

October 21, 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
J. Carlos Orellana, 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
Don 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
Jing Wu, Senior Water Resources Specialist, Water Supply Planning & Conservation Unit
Justin Burks, Senior Water Conservation Specialist, Water Supply Planning & Conservation Unit

The regular meeting of the Water Conservation and Demand Management Committee is scheduled to be held on **Monday, October 25, 2021, at 11:00 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-10252021.pdf>



October 25, 2021, Water Conservation and Demand Management Committee Meeting

Join Zoom Meeting

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

Meeting ID: 925 9734 0524

One tap mobile

+16699009128,,92597340524# US (San Jose)

Dial by your location

+1 669 900 9128 US (San Jose)

Meeting ID: 925 9734 0524



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

Teleconference-via Zoom

Join Zoom Meeting

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

REGULAR MEETING AGENDA

**Monday, October 25, 2021
11:00 AM**

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

BOARD REPRESENTATIVES:
Director Nai Hsueh, Committee Vice
Chair
Director Barbara 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. 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.

Mr. Vincent Gin
(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 Committee

REGULAR MEETING
AGENDA

Monday, October 25, 2021

11:00 AM

Teleconference-via Zoom

IMPORTANT NOTICES

This meeting is being held in accordance with the Brown Act as currently in effect and Santa Clara Valley Water District Resolution 21-85, adopted on September 28, 2021, in compliance with the provisions of AB361 (Rivas), that allows attendance by members of the Board of Directors, Board Committees, District staff, and the public to conduct and participate in meetings of the legislative bodies by teleconference, videoconference, or both.

In accordance with the requirements of Gov. Code Section 54954.3(a), members of the public wishing to address the Board/Committee at a video conferenced meeting, during public comment or on any item listed on the agenda, should use the "Raise Hand" tool located in the Zoom meeting link listed on the agenda, at the time the item is called. Speakers will be acknowledged by the Board Chair in the order requests are received and granted speaking access to address the Board.

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>

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.

[21-1082](#)

Recommendation: Approve the September 27, 2021, Meeting Minutes

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

Attachments: [Attachment 1: 09272021 WCaDMC Draft Mins](#)

Est. Staff Time: 5 Minutes

4. ACTION ITEMS:

- 4.1. Monthly update on progress towards Valley Water Resolution 21-68's water use reduction target and water conservation efforts related to the drought emergency. [21-1083](#)
- Recommendation: Receive an update on progress towards meeting the Board's call for water use reduction in response to the water shortage emergency condition and water conservation efforts relevant to the overall drought emergency response, and provide feedback to staff.
- Manager: Kirsten Struve, 408-630-3138
- Attachments: [Attachment 1: PowerPoint](#)
[Attachment 2: September Drought Emergency Response Report](#)
- Est. Staff Time: 15 Minutes
- 4.2. 2021 Water Conservation Strategic Plan. [21-0994](#)
- Recommendation: Receive and discuss the 2021 Water Conservation Strategic Plan.
- Manager: Kirsten Struve, 408-630-3138
- Attachments: [Attachment 1: WCSP Link Only](#)
[Attachment 2: PowerPoint Presentation](#)
- Est. Staff Time: 15 Minutes
- 4.3. 2021 Groundwater Management Plan Update (Alternative Sustainable Groundwater Management Act Plan). [21-1084](#)
- Recommendation: A. Receive an update on the 2021 Groundwater Management Plan; and
B. Recommend bringing the plan to the November 23, 2021, Board of Directors meeting for public hearing and plan adoption.
- Manager: Gregory Williams, 408-630-2867
- Attachments: [Attachment 1: PowerPoint Presentation](#)
- Est. Staff Time: 10 Minutes

4.4. Standing Items Report.

[21-1085](#)

- Recommendation: A. This agenda item allows the Committee to receive verbal or written updates and discuss the following subjects. These items are generally informational; however, the Committee may request additional information from staff:
- B. This is informational only and no action is required. *Staff may provide a verbal update at the 10/25/2021, meeting if there is reportable/updated information.*
1. Sustainable Groundwater Management Act (SGMA)
(Separate agenda item 10/25/2021)
 2. Flood MAR and Agricultural Baseline Study
- Manager: Candice Kwok-Smith, 408-630-3193
Est. Staff Time: 5 Minutes

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

[21-1086](#)

- Recommendation: Review the Committee work plan to guide the committee's discussions regarding policy alternatives and implications for Board deliberation.
- Manager: Candice Kwok-Smith, 408-630-3193
Attachments: [Attachment 1: WCaDMC Work Plan](#)
Est. Staff Time: 5 Minutes

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE REQUESTS.

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

6. ADJOURN:

- 6.1. Adjourn to Regular Meeting at 11:00 a.m., on Monday, November 22, 2021, to be called to order in compliance with the Brown Act as currently in effect and Santa Clara Valley Water District Resolution 21-85, adopted on September 28, 2021, in compliance with the provisions of AB361 (Rivas).



Santa Clara Valley Water District

File No.: 21-1082

Agenda Date: 10/25/2021
Item No.: 3.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Approval of Minutes.

RECOMMENDATION:

Approve the September 27, 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: 09272021 WCaDMC Draft Minutes

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193



WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

DRAFT MINUTES

**MONDAY, SEPTEMBER 27, 2021
11:00 AM**

A regular scheduled meeting of the Water Conservation and Demand Management Committee was held on September 27, 2021, via zoom in San Jose, California.

1. CALL TO ORDER/ROLL CALL

Committee Chair Director Linda J. LeZotte called the meeting to order at 11:00 a.m.

Committee 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).

Valley Water Staff members in attendance were: Joseph Aranda, Aaron Baker, Roseryn Bhudsabourg, Neeta Bijoor, Glenna Brambill, Justin Burks, Theresa Chinte, Vanessa De La Piedra, Philip Dolan, Melissa Fels, Paola Giles, Andy Gschwind, Jason Gurdak, Linh Hoang, Matt Keller, Jessica Lovering, Carlos Orellana, Melanie Richardson, Metra Richert, Don Rocha, Ashley Shannon, Kirsten Struve, Gregory Williams, and Jing Wu.

Guest Agencies in attendance were: Emiko Ancheta (City of Los Altos), Diane Asuncion (City of Santa Clara), Michael Bolzowski (California Water Service Company), Kurt Elvert, Andy Gere, John Tang and Bill Tuttle (San Jose Water Company-SJWC), Anthony Eulo and Chris Ghione (City of Morgan Hill), Katja Irvin (Sierra Club Loma Prieta Chapter), Jessie Maxfield (CA Depart of Fish and Wildlife-CDFW) and Jeff Provenzano (City of San José).

Public in attendance were: Esther, Kit Gordon, Carl Hilbrants, and William (Bill) Sherman.

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

Ms. Katja Irvin, Water Committee Co-Chair of the Sierra Club Loma Prieta Chapter, suggested that Valley Water's Landscape Program promote xeriscaping and lower water use native landscaping.

3. APPROVAL OF MINUTES

3.1 APPROVAL OF MINUTES

It was moved by Director Barbara Keegan, seconded by Director Nai Hsueh, and carried by unanimous vote, to approve the minutes of the August 30, 2021, Water Conservation and Demand Management Committee meeting with noted corrections by Ms. Katja Irvin regarding xeriscaping.

4. ACTION ITEMS

4.1 MONTHLY UPDATE ON PROGRESS TOWARDS VALLEY WATER RESOLUTION 21-68'S WATER USE REDUCTION TARGET AND DROUGHT-RELATED WATER CONSERVATION EFFORTS

Ms. Neeta Bijoor reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: cities that have or have not taken action, October 23rd drought summit, water conservation a way of life having a clear and consistent message, watering days (cities' regulations), addressing the short-term and long-term planning, Drought Ordinance, Retailers' surcharges, violation fees, watering cars-driveways, other drought restrictions, and the Water Ambassadors taken an active role.

Mr. John Tang (SJWC), Mr. Aaron Baker and Ms. Linh Hoang were available to answer questions.

The Water Conservation and Demand Management Committee took no action.

4.2 STANDING ITEMS REPORT

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

Mr. Jason Gurdak gave a verbal update on Sustainable Groundwater Management Plan (SGMA): recapped from the August 30, 2021, expected timeline:

- compliance still on track,
- First week of October: post the draft Alternative Plan on our website and send out an email to our interested parties list with a link the Plan and instructions on how the public can comment on the Plan.
- Oct 25, 2021, plan on walking this Committee through the updated Plan and hope to get the Committee's recommendation to go the full Board in November.

Board Resolution No. 18-04: At the last Committee meeting, Director Hsueh asked if we could provide this Committee with a refresher about the process adopted to regulate pumping under SGMA. As a high-level overview:

- When SGMA was passed, several retailers expressed concern about the new authority to regulate pumping, particularly regarding water rights.
- For nearly a year, this issue was explored in collaboration with stakeholders through this committee.

The outcome was a proposed process to regulate groundwater extraction under SGMA, if needed.

- In February 2018, the Board adopted Resolution No. 18-04 that memorializes the process.
- While pumping regulation may never be needed, the board resolution:
 - Affirms the principles that help ensure continued groundwater sustainability

Attachment 1

Page 2 of 4

- ✚ Provides transparency and certainty as to the steps we would take as basin conditions worsen, and
- ✚ Avoid rigid responses that may be ineffective or unnecessary.
- The board resolution acknowledges that effective programs and coordination with water retailers have resulted in sustainable groundwater conditions. It also states that collaboration will continue to be the **preferred approach** to address observed or projected undesirable results, and that Valley Water regulation of pumping will only be considered if there is no viable alternative.
- The process identified in the resolution includes the follow basic steps:
 - ❖ identification of the issue and potential mitigation,
 - ❖ consultation with affected stakeholders to help develop an action plan, with a preference for voluntary action,
 - ❖ pumping regulation if voluntary action is not taken or is not successful, and
 - ❖ implementation, monitoring and reporting.
- Resolution No. 18-04 will be included in the 2021 Alternative Plan.

The Water Conservation and Demand Management Committee took no action.

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 and Mr. Vincent Gin reviewed the materials as outlined in the agenda items.

Agenda Items for next meeting:

Monthly Drought Information, Water Conservation Strategic Plan, Review the current 15 % call for Water Use Reduction and Verbal Report Updates, SGMA, Flood MAR, Agricultural Baseline Study.

The next regularly scheduled meeting is Monday, September 27, 2021, 11:00 a.m., to be called to order in compliance with the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, and the Governor's Executive Order N-08-21.

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE'S REQUESTS

Ms. Glenna Brambill stated there were no action items for Board consideration.

6. ADJOURNMENT

Committee Chair Director Linda J. LeZotte adjourned at 11:52 a.m., to the next regularly scheduled meeting Monday, October 25, 2021, 11:00 a.m., to be called to order in compliance with the State Emergency Services Act, the Governor's Emergency Declaration related to COVID-19, and the Governor's Executive Order N-08-21.

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

Approved:



Santa Clara Valley Water District

File No.: 21-1083

Agenda Date: 10/25/2021

Item No.: 4.1.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Monthly update on progress towards Valley Water Resolution 21-68's water use reduction target and water conservation efforts related to the drought emergency.

RECOMMENDATION:

Receive an update on progress towards meeting the Board's call for water use reduction in response to the water shortage emergency condition and water conservation efforts relevant to the overall drought emergency response, and provide feedback to staff.

SUMMARY:

On June 9, 2021, the Valley Water Board of Directors declared a water shortage emergency condition pursuant to California Water Code §350, called for water use reduction of 15% compared to 2019, and urged the County of Santa Clara to proclaim a local emergency. The County adopted a Resolution ratifying the proclamation of a local emergency due to the drought on June 22, 2021.

The U.S. Drought Monitor Report from October 7, 2021, indicates that the majority of the County is in extreme drought, and the northeastern portion of the County is in exceptional drought. The Sierra Nevada snowpack, a primary source of imported water, is at 0% of average as of August 30, 2021, and 0% of average statewide.

Reflecting critically dry conditions across the state, the Central Valley Project and State Water Project have drastically reduced imported water allocations, which comprise half of Valley Water's typical annual water supply. Valley Water has been negotiating purchases of emergency transfer water supplies; however, potential state regulatory actions continue to pose significant uncertainty to water transfers. An additional Central Valley Project Municipal and Industrial Public Health and Safety increment of 28,500 AF is to be delivered during the second half of 2021. To date in 2021, Valley Water has secured agreements for about 58,000 AF of transfer supplies (not taking into account conveyance losses across the Delta).

Furthermore, Valley Water is impacted by the unavailability of Anderson Reservoir as a surface water storage facility for the duration of the Anderson Dam Seismic Retrofit Project, which is expected to last 10 years. The loss of Anderson, lower imported water supplies, and uncertainty over emergency water transfers could result in rapid and significant drops in our groundwater levels and resulting in the potential for subsidence and dry wells. In South County, groundwater is the only drinking water supply.

Consequently, water conservation is an important strategy to help alleviate these negative impacts.

Water Conservation Outreach

Valley Water's multilingual water conservation campaign continues to promote water conservation as a way of life, being drought-ready, and Valley Water's many conservation programs. The campaign includes ads on TV, radio, online, social media and print. Free multilingual yard signs are also available in Valley Water's online shopping cart.

Valley Water continues to generate drought and water conservation awareness through proactive media outreach. Media interest remains high for drought and water-conservation content. On September 1, 2021, Valley Water held a media event at a home in Cupertino to showcase a laundry-to-landscape graywater system, how it can help people conserve water, and Valley Water's rebate program. Valley Water also held a media event on September 23, 2021 to highlight the Purified Water Program, water conservation, and Valley Water's partnerships, which garnered widespread media attention.

Currently, Valley Water is running three campaigns on social media to promote our water conservation rebate programs, information on the need to water trees during a drought and contests to engage community members to reduce their water use.

Valley Water conducted a Water Conservation and Drought Attitudes study to guide drought messaging, and per the Committee's request, staff will share insights gathered during this study with the Committee as a verbal report during the meeting. Results from this study include recommendations related to "Drought Ready" messaging, increasing traffic to the "watersavings.org" website and conservation programs, and focusing on outdoor water use in communications to single-family customers.

In September, the Education Outreach team reached 292 students from 12 virtual classroom presentations. The team also supported 11 educators through classroom programs and an educator training workshop. The team engaged 147 members of the public through four "Wonders of Water Wednesdays" after-school enrichment programs and three public library programs. All programs contain drought and water conservation messaging. In addition, Valley Water coordinated volunteer opportunities for the Water Ambassadors, who are graduates of Valley Water's Water 101 Academy, to help with various activities related to the drought.

Valley Water also engages with the private and public sectors, and local, state and federal agencies that promote conservation. In September, multilingual business advertorials ran in several targeted newspapers. Multilingual videos are now available on YouTube promoting Valley Water's commercial Landscape Rebate Program and Water Efficiency Technology (WET) rebate program for businesses. The Speakers Bureau Program also enables Valley Water to engage with the private and public sectors to educate the community about drought and water conservation. Valley Water conducted 10 Speakers Bureau presentations, led primarily by Directors, in September 2021. Staff is preparing additional outreach for the Speakers Bureau Program through Nextdoor messages on behalf of Board members, social media posts, and direct outreach.

Additionally, a Drought Summit was held virtually on October 23, 2021, from 9:30 a.m.-12:30 p.m. and was attended by a diverse cross-section of regional stakeholders. The Summit convened elected officials and community leaders from throughout Silicon Valley to discuss ways to address the drought together, and enabled Valley Water to engage with the private sector and local, state, and federal partners that have interests in conservation. The Drought Summit incorporated interactive break-out sessions and the topics discussed included community feedback and insights, water supply projections, information on water conservation tools and resources, and implementation of policies such as the jointly developed Model Water Efficient New Development Ordinance that can be used to help lead communities through this emergency. A verbal update will be provided.

Water Conservation Programs

Valley Water has received a significant increase in applications for conservation programs in 2021. In September, Valley Water received 269 applications for the Landscape Rebate Program, 469 orders for water-efficient devices from our website, and 206 water waste reports. These are signs that people are taking this drought seriously and are taking actions to support water use reduction.

Countywide Water Use Reduction

Valley Water is engaging with retailers and cities to encourage drought response actions. More clarification on the actions implemented by investor-owned retailers is provided below, as requested at the last Water Conservation and Demand Management Committee on September 27, 2021.

Investor-owned Water Retailers			
	San Jose Water Company (SJWC)	Great Oaks Water Company	California Water Service
Surcharge for Exceeding Drought Allocation ¹	TBD if necessary ²	\$6.9804/CCF	TBD if necessary
Enforcement Structure for Violations of Water Waste Restrictions ³	1 st Offense: Written notice 2 nd Offense: Install flow restrictor	1 st Offense: Written notice 2 nd Offense (same restriction): \$25 fee Additional Offense (same restriction): \$25 more than previous fee	1 st Offense: Written notice & install real time water measurement device 2 nd Offense (same restriction): \$25 fee 3 rd Offense (same restriction): \$50 4 th Offense: Install flow restrictor
¹ A drought allocation is a predetermined budget of how much water an individual customer may be expected to use during a billing period. An allocation may be calculated using a customer’s historical water use, or by using a customer type average reduced by a specific amount (15%). When a customer exceeds their allocation, the excess water use has a surcharge applied to each billed unit of water. Retailers may set a minimum drought allocation in recognition of customers who already conserve water so that reducing use any further is not feasible. ² SJWC received CPUC approval on 9/3/21 for their strategy to implement drought allocations and surcharges. The decision to implement this strategy is still under review by SJWC and will require additional CPUC approval if/when that decision is made. ³ Violations of water waste restrictions include actions that do not follow retailer restrictions, such as irrigating on the wrong day or in a manner that causes runoff. Repeated violations of water waste restrictions may result in a fee or penalty issued by the retailer.			

Countywide, the percent change of water used compared to 2019 has been steadily decreasing since March 2021, showing that retailers, cities, and our communities are responding to the call for conservation. In March 2021, water use in Santa Clara County was 25% higher when compared to

March 2019. In August 2021, Santa Clara County used 9% less water compared to August 2019. Valley Water anticipated that reducing water use countywide by 15% would be a gradual process. During the last drought, the 20% call for water use reduction made on February 25, 2014 was first reached nine months later, in November 2014. It is encouraging to see the percent change of water used compared to 2019 trending in the right direction.

A verbal reply will be provided for Board Member Request R-21-0004 regarding the timeline to incorporate water wise features to new developments such as Cambrian Park, Vallco, and Google San Jose projects.

Surface Water Plan

Valley Water notified surface water customers to conserve water based on the June 9, 2021 Board resolution that mandated 15% water use reduction relative to 2019. The initial communication to the 68 surface water customers was sent on June 25, 2021. Staff is preparing a second letter to serve as a reminder of the Board's resolution. The second notification will provide each customer with information about their water usage in 2019 and their 85% target for 2021. As the drought continues, staff will look to recommend further reductions in calendar year 2022.

ATTACHMENTS:

Attachment 1: PowerPoint

Attachment 2: September 2021 Drought Response Report

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138



Monthly drought emergency response and water conservation updates

Water Conservation and Demand Management Committee

October 25, 2021

Presenter: Neeta Bijoor, Ph.D.



Retailer Actions

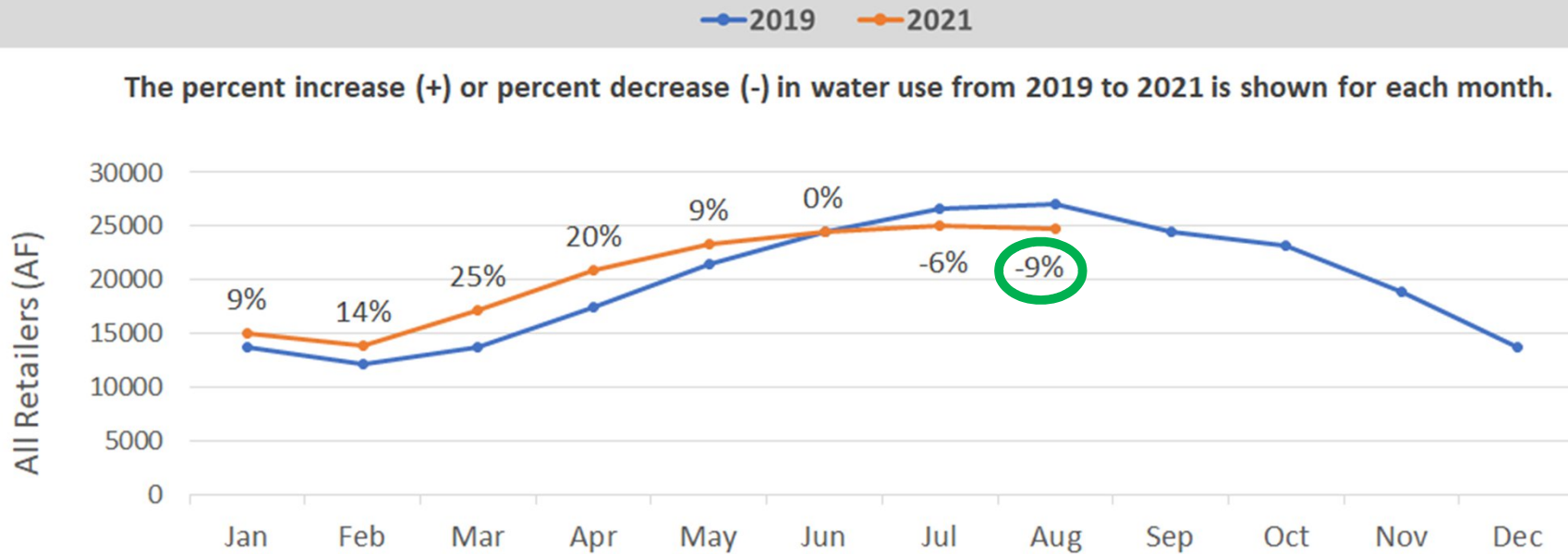
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Investor-owned Water Retailers			
	San Jose Water Company (SJWC)	Great Oaks Water Company	California Water Service
Surcharge for Exceeding Drought Allocation	TBD if necessary	\$6.9804/CCF	TBD if necessary
Enforcement Structure for Violations of Water Waste Restrictions	<p>1st Offense: Written notice</p> <p>2nd Offense: Install flow restrictor</p>	<p>1st Offense: Written notice</p> <p>2nd Offense (same restriction): \$25 fee</p> <p>Additional Offense (same restriction): \$25 more than previous fee</p>	<p>1st Offense: Written notice & install real time water measurement device</p> <p>2nd Offense (same restriction): \$25 fee</p> <p>3rd Offense (same restriction): \$50</p> <p>4th Offense: Install flow restrictor</p>

valleywater.org



Steady drop in retailer water use compared to 2019

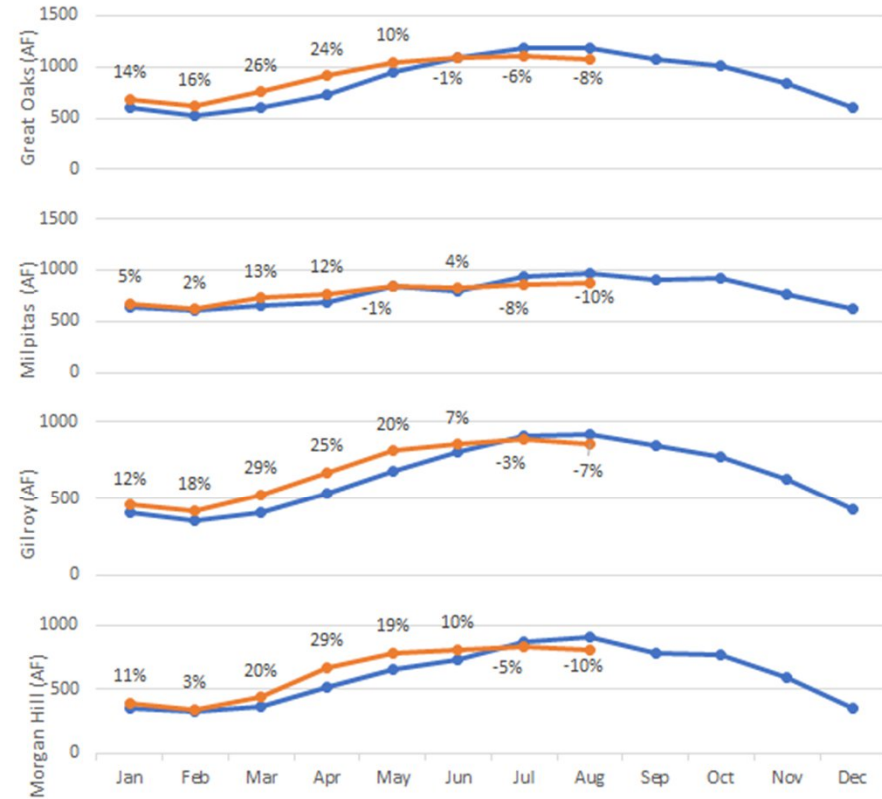
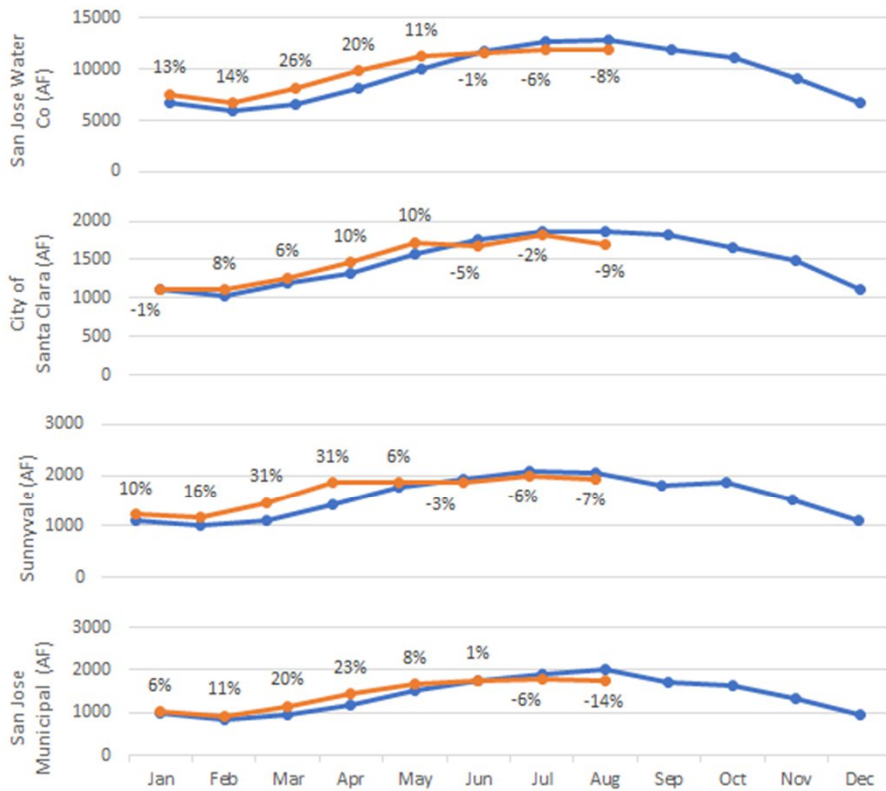


Most Retailers Continue to Make Progress in Water Use Reduction

4

2019 2021

The percent increase (+) or percent decrease (-) in water use from 2019 to 2021 is shown for each month.



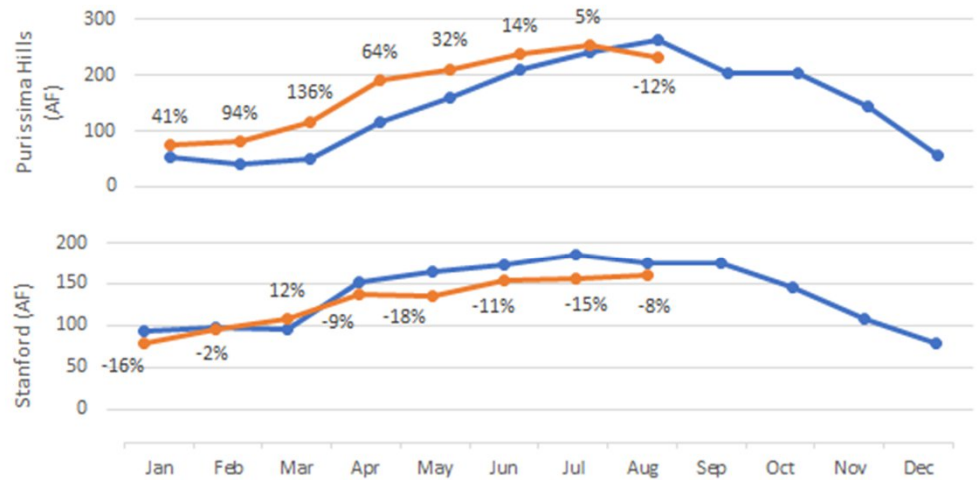
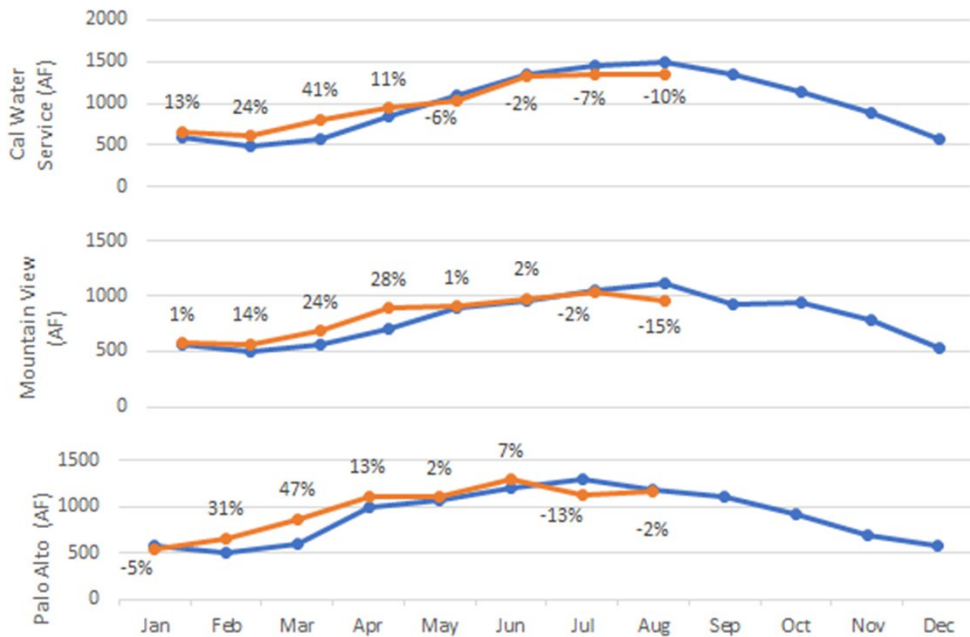
valleywater.org



Most Retailers Continue to Make Progress in Water Use Reduction (cont'd)

2019 2021

The percent increase (+) or percent decrease (-) in water use from 2019 to 2021 is shown for each month.



Drought and Conservation Public Outreach

Multilingual digital, print, TV, radio, videos

Business advertorials and videos

Multilingual yard signs

Media outreach

Social media campaigns

Speakers Bureau

Water Ambassadors

Education



Water Conservation and Drought Attitudes Study

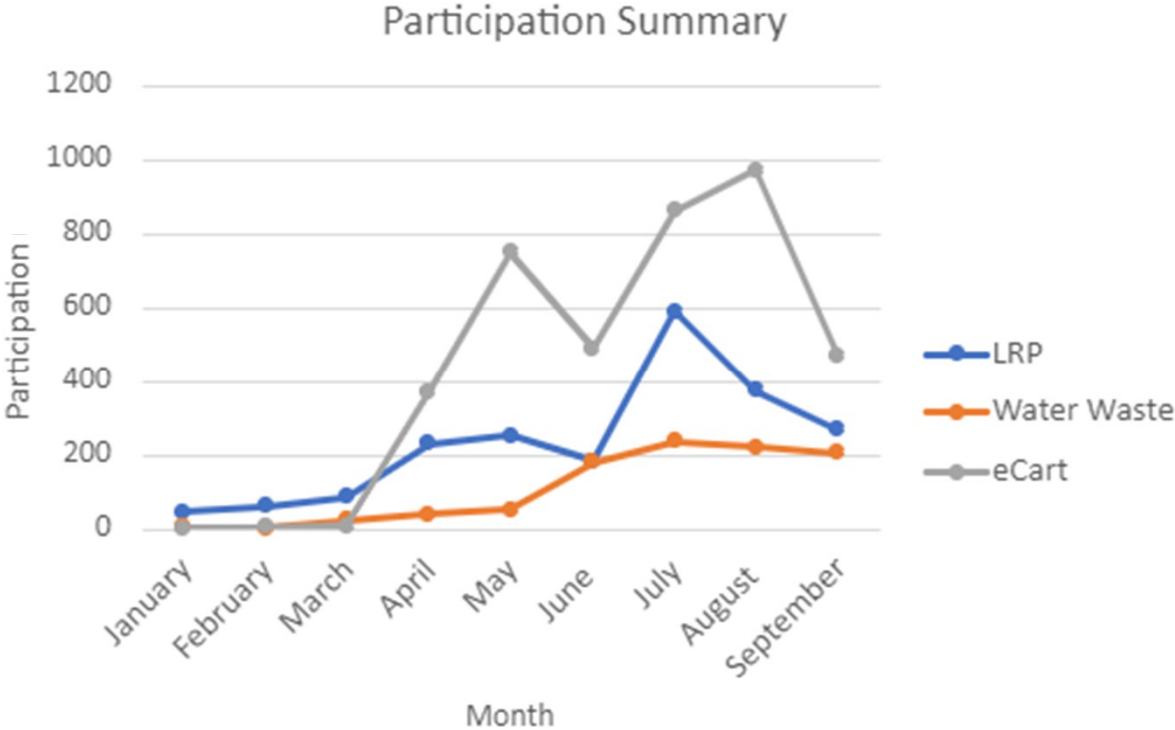
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Recommendations include those relating to

- “Drought Ready” messaging
- Increasing traffic to website and conservation programs
- Outdoor water use messaging

Water Conservation Programs

- Increased Participation
- Staffing Increase
- Sustainable Landscape Guidelines Handbook



Surface Water Plan

Surface water customers notified on June 25 of Board resolution

Customized second notification to come out on 2019 usage and 2021 target

Possibly more curtailments in 2022



Drought Summit

Elected officials, community leaders to address drought

Engagement with private sector, local, state and federal partners

Model Water Efficient New Development Ordinance (MWENDO)



Valley Water Drought Summit 2021
Saturday, October 23, 2021, 9:30 am-12:30 pm

Drought Emergency Response Report

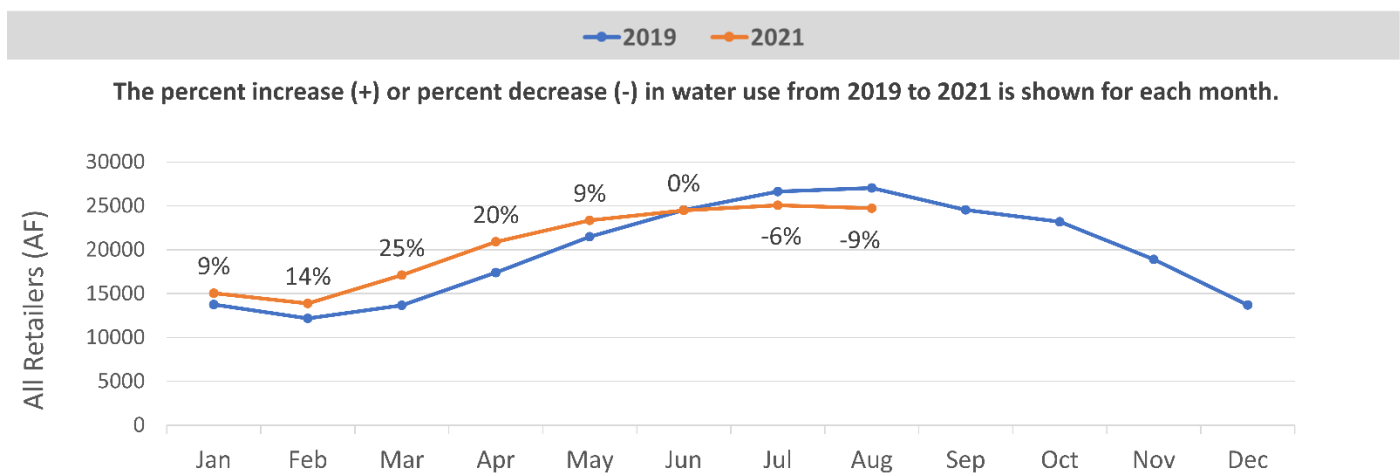
SEPTEMBER 2021

Resolution 21-68 Implementation

On June 9, 2021, the Board adopted Valley Water Resolution 21-68 which declared a water shortage emergency condition pursuant to California Water Code §350, called for water use restrictions of 15% compared to 2019, and urged the County of Santa Clara (County) to proclaim a local emergency. The County adopted a Resolution ratifying the proclamation of a local emergency due to the drought on June 22, 2021. California’s Governor included Santa Clara County as part of a drought emergency proclamation on July 8, 2021. Valley Water activated its Emergency Operations Center (EOC) on June 16, 2021 to assist with resolution implementation and other drought-related efforts.

Retailer Water Use Reduction

The graph below depicts total water use from the 13 retailers in Santa Clara County to help track progress towards achieving Valley Water’s 15% call for water use reduction made in June 2021.



The percent increase (+) or percent decrease (-) in water use from 2019 to 2021 is shown for each month.

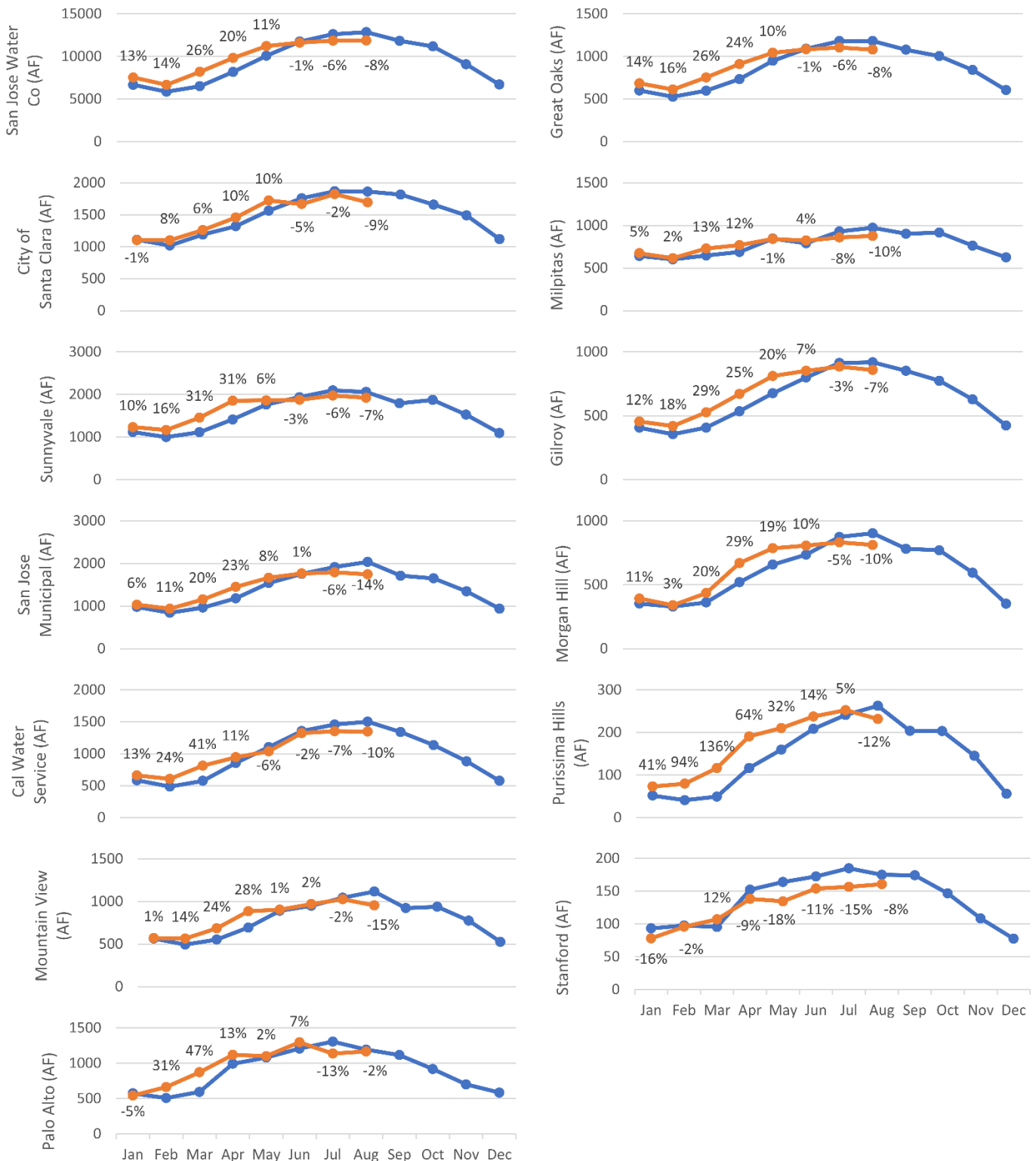
- Countywide, the percent change of water used compared to 2019 has steadily decreased since March 2021, showing that retailers, cities, and our communities are responding to the call for conservation.
- In March 2021, water use in Santa Clara County was 25% higher when compared to March 2019. In August 2021, Santa Clara County used 9% less water compared to August 2019. It’s encouraging to see the numbers trending in the right direction.
- Valley Water anticipated that reducing water use countywide by 15% would be a gradual process. During the last drought, the 20% call for water use reduction made on February 25, 2014 was first reached nine months later, in November 2014.
- Valley Water thanks jurisdictions and the community for the significant progress made so far in reducing water use countywide. Valley Water encourages everyone to find ways to reduce their water use. Every drop saved today is one we can use tomorrow.

These graphs depict water use by each of Valley Water’s 13 retailers to help track progress towards achieving the 15% call for water use reduction made in June 2021. Note that City of Palo Alto Utilities (Palo Alto) and Purissima Hills Water District (Purissima) normally do not use Valley Water sources of water. A large proportion of water used by the City of Mountain View Public Works (Mountain View) and Stanford Utilities (Stanford) is not from Valley Water sources.

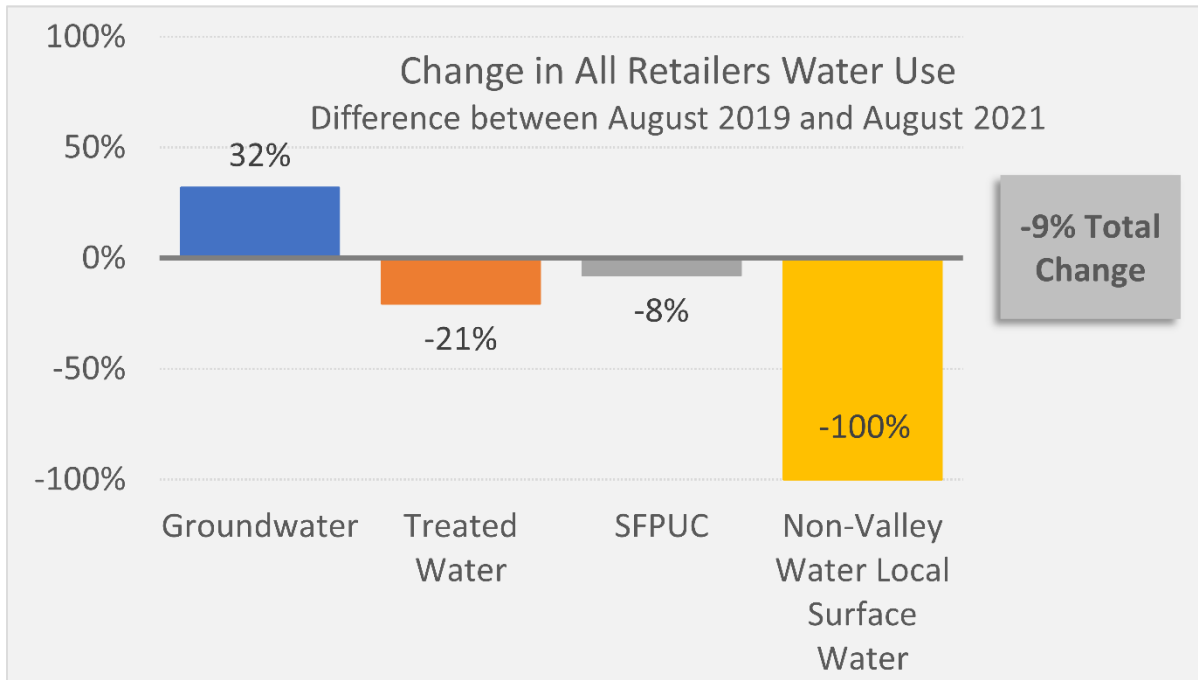
Monthly Water Use by Retailer (AF)

—●— 2019 —●— 2021

The percent increase (+) or percent decrease (-) in water use from 2019 to 2021 is shown for each month.



The graph below depicts changes between the retailers' different types of water use and shows that Valley Water retailers' total water use in August 2021 was 9% lower than in August 2019. As expected, the proportion of groundwater use tends to increase during drought.



The table below shows Valley Water retailers' water usage volumes by type.

Water Retailer	Total Water Use in Acre-Feet (Jan - Aug 2019)					Total Water Use in Acre-Feet (Jan - Aug 2021)				
	Groundwater	Treated Water	SFPUC	Non-Valley Water Local Surface Water	SUM	Groundwater	Treated Water	SFPUC	Non-Valley Water Local Surface Water	SUM
San Jose Water Company	18,381	42,112	-	14,033	74,525	37,701	40,304	-	795	78,800
Santa Clara, City	6,391	3,073	2,237	-	11,701	6,783	2,566	2,491	-	11,840
Sunnyvale	67	5,098	7,339	-	12,503	65	6,361	6,930	-	13,355
San Jose Municipal Water	629	7,383	3,209	-	11,221	621	7,859	3,070	-	11,549
California Water Service	1,691	6,235	-	-	7,926	2,892	5,202	-	-	8,094
Palo Alto	-	-	7,456	-	7,456	-	-	7,900	-	7,900
Mountain View	165	667	5,478	-	6,309	91	634	5,834	-	6,559
Great Oaks	6,862	-	-	-	6,862	7,274	-	-	-	7,274
Milpitas	-	2,035	4,086	-	6,121	-	2,322	3,870	-	6,192
Gilroy	5,014	-	-	-	5,014	5,480	-	-	-	5,480
Morgan Hill	4,736	-	-	-	4,736	5,075	-	-	-	5,075
Purissima Hills Water	-	-	1,131	-	1,131	-	-	1,393	-	1,393
Stanford	-	-	1,135	-	1,135	-	-	1,026	-	1,026
Total	43,935	66,603	32,071	14,033	156,641	65,981	65,248	32,513	795	164,537

Collaboration with the County, Retailers, and Cities

- As of September 30, 2021, the County of Santa Clara and 11 cities in Santa Clara County have taken action to their Councils in response to the extreme drought conditions and to Valley Water's call to reduce water use by 15% compared to 2019 levels. These actions ranged from adopting local emergency resolutions to encouraging residents and businesses to use less water through ceremonial drought awareness proclamations and social media campaigns, as well as providing information on Valley Water's water conservation rebates and programs on cities' websites. Many jurisdictions also activated their citywide Water Shortage Contingency Plans to immediately implement mandatory water-use restrictions and other conservation measures.
- Although formal actions have not yet been considered by all City Councils, retailers like San José Municipal Water System have implemented several administrative measures in response to the drought, including expanding their water conservation messaging and outreach, as well as making other operational changes like encouraging a three-day-a-week watering restriction to meet Valley Water's water use reduction goal.
- Retailers' latest restrictions are posted on their websites, and links are provided by Valley Water (<https://www.valleywater.org/your-water/find-your-water-retailer>).
- The investor-owned retailers water reduction measures are shown in the table below. These retailers must obtain California Public Utilities Commission (CPUC) approval to implement restrictions and other water use reduction measures.

Investor-owned Water Retailers			
	San Jose Water Company (SJWC)	Great Oaks Water Company	California Water Service
Surcharge for Exceeding Drought Allocation ¹	TBD if necessary ²	\$6.9804/CCF	TBD if necessary
Enforcement Structure for Violations of Water Waste Restrictions ³	1 st Offense: Written notice 2 nd Offense: Install flow restrictor	1 st Offense: Written notice 2 nd Offense (same restriction): \$25 fee Additional Offense (same restriction): \$25 more than previous fee	1 st Offense: Written notice & install real time water measurement device 2 nd Offense (same restriction): \$25 fee 3 rd Offense (same restriction): \$50 4 th Offense: Install flow restrictor

¹A drought allocation is a predetermined budget of how much water an individual customer may be expected to use during a billing period. An allocation may be calculated using a customer's historical water use, or by using a customer type average reduced by a specific amount (15%). When a customer exceeds their allocation, the excess water use has a surcharge applied to each billed unit of water. Retailers may set a minimum drought allocation in recognition of customers who already conserve water so that reducing use any further is not feasible.

²SJWC received CPUC approval on 9/3/21 for their strategy to implement drought allocations and surcharges. The decision to implement this strategy is still under review by SJWC and will require additional CPUC approval if/when that decision is made.

³Violations of water waste restrictions include actions that do not follow retailer restrictions, such as irrigating on the wrong day or in a manner that causes runoff. Repeated violations of water waste restrictions may result in a fee or penalty issued by the retailer.

- Valley Water continues to meet with retailers at numerous Subcommittee meetings to provide drought updates, track progress towards drought response efforts, and ensure consistent messaging. Valley Water has also initiated a monthly Ad Hoc Retailer Drought Subcommittee, and a monthly Subcommittee meeting for drought-related operational updates.
- A Drought Summit will be held to convene elected officials and community leaders from throughout Silicon Valley to discuss ways to address the drought together. The summit will take place virtually on October 23, 2021 from 9:30 a.m.-12:30 p.m. and is expected to be attended by local, state, and federal officials and stakeholders representing the region. The Model Water Efficient New Development Ordinance (MWENDO) will be highlighted during the summit as a call to action to ensure water conservation becomes a way of life in Santa Clara County. The goal of MWENDO is to ensure new developments meet strong water efficiency standards. The Drought Summit will incorporate interactive break-out sessions and the topics that will be discussed include community feedback and insights, water supply projections, and information on water conservation tools and resources that can be used to help lead communities through this emergency.

Water Conservation Programs

Valley Water is actively promoting ways people can save water through rebates, free water-saving devices, and behaviors. The Landscape Rebate Program provides rebates for converting high-water use landscape to low-water use landscape, as well as retrofitting existing irrigation equipment with approved high-efficiency irrigation equipment. The Shopping Cart (eCart) Program offers free water-saving devices to homes and businesses. The Water Waste Program enables callers to confidentially report water waste and leaks, which Valley Water addresses by providing educational assistance to the owner of the leak. Valley Water also developed a new guidebook which provides instructions on sustainable landscaping.

Valley Water has received a significant increase in applications for our landscape rebates, requests for water-saving devices, and reports of water waste. The table below shows monthly participation data available from 2021. In September, Valley Water received 269 applications for the Landscape Rebate Program, 469 orders for water-efficient devices from our website, and 206 water waste reports. These are signs that people are taking this drought seriously and are taking actions to support water use reduction.

Program	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Total
Landscape Rebate Program Applications¹	47	64	87	233	252	185	592	376	269	2,105
Water-saving Device Orders²	2	7	9	372	750	490	865	974	469	3,938
Water Waste Reports	5	4	26	42	53	180	238	223	206	977

¹Starting July 1, 2021, the landscape rebate was increased from \$1 to \$2 per square foot and the maximum rebate was increased from \$2,000 to \$3,000 for single-family homes.

²The eCart Program, launched in April, led to an increase in conservation device orders.

Drought and Water Conservation Outreach

- Valley Water’s multilingual water conservation campaign promotes water conservation as a way of life, being drought-ready, and Valley Water’s many conservation programs. The campaign includes ads on TV, radio, online, social media and print.
- In September, multilingual business advertorials ran in several targeted newspapers.
- Multilingual business videos are now available on YouTube promoting Valley Water’s commercial Landscape Rebate Program and Water Efficiency Technology (WET) rebate program.
- Multilingual yard signs and stickers are now available in Valley Water’s online shopping cart.
- Media interest continues to be high for drought and water-conservation content. Requests come in frequently for information and interviews. Valley Water continues to generate drought and water conservation awareness through proactive media outreach.
- On September 1, 2021, Valley Water held a media event at a home in Cupertino to showcase a laundry-to-landscape graywater system, how it can help people conserve water, and Valley Water’s rebate program.
- Valley Water held a media event on September 23, 2021 to highlight the Purified Water Program, water conservation, and Valley Water’s partnerships.
- Valley Water is running three campaigns on social media:
 - “Save our Water, Save our Trees” social media campaign has reached 90,000 people and led to 1,900 link clicks.
 - “Water Savings Contest” social media campaign has reached 15,800 people and garnered 2,000 engagements.
 - “Your Neighbors are transforming their yards and you can too” campaign has reached 37,140 people and garnered 3,630 engagements.

- Statistics for public outreach efforts are shown below.

Outreach Type	Sept 2021
Social Media¹	
Impressions ²	4,250,538
Engagements ³	44,658
Link Clicks	13,221
Website Page Views	
Water conservation webpages	95,001
BeHeard.ValleyWater.org/drought-information	3,275
Media	
Media Mentions ⁴	912
Speakers Bureau	
Presentations ⁵	10

¹Includes Facebook, Twitter, Instagram, and LinkedIn.

²Impressions are the number of times a post is displayed in a newsfeed.

³Engagements are the number of times a user interacts with a post, such as a retweet, click, and more.

⁴Includes TV, radio, social media, online and print.

⁵ Office of Communications and Government Relations

Drought and Water Conservation Education

In September, the Education Outreach team reached 292 students from 12 virtual classroom presentations. The team also supported 11 educators through classroom programs and an educator training workshop. The team engaged 147 members of the public through four “Wonders of Water Wednesdays” after-school enrichment programs and three public library programs. All programs contain drought and water conservation messaging. The table below shows participation rates in the education programs in 2021. Participation tends to be higher when school is in session.

Program	May	Jun	Jul	Aug	Sept
Educators/Teachers	52	19	93	8	11
Classes/Groups	58	18	27	8	12
Students	1,483	415	499	99	292

Additionally, in September, Valley Water coordinated volunteer opportunities for the Water Ambassadors to help assemble the Do-It-Yourself (DIY) Water Wise Indoor Survey Kits.

Committee Updates

Drought-related updates are being provided regularly at Committee meetings to receive feedback and guidance. These updates were provided to the Water Conservation and Demand Management Committee on September 27, 2021.

Water Supply Operations and Outlook

Imported Water

- State Water Project (SWP) and Central Valley Project (CVP) allocations have remained stable at the following:
 - SWP – 5%
 - CVP Agricultural - 0%
 - CVP Municipal and Industrial (M&I) – 25%
- Additional CVP M&I Public Health and Safety increment of 28,500 AF is to be delivered during the second half of 2021.
- As of the end of September, total storage in San Luis Reservoir is approximately 250,000 AF or 12% of total capacity, which has been impacting water quality. Valley Water has been managing water quality by making process adjustments at the treatment plants. California Department of Water Resources (DWR)’s current projection is that San Luis Reservoir will reach a low point of approximately 200,000 AF in November 2021.
- To date in 2021, Valley Water has secured agreements for about 58,000 AF of emergency transfer supplies, before taking into account conveyance losses across the Delta.
- In addition, recovery of Valley Water’s supplies at the Semitropic Groundwater Storage Bank continue as scheduled with Valley Water regularly coordinating with DWR to secure reliable delivery of this supply, about 35,000 AF in 2021. Project planning has begun with Valley Water, DWR, and Semitropic Groundwater Storage Bank to coordinate delivery of Valley Water’s banked water if 2022 is a dry year.

Treated Water

- Due to the ongoing drought condition and San Luis Reservoir reaching a low level, Valley Water’s raw water sources continued to be impacted by taste and odor and cyanotoxins compounds in the month of September.
- Staff continued to conduct proactive process optimization at affected treatment plants and collected additional samples to gauge process effectiveness.
- There were no reports of taste or odor issues for treated water in September 2021. All other treated water quality parameters continued to be within acceptable ranges.
- To encourage less groundwater pumping and offset groundwater usage with that of surface water; the treated water contract delivery schedule amounts for the months of October, November, and December have been increased by 10%.

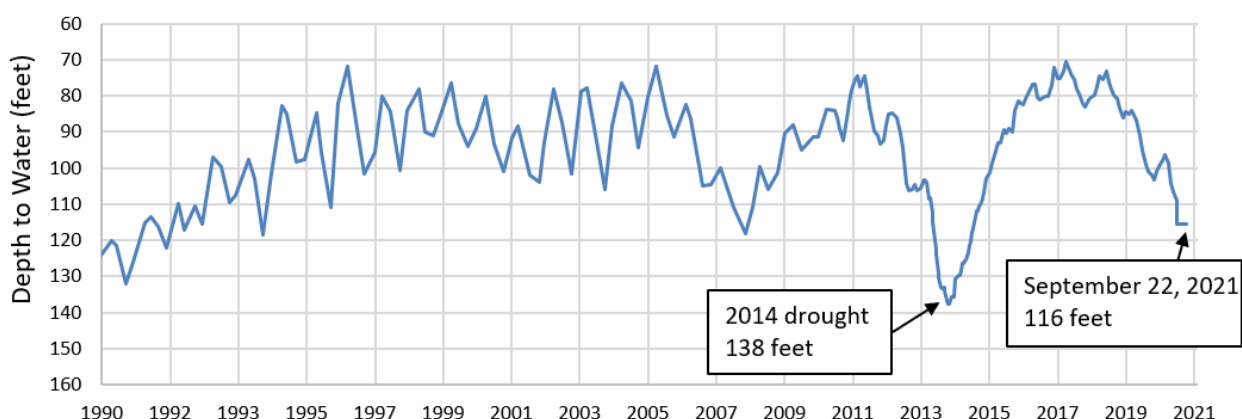
Groundwater Recharge

- Beginning in August 2021, releases for managed groundwater recharge were increased to the Los Gatos Ponds System and parts of the Guadalupe Ponds System, as well as to Coyote Creek downstream of Anderson Reservoir. These increased releases were possible due to increased imported water supplies made available through Public Health and Safety Supplies and expected emergency water transfers and exchanges.

Groundwater Conditions:

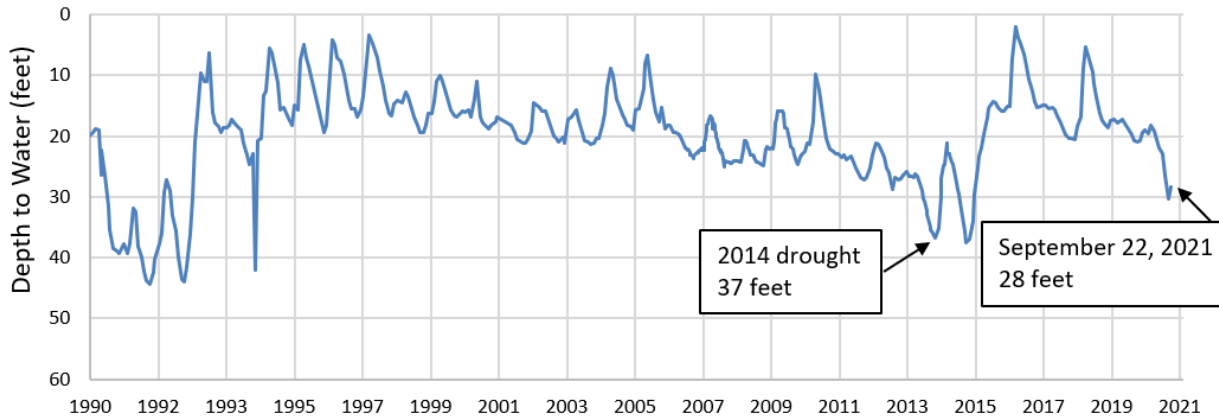
- Since last month, groundwater levels have continued to decline in some parts of the county, while they have stabilized or increased in other areas of the county. Emergency imported water supplies and additional water use reduction by the community have begun to help slow groundwater level declines. However, projected 2022 groundwater storage is similar to what was observed in 2014, which would increase the risk in 2022 of resumed subsidence in North County and wells going dry, particularly in South County. Current conditions in both areas are described below.
- North County Conditions
 - Groundwater pumping is 132% of the five-year average.
 - As shown below, groundwater levels in the Santa Clara Plain index well have declined over recent months, with a similar pattern as the 2012–2016 drought. The current water level has dropped less than one foot since last month and remains about 22 feet above the minimum water level in 2014. The water level at this well has dropped about 14 feet compared to this time last year.
 - Groundwater levels are more than 30 to 100 feet above thresholds established to minimize the risk of permanent subsidence.
 - No reports of dry wells have been received.

Santa Clara Plain Index Well

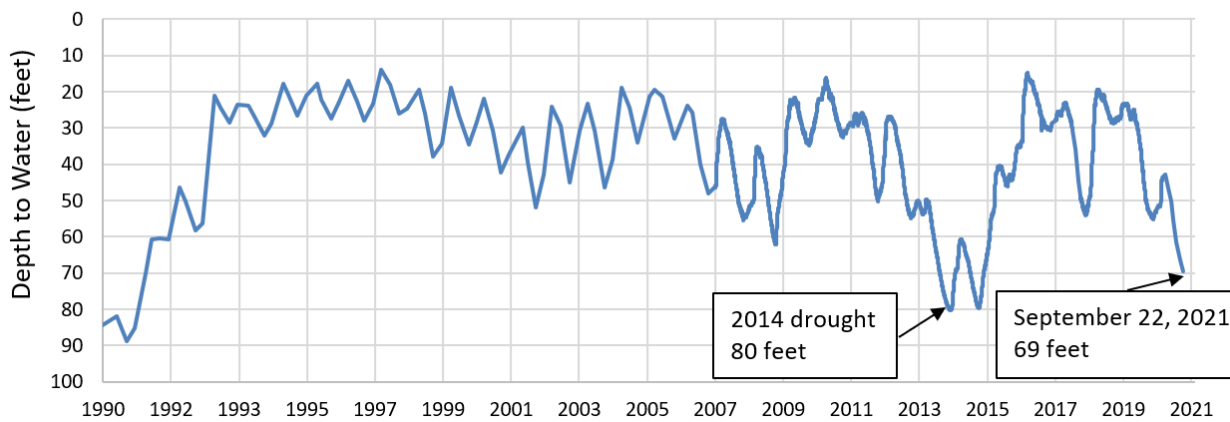


- South County Conditions
 - Groundwater pumping is 120% to 103% of the five-year average in the Coyote Valley and Llagas Subbasin, respectively.
 - Groundwater levels in the Coyote Valley and Llagas Subbasin index wells have dropped about 8 to 18 feet compared to this time last year. However, the Coyote Valley index well water levels have risen about two feet since last month. The current water level in the Coyote Valley and Llagas Subbasin index wells is about 9 to 11 feet above the respective minimum water levels in 2014.
 - One report of a dry well has been received. The well is in unincorporated area within the southwestern Coyote Valley and is close to the foothills where well yield is generally less reliable.

Coyote Valley Index Well



Llagas Subbasin Index Well



State and Federal Coordination

State Coordination

- The FY 2021-22 State Budget was signed by the Governor on September 23. At over \$260 billion, it is the largest budget in California history.
 - \$5.2 Billion for Water and Drought Resilience – Funded programs support immediate drought response and long-term water resilience, including drought relief projects to secure and expand water supplies; support drinking water and wastewater infrastructure; Sustainable Groundwater Management Act implementation to improve water supply and quality; and projects to support wildlife and habitat restoration efforts.
 - \$3.7 Billion for Climate Resilience - Provides funding to address various climate change impacts including extreme heat and sea level rise through urban greening, coastal protection, and other adaptation measures that may be used to address drought-impacted habitat and species.
- Staff is reviewing the enacted budget for grant funding opportunities for Valley Water projects and will be following grant solicitations closely for funding opportunities that would benefit Santa Clara County.

Federal Coordination

- Staff continues to advocate for federal drought relief funding in several legislative vehicles:
 - The *bipartisan infrastructure bill* includes funding for storage and large-scale recycled water projects, such as Valley Water’s Recycled and Purified Water projects.
 - The *House budget reconciliation bill* includes additional funding for recycled water projects.
 - The House-introduced *disaster supplemental funding bill* includes \$200 million for drought relief, which would go to the Bureau of Reclamation for drought-related programs and activities.
- All three bills remained under consideration in late September.

Staffing and Resources

- Conservation is in active recruitment for a Management Analyst position. Recruitment was completed for 2 Water Conservation Specialist positions with start dates to be determined.
- Conservation and Procurement teams are collaborating to advance vendors for the eCart Program and outdoor conservation field services. The eCart Program contract is nearly complete.
- Drought emergency expenses are expenditures supplemental to the regular budget that would have been adopted had there been no drought. The only expense for drought emergency costs included in the Fiscal Year (FY) 2021-22 Adopted Budget are \$20 million for supplemental water and an additional \$3.3 million for water banking expenses to bring approximately 32,000 acre-feet of water banked at Semitropic Water Storage District into Santa Clara County. Budget adjustments will be brought to the Board for any additional expenses incurred during the year.
- Expenses for the month of August FY22 totaled approximately \$21.2 million spent or encumbered primarily for supplemental water tied to contracts executed in FY21, a relatively small draw of water from Semitropic Water Storage District, and labor expenses for staff time towards Valley Water's drought response program.

Expanded Opportunities

Purified Water Project

The Purified Water Project will replenish groundwater supplies with purified water and expand usage of recycled and purified water, a drought-resilient, locally-controlled water source.

- Valley Water continues to make progress in implementing the Purified Water Project, including review of Statements of Qualifications, development of needed agreements with our wastewater partners, outreach and education, and technical and regulatory efforts. Monthly updates are provided to the Recycled Water Committee.

Leak Assistance Program Pilot

Valley Water and the Bay Area Water Supply and Conservation Agency (BAWSCA) are developing a pilot to create a leak detection certification program for professionals. California Water Efficiency Partnership (CalWEP) is the contractor for this pilot.

- Valley Water is reviewing a draft Memorandum of Agreement.

Agricultural Water Use Baseline Study

Valley Water is conducting an Agricultural Water Use Baseline Study (Study), expected to be completed in 2022. The Study aims to better understand current agricultural water use practices and identify opportunities to expand water conservation programs offered to the agricultural community.

- Through a new agreement with the UC Regents, the UC Merced team has made progress using a remote-sensing based data approach to determine patterns in crop distribution and irrigation technology verification. The team will continue their analysis and the Study is on track to be completed by the end of 2022.



Santa Clara Valley Water District

File No.: 21-0994

Agenda Date: 10/25/2021

Item No.: 4.2.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

2021 Water Conservation Strategic Plan.

RECOMMENDATION:

Receive and discuss the 2021 Water Conservation Strategic Plan.

SUMMARY:

In November 2019, the Board approved the 2040 Water Supply Master Plan (WSMP) Santa Clara Valley Water District (Valley Water) that updated the long-term conservation targets to 99,000 acre-feet per year (AFY) and 109,000 AFY by 2030 and 2040. The Water Conservation Strategic Plan (Strategic Plan) was developed to be the guiding tool and reference document to provide a blueprint for meeting Valley Water's established conservation policy objectives and targets (Attachment 1).

Methodology

The development of the Strategic Plan included six analytical steps, including analyzing and reviewing Valley Water's water supply reliability, local and State water conservation policies, input and data from water retailers, Valley Water's Water Conservation Savings Model results, detailed analyses of key programs, the development of GIS maps to inform future targeted outreach, and monitoring and evaluating how long-term conservation targets may be met. To this end, several scenarios identified the likelihood of meeting long-term water conservation targets ranging from "business as usual" to increased participation and programs.

Results

The Strategic Plan's primary conclusions are that:

- Valley Water's water conservation program offerings are broad and comprehensive; and,
- Assuming historical program participation rates, it is determined that additional resources are needed in order to meet its Board adopted long-term conservation 2030 targets (approximately 99,000 AFY). Since water conservation savings accrue over time, Valley Water is expected to barely achieve the 2040 target.

Valley Water has made significant investments and substantial progress towards reaching its conservation targets, and assuming the progress is sustained, an additional 4,000 AFY of water savings and associated investment will be needed to meet the 2030 goal. This strategic plan is

focused on Valley Water's water conservation program only and does not include potential additional outreach and education resource needs or potential additional resources that retailers may provide in their service areas.

Recommendations

To fill the 4,000 AFY water savings gap by 2030, increasing participation in Valley Water's existing water conservation program, as well as expanding programs and implementing targeted outreach is recommended. The Strategic Plan also recommends exploring additional opportunities to adapt current programs, including continuing to support the Model Water Efficient New Development Ordinance (MWENDO) adoption, using participation trends to periodically adjust outreach strategies, and increasing outreach to commercial and smaller landscape customers. The combined efforts of these actions will boost participation rates and program efficiency, allowing Valley Water to achieve its 2030 target and exceed its 2040 target. The preferred scenario has a unit cost of \$461-465 per Acre Foot (AF) depending on MWENDO adoption, compared to \$412 per AF for business as usual. Each recommendation is discussed in greater detail below.

Resource Needs

The Strategic Plan evaluated additional resource needs to meet the WSMP targets by evaluating staffing levels. Valley Water's current conservation staffing level (4 full-time) is much lower than that of other similarly sized agencies. The Strategic Plan recommends increasing resources significantly which could be accomplished through strategically increasing staffing over several years, securing additional vendor and contractor services, as well as expanding how Valley Water coordinates and partners with water retailers.

Participation Trends

An analysis of water conservation program participation trends categorized the types of customers participating in specific conservation programs. This analysis can inform the strategic design, selection, and marketing of conservation programs and services. It will allow Valley Water to target outreach to new customer groups that appear to be underrepresented, and to build on current success by identifying customers that share common characteristics.

Expand Program Offerings

Valley Water's current water conservation program offerings are broad and comprehensive. The program mix is sufficient and appropriate to meet its 2030 and 2040 water conservation targets, if program implementation rates are increased and shifted towards the highest saving programs (e.g., those that target outdoor landscaping water use). Expanding program offerings to those that focus on water loss and increasing outreach to small site landscape customers are also recommended.

Monitoring

The Strategic Plan identifies recommendations for monitoring and evaluating the water conservation

program. The Water Conservation Savings Model is updated every winter to assess progress towards the Board's long-term conservation targets, and the committee will be provided an update on progress in the spring of each year.

Next Steps

- Continue to implement and grow Valley Water's diverse water conservation program
- Complete vendor procurement, as well as active staff recruitment and onboarding which will bring full time staff to 7.
- Continue to work with municipalities and the County to adopt MWENDO
- Share report and participation trend analysis with retailers and municipalities and collaborate on how to improve participation in Valley Water's water conservation program.
- Additional staffing and budget requests will be brought to the Board through the normal budget process over the next few years as needed.

ATTACHMENTS:

Attachment 1: Water Conservation Strategic Plan-link only

Attachment 2: PowerPoint Presentation

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138



Water Conservation Strategic Plan Valley Water

July 2021
(EKI C00054.00)

Attachment 1
Page 1 of 294



Water Conservation Strategic Plan

Water Conservation and Demand Management Committee
October 25, 2021



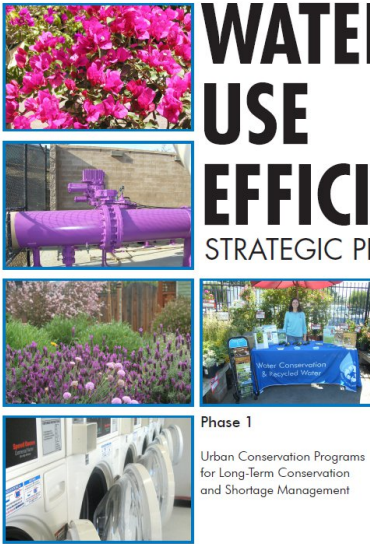
Strategic Plan Background

Blueprint for achieving conservation targets

- 99,000 acre-feet by 2030
- 109,000 acre-feet by 2040

Update to 2008 Water Use Efficiency Strategy Plan

Stakeholder engagement, policy, and participation trends analysis




WATER USE EFFICIENCY STRATEGIC PLAN

2008

2021

Phase 1
Urban Conservation Programs for Long-Term Conservation and Shortage Management



Water Conservation Strategic Plan
Valley Water

July 2021
(EKI C00054.00)

EKI ENVIRONMENT & WATER, INC. www.ekiconsult.com
2001 Junipero Serra Blvd, Suite 300 • Daly City, CA 94014



Results

Additional resources needed to meet Board's 2030 targets

Disparity in participation rates

Outdoor conservation most impactful

MWENDO reduces costs

Program offerings are sufficient

Projected Water Savings (Acre-Feet/Year)

Scenario	2030	2040
1) Business-As-Usual	94-95,000	109-113,000
2) Broad Program Mix	99,000	111-115,000
3) Water Use Objective Mix	99,000	111-115,000
Long-Term Conservation Targets	99,000	109,000



Recommendations

Resource Needs: Staffing and Vendor Support

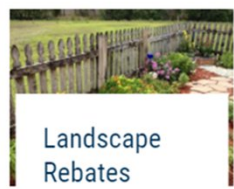
MWENDO

Participation Trends

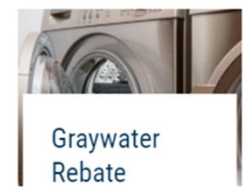
Expand Program Offerings

Monitoring

Rebates & Surveys



Landscape Rebates



Graywater Rebate



Agricultural Assistance Programs



Commercial & Facility Rebates



Submeter & Private Well Rebates



Next Steps

Implement Strategic Plan recommendations

Continue to provide progress updates towards achieving targets to stakeholders and the board

Conduct a water conservation program adaptive management check-in every spring

Over time bring forward resource requests



QUESTIONS





Santa Clara Valley Water District

File No.: 21-1084

Agenda Date: 10/25/2021

Item No.: 4.3.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

2021 Groundwater Management Plan Update (Alternative Sustainable Groundwater Management Act Plan).

RECOMMENDATION:

- A. Receive an update on the 2021 Groundwater Management Plan; and
- B. Recommend bringing the plan to the November 23, 2021, Board of Directors meeting for public hearing and plan adoption.

SUMMARY:

The Sustainable Groundwater Management Act (SGMA) requires that groundwater sustainability agencies (GSAs) managing medium- or high-priority basins prepare and implement a groundwater sustainability plan (GSP) or an authorized alternative GSP plan under Water Code § 10733.6 (Alternative). As the GSA for the Santa Clara and Llagas subbasins, Valley Water submitted the 2016 Groundwater Management Plan (GWMP) to the Department of Water Resources (DWR) as an Alternative prior to the January 2017 statutory deadline, and DWR approved the Alternative in 2019. As required by SGMA, the first five-year update is due to DWR by January 1, 2022.

Like the 2016 plan, the 2021 GWMP describes Valley Water goals, strategies, activities, and metrics to ensure continued groundwater sustainability. This update to the Committee provides an overview of the major elements of the 2021 GWMP and describes notable changes and updates from the 2016 plan. On October 8, 2021, the draft 2021 GWMP was posted to Valley Water's website for public review at: <https://www.valleywater.org/your-water/where-your-water-comes/groundwater/sustainable> <<https://www.valleywater.org/your-water/where-your-water-comes/groundwater/%20sustainable>>.

2021 GWMP Overview

While the organization name and purpose have evolved over time, Valley Water was originally formed as a special act district in 1929 for the purposes of managing groundwater. Historically, unsustainable pumping in Santa Clara County resulted in chronic overdraft, land subsidence, and seawater intrusion. While similar problems persist in groundwater basins throughout California, Santa Clara County is recognized as an area where these issues have been, and continue to be, successfully addressed through sustainable groundwater management.

Valley Water's comprehensive groundwater management framework has maintained sustainable conditions in the Santa Clara and Llagas subbasins over many decades. The 2021 GWMP provides detailed information describing this framework, including the following major elements:

- Valley Water history, groundwater management authority, structure, and finances
- Basin setting and conditions including geology, groundwater levels and quality, groundwater dependent ecosystems, land subsidence, and seawater intrusion
- Water supplies, demands, and the groundwater budget
- Sustainable management criteria, including goals derived from Board Ends Policy E-2, effective strategies, and outcome measures to gauge performance
- Basin management programs and activities
- Groundwater monitoring and modeling
- Potential actions to address outcome measure performance and plan recommendations

While all sections are being updated to represent current basin conditions and Valley Water activities, the fundamental structure and content of the GWMP are largely unchanged as implementation of the plan has proven to be effective in maintaining sustainable groundwater conditions.

Notable changes from the 2016 GWMP include the following, with the first three items supporting related DWR recommendations:

- New and modified outcome measures
- Identification of groundwater dependent ecosystems within the basins
- Evaluation of climate change impacts
- Evaluation of new SGMA authorities including fixed fees and pumping regulation
- Description of seawater intrusion mechanisms and risk from sea level rise

A summary of these changes is provided below and in Attachment 1.

New and Modified Outcome Measures

DWR made several recommendations regarding the outcome measures in Valley Water's 2016 GWMP, including adding a new metric for seawater intrusion and clarifying basin conditions that represent undesirable results. The outcome measures are metrics to gauge performance in meeting sustainability goals and have been modified slightly since 2016. New to the 2021 GWMP are proposed outcome measure-lower thresholds to define undesirable results. A detailed description of the proposed outcome measures and lower thresholds is available in the draft 2021 GWMP, along with the related rationale.

Valley Water has a long-established history of sustainable groundwater management and will continue to proactively manage groundwater to avoid reaching the outcome measure-lower thresholds and related undesirable results. The new and modified outcome measures in the 2021

GWMP are identified in Table 1 below.

Table 1. Proposed 2021 GWMP Outcome Measures

Sustainability Indicator	Outcome Measure	Outcome Measure - Lower Threshold
Groundwater Storage	Projected end of year groundwater storage is greater than 278,000 acre-feet (AF) in the Santa Clara Plain, 5,000 AF in the Coyote Valley, and 17,000 AF in the Llagas Subbasin.	Projected end of year countywide groundwater storage is greater than Stage 5 (150,000 AF) of the Water Shortage Contingency Plan.
Subsidence	Groundwater levels are above subsidence thresholds at the Santa Clara Subbasin subsidence index wells.	Groundwater levels are above the historical low water levels at the majority of the Santa Clara Subbasin subsidence index wells.
Groundwater Quality	For Santa Clara Subbasin water supply wells, at least 95% meet primary drinking water standards, and at least 90% have stable or decreasing trends for total dissolved solids (TDS).	At least 70% of water supply wells have stable or decreasing trends for nitrate and TDS.
Groundwater Quality	For Llagas Subbasin water supply wells, at least 95% meet primary drinking water standards, and at least 90% have stable or decreasing trends for total dissolved solids (TDS).	At least 70% of water supply wells have stable or decreasing trends for nitrate and TDS.
Seawater Intrusion	In the Santa Clara Subbasin shallow aquifer, the 100 milligram per liter chloride isocontour area is less than the historical maximum extent area (57 square miles).	In the Santa Clara Subbasin shallow aquifer, the 100 milligram per liter chloride isocontour area is less than 81 square miles, which represents a one-mile radial buffer of the historical maximum extent area.

Groundwater Dependent Ecosystems (GDEs)

Using guidance developed by The Nature Conservancy and supported by extensive Valley Water biologist field surveys, the 2021 GWMP presents maps of likely, transition, and possible GDEs for the Santa Clara and Llagas subbasins. As shown in the GWMP, most GDEs are located along stream reaches and in known wetlands. Some GDEs are supported by groundwater only, while others are supported by a combination of groundwater and surface water. The GWMP also provides additional information on groundwater/surface water interaction and notes that staff is not aware of any areas where groundwater pumping has a significant or unreasonable effect on interconnected surface

water.

Evaluation of Climate Change Impacts

Using downscaled data from global climate models, model simulations were conducted to project the future groundwater budget, with a focus on how climate change may affect natural recharge. Projected natural recharge in the subbasins ranges from 8 to 19% higher in 2045 compared to the average from 2010 to 2019. Valley Water has initiated a study to evaluate climate change impacts on imported water supply that will consider projected changes in snowpack, streamflow, and sea-level rise beyond Santa Clara County. Results from this new study will be integrated in the next five-year update of the GWMP.

New SGMA Authorities

Following extensive stakeholder engagement through Committee meetings, in February 2018 the Board adopted Resolution 18-04 regarding the process to regulate pumping under SGMA, if needed. The resolution notes that collaboration will continue to be the preferred approach to address observed or projected undesirable results, and that pumping regulation will only be considered if there is no viable alternative. The process identified in the resolution includes the follow basic steps: identification of the issue and potential mitigation; consultation with affected stakeholders to develop an action plan; pumping regulation if voluntary action is not taken or is not successful; and implementation, monitoring and reporting.

In 2018, Valley Water in conjunction with its retail customers explored the idea of implementing a fixed charge that would complement its volumetric groundwater charge, in order to minimize the revenue impact associated with water use decreases such as in a drought. Retail customers generally strongly opposed a fixed charge for various reasons. As a result, staff recommended suspending the effort to implement a fixed charge at the full Board meeting on November 27, 2018. Subsequently, the Committee reviewed the reasons for retailer opposition at its March 25, 2019 meeting and agreed with staff's recommendation to not proceed with further development of a fixed charge at that time. However, implementation of a fixed charge remains a potential option for Valley Water in the future.

Seawater Intrusion

In addition to establishing an outcome measure related to seawater intrusion, the 2021 GWMP provides additional analysis and description of seawater intrusion mechanisms. Shallow aquifers near southern San Francisco Bay have been affected by seawater intrusion, primarily due to leakance of saltwater through tidal creeks (as opposed to the more "classic" case of intrusion due to direct hydraulic connection between ocean water and fresh water). The principal aquifer is protected by extensive clays and silts and Valley Water managed recharge that maintains hydraulic gradients toward the Bay.

Coordination and Outreach

Throughout development of the 2021 GWMP, regular updates have been provided to the Committee, water retailers, and interested stakeholders. Valley Water hosted a well-attended virtual public meeting on August 12, 2021. As noted above, the draft 2021 GWMP was posted to <https://www.valleywater.org/your-water/where-your-water-comes/groundwater/sustainable> for

public review on October 8, 2021.

Public Hearing and Plan Adoption

Valley Water is targeting the November 23, 2021 Board of Directors meeting for public hearing on the 2021 GWMP, followed by Board consideration of the plan for adoption. After plan adoption, Valley Water will submit the GWMP to DWR by January 1, 2022, as required by SGMA.

ATTACHMENTS:

Attachment 1: PowerPoint Presentation

UNCLASSIFIED MANAGER:

Gregory Williams, 408-630-2867



2021 Groundwater Management Plan Update

Presented by: Jason Gurdak, Groundwater Management Unit
Water Conservation and Demand Management Committee October 25, 2021



Sustainable Groundwater Management Act (SGMA)

Key elements of State law enacted in 2015:

- Empowers local agencies to form Groundwater Sustainability Agencies (GSAs) and provides authorities to manage groundwater
- Agencies must adopt Groundwater Sustainability Plans (GSPs) or Alternatives and reach sustainability within twenty years (2040 or 2042).
- Focus on local control, but provides for State assistance and if needed, State intervention.

Local SGMA Compliance

- Valley Water is the Groundwater Sustainability Agency for the Santa Clara and Llagas Subbasins
- 2016 Groundwater Management Plan (GWMP) approved by DWR as Alternative
- Five-year update due January 1, 2022



What's in the GWMP?

Detailed information on basins and Valley Water's groundwater management framework:

- Authorities, partners, stakeholders
- Basin setting, conditions, and monitoring
- Water supplies, demands, and groundwater budget
- Sustainability goals, strategies, and metrics
- Programs & potential actions for continued sustainability

Effective Groundwater Management

Long-term groundwater balance due to:

- Managed aquifer recharge
- Treated water, water conservation, recycled & purified water

Sustainability supported by:

- Extensive monitoring
- Effective metrics and planning
- Groundwater quality protection
- Coordination with others



Notable Updates in the 2021 GWMP

- New and modified outcome measures
- Groundwater dependent ecosystems
- Climate change impacts
- SGMA authorities (fixed fees and pumping regulation)
- Seawater intrusion

2021



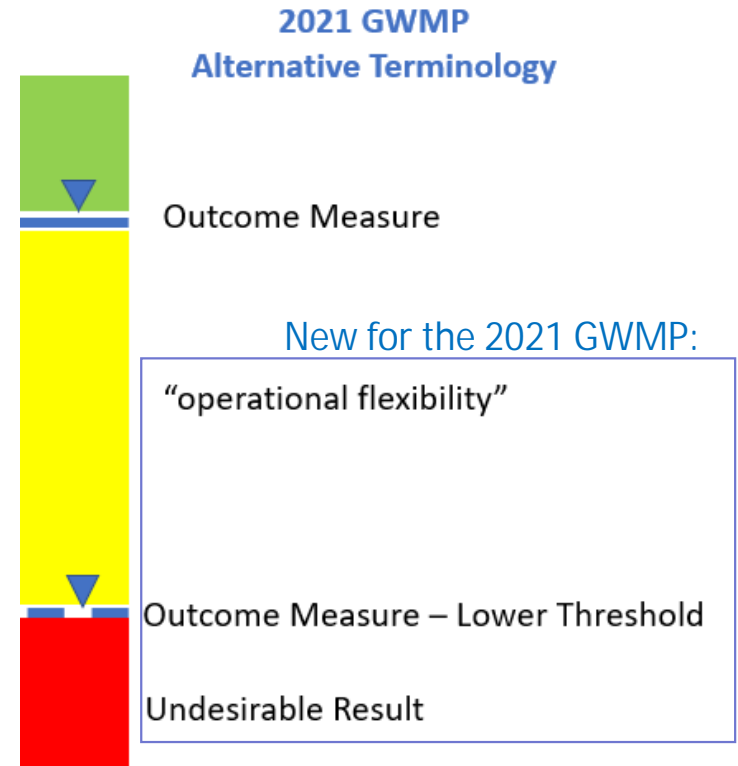
Groundwater Management Plan
for the Santa Clara and Llagas Subbasins

valleywater.org

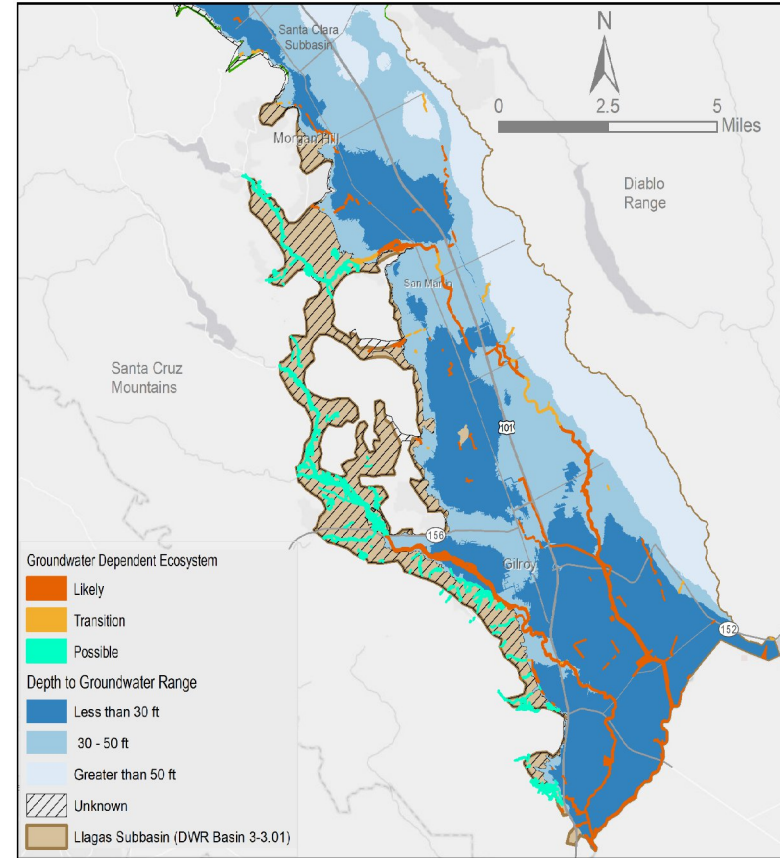
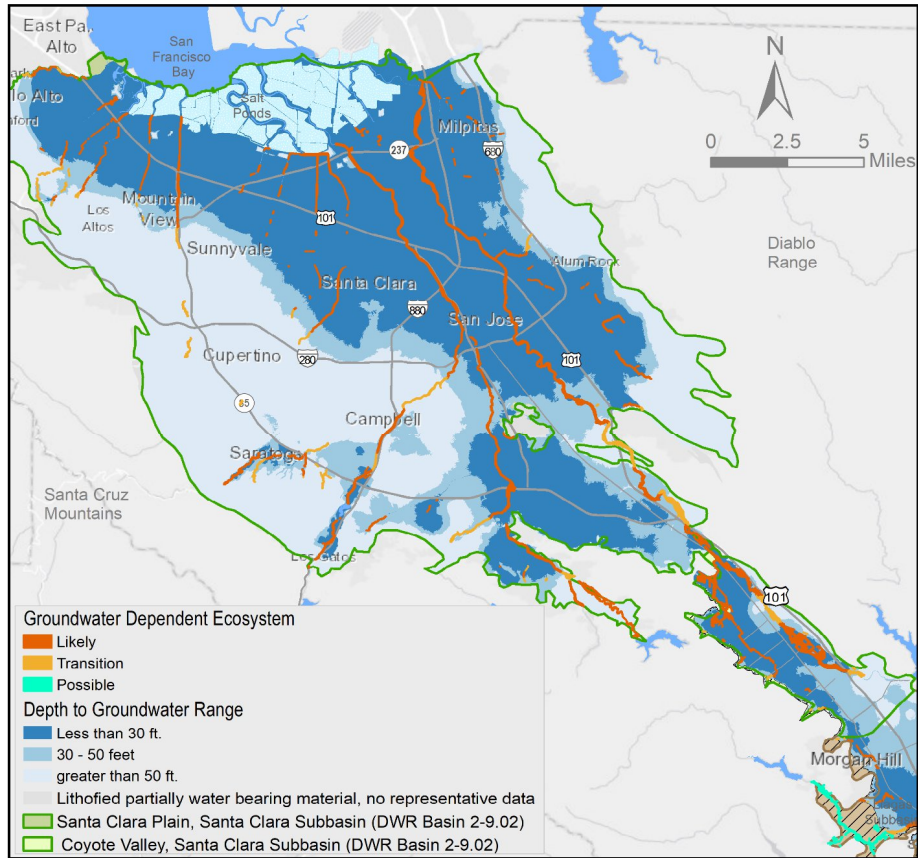
New and Modified Outcome Measures

- Modified outcome measures
- New measure for seawater intrusion*
- New lower thresholds representing undesirable results for:
 - groundwater storage
 - groundwater quality
 - subsidence*
 - seawater intrusion*

*Relevant for Santa Clara Subbasin only



Groundwater Dependent Ecosystems Identified



Climate Change Impacts to Groundwater Budget

- Slight increases in natural recharge projected
- Projected changes to imported water and local reservoirs will be included in 2026 GWMP



Credit: kwest/Shutterstock.com

Evaluation of New SGMA Authorities

- Pumping regulation
 - If ever needed, follow process in Board Resolution 18-04
 - If no viable alternative exists
- Fixed fee component of charges
 - Generally opposed by retailers
 - Board opted not to implement
 - Remains a potential future option

BOARD OF DIRECTORS
SANTA CLARA VALLEY WATER DISTRICT

RESOLUTION NO. 18- 04

RESOLUTION MEMORIALIZING THE PROCESS TO REGULATE
GROUNDWATER EXTRACTION UNDER THE SUSTAINABLE GROUNDWATER
MANAGEMENT ACT, IF NEEDED

WHEREAS, the Santa Clara Valley Water District Act (California Water Code Appendix, Chapter 60) provides the District with broad groundwater management authority, including the authority to protect, spread, store, retain, and cause water to percolate in the soil within Santa Clara County; and

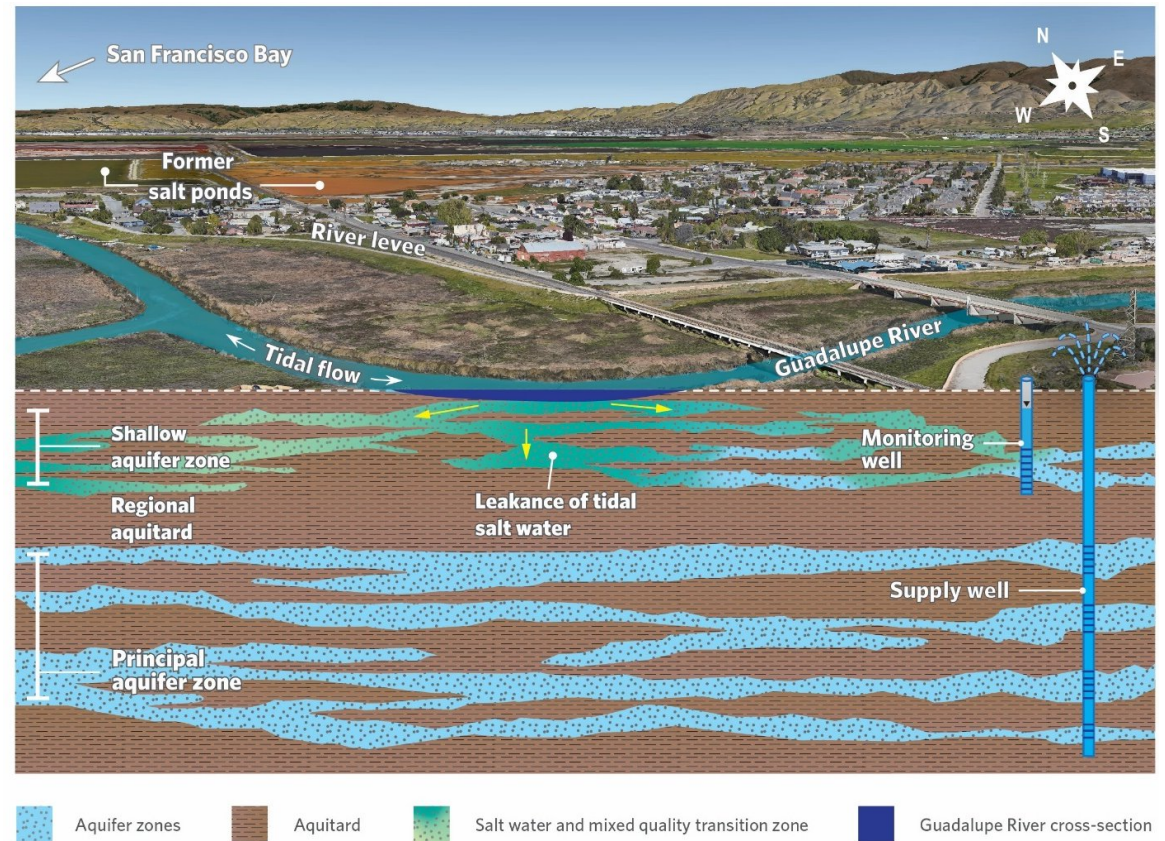
WHEREAS, on September 16, 2014, the Sustainable Groundwater Management Act (SGMA) was signed into law and adopted into the California Water Code, commencing with Section 10720; and

WHEREAS, Water Code Section 10720.1 states that, in enacting SGMA, the intent of the legislature is to provide for the sustainable management of groundwater basins, to enhance local management of groundwater consistent with rights to use or store groundwater, to establish minimum standards for sustainable groundwater management, to provide local groundwater agencies with the authority and the technical and financial assistance necessary to sustainably manage groundwater, and to achieve other listed intents; and

WHEREAS, on May 24, 2016, the District Board of Directors adopted Resolution 16-51 on the Decision to Become the Groundwater Sustainability Agency (GSA) for the Santa Clara and Llagas Subbasins; and

Seawater Intrusion (Santa Clara Subbasin)

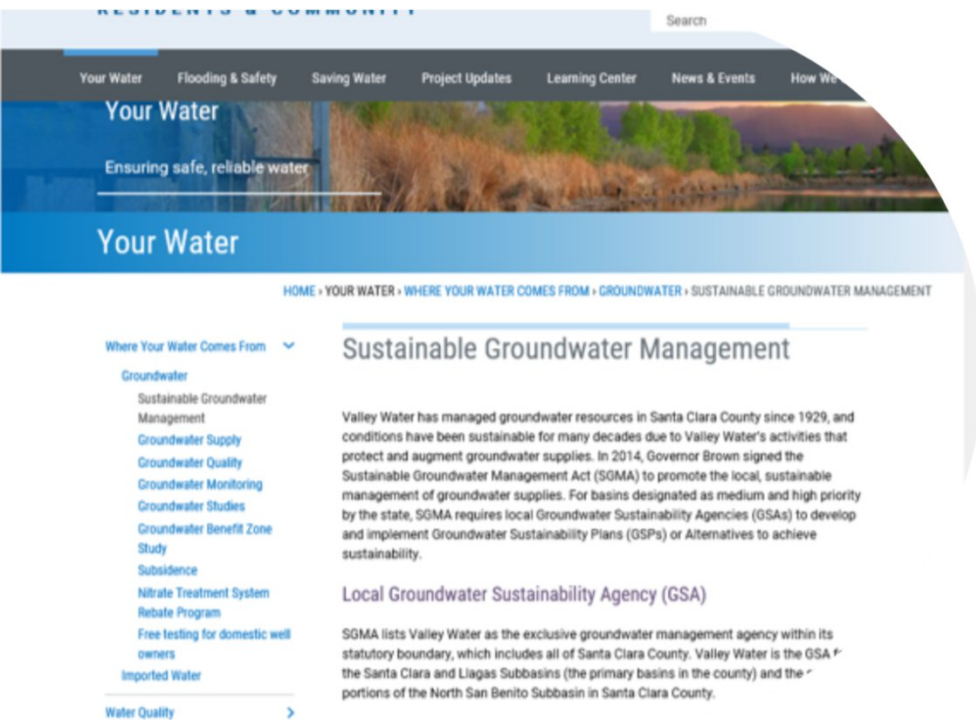
- Some shallow aquifer impacts, primarily from leakage through tidal creeks
- Principal aquifer largely protected by geology
- Need to maintain gradient toward Bay



valleywater.org



Stakeholder Engagement



- Regular updates to Committee, water retailers, and interested stakeholders
- Virtual public meeting
- Draft plan posted to website

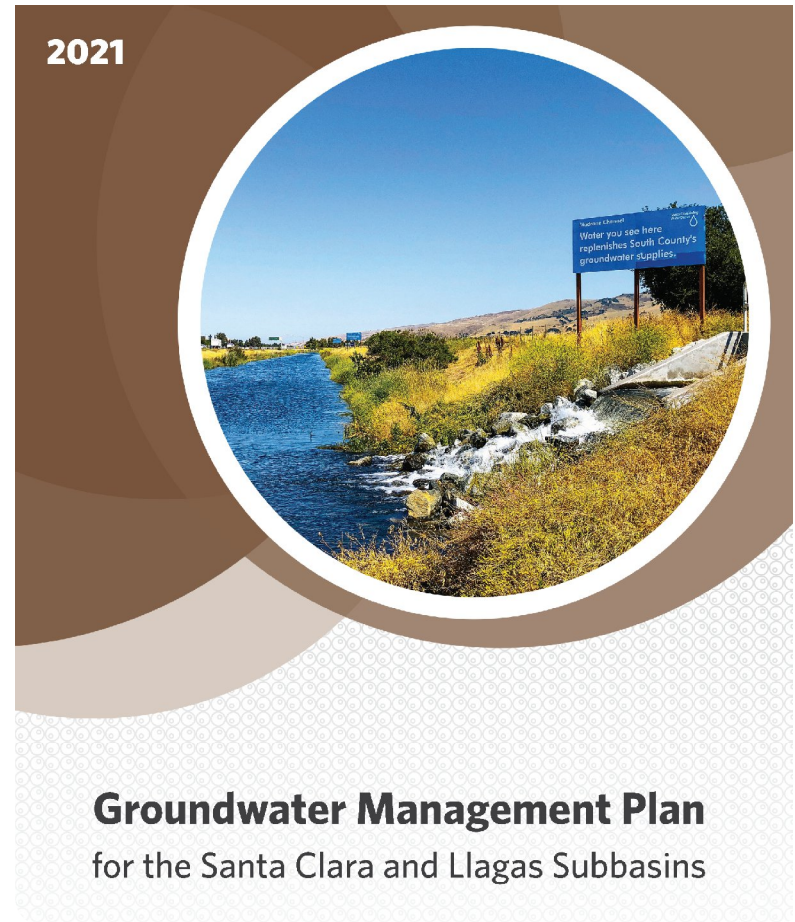
valleywater.org

Draft 2021 GWMP available at: <https://www.valleywater.org/your-water/where-your-water-comes/groundwater>



Recommendation

Bring the final 2021 Groundwater Management Plan to the November 23, 2021 Board of Directors meeting for public hearing and plan adoption.



valleywater.org



Questions?





Santa Clara Valley Water District

File No.: 21-1085

Agenda Date: 10/25/2021

Item No.: 4.4.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

Standing Items Report.

RECOMMENDATION:

- A. This agenda item allows the Committee to receive verbal or written updates and discuss the following subjects. These items are generally informational; however, the Committee may request additional information from staff:
- B. This is informational only and no action is required.
Staff may provide a verbal update at the 10/25/2021, meeting if there is reportable/updated information.
 - 1. Sustainable Groundwater Management Act (SGMA) *(Separate agenda item 10/25/2021)*
 - 2. Flood MAR and Agricultural Baseline Study

SUMMARY:

Standing Items will allow regular reports from staff on subjects that may be of interest to the committee members.

ATTACHMENTS:

None.

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193



Santa Clara Valley Water District

File No.: 21-1086

Agenda Date: 10/25/2021

Item No.: 4.5.

COMMITTEE AGENDA MEMORANDUM

Water Conservation and Demand Management Committee

SUBJECT:

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

RECOMMENDATION:

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

SUMMARY:

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

BACKGROUND:

Governance Process Policy-8:

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

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

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

ATTACHMENTS:

Attachment 1: WCaDMC Work Plan

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
Water Supply Master Plan Strategy 1: Secure Existing Supplies Goal: 99,000 AF conservation by 2030				
1	Monitor progress in achieving water conservation goal: <ul style="list-style-type: none"> • Amount of water conserved • Water conservation program success metrics (participation, lawn conversion, etc.) • Water conservation outreach success metrics • Collaboration with retailers • Communicating about water waste • Engage and support private-sector stakeholders, local, state, and federal agencies that promote water conservation. • Drought Updates – progress toward 15% reduction compared to 2019, specific actions 	Annually (April) August 2021 November 2021 August 2021 October Monthly	Discussion/Action Items	<p style="background-color: yellow;">Accomplished March 30, 2021:</p> <p>The Committee reviewed and discussed voluntary call for conservation and took the following action: The Committee voted unanimously to increase the Landscape Rebate Program to \$2.00 a square foot. <i>Board approved at its meeting on April 27, 2021.</i></p> <p style="background-color: yellow;">Accomplished April 12, 2021:</p> <p>The Committee received updated information on the 2021 Water Supply Conditions and Water Conservation Program and took the following action: The Committee by a roll call vote unanimously approved</p> <ol style="list-style-type: none"> 1. Support maintaining current voluntary call for conservation 2. Recommends the Board direct staff to increase water conservation messaging, programs to inspire additional water savings, and 3. The Committee also recommended the outreach messaging include the following

Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p>suggestions since the messaging is being developed to tailor the message:</p> <ul style="list-style-type: none"> • To those that are conserving vs those that are not, (what should be done if someone is not conserving), • Encourage those that are already conserving and what tools/suggestions for them to continue, • To be user-friendly, • That the 20% water conservation message mention the base year (2013 or other year) • Conservation goal objective be clear—whether a number of 15% or 20% is going to be used (or not). <p><i>Board approved at its meeting on April 27, 2021, with a recommended conservation goal objective of 25%.</i></p> <p>Accomplished May 10, 2021: The Committee received an update on the Water Conservation Program and Spring and Summer Outreach Campaigns and took no action.</p>

Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p><u>Accomplished June 21, 2021:</u> The Committee received an update on the Water Conservation Programs and activities following the Board’s adoption of a resolution declaring a water shortage emergency condition calling for water use restrictions and urging the County of Santa Clara to proclaim a local emergency and took no action.</p> <p><u>Accomplished July 26, 2021:</u> The Committee received the monthly update on progress towards Valley Water Resolution 21-68’s water use reduction target and drought-related water conservation efforts and took no action.</p> <p><u>Accomplished August 30, 2021:</u> The Committee received the monthly update on progress towards Valley Water Resolution 21-68’s water use reduction target and drought-related water conservation efforts and took no action.</p> <p><u>Accomplished September 27, 2021:</u> The Committee received the monthly update on progress towards Valley Water Resolution 21-</p>

Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				68's water use reduction target and drought-related water conservation efforts and took no action.
2	Recommend policies towards water conservation goal: <ul style="list-style-type: none"> • Water Conservation Strategic Plan • Making Water Conservation a Way of Life • Review the current 15% call for water use reduction compared to 2019 water use • New programs • SCW funding 	October 2021 September 2021	Discussion/Action Items	
Water Supply Master Plan Strategy 2: Increase Water Conservation and Stormwater Capture Goal: Increase water conservation to 109,000 AF/year and increase stormwater capture to 1,000 AF/year by 2040.				
3	Monitor progress in achieving the long-term water conservation and stormwater capture goal: <ul style="list-style-type: none"> • Investments in no-regrets package/stormwater resource plan implementation • Ag Water Use Baseline study • Collaboration with UC Water on Flood Managed Aquifer Recharge (Flood MAR) 	August 2021 August 2021	Discussion/Action Items	Accomplished August 30, 2021: The Committee received verbal updates on the Flood MAR and Agricultural Water Use Baseline Study and took no action.

Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
4	Recommend policies towards achieving long-term water conservation goal <ul style="list-style-type: none"> • Collaboration on ordinances 	2022	Discussion/Action Items	
Water Supply Master Plan Strategy 3: Optimize the Use of existing supplies and infrastructure				
5	South County Recharge	TBD	Discussion/Action Items	
6	Sustainable Groundwater Management Plan (SGMA) <ul style="list-style-type: none"> • Updates on our 2021 Groundwater Management Plan • New Groundwater Sustainability Plan (GSP) for North San Benito Subbasin 	Monthly	Discussion/Action Items	<p><u>Accomplished May 10, 2021:</u> The Committee received an update on the Sustainable Groundwater Management Act and took no action.</p> <p><u>Accomplished July 26, 2021:</u> The Committee received a verbal update on the Sustainable Groundwater Management Act and took no action.</p> <p><u>Accomplished August 30, 2021:</u> The Committee received a verbal update on the Sustainable Groundwater Management Act and took no action.</p>

Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p>Accomplished September 27, 2021: The Committee received a verbal update on the Sustainable Groundwater Management Act and took no action.</p>
Future Demand Projections				
7	<p>Monitor progress and recommend policies</p> <ul style="list-style-type: none"> ● Monitoring and Assessment Program Risk Assessment and Climate Analysis ● Urban Water Management Plan ● CCAP water supply portion ● Water Shortage Contingency Plan update 	<p style="text-align: center;">Done Done</p> <p style="text-align: center;">January 2022</p>	<p>Discussion/Action Items</p>	<p>Accomplished May 10, 2021: The Committee received a presentation on the Monitoring Assessment Program Update: Risk Assessment and Climate Analysis and took no action.</p> <p>The Committee received an update on the 2020 Urban Water Management Plan and took the following action: By unanimous roll call vote the Committee approved staff's recommendation to take the 2020 Urban Water Management plan to the Board on June 8th for the Board to consider a public hearing and adoption of the Plan.</p>

Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
Work Plan Updates				
8	Review Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests; and the Committee’s Next Meeting Agenda.	monthly	Discussion/Action Items	<p><u>Accomplished March 30, 2021:</u> 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.</p> <p><u>Accomplished April 12, 2021:</u> The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action, however, Committee Vice Chair Nai Hsueh will work on the Committee’s work plan since meeting with the Chair would constitute a quorum.</p> <p><u>Accomplished May 10, 2021:</u> The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action, however, Committee Vice Chair Nai Hsueh will work on the Committee’s newly revised work plan with staff for future meetings.</p>

Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
				<p>Accomplished June 21, 2021: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action, will use the new work plan and making assignments.</p> <p>Accomplished July 26, 2021: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action, however, Director LeZotte will meet with staff on meeting agendas.</p> <p>Accomplished August 30, 2021: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p> <p>Accomplished September 27, 2021: The Committee reviewed and discussed the Water Conservation and Demand Management Committee Work Plan and took no action.</p>

Water Conservation and Demand Management Committee Workplan 2021

Item No.	Workplan Item	Meeting Date	Discussion/Action Item	Accomplishment Date and Outcome
Additional Items:				

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