

February 20, 2018

MEETING NOTICE

WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE

Members of the Water Conservation and Demand Management Committee:

Director Nai Hsueh
Director Linda J. LeZotte, Vice Chair
Director Richard P. Santos, Chair

Staff Support of the Water Conservation and Demand Management Committee:

Norma Camacho, Chief Executive Officer
Nina Hawk, Chief Operating Officer, Water Utility
Rick Callender, Chief of External Affairs
Stanly Yamamoto, District Counsel
Erick Soderlund, Ast. District Counsel
Garth Hall, Deputy Operating Officer, Water Supply Division
Rachael Gibson, Deputy Administrative Officer, Government Relations
Bart Broome, Assistant Officer
Antonio Alfaro, Government Relations Advocate
Jerry De La Piedra, Water Supply Planning and Conservation Manager, Water Supply
Planning and Conservation Unit
Vanessa De La Piedra, Groundwater Management Manager, Groundwater Monitoring and
Analysis Unit
Tracy Hemmeter, Senior Project Manager
Bassam Kassab, Senior Water Resources Specialist
George Cook, Senior Water Resources Specialist

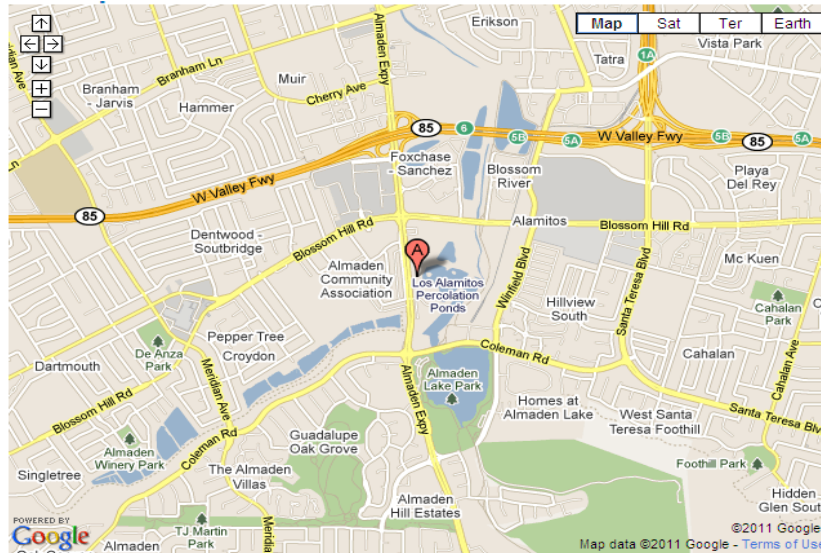
The regular meeting of the Water Conservation and Demand Management Committee is scheduled to be held on **Wednesday, February 28, 2018, at 11:30 a.m.** in the Headquarters Building Conference Room A143, located at the Santa Clara Valley Water District, 5700 Almaden Expressway, San Jose, California.

Enclosed are the meeting agenda and corresponding materials. Please bring this packet with you to the meeting.

Enclosures



**Santa Clara Valley Water District - Headquarters Building,
5700 Almaden Expressway, San Jose, CA 95118**



From Oakland:

- Take 880 South to 85 South
- Take 85 South to Almaden Expressway exit
- Turn left on Almaden Plaza Way
- Turn right (south) on Almaden Expressway
- At Via Monte (third traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

From Morgan Hill/Gilroy:

- Take 101 North to 85 North
- Take 85 North to Almaden Expressway exit
- Turn left on Almaden Expressway
- Cross Blossom Hill Road
- At Via Monte (third traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

From Sunnyvale:

- Take Highway 87 South to 85 North
- Take Highway 85 North to Almaden Expressway exit
- Turn left on Almaden Expressway
- At Via Monte (third traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

From San Francisco:

- Take 280 South to Highway 85 South
- Take Highway 85 South to Almaden Expressway exit
- Turn left on Almaden Plaza Way
- Turn right (south) on Almaden Expressway
- At Via Monte (third traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

From Downtown San Jose:

- Take Highway 87 - Guadalupe Expressway South
- Exit on Santa Teresa Blvd.
- Turn right on Blossom Hill Road
- Turn left at Almaden Expressway
- At Via Monte (first traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

From Walnut Creek, Concord and East Bay areas:

- Take 680 South to 280 North
- Exit Highway 87-Guadalupe Expressway South
- Exit on Santa Teresa Blvd.
- Turn right on Blossom Hill Road
- Turn left at Almaden Expressway
- At Via Monte (third traffic light), make a U-turn
- Proceed north on Almaden Expressway approximately 1,000 feet
- Turn right (east) into the campus entrance

AGENDA

WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE

WEDNESDAY, FEBRUARY 28, 2018

11:30 a.m. - 1:30 p.m.

Santa Clara Valley Water District
Headquarters Building Conference Room A143
5700 Almaden Expressway
San Jose, CA 95118

Time Certain

11:30 a.m.

1. **Call to Order/Roll Call**
2. **Time Open for Public Comment on Any Item Not on the Agenda**
Comments should be limited to two minutes. If the Committee wishes to discuss a subject raised by the speaker, it can request placement on a future agenda.
3. **Approval of Minutes**
3.1 Approval of Minutes – December 14, 2017, meeting
4. **Elect Chair and Vice Chair**
5. **Discussion/Action Items**
 - 5.1 Water Conservation and Demand Management Committee 2017 Accomplishments Report (Committee Chair)
Recommendation: This is a discussion item and the Committee may provide comments, however, no action is required.
 - 5.2 Develop Water Conservation and Demand Management Committee's 2018 Work Plan, in consideration of the following potential topics:
 - Current water conservation programs and resources
 - Water Supply Master Plan "No Regrets" programs
 - Shallow groundwater
 - Fixed/variable charges
 - Open Space credit
 - State's effort to Make Water Conservation a California Way of Life (Garth Hall)
Recommendation: This is a discussion item and the Committee may provide comments, however, no action is required.
 - 5.3 Schedule the Committee's next meeting (Committee Chair)
6. **Adjourn:** Adjourn

REASONABLE EFFORTS TO ACCOMMODATE PERSONS WITH DISABILITIES WISHING TO ATTEND COMMITTEE MEETINGS WILL BE MADE. PLEASE ADVISE THE CLERK OF THE BOARD OFFICE OF ANY SPECIAL NEEDS BY CALLING (408) 630-2277.

Meetings of this committee will be conducted in compliance with all Brown Act requirements. All public records relating to an open session 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 same time that the public records are distributed or made available to the legislative body, at the following location:

Santa Clara Valley Water District, Office of the Clerk of the Board
5700 Almaden Expressway, San Jose, CA 95118

Water Conservation and Demand Management Committee:

Purpose: To support the Board of Directors in achieving its policy to provide a reliable water supply to meet current and future water usage by making policy recommendations related to demand management.



WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

DRAFT MINUTES

THURSDAY, DECEMBER 14, 2017
10:00 AM

(Paragraph numbers coincide with agenda item numbers)

A regularly scheduled meeting of the Water Conservation and Demand Management Committee was held on December 14, 2017, in the Headquarters Boardroom at the Santa Clara Valley Water District Headquarters, 5700 Almaden Expressway, San Jose, California.

1. CALL TO ORDER/ROLL CALL

Chair, Director Richard P. Santos called the meeting to order at 10:02 a.m.

Board Members in attendance were: Director Nai Hsueh (District 5), Director Linda J. LeZotte (District 4), and Director Richard P. Santos (District 3).

Staff members in attendance were: Glenna Brambill, George Cook, Jerry De La Piedra, Vanessa De La Piedra, Marty Grimes, Garth Hall, Tracy Hemmeter, Bassam Kassab and Darryl Williams.

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

There was no one present who wished to speak.

3. APPROVAL OF MINUTES

3.1 APPROVAL OF MINUTES

It was moved by Director Nai Hsueh, seconded by Director Linda J. LeZotte and unanimously carried, to approve the minutes of the October 19, 2017, Water Conservation and Demand Management Committee meeting, as presented.

4. ACTION ITEMS

4.1 LANDSCAPE WATER USE EVALUATION PROGRAM

Mr. Jerry De La Piedra reviewed the materials as outlined in the agenda items and reported that there will be a District sponsored Landscape Summit on Thursday, February 1, 2018.

Director Nai Hsueh noted this was a great program.

No action was taken.

4.2 OUTREACH MESSAGING

Mr. Marty Grimes reviewed the materials as outlined in the agenda item.

Director Nai Hsueh asked that communications be prepared for the increase in water charges and work with retailers in crafting the message.

Director Santos mentioned engaging the public more through more messaging.

No action was taken.

4.3 WATER SUPPLY MASTER PLAN

Ms. Tracy Hemmeter reviewed the materials as outlined in the agenda items.

Directors Richard P. Santos and Nail Hsueh spoke about the gray water rebate program.

Mr. John Tang from San Jose Water Company spoke on their Leak Detecting Program.

Mr. Doug Muirhead, a City of Morgan Hill resident, spoke about the gray water model ordinance.

Ms. Rita Vrhel, a City of Palo Alto resident and with Save Palo Alto's Groundwater organization, asked about gray water in her area in.

Mr. Jerry De La Piedra was available to answer questions.

Director Linda J. LeZotte spoke about the importance of gray water.

Ms. Glenna Brambill read into the record the handout from an email received from Mr. Doug Muirhead a City of Morgan Hill resident.

Director Nai Hsueh reported on next steps, a January stakeholder group, February Board meeting and meeting requirements.

No action was taken.

4.4 SUSTAINABLE GROUNDWATER MANAGEMENT ACT (SGMA) UPDATE – PROPOSED IMPLEMENTATION FRAMEWORK AND NEXT STEPS

Ms. Vanessa De La Piedra reviewed the materials as outlined in the agenda items.

Mr. John Tang and Mr. Bill Tuttle of San Jose Water, Mr. Tom Zigterman of Stanford University, Mr. Doug Muirhead, a City of Morgan Hill resident, Ms. Rita Vrhel, a City of Palo Alto resident and with Save Palo Alto's Groundwater organization and Ms. Esther Nigenda of the public, spoke regarding the concerns with groundwater and shallow aquifers.

Director Linda J. LeZotte thanked the retailers for their input.

Ms. Glenna Brambill read into the record of the handout from an email received from Mr. Doug Muirhead, a City of Morgan Hill resident.

Mr. Garth Hall was available to answer questions.

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

Ms. Glenna Brambill reviewed the materials as outlined in the agenda items. Director Nai Hsueh will volunteer to work with staff to develop some topics to discuss for the January 2018 meeting.

No action was taken.

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE'S REQUESTS

Ms. Glenna Brambill stated there were no action items for Board consideration. The Committee does support SIGMA.

6. ADJOURNMENT

Chair Santos adjourned at 11:35 a.m. to the next regularly scheduled meeting to be determined for January 2018.

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

Approved:



Committee: Water Conservation and Demand Management
Meeting Date: 02/28/18
Agenda Item No.: 4
Unclassified Manager: Michele King
Email: mking@valleywater.org
Est. Staff Time: 10 minutes

COMMITTEE AGENDA MEMO

SUBJECT: Election of 2018 Committee Chair and Vice-Chair

RECOMMENDED ACTION:

Elect the 2018 Chair and Vice-Chair

SUMMARY:

Per the Board Resolution, the duties of the Chair and Vice-Chair are as follows:

The officers of each Committee shall be a Chairperson and Vice-Chairperson, both of whom shall be members of that Committee. The Chairperson and Vice-Chairperson shall be elected by the Committee, each for a term of one year commencing on January 1 and ending on December 31 and for no more than two consecutive terms. The Committee shall elect its officers at the first meeting of the calendar year. All officers shall hold over in their respective offices after their term of office has expired until their successors have been elected and have assumed office.

The Chairperson shall preside at all meetings of the Committee, and he or she shall perform other such duties as the Committee may prescribe consistent with the purpose of the Committee.

The Vice-Chairperson shall perform the duties of the Chairperson in the absence or incapacity of the Chairperson. In case of the unexpected vacancy of the Chairperson, the Vice-Chairperson shall perform such duties as are imposed upon the Chairperson until such time as a new Chairperson is elected by the Committee.

Should the office of Chairperson or Vice-Chairperson become vacant during the term of such office, the Committee shall elect a successor from its membership at the earliest meeting at which such election would be practicable, and such election shall be for the unexpired term of such office.

Should the Chairperson and Vice-Chairperson know in advance that they will both be absent from a meeting, the Chair may appoint a Chairperson Pro-tempore to preside over that meeting. In the event of an unanticipated absence of both the Chairperson and Vice-Chairperson, the Committee may elect a Chairperson Pro-tempore to preside over the meeting in their absence.

BACKGROUND:

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.

The Board may also establish Ad-hoc Committees to serve in a capacity as defined by the Board and will be used sparingly.

ATTACHMENT(S):

None



Committee: Water Conservation and Demand Management
Meeting Date: 02/28/18
Agenda Item No.: 5.1
Unclassified Manager: Michele King
Email: mking@valleywater.org
Est. Staff Time: 10 minutes

COMMITTEE AGENDA MEMO

SUBJECT: Water Conservation and Demand Management Committee 2017 Accomplishments Report

RECOMMENDED ACTION:

This is a discussion item and the Committee may provide comments, however, no action is required.

SUMMARY:

This is an ACTION item:

The Accomplishments Report summarizes the committee's discussions and actions to prepare Board policy alternatives and implications for Board deliberation throughout 2017. The Committee Chair, or designee, presents the Accomplishments Report to the Board at a future Board meeting.

The Committee may provide feedback to the Committee Chair, at this time, to share with Board as part of the Accomplishments Report presentation pertaining to the purpose, structure, and function of the Committee.

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.

ATTACHMENT(S):

Attachment 1: Water Conservation and Demand Management Committee 2017 Accomplishments Report

**2017 Annual Accomplishments Report:
Water Conservation and Demand Management Committee**

Update: February 2018

| ITEM # | WORK PLAN ITEM | MEETING | ACCOMPLISHED OUTCOMES |
|--------|---|---|---|
| 1 | Receive Information on Conservation Measure Connections/Obligations addressed in the CA Waterfix | 1-25-17 | Accomplished January 25, 2017: The Committee received information on conservation measure connections/Obligations addressed in the CA Waterfix and took no action. |
| 2 | Consideration of potential approaches for receiving input from key stakeholders on development of plans, where necessary, for implementation of authorities available to the District under the Sustainable Groundwater Management Act (SGMA) | 1-25-17 | Accomplished January 25, 2017: The Committee considered potential approaches for receiving input from key stakeholders on development of plans, where necessary, for implementation of authorities available to the District under the Sustainable Groundwater Management Act (SGMA) and took no action. |
| 3 | Receive an Update on the District's Outreach Campaign (HOAs, Neighborhood Groups, Developers, Planning Agencies) | 1-25-17 | Accomplished January 25, 2017: The Committee received an update on the District's Outreach Campaign (HOAs, Neighborhood Groups, Developers, Planning Agencies and took no action. |
| 4 | Update on Golf Course Coalition Proposal | 1-25-17 2-23-17 3-24-17 4-27-17 8-28-17 | Accomplished January 25, 2017: The Committee received an update on Golf Course Coalition Proposal and took no action. Accomplished February 23, 2017: The Committee received an update on Golf Course Coalition Proposal and took no action. Accomplished March 24, 2017: The Committee received an update on Golf Course Coalition Proposal and took no action. Accomplished April 27, 2017: The Committee received an update on Golf Course Coalition Proposal and took no action. |

Blue = Action taken by the Board of Directors

Attachment 1
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**2017 Annual Accomplishments Report:
Water Conservation and Demand Management Committee**

Update: February 2018

| ITEM # | WORK PLAN ITEM | MEETING | ACCOMPLISHED OUTCOMES |
|--------|---|--|---|
| | | | <p><u>Accomplished August 28, 2017:</u> The Committee received an update on Golf Course Coalition Proposal and took no action.</p> |
| 5 | <p>Review of 2017 Water Conservation Ad Hoc Committee Work Plan and the Outcomes of Board Action of Committee Requests</p> | <p>1-25-17 2-23-17 3-24-17 4-27-17 6-15-17 8-28-17 10-19-17 12-14-17</p> | <p><u>Accomplished January 25, 2017:</u> The Committee reviewed their work plan for 2017 and added Safe, Clean Water Conservation Grant Research Results to their work plan. Joined items #11, 12 and 13 to #4 Water Master Plan and correct #14f to read hold conversations.</p> <p><u>Accomplished February 23, 2017:</u> The Committee reviewed their work plan for 2017 and removed item #12 since all of its elements are included in work plan items 1 - 11.</p> <p><u>Accomplished March 24, 2017:</u> The Committee reviewed their work plan for 2017 and took no action.</p> <p><u>Accomplished April 27, 2017:</u> The Committee reviewed their work plan for 2017 and took no action.</p> <p><u>Accomplished June 15, 2017:</u> The Committee reviewed their work plan for 2017 and took no action.</p> <p><u>Accomplished August 28, 2017:</u> The Committee reviewed their work plan for 2017 and took no action.</p> <p><u>Accomplished October 19, 2017:</u> The Committee reviewed their work plan for 2017 and took no action.</p> <p><u>Accomplished December 14, 2017:</u> The Committee reviewed their work plan for 2017 and took no action.</p> |

Blue = Action taken by the Board of Directors

Attachment 1
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**2017 Annual Accomplishments Report:
Water Conservation and Demand Management Committee**

Update: February 2018

| ITEM # | WORK PLAN ITEM | MEETING | ACCOMPLISHED OUTCOMES |
|--------|--|-------------------------------|--|
| 6 | Update on State Water Resources Control Board (SWRCB) (Emergency Regulation; Making Water Conservation a California Way of Life) | 2-23-17 | <p><u>Accomplished February 23, 2017:</u> The Committee received an update on State Water Resources Control Board (SWRCB) (Emergency Regulation; Making Water Conservation a California Way of Life) and took no action.</p> |
| 7 | Update on the Evaluation of New Sustainable Groundwater Management Act (SGMA) Authorities | 2-23-17 3-24-17 4-27-17 | <p><u>Accomplished February 23, 2017:</u> The Committee received an update on the Evaluation of New Sustainable Groundwater Management Act (SGMA) Authorities and took no action.</p> <p><u>Accomplished March 24, 2017:</u> The Committee received an update on the Evaluation of New Sustainable Groundwater Management Act (SGMA) Authorities and took no action.</p> <p><u>Accomplished April 27, 2017:</u> The Committee received an update on the Evaluation of New Sustainable Groundwater Management Act (SGMA) Authorities and took no action.</p> |
| 8 | <p>Presentation on Conservation and Demand Management Elements of the Draft 2017 Water Supply Master Plan Include in the plan:</p> <p>Water Use Efficiency Standards and Requirements</p> <ul style="list-style-type: none"> • Green Business Program • LEED certification • CalGreen • Ordinances <p>Information on new technology related to water conservation, including:</p> <ul style="list-style-type: none"> • Smart metering (AMI), • Leak detection/repair • Others? <p>If needed, invite experts to present to the Committee</p> | 1-25-17 3-24-17 | <p><u>Accomplished January 25, 2017:</u> The Committee received a presentation on conservation and demand management elements of the Draft 2017 Water Master Plan and took no action.</p> <p><u>Accomplished March 24, 2017:</u> The Committee received a presentation on conservation and demand management elements of the Draft 2017 Water Master Plan and took no action.</p> |

Blue = Action taken by the Board of Directors

Attachment 1
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**2017 Annual Accomplishments Report:
Water Conservation and Demand Management Committee**

Update: February 2018

| ITEM # | WORK PLAN ITEM | MEETING | ACCOMPLISHED OUTCOMES |
|--------|---|---|--|
| | <p>Should District invest/get involved in development of new local water, i.e.</p> <ul style="list-style-type: none"> • Rainwater harvesting • On-site storm water retention • Infiltration of high quality storm water • Gray Water <p><i>Committee to review the issue question, and include working with cities on building codes and future planning, offering incentives, and identifying District role.</i></p> | | |
| 9 | <p>Legislative Update/Making Water Conservation a California Way of Life) State Long-Term Framework</p> | <p>4-27-17 10-19-17</p> | <p><u>Accomplished April 27, 2017:</u> The Committee received a presentation on making water conservation a California Way of Life and took no action.</p> <p><u>Accomplished October 19, 2017:</u> The Committee received an update on Legislative actions and took no action.</p> |
| 10 | <p>The water conservation and demand management components of the Water Supply Master Plan (AMI, leak detection, rainwater harvesting, stormwater capture, model ordinance, etc. Exploration of South County Treatment Plant</p> | <p>6-15-17 8-28-17 12-14-17</p> | <p><u>Accomplished June 15, 2017:</u> The Committee received a presentation on the water conservation and demand management components of the Water Supply Master Plan and took no action.</p> <p><u>Accomplished August 28, 2017:</u> The Committee received a presentation on the water conservation and demand management components of the Water Supply Master Plan and took the following action:</p> <ul style="list-style-type: none"> • The Committee approved to have the Board consider approving staff to begin implementation of those “No Regrets” items on the list and begin working on pre-planning budget for the next fiscal year. <p><i>The Board approved at their September 19, 2017, meeting</i></p> |

Blue = Action taken by the Board of Directors

Attachment 1
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**2017 Annual Accomplishments Report:
Water Conservation and Demand Management Committee**

Update: February 2018

| ITEM # | WORK PLAN ITEM | MEETING | ACCOMPLISHED OUTCOMES |
|--------|--|-----------------------------|--|
| | | | <p><u>Accomplished December 14, 2017:</u> The Committee received a presentation on the Water Supply Master Plan and took no action.</p> |
| 11 | <p>Sustainable Groundwater Management Act (SGMA) Update – Potential Basin Triggers Related to SGMA Authorities</p> | 6-15-17 | <p><u>Accomplished June 15, 2017:</u> The Committee received a presentation on SGMA Update – Potential Basin Triggers Related to SGMA Authorities and took no action.</p> |
| 12 | <p>Sustainable Groundwater Management Act (SGMA) Update – Discussion of Fixed and/or Tiered Fees</p> | 6-15-17 | <p><u>Accomplished June 15, 2017:</u> The Committee received a presentation on SGMA Update – Discussion of Fixed and/or Tiered Fees and took no action.</p> |
| 13 | <p>Outreach/Messaging</p> | <p>8-28-17 12-14-17</p> | <p><u>Accomplished August 28, 2017:</u> The Committee received an update on Outreach/Messaging and took no action.</p> <p><u>Accomplished December 14, 2017:</u> The Committee received an update on Outreach/Messaging and took no action.</p> |
| 14 | <p>Sustainable Groundwater Management Act (SGMA) Update – Preliminary Analysis of Groundwater Extraction Regulation</p> | 8-28-17 | <p><u>Accomplished August 28, 2017:</u> The Committee received an update on SGMA Update – Preliminary Analysis of Groundwater Extraction Regulation and took no action.</p> |
| 15 | <p>Sustainable Groundwater Management Act (SGMA) Update – Preliminary Analysis of SGMA Charge</p> | 8-28-17 | <p><u>Accomplished August 28, 2017:</u> The Committee received an update on SGMA Update – Preliminary Analysis of SGMA Charge and took the following action.</p> <ul style="list-style-type: none"> • The Committee approved to have the Board consider approving staff to continue with the next steps of the SGMA rates. |

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Attachment 1
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**2017 Annual Accomplishments Report:
Water Conservation and Demand Management Committee**

Update: February 2018

| ITEM # | WORK PLAN ITEM | MEETING | ACCOMPLISHED OUTCOMES |
|--------|--|----------|--|
| 16 | Sustainable Groundwater Management Act (SGMA) Update – SGMA Authority Implementation Framework Concepts | 10-19-17 | <u>Accomplished October 19, 2017:</u> The Committee received an update on Sustainable Groundwater Management Act (SGMA) Update – SGMA Authority Implementation Framework Concepts and took no action. |
| 17 | Sustainable Groundwater Management Act (SGMA) Update – Proposed Implementation Framework and Next Steps | 12-14-17 | <u>Accomplished December 14, 2017:</u> The Committee received an update on Sustainable Groundwater Management Act (SGMA) Update – Proposed Implementation Framework and Next Steps and took no action. |
| 18 | Landscape Water Use Evaluation Program | 12-14-17 | <u>Accomplished December 14, 2017:</u> The Committee received an update on Landscape Water Use Evaluation Program and took no action. |

Blue = Action taken by the Board of Directors

Attachment 1
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Committee: Water Conservation and Demand Management
Meeting Date: 02/28/18
Agenda Item No.: 5.2
Unclassified Manager: Garth Hall
Email: ghall@valleywater.org
Est. Staff Time: 20 minutes

COMMITTEE AGENDA MEMO

SUBJECT: Develop Water Conservation and Demand Management Committee's 2018 Work Plan

RECOMMENDED ACTION:

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 following suggested topics for Committee discussion to be able to prepare policy alternatives and implications for Board deliberation:

1. Current water conservation programs and resources – The District and its retailers partner to implement nearly 20 different ongoing water conservation programs that use a mix of incentives and rebates, free device installation, one-on-one home visits, site surveys, and educational outreach to reduce water consumption in homes, businesses and agriculture. Programs include replacing high-water using landscaping with low-water using landscape, installing efficient irrigation equipment, and offering incentives for graywater laundry-to-landscape systems. The District also implements an annual water conservation campaign that typically includes an online component, social media, and traditional media ads. In addition to the programs and efforts outlined in the attached FY 16 Water Conservation Report, the District is in the process of releasing two new programs: a design assistance program for homeowners that want to replace their lawn with low-water use plants but don't know where to start; and a maintenance assistance program for those that have made the conversion but need information on how to maintain their new landscapes.

A few decision points coming up over the next 12 months include:

- Our City Forest (OCF) – This agreement is set to expire in June 2018. OCF staff has requested that the District continue the partnership to replace high water using landscape with low-water using landscape for low-income residents, seniors, disabled persons, and veterans.
- Ecology Action – This agreement is set to expire in June 2018. Ecology Action staff has requested that the District continue the partnership to fund additional conservation programs (e.g., home surveys, showerhead/aerator replacements, graywater installation, etc.) in disadvantaged communities.
- District's Lawn Conversion Program – If participation numbers decrease, should the District consider increasing the rebate amount and/or the maximum rebate per project? Another potential change to the program includes setting tiers – e.g., \$1 per square foot converted

for our normal program and then \$2 per square foot for sites that are willing to establish a water conservation easement on the area to preclude future planting of high-water use plants in perpetuity. This would guarantee long-term water savings. The District typically makes these types of program changes at the beginning of a fiscal year.

- Media Campaign – The Office of Communications is beginning to strategize for its annual spring and summer water conservation campaign. While we continue the board’s call for 20 percent voluntary water usage reduction and await imported water allocations, staff will need to evaluate target audience and outreach focus.
2. Water Supply Master Plan “No Regrets” programs – On September 19, 2017 the Board approved planning for implementation of the projects and programs in the Water Supply Master Plan’s “No Regrets” package, which consists of the following:
- Advanced metering infrastructure (AMI),
 - Graywater Rebate Program expansion,
 - Leak repair incentives,
 - New Development Model Ordinance, and
 - Stormwater capture (agricultural land recharge, stormwater recharge in San Jose and Saratoga, rain barrel rebates, and rain garden rebate)

Staff is in the process of developing an implementation plan and has included \$1M in the draft FY 19 budget, primarily for deployment of AMI. Regarding AMI, when designing the cost-sharing program with the water retailers, a decision will need to be made in terms of which conversions qualify for District funding – i.e., will conversions that occurred after the Board approved planning for implementation of this program qualify? Or will the funding only be available for conversions that occur once the District announces it has cost-sharing funding available?

3. Shallow groundwater – Shallow groundwater occurs throughout Santa Clara County, which may necessitate temporary dewatering during excavation or ongoing dewatering. Activities that typically require dewatering during construction are permitted by land use agencies, which may impose related restrictions. For example, the City of Palo Alto limits the duration of dewatering, encourages reuse, and requires site-specific studies or features to reduce the volume discharged to storm drains. However, only a small fraction of the dewatering water is reused for various reasons, including the often-temporary nature of dewatering, lack of infrastructure, and marginal water quality. The Committee has agreed to further evaluate this issue in 2018 in terms of related District authority and influence.
4. Fixed/variable charges – As discussed at the August 24, 2017 Committee meeting, staff is researching the idea of implementing a fixed charge pursuant to the Sustainable Groundwater Management Act, with the objective of improving revenue stability for the District, while maintaining revenue neutrality relative to the current rate structure. Staff is in the process of selecting a consultant to prepare a fixed charge proposal and assist the District in working with the retailers and other stakeholders to incorporate feedback. Staff is anticipating stakeholder outreach to occur in the July/August/September timeframe with Board approval of a fixed charge proposal targeted for November 2018.

5. Open Space credit – If the Board increases the agriculture rates to 10 percent of M&I (or higher), the District may choose to offer programs to growers to help offset that increase. Potential concepts include: a discount to growers that demonstrate improved efficiency by participating in a District Mobile Lab and/or nutrient management program; a discount to growers that are willing to fallow their lands during a shortage; and/or a one-time incentive for converting to efficient irrigation equipment. These concepts will be discussed at the Board’s February 26, 2018 Agricultural Water Advisory Committee meeting. Staff will provide a verbal update to this Committee on February 28, 2018.

6. State’s effort to Make Water Conservation a California Way of Life – The state is moving forward with implementation of the Governor’s framework to Make Water Conservation a California Way of Life. The State Water Resources Control Board released their recommended permanent water waste prohibitions and have scheduled a hearing for February 20, 2018 to potentially adopt these prohibitions. In addition, legislation is expected to be introduced in 2018 to set new water use efficiency standards for water retailers and to strengthen water supply planning efforts throughout the state. Other legislation related to water use efficiency may also be considered throughout the year.

7. Water Supply Reliability Level of Service Goal – The District’s Water Supply Reliability Level of Service goal sets the target that is used for developing and evaluating water supply alternatives in the Water Supply Master Plan. On September 19, 2017, the Board approved reducing the level of service, but directed staff to return with additional information on the costs associated with different levels of service and stakeholder input. If the District establishes a level of service goal that is too high, it would be planning to make investments whose costs exceed their benefits. If the District establishes a level of service goal that is too low, it risks failing to meet the responsibility of providing a reliable supply of water and unnecessary economic hardship on the community.

The work plan is agendaized at each meeting as accomplishments are updated and to review additional work plan assignments by the Committee and 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 may establish the following type of Board Committees to assist it with policy advice, District Mission implementation, respective expertise, and, very importantly, to help produce the link between the District and the community:

Board Standing Committee – A Committee created by ordinance, resolution, or formal action of the Board comprised of less than a quorum of the Board and/or external members having continuing subject matter jurisdiction or a meeting schedule fixed by ordinance, resolution, or formal action. Annually, the purpose of an established Standing Committee will be reviewed to determine its relevance.

In keeping with the Board's broader focus, Board Committees will not direct the implementation of District programs and projects, other than to receive information and provide advice and comment.

ATTACHMENT(S):

Attachment 1: Water Conservation and Demand Management Committee 2018 Work Plan

Attachment 2: District's FY 16 Water Conservation Report

2018 Work Plan: Water Conservation and Demand Management Committee

Update: February 2018

The annual work plan establishes a framework for committee discussion and action during the annual meeting schedule. The committee work plan is a dynamic document, subject to change as external and internal issues impacting the District occur and are recommended for committee discussion. Subsequently, an annual committee accomplishments report is developed based on the work plan and presented to the District Board of Directors.

| ITEM | WORK PLAN ITEM | MEETING | ACTION/DISCUSSION OR INFORMATION ONLY | ACCOMPLISHMENT DATE AND OUTCOME |
|------|---|-------------|---------------------------------------|---------------------------------|
| 1 | Election of Chair and Vice Chair for 2018 | February 28 | Discussion/Action Item | |
| 2 | Water Conservation and Demand Management Committee 2017 Accomplishments Report | February 28 | Discussion | |
| 3 | <p>Develop Water Conservation and Demand Management Committee's 2018 Work Plan, in consideration of the following potential topics:</p> <ul style="list-style-type: none"> • Current water conservation programs and resources • Water Supply Master Plan "No Regrets" programs • Shallow groundwater • Fixed/variable charges • Open Space credit • State's effort to Make Water Conservation a California Way of Life • Water Supply Reliability Level of Service Goal <p><i>See workplan items #5-#11 for suggested meeting dates</i></p> | February 28 | Discussion/Action Item | |

Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

Attachment 1
Page 1 of 2

2018 Work Plan: Water Conservation and Demand Management Committee

Update: February 2018

| ITEM | WORK PLAN ITEM | MEETING | ACTION/DISCUSSION OR INFORMATION ONLY | ACCOMPLISHMENT DATE AND OUTCOME |
|------|--|--|---------------------------------------|---------------------------------|
| 4 | Review of Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests and the Committee's Next Meeting Agenda | April June August October December | Discussion/Action Item | |
| 5 | Current water conservation programs and resources | April October | Discussion/Action Item | |
| 6 | Water Supply Master Plan "No Regrets" programs | April October | Discussion/Action Item | |
| 7 | Shallow groundwater | June | Discussion/Action Item | |
| 8 | Fixed/variable charges | August | Discussion/Action Item | |
| 9 | Open Space credit | April | Discussion/Action Item | |
| 10 | State's effort to Make Water Conservation a California Way of Life | June August | Discussion/Action Item | |
| 11 | Water Supply Reliability Level of Service Goal | June | Discussion/Action Item | |

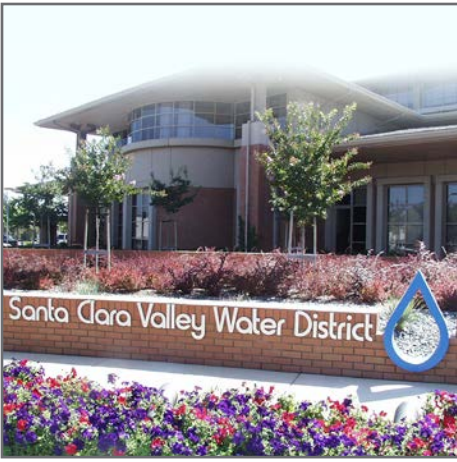
Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

Attachment 1
Page 2 of 2



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 year 2016.

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).

During the most recent 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.

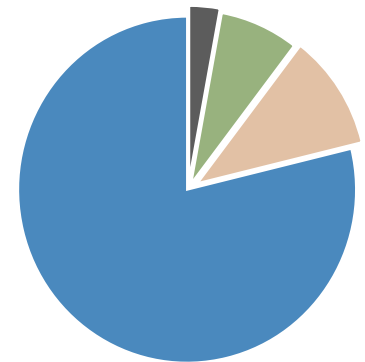
The water district also continued to maintain a dedicated public presence, speaking at over 100 community events, neighborhood association meetings, workshops, and business events each year. Events focused on educating residents and businesses on long term water conservation programs and short term drought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

Santa Clara Valley Water District Board of Directors

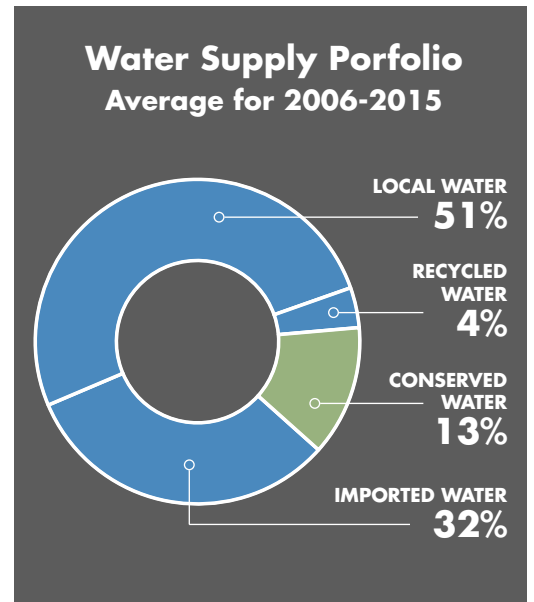
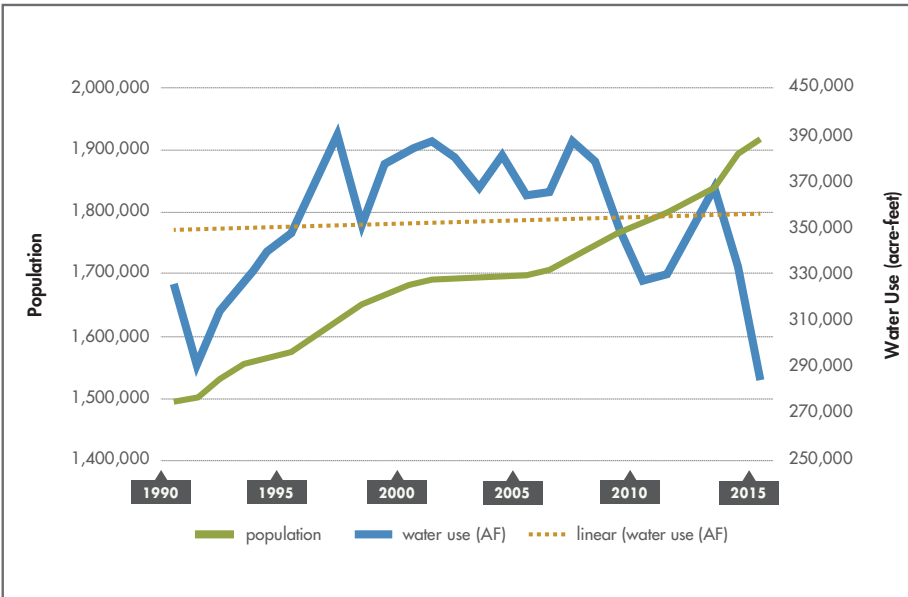
The Santa Clara Valley Water District is governed by an elected, seven member Board of Directors. In February 2014, the Board created a Water Conservation Ad Hoc Committee, whose purpose is to support the Board in achieving its policy to provide a reliable water supply to meet current and future water usage. In 2016, this committee became the Water Conservation and Demand Management Committee.

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



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.

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 for 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 the 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 should 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 district portion of the High Efficiency Clothes Washer Rebate program was up to \$125 per washer 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.

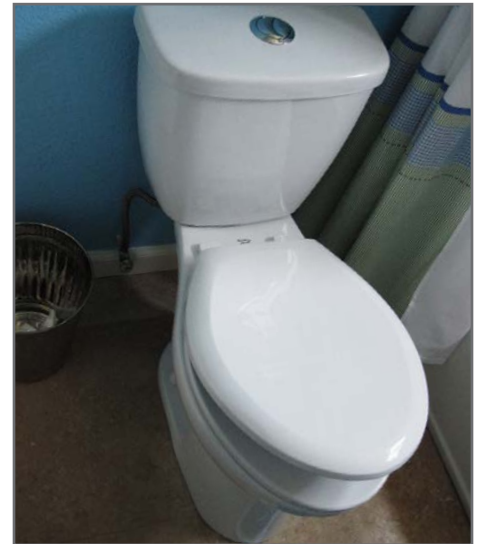
This program has provided an opportunity for the water district to partner with PG&E and the other participating Bay Area water agencies since January 2008 allowing customers to apply for the rebate using one application form for both the water and energy rebate. This program continues to transform the 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 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 2014, the Landscape Conversion rebate was increased from \$0.75/sq ft to \$1.00/sq ft. However, in April 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 (CPAU) 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

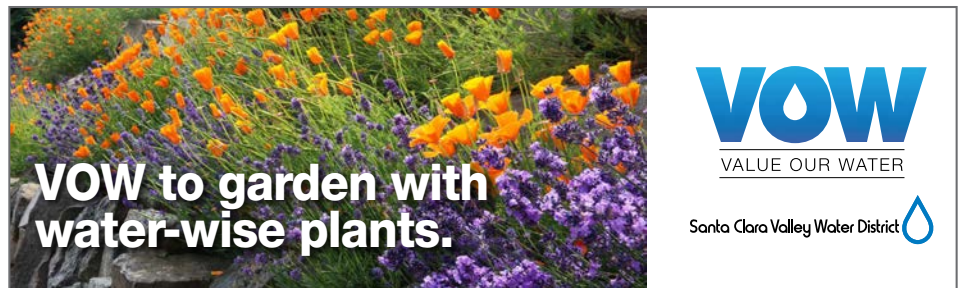
The water district developed a special website for the public, www.save20gallons.org, to have an easy, “one stop shop” where the public could go for information about rebates, tips and techniques for saving water, classes available, etc. In FY 2015/16, the website was updated to www.watersavings.org, 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 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 grant applications, receiving funding from State of California Department of Water Resources Proposition 84 Implementation Grants. Through Rounds 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, and systems for reusing industrial rinse water. 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.



Acknowledgments



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Attachment 2
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**Attachment 2
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Handouts

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What is a drought?

There is no single definition of a drought. However, one simple definition is that a drought is a period with abnormally low levels of precipitation that impacts water supply availability. Because there is no common indicator for when an area is experiencing a drought, the district focuses on whether we are experiencing a water shortage. We evaluate the severity of the shortage and identify actions needed to protect local water supplies through our water shortage contingency plan.



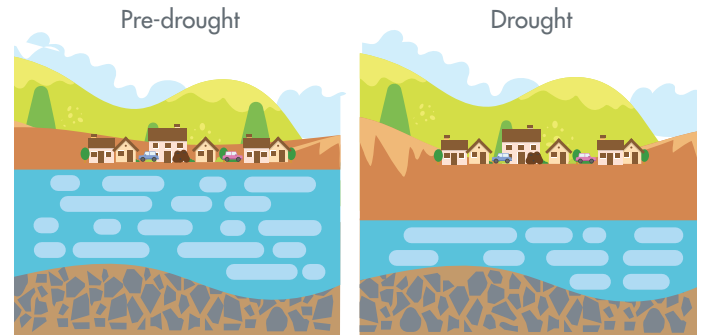
Lake Oroville

In multiple dry years surface water supplies are stressed

Why does it matter?

During a water supply shortage, the Santa Clara Valley Water District must rely more heavily on our reserves. This can include water stored in our ten surface water reservoirs or, more likely, water stored underground. However, there is not an unlimited supply of groundwater, and pumping too much can cause problems like overdraft and land subsidence (or sinking). These costly problems have occurred historically, with over 13 feet of subsidence in San José. So, when groundwater reserves are projected to fall below normal levels, the district works to secure more supplemental water and asks the community to reduce its water use.

Why is groundwater important?



Local groundwater reserves are lowered during multiple year droughts

About half the water used in Santa Clara County is pumped from the ground. A key district purpose is to maintain sustainable groundwater conditions and avoid the recurrence of long-term overdraft and subsidence. Groundwater reserves act like a savings account for our water supply. The district works to counterbalance the water pumped each year and keep this savings account full by replenishing groundwater. When groundwater withdrawals exceed replenishment, groundwater reserves are reduced. If this imbalance is severe or persistent, reserves may become dangerously low.

What happens when groundwater reserves are lowered?

Every year we evaluate how expected water supplies and demands will affect local groundwater storage. The district's water shortage contingency plan, which helps us proactively respond to water shortages, uses groundwater storage as the primary trigger for action. Related actions become more intense as projected groundwater reserves fall further below the normal stage. This helps ensure that groundwater reserves do not become so low that permanent subsidence resumes or wells go dry.

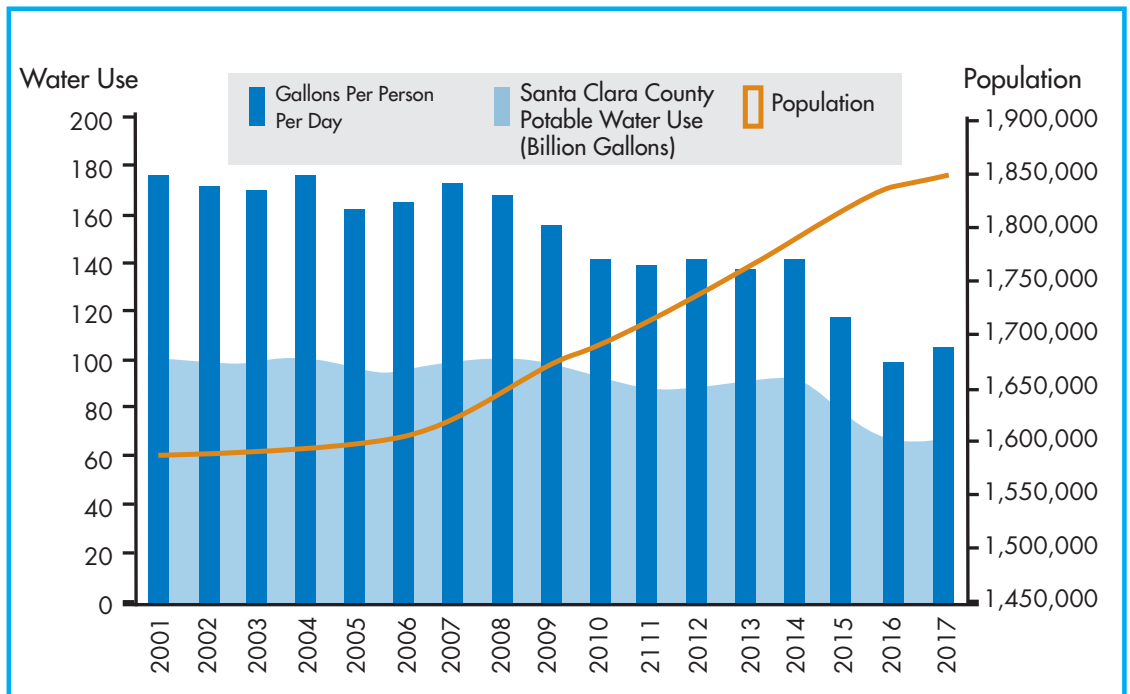
What can we do?

While we ask people to reduce water use in droughts, the district and its partners have long-term water conservation programs to increase water use efficiency in all years. These programs reduce the amount of water each person uses per day (per capita use) over long periods of time. Our goal is to reduce overall water use in the county by more than 20% by 2030, when compared to 2030 demands without conservation programs.



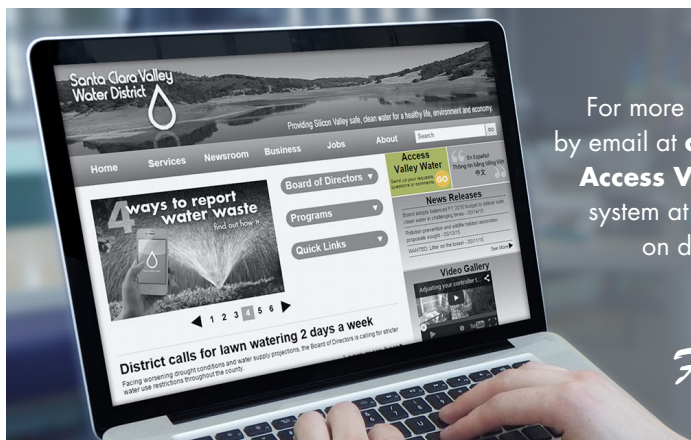
Water-wise plant selection for your California friendly garden

Water conservation programs support our Board's 2017 call to make water conservation a way of life. This is a low-cost investment for a healthier water supply. These efforts have reduced per capita use and have helped water demands stay relatively flat despite continued growth. A more reliable water supply will also reduce the amount of water the community needs to save in times of drought. By continuing to invest in water conservation and a diverse water portfolio, we can ensure water supplies will continue to be reliable to support Silicon Valley communities.



While population has increased, Santa Clara County residents are now using less water per person.

The Santa Clara Valley Water District is focused on preparing for future wet and dry years to ensure Santa Clara County's 1.9 million residents have a reliable water supply no matter what extreme weather the changing climate brings.



CONTACT US

For more information, contact us at **(408) 630-2554** or by email at **conservation@valleywater.org**. Or use our **Access Valley Water** customer request and information system at **valleywater.org** to find out the latest information on district projects or to submit questions, complaints or compliments directly to a district staff person.



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