

April 9, 2021

MEETING NOTICE**WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE**

Members of the Water Conservation and Demand Management Committee:

Director Nai Hsueh, Committee Vice Chair
Director Barbara Keegan
Director Linda J. LeZotte, Committee Chair

Staff Support of the Water Conservation and Demand Management Committee:

Rick Callender, Esq., Chief Executive Officer
Melanie Richardson, Assistant Chief Executive Officer
Aaron Baker, Chief Operating Officer, Water Utility
Rachael Gibson, Chief of External Affairs
Leslie Orta, Acting District Counsel
Gregory Williams, Deputy Operating Officer, Raw Water Division
Vincent Gin, Deputy Operating Officer, Water Supply Division
Bhavani Yerrapotu, Deputy Operating Officer, Treated Water Operations & Maintenance Division
Donald Rocha, Deputy Administrative Officer, Office of Government Relations
Bart Broome, Assistant Officer, Office of Government Relations
Antonio Alfaro, Government Relations Advocate, Office of Government Relations
Kirsten Struve, Assistant Officer, Water Supply Division
Vanessa De La Piedra, Groundwater Management Manager, Groundwater Monitoring and Analysis Unit
Metra Richert, Unit Manager of the Water Supply Planning and Conservation Unit, Water Supply Division,
Samantha Greene, Senior Water Resources Specialist, Water Supply Planning & Conservation Unit
Karen Koppett, Senior Water Conservation Specialist, Water Supply Planning & Conservation Unit
Justin Burks, Senior Water Conservation Specialist, Water Supply Planning & Conservation Unit

The special meeting of the Water Conservation and Demand Management Committee is scheduled to be held on **Monday, April 12, 2021 at 11:30 a.m.** Join Zoom Meeting Link: <https://valleywater.zoom.us/j/92597340524>.

The meeting agenda and corresponding materials are located on our website: <https://www.valleywater.org/how-we-operate/committees/board-advisory-committees> or <https://www.valleywater.org/sites/default/files/WCaDMC-Agenda-04122021.pdf>.



April 12, 2021, Water Conservation and Demand Management Committee Meeting

Join Zoom Meeting

<https://valleywater.zoom.us/j/92597340524>

Meeting ID: 925 9734 0524

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Meeting ID: 925 9734 0524



Santa Clara Valley Water District Water Conservation and Demand Management Committee Meeting

Teleconference-via Zoom

Join Zoom Meeting

<https://valleywater.zoom.us/j/92597340524>

SPECIAL MEETING AGENDA

**Monday, April 12, 2021
11:30 AM**

District Mission: Provide Silicon Valley safe, clean water for a healthy life, environment and economy.

BOARD REPRESENTATIVES:
Director Nai Hsueh, Committee Vice
Chair
Director Barbara Keegan
Director Linda J. LeZotte, Committee
Chair

During the COVID-19 restrictions, 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 to the public through the legislative body agenda web page at the same time that the public records are distributed or made available to the legislative body, or through a link in the Zoom Chat Section during the respective meeting. Santa Clara Valley Water District will make reasonable efforts to accommodate persons with disabilities wishing to participate in the legislative body's meeting. Please advise the Clerk of the Board Office of any special needs by calling (408) 265-2600.

Ms. Kirsten Struve
(Staff Liaison)

Ms. Glenna Brambill, (COB
Liaison)
Management Analyst II
gbrambill@valleywater.org
1-408-630-2408

Note: The finalized Board Agenda, exception items and supplemental items will be posted prior to the meeting in accordance with the Brown Act.

Santa Clara Valley Water District
Water Conservation and Demand Management

SPECIAL MEETING
AGENDA

Monday, April 12, 2021

11:30 AM

Teleconference-via Zoom

IMPORTANT NOTICES

This meeting is being held in accordance with the Brown Act as currently in effect under the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, and the Governor's Executive Order N-29-20 issued on March 17, 2020, that allows attendance by members of the Committee, staff, and the public to participate and conduct the meeting by teleconference, videoconference, or both.

Members of the public wishing to address the Committee during a video conferenced meeting on an item not listed on the agenda, or any item listed on the agenda, should use the "Raise Hand" tool located in Zoom meeting link listed on the agenda. Speakers will be acknowledged by the Committee Chair in the order requests are received and granted speaking access to address the Committee.

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

This agenda has been prepared as required by the applicable laws of the State of California, including but not limited to, Government Code Sections 54950 et. seq. and has not been prepared with a view to informing an investment decision in any of Valley Water's bonds, notes or other obligations. Any projections, plans or other forward-looking statements included in the information in this agenda are subject to a variety of uncertainties that could cause any actual plans or results to differ materially from any such statement. The information herein is not intended to be used by investors or potential investors in considering the purchase or sale of Valley Water's bonds, notes or other obligations and investors and potential investors should rely only on information filed by Valley Water on the Municipal Securities Rulemaking Board's Electronic Municipal Market Access System for municipal securities disclosures and Valley Water's Investor Relations website, maintained on the World Wide Web at <https://emma.msrb.org/> and <https://www.valleywater.org/how-we-operate/financebudget/investor-relations>, respectively.

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

Join Zoom Meeting

<https://valleywater.zoom.us/j/92597340524>

Meeting ID: 925 9734 0524

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Dial by your location

+1 669 900 9128 US (San Jose)

Meeting ID: 925 9734 0524

1. CALL TO ORDER:

1.1. Roll Call.

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

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

3. APPROVAL OF MINUTES:

3.1. Approval of Minutes.

[21-0394](#)

Recommendation: Approve the March 30, 2021, Meeting Minutes.

Manager: Michele King, 408-630-2711

Attachments: [Attachment 1: 03302021 WCaDM Comm DRAFT Mins](#)

Est. Staff Time: 5 Minutes

4. ACTION ITEMS:

- 4.1. Update on 2021 Water Supply Conditions and Water Conservation Program. [21-0395](#)

Recommendation: 1. Receive, review, and discuss information on water supply conditions,
2. Support maintaining current voluntary call for conservation, and
3. Recommends the Board direct staff to increase water conservation messaging and programs to inspire additional water savings.

Manager: Kirsten Struve, 408-630-3138

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

Est. Staff Time: 45 Minutes

- 4.2. Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda. [21-0396](#)

Recommendation: Review the Committee work plan to guide the committee's discussions regarding policy alternatives and implications for Board deliberation.

Manager: Michele King, 408-630-2711

Attachments: [Attachment 1: WCaDMC 2021 Work Plan](#)

Est. Staff Time: 5 Minutes

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE REQUESTS.

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

6. ADJOURN:

- 6.1. Adjourn.



Santa Clara Valley Water District

File No.: 21-0394

Agenda Date: 4/12/2021
Item No.: 3.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management

SUBJECT:

Approval of Minutes.

RECOMMENDATION:

Approve the March 30, 2021, Meeting Minutes.

SUMMARY:

A summary of Committee discussions, and details of all actions taken by the Committee, during all open and public Committee meetings, is transcribed and submitted for review and approval.

Upon Committee approval, minutes transcripts are finalized and entered into the District's historical records archives and serve as historical records of the Committee's meeting.

ATTACHMENTS:

Attachment 1: 03302021, WCaDMC Draft Minutes

UNCLASSIFIED MANAGER:

Michele King, 408-630-2711



WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

DRAFT MINUTES

**TUESDAY, MARCH 30, 2021
3:00 PM**

A special scheduled meeting of the Water Conservation and Demand Management Committee was held on March 30, 2021, via zoom in San Jose, California.

1. CALL TO ORDER/ROLL CALL

Committee Vice Chair, Director Linda J. LeZotte called the meeting to order at 3:07 p.m.

Board Members in attendance were: Committee Vice Chair, Director Nai Hsueh-District 5, Director Barbara Keegan-District 2, Committee Chair, Director Linda J. LeZotte-District 4.

Staff members in attendance were: Aaron Baker, Glenna Brambill, Justin Burks, Rick Callender, Theresa Chinte, Vanessa De La Piedra, Vincent Gin, Jason Gurdak, Matt Keller, Karen Koppett, Melanie Richardson, Metra Richert, Donald Rocha, Ashley Shannon, Kirsten Struve, and Gregory Williams.

Guest Agencies in attendance were: Diane Asuncion (City of Santa Clara), Brian Boyer (Cinnabar Hills Golf Club), Anthony Eulo (City of Morgan Hill), Tim Guster (Great Oaks) and Kurt Elvert, Curt Rayer and Bill Tuttle (San Jose Water Company).

Public in attendance were: Keith Bennett, Director Tony Estremera (District 6) and William (Bill) Sherman.

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

Mr. Brian Boyer (Cinnabar Hills Golf Club) thanked Valley Water for hosting the February 2021 Landscape Summit, it was a success and well attended.

3. APPROVAL OF MINUTES

3.1 APPROVAL OF MINUTES

It was moved by Director Nai Hsueh, seconded by Director Linda J. LeZotte, and carried by roll call and majority vote, to approve the minutes of the December 4, 2020, Water Conservation and Demand Management Committee meeting as presented. Director Barbara Keegan abstained.

4. ACTION ITEMS

4.1 ELECTION OF CHAIR AND VICE CHAIR

Director Barbara Keegan nominated Director Linda J. LeZotte for Committee Chair and Director Nai Hsueh for Committee Vice Chair.

The Committee by roll call vote unanimously elected Director Linda J. LeZotte as the Committee Chair and Director Nai Hsueh as the Committee Vice Chair.

4.2 REVIEW VOLUNTARY CALL FOR CONSERVATION

Ms. Metra Richert announced the retirement of Ms. Karen Koppett June 1, 2021. Mr. Justin Burks was promoted and will take the lead and reported on the following

The Water Conservation and Demand Management Committee discussed the following: Spring and Summer Programs, which programs saves the most water, savings model, demand management, water supply, Measure S funding, continue the 20% water conservation, “conversation a new way of life” messaging, watering or irrigation rationing, rebates, drought tolerance, and landscaping concerns.

Ms. Metra Richert, Ms. Karen Koppett, Mr. Aaron Baker and Mr. Matt Keller were available to answer questions.

Committee Chair Director LeZotte asked about watering days/rules by each of the retailers and the following guests responded:

- ✚ Mr. Anthony Eulo commented on the City of Morgan Hill’s watering rules beginning April 1st, to 3 days a week and with the full AMI system they will be able to enforce the watering regulations.
- ✚ Mr. Bill Sherman commented that City of San Jose kept their watering days expanded to 3 days a week during the drought.
- ✚ Mr. Tim Guster for Great Oaks Water is mirroring Valley Water’s call for water conservation and restrictions on watering as well.
- ✚ Mr. Kurt Elvert noted that San Jose Water kept their 3 days per week for watering and will be going to a 2-day program for a short period. This information is on their website.
- ✚ Ms. Diane Asuncion noted that the City of Santa Clara has restricted no watering from 9:00 a.m. to 6:00 p.m.

Mr. Aaron Baker noted staff will be presenting an overall water supply picture to the Board of Directors on April 27th and looking for the Committee’s guidance.

The Water Conservation and Demand Management Committee took the following action:

Director Nai Hsueh moved, seconded by Director Barbara Keegan, and by a roll call vote unanimously approved to increase the Landscape Rebate Program to \$2.00 a square foot.

Mr. Rick Callender noted retaining the 20% voluntary conservation, however, Valley Water needs to have a clearer messaging for the public. Staff can work on bringing snow-pack information, water allocations and more specific language for Committee consideration.

Mr. Aaron Baker wrapped up noting that staff will bring a more robust presentation to include budgetary forecasting and program improvements for the Committee's consideration at the special meeting.

The Water Conservation and Demand Management Committee will schedule a special meeting the week of April 12th.

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

Ms. Glenna Brambill reviewed the materials as outlined in the agenda items.

Committee Vice Chair Director Nai Hsueh would like the work plan items to connect back to the Water Supply Master Plan, Demand/Water Supply, in depth levels, thinking of a full-year strategic planning in line with a 2-year budget schedule and long-term planning.

The Water Conservation and Demand Management Committee took no action.

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE'S REQUESTS

Ms. Glenna Brambill stated there was one action item for Board consideration.

Agenda Item 4.2.

The Committee by a roll call vote unanimously approved to increase the Landscape Rebate Program to \$2.00 a square foot.

6. ADJOURNMENT

Committee Chair Director Linda J. LeZotte adjourned at 4:07 p.m.

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

Approved:



Santa Clara Valley Water District

File No.: 21-0395

Agenda Date: 4/12/2021

Item No.: 4.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management

SUBJECT:

Update on 2021 Water Supply Conditions and Water Conservation Program.

RECOMMENDATION:

1. Receive, review, and discuss information on water supply conditions,
2. Support maintaining current voluntary call for conservation, and
3. Recommends the Board direct staff to increase water conservation messaging and programs to inspire additional water savings.

SUMMARY:

Conditions in the State of California continue to be very dry, with much of Santa Clara County being classified by the U.S. Drought Monitor as being in moderate drought. On April 1, the Department of Water Resources snowpack survey shows the snowpack at 59% of normal. Therefore, it's important to review current conditions, raise awareness on local ordinances and best practices regarding efficient water use, and consider adjustment to Valley Water's Landscape Conversion Rebate amount.

Current Conditions

We began calendar year 2021 with groundwater storage within Stage 1 (Normal) of the Water Shortage Contingency Plan of Valley Water. On April 1, the Department of Water Resources snowpack survey shows the snowpack at 59% of normal. Consequently, dry conditions are impacting this year's water supply statewide. The current modeling shows that the end of year groundwater storage for 2021 is projected to be in the lower end of Stage 1. This projection reflects an assumed water use reduction of 15 percent in 2021 and a less than average recharge program of 75,000 AF in 2021. Staff is seeking to purchase supplemental imported water supplies and will provide a water supply update to the full Board on April 27, 2021.

Water Conservation Program

Ordinances and Best Practices

In 2018, California established a foundation for long-term improvements in water conservation and drought planning commonly referred to as Making Water Conservation a California Way of Life" (AB 1668/SB606). Valley Water staff is engaged with the statewide effort in developing the specific regulations and efficiency standards associated with that plan. The State has also adopted key provisions prohibiting the wasteful use of water that many of the cities and Water Retailers in Valley

Water's service area have already adopted.

Some city water waste ordinances are consistent across service areas, such as the prohibition of irrigation runoff or irrigating within 24 hours of measurable rainfall. Other ordinances vary depending on the water retailer's active stage of their respective Water Shortage Contingency Plans, for example, irrigating more than 15 minutes per irrigation station per day is not required at this time in all service areas.

In addition to the State-wide requirements and city water waste ordinances, Valley Water's Water Waste Inspector Program provides a mechanism for community members to report water waste violations. This educational outreach service informs residents of the nature of the water waste report, and of Valley Water rebates and services that could help resolve or correct the issue. Though this program lacks enforcement power, staff coordinates with water retailers to help resolve persistent reports or to engage with property owners that are not receptive to Valley Water's outreach. Some water retailers have their own water waste enforcement programs as well, including San Jose Water Company and City of Palo Alto Utilities.

In addition to the Water Waste Inspector Program, Valley Water's [Find Your Water Retailer](https://www.valleywater.org/your-water/find-my-water-retailer) <<https://www.valleywater.org/your-water/find-my-water-retailer>> webpage provides direct links to each water retailer's water waste rules, tips, and best practices to inform the public on how to avoid the inefficient use of water.

Best practices of the efficient use of water are recommended to be highlighted as part of Valley Water's outreach efforts in the months ahead to remind the community of the importance of installing water-wise landscaping and upgrading to efficient irrigation, reading their meter to track their water use and look for leaks, and returning to shorter showers, ideally, 5-minutes.

Landscape Conversion Rebate

Valley Water continues to promote our many conservation programs, saving nearly 75,000 acre-feet of water in the last fiscal year. Valley Water continues to work towards achieving long-term water conservation savings goals of 99,000 acre-feet of water per year by 2030, and 109,000 acre-feet of water per year by 2040, as established in the Water Supply Master Plan 2040.

The Landscape Rebate Program (LRP) is integral to helping Valley Water meet its long-term savings goals. This program provides cost-effective short-term and long-term savings, visual reinforcement of positive water-saving actions, and multiple environmental benefits with a single, online application process for customers. In April 2014, LRP's Lawn Conversion Rebate was doubled to \$2/sq. ft., which resulted in a multi-year trend of increased participation in all of LRP's incentives. Specifically, conversion of landscape to being water wise rose from 160,500 sq. ft. in FY 2013 to 345,500 sq. ft. in FY 2014, ultimately peaking at 5.4 million sq. ft in FY 2016.

According to initial results of an analysis in support of the Water Conservation Strategic Plan update, the cumulative participation represents less than 5% of county-wide residential parcels. Even as the rebate rate returned in \$1/sq. ft. in June 2016, participation remained high and is at nearly twice the

pre-drought levels today. When the rebate amount increased, over 25 additional support staff (i.e., interns, temporary staff, temporary re-assignment/rotation, and permanent hires) were required immediately to process applications, rebates, provide customer service, coordinate with retailers, and provide additional administrative support for ongoing reporting, budget oversight, and supervision of additional staffing.

Valley Water plans to utilize approximately \$700,000 a year of Safe Clean Water Measure S funding in fiscal year 2022 and 2023 to increase LRP's Landscape Conversion Rebates once again to \$2 sq. ft. and increase the maximum rebate from \$2,000 to \$3,000 for single-family homes. Furthermore, Valley Water will expand its partnership with a local nonprofit organization, Our City Forest, to offer the Lawn Busters Program to low-income community members, US veterans, and other disadvantaged community members. Valley Water will also utilize this additional funding to offer educational services, which will include the development of multi-lingual educational videos to promote water conservation. With the rebate amount increase, additional staffing resources will be needed to support the conservation program. The additional resource needs will be brought to the board through the budget process.

Public Outreach and Campaign Efforts

The current and planned public outreach will emphasize drought messaging and further expand efforts to promote Valley Water's many conservation and rebate programs, that support making water conservation a way of life in Santa Clara County. Valley Water's multilingual spring water conservation campaign runs from April 1, 2021 to June 30, 2021 and will highlight messages surrounding being drought-ready, such as *Is Your Yard Drought Ready? Our rebates can help make the change*. The advertising mediums include multilingual digital ads, print advertorials in community newspapers, multilingual social media posts, multilingual videos, and multilingual radio ads. Media outreach includes media advisories and media availability on water supply, conservation and infrastructure projects, including the Anderson Dam Seismic Retrofit Project and the Purified Water Project, board columns for publications, and statements from the Chair on topical water supply news stories such as snow survey data and infrastructure reliability. Planned social media, blogs and Nextdoor posts will highlight conservation and rebate programs, investments in infrastructure and technology, and efforts to secure a safe, clean, and reliable water supply. Social media posts on conservation, drought preparation and infrastructure investments will be provided weekly. Valley Water staff will also work with retailers to share messaging.

The creation of new yard signs for the current spring campaign and development of additional signs for the upcoming summer campaign is underway. Staff is also developing the new summer campaign, which will focus on highlighting Valley Water's conservation programs.

When in-person community events resume, staff also will resume hosting Valley Water booths and the water truck at targeted events, where staff will conduct drought awareness outreach, including highlighting Valley Water's water conservation and rebate programs.

Next Steps

An additional update on water conservation programs, outreach campaigns, the Urban Water Management Plan, Water Shortage Contingency Plan, and the annual Monitoring and Assessment

Program will be provided at recommended early May 2021 Water Conservation and Demand Management Committee meeting.

ATTACHMENTS:

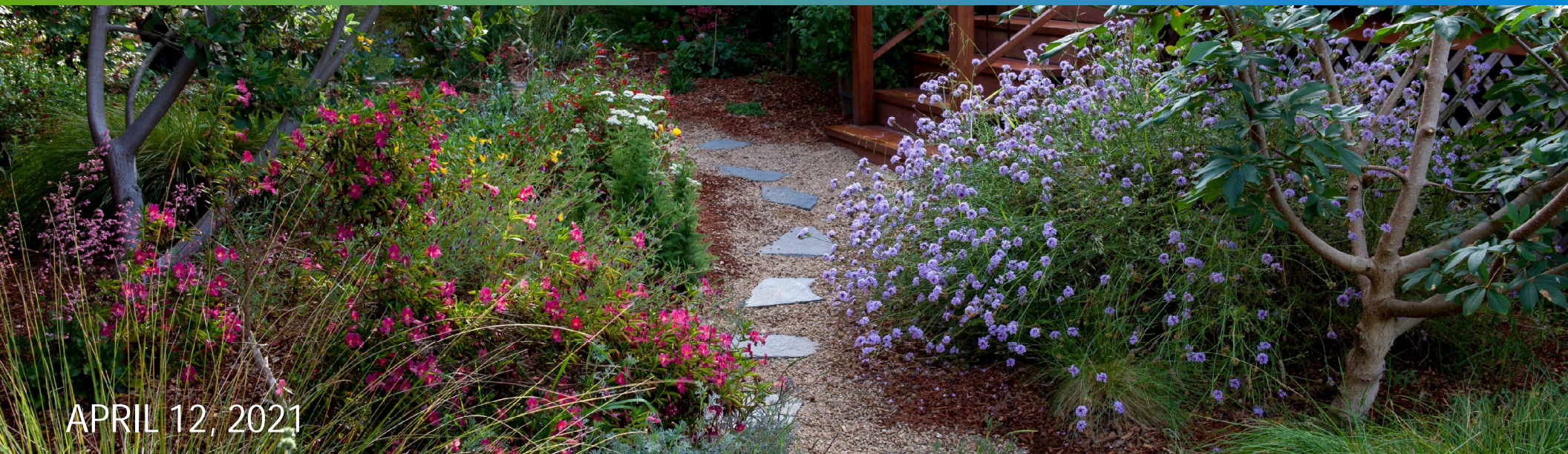
Attachment 1: PowerPoint Presentation

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138

Water Conservation and Demand Management Committee

Update on 2021 Water Supply Conditions and discuss current Landscape Conversion Rebate amount.



APRIL 12, 2021



Valley Water

Clean Water • Healthy Environment • Flood Protection

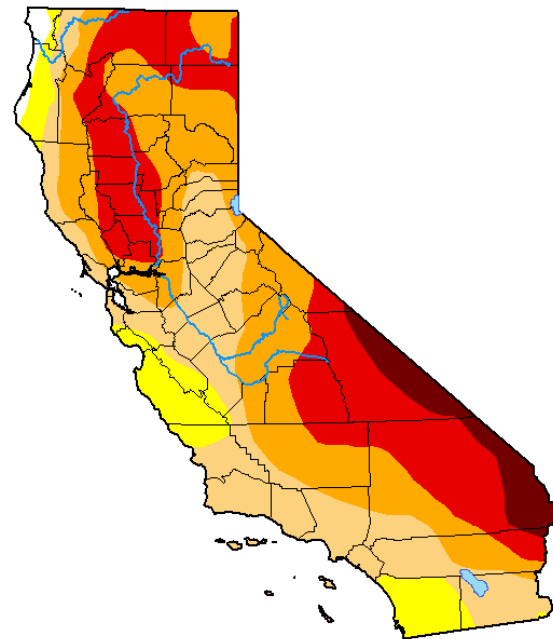
2021 Initial Local Outlook

2

- Rainfall year total: 45% of average
- Snowpack: 66% of normal
- Local Reservoir Storage: 30% of average
- SWP Allocations: 5%
- CVP Allocations: 55%/0%

U.S. Drought Monitor California

March 30, 2021
(Released Thursday, Apr. 1, 2021)
Valid 8 a.m. EDT



Intensity:

- None
- D0 Abnormally Dry
- D1 Moderate Drought
- D2 Severe Drought
- D3 Extreme Drought
- D4 Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. For more information on the Drought Monitor, go to <https://droughtmonitor.unl.edu/About.aspx>

Author:

Brad Pugh
CPC/NOAA



droughtmonitor.unl.edu

valleywater.org

Mandatory Ordinance

- No irrigating during rain
- Shut-off nozzles on hoses
- No potable water for cleaning hardscape
- Runoff
- Irrigating during the day
- Fix broken irrigation or plumbing ASAP

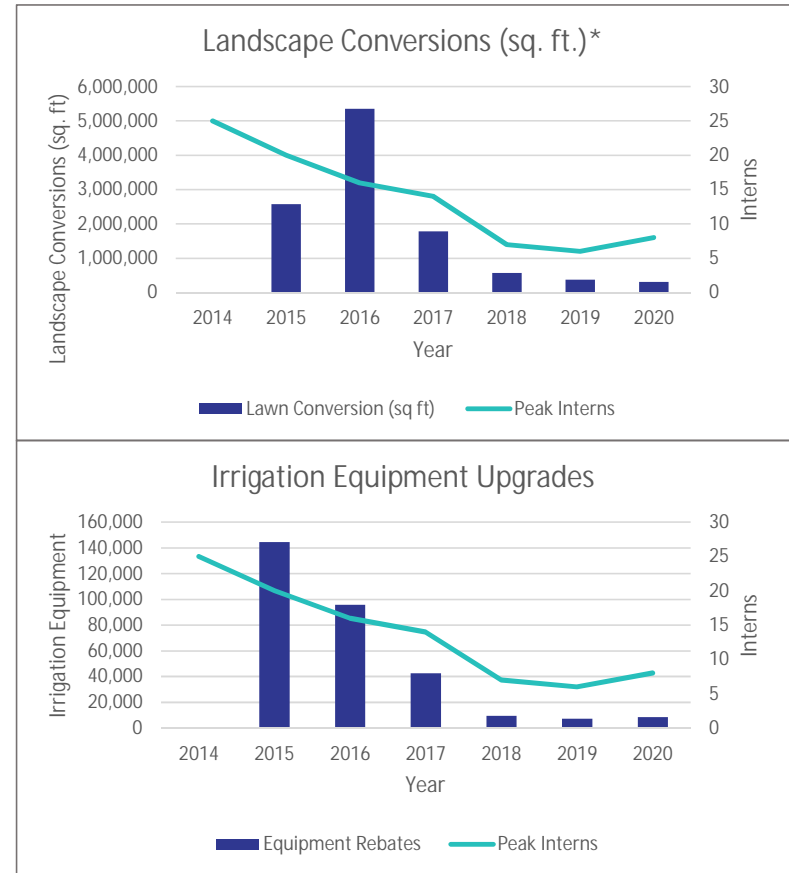
Best Practices

- Apply mulch to landscaping
- Irrigation running longer than 15 minutes per day *
- Install water-wise landscaping
- Upgrade irrigation equipment
- 5-minute showers
- Drinking water on request

Building on Past Success

4

Fiscal Year	Equipment Rebates	Lawn Conversion (sq ft)	# of Interns
2014	159	205*	>25
2015	144,406	2,572,608	20
2016	95,687	5,349,768	16
2017	42,654	1,776,639	14
2018	9,516	564,833	7
2019	7,160	366,717	6
2020	8,434	302,689	8



valleywater.org



Measure S Funding

Award up to \$1 million per year toward specified water conservation program activities, including rebates, technical assistance and public education.



Starting July 1, 2020



Increase Landscape Conversion Rebate from \$1 dollar to \$2 dollars a square feet



Increase low-income, disabled, and veteran rebates through Our City Forest partnership



Develop multi-lingual educational videos

Conservation Outreach

Multilingual Spring Campaign:
digital, print, radio, and TV.

Board Columns, blogs and
Nextdoor Posts

Social Media

Yard Signs

Summer campaign under
development



Outreach – Shopping Card

7



valleywater.org

Next Steps

- Implement Landscape Conversion Rebate increase starting July 1, 2021
- Increase water conservation messaging to inspire additional water savings
- Returning in early May to discuss updates on
 - Water Conservation Program
 - Spring and Summer Outreach Campaigns
 - Urban Water Management Plan and Water Shortage Contingency Plan
 - Annual Monitoring and Assessment Program

QUESTIONS



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Santa Clara Valley Water District

File No.: 21-0396

Agenda Date: 4/12/2021

Item No.: 4.2.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management

SUBJECT:

Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda.

RECOMMENDATION:

Review the Committee work plan to guide the committee's discussions regarding policy alternatives and implications for Board deliberation.

SUMMARY:

The attached Work Plan outlines the Board-approved topics for discussion to be able to prepare policy alternatives and implications for Board deliberation. The work plan is agendaized at each meeting as accomplishments are updated and to review additional work plan assignments by the Board.

BACKGROUND:

Governance Process Policy-8:

The District Act provides for the creation of advisory boards, committees, or commissions by resolution to serve at the pleasure of the Board.

Accordingly, the Board has established Advisory Committees, which bring respective expertise and community interest, to advise the Board, when requested, in a capacity as defined: prepare Board policy alternatives and provide comment on activities in the implementation of the District's mission for Board consideration. In keeping with the Board's broader focus, Advisory Committees will not direct the implementation of District programs and projects, other than to receive information and provide comment.

Further, in accordance with Governance Process Policy-3, when requested by the Board, the Advisory Committees may help the Board produce the link between the District and the public through information sharing to the communities they represent.

ATTACHMENTS:

Attachment 1: WCaDMC 2021 Work Plan

File No.: 21-0396

Agenda Date: 4/12/2021
Item No.: 4.2.

UNCLASSIFIED MANAGER:
Michele King, 408-630-2711

2021 Work Plan: Water Conservation and Demand Management Committee

Update: April 2021

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 DATE	DISCUSSION/ACTION ITEM	ACCOMPLISHMENT DATE AND OUTCOME
1	Review voluntary call for conservation	3-30-2021	Discussion/Action Item	Accomplished March 30, 2021: The Committee reviewed and discussed voluntary call for conservation and took the following action: The Committee voted unanimously to increase the rebate to \$2.00 a square foot.
2	Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee's Next Meeting Agenda	3-30-2021 4-12-2021	Discussion/Action Item	Accomplished March 30, 2021: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action, however, the Committee would like to connect items to the 2040 Water Supply Master Plan.
3	Update on 2021 Water Supply Conditions and Water Conservation Program	4-12-2021	Discussion/Action Item	
4	Water Supply Master Plan 2040 Monitoring and Assessment Program (Water Demand Forecasting)		Discussion/Action Item	
5	Urban Water Management Plan		Discussion/Action Item	

Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

Attachment 2
Page 1 of 2

2021 Work Plan: Water Conservation and Demand Management Committee

Update: April 2021

ITEM	WORK PLAN ITEM	MEETING DATE	DISCUSSION/ACTION ITEM	ACCOMPLISHMENT DATE AND OUTCOME
6	Water Conservation Strategic Plan		Discussion/Action Item	
7	Agricultural Water Use Baseline Study		Discussion/Action Item	
8	Collaboration with UC Water on Flood Managed Aquifer Recharge {FloodMAR}		Discussion/Action Item	
9	Sustainable Groundwater Management Act (SGMA) Update		Discussion/Action Item	

Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

Attachment 2
Page 2 of 2

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