



WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

MINUTES

**MONDAY, APRIL 12, 2021
11:30 AM**

A special scheduled meeting of the Water Conservation and Demand Management Committee was held on April 12, 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 11:34 a.m.

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

Staff members in attendance were: Aaron Baker, Glenna Brambill, Bart Broome, Justin Burks, Rick Callender, Theresa Chinte, Vanessa De La Piedra, Vincent Gin, Andy Gschwind, Jason Gurdak, Linh Hoang, Matt Keller, Karen Koppett, Metra Richert, Ashley Shannon, Kirsten Struve, and Gregory Williams.

Guest Agencies in attendance were: Diane Asuncion (City of Santa Clara), John Tang and Bill Tuttle (San Jose Water Company).

Public in attendance were: Doug Muirhead and William (Bill) 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 Barbara Keegan, and carried by roll call and unanimous vote, to approve the minutes of the March 30, 2021, Water Conservation and Demand Management Committee meeting as presented.

4. ACTION ITEMS

4.1 UPDATE ON 2021 WATER SUPPLY CONDITIONS AND WATER CONSERVATION PROGRAM

Mr. Justin Burks and Mr. Matt Keller reviewed the materials as outlined in the agenda items

The Water Conservation and Demand Management Committee discussed the following: partnering with nurseries, native plant societies, water savings, Rebate Program, lawn conversion, retooling of the application process, those that are already conserving, tailoring the message in different categories, low, middle, high water consumers (users), 20% current water conservation goal needs to be clearly communicated in the messaging.

Mr. Doug Muirhead commented:

1. Groundwater Modeling average recharge 75k AF and what it is compared to, well depths are affected equally, and
2. Great job with managing Groundwater basin and continue to remind people of relying on State/Federal allocation during drought and planning future forecasting.

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

It was moved by Director Barbara Keegan, seconded by Director Nai Hsueh, and carried by roll call and unanimous vote, to approve:

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 suggestions since the messaging is being developed to tailor the message:
 - 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).

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

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

Ms. Vanessa De La Piedra answered Mr. Doug Muirhead's concern about the 5-year update to the District's Groundwater Sustainability Plan (GSP) which is due to the

Depart of Water Resources by January 1, 2022. She will bring the SGMA item to the next agenda if the Committee is ready.

The Committee agreed to have Vice Chair Director Nai Hsueh work on the Committee's work plan since meeting with the Chair would constitute a quorum.

Ms. Kirsten Struve would like to recommend the next steps items for the next agenda: Urban Management-Monitoring Assessment Program, Water Conservation Program, Spring/Summer Outreach.

The Water Conservation and Demand Management Committee will schedule a meeting the week of May 10, 2021.

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE'S REQUESTS

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

Agenda Item 4.1

The Committee by a roll call vote unanimously approved

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 - To those that are conserving vs those that are not, (what should be done if someone is not conserving),
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 - Conservation goal objective be clear—whether a number of 15% or 20% is going to be used (or not).

6. ADJOURNMENT

Committee Chair Director Linda J. LeZotte adjourned at 12:19 p.m.

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

Approved: