

SANTA CLARA COUNTY IS IN A SEVERE DROUGHT.



LET'S SAY YES TO SAVING WATER

WaterSavings.org



Valley Water Drought Impacts

The Santa Clara Valley Water District, Valley Water, is the regional wholesale water supplier and groundwater sustainability agency, serving 2 million people and thousands of job-creating businesses in Silicon Valley. The current drought has hit harder in our region due to the federally ordered draining and seismic retrofit of Anderson Dam, our largest drinking water reservoir. The county usually imports 50% of its water supply, but with local resources constrained, dependence on imported water is even greater.

With drought and reduced imported water supplies come the risk of groundwater overdraft and the return of historic land subsidence in the San José region, one of our state's major metropolitan areas. Valley Water has taken bold actions to lead the way in water conservation and the people of Santa Clara County are saying YES to saving water.

Valley Water Actions = Success

State Conservation Target Met - Governor's call for 15% conservation compared to 2020 was met in June 2022. Santa Clara County also met this target in Fall 2021.

SANTA CLARA COUNTY MONTHLY WATER USE (TAF)

Current Drought Compared to 2020



The percent increase (+) or percent decrease (-) in water use from 2020 to 2021/22 is shown for each month.



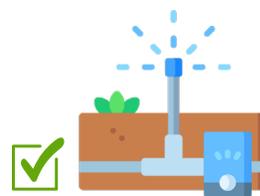
One Million Sq. Ft. of Turf Converted

In the Fiscal Year 2021-22, Valley Water converted over one million square feet of turf through our landscape rebate program.



Water Use Dropped 25% in the Last 5 Years

Water use was 148 gallons per person per day in 2017 and 111 gallons per person per day in 2022.



22 Water Conservation Programs Underway

Valley Water offers 16 programs for outdoor conservation and 6 programs for indoor conservation, for residents, businesses, and farms.



On Track for Long-Term Water Savings

Valley Water is on track to save 99,000 acre-feet per year by 2030 compared to 1992 and 109,000 acre-feet by 2040.



Robust Outreach Campaign

In 2021 and 2022, Valley Water outreach campaigns reach millions with conservation messages through TV and radio, movie theaters and billboards, buses and transit shelters, social media platforms and targeted influencers, text messages, and more. Our Speakers Bureau Program offers community organizations the opportunity to hear directly from Valley Water leaders about our water supply challenges and the need for conservation.



Drought Resources Increased

Valley Water doubled its water conservation staff and has spent nearly \$50 million on drought response in FY 2021-22, including emergency water transfers, bolstered water conservation programs, and aggressive outreach programs.



Total Water Use Down Amid Historic Population Growth

The population in Santa Clara County has increased by 25% over the past 30 years, while water demand has decreased by about 8% in that time (1990—2020).

Valley Water Drought Response Timeline

Conservation Programs Bolstered

MAY 2021

As drought becomes more severe, Valley Water doubles landscape rebate program incentive, ramps up outreach, launches new Online Shopping Cart for free water-saving devices delivered to residents and businesses.

Conservation Target Met

OCT. 2021

Santa Clara County meets Valley Water’s call to reduce water use by 15% compared to 2019, using 16% less water in October 2021 and 20% less water in November 2021 compared to 2019.

Watering Limited Further

APR. 2022

With imported water allocations set at 5% or human health and safety levels, the Valley Water Board calls for restricting the watering of lawns and ornamental landscapes to no more than 2 days per week.

State Target Met and “Say YES to Saving Water” Launched

JUNE 2022

Santa Clara County reaches Governor’s call to reduce water use by 15% compared to 2020. Valley Water adds a new large landscape conversion program and increases rebate amounts to a maximum of \$100,000 per project. The innovative “Say YES to Saving Water” campaign is launched with a large budget.

SEPT. 2022

Emergency Declared with Mandatory Conservation

JUNE 2021

Amid historically low imported water allocations, the Valley Water Board declares a Water Shortage Emergency Condition and calls for 15% mandatory water conservation compared to 2019, a more stringent baseline than 2020. A limit of 3 days per week watering is urged.

Driest On Record

JAN-MAR. 2022

Rainfall during this period in San José measured just 0.36 inches, the driest start to a calendar year on record. The dry spring skyrockets water use in comparison to 2019 and 2020.

First Ever Enforcement Ordinance

MAY 2022

Valley Water Board adopts Water Waste Enforcement Ordinance to enforce and issue fines for water waste by individual water users, an unprecedented step for Valley Water and for any wholesale water agency.

Commercial Turf Watering Ban to Be Enforced

Valley Water Board will consider incorporation of the state’s Commercial Industrial & Institutional turf watering ban into our enforcement ordinance.