation water flow monitoring with flow meters, soil moisture monitoring, and weekly irrigation scheduling recommendations based on crop type and size, soil type, and local evapotranspiration data.



Education and Outreach

The drought dominated the water district's outreach and education efforts over the last few years. The water district recognizes that the keys to success for water conservation programs, especially during times of drought, are effective education and outreach. To that end, the water district has developed informative classes and materials, and has participated in many outreach events.

Water Waste Inspector Program

Because of the unprecedented drought, the district implemented a Water Waste Inspector Program in September 2014. The purpose of the program is to facilitate and respond to reports of water waste and violations of local water use restrictions and to educate the public about the drought and the district's numerous conservation programs.

Six inspectors were hired to respond to reports of water waste throughout Santa Clara County. The inspectors have no enforcement authority but provide citizens with information on retailer water user restrictions, the district's water conservation rebate programs and refer repeat offenders to the appropriate water retailer for city and/or county for action.

There are several ways to report water waste:

- Email Drought@valleywater.org
- Call the Drought Hotline at (408)630-2000
- Use the Access Valley Water Customer Service Portal, available on the district website, or as a mobile application (iPhone & Android)

The water district's Water Waste Inspectors have responded to over 10,400 reports of water waste, from the start of the program in September 2014 through December 2016.

Community Engagement: Events and Presentations

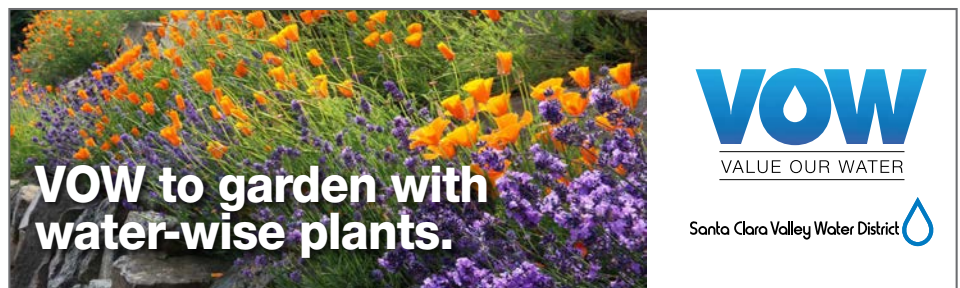
Over the past three years, the water district promoted water conservation at hundreds of community events, including: neighborhood association meetings, environmental fairs, Earth Day events, community garden meetings, and many others. These events provide the water district with opportunities to talk to the public directly and to educate residents and businesses about water conservation utilizing informative displays, educational handouts and one-on-one interaction.



Media Campaign

The water district developed a special website for the public, www.save20gallons.org, to have an easy, “one stop shop” where the public could go for information about rebates, tips and techniques for saving water, classes available, etc. In FY 2015/16, the website was updated to www.watersavings.org, and got a new, more user-friendly and mobile-responsive look and feel.

Over the past three years, the water district has also been busy educating the public about the drought through a multi-media campaign. In spring 2014, the water district launched a major drought awareness-raising campaign with the theme, “It’s Time. Save Water.” Later, the campaign focused on encouraging brown lawns (“Brown is the New Green”). In 2016, the campaign shifted to “VOW: Value Our Water” to encourage an approach to water conservation as a California way of life. Ads were placed in the local newspapers, radio, online and on cable TV. Outdoor billboards were located throughout the county. Digital ads were targeted in major news websites and ethnic media websites reaching Latino, Chinese, Vietnamese and Indian audiences. Radio ads included stations broadcasting in Mandarin Chinese, Spanish and Vietnamese.



Targeted Mailings

The targeted direct mail campaign continued in 2015. This campaign focused on mailings designed to increase participation in water conservation programs. The water district utilized an analytics firm to send out these mailings and adjust the campaign strategy based on the results of previous mailings.

Water Wise Champions

In 2014, the water district recognized individuals and businesses that have succeeded in reducing water use. These “Water Wise Champions” are highlighted in special eNewsletter issues and social media postings.

Nursery Program

For more than ten years, the water district has distributed water conservation information through display racks located at county nursery, irrigation and landscape supply stores. These display racks contain literature with information on water-wise gardening, efficient irrigation techniques, drought resistant plants, drip irrigation and water district programs. More than 30 nurseries, irrigation and landscape supply stores have participated in the program.

Going Native Garden Tour

The 15th annual Going Native Garden Tour took place in April 2016. The goal of this tour is to showcase beautiful native plant gardens, which use less water than lawn-focused yards.

Over 6,000 registrants who signed up for the tour made visits to the open gardens. There were 275 volunteers participating on tour day, serving as docents and greeters at the 50+ open gardens. The Going Native Garden Tour is part of the California Native Plant Society, Santa Clara Valley Chapter. The tour is presented in association with the UCCE Master Gardeners of Santa Clara County. The water district was once again a sponsor of this tour.



Cost Sharing Agreements, Partnerships, Grants

Water conservation is a community wide effort, and it takes the cooperation of many agencies, cities, organizations and water retailers to meet current and future water supply goals. In particular, the water district has endeavored to work collaboratively with the water retailers in its service area, especially in the area of water conservation. Water Conservation staff meets regularly with its water retailers to co-promote many water conservation programs through water bill inserts, promotions at events, direct mailings and websites. Additionally, the water retailers and water district staff work collaboratively on state water conservation requirements for reporting.

Cost Sharing Agreements

The water district maintains cost sharing agreements with many agencies to provide water conservation programs for residential and commercial customers.

In 2015, the water district began two new cost sharing agreements, both of which are co-funding agreements with local non-profit organizations: Ecology Action, which runs a direct installation program of free water-and energy-savings measures that serve the disadvantaged communities in the county, and Our City Forest, which administers a turf replacement program for low-income, disabled, elderly, or veteran homeowners, and institutions within the disadvantaged community.

In the last three years, the water district administered more than \$2.7 million in cost-sharing agreements. Cost-Sharing Agreements that are active include:

CITY/RETAILER	WATER CONSERVATION PROGRAM
Palo Alto	Landscape Conversion Rebate Program
City of Cupertino	Landscape Conversion Rebate Program
Our City Forest	Landscape Conversion Rebate Program
City of San José	Landscape Conversion Rebate Program and Home Water Use Reports
Stanford	Smart Irrigation Controllers
Great Oaks Water Company	Home Water Use Reports
Morgan Hill	Landscape Conversion Rebate Program and Home Water Use Reports
Santa Clara	Home Water Use Reports and Landscape Conversion Rebate Program
Mountain View	Home Water Survey Reports
Ecology Action	Water Conservation Devices

Grants

Bay Area Proposition 84 Integrated Regional Water Management Grant

The water district continued to be part of a regional San Francisco Bay Area group grant application, receiving funding from the State of California Department of Water Resources Proposition 84 Implementation Grant. Through Round 2 and 3 of this grant, the water district received \$1,490,313 in funding. This funding went towards a variety of water conservation programs including High Efficiency Toilet Rebates, High Efficiency Washer Rebates, Water Efficient Landscape Rebates, and Weather-Based Irrigation Controller Rebates.

Safe, Clean Water Program Grants

The Safe, Clean Water and Natural Flood Protection Program includes up to \$1,000,000 in funding for a Water Conservation Grants Program (grant program) over a ten-year period to identify new, innovative technologies that could potentially be incorporated into the water district's long-term conservation program, which has an aggressive goal of saving nearly 100K acre-feet per year by 2030.

The grant program provides funding to test new and innovative technologies and practices that save water, such as irrigation optimization technology, systems for reusing industrial rinse water, etc. Each grant cycle was scheduled to have \$100,000 in available funding, plus any unused funds from previous years.



Staff implemented the first grant cycle, available to public and non-profit entities only, in FY 2013/14 with three approved grants totaling \$105,000.

In FY 2014/15, in response to the continued drought, the grant cycle was opened to for-profit companies as well as public and non-profit entities and the available funding increased to \$250,000. Five grants were approved totaling \$223,500.

Funding remained at \$250,000 for the FY 2015/16 grant cycle. Three grants were approved totaling \$130,000.

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