



WATER CONSERVATION REPORT

FY 2010-11





ABOUT THE SANTA CLARA VALLEY WATER DISTRICT

The Santa Clara Valley Water District is the primary water resources agency for Santa Clara County, California. It acts not only as the county's water wholesaler, but also as its flood protection agency and the steward for its streams and creeks, underground aquifers and district-built reservoirs.

As the county's water wholesaler, the water district makes sure there is enough clean, safe water for homes and businesses. As the agency responsible for local flood protection, the water district works diligently to protect Santa Clara Valley residents and businesses from the devastating effects of flooding. Our stream stewardship responsibilities include creek restoration and wildlife habitat projects, pollution prevention efforts and a commitment to natural flood protection.

OUR MISSION

The mission of the district is a healthy, safe, and enhanced quality of living in Santa Clara County through watershed stewardship and comprehensive management of water resources in a practical, cost-effective, and environmentally sensitive manner for current and future generations.

/// TABLE OF CONTENTS



4 executive summary

6 water conservation programs

7 water conservation in the home

10 water conservation in landscape

12 water conservation in business

17 water conservation in agriculture

19 studies and research

20 outreach and education

24 calendar of events

26 cost-sharing agreements, partnership

27 acknowledgements

/// EXECUTIVE SUMMARY

This tenth annual Water Conservation Report presents the actions taken by the Santa Clara Valley Water District, and the success of the community, in achieving water conservation goals for fiscal year 2010/11.

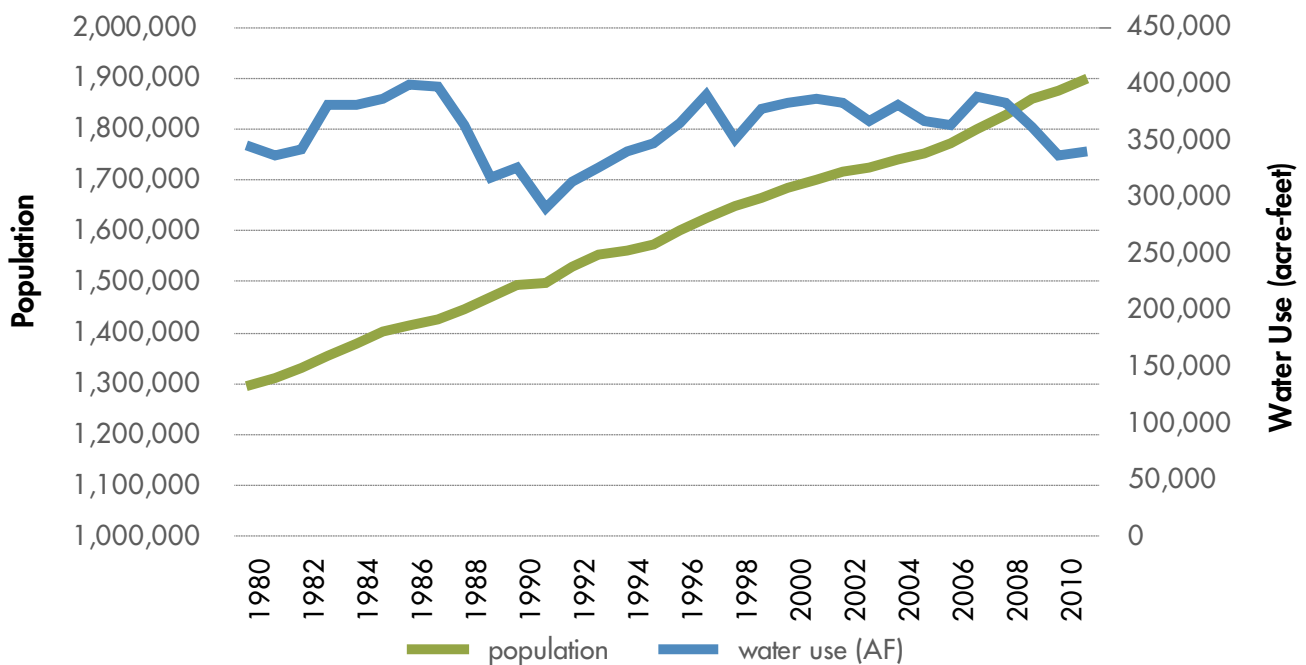
Water conservation, which is primarily funded through groundwater production charges, is an essential component in meeting the water district's mission of providing a reliable water supply to current and future generations. The water district's annual budget for water conservation in fiscal year 2010/11 was \$6.6M, with approximately \$5.2M of that set aside for program implementation (\$1.4M was for labor and overhead). Because of the investments the water district has made in water conservation since 1992, water use in Santa Clara County has remained relatively flat despite a 25% increase in population over the same time period.

In addition to helping to meet long-term water supply goals, the water district's programs help meet short-term demands during critical dry periods as well as during a water shortage due to a catastrophe, such as an earthquake.

These programs also protect the south bay salt-marsh habitat and the endangered species that live there by reducing freshwater effluent released from wastewater treatment facilities.

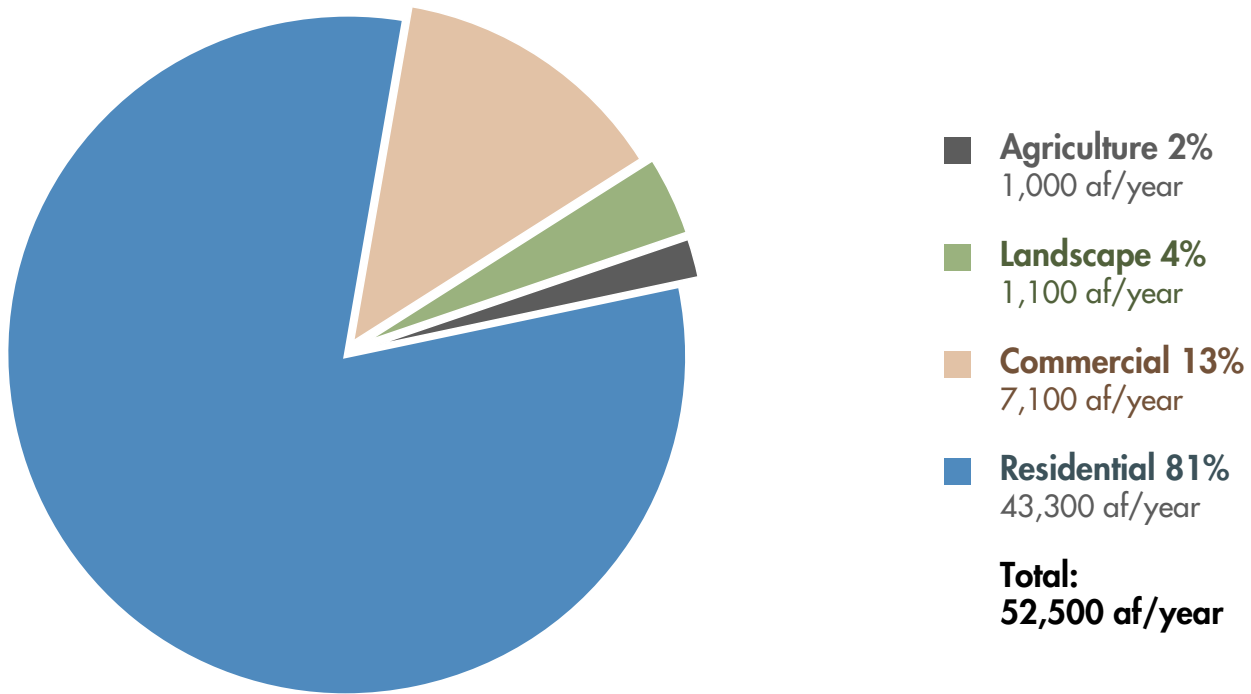
Although Santa Clara Valley received an average amount of rainfall in FY 10/11, the water district continued to convey to residents and businesses the importance of using water efficiently. Through implementation of its long-term program, the water district was able to achieve 52,500 acre feet of water

Population and Water Use Over Time



Total Water Conservation Savings in FY 10/11

IN ACRE-FT PER SECTOR



savings in FY 10/11. Water conservation continues to be a key part of the water district's core business and will be in the future: by the year 2030, water conservation efforts will account for approximately 20 percent of the total water supply.

During this fiscal year, the water district continued to foster its partnerships with its water retailers in coordinating efforts to promote water conservation. To that end, the water district participated with its retailers to finalize a Model Water Shortage Contingency Plan that all retailers can consider when updating their Urban Water Management Plans.

The water district also realized a record amount of cost sharing with its water retailers for the water district-administered water conservation programs — up to \$1,200,000 for a wide variety of water conservation programs.

FY 10/11 also proved to be successful on a regional basis, with the water district taking part in a large regional grant application. The California Department of Water Resources subsequently announced that the water district, along with a number of other Bay Area water agencies, will receive Proposition 84 Chapter 2 Integrated Regional Water Management Grant Program funding. The water district will receive \$860,592 in funding for landscape, high-efficiency washer and toilet programs.

This fiscal year, water conservation programs continued to be successful despite a challenging economy. For the second year in a row, roughly 16,500 residential clothes washer rebates were issued; over 2,300 residents participated in the Water Wise House Call Program; approximately 3,000 residential high-efficiency toilet rebates were issued; and a record 287 irrigation hardware rebates were issued to residents and businesses. Additionally, six schools in the Evergreen Elementary School District were retrofitted with high-efficiency urinal flush valves, saving the school district water and money.

WATER CONSERVATION PROGRAMS

Program Name	Program Participation for FY 10/11	Total Program Participation to Date
Residential Programs		
Water Wise House Calls	2,361	32,031
Residential High-Efficiency Toilet Program*	2,960	10,812
Residential High-Efficiency Clothes Washer Rebate Program	16,454	125,479
Showerhead/Aerator Distribution Program	9,564	306,223
Landscape Programs		
Landscape Survey Program	49	1,407
Weather-Based Irrigation Controller	303	1,356
Landscape Conversion Rebates	333	939
Irrigation Hardware Rebates for Residents	241	469
Irrigation Hardware Rebates for CII Customers	46	92
Commercial, Industrial, Institutional (CII) Programs		
Commercial Clothes Washer Rebate Program	208	3,659
CII & Multi-Family Dwelling High-Efficiency Toilet Installation Program*	3,604	20,031
CII Water Survey Program	68	513
Water Efficient Technologies Program	4	88
Pre-Rinse Spray Valve Program	47	4,393
Mobile Home Submeter Rebate Program	640	5,314
Aerator Distribution (0.5 gpm)	2,144	5,401
CII High-Efficiency Urinal Rebate Program	17	188
CII High-Efficiency Toilet Rebate Program	22	84
CII High-Efficiency Urinal Valve Retrofit Program	575	810

* In addition, the district has done 244,494 residential and 8,870 commercial Ultra-Low-Flush Toilets (ULFTs).

/// WATER CONSERVATION IN THE HOME



The water conservation program experienced another successful year, both in terms of water saved and in terms of programs, research and partnerships. The water district saved 52,500 acre-feet of water in FY 10/11 and remains on pace to meet its long-term goal of saving nearly 100,000 acre-feet of water per year by 2030. In addition, water conservation was a key component of the water district's short-term goal to reduce demands during the recent drought.

The water district continues to expand programs in the residential sector, which remains one of the key areas for water conservation. The water district employs a variety of incentives and rebates, one-on-one home visits with free installations of water-saving devices, workshops, and outreach at community events to promote residential water savings.

In FY 10/11, the total annual water savings attributable to all residential conservation programs reached 43,300 acre-feet.



High-Efficiency Toilet in a residential home.



Installing a low-flow aerator in a residential faucet.



Water-Wise House Call technician checks a water meter.

WATER-WISE HOUSE CALL PROGRAM

The water district has been providing the free Water Wise House Call Program to county residents since 1998. The program is available to residents of single family homes and to owners/managers of apartments, condominiums and mobile home complexes. During the survey, technicians check and install free toilet flappers, showerheads and aerators, check for toilet flapper leaks, measure fixture flow rates and offer conservation information.

Surveyors also test the customer's irrigation system for distribution uniformity, calculate and program a personalized irrigation schedule, and provide landscaping tips.

The surveyors performed over 2,300 residential home surveys during FY 10/11. More than 32,000 home surveys have been completed since the program began.



A high-efficiency washer.

RESIDENTIAL HIGH-EFFICIENCY CLOTHES WASHER REBATE PROGRAM

The water district began offering rebates for new, qualifying water-efficient clothes washers in 1995. In FY 10/11, 16,454 rebates were issued; since the program began, more than 125,000 rebates have been issued.

The rebate is a combined water and energy rebate in conjunction with PG&E. This partnership with PG&E, which began in January of 2008, allows customers to apply for the rebate using one application form for both the water and energy rebate. This program continues to transform the market by offering rebates for the most efficient machines, while making it easier for customers to apply for the combined rebate.

RESIDENTIAL HIGH-EFFICIENCY TOILET REBATE PROGRAM

The water district's High-Efficiency Toilet (HET) Rebate Program began in FY 03/04 and continues to provide a \$125 rebate per toilet to residents when they replace their old, inefficient (3.5 gallons per flush or more) toilets with a new HET. HETs use at least 20 percent less water than the federally regulated 1.6 gpf toilets and include three types of technologies: pressure assisted flush, which utilizes a flush valve similar to commercial grade toilets; dual-flush toilets which have full and half-flush options; and gravity flush toilets.

In FY 10/11, the water district developed two new marketing pieces for the program: a newly designed brochure, and a point-of-purchase sticker, which retailers can place on toilet models that qualify for the rebate program.

The water district has issued more than 10,800 High-Efficiency Toilet rebates since the program began in FY 03/04. In FY 10/11, a total of 2,960 rebates were issued.

LOW-FLOW SHOWERHEAD AND RESIDENTIAL AERATOR DISTRIBUTION PROGRAM

In FY 10/11, the water district distributed more than 5,000 residential aerators and 4,500 low-flow showerheads. Showerheads and aerators are provided free of charge to the public and to local water retailers; they are also installed in residences during Water-Wise House Calls. More than 306,000 showerheads and aerators have been distributed since the program started.



High-Efficiency Toilet Rebate Program inspection.

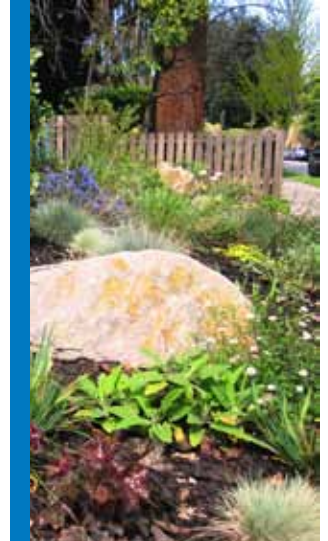


Low-flow Showerhead

/// IN LANDSCAPE

On average, about half of the water used by residents in the county goes to irrigating outdoor landscape. Landscape irrigation offers the greatest potential for water savings in both the residential and commercial sectors. The water district offers a variety of programs, from landscape evaluations to rebates for converting qualifying landscape and upgrading to water-efficient irrigation equipment, as well as classes and workshops, all of which help businesses and homeowners become more water efficient. The water savings attributed to these programs for FY 10/11 is approximately 1,100 acre-feet per year.

In an effort to maximize efficiency, and streamline incentives for customers, the water district updated its Landscape Rebate Program in FY 10-11. Both the Landscape Survey Program and the Landscape Rebate Program experienced growth in participation during the fiscal year.



A Landscape Survey Program evaluation in progress.

LANDSCAPE SURVEY PROGRAM

Since 1994, the Santa Clara Valley Water District has been helping landscape managers improve their irrigation efficiency. Through the innovative Landscape Survey Program, surveyors perform complimentary evaluations to assist Commercial, Institutional and Industrial (CII) as well as multi-family property owners to understand and better manage their water use. Landscape surveys have shown a potential savings of up to \$1,000 in water savings per acre of landscape.



Staff measures landscape during a landscape post-inspection



Yellow & White Douglas Iris

The Landscape Survey Program is available to any Santa Clara County business owner or property manager who would like to improve the efficiency of their irrigation system and has 5,000 square feet or more of irrigated landscape. The survey also prequalifies CII and large multi-family sites for the Landscape Rebate Program.

The components of a Landscape Survey include: a system check and irrigation budget, site-specific recommendations and scheduling, as well as a site report. Participants may then be eligible to participate

in the Landscape Rebate Program. In FY 10/11, the Landscape Survey Program evaluated 49 sites. Since the program began, over 1,400 sites have been surveyed.

LANDSCAPE REBATE PROGRAM

The Landscape Rebate Program is designed to assist homeowners, commercial, industrial and institutional property owners as well as multi-family complexes increase their outdoor water use efficiency by converting to qualifying low water using landscape and/or upgrading to qualifying irrigation equipment. Simple changes in plant type and irrigation methods can greatly reduce the water required for an attractive landscape. There are many qualifying plants in Santa Clara County that require little to no irrigation once established. There are also several irrigation equipment upgrades that increase a site's irrigation efficiency, all of which can result in saving water and saving money.

The water district's Landscape Rebate Program provides three types of rebates that can be combined or issued separately: landscape conversion, irrigation upgrades, and weather-based irrigation controller upgrades.



Weather-Based Irrigation controller and rain sensor



Rain sensor

Landscape Conversion Rebates

Santa Clara County single family, multi-family, and business properties with qualifying high water using landscape can receive rebates for converting to qualifying low water using landscape with a minimum of 50 percent qualifying plant coverage, 2 to 3 inches of mulch, and all overhead spray converted to drip.

Irrigation Hardware Rebates

Santa Clara County single family, multi-family, and business properties can receive rebates for upgrading to qualifying high efficiency irrigation equipment including:

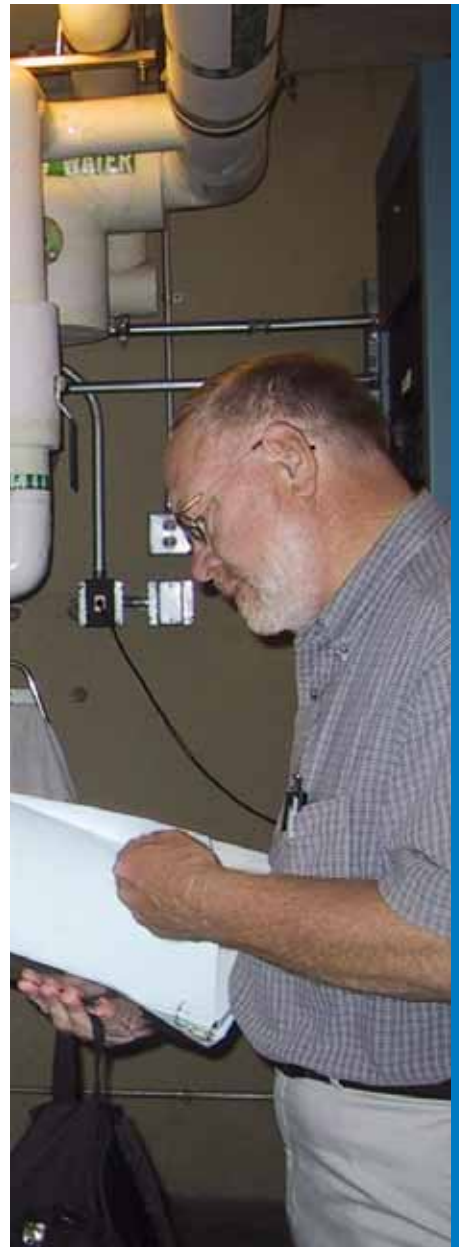
- Weather-based irrigation controllers
- Rain sensors
- High-efficiency nozzles
- Rotary sprinklers or spray bodies with pressure regulation and/or check valves
- Dedicated landscape meters

In FY 10/11, there were 303 rebates for single-family residential and commercial weather-based irrigation controllers; 333 residential and commercial sites received a landscape conversion rebate; and 287 residential and commercial sites received a rebate for irrigation hardware upgrades.

/// IN BUSINESS

The water district combines education, technical assistance, and financial incentives to encourage reduced water consumption among commercial, industrial and institutional water users.

Annual water savings attributable to business conservation programs reached 7,100 acre-feet in FY 10/11.



COMMERCIAL, INDUSTRIAL, INSTITUTIONAL WATER USE SURVEY PROGRAM

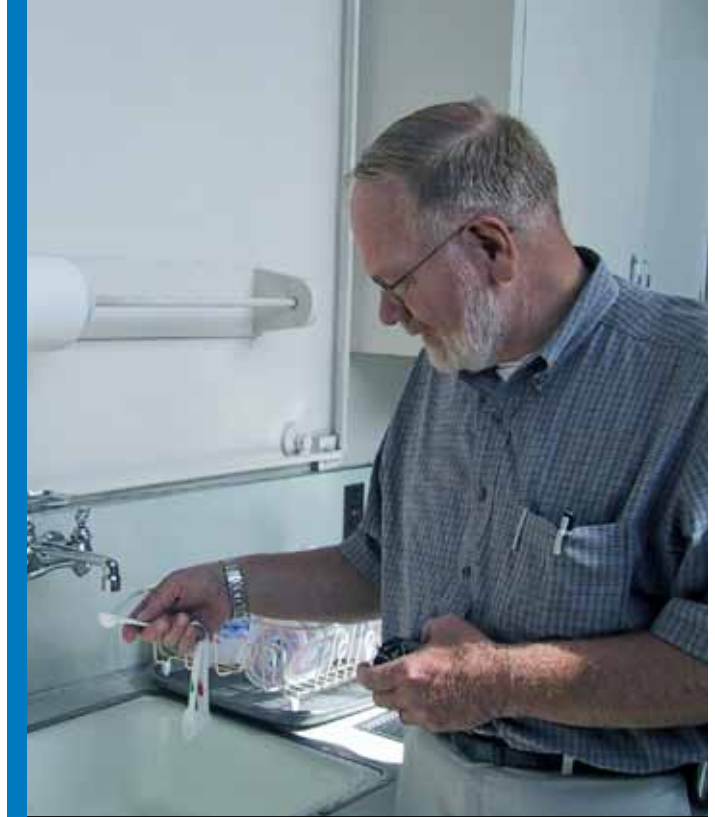
This program for commercial, industrial and institutional (CII) establishments in Santa Clara County began in FY 03/04 and continued into early FY 10/11. It is currently under review to quantify the benefits to the District. Depending on the results, it may be implemented again in the future.

Program provided a thorough survey of the indoor water use of CII establishments, suggestions for ways to become more water efficient, and recommendations for water district programs that can help fund water efficiency improvements. Because most of the water saving potential exists in the industrial and institutional sectors, those sectors were targeted. For FY 10/11, 68 surveys were completed. From the beginning of the program until its completion, 513 surveys were conducted.

WATER EFFICIENT TECHNOLOGIES PROGRAM

The Water Efficient Technologies (WET) program provides rebates for process, technology, and equipment retrofits that save water. The rebate rate is \$4.00 per hundred cubic feet (CCF) of water saved annually with a minimum annual water savings requirement of 100 ccf.

Since 1997, the water district and the City of San José have maintained a cost-sharing agreement to help fund this program. To date, the water district has funded (either entirely or through cost-sharing with the City of San José) roughly 90 projects saving approximately 618,000 CCF/year. In FY 10/11, there were four projects, which save a combined amount of roughly 4,700 CCF/year.



A water surveyor measures a faucet leak.



Water Survey Technicians measuring a pool.



A high-efficiency pre-rinse spray valve in use.

PRE-RINSE SPRAY VALVE DISTRIBUTION PROGRAM

The water district provides pre-rinse spray valves, with a flow rate of 1.15 gallons per minute, to commercial sites identified through the district's CII Water Survey Program, through water retailers, and by request. A total of 47 of these sprayers were distributed through this program in FY 10/11. Roughly 4,400 sprayers have been distributed/installed since the district began promoting these devices in FY 02/03.



A technician installs a high-efficiency toilet at an apartment complex.

COMMERCIAL AND APARTMENT HIGH-EFFICIENCY TOILET AND URINE FLUSH VALVE INSTALLATION PROGRAM

This program installs high-efficiency toilets (HETs) and urinal flush valves (HEUs) in the commercial, industrial and institutional sectors, as well as in the multi-family sector.

There were approximately 1,100 HETs installed in the commercial sector and 2,500 HETs installed in the multi-family dwelling sector, for a total of roughly 3,600 installations for FY 10/11. There were also 575 high-efficiency urinal flush valves installed in FY 10/11. Since the program began, more than 20,800 HETs and HEUs have been installed.

COMMERCIAL CLOTHES WASHER REBATE PROGRAM

The Commercial Clothes Washer Rebate Program provides laundromats and apartment complexes in Santa Clara County a rebate of \$400 for each purchased or leased commercial high-efficiency clothes washer.

The water district rebates only the most water efficient machines. By doing this, the water district hopes to influence buyers to make the most water-efficient choice and maximize water savings. The Commercial Clothes Washer Rebate Program provided 208 rebates in FY 10/11. Since the start of the program, over 3,600 rebates have been issued.



High-efficiency washer inspection

MOBILE HOME PARK SUBMETER REBATE PROGRAM

This program, which began as a pilot program in FY 00/01, gives a rebate for every water submeter installed at mobile home parks. During the three-year pilot program, 1,187 rebates were installed. Water use records from participating mobile home parks showed an average water savings of 23 percent per mobile home. Due to the results of the pilot study, the program was initiated again in 2007. In FY 10/11, 640 water submeters were installed, bringing the total for number rebated to 5,314.



A water submeter installed at a mobile home park



Installing a low-flow faucet aerator on a commercial bathroom faucet.

COMMERCIAL FAUCET AERATOR PROGRAM

Starting in FY 09/10, and continuing into FY 10/11, the water district has been offering free faucet aerators to qualifying businesses and schools, to replace aerators that are currently flowing at 1.0 gpm or more. The water district distributed 2,144 of these 0.5 gpm aerators in FY 10/11, which are required by the plumbing code for commercial, industrial and institutional facilities (except in hotel rooms and hospitals). Since the water district started this program, over 5,400 of these aerators have been distributed.



High-Efficiency urinals

COMMERCIAL REBATE PROGRAM FOR TOILETS AND URINALS

In FY 09/10, the water district started to supplement its installation program by offering rebates to commercial facilities for replacing old, inefficient toilets and urinals with high-efficiency models. The rebates were up to \$400 for toilets and up to \$500 for urinals. The new urinals must flush at 0.125 gallons per flush or less; the new toilets must flush at 1.28 gallons per flush or less.

In FY 10/11, 17 urinal rebates and 22 CII toilet rebates were issued. Since the program started, there have been 84 high-efficiency toilet rebates issued and 188 high-efficiency urinal rebates issued. Due to the low participation rates, the program concluded at the end of FY 10/11.

/// IN AGRICULTURE



The water district's water-use efficiency program conducts growers meetings and provides technical assistance to help growers increase irrigation efficiency. These meetings help growers to comply with non-point source discharge regulations.

CALIFORNIA IRRIGATION MANAGEMENT INFORMATION SYSTEM (CIMIS)

This free service provides daily reference evapotranspiration estimates to growers and landscape irrigators to use for scheduling irrigation. Reference evapotranspiration is the water use of a standardized green grass surface. Estimates of the evapotranspiration of all crops and landscapes can be mathematically related to reference evapotranspiration.

The water district owns and maintains two weather stations at San Martin and one station west of Saratoga. A CIMIS station east of Gilroy, owned by Syngenta, Inc., is maintained by the water district. Growers and landscape irrigators can access current evapotranspiration information around the clock by visiting the water district's web site at www.valleywater.org.



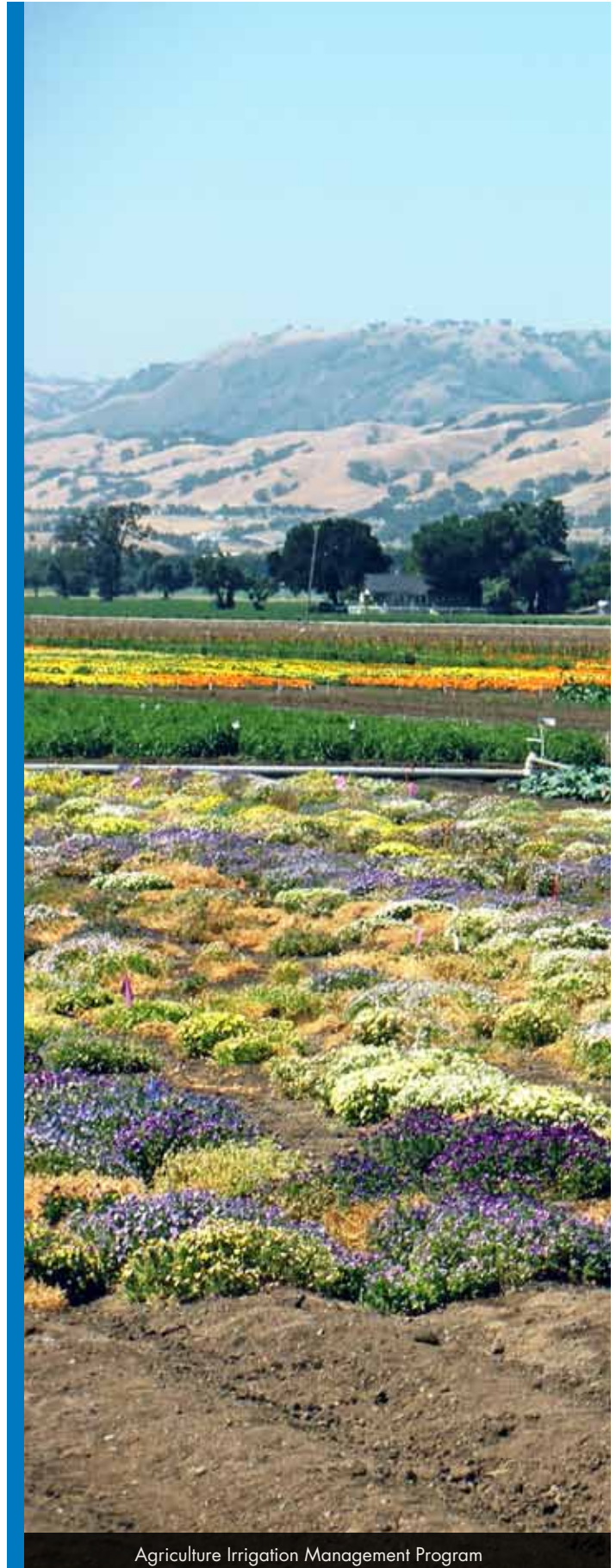
California Irrigation Management Information System

ON-LINE IRRIGATION SCHEDULING CALCULATORS

This online resource consists of two calculators: one for drip irrigation systems; the other for sprinkler systems. Each system makes it easy to calculate a crop's irrigation requirements based on local California Irrigation Management Information System (CIMIS), weather station data or on satellite-based spatial CIMIS coupled with the percentage of a field that is shaded by the crop around high noon. These calculators are used to estimate the irrigation water requirement since the last irrigation, or to forecast a crop's irrigation requirements for the coming few days.

AGRICULTURAL IRRIGATION MANAGEMENT PROGRAM

The water district funds a program implemented by the Santa Clara County Farm Bureau to provide ten growers with intensive training in irrigation system fitness and irrigation management. Program technicians sample the output of growers' irrigation systems, provide recommendations to improve the uniformity of the irrigation systems, and conduct follow-up sampling and analysis to estimate any improvement in uniformity that has resulted from implementation of the recommendations. Once irrigation system fitness has been quantified, subsequent training takes place in the use of soil moisture content sampling and CIMIS-based crop evapotranspiration estimates that will determine irrigation scheduling. The goal of the program is to create a cadre of efficient irrigators who are able to demonstrate through their farming practices that efficient irrigation is achievable.



Agriculture Irrigation Management Program

/// STUDIES & RESEARCH



The water district conducts research, on its own and in collaboration with other agencies, to increase water savings and cost-effectiveness of its water conservation programs. Data from these studies and research can be vital in creating an effective, long-range water conservation strategy for Santa Clara County.

EVALUATION OF THE SANTA CLARA VALLEY WATER DISTRICT COMMERCIAL, INDUSTRIAL, AND INSTITUTIONAL SURVEY PROGRAM



The water district's Commercial Industrial and Institutional (CII) Survey Program was developed to improve demand and water use efficiency among CII sites. The main mechanism of achieving conservation through this program was to provide participating site managers with useful information regarding their current water use, potential savings, and available assistance programs in hopes that this would enable and promote voluntary adoption of conservation equipment and practices. The water district conducted a quantitative evaluation of the program by comparing pre and post program water meter data from both participating sites and a randomly selected control group of similar non-participating sites. The analysis showed that there was, on average, a slight decrease in water use among CII sites in our region over the study period but there was greater decrease among program participants. By subtracting the absolute value of percent change in our control group from that of the participating group, the study estimated an average net savings of 18 percent that is attributable to the CII survey program. This study will be published and made available in FY 11/12.



/// EDUCATION OUTREACH



The water district recognizes that the keys to success for water conservation programs are effective education and outreach. To that end, the water district has developed informative classes and materials. The water district has also participated in many effective outreach events, a list of which can be found at the end of this section.

2010/11 WATER CONSERVATION OUTREACH CAMPAIGN

Each year the district carries out a multi-media campaign in English, Spanish, Vietnamese and Chinese languages that emphasizes the importance of water conservation. In FY 2010/11, the campaign, “For a better world... Save 20 gallons”, was developed in partnership with local cities, water retailers and the county. To build upon the success of the previous campaign the district is continuing with the “For a better world... Save 20 gallons” message. The 2011 campaign primarily consisted of online and social media, direct mail, and water retailer bill inserts. District staff also participated at various community events, corporate environmental fairs, professional trade shows, and hosted several water conservation workshops. Specific highlights include:

- The water district’s water retailers, in partnership with the water district, sent out approximately 276,000 “Save 20 Gallons” bill inserts.
- Postcards were mailed promoting rebates to businesses, including apartment managers, commercial building owners, landscapers and laundromat owners.
- A high-efficiency clothes washer drawing to encourage residents to make use of our rebate programs. Residents enter either online or by mail for a chance to win and to find out more about the water district’s water conservation programs.



Ad for Commercial Rebate Program



Ad for Water-Wise House Call Program



Snapshot of www.save20gallons.org

WWW.SAVE20GALLONS.ORG

On the water district’s micro-site, www.save20gallons.org, the water district introduced an interactive feature educating people on how to read their water bills. This will allow customers to track their water use over time and easily identify leaks. Also, as they use this new feature, they are provided tips on how to save water and information on the water district’s water conservation programs.

Find out if you qualify for our High-Efficiency Toilet Rebate.

Remodeling your bathroom has never been more cost effective or water efficient. Replace your old, high-water use toilet with a high-efficiency toilet and you may receive a rebate of up to \$125 (per toilet!). Water-efficient toilets use at least 20% less water when compared to conventional toilets. And if your toilet is an older model, the amount of water saved is even greater.

Visit valleywater.org or call 1(877) 874-8479 for pre-qualification. Programs subject to funding availability. Certain restrictions apply.

save20gallons.org
Santa Clara Valley Water District

Ad promoting the High-Efficiency Toilet Rebate Program.

WATER-EFFICIENT LANDSCAPING WORKSHOPS FOR HOMEOWNERS

The water district held its 19th annual water efficient landscaping workshop series over three weekends in March 2011. The topics included water efficient irrigation design; California native plants; and gardening with natives.

Each spring, the workshops are presented by landscape and irrigation experts that provide practical advice on water-efficient landscaping. A total of 119 people attended the series of workshops in March, 2011.

COMMUNITY EVENTS

The water district promoted water-use efficiency at numerous community events in FY 10/11, including: environmental fairs, Earth Day events, and many others. These events give the water district an opportunity to talk to the public directly, and to educate residents and businesses about water-use efficiency, using hands-on displays, educational handouts and complimentary water-efficient device distribution.

NURSERY OUTREACH PROGRAM

For the last ten years, the water district has distributed water conservation information through display racks located at county nursery and garden stores. These display racks contain literature with information on water-wise gardening, efficient irrigation techniques, drought resistant plants, drip irrigation, and water district programs. In FY 10/11, 20 nurseries participated in the program throughout the county.



Staff at an event in Gilroy.



The district was a sponsor of the 2011 Silicon Valley Water Conservation Awards. Virginia O' Rourke, an awards judge, stands with award winners Fran Hirsch and Jeff Moore from Brandenburg Staedler and Moore Properties, who participated in the district's Submeter Rebate Program.



The district's literature rack for nurseries



Lewis Reed teaches workshop participants about native plants.

GOING NATIVE GARDEN TOUR

The water district co-sponsored the 9th Annual Going Native Garden Tour on April 17, 2011. The tour was a great success, showcasing 69 native plant gardens throughout Santa Clara and San Mateo counties, with nearly 10,000 garden visits. Eight local nurseries sold native plants at various showcase gardens on the tour and this year visitors were assisted with the Going Native Garden Tour App for the iPhone. The water district has sponsored this event since its inaugural year in 2002.



Crops growing in the South County.

SEMINARS FOR AGRICULTURE PROFESSIONALS

The water district has presented at growers meetings annually since 1998 on topics related to water and fertilizer-use efficiency, water district programs, farm safety, and compliance with farm water quality regulations. All meetings have been presented with simultaneous Spanish translation. This year, the following seminars were offered:

- CIMIS (California Irrigation Management Information System) for summer vegetables at Morgan Hill Grange Hall
- CIMIS for vineyards at Clos LaChance Winery
- CIMIS for cool season crops at the San Benito County Farm Bureau

/// CALENDAR OF EVENTS

The water district's staff worked at educational booths or made presentations at the following events during FY 10/11:

Date	Event Name	Location
07/22/2010	SummerWinds Nursery Presentation	Summerwinds Nursery, San Jose
07/27/2010	Vocera Communications Eco-Fair	Vocera Communications, San Jose
07/29/2010	Presentation to City of San Jose Employees	City Hall, San Jose
08/13/2010	Avantest America Corp. ECO-FAIRE	Avantest America Corp., Santa Clara
08/21/2011– 08/22/2010	San Jose Pride Event	Downtown San Jose
08/19/2010	Green Fair at Maxim Corporation	Maxim Integrated Products, Sunnyvale
09/10/2011– 09/12/2010	South Bay Home & Garden Show	Santa Clara Convention Center, Santa Clara
09/25/2010– 09/26/2010	Yamagami's Fall Garden Fair	Yamagami's Nursery, Cupertino
09/30/2010	Underwriters Laboratories Green Expo	Underwriters Laboratories, San Jose
11/17/2010	Silicon Valley Leadership Group Environment Committee Presentation	Bay Area Environmental Training Center at Mission College, Santa Clara
12/01/2010	Green Town Los Altos	Los Altos Library, Los Altos
01/11/2011	Santa Clara Chamber of Commerce Presentation	Chamber of Commerce Headquarters, Santa Clara
02/26/2011	West Virginia Street Bridge Re-Opening	San Jose
03/03/2011	Green Business University	Chamber of Commerce, Mountain View
03/05/2011	Landscape Workshop Series on California Native Plants	Santa Clara Valley Water District, San Jose
03/05/2011– 03/06/2011	Yamagami's Nursery Spring Garden Fair	Yamagami's Nursery, Cupertino
03/06/2011 + 03/08/2011	California Small Farm Conference	Gilroy

Date	Event Name	Location
03/19/2011	Landscape Workshop Series on Gardening with Natives	Santa Clara Valley Water District, San Jose
03/22/2011	2011 Silicon Valley Conservation Awards	Humane Society Silicon Valley, Milpitas
03/23/2011	Bay Area Water Conservation Coordinators Meeting Presentation	Zone 7 Water Agency, Livermore
03/26/2011	Landscape Workshop Series on Water Efficient Irrigation Design	Santa Clara Valley Water District, San Jose
03/30/2011	Bellarmino's Sustainability Teach-In "Water Conservation at Home & School"	Bellarmino College Prep, San Jose
04/14/2011	Bay Friendly Landscaping Workshop	Edenvale Community Center, San Jose
04/17/2011	Going Native Garden Tour - California Native Plant Society	Self Guided Tour—Santa Clara Valley and Peninsula Gardens
04/21/2011	Nvidia Earth Day Event	Nvidia Corp., Santa Clara
04/21/2011	San Jose State University's Earth Day Event	San Jose State University, San Jose
04/22/2011	JDSU Earth Day Event	JDSU Corporate Campus, Milpitas
04/22/2011	Earth Day Event	Marvell Semiconductor, Inc., Santa Clara
04/28/2011	HP Earth Day Fair	Hewlett-Packard, Cupertino
04/30/2011	Bay Area Schools Environmental Conference Presentation	Mexican Heritage Plaza, San Jose
05/05/2011	Building Owners & Managers Association (BOMA)—Energy & Sustainable Mgmt. Committee Presentation	San Jose
05/07/2011	Latinas Contra Cancer Walk Against Colon Cancer	Alviso Marina, Alviso
05/018/2011	Earth Day Celebration greenNG-Day	Northrop Grumman, Sunnyvale
05/024/2011	Santa Clara Valley Urban Runoff Pollution Prevention Watershed Watch Green Gardener Certification Program	San Jose
06/25/2011	Festival in the Park, SCC Parks & Rec. Dept	Hellyer Park, San Jose



/// COST-SHARING AGREEMENTS & PARTNERSHIPS

Water conservation is a community wide effort, and it takes the cooperation of many agencies, cities, organizations and water retailers to meet current and future water supply goals. The water district maintains cost-sharing agreements with many cities

and utilities to provide water conservation programs for residential and commercial customers. In Fiscal Year 10/11, the water district administered more than \$1,238,980 in cost-sharing agreements.

Cost-Sharing Agreements that were active in FY 10/11 included:

Cost Sharing Partner	Amount	Water Conservation Program
Palo Alto	\$271,785	Residential and Commercial Water Conservation Programs (indoor and outdoor)
City of Milpitas	\$5,000	Landscape Conversion Program
California Water Service Co.	\$384,695	Residential and Commercial Water Conservation Programs (indoor and outdoor)
City of San José	\$500,000	Residential and Commercial Water Conservation Programs (indoor only)
Stanford	\$15,000	Residential High-Efficiency Toilet Rebate Program
City of Morgan Hill	\$50,000	Landscape Conversion Program & Residential High-Efficiency Toilet Rebate Program
City of Santa Clara	\$12,500	Commercial Clothes Washer Rebate Program
Total	\$1,238,980	



Water Conservation intern Ashley Carter conducts a Landscape Rebate Program post inspection.



High-efficiency clothes washer

/// ACKNOWLEDGEMENTS



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Paula Walters, Management Analyst
Karen Morvay, Senior Water Conservation Specialist
Virginia O'Rourke, Water Conservation Specialist



WATER CONSERVATION UNIT INTERNS FOR FY 10/11

Pictured: Cody Houston, Billy Roderick,
Ed Espericueta, Ashley Carter, and Nick Garza

Not pictured: Alexis Shields, Andrew Lee,
Kevin Carley, Nick Florimonte and Lewis Reed

