

November 24, 2020

**MEETING NOTICE**

**WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE**

Members of the Water Conservation and Demand Management Committee:

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

Staff Support of the Water Conservation and Demand Management Committee:

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

The regular meeting of the Water Conservation and Demand Management Committee is scheduled to be held on **Friday, December 4, 2020, at 10:00 a.m.** Join Zoom Meeting Link: <https://valleywater.zoom.us/j/97662668669>

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

Enclosures



## **December 4, 2020, Water Conservation and Demand Management Committee Meeting**

Join Zoom Meeting

<https://valleywater.zoom.us/j/97662668669>

Meeting ID: 976 6266 8669

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Meeting ID: 976 6266 8669



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

Teleconferencing Via Zoom

**Join Zoom Meeting**

**<https://valleywater.zoom.us/j/97662668669>**

## REGULAR MEETING AGENDA

**Friday, December 4, 2020  
10:00 AM**

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

**BOARD REPRESENTATIVES:**  
Director Nai Hsueh  
Director Linda J. LeZotte, Vice Chair  
Director Richard P. Santos, Chair

All public records relating to an item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the Office of the Clerk of the Board at the Santa Clara Valley Water District Headquarters Building, 5700 Almaden Expressway, San Jose, CA 95118, 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 attend Board of Directors' meeting. Please advise the Clerk of the Board Office of any special needs by calling (408) 265-2600.

Mr. Jerry De La Piedra  
(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**

**REGULAR MEETING**  
**AGENDA**

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Friday, December 4, 2020

10:00 AM

Teleconferencing Via Zoom

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IMPORTANT NOTICES

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

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

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

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

**1. Call to Order/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" or "Chat" tools 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. [20-1049](#)

Recommendation: Approve the September 29, 2020, Meeting Minutes.

Manager: Michele King, 408-630-2711

Attachments: [Attachment 1: 09292020 WCaDM Comm DRAFT Mins](#)

Est. Staff Time: 5 Minutes

**4. ACTION ITEMS:**

4.1. Water Conservation Strategic Plan Updates. [20-1050](#)

Recommendation: This is an information only item and no action is required.

Manager: Jerry De La Piedra, 408-630-2257

Attachments: [Attachment 1: Water Conservation Program Flyer](#)  
[Attachment 2: PowerPoint](#)

Est. Staff Time: 20 Minutes

4.2. Water Demand Forecasting and Urban Water Management Plan [20-1051](#)

Recommendation: This is an information only item, no action is required.

Manager: Jerry De La Piedra, 408-630-2257

Attachments: [Attachment 1: Demand Study Agenda Memo](#)  
[Attachment 2: PowerPoint](#)

Est. Staff Time: 20 Minutes

- 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. [20-1052](#)

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

Manager: Michele King, 408-630-2711

Attachments: [Attachment 1: WCaDMC 2020 Work Plan](#)

**5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE REQUESTS.**

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

**6. ADJOURN:**

- 6.1. Adjourn.



# Santa Clara Valley Water District

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**File No.:** 20-1049

**Agenda Date:** 12/4/2020

**Item No.:** 3.1.

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## COMMITTEE AGENDA MEMORANDUM

### Water Conservation and Demand Management

**SUBJECT:**

Approval of Minutes.

**RECOMMENDATION:**

Approve the September 29, 2020, 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: 09292020 WCaDMC Draft Minutes

**UNCLASSIFIED MANAGER:**

Michele King, 408-630-2711







WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

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# DRAFT MINUTES

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**TUESDAY, SEPTEMBER 29, 2020**  
**10:00 AM**

A regularly scheduled meeting of the Water Conservation and Demand Management Committee was held on September 29, 2020, via zoom in San Jose, California.

**1. CALL TO ORDER/ROLL CALL**

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

Board Members in attendance were: Director Nai Hsueh-District 5, Committee Vice Chair, Director Linda J. LeZotte-District 4, and Committee Chair, Director Richard P. Santos-District 3.

Staff members in attendance were: Antonio Alfaro, Aaron Baker, Neeta Bijoor, Glenna Brambill, Rick Callender, Domingo Candelas, Keila Cisneros, Jerry De La Piedra, Vanessa De La Piedra, Vincent Gin, Samantha Greene, Andrew Gschwind, Jason Gurdak, Garth Hall, Brian Hopper, Karen Koppett, Michael Martin, Melanie Richardson, Metra Richert, Ashley Shannon, Darin Taylor, Sunny Williams, and Jing Wu.

Guest Agencies in attendance were: Diane Asuncion (City of Santa Clara), Michael Bolzowski (California Water Service Company), Kurt Elvert (San Jose Water), Anthony Eulo (City of Morgan Hill), Dr. Andrew Fisher (UC Santa Cruz), Tim Guster (Great Oaks), Jack Kiefer (Hazen and Sawyer), Chelsea Spier (DWR), Bill Tuttle (San Jose Water), and Luke Wang (Hazen and Sawyer).

Public in attendance were: Kit Gordon, Dominic Felipe Gutierrez, Mike Halliwell, Charles Ice, Ava Lazor, Doug Muirhead, Trish, Esther Nigenda, and William Sherman.

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

There was no one present who wished to speak.

**3. APPROVAL OF MINUTES**

**3.1 APPROVAL OF MINUTES**

It was moved by Director Nai Hsueh, seconded by Director Linda J. LeZotte and unanimously carried, to approve the minutes of the November 19, 2019, Water Conservation and Demand Management Committee meeting with correction of Mr. William Sherman being a resident of San Jose.

**4. ACTION ITEMS**

**4.1 WATER CONSERVATION STRATEGIC PLAN**

Ms. Karen Koppett reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: will the goal of acre-feet be achieved.

Ms. Kit Gordon questioned the rate of conservation and comparison to last 10 years.

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

The Water Conservation and Demand Management Committee took no action.

**4.2 WATER SUPPLY MASTER PLAN 2040 MONITORING AND ASSESSMENT PROGRAM**

Mr. Michael Martin reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee took no action.

**4.3 AGRICULTURAL WATER USE BASELINE STUDY**

Ms. Ashley Shannon reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee thanked staff for conducting the study.

The Water Conservation and Demand Management Committee took no action.

#### **4.4 COLLABORATION WITH UC WATER ON FLOOD MANAGED AQUIFER RECHARGE**

Ms. Samantha Greene reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: this is a worthwhile effort, while moving to the next steps, keep the Committee and full Board informed. The Agricultural Water Advisory Committee may be a good stakeholder to give input, will this be a project for the Water Supply Master Plan, and keep South County in mind.

The Water Conservation and Demand Management Committee took no action.

#### **4.5 SUSTAINABLE GROUNDWATER MANAGEMENT ACT (SGMA) UPDATE**

Mr. Jason Gurdak reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: thanked the Team for a great product, hard work, good report and that DWR accepted the proposal. Mr. Doug Muirhead stated that regarding subsidence being highly unlikely in South County because of different soil composition when making statements when it's more relevant in one basin over the other that it be highlighted to that fact. He's mentioned this to SCRWA, having an evaluation of depth of wells losing certain amount of the storage and could it be noted how many wells are impacted and communicate those impacts when groundwater levels drop.

Mr. Bill Tuttle questioned if the GWMP addresses the spread, fate, and transportation of PFAS.

Ms. Kit Gordon questioned when the GDE would be defined and the studies completed.

Ms. Vanessa De La Piedra was available to answer questions.

The Water Conservation and Demand Management Committee took no action.

#### **4.6 WATER DEMAND FORECASTING**

Ms. Samantha Greene and Dr. Andrew Fisher reviewed the materials as outlined in the agenda items.

The Water Conservation and Demand Management Committee discussed the following: Mr. Anthony Eulo appreciates the endeavor as it is an important undertaking but had questions. 1. How with demands does it account for resiliency value in future water use and water planning adapting to climate change and

imported water. 2. Revenue projections in line with which of the models. 3. Accounting for Agricultural Water pumping or water used by Retailers.

Mr. Bill Tuttle questioned 1. The 50% rebound scenario is based on what year/group of years for the baseline. 2. Projected rates for the next ten years or so went up from 6.6% to 9%, is this related.

Mr. Darin Taylor, Mr. Jack Kiefer and Mr. Jerry De La Piedra were available to answer questions.

Ms. Kit Gordon, echoed Mr. Eulo's sentiments, great presentation, and scenarios. Question about Australia, they have done an amazing job. How is our residential per capita use compare to whatever region in Australia that is similar in comparison to Santa Clara County's on the chart.

Mr. Sherman was available to answer questions.

Director LeZotte noted the 50% rebound does not coordinate with the historical water use and population chart. In 2013-2020, there was some drops in water usage and growth/increase in population, however, the information did not track.

Director Santos noted that we need to look at the rebound information, Australia-comparison data and the Stanford Scientific data on this subject and bring it back to the Committee.

Mr. Bill Sherman stated that he suggested some comments on the preliminary program. He thanked the Team (Jerry, Metra, Samantha, et al) for the work on today's excellent presentation. He noted that the scales on page 63 maybe misleading and the scales would need to be equal to do an actual comparison because the population is not growing as fast as it appears.

Director LeZotte noted that she is not a scientist but thanked staff for the chart and presentation as it is very helpful when she goes out to the community.

Director Hsueh thanked staff for the presentation and all the input from the guests. When this subject comes to the full Board staff should be prepared to go through the details fully and advise how Valley Water invests the people's money in the future.

The Water Conservation and Demand Management Committee took no action.

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

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

The Water Conservation and Demand Management Committee would like to have updates on Water Conservation Strategic Plan, Water Demand Forecasting, and Water Supply Master Plan for the next meeting.

The Water Conservation and Demand Management Committee recommended having the Agricultural Water Advisory committee get information on the Agricultural Water Use Baseline Study and Collaboration with UC Water on Flood Managed Aquifer Recharge.

**5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE'S REQUESTS**

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

**6. ADJOURNMENT**

Chair Richard P. Santos adjourned at 11:30 a.m.

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

Approved:





# Santa Clara Valley Water District

**File No.:** 20-1050

**Agenda Date:** 12/4/2020

**Item No.:** 4.1.

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## COMMITTEE AGENDA MEMORANDUM

### Water Conservation and Demand Management

**SUBJECT:**

Water Conservation Strategic Plan Updates.

**RECOMMENDATION:**

This is an information only item and no action is required.

**SUMMARY:**

At the September 29, 2020, Water Conservation and Demand Management Committee Meeting, staff updated the committee on the status of the Water Conservation Strategic Plan (Strategic Plan), which will make specific recommendations about water conservation programs to help Valley Water achieve the long-term water conservation goal of saving nearly 100,000 acre-feet per year by 2030 (base year of 1992), and nearly 110,000 acre-feet per year by 2040, as specified in Valley Water's Water Supply Master Plan (WSMP) 2040. In Fiscal Year (FY) 20, Valley Water achieved approximately 74,000 acre-feet of water saved from long-term conservation programs. Currently, the consulting firm chosen for this project, EKI, is analyzing data and the Strategic Plan is still on target to be completed by Q4 of FY 21.

The Strategic Plan will also be essential for the new programs identified in the WSMP to ensure Valley Water is as efficient as possible in meeting its long-term water conservation goals.

The current status of the WSMP water conservation-specific programs are as follows:

- **Advanced Metering Infrastructure (AMI):** There is now an active cost-share agreement with the City of Morgan Hill for their AMI meters (as well as associated home water use reports program), and several more agencies are in discussion to create cost-sharing agreements which include the AMI Program. Staff expects to be putting these in place by the end of FY21.
- **Graywater Rebate Program Expansion:** The Laundry to Landscape Graywater Direct Installation Pilot Program installed 71 laundry-to-landscape graywater systems in an 18-month period, converting over 31,000 sq. ft. of medium- and high-water use plants from potable water to graywater. As this pilot program was less cost effective than expected, staff is now evaluating how to enhance the existing Graywater Laundry to Landscape Rebate Program, through better outreach and ease of customer use.
- **Leak Repair Incentive:** Staff is working in collaboration with the Bay Area Water Supply and Conservation Agency (BAWSCA) to create a Leak Detection and Repair Certification Program, a

two-phase program which will consist of the following:

- The first phase, currently underway, is to create a Leak Detection and Repair Certification Program. The certification would yield an objective list of certified leak detection and repair tradespeople to distribute and maintain regionally. This resource would expand a skilled workforce and help customers repair leaks who would otherwise struggle to repair them.
- The second phase is a Leak Detection and Repair Incentive, which may either take the form of a direct installation service similar to the City of Sacramento's Leak Free Sacramento Program or a rebate for home flow sensors or a to-be-determined combination. Staff will provide the Committee updates as this is progressing.
- Model Water-Efficient New Development Ordinance: Stakeholder engagement is ongoing, and responses have been overall receptive to these efforts, although COVID has slowed these efforts, as cities direct resources in other areas. However, Valley Water expects progress to accelerate now that the November 3<sup>rd</sup> elections have been completed.
- Flood-Managed Aquifer Recharge: Valley Water is collaborating with researchers from the UC Water Security and Sustainability Research Initiative (UC Water) on evaluating Flood-Managed Aquifer Recharge (Flood-MAR) feasibility in Santa Clara County. UC Water is in a unique position to support Valley Water efforts to explore Flood-MAR due to their expertise, research, and involvement on these issues as they develop at both the local and statewide level.

The initial two years of the collaboration would focus on Flood-MAR planning and implementation in Santa Clara County. DWR generally considers Flood-MAR to be use of "... high flows from, or in anticipation of, rainfall or snowmelt, for managed aquifer recharge on agricultural lands, working landscapes, and natural managed lands." Flood-MAR is a decentralized approach to groundwater recharge that would recharge local stormwater at sites distributed across Santa Clara County. Unlike our centralized managed aquifer recharge program, Flood-MAR sites may be located on private or public lands that would not be owned by Valley Water.

Valley Water worked with UC Water researchers to develop a scope of work that will advance data, tools, and knowledge needed by Valley Water to implement a Flood-MAR pilot in Santa Clara County. Valley Water provided an update on the Flood-MAR project goals at the September 29, 2020 Water Conservation and Demand Management meeting. At that meeting, Valley Water outlined that the scope of work aims to:

- 1) Evaluate options for implementing Flood-MAR projects in Santa Clara County, including assessing technical approaches, regulatory requirements, and incentive programs.
- 2) Develop GIS-based tools to quantify Flood-MAR suitability for the Valley Water region, including allowing assessment of properties and processes that influence Flood-MAR performance.



Collaborating with UC Water on Flood-MAR will support Valley Water's efforts to better understand the opportunities and challenges associated with implementing a Flood-MAR program in Santa Clara County. Flood-MAR is a project within the Board-approved Water Supply Master Plan 2040 "No Regrets Package" of stormwater capture and water conservation project. The Flood-MAR work is expected to begin January 2021. Valley Water will continue to regularly update the Committee and the Board on the progress and findings of the Flood-MAR project and will update the Board's Agricultural Advisory Committee in January 2021.

There have also been some updates and enhancements to Valley Water's baseline water conservation programs, including:

- **Water Efficient Technology Rebate Program (WET):** In order to increase participation in this very cost-effective program, staff is considering adjusting the WET Rebate Program's incentive structure to increase participation. After conducting a surveying of similar programs at other water agencies, adjustments include increasing the maximum rebate to \$100,000 and increasing the proportion of equipment costs covered to 100 percent (does not include taxes or labor). Budget impacts from adjusting the program are expected to be negligible.
- **NEW Fixture Replacement Program:** A Request For Proposal (RFP) will be advertised soon for a Fixture Replacement Program, which will include a direct installation of efficient plumbing fixtures (such as toilets, aerators, and showerheads) in multi-family residential, commercial, industrial and institutional properties.
- **Qualified Water Efficient Landscaper (QWEL) Training:** Valley Water participates in a Bay Area regional program to offer this training and certification in English and Spanish to landscapers in Santa Clara County. Prior to March 2020, it was offered as a classroom-based training. It is now offered as a virtual training and has had a large number of landscapers participating.

As 2020 has been a year of uncertainty and record high temperatures, staff will be looking at ways to help the community continue to save water with new programs, technical assistance, and education. A list of water conservation programs is included as Attachment 1.

### **Voluntary Call for Conservation**

In 2009, California adopted the Water Conservation Act (SB X7-7), which mandated the State achieve a 20 percent reduction in urban per capita water use by 2020. As the recent drought and effects of climate change became more apparent, it was clear that California needed to go farther to save water, moving away from percentage targets and moving towards actions that would make the state use water more wisely.

Therefore, in 2018, the State enacted AB 1668 and SB 606 - a new long-term water conservation framework for California. These programs and initiatives are organized around four primary goals: use water more wisely; eliminate water waste; strengthen local drought resilience; and improve agricultural water use efficiency and drought planning.

As these efforts to make water conservation a California way of life start coming into effect, this may be an opportunity to revisit Valley Water's June 2017 voluntary call for 20 percent reduction in water use, as well as how Valley Water meets its 2040 conservation savings goal. This topic was briefly discussed at the Board's October 27, 2020 meeting and was assigned to this Committee for further discussion.

**ATTACHMENTS:**

Attachment 1: Water Conservation Programs Flyer

Attachment 2: PowerPoint Presentation

**UNCLASSIFIED MANAGER:**

Jerry De La Piedra, 408-630-2257

# Water Conservation Rebates and Programs



## Water conservation: A California way of life!

The Santa Clara Valley Water District (Valley Water) truly appreciates the community's response to our call for reduced water use. Thank you! It's important that going forward we continue to practice daily water conservation. Valley Water is pleased to offer the following programs:

### Landscape Rebate Program

Those wishing to participate in the Landscape Rebate Program must complete a pre-inspection and submit an application for approval **before** beginning any work on their project.

### Landscape Conversion Rebate

Santa Clara County single family homes, multi-family and business/institutional properties with qualifying high-water-using landscape (i.e., irrigated turf or functional swimming pool) can receive a rebate of \$1/square foot for converting a high-water-using landscape to a low-water-using landscape. This amount **may be higher** in some areas.

### Rainwater Capture Rebates

- Install a qualifying rain barrel to collect rain water from existing downspouts for a rebate up to \$35/barrel.
- Receive a rebate of \$0.50/gallon for diverting existing downspouts to qualifying cisterns.
- Install a rain garden to collect roof water runoff for a rebate of \$1/square foot of roof area diverted, up to \$300.
- Rebate amounts **may be higher** in some areas.

### Irrigation Equipment Upgrade Rebate

Rebates are offered for replacing old, inefficient irrigation equipment with new, qualifying high efficiency equipment, including the following:

- Install a dedicated landscape meter, flow sensor or hydrometer for a rebate up to \$1,000.
- Replace old sprinkler nozzles and bodies with high efficiency sprinkler nozzles (up to \$5 each) and rotor sprinklers or spray bodies with pressure regulation or check valves (up to \$20 each).
- Convert existing pop-up sprinklers to an in-line drip irrigation system for a rebate of \$0.25/sq. ft.

- Convert an existing irrigation timer to a qualifying weather-based irrigation controller (rain sensor required) for a rebate up to:
  - » \$300 for 1-12 station controller
  - » \$1,000 for a 13-24 station controller
  - » \$2,000 for a 25+ station controller
  - » Rain sensors are rebated up to \$50

For more information or to schedule a pre-inspection, please start the online application process by visiting [scvwd.dropletportal.com](http://scvwd.dropletportal.com) or call the Water Conservation Hotline at **(408) 630-2554**.

### Please Note:

*All Landscape Rebate Program applicants will be held to a total rebate cap (for the Landscape Conversion Rebate, Rainwater Capture Rebate, and the Irrigation Equipment Upgrade Rebate combined) of \$2,000 for single family and multi-family (4 or fewer units) and \$50,000 for all commercial sites and multi-family (5 or more units). Rebate cap may be higher in some areas.*

### Graywater Laundry to Landscape Rebate Program

Receive \$200 per residential site for properly connecting a clothes washer to a graywater system. This amount **may be higher** in some cost-sharing areas. Download the application and find how-to-videos at [watersavings.org](http://watersavings.org). For more information, please call **(408) 630-2554**. No pre-inspection required! Wait for approval **before** beginning any work on your project.



## Water Wise Survey Program

This two-part program will help you save water indoors and out. Sign up for one or both!

- For the **Do-It-Yourself Water Wise Indoor Survey**, customers are able to request a kit to evaluate indoor water use that includes a flow rate bag for testing shower and sink flow rates and dye tablets for testing toilets for leaks. Included in the kit will be a step-by-step guide to evaluate your own water use. Customers who complete the survey can request free conservation items for their homes, such as low flow faucet aerators and showerheads and toilet flappers. To request a DIY Kit, please call **(408) 630-2554**. The DIY Kit is also available at [watersavings.org](http://watersavings.org).
- During the **Water Wise Outdoor Survey** receive a free, comprehensive, consultation from a trained irrigation professional. The consultation includes evaluating the irrigation system, flagging issues onsite, identifying rebate programs you could qualify for, and creating a custom report detailing the survey findings. Offered to single family and small multi-family sites (under ½ acre of landscape area) in Santa Clara County with a working irrigation system. To schedule a survey call **(408) 630-2000** or email [waterwise@valleywater.org](mailto:waterwise@valleywater.org). A recent copy of your water bill will be requested when scheduling the survey.

## Large Landscape Survey Program

Commercial, industrial, institutional, and multi-family complexes with over ½ acre of landscape area within Santa Clara County may be eligible for a free landscape field survey. Professional irrigation auditors perform free site evaluations to provide recommendations for improving system efficiency.

To find out if your site can benefit from a landscape field survey, please call **(408) 630-2554**.

## Commercial Rebate Program

Receive up to \$50,000 to replace or update equipment with Water Efficient Technology that results in measurable water reduction. Available to qualifying facilities in Santa Clara County including commercial, industrial, and institutional facilities like schools and hospitals. The rebate is \$4 per 100 cubic feet of water saved per year, or 50% of the project cost, whichever is less (the rebate rate and maximum amount **may be higher** in some areas). Wait for approval **before** beginning any work on your project. For more information, please call **(408) 630-2554** or visit [watersavings.org](http://watersavings.org).

## Submeter Rebate Program

Mobile home parks and apartment and condominium complexes in Santa Clara County can receive \$150 per installed water submeter for changing from a master water meter to individual water submeters. For more information, please call **(408) 630-2554**.

## Report Water Waste

Valley Water's water waste inspectors respond to reports of water waste and violations of local water use restrictions. To report water waste, you may select any of these convenient options: call **(408) 630-2000**; email [waterwise@valleywater.org](mailto:waterwise@valleywater.org); download our Access Valley Water app; or go to Access Valley Water from the QR code below or at [valleywater.org](http://valleywater.org)

*Before purchasing equipment or beginning any project, customers should check eligibility requirements at [www.watersavings.org](http://www.watersavings.org) or call the Valley Water's Water Conservation Hotline at **(408) 630-2554**.*

*All programs are subject to funding availability and certain restrictions apply.*

## CONTACT US

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



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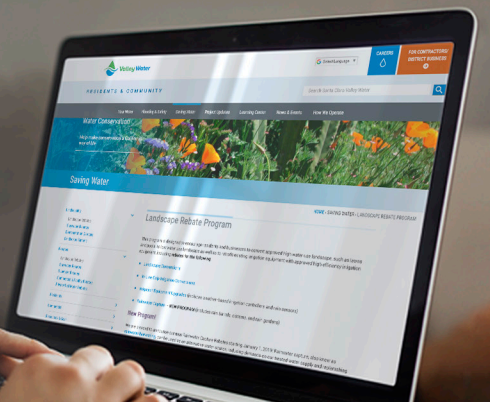


valleywater



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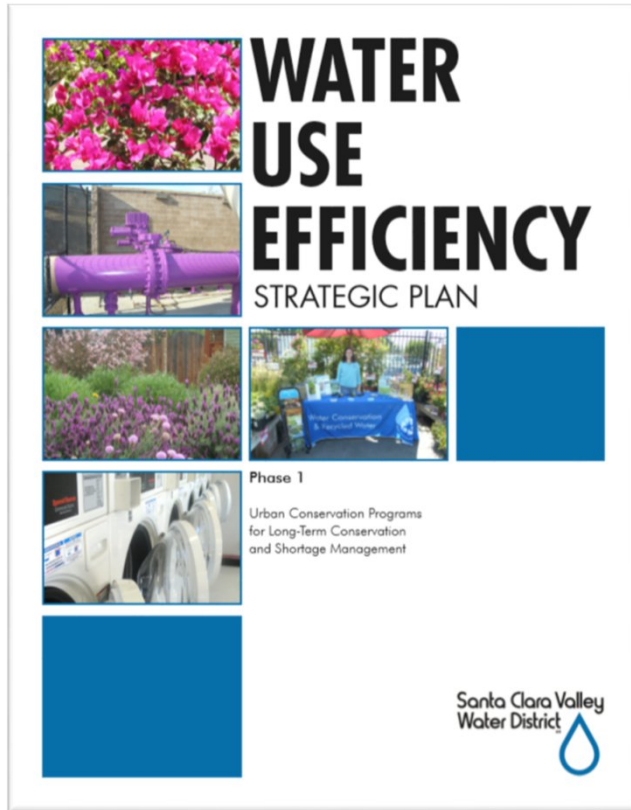


# Water Conservation Strategic Plan Updates

Presented by: Justin Burks, Water Conservation Specialist III



# Water Conservation Strategic Plan



## Goals

- Update to 2008 Plan
- Meet long-term water conservation goals
- Invest in cost-effective programs

# Master Plan "No Regrets"



Advanced Metering Infrastructure (AMI)



Graywater Rebate Program



Leak Detection/Repair Incentive



FloodMAR



Model Water Efficient New Development Ordinance



# Water Conservation Program Updates

4



Qualified Water Efficient  
Landscape Trainings



Fixture Replacement Program



Water Efficient Technologies  
Rebate Program

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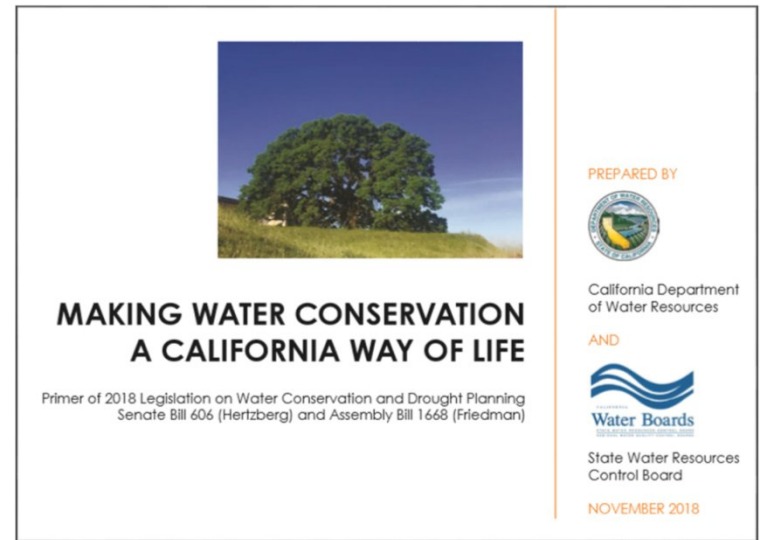
# Making Conservation A Way of Life

SB X7-7  
(20x2020)



“Making Conservation a Way of Life”  
(SB 606 & AB 1668)

Valley Water Voluntary Call



valleywater.org

# QUESTIONS





# Valley Water

Clean Water • Healthy Environment • Flood Protection

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# Santa Clara Valley Water District

**File No.:** 20-1051

**Agenda Date:** 12/4/2020

**Item No.:** 4.2.

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## COMMITTEE AGENDA MEMORANDUM

### Water Conservation and Demand Management

**SUBJECT:**

Water Demand Forecasting and Urban Water Management Plan

**RECOMMENDATION:**

This is an information only item, no action is required.

**SUMMARY:**

The Santa Clara Valley Water District (Valley Water), as a wholesale urban water supplier, is required by State law to prepare an Urban Water Management Plan (UWMP) every five years. Valley Water's UWMP documents important information on water supply, water usage, water supply reliability, water conservation programs and water shortage contingency planning in Santa Clara County. It complements Valley Water's other water resource planning efforts and serves as a valuable resource for water supply planners and policymakers. The 2020 UWMP must be submitted to the California Department of Water Resources (DWR) by July 1, 2021.

#### Water Demand Forecast

The UWMP must include current and projected water use in five-year increments for a period of at least 20 years. Valley Water has recently completed a demand study to forecast county-wide demand through 2045 as part of its Water Supply Master Plan (Master Plan) Monitoring and Assessment Program (MAP). The projected new demand is approximately 335 thousand acre-feet (TAF) at 2040, approximately 14% lower than the demand projection in the Master Plan. By 2045, the projected new demand is approximately 340 TAF. The demand projections were presented at the September 2020 Committee meeting and more information can be found in Attachment 1.

Valley Water plans to use the new demand projection for developing its 2020 UMWP. In addition, to coordinate with the water retailers on UWMP development, Valley Water sent a data request on October 9, 2020 to each water retailer asking for their demand projections and is currently waiting for responses. Once we receive their demand projections and understand the methodologies they used, we will compare their projection to our updated demand projections and will work to reconcile the two if they vary significantly. This may lead to including both demand projections in Valley Water's UWMP.

#### Existing and Planned Water Supply

The UWMP will also identify and quantify the existing and planned sources of water available to

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Valley Water for the next 25 years to meet the projected county-wide demand. Valley Water as a wholesale water supplier is required to provide water supply information to the water retailers for inclusion in their UWMPs. At present, Valley Water is planning to use the Master Plan portfolio as a defaulted option. However, with significantly lower demand projection, Valley Water's Board of Directors (Board) may decide to update the investment portfolio that is currently in the Master Plan. Based on the Board direction, the UWMP supply analysis will be updated as necessary.

### **Reduced Reliance on the Sacramento-San Joaquin Delta (Delta)**

The 2020 UWMP includes many additional requirements passed by the State Legislature since 2015 UWMPs. Major new requirements include five consecutive dry-year water reliability assessment, Drought Risk Assessment, seismic risk, Water Shortage Contingency Plan, and reduced reliance on the Delta. The reduced Delta reliance requirement requires the suppliers that are receiving water from a proposed project (covered action) to demonstrate consistency with the Delta Plan's policy to reduce reliance on the Delta (WRP1). Valley Water is currently receiving Delta water from the State Water Project and Central Valley Project and therefore falls under this requirement. Following the draft 2020 UWMP guidebook, Valley Water will be able to fulfill this requirement using the DWR recommended methodology. However, it is very difficult for the water retailers to demonstrate their reduced Delta reliance because Valley Water manages its supplies (local surface water, imported water, and groundwater) conjunctively. In anticipation of this challenge, Valley Water worked alongside other State Water contractors to develop an approach where Valley Water will provide the water retailers with county-wide numbers and each water retailer will include explanatory language that details their specific ways in reducing the reliance on the Delta. This approach has been presented to the Delta Stewardship Council (DSC) to receive feedback. Currently, Valley Water is waiting for the release of the final UWMP guidebook to work with the water retailers to provide information that is consistent with the preliminary approach.

### **UWMP Timeline and Next Steps**

Valley Water has started preparing for the 2020 UWMP while waiting for the release of the final DWR guidebook. Below is the timeline for Valley Water's 2020 UWMP development:

- September - October 2020: reviewed DWR's draft guidebook, attended various workshops, and completed a draft work plan
- October - November 2020: identify data requirements, develop analysis methodologies, and coordinate with internal stakeholders
- December 2020 - February 2021: engage and coordinate with external stakeholders
- April 2021: public Notice to Cities & Counties
- End of May 2021: public hearing
- End of June 2021: plan adoption

Valley Water will continue to update this committee on the status of the UWMP and seek feedback from the Committee and the Board on any changes to the water supply analysis. Valley Water will also continue to coordinate with the water retailers on their UWMP development. In the coming months, Valley Water will continue to coordinate with the water retailers on demand projections, water supplies, and reduced Delta reliance.

**ATTACHMENTS:**

Attachment 1: Demand Study Agenda Memo

Attachment 2: PowerPoint Presentation

**UNCLASSIFIED MANAGER:**

Jerry De La Piedra, 408-630-2257





## COMMITTEE AGENDA MEMORANDUM

### Water Conservation and Demand Management

#### SUBJECT:

Water Demand Forecasting

#### RECOMMENDATION:

This is an information only item, no action is required.

#### SUMMARY:

In November 2019, the Santa Clara Valley Water District (Valley Water) Board of Directors (Board) adopted the Water Supply Master Plan 2040 (Master Plan), which sets a new level of service goal, defines an investment strategy, and recommends a suite of projects to achieve the investment strategy and level of service goal. To determine the level of new investments that may be needed to achieve our level of service goal through 2040, Valley Water uses a demand forecasting model. Valley Water developed the Master Plan demand forecasts in 2016 using the best available knowledge of how Santa Clara County would use water after the drought (i.e., drought rebound) and the best available housing and economic development data. Since 2016, significantly more is known about Santa Clara County's drought rebound, there is a longer water use dataset available, and new housing and economic development forecasts (e.g., Plan Bay Area). Through a competitive bid process, Valley Water contracted with Hazen and Sawyer (Consultant) to develop a new demand model that will provide new demand forecasts. The new demand model provides forecasted demands in 5-year increments out to 2045 to meet our current planning needs. Valley Water's recommended demand scenario forecasts 2040 demands to be approximately 335 thousand acre-feet (TAF). This memorandum summarizes the demand modeling purpose, results, and next steps.

#### Water Demand Model Development

The new demand model combines the latest science and data to forecast demands through 2045. A reliable water demand forecast helps determine what level of investment is necessary to meet Valley Water's level of service goal. The Master Plan defines Valley Water's level of service goal to be "to develop water supplies designed to meet at least 100 percent of average annual water demand during non-drought years and at least 80 percent of average annual water demand in drought years." The new demand forecasts will be used to complete the 2020 Urban Water Management Plan (UWMP) due in July 2021 and the Master Plan's Monitoring and Assessment Program (MAP) annual report that is provided to the Board each fall.

To develop the water demand model, Valley Water decided it would be best to use the expertise of a consultant that specializes on developing demand models. After a competitive bidding process, Valley Water contracted with Hazen and Sawyer (Consultant) to develop a new demand model. To support the Consultant in developing the model, Valley Water collected monthly sectoral water use data from our retailers for

2000-2019 (although certain retailers only had data from 2011 or 2013) and groundwater pumping data for Valley Water’s independent pumpers (i.e., non-retailer well owners). In addition, the Consultant collected historic data on temperature, precipitation, water rates, water shortage restrictions, economic information, and housing information. The consultant collected historic data primarily from Valley Water, the US Census, Federal Reservoir, and California Department of Finance. Demand forecasts were developed using several forecasting variables, including housing information, median income, economic information, water rates, drought restrictions and weather projections from the Association of Bay Area Governments (ABAG), California Department of Finance (CDOF), and Prism (provides data on climate projections).

**Demand Forecasts**

The Demand Model can be used to evaluate different potential future scenarios by adjusting the forecasting variables. This supports Valley Water’s efforts in understanding the uncertainty related to water demand forecasts. Recommended demand forecasts for planning evaluations, such as the 2020 UWMP and the MAP, focus on using forecasting variable information from regional and state agencies, such as ABAG and CDOF (table 1). In addition, an important modeling assumption in forecasting water demand is related to defining a drought rebound. Currently, Valley Water experienced a small rebound in 2017 and then demands have remained relatively stable through 2018 and 2019. Therefore, the rebound has been relatively muted. Valley Water and the Consultant developed two demand scenarios to consider the range of drought rebounds that could be realistically achieved:

- 1) No further demand rebound beyond 2019
- 2) 50% rebound to pre-drought water use by 2025 and then no further rebound

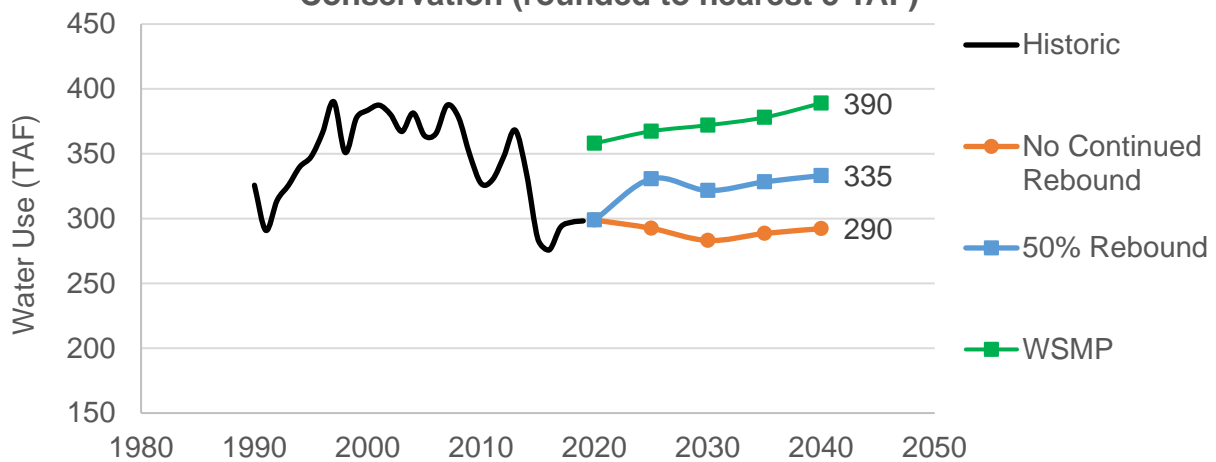
**Table 1. Forecasting variables used in the demand model**

<b>Forecasting Variable</b>	<b>Source</b>
Water rates (by retailer and groundwater zone, inflation adjusted)	Valley Water
Drought Restrictions	Valley Water and retailers
Median income	US Census
Economic indices (e.g., unemployment)	Federal Reserve, Economic Cycle Research Institute (ECRI)
Housing density	Derived from US Census and CDOF
Persons per household	Derived from US Census and CDOF
Housing Units	ABAG
Sectoral employment	ABAG
Weather (temperature and precipitation)	Prism

The new demand forecasts include planned conservation goals of 99 thousand acre-feet (TAF) by 2030 and an additional 11 TAF by 2040. Valley Water is currently on target for meeting our 99 TAF of conservation by 2030, with a current savings of approximately 74 TAF (starting datum at zero in 1992).

Assuming no further drought rebound (scenario 1), planned conservation is forecasted to mitigate increases in growth on water demands with a forecasted 2040 demand of approximately 290 TAF (figure 1). A 50% drought rebound (scenario 2) by 2025 translates to a 13% increase in demands (approximately 40 TAF) by 2025 and results in a 2040 demand forecast of approximately 335 TAF (figure 1). The 50% drought rebound scenario is likely a conservative but realistic outlook for demand rebound. In comparison, the Master Plan 2040 demand forecast developed in 2016 was 389 TAF. Therefore, improving Valley Water’s demand modeling to more accurately reflect expected drought rebound, integrating new water use data, and integrating new growth forecasts have reduced Valley Water’s forecasted demands by approximately 55-100 TAF (table 2).

**Figure 1: Historic and Projected Water Use including Planned Conservation (rounded to nearest 5 TAF)**



**Table 2. Newly forecasted demands compared to the WSMP demands (rounded to the nearest 5 TAF), including planned conservation.**

Demand Scenario	2020	2025	2030	2035	2040
<b>50% Rebound</b>	300	330	320	330	335
<b>No Continued Rebound</b>	300	295	285	290	290
<b>WSMP</b>	360	365	370	380	390
<b>Difference<sup>1</sup></b>	60	35-70	50-85	50-90	55-100

<sup>1</sup>The low bookend is the difference between the 50% Rebound scenario and the WSMP scenario while the high bookend is the difference between the No Continued Rebound scenario and the WSMP scenario.

### Next Steps

Valley Water will use the 50% rebound scenario for the MAP analysis that will be presented to the Board in fall 2020. In addition to MAP, this demand model will be used for developing the 2020 UWMP. Valley Water will use the demand model and forecast results for internal UWMP analyses and in discussions with retailers related to the UWMP.

**ATTACHMENTS:**

Attachment 1: Staff Presentation

**UNCLASSIFIED MANAGER:**

Jerry De La Piedra, 408-630-2257



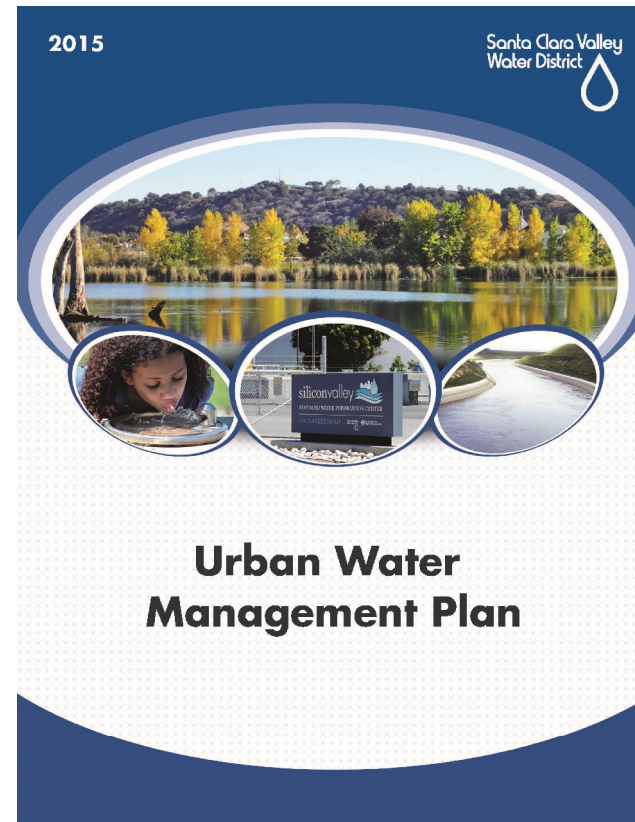
# 2020 Urban Water Management Plan

Presented by: Jing Wu, Ph.D., Senior Water Resources Specialist  
Water Conservation and Demand Management Committee  
December 4, 2020



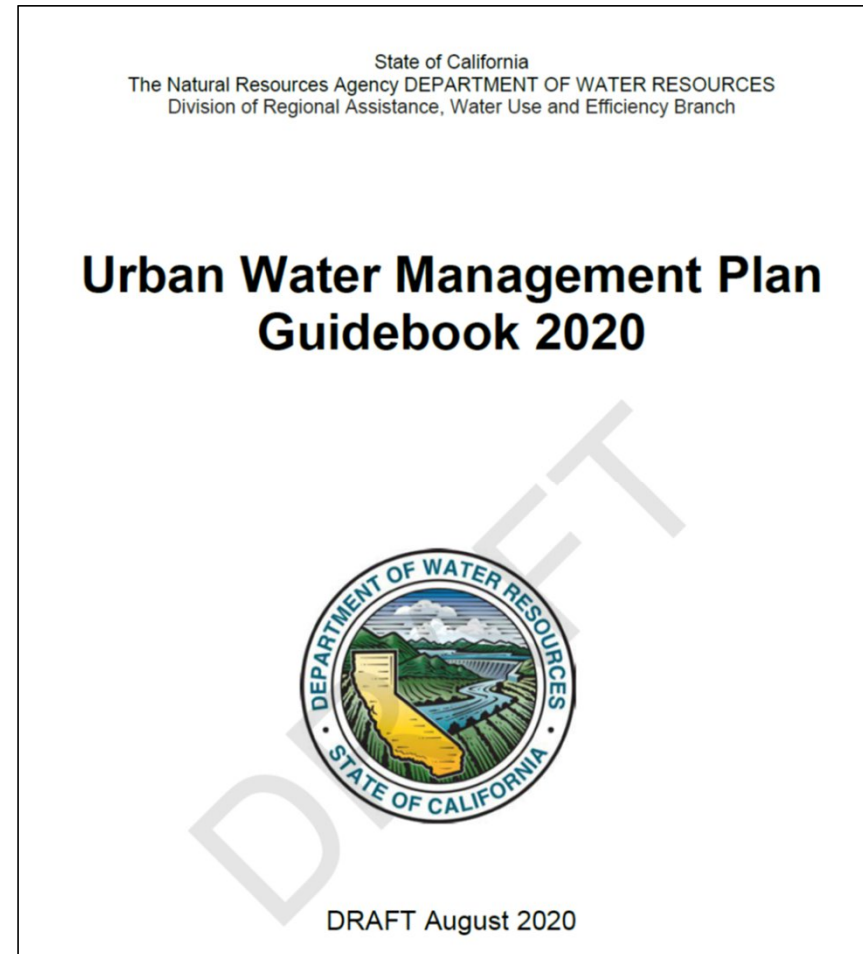
# Urban Water Management Plan

- State requirement
- Agency's water story
  - Demand
  - Supply
  - Reliability
  - Conservation
  - Contingency planning
- July 1, 2021



# New Requirements

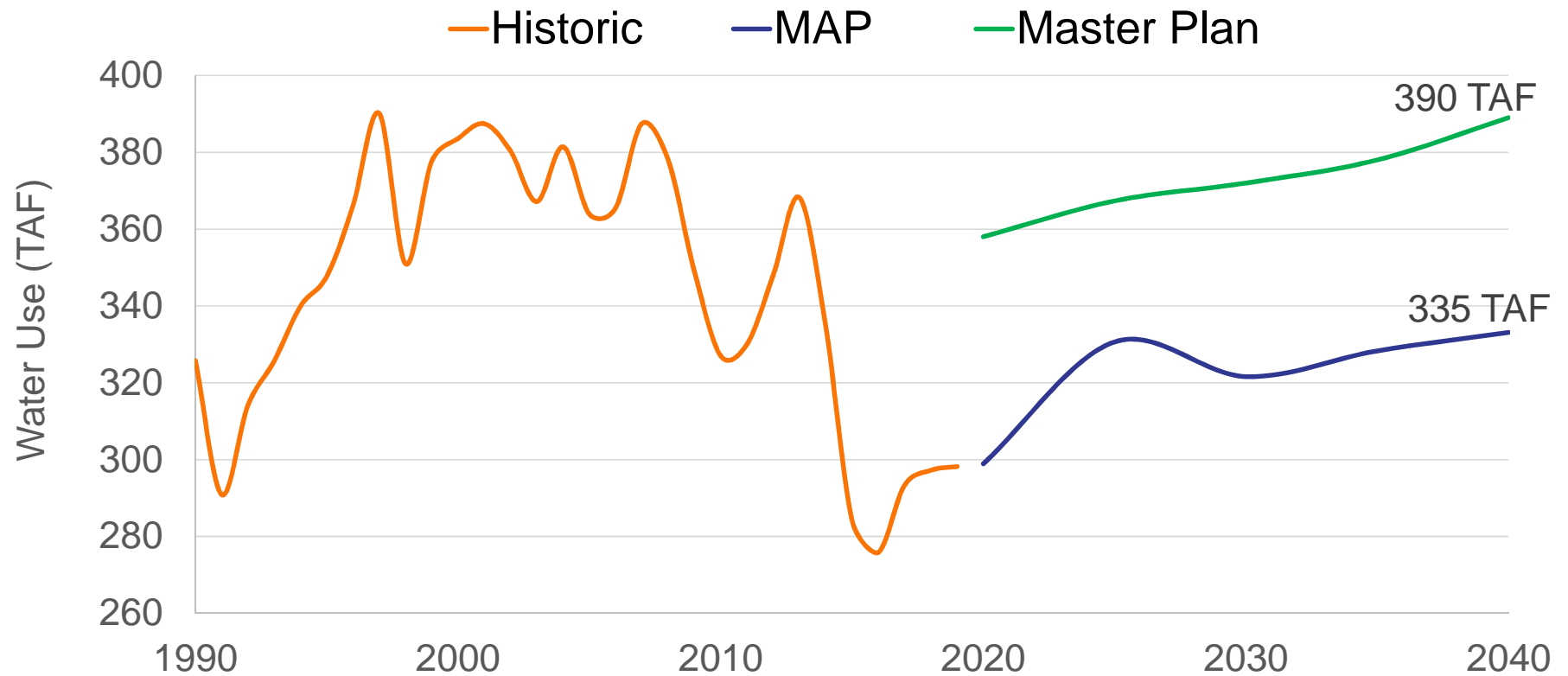
- Five consecutive dry-year reliability assessment
- Drought Risk Assessment
- Seismic risk
- Water Shortage Contingency Plan
- Reduced reliance on the Delta



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# New MAP Demand Projection



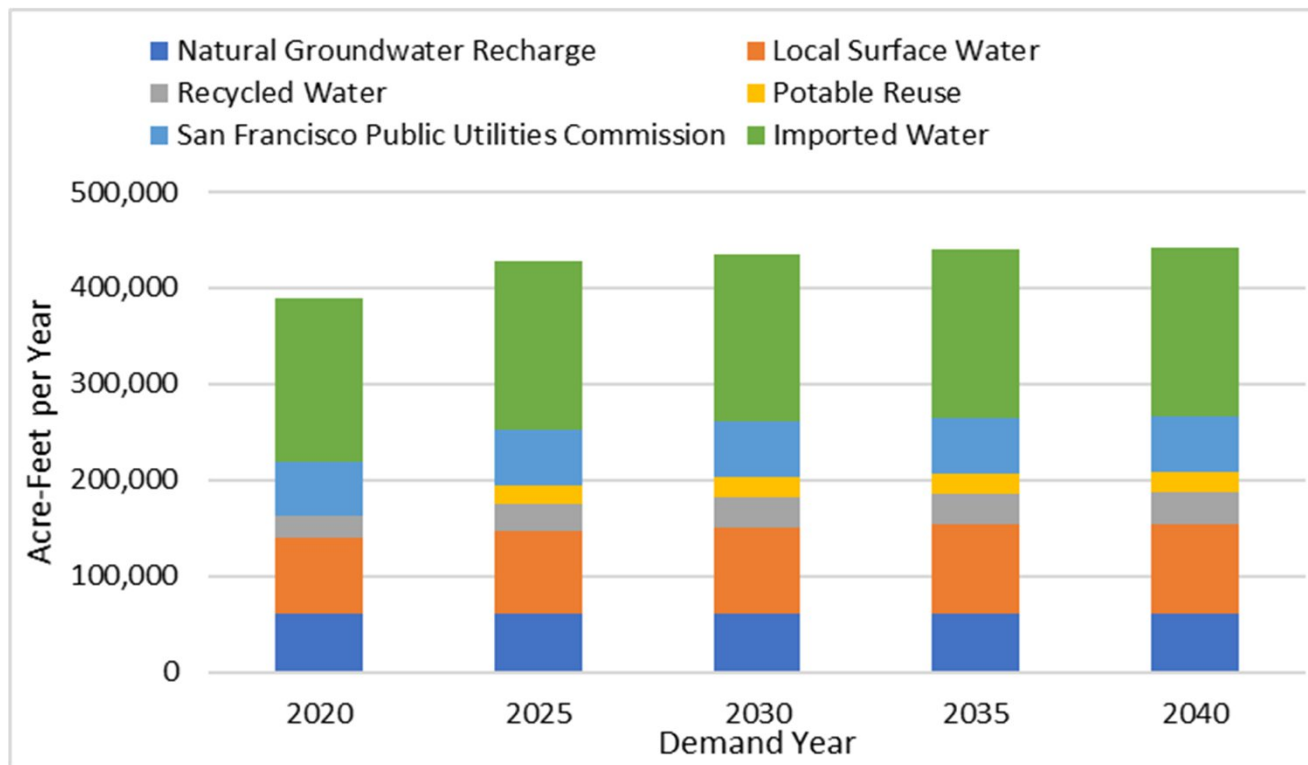
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# Existing and Projected Water Supplies

2015 UWMP Example (average year)

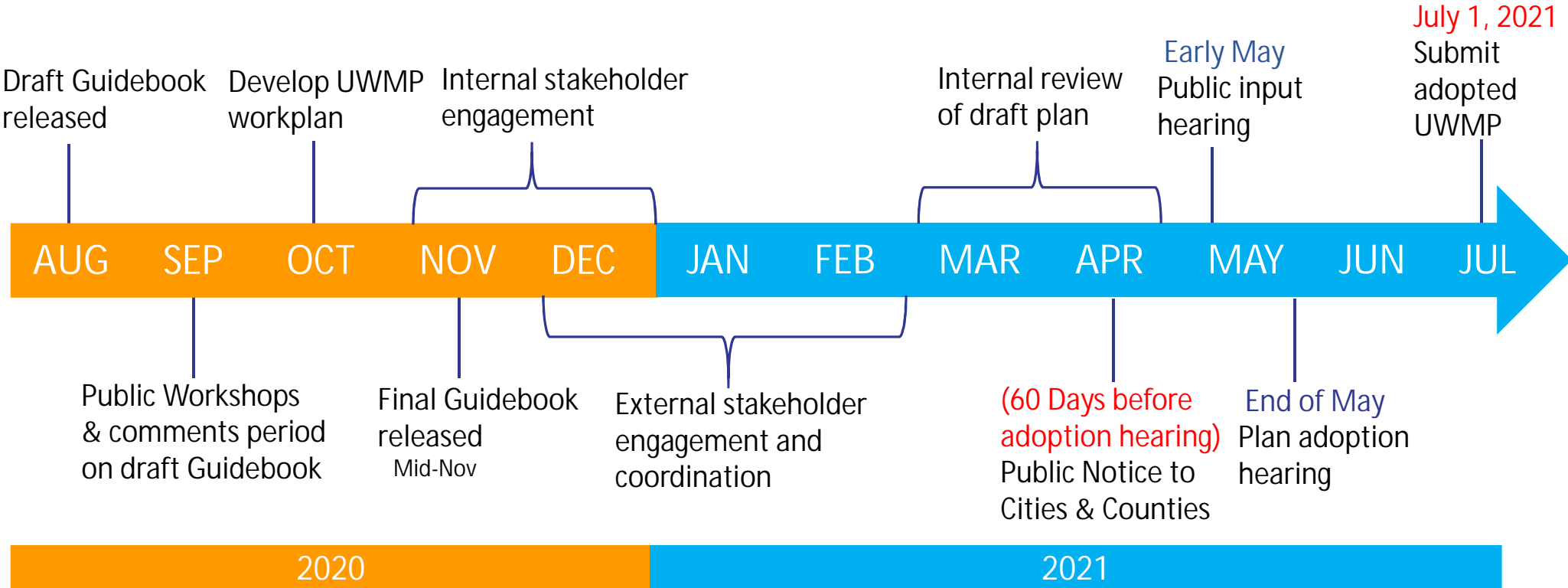


# Reduced Delta Reliance

- Demonstrate consistency with the Delta Plan
- Valley Water provides county-wide numbers and will need to coordinate with water retailers



# Timeline and Deadline



# Next Steps

- Discuss demand projections, water supplies, and reduced Delta reliance with water retailers
- Provide regular updates to Committee



# Santa Clara Valley Water District

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**File No.:** 20-1052

**Agenda Date:** 12/4/2020

**Item No.:** 4.3.

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## COMMITTEE AGENDA MEMORANDUM

### Water Conservation and Demand Management

**SUBJECT:**

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

**RECOMMENDATION:**

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

**SUMMARY:**

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

**BACKGROUND:**

**Governance Process Policy-8:**

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

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

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

**ATTACHMENTS:**

Attachment 1: WCaDM Committee 2020 Work Plan

**UNCLASSIFIED MANAGER:**

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**File No.:** 20-1052

**Agenda Date:** 12/4/2020  
**Item No.:** 4.3.

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Michele King, 408-630-2711

## 2020 Work Plan: Water Conservation and Demand Management Committee

Update: November 2020

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

ITEM	WORK PLAN ITEM	MEETING	ACTION/DISCUSSION OR INFORMATION ONLY	ACCOMPLISHMENT DATE AND OUTCOME
1	Water Conservation Strategic Plan	9-29-2020 12-4-2020	Discussion/Action Item	<b>Accomplished September 29, 2020:</b> The Committee received information on the Water Conservation Strategic Plan and took no action.
2	Water Supply Master Plan 2040 Monitoring and Assessment Program	9-29-2020	Discussion/Action Item	<b>Accomplished September 29, 2020:</b> The Committee received information on the Water Supply Master Plan 2040 Monitoring and Assessment Program and took no action.
3	Agricultural Water Use Baseline Study	9-29-2020	Discussion/Action Item	<b>Accomplished September 29, 2020:</b> The Committee received information on the Agricultural Water Use Baseline Study and took no action.
4	Collaboration with UC Water on Flood Managed Aquifer Recharge	9-29-2020	Discussion/Action Item	<b>Accomplished September 29, 2020:</b> The Committee received information on the Collaboration with UC Water on Flood Managed Aquifer Recharge and took no action.
5	Sustainable Groundwater Management Act (SGMA) Update	9-29-2020	Discussion/Action Item	<b>Accomplished September 29, 2020:</b> The Committee received an update on the Sustainable Groundwater Management Act (SGMA) and took no action.

Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

Attachment 1  
Page 1 of 2

# 2020 Work Plan: Water Conservation and Demand Management Committee

Update: November 2020

ITEM	WORK PLAN ITEM	MEETING	ACTION/DISCUSSION OR INFORMATION ONLY	ACCOMPLISHMENT DATE AND OUTCOME
6	Water Demand Forecasting	9-29-2020 12-4-2020	Discussion/Action Item	<b>Accomplished September 29, 2020:</b> The Committee received information on the Water Demand Forecasting and took no action.
7	Review of Water Conservation and Demand Management Committee Work Plan, the Outcomes of Board Action of Committee Requests and the Committee's Next Meeting Agenda	9-29-2020	Discussion/Action Item	<b>Accomplished September 29, 2020:</b> The Committee reviewed the work plan and would like to have updates on Water Conservation Strategic Plan, Water Demand Forecasting, and Water Supply Master Plan for the next meeting.  The Committee recommended having the Agricultural Water Advisory committee get information on the Agricultural Water Use Baseline Study and Collaboration with UC Water on flood Managed Aquifer Recharge.

Yellow = Update Since Last Meeting

Blue = Action taken by the Board of Directors

Attachment 1  
Page 2 of 2