August 14, 2017

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:
- Norma Camacho, Interim Chief Executive Officer
- Garth Hall, Acting Chief Operating Officer, Water Utility
- Rick Callender, Chief of External Affairs
- Stanly Yamamoto, District Counsel
- Erick Soderlund, Ast. District Counsel
- Jerry De La Piedra, Acting Deputy Operating Officer, Water Supply Division
- Tracy Hemmeter, Acting Water Supply Planning and Conservation Manager, Water Supply Planning and Conservation Unit
- Vanessa De La Piedra, Groundwater Management Manager, Groundwater Monitoring and Analysis Unit

The regular meeting of the Water Conservation and Demand Management Committee is scheduled to be held on Monday, August 28, 2017, at 10:00 a.m. in the Headquarters Building Boardroom, located at the Santa Clara Valley Water District, 5700 Almaden Expressway, San Jose, California.

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

Enclosures
Santa Clara Valley Water District - Headquarters Building,
5700 Almaden Expressway, San Jose, CA 95118

From Oakland:
• Take 880 South to 85 South
• Take 85 South to Almaden Expressway exit
• Turn left on Almaden Plaza Way
• Turn right (south) on Almaden Expressway
• At Via Monte (third traffic light), make a U-turn
• Proceed north on Almaden Expressway approximately 1,000 feet
• Turn right (east) into the campus entrance

From Morgan Hill/Gilroy:
• Take 101 North to 85 North
• Take 85 North to Almaden Expressway exit
• Turn left on Almaden Expressway
• Cross Blossom Hill Road
• At Via Monte (third traffic light), make a U-turn
• Proceed north on Almaden Expressway approximately 1,000 feet
• Turn right (east) into the campus entrance

From Sunnyvale:
• Take Highway 87 South to 85 North
• Take Highway 85 North to Almaden Expressway exit
• Turn left on Almaden Expressway
• At Via Monte (third traffic light), make a U-turn
• Proceed north on Almaden Expressway approximately 1,000 feet
• Turn right (east) into the campus entrance

From San Francisco:
• Take 280 South to Highway 85 South
• Take Highway 85 South to Almaden Expressway exit
• Turn left on Almaden Plaza Way
• Turn right (south) on Almaden Expressway
• At Via Monte (third traffic light), make a U-turn
• Proceed north on Almaden Expressway approximately 1,000 feet
• Turn right (east) into the campus entrance

From Downtown San Jose:
• Take Highway 87 - Guadalupe Expressway South
• Exit on Santa Teresa Blvd.
• Turn right on Blossom Hill Road
• Turn left at Almaden Expressway
• At Via Monte (first traffic light), make a U-turn
• Proceed north on Almaden Expressway approximately 1,000 feet
• Turn right (east) into the campus entrance

From Walnut Creek, Concord and East Bay areas:
• Take 680 South to 280 North
• Exit Highway 87-Guadalupe Expressway South
• Exit on Santa Teresa Blvd.
• Turn right on Blossom Hill Road
• Turn left at Almaden Expressway
• At Via Monte (third traffic light), make a U-turn
• Proceed north on Almaden Expressway approximately 1,000 feet
• Turn right (east) into the campus entrance
AGENDA
WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE

MONDAY, AUGUST 28, 2017
10:00 a.m. - 12:00 p.m.

Santa Clara Valley Water District
Headquarters Building Boardroom
5700 Almaden Expressway
San Jose, CA 95118

Time Certain
10:00 a.m.  1.  Call to Order/Roll Call

2.  Time Open for Public Comment on Any Item Not on the Agenda
Comments should be limited to two minutes. If the Committee wishes to discuss a subject raised by
the speaker, it can request placement on a future agenda.

3.  Approval of Minutes
3.1 Approval of Minutes – June 15, 2017, meeting

4.  Discussion/Action Items
4.1 Golf Course Proposal (Justin Burks)
Recommendation: This is an information only item and no action is required.

4.2 Outreach Messaging (Marty Grimes)
Recommendation: This is an information only item and no action is required.

4.3 The water conservation and demand management components of the Water Supply
Master Plan (AMI, leak detection, rainwater harvesting, stormwater capture, model
ordinance, etc.) (Tracy Hemmeter)
Recommendation: This is an information only item and no action is required.

4.4 Sustainable Groundwater Management Act (SGMA) Update – Preliminary Analysis of
Groundwater Extraction Regulation (Vanessa De La Piedra)
Recommendation: This is an information only item and no action is required.

4.5 Sustainable Groundwater Management Act (SGMA) Update – Preliminary Analysis of
Fixed Charge (Darin Taylor)
Recommendation: This is an information only item and no action is required.

4.6 Review of Water Conservation and Demand Management Committee Work Plan, any
Outcomes of Board Action or Committee Requests and the Committee’s next meeting
agenda (Committee Chair)
Recommendation: Review the Committee work plan to guide the Committee’s
discussions regarding policy alternatives and implications for Board deliberation.

5.  Clerk Review and Clarification of Committee’s 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 discussion of Item 4.
6. **Adjourn**: Adjourn to next regularly scheduled meeting at 10:00 a.m., **October 19, 2017**, in the Headquarters Building Boardroom, 5700 Almaden Expressway, San Jose, CA 95118

REASONABLE EFFORTS TO ACCOMMODATE PERSONS WITH DISABILITIES WISHING TO ATTEND COMMITTEE MEETINGS WILL BE MADE. PLEASE ADVISE THE CLERK OF THE BOARD OFFICE OF ANY SPECIAL NEEDS BY CALLING (408) 630-2277.

Meetings of this committee will be conducted in compliance with all Brown Act requirements. All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the same time that the public records are distributed or made available to the legislative body, at the following location:

Santa Clara Valley Water District, Office of the Clerk of the Board
5700 Almaden Expressway, San Jose, CA 95118

Water Conservation and Demand Management Committee:

**Purpose**: To support the Board of Directors in achieving its policy to provide a reliable water supply to meet current and future water usage by making policy recommendations related to demand management.
WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE MEETING

DRAFT MINUTES

THURSDAY, JUNE 15, 2017
10:00 AM

(Paragraph numbers coincide with agenda item numbers)

A meeting of the Water Conservation and Demand Management Committee was held on June 15, 2017, in the Headquarters Building Boardroom at the Santa Clara Valley Water District, 5700 Almaden Expressway, San Jose, California.

1. CALL TO ORDER/ROLL CALL
Chair, Director Richard P. Santos called the meeting to order at 10:01 a.m.

Board Members in attendance were: Director Nai Hsueh (District 5), Director Linda J. LeZotte (District 4), and Director Richard P. Santos (District 3).

Staff members in attendance were: Gina Adriano, Neeta Bijoor, Glenna Brambill, Justin Burks, George Cook, Jerry De La Piedra, Vanessa De La Piedra, Jim Fiedler, Garth Hall, Tracy Hemmeter, Bassam Kassab, Vicki Rolls-Elam, Erick Soderlund, Darin Taylor and Cheryl Togami.

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
It was moved by Director Nai Hsueh, seconded by Director Linda J. LeZotte and unanimously carried, to approve the minutes of the April 27, 2017, Water Conservation and Demand Management Committee meeting, as presented.

4. DISCUSSION/ACTION ITEMS
4.1 THE WATER CONSERVATION AND DEMAND MANAGEMENT COMPONENTS OF THE WATER SUPPLY MASTER PLAN (AMI, LEAK DETECTION, RAINWATER HARVESTING, STORMWATER CAPTURE, MODEL ORDINANCE, ETC.)
Ms. Tracy Hemmeter reviewed the materials as outlined in the agenda items.

Director Linda J. LeZotte, Mr. Garth Hall, Director Richard P. Santos, and Mr. Doug Muirhead of Morgan Hill spoke on the Water Supply Master Plan.

No action was taken.
4.2 SUSTAINABLE GROUNDWATER MANAGEMENT ACT (SGMA) UPDATE
POTENTIAL BASIN TRIGGERS RELATED TO SGMA AUTHORITIES AND THE USE
OF SIMILAR TOOLS IN OTHER BASINS
Ms. Vanessa De La Piedra reviewed the materials as outlined in the agenda items.

Director Richard P. Santos, Mr. John Tang of San Jose Water Company, Mr. Garth Hall,
Director Nai Hsueh, Mr. Doug Muirhead of Morgan Hill and Mr. Tim Guster of Great Oaks
Water Company spoke on the Sustainable Groundwater Management Act.

No action was taken.

4.3 SUSTAINABLE GROUNDWATER MANAGEMENT ACT (SGMA) UPDATE –
DISCUSSION OF FIXED CHARGES AND/OR TIERED FEES
Mr. Darin Taylor reviewed the materials as outlined in the agenda items.

Director Nai Hsueh, Director Linda J. LeZotte, Director Richard P. Santos, Mr. John Tang
of San Jose Water Company, Mr. Tim Guster of Great Oaks Water Company, and
Mr. Jim Fiedler spoke on the Sustainable Groundwater Management Act fixed charges
and tiered fees.

No action was taken.

4.4 REVIEW OF WATER CONSERVATION AND DEMAND MANAGEMENT
COMMITTEE WORK PLAN, ANY OUTCOMES OF BOARD ACTION OR COMMITTEE
REQUESTS AND THE COMMITTEE’S NEXT MEETING AGENDA
Ms. Glenna Brambill reviewed the materials as outlined in the agenda items.

Chair Santos announced that Jim Fiedler will be retiring at the end of the month.

Mr. Jerry De La Piedra announced that Mr. Ron Zraick is no longer with Cinnabar Hills
Golf Club and Mr. Brian Boyer introduced new General Manager, Mr. Adam Schiro.

No action was taken.

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE’S REQUESTS
Ms. Glenna Brambill stated there were no action items for Board consideration.

6. ADJOURNMENT
Chair Santos adjourned at 11:08 a.m. to the next regularly scheduled meeting at 10:00 a.m.,
August 24, 2017, in the Headquarters Building Boardroom, 5700 Almaden Expressway, San
Jose, CA 95118.

Glenna Brambill
Office of the Clerk of the Board

Approved:
SUBJECT: Golf Course Proposal

RECOMMENDED ACTION:

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

SUMMARY:

This overview and update is to initiate a follow-up discussion on how objectives put forth by the Golf Course Coalition’s Proposal, titled “Alternative Means of Compliance for Golf Courses and Sports Fields,” can be met within an existing District program. The Golf Course Coalition’s Proposal was last discussed with the Committee at the April 27, 2017 meeting.

BACKGROUND:

During the drought, water retailers and municipalities instituted various water-use restrictions, requirements, and regulations as part of their drought responses. Water-use rules differed from one jurisdiction to the next, particularly between incorporated and unincorporated areas of Santa Clara County. Specifically, unincorporated areas of the County had fewer restrictions and enforcement overall relative to incorporated areas.

To develop and promote uniform water use rules for large landscapes, most of the golf courses in the county organized to develop the Golf Course Coalition Proposal. The Proposal was that golf courses could volunteer to use site-specific water budgets that would be reduced by a certain percentage during water shortages. The water budgets would provide an objective alternative to water-use rules specific to days and times to irrigate during the week. The proposal was discussed with retailers on multiple occasions, but some retailers continue to have logistical and enforcement concerns. These concerns include educating the public on the alternative rules for golf courses, addressing time lags between billing and enforcement, and the need for a countywide program to facilitate implementation. In addition, the use of water budgets may be possible on a case-by-case basis through code variances.

After remaining questions and concerns are addressed, future implementation of the Proposal is possible through the Landscape Water Use Evaluation Program (Program)—offered by the District since 2014. In fact, during the most recent drought, the Cities of Mountain View and Palo Alto utilized the Program’s water budgets to implement compliance alternatives for interested large landscape sites. The Cities’ compliance alternatives were similar to the Proposal.
The Program provides monthly site-specific water budgets to large landscape sites, online monitoring of performance against the budget, and recommendations to improve irrigation efficiency. Eligible sites can receive on-site landscape field surveys where an irrigation expert provides in-depth diagnostics and recommendations to improve efficiency.

At the end of calendar year 2016, the Program was providing monthly water budgets to 1,302 sites (1,741 irrigated acres) across six water retailers (Gilroy, Morgan Hill, Mountain View, Palo Alto, Santa Clara, and Sunnyvale). The attached 2016 Program report estimates that irrigation at participating sites had reduced overwatering by over 40 percent compared to the 12 months before joining the Program.

Additional details about how this Program can be leveraged in a future drought are still to be determined. However, in the meantime, staff are continuing to reach out to non-participating retailers to encourage their participation in the Program.

ATTACHMENT(S):

Attachment 1: Large Landscape Program 2016 Annual Report
Santa Clara Valley Water District
Large Landscape Program
2016 Annual Report

Participating Retail Agencies:
City of Gilroy, City of Morgan Hill, City of Mountain View,
City of Palo Alto, City of Santa Clara & City of Sunnyvale

June 17, 2017

Waterfluence LLC
PO Box 561 Menlo Park CA 94026
www.waterfluence.com
(800) 800-9519
Summary
The Santa Clara Valley Water District (District) in California contracts with Waterfluence to provide program services for improving irrigation efficiency at large commercial and public landscape sites. In 2016, six retail agencies within the District participated in this program including the cities of Gilroy, Morgan Hill, Mountain View, Palo Alto, Santa Clara, and Sunnyvale. This report summarizes the program features, site characteristics, water savings, and customer engagement. It also dissects irrigation efficiency to identify areas for future improvement.

- **Site Characteristics.** The District enrolled 1,302 sites with 1,741 acres of irrigated landscape, averaging 1.3 acres per site. In 2016, the average depth of water applied over all landscape area was 2.9 feet totaling 5,071 acre feet.

- **Water Savings.** Comparing water use during the 12-months prior to joining the program to calendar year 2016, sites decreased average overwatering by 41 percent or 0.7 feet. This totals 1,152 acre feet.

- **Landscape Field Surveys.** In 2016, we conducted 25 landscape field surveys at targeted sites agreeing to have our irrigation expert gather in-depth diagnostics and provide recommendations to improve irrigation efficiency.

- **Customer Engagement.** 75 percent of sites actively viewed information online via the Waterfluence website. 83 percent of online contacts reported to be satisfied or very satisfied with the program.

- **Looking Forward.** Significant reductions in overwatering can still be made with commercial sites, sites with less than 1 acre of landscaping, sites planted predominately with shrubs, and sites not including their landscape contractor as an online viewer. Overwatering by more than 2 feet occurred at 31 percent of sites in 2016. Eliminating 2016 overwatering over all sites would save an additional 1,647 acre feet.

Program Description
Waterfluence partners with urban water agencies to improve irrigation efficiency at large commercial and public landscape sites. Using an online platform, site stakeholders (e.g., bill payers, site managers, board members, landscapers) interact and improve irrigation efficiency with our:

- **Monitoring.** For each site, we calculate and compare actual water use to a budget benchmark based on site-specific characteristics and real-time weather. Our irrigation-centric metrics make it easier to monitor and refine irrigation performance. Information is updated monthly and stakeholders associated with multiple sites view a portfolio of all their sites across all agencies in the program.

- **Recommendations.** Internal algorithms analyze water use patterns and provide customized recommendations for improvements, leveraging relevant District financial incentives. For
targeted sites needing additional help, we also conduct on-site landscape field surveys where an irrigation expert provides in-depth diagnostics and recommendations to improve efficiency.

- **Encouragement.** Most importantly, we get people to act toward the non-controversial goal of improving irrigation efficiency via engagement tactics including peer comparisons, progression, teamwork, and published leaderboards.

The Waterfluence platform is currently used by landscape sites throughout California covering about 10 percent of its population.

**Site Characteristics**

In 2016 the District had 1,302 sites irrigating 1,741 acres of landscape in the program. Sites have progressively entered the program over time; some of Mountain View’s sites started as early as 2011 while Morgan Hill sites started June 2016. Although the average depth of water applied over all irrigated landscape in 2016 was 2.9 feet, application rates varied widely with site type and size, among other factors. We segment sites into commercial and public categories because of fundamental differences in how irrigation is managed. Commercial sites, such as HOAs and offices, account for 87 percent of sites and 76 percent of water use and are often managed by landscape contractors. Public customers, primarily parks and schools, account for the rest and are often managed by in-house staff. Across all sites, 50 percent of irrigated area is planted in turf grass and the remainder is in shrubs, trees, groundcovers, and pools/fountains. Public sites tend to have a large percentage of irrigated area in turf from large playfields and parks.

<table>
<thead>
<tr>
<th>Description</th>
<th>Commercial</th>
<th>Public</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Sites</td>
<td>1,136</td>
<td>166</td>
<td>1,302</td>
</tr>
<tr>
<td>&lt; 1 Acre</td>
<td>62%</td>
<td>4%</td>
<td>66%</td>
</tr>
<tr>
<td>1-3 Acres</td>
<td>20%</td>
<td>3%</td>
<td>23%</td>
</tr>
<tr>
<td>&gt;3 Acres</td>
<td>5%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Irrigated Acres</td>
<td>1,153</td>
<td>587</td>
<td>1,741</td>
</tr>
<tr>
<td>Acres Average Site</td>
<td>1.0</td>
<td>3.5</td>
<td>1.3</td>
</tr>
<tr>
<td>Acres Turf</td>
<td>408</td>
<td>456</td>
<td>863</td>
</tr>
<tr>
<td>Acres Turf %</td>
<td>35%</td>
<td>78%</td>
<td>50%</td>
</tr>
<tr>
<td>Annual Water Use CCF</td>
<td>1,670,339</td>
<td>538,613</td>
<td>2,208,951</td>
</tr>
<tr>
<td>Annual Water Use Acre Feet</td>
<td>3,834</td>
<td>1,236</td>
<td>5,071</td>
</tr>
<tr>
<td>Annual Water Use %</td>
<td>76%</td>
<td>24%</td>
<td>100%</td>
</tr>
<tr>
<td>Annual Depth Applied FT</td>
<td>3.3</td>
<td>2.1</td>
<td>2.9</td>
</tr>
</tbody>
</table>

**Water Savings**

The program’s key performance metric is minimizing the depth of overwatering—defined as the volume of water used above our calculated water budget divided by irrigated area. This metric is weather-
normalized enabling year-to-year comparisons. We excluded Morgan Hill sites from the water savings calculations because they joined the program mid-2016.

For program sites, overwatering dropped from 1.6 feet for the 12 months prior to joining the program to 0.9 feet in 2016, a 41 percent reduction. Given 1,741 irrigated acres in the program, this equals 1,152 acre feet of savings per year. Although the commercial sites overwater more than public sites, both site types have made improvements. Heightened awareness because of drought and other agency programs have contributed to this downtrend.

<table>
<thead>
<tr>
<th>Description</th>
<th>Commercial</th>
<th>Public</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Months Prior to Program (Feet)</td>
<td>2.2</td>
<td>0.6</td>
<td>1.6</td>
</tr>
<tr>
<td>2016 (Feet)</td>
<td>1.3</td>
<td>0.2</td>
<td>0.9</td>
</tr>
<tr>
<td>Change (Feet)</td>
<td>-0.9</td>
<td>-0.4</td>
<td>-0.7</td>
</tr>
<tr>
<td>Change %</td>
<td>-40%</td>
<td>-62%</td>
<td>-41%</td>
</tr>
<tr>
<td>Change (Acre Feet)</td>
<td>-1,005</td>
<td>-218</td>
<td>-1,152</td>
</tr>
</tbody>
</table>

**Average Depth of Overwatering**

![Graph showing average depth of overwatering over years](image)

**Landscape Field Surveys**

The District targets on-site landscape field surveys to sites in most need of additional help. The survey is free to customers and consists of an irrigation expert visiting the site to gather in-depth diagnostics and provide recommendations to improve efficiency. Field surveys compliment water use monitoring by troubleshooting complicated irrigation issues and improving the accuracy of water budget parameters.
with “boots-on-the-ground” observations. Between 2014 and 2016, 51 sites in the program (4 percent) accepted and received field surveys. All but one of the surveys have been at commercial sites.

<table>
<thead>
<tr>
<th>Year</th>
<th>Sites</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>5</td>
<td>9.9</td>
</tr>
<tr>
<td>2015</td>
<td>21</td>
<td>51.1</td>
</tr>
<tr>
<td>2016</td>
<td>25</td>
<td>70.0</td>
</tr>
<tr>
<td>Total</td>
<td>51</td>
<td>130.9</td>
</tr>
</tbody>
</table>

**Customer Engagement**

Waterfluence distributes monthly landscape reports to customers by mail or by online access. The online content has more depth and allows multiple stakeholders, such as HOA board members, park staff, and landscape contractors, to view site information. In 2016, 75 percent of sites were viewed online by at least one contact.

Public sites were highly engaged with 95 percent of their sites being viewed online. Commercial sites, in contrast, had 72 percent of sites viewed online. A big distinction with commercial sites is that they frequently have their irrigation managed by independent landscape contractors. We find our program works best when landscapers view our information so that they can better monitor their sites’ irrigation performance. In 2016, 28 percent of commercial sites were actively being viewed by a landscaper online.

In December 2016, we surveyed all of our online viewers and 83 percent reported to be satisfied or very satisfied with the program. Satisfied contacts typically described the reports as an easy tool for tracking water use and potential problems. Dissatisfied contacts usually desired more timely reporting, clarification of report information, or adjustments to their water budgets.
Looking Forward

To guide future efforts to improve the program, we analyzed 2016 overwatering with respect to five elements: customer type, site size, plant type, engagement mode, and frequency of site overwatering.

**Customer Type.** Commercial sites have made great progress but still have significant potential for improvement. Public sites are closer to optimal levels. Additional engagement efforts targeted toward commercial site managers can help close this gap.

**Site Size.** Larger landscapes tend to be more efficiently irrigated. Although smaller sites use less water by volume, their potential to reduce overwatering on a percentage basis is greater. Small sites with less than one acre of landscape also make up two-thirds of total sites in the program.
Plant Type. Within both the commercial and public groups, we find modest differences in depth of water applied between sites predominantly planted with turf grass and sites predominantly planted with shrubs, trees and groundcovers. Theoretically turf’s water requirements are significantly higher. Shrubs have different irrigation system and scheduling considerations, and our data suggest they have greater potential for future efficiency improvements.

Engagement Mode. For commercial sites, those opting to not include their landscape contractor as a viewer overwater on average by 50 percent more than sites listing their landscaper. Landscape
contractors frequently manage water use at commercial sites and enhanced feedback allows them to better optimize irrigation performance. We conclude adding relevant landscape contractors as viewers to our platform is the single most important factor to success.

**Frequency of Site Overwatering.** A benefit of this program is that problem sites can be readily identified with respect to irrigation efficiency. Overwatering by more than 2 feet in 2016 occurred at 31 percent of sites. These sites could be targeted for verification of water budget assumptions, landscape field surveys, program engagement, and financial incentives, among other tactics to improve performance.
SUBJECT: Outreach Messaging

RECOMMENDED ACTION:

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

SUMMARY:

The Committee will receive a verbal presentation on current and future outreach efforts to promote water conservation as an ongoing way of life in California and our county.

This summer’s water conservation campaign includes an in-game water conservation promotion at all San Jose Giants home games during the second half of the current baseball season, in July and August 2017. Display of the District’s logo and reading of the public announcement began on June 28. The District’s in-game promotion will be repeated during all home games at the stadium through August 2017.

The Office of Communications has also produced new messages and artwork for a digital campaign, reflected in Attachment 1, to promote continued water conservation and District programs, and staff has rolled out a social media campaign on Facebook, Twitter, and Nextdoor to promote district water conservation programs, rebates and water saving tips for continued water conservation. Attachment 1 is a sampling of the various ads.

The Committee has expressed an interest in seeing the District and retailers convey consistent messages regarding water rates. To respond to this request, the Retailers Communications Subcommittee discussed this at its quarterly meeting held on July 10. A small work group was formed which has developed a series of general messages that convey the primary reasons water rates have increased and are likely to continue to increase. The next step is for the Retailers Communications Subcommittee to review and comment on the draft messages in August.

BACKGROUND:

ATTACHMENT(S):

Attachment 1: Ad samples
SUBJECT: The Water Conservation and Demand Management Components of the Water Supply Master Plan (AMI, Leak Detection, Rainwater Harvesting, Stormwater Capture, Model Ordinance, etc.)

RECOMMENDED ACTION:

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

SUMMARY:

The Committee has requested that staff present information on the water conservation and demand management components of the Water Supply Master Plan Update 2017 (WSMP) to the Committee prior to presenting information to the full Board. Staff is planning to present recommendations regarding four alternative water supply portfolios to the Board on September 19, 2017. This item summarizes staff's analysis of the four portfolios and current level of service goal. In addition, information on the need for a South County Treatment Plan is discussed.

BACKGROUND:

Staff presented an update on and the Board discussed Water Supply Master Plan development on April 25, 2017. Discussion topics included the “no regrets” package of water conservation and demand management components that staff plans to include in all water supply portfolio alternatives, the initial water supply portfolio alternatives staff developed and their performance in achieving planning objectives, and stakeholder input on the level of service goal. Based on feedback from the Board as well as the internal technical team, staff further refined the water supply portfolios and is focusing on the following four portfolios – 1) Low Cost, 2) Local Flexibility, 3) Secure Imported Supplies, and 4) Local Storage.

Portfolio Discussion

Each of the portfolio alternatives includes the “no regrets” package, consisting of:

- new development model ordinance,
- graywater program expansion,
- leak repair incentives,
- advanced metering infrastructure,
- stormwater recharge,
- agricultural land recharge,
- rain gardens, and

...
• rain barrels.

The four aforementioned portfolios are summarized in Table 1 and discussed below. It should be noted that as the writing of this memo, the portfolios are still being refined.

**Table 1. Portfolio Summary**

<table>
<thead>
<tr>
<th>Project</th>
<th>Portfolio 1: Low Cost</th>
<th>Portfolio 2: Local Flexibility</th>
<th>Portfolio 3: Secure Imported Supplies</th>
<th>Portfolio 4: Local Storage</th>
</tr>
</thead>
<tbody>
<tr>
<td>“No Regrets” Package</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Butterfield Recharge</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
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<tr>
<td>Additional Groundwater Banking</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
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<tr>
<td>Los Vaqueros Expansion</td>
<td></td>
<td>●</td>
<td></td>
<td></td>
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<tr>
<td>Sites Reservoir</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Water Rights Purchase</td>
<td>●</td>
<td></td>
<td></td>
<td>●</td>
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<tr>
<td>Additional Potable Reuse</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
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<tr>
<td>Pacheco Reservoir Expansion</td>
<td></td>
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<td></td>
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<tr>
<td>California WaterFix</td>
<td></td>
<td></td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>Percent of Years with Water Use Reductions</td>
<td>&lt;5%</td>
<td>5%</td>
<td>&lt;5%</td>
<td>5%</td>
</tr>
<tr>
<td>Percent of Years that Meet the Level of Service Goal</td>
<td>100%</td>
<td>98%</td>
<td>100%</td>
<td>97%</td>
</tr>
</tbody>
</table>

Portfolio 1: Low Cost – This portfolio adds additional groundwater recharge and banking capacity and increases Delta-conveyed supplies through purchasing additional contract supplies (water rights purchase) and participating in the Sites Reservoir project. The key benefit of this portfolio is its relatively low cost. Costs are currently being refined and may change. Also, it has some flexibility with implementation. However, this portfolio increases our reliance on Delta-conveyed supplies and does not address risks associated with through-Delta conveyance.

Portfolio 2: Local Flexibility – This portfolio builds on the “Ensure Sustainability” strategy adopted by the Board in the 2012 Water Supply and Infrastructure Master Plan. It optimizes existing supplies (adds recharge, banking, and transfer/exchange capacity) and meets future increases in demands with water reuse. One of the key benefits of this portfolio is the ability to phase in the projects as they become needed. The projects can begin earlier or later, depending on how supplies and demands change over time. This flexibility helps manage risk and uncertainty. Another key benefit of this portfolio is that it relies on developing local supplies/reuse. The key consideration with this portfolio is its reliance on partnerships with other agencies, which is a consideration for all the portfolios.

Portfolio 3: Secure Imported Water Supplies – This portfolio contains California WaterFix. The key benefits of this portfolio are that it secures our State Water Project and Central Valley Program contract supplies and addresses risks associated with through-Delta conveyance (levee failure, water quality reductions, and climate change). A key consideration with this portfolio is its implementation complexity and uncertainty due to the magnitude of the project.

Portfolio 4: Local Storage – This portfolio includes Pacheco Reservoir Expansion from 6,000 acre-feet to
140,000 acre-feet and additional water rights purchases. The additional water rights purchase is necessary to supplement supplies during extended droughts, when Pacheco Reservoir storage would be depleted. The key benefits of this project are that it increases local surface water supply and storage, helps manage water quality issues with San Luis Reservoir, and provides downstream flood protection. However, it would increase reliance on imported water supplies without addressing key risks associated with through-Delta conveyance. In addition, it would result in major alternations to the relatively undisturbed Pacheco Creek Watershed.

Level of Service Discussion

The District’s current water supply reliability level of service goal is, “develop water supplies designed to meet at least 100 percent of average annual water demand identified in the District’s Urban Water Management Plan during non-drought years and at least 90 percent of average annual water demand in drought years.” In developing the water supply outlook and evaluating different portfolios for the 2017 Water Supply Master Plan update, staff has identified two potential changes to the level of service goal for the Committee and Board’s consideration.

1. Replace reference to the Urban Water Management Plan with the Water Supply Master Plan: The District’s Urban Water Management Plan, in accordance with State requirements, includes a conservative demand projection. If the District uses these projections to plan supplies for 20 to 25 years in the future, then the District risks overbuilding and stranding assets at great cost to the community. For example, the 2000 Urban Water Management Plan projected a demand of 424,000 to 486,000 acre-feet per year (AFY) by 2020. We are currently on track for demands from about 300,000 to 360,000 (AFY). As reported in previous meetings, staff is currently using a demand projection for the Water Supply Master Plan that is more consistent with current trends than the Urban Water Management Plan projection for analyzing water supply portfolios.

2. Reduce the planned level of supply during drought years: The current level of service goal is to develop supplies to meet 90 percent of demands in drought years. The gap between supplies and demands are typically made up with a combination of supplemental supplies (e.g., transfers) and/or short-term water use reductions. Our modeling for the Water Supply Master Plan assumes the difference is made up with short-term reductions of 10 percent in water use*. Research and experience indicate that short-term reductions of up 15 percent can be readily achieved through communication on the need for short-term behavioral changes. Higher levels of short-term water use reductions, especially above 20 percent, typically require mandatory restrictions on use and have significantly higher costs to the community.

Two of the portfolios summarized above (Portfolio 2: Local Flexibility and Portfolio 4: Local Storage) have modeled short-term water use reductions of up to 15 percent. While they do not meet the current level of service, staff believes they are sufficiently reliable because 1) they only have shortages in a total of 5 of 94 modeled years, 2) the maximum level of shortage is only 15 percent, and 3) the cost of adding projects to improve reliability is not commensurate with the benefits of doing so.

South County Drinking Water Treatment Plant

There was an inquiry about the need for a South County drinking water treatment plant at the last Committee meeting. A South County drinking water treatment plant would be needed if managed recharge, demand management programs, and other in-lieu recharge programs such as recycled water were insufficient to maintain groundwater levels in the Llagas Subbasin. Water supply planning analyses dating back to 1975 have concluded existing and planned investments in managed recharge, recycled water, and water conservation are sufficient to maintain groundwater levels in the Llagas Subbasin. Staff will continue to monitor groundwater levels in the Llagas Subbasin as part the groundwater management program, as well as

* Short-term water use reductions are those that are on top of the baseline water conservation savings people make on a ongoing basis.
water supply and demand trends as part of tracking Water Supply Master Plan implementation. Staff will promptly tell the Board if conditions indicate that a South County drinking water treatment plant will be needed in the 20-year planning horizon.

Next Steps

A more complete analysis of benefits and risks of all the portfolios is currently being developed and is scheduled for presentation, along with further discussion of the level of service, at the Board's September 19, 2017 meeting.

ATTACHMENT(S):

Attachment 1: PowerPoint
WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE

AUGUST 24, 2017
“NO REGRETS” PACKAGE

• NEW DEVELOPMENT MODEL ORDINANCE
• GRAYWATER PROGRAM EXPANSION
• LEAK REPAIR INCENTIVES
• ADVANCED METERING INFRASTRUCTURE
• STORMWATER RECHARGE
• AGRICULTURAL LAND RECHARGE
• RAIN GARDENS
• RAIN BARRELS
## WATER SUPPLY PORTFOLIOS

<table>
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<tr>
<th>Project</th>
<th>Portfolio 1: Low Cost</th>
<th>Portfolio 2: Local Flexibility</th>
<th>Portfolio 3: Secure Imported Supplies</th>
<th>Portfolio 4: Local Storage</th>
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<td>●</td>
<td>●</td>
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<td>Water Rights Purchase</td>
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<tr>
<td>Additional Potable Reuse</td>
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<tr>
<td>Pacheco Reservoir Expansion</td>
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<td>&lt;5%</td>
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<tr>
<td>Percent of Years that Meet the Level of Service Goal</td>
<td>100%</td>
<td>98%</td>
<td>100%</td>
<td>97%</td>
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</tbody>
</table>
LOW COST PORTFOLIO

- ADDITIONAL IMPORTED WATER SUPPLIES, RECHARGE CAPACITY, AND BANKING CAPACITY
- RELATIVELY LOW COST
- SOME IMPLEMENTATION FLEXIBILITY
- INCREASED RELIANCE ON DELTA-CONVEYED SUPPLIES
LOCAL FLEXIBILITY

- OPTIMIZES EXISTING SUPPLIES
- NEW DEMANDS MET WITH REUSE
- FLEXIBLE IMPLEMENTATION
- STRONG RELIANCE ON LOCAL AND REGIONAL PARTNERSHIPS
SECURE IMPORTED SUPPLIES

- SECURES EXISTING IMPORTED WATER SUPPLIES WITH CALIFORNIA WATERFIX
- ADDRESSES RISKS IN THE DELTA
- CONSIDERABLE IMPLEMENTATION COMPLEXITY AND UNCERTAINTY
LOCAL STORAGE

- EXPANDS PACHECO RESERVOIR FROM 6,000 AF TO 140,000 AF
- BENEFITS INCLUDE WATER SUPPLY, WATER QUALITY, AND FLOOD PROTECTION
- INCREASES RELIANCE ON IMPORTED SUPPLIES
LEVEL OF SERVICE GOAL

“DEVELOP WATER SUPPLIES DESIGNED TO MEET AT LEAST 100 PERCENT OF AVERAGE ANNUAL WATER DEMAND IDENTIFIED IN THE DISTRICT’S URBAN WATER MANAGEMENT PLAN DURING NON-DROUGHT YEARS AND AT LEAST 90 PERCENT OF AVERAGE ANNUAL WATER DEMAND IN DROUGHT YEARS”

• POTENTIAL REFINEMENTS
  • REPLACE REFERENCE TO URBAN WATER MANAGEMENT PLAN WITH REFERENCE TO WATER SUPPLY MASTER PLAN
  • REDUCE LEVEL OF SUPPLY DELIVERED DURING DROUGHT YEARS
SOUTH COUNTY DRINKING WATER TREATMENT PLANT

• EVALUATED SINCE 1975

• RECHARGE, DEMAND MANAGEMENT, AND RECYCLED WATER ARE SUFFICIENT TO MAINTAIN GROUNDWATER LEVELS

• WILL CONTINUE TO MONITOR CONDITIONS
NEXT STEPS

• COMPLETE BENEFIT AND RISK ANALYSIS

• PRESENT PORTFOLIOS AND ANALYSIS TO BOARD (SCHEDULED FOR 9/19/17)

• CONDUCT OUTREACH

• PREPARE WATER SUPPLY MASTER PLAN
SUBJECT: Sustainable Groundwater Management Act (SGMA) Update – Preliminary Analysis of Groundwater Extraction Regulation

RECOMMENDED ACTION:

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

SUMMARY:

The Sustainable Groundwater Management Act (SGMA) provides Groundwater Sustainability Agencies (GSAs) like the District with various authorities to ensure groundwater sustainability. Per the District’s 2016 Groundwater Management Plan (GWMP), the District will evaluate the regulation of pumping and implementation of different fee types as potential tools that may be needed to ensure continued sustainability. The Board referred related stakeholder engagement to the Water Conservation and Demand Management Committee (Committee).

At previous 2017 Committee meetings, staff presented an overview of groundwater rights, an updated stakeholder engagement plan for the evaluation of new SGMA authorities, and a summary of how other agencies have used similar tools to regulate pumping. This agenda item provides the preliminary staff evaluation of SGMA groundwater extraction regulation authorities, including the benefits of each tool, potential issues, and wells that would be affected.

BACKGROUND:

In 2014, SGMA was enacted as California’s first comprehensive, statewide regulatory program for groundwater. SGMA provides GSAs, like the District, with various authorities to ensure groundwater is managed in a sustainable manner. Important for this agenda item, SGMA provides GSAs with various authorities related to the regulation of groundwater extraction by restricting or suspending well production, prohibiting new well construction, imposing well spacing requirements, and requiring measurement and reporting of groundwater production by well owners (Water Code §§ 10725.8, 10726.4(a)). As noted in the GWMP and previous Committee meetings, the potential regulation of pumping is a complex and controversial topic, and SGMA acknowledges related limitations.
Preliminary Staff Analysis of Groundwater Extraction Regulation

Research into the use of similar tools in other jurisdictions indicates that the few agencies that regulate pumping have done so in response to undesirable results like overdraft or salt water intrusion, most commonly through the well permitting process. Agencies that have implemented these authorities have struggled with well owner concerns and lack of enforcement. Some agencies have been unsuccessful in implementation due to legal challenges. Others have decided not to pursue regulation due to concerns with water rights and the potential to trigger adjudication, preferring instead to focus on financial incentives or groundwater replenishment projects.

The existing groundwater management framework in Santa Clara County, which includes coordination with major pumpers, is expected to support continued, sustainable conditions. While the SGMA authorities may never be needed, the District is investigating all potential tools to ensure local groundwater resources continue to be protected. The preliminary staff analysis of these authorities is summarized in Table 1 and described in further detail below.

Table 1. SGMA Groundwater Extraction Authority Evaluation Summary

<table>
<thead>
<tr>
<th>Authority</th>
<th>Evaluation Summary</th>
</tr>
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</table>
| Impose Well Spacing Requirements or Reasonable Operating Regulations to Minimize Well Interference | • Requirements could alleviate well interference, but interference is generally a localized issue rather than one affecting large areas.  
• The utility of imposing operating regulations is likely limited to larger wells with more frequently measured pumping.  
• Implementation is likely to be challenged if it affects the operation of a public water system or the ability to develop a property.  
• Other SGMA authorities would be needed to address undesirable results occurring within a larger area or basin. |
| Regulate New Well Construction, Well Enlargement, or Abandoned Well Reactivation | • If current well permitting trends continue, these authorities would have limited impact on basin-wide undesirable results since these represent a minor fraction of pumping.  
• These controls could be implemented to address concerns from and reduce impacts to existing well users if groundwater allocations were established.  
• Preventing new water supply well construction near Indirect Potable Reuse (IPR) projects would help the District comply with related state regulations.  
• Implementation is likely to be challenged if it affects the operation of a public water system or the ability to develop a property. |
| Regulate, Limit, or Suspend Groundwater Extraction or Establish Allocations | • Allocations may be the most equitable way to address basin-wide undesirable results.  
• Limitations on pumping must be consistent with local general plans unless there is insufficient sustainable yield, and are not a final determination of groundwater rights.  
• Allocations could include transfers or carryover if those provisions would not exacerbate undesirable results.  
• Efforts to regulate or limit pumping are likely to prompt legal challenges on groundwater rights. |

• Impose Well Spacing Requirements or Reasonable Operating Regulations to Minimize Well Interference

Imposing well spacing requirements on new wells could help to address well interference caused by nearby pumping wells. The District receives minimal feedback on well interference from well owners in bedrock areas, but no related concerns have been reported within the subbasins managed by the District. This authority would apply only to new water producing wells and would not address any interference caused by existing pumping wells. The District permits about 100 new water producing wells each year, but the majority are small, domestic wells, so the effect of imposing well spacing requirements on new wells is expected to be quite limited.
Well spacing requirements could be uniform by subbasin/area or project-specific. Establishing a uniform spacing requirement would necessitate a special study to determine a reasonable requirement. The requirement could also be based on an individual study commissioned by the project proponent to demonstrate the lack of interference. This would require District resources to review the study findings and decide to approve or deny the well permit. Either approach would necessitate a change from the current District well permitting process, in which permits are granted if applicants demonstrate compliance with state and District well standards. The imposition of well spacing requirements or denial of a well permit would likely be challenged by project proponents where it affects the operation of a public water system or impacts development.

Imposing reasonable operating regulations on wells would provide more certainty and control regarding pumping timing and volume, which may be useful in addressing well interference. However, determining and enforcing reasonable operating restrictions would be difficult as the District has little information on the operation of individual wells. The District meters larger water producing wells, with pumping volumes measured monthly or semi-annually. The production from these metered wells constitutes over 96 percent of total groundwater production. The District does not meter several thousand domestic and agricultural wells which produce small amounts of water, as the cost to meter these small producers is typically more than the revenue the wells produce. To effectively address well interference, the District would need to understand pumping timing and patterns, which would limit the utility of this tool to larger wells with more frequently measured pumping, such as water retailer wells. Several water retailers have expressed concern that the District mandate of their operations may impact their ability to meet public water system health and safety requirements.

The authorities to impose well spacing or operating requirements focus on well interference, which generally affects a limited number of users or uses. The more significant concern may be undesirable results occurring within an entire basin, which would likely be better addressed by other authorities.

- **Regulate New Well Construction, Well Enlargement, or Abandoned Well Reactivation**

Limiting pumping increases may be desirable in addressing undesirable results if local groundwater basins are in a condition of chronic overdraft. These tools could also potentially help address sub-regional undesirable results, such as salt water intrusion or subsidence. Currently, the District permits only a few large water producing wells each year. A small number of wells are reactivated each year, but these are predominantly domestic wells with minimal pumping. The enlargement of water supply wells is extremely uncommon. If current well construction trends continue, regulations targeting well construction, enlargement, or reactivation are expected to have little impact in addressing basin-wide undesirable results. Because conditions like salt water intrusion and subsidence are generally caused by pumping over a larger area, regulations affecting only a small subset of wells are likely to have little positive impact.

If groundwater allocations were ever established, limitations on new or expanded pumping could help address concerns from existing well users and minimize related pumping reductions needed. The ability to regulate new well construction would help the District create a zone of control where new water supply well construction is not allowed to address state regulatory requirements near IPR projects.

As with well spacing requirements, implementation of these controls through the well permitting process would represent a change from the current process and would likely prompt challenges if public water system operation or development were impacted.

- **Regulate, Limit, or Suspend Groundwater Extraction or Establish Allocations**

Water Code §10726.4 provides GSAs the authority to control groundwater extraction at individual wells or from wells in the aggregate. However, the actions must be consistent with applicable elements of local general plans unless there is insufficient sustainable yield to serve a land use designated in a general plan.
Water Code §10726.4 also notes that limitations on groundwater extraction “shall not be construed to be a final determination of rights to extract groundwater from the basin or any portion of the basin.”

The ability to directly limit or suspend pumping (while respecting these constraints) may be needed to address undesirable results if all other voluntary efforts fail. This could entail limitations at individual or sub-regional wells to address more localized issues like the depletion of interconnected streams, or regional limitations to address basin-wide conditions like chronic overdraft.

Because the exact volume pumped by non-metered wells is approximated, authorities to limit or regulate pumping volume would not be applied to domestic or other non-metered wells. To address widespread problematic conditions, establishing groundwater allocations for all metered wells may be the most useful and equitable tool. Allocations for individual wells could be established as a percentage of historical production and could consider irrigation efficiency for agricultural users, with the goal of eliminating overdraft or addressing another undesirable result. A system for carryover or transfer of unused allocations could also be developed to help minimize impacts to well users, provided these actions would not cause or exacerbate undesirable results. In the event allocations for existing wells become necessary, limiting or suspending pumping from new wells should also be considered. The implementation of pumping limitation or regulation at individual or aggregate wells could likely be viewed as an infringement on water rights and be subject to legal challenges.

**Enforcement**

Implementation of any of the authorities described above would require the District Board of Directors to adopt a related ordinance following a public hearing. Water Code §10732 establishes civil penalties for persons extracting more than they are allocated or who violate any rule, regulation, ordinance, or resolution adopted under SGMA authorities. These penalties are as follows:

- Up to $500 per acre-foot in exceedance of the allocated amount
- Up to $1,000 plus $100 per day in violation of any rule, regulation, ordinance, or resolution adopted under SGMA authorities

Civil penalties may be imposed by the GSA either by filing an action with the Superior Court or by an administrative action after providing notice and an opportunity for a hearing. These penalties are in addition to any other penalties, fines, or remedies that may be applicable under other laws.

**Summary and Next Steps**

As stated in the District’s GWMP and as stated on page 2 above, the preferred approach for addressing depleted or problematic groundwater storage will continue to be voluntary coordination between the District and its retailers that pump groundwater.

As an additional approach if needed, groundwater allocations may be the most useful and equitable tool to address undesirable results that may occur. Regulation of new well construction, well enlargement, and/or abandoned well reactivation could be used in conjunction with allocations or to address state regulations for IPR projects. The imposition of well spacing requirements or operating regulations to address well interference are presumed to have little effect on addressing problematic basin conditions. SGMA outlines clear constraints on the use of these authorities which must be considered, and it is likely that the implementation of any SGMA authorities to regulate pumping would prompt legal challenges.

As noted in the stakeholder engagement plan, Committee and stakeholder discussion on this and other agenda items will inform development of a draft implementation framework for SGMA pumping regulation authorities should they ever be needed. The goal of this framework is to map out how these tools would be used to help ensure water supply reliability and avoid undesirable results related to groundwater storage,
levels, quality, or land subsidence. Because basin conditions are variable and highly dependent on hydrology, pumping, and recharge, the framework will focus on clarifying the process to adequately respond to worsening conditions. This is the primary concept behind the draft implementation framework to be developed by December 2017 through this Committee.

In October 2017, staff will present preliminary implementation framework concepts for review and input by the Committee and stakeholders, including consideration of the steps that will be taken prior to implementing SGMA authorities and public participation steps that will be followed.

ATTACHMENT(S):

None.
COMMITTEE AGENDA MEMO

SUBJECT: Sustainable Groundwater Management Act (SGMA) Update – Preliminary Analysis of Fixed Charge

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

SUMMARY:
SGMA provides the District with various authorities to ensure groundwater sustainability. Per the District’s 2016 Groundwater Management Plan (GWMP), the District will evaluate the regulation of pumping and collection of different fee types as potential tools that may be needed to ensure continued sustainability. The Board referred related stakeholder engagement to the Water Conservation and Demand Management Committee (Committee).

SGMA allows GSAs to impose fixed charges and fees charged on a volumetric basis, including, but not limited to, fees that increase based on the quantity of groundwater produced annually, the year in which groundwater production at a well began, and impacts to the basin. As noted in the GWMP, fees imposed pursuant to SGMA must comply with applicable provisions of Proposition 218.

Currently, the District collects volumetric fees based on the quantity of groundwater produced in accordance with the District Act. At the June 15, 2017 Committee meeting, staff presented a plan to evaluate the fixed charge concept, which if implemented, would help reduce revenue volatility associated with swings in water usage. Revenue volatility was a serious issue during the recent historic drought.

The high-level plan to evaluate the fixed charge concept included the following steps:

- June 2017 – Obtain Committee and stakeholder input on the fixed charge concept
- July 2017 – Complete internal finance staff assessment of feasibility
  - August 2017 – Obtain Committee feedback on the preliminary feasibility analysis
  - October 2017 – Obtain feedback from the Water Retailers Finance Subcommittee on the preliminary feasibility analysis

The June and July steps are complete. This agenda presents a preliminary framework for establishment of a fixed charge. It is intended to promote discussion and obtain feedback from the Committee and stakeholders on whether or not to implement a fixed charge, and if so how to implement.
BACKGROUND:

The tables below lay out a potential framework for implementation by the District of a fixed charge. The framework includes the following assumptions:

North County Zone W-2
- Fixed Revenue is targeted at 35% of FY’18 budgeted groundwater and treated water revenue
- The fixed charge applies to high volume retailers only, and not to remaining customers
- The fixed Charge calculation by retailer is based on the weighted percentage of the 5-Year Annual Volume Average for M&I Treated and Groundwater applied to the FY ’18 budget volume
- The adjusted groundwater production charge for those retailers that would pay a fixed charge is $729/AF, and $829/AF for Treated Water Contract/Non-Contract
- Retailers/customers not subject to the fixed charge would pay $1,175/AF and $1,275/AF for Groundwater and Treated Water Contract/Non-Contract respectively

South County Zone W-5 (Same assumptions as for North County with the following exceptions:)
- The adjusted groundwater production charge for major retailers with a fixed charge is $239/AF
- Retailers/customers not subject to the fixed charge would pay a $418/AF groundwater production charge

NORTH COUNTY ZONE W-2

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<tr>
<th>Retailers</th>
<th>Type</th>
<th>5-Year Annual Volume Average</th>
<th>Weighted Percentage %</th>
<th>FY’18 Budget Volume</th>
<th>FY’18 Budget Revenue</th>
<th>Fixed Revenue</th>
<th>Volumetric Revenue</th>
<th>Adjusted FY’18 Revenue</th>
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SOUTH COUNTY ZONE W-5

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<th>Type</th>
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<th>Weighted Percentage %</th>
<th>FY’18 Budget Volume</th>
<th>FY’18 Budget Revenue</th>
<th>Fixed Revenue</th>
<th>Volumetric Revenue</th>
<th>Adjusted FY’18 Revenue</th>
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<td>Ground</td>
<td>7,515.4</td>
<td>30.6%</td>
<td>7,352.0</td>
<td>$3,073,148</td>
<td>$1,313,327</td>
<td>$1,759,821</td>
<td>$3,073,148</td>
</tr>
<tr>
<td>Great Oaks Water Co</td>
<td>Ground</td>
<td>4,412.3</td>
<td>18.0%</td>
<td>4,316.4</td>
<td>$1,804,235</td>
<td>$771,050</td>
<td>$1,033,185</td>
<td>$1,804,235</td>
</tr>
<tr>
<td>Other GWP</td>
<td>Ground</td>
<td>4,440.8</td>
<td>18.1%</td>
<td>4,344.2</td>
<td>$1,815,892</td>
<td>-</td>
<td>$1,815,892</td>
<td>$1,815,892</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>24,533.4</td>
<td>100%</td>
<td>24,000.0</td>
<td>$10,032,000</td>
<td>$3,511,200</td>
<td>$6,520,800</td>
<td>$10,032,000</td>
</tr>
</tbody>
</table>
The fixed charge framework generates the same amount of revenue for FY 18 as the current rate structure for both zones. There are slight variances in revenue at the retailer level in the North County analysis driven by mix of treated water versus groundwater. Further refinement of the fixed charge calculations should correct for those variances.

**Decreased Volume Scenario**

The following tables reflect the fixed charge framework compared to the current rate structure under a decreased volume scenario. The scenario assumes actual water use is 25% below budget. The result is that the fixed charge framework would generate $17.6M more revenue than the current rate structure for North County and $878K for South County.

**NORTH COUNTY ZONE W-2**

<table>
<thead>
<tr>
<th>Retailers</th>
<th>Type</th>
<th>5-Year Annual Volume Average</th>
<th>Weighted Percentage %</th>
<th>FY'18 Budget Volume Minus 25%</th>
<th>FY'18 Revenue Est. Without Fixed Charge</th>
<th>Fixed Revenue</th>
<th>Volumetric Revenue</th>
<th>FY'18 Revenue Est. With Fixed Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cal Water</td>
<td>Treated &amp; Ground</td>
<td>12,539.1</td>
<td>6.5%</td>
<td>8,109.2 $</td>
<td>10,172,052 $</td>
<td>4,844,545 $</td>
<td>6,531,418 $</td>
<td>11,375,963 $</td>
</tr>
<tr>
<td>Cupertino</td>
<td>Treated</td>
<td>2,668.3</td>
<td>1.4%</td>
<td>1,873.7 $</td>
<td>2,464,149 $</td>
<td>1,145,767 $</td>
<td>1,601,256 $</td>
<td>2,747,022 $</td>
</tr>
<tr>
<td>Milpitas</td>
<td>Treated</td>
<td>3,368.1</td>
<td>1.8%</td>
<td>2,365.2 $</td>
<td>3,110,432 $</td>
<td>1,446,272 $</td>
<td>2,021,224 $</td>
<td>3,467,496 $</td>
</tr>
<tr>
<td>Mountain View</td>
<td>Treated &amp; Ground</td>
<td>1,429.5</td>
<td>0.7%</td>
<td>942.0 $</td>
<td>1,195,050 $</td>
<td>565,867 $</td>
<td>769,586 $</td>
<td>1,335,453 $</td>
</tr>
<tr>
<td>San Jose City</td>
<td>Treated &amp; Ground</td>
<td>13,856.6</td>
<td>7.2%</td>
<td>9,641.0 $</td>
<td>12,615,647 $</td>
<td>5,880,697 $</td>
<td>8,187,818 $</td>
<td>14,068,515 $</td>
</tr>
<tr>
<td>San Jose Water Co</td>
<td>Treated &amp; Ground</td>
<td>119,650.3</td>
<td>62.2%</td>
<td>76,220.8 $</td>
<td>94,721,174 $</td>
<td>45,329,364 $</td>
<td>60,671,084 $</td>
<td>106,000,448 $</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>Treated &amp; Ground</td>
<td>17,531.0</td>
<td>9.1%</td>
<td>10,187.3 $</td>
<td>11,895,441 $</td>
<td>5,881,275 $</td>
<td>7,490,155 $</td>
<td>13,371,429 $</td>
</tr>
<tr>
<td>Sunnyvale</td>
<td>Treated &amp; Ground</td>
<td>9,413.6</td>
<td>4.9%</td>
<td>6,525.0 $</td>
<td>8,952,612 $</td>
<td>3,975,957 $</td>
<td>5,527,226 $</td>
<td>9,503,183 $</td>
</tr>
<tr>
<td>Great Oaks Water Co</td>
<td>Ground</td>
<td>5,510.7</td>
<td>2.9%</td>
<td>2,994.0 $</td>
<td>3,317,928 $</td>
<td>1,687,187 $</td>
<td>2,057,177 $</td>
<td>3,744,364 $</td>
</tr>
<tr>
<td>Other GWP</td>
<td>Ground</td>
<td>6,381.2</td>
<td>3.3%</td>
<td>3,466.9 $</td>
<td>3,842,091 $</td>
<td>-</td>
<td>3,842,091 $</td>
<td>3,842,091 $</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>192,348.4</td>
<td>100%</td>
<td>122,325.0 $</td>
<td>151,854,578 $</td>
<td>70,756,930 $</td>
<td>98,699,034 $</td>
<td>169,455,964 $</td>
</tr>
<tr>
<td><strong>Difference</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>17,601,387</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SOUTH COUNTY ZONE W-5**

<table>
<thead>
<tr>
<th>Retailers</th>
<th>Type</th>
<th>5-Year Annual Volume Average</th>
<th>Weighted Percentage %</th>
<th>FY'18 Budget Volume Minus 25%</th>
<th>FY'18 Revenue Est. Without Fixed Charge</th>
<th>Fixed Revenue</th>
<th>Volumetric Revenue</th>
<th>FY'18 Revenue Est. With Fixed Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gilroy</td>
<td>Ground</td>
<td>8,164.9</td>
<td>33.3%</td>
<td>5,990.5 $</td>
<td>2,504,044 $</td>
<td>1,426,823 $</td>
<td>1,433,926 $</td>
<td>2,960,749 $</td>
</tr>
<tr>
<td>Morgan Hill</td>
<td>Ground</td>
<td>7,515.4</td>
<td>30.6%</td>
<td>5,514.0 $</td>
<td>2,304,861 $</td>
<td>1,313,327 $</td>
<td>1,319,866 $</td>
<td>2,633,193 $</td>
</tr>
<tr>
<td>Great Oaks Water Co</td>
<td>Ground</td>
<td>4,412.3</td>
<td>18.0%</td>
<td>3,237.3 $</td>
<td>1,353,176 $</td>
<td>771,050 $</td>
<td>774,889 $</td>
<td>1,545,939 $</td>
</tr>
<tr>
<td>Other GWP</td>
<td>Ground</td>
<td>4,440.8</td>
<td>18.1%</td>
<td>3,258.2 $</td>
<td>1,361,919 $</td>
<td>-</td>
<td>1,361,919 $</td>
<td>1,361,919 $</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>24,533.4</td>
<td>100%</td>
<td>18,000.0 $</td>
<td>7,524,000 $</td>
<td>3,511,200 $</td>
<td>4,890,600 $</td>
<td>8,401,800 $</td>
</tr>
<tr>
<td><strong>Difference</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>877,800</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Increased Volume Scenario**

In addition, the following tables reflect the fixed charge framework compared to the current rate structure under an increased volume scenario. This scenario assumes actual water use is 25% greater than budget. The result is that the fixed charge framework would generate $17.6M less revenue than the current rate structure for North County and $878K less for South County.
### NORTH COUNTY ZONE W-2

<table>
<thead>
<tr>
<th>Retailers</th>
<th>Type</th>
<th>5-Year Annual Volume Average</th>
<th>Weighted Percentage %</th>
<th>FY'18 Budget Volume Plus 25%</th>
<th>FY'18 Revenue Est. Without Fixed Charge</th>
<th>Fixed Revenue</th>
<th>Volumetric Revenue</th>
<th>FY'18 Revenue Est. With Fixed Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cal Water</td>
<td>Treated &amp; Ground</td>
<td>12,539.1</td>
<td>6.5%</td>
<td>13,515.3</td>
<td>$ 16,764,536</td>
<td>$ 4,844,545</td>
<td>$ 10,750,323</td>
<td>$ 15,594,869</td>
</tr>
<tr>
<td>Capitomo</td>
<td>Treated</td>
<td>3,668.3</td>
<td>1.4%</td>
<td>3,122.9</td>
<td>$ 3,906,530</td>
<td>$ 1,145,767</td>
<td>$ 2,538,545</td>
<td>$ 3,684,312</td>
</tr>
<tr>
<td>Milpitas</td>
<td>Treated</td>
<td>3,368.1</td>
<td>1.8%</td>
<td>3,941.9</td>
<td>$ 4,931,113</td>
<td>$ 1,446,272</td>
<td>$ 3,204,340</td>
<td>$ 4,650,612</td>
</tr>
<tr>
<td>Mountain View</td>
<td>Treated &amp; Ground</td>
<td>1,429.5</td>
<td>0.7%</td>
<td>1,570.0</td>
<td>$ 1,951,275</td>
<td>$ 565,867</td>
<td>$ 1,525,220</td>
<td>$ 1,821,087</td>
</tr>
<tr>
<td>San Jose City</td>
<td>Treated &amp; Ground</td>
<td>13,856.6</td>
<td>7.2%</td>
<td>16,068.3</td>
<td>$ 20,882,141</td>
<td>$ 5,880,697</td>
<td>$ 13,031,351</td>
<td>$ 18,912,048</td>
</tr>
<tr>
<td>San Jose Water Company</td>
<td>Treated &amp; Ground</td>
<td>119,650.3</td>
<td>62.2%</td>
<td>127,034.7</td>
<td>$ 157,318,659</td>
<td>$ 45,329,364</td>
<td>$ 100,619,544</td>
<td>$ 145,948,908</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>Treated &amp; Ground</td>
<td>17,531.0</td>
<td>9.1%</td>
<td>16,978.8</td>
<td>$ 20,805,558</td>
<td>$ 5,881,275</td>
<td>$ 13,081,767</td>
<td>$ 18,963,041</td>
</tr>
<tr>
<td>Sunnyvale</td>
<td>Treated &amp; Ground</td>
<td>9,413.6</td>
<td>4.9%</td>
<td>10,875.0</td>
<td>$ 13,586,462</td>
<td>$ 3,975,957</td>
<td>$ 8,811,140</td>
<td>$ 12,787,097</td>
</tr>
<tr>
<td>Great Oaks Water Co</td>
<td>Ground</td>
<td>5,510.7</td>
<td>2.9%</td>
<td>4,989.9</td>
<td>$ 6,063,149</td>
<td>$ 1,687,187</td>
<td>$ 3,759,264</td>
<td>$ 5,446,451</td>
</tr>
<tr>
<td>Other GWP</td>
<td>Ground</td>
<td>6,381.2</td>
<td>3.3%</td>
<td>5,778.2</td>
<td>$ 7,020,999</td>
<td>$ -</td>
<td>$ 7,020,999</td>
<td>$ 7,020,999</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>192,348.4</td>
<td>100%</td>
<td>203,875.0</td>
<td>$ 252,430,422</td>
<td>$ 70,756,930</td>
<td>$ 164,072,493</td>
<td>$ 234,825,424</td>
</tr>
</tbody>
</table>

**Difference** $ (17,600,999)

### SOUTH COUNTY ZONE W-5

<table>
<thead>
<tr>
<th>Retailers</th>
<th>Type</th>
<th>5-Year Annual Volume Average</th>
<th>Weighted Percentage %</th>
<th>FY'18 Budget Volume Plus 25%</th>
<th>FY'18 Revenue Est. Without Fixed Charge</th>
<th>Fixed Revenue</th>
<th>Volumetric Revenue</th>
<th>FY'18 Revenue Est. With Fixed Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gilroy</td>
<td>Ground</td>
<td>8,164.9</td>
<td>33.3%</td>
<td>9,984.2</td>
<td>$ 4,173,406</td>
<td>$ 1,426,823</td>
<td>$ 2,389,877</td>
<td>$ 3,816,700</td>
</tr>
<tr>
<td>Morgan Hill</td>
<td>Ground</td>
<td>7,515.4</td>
<td>30.6%</td>
<td>9,190.0</td>
<td>$ 3,841,435</td>
<td>$ 1,313,327</td>
<td>$ 1,999,776</td>
<td>$ 3,513,104</td>
</tr>
<tr>
<td>Great Oaks Water Co</td>
<td>Ground</td>
<td>4,412.3</td>
<td>18.0%</td>
<td>5,395.4</td>
<td>$ 2,255,294</td>
<td>$ 771,050</td>
<td>$ 1,291,481</td>
<td>$ 2,062,531</td>
</tr>
<tr>
<td>Other GWP</td>
<td>Ground</td>
<td>4,440.8</td>
<td>18.1%</td>
<td>5,430.3</td>
<td>$ 2,269,865</td>
<td>$ -</td>
<td>$ 2,269,865</td>
<td>$ 2,269,865</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>24,533.4</td>
<td>100%</td>
<td>30,000.0</td>
<td>$ 12,540,000</td>
<td>$ 3,511,200</td>
<td>$ 8,151,000</td>
<td>$ 11,662,200</td>
</tr>
</tbody>
</table>

**Difference** $ (877,800)

The analysis demonstrates that the fixed charge framework would reduce the District’s revenue volatility associated with fluctuations in water use. Assuming the Board wants to proceed with implementation after collecting feedback on the preliminary analysis, the proposed process would include, but not be limited to, the following steps:

1. October to February 2018 – Request for Proposal (RFP) process to engage consultant
2. March to October 2018 – Detailed fixed charge proposal preparation including subsequent revisions, and review with Board Committee, Water Retailers, and Board
3. October to November 2018 – Board approval of fixed charge proposal to be incorporated in to FY 2019-20 groundwater charge proposal (Feb 2019 PAWS report)

These steps are consistent with the steps taken by Zone 7 Water Agency, which implemented a fixed charge component for their calendar year 2017 rates.

Staff is requesting Committee and stakeholder input on the internal preliminary analysis of a fixed fee.

**ATTACHMENT(S):**

None.
<table>
<thead>
<tr>
<th>Subject:</th>
<th>Review of Water Conservation and Demand Management Committee Work Plan, any Outcomes of Board Action or Committee Requests and the Committee’s Next Meeting Agenda</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommended Action:</td>
<td>Review the Committee work plan and Planning Calendar to guide the Committee’s discussions regarding policy alternatives and implications for Board deliberation.</td>
</tr>
<tr>
<td>Summary:</td>
<td>The attached Work Plan and Planning Calendar outlines the topics for discussion to be able to prepare policy alternatives and implications for Board deliberation. The work plan and planning calendar are agendized at each meeting as accomplishments are updated and to review additional work plan assignments by the Board.</td>
</tr>
<tr>
<td>Background:</td>
<td>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. The Board Ad Hoc Committee is comprised of less than a quorum of the Board and/or external members having a limited term, to accomplish a specific task, is established in accordance with the Board Ad Hoc Committee procedure (Procedure No. W723S01), and will be used sparingly. Annually, the purpose of an established Ad Hoc Committee will be reviewed to determine its relevance. In keeping with the Board’s broader focus, Board Committees will not direct the implementation of District programs and projects, other than to receive information and provide advice and comment.</td>
</tr>
<tr>
<td>Attachment(s):</td>
<td>Attachment 1: Water Conservation and Demand Management Committee 2017 Work Plan Attachment 2: Water Conservation and Demand Management Committee October 19, 2017 Draft Agenda</td>
</tr>
<tr>
<td>ITEM #</td>
<td>WORK PLAN ITEM</td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Receive Information on Conservation Measure Connections/Obligations addressed in the CA Waterfix</td>
</tr>
<tr>
<td>2</td>
<td>Consideration of potential approaches for receiving input from key stakeholders on development of plans, where necessary, for implementation of authorities available to the District under the Sustainable Groundwater Management Act (SGMA)</td>
</tr>
<tr>
<td>3</td>
<td>Receive an Update on the District’s Outreach Campaign (HOAs, Neighborhood Groups, Developers, Planning Agencies)</td>
</tr>
</tbody>
</table>
| 4     | Update on Golf Course Coalition Proposal | 1-25-17, 2-23-17, 3-24-17, 4-27-17, 8-24-17, 12-14-17 | Discussion/Action Item | **Accomplished January 25, 2017:** The Committee received an update on Golf Course Coalition Proposal and took no action.  
**Accomplished February 23, 2017:** The Committee received an update on Golf Course Coalition Proposal and took no action.  
**Accomplished March 24, 2017:** The Committee received an update on Golf Course Coalition Proposal and took no action.  
**Accomplished April 27, 2017:** The Committee received an update on Golf Course Coalition Proposal and took no action. |
## 2017 Work Plan: Water Conservation and Demand Management Committee

Update: June 2017

<table>
<thead>
<tr>
<th>ITEM #</th>
<th>WORK PLAN ITEM</th>
<th>MEETING</th>
<th>ACTION/DISCUSSION OR INFORMATION ONLY</th>
<th>ACCOMPLISHED OUTCOMES</th>
</tr>
</thead>
</table>
| 5      | Review of 2017 Water Conservation Ad Hoc Committee Work Plan and the Outcomes of Board Action of Committee Requests | 1-25-17, 2-23-17, 3-24-17, 4-27-17, 6-15-17, 8-24-17, 10-19-17, 12-14-17 | Discussion/Action Item | Accomplished January 25, 2017: The Committee reviewed their work plan for 2017 and added Safe, Clean Water Conservation Grant Research Results to their work plan. Joined items #11, 12 and 13 to #4 Water Master Plan and correct #14f to read hold conversations.  
Accomplished February 23, 2017: The Committee reviewed their work plan for 2017 and removed item #12 since all of its elements are included in work plan items 1 - 11.  
Accomplished March 24, 2017: The Committee reviewed their work plan for 2017 and took no action.  
Accomplished April 27, 2017: The Committee reviewed their work plan for 2017 and took no action.  
Accomplished June 15, 2017: The Committee reviewed their work plan for 2017 and took no action. |
<p>| 6      | Update on State Water Resources Control Board (SWRCB) (Emergency Regulation; Making Water Conservation a California Way of Life) | 2-23-17       | Discussion/Action Item                | Accomplished February 23, 2017: The Committee received an update on State Water Resources Control Board (SWRCB) (Emergency Regulation; Making Water Conservation a California Way of Life) and took no action. |</p>
<table>
<thead>
<tr>
<th>ITEM #</th>
<th>WORK PLAN ITEM</th>
<th>MEETING</th>
<th>ACTION/DISCUSSION OR INFORMATION ONLY</th>
<th>ACCOMPLISHED OUTCOMES</th>
</tr>
</thead>
</table>
| 7     | Update on the Evaluation of New Sustainable Groundwater Management Act (SGMA) Authorities | 2-23-17    | Discussion/Action Item                | **Accomplished February 23, 2017:**  
The Committee received an update on the Evaluation of New Sustainable Groundwater Management Act (SGMA) Authorities and took no action.                                                                                       |
|       |                                                                                | 3-24-17    |                                       | **Accomplished March 24, 2017:**  
The Committee received an update on the Evaluation of New Sustainable Groundwater Management Act (SGMA) Authorities and took no action.                                                                                       |
|       |                                                                                | 4-27-17    |                                       | **Accomplished April 27, 2017:**  
The Committee received an update on the Evaluation of New Sustainable Groundwater Management Act (SGMA) Authorities and took no action.                                                                                       |

**Yellow = Update Since Last Meeting**  
**Blue = Action taken by the Board of Directors**
<table>
<thead>
<tr>
<th>ITEM #</th>
<th>WORK PLAN ITEM</th>
<th>MEETING</th>
<th>ACTION/DISCUSSION OR INFORMATION ONLY</th>
<th>ACCOMPLISHED OUTCOMES</th>
</tr>
</thead>
</table>
| 8      | Presentation on Conservation and Demand Management Elements of the Draft 2017 Water Supply Master Plan Include in the plan:  
- Water Use Efficiency Standards and Requirements  
  - Green Business Program  
  - LEED certification  
  - CalGreen  
  - Ordinances  
- Information on new technology related to water conservation, including:  
  - Smart metering (AMI),  
  - Leak detection/repair  
  - Others?  
- If needed, invite experts to present to the Committee  
- Should District invest/get involved in development of new local water, i.e.  
  - Rainwater harvesting  
  - On-site storm water retention  
  - Infiltration of high quality storm water  
  - Gray Water  
  *Committee to review the issue question, and include working with cities on building codes and future planning, offering incentives, and identifying District role.* | 1-25-17 3-24-17 | Discussion/Action Item | **Accomplished January 25, 2017:**  
The Committee received a presentation on conservation and demand management elements of the Draft 2017 Water Master Plan and took no action.  
**Accomplished March 24, 2017:**  
The Committee received a presentation on conservation and demand management elements of the Draft 2017 Water Master Plan and took no action. |
| 9      | Making Water Conservation a California Way of Life)  
- State Long-Term Framework | 4-27-17 10-19-17 | Discussion/Action Item | **Accomplished April 27, 2017:**  
The Committee received a presentation on making water conservation a California Way of Life and took no action. |
<table>
<thead>
<tr>
<th>ITEM #</th>
<th>WORK PLAN ITEM</th>
<th>MEETING</th>
<th>ACTION/DISCUSSION OR INFORMATION ONLY</th>
<th>ACCOMPLISHED OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>The water conservation and demand management components of the Water Supply Master Plan (AMI, leak detection, rainwater harvesting, stormwater capture, model ordinance, etc.)</td>
<td>6-15-17, 8-24-17, 12-14-17</td>
<td>Discussion/Action Item</td>
<td>Accomplished June 15, 2017: The Committee received a presentation on the water conservation and demand management components of the Water Supply Master Plan and took no action.</td>
</tr>
<tr>
<td>12</td>
<td>SGMA Update – Discussion of Fixed and/or Tiered Fees</td>
<td>6-15-17</td>
<td>Discussion/Action Item</td>
<td>Accomplished June 15, 2017: The Committee received a presentation on SGMA Update – Discussion of Fixed and/or Tiered Fees and took no action.</td>
</tr>
<tr>
<td>13</td>
<td>Outreach/Messaging</td>
<td>8-24-17, 10-19-17</td>
<td>Discussion/Action Item</td>
<td></td>
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<tr>
<td>14</td>
<td>SGMA Update – Preliminary Analysis of Groundwater Extraction Regulation</td>
<td>8-24-17</td>
<td>Discussion/Action Item</td>
<td></td>
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<tr>
<td>15</td>
<td>SGMA Update – Preliminary Analysis of SGMA Charge</td>
<td>8-24-17</td>
<td>Discussion/Action Item</td>
<td></td>
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<tr>
<td>16</td>
<td>SGMA Update – SGMA Authority Implementation Framework Concepts</td>
<td>10-19-17</td>
<td>Discussion/Action Item</td>
<td></td>
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<tr>
<td>17</td>
<td>Legislative Update</td>
<td>10-19-17</td>
<td>Discussion/Action Item</td>
<td></td>
</tr>
<tr>
<td>ITEM #</td>
<td>WORK PLAN ITEM</td>
<td>MEETING</td>
<td>ACTION/DISCUSION OR INFORMATION ONLY</td>
<td>ACCOMPLISHED OUTCOMES</td>
</tr>
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<tr>
<td>18</td>
<td>SGMA Update – SGMA Authority Draft Implementation Framework and Next Steps</td>
<td>12-14-17</td>
<td>Discussion/Action Item</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Exploration of South County Treatment Plant</td>
<td>12-14-17</td>
<td>Discussion/Action Item</td>
<td></td>
</tr>
</tbody>
</table>

*Yellow = Update Since Last Meeting*
*Blue = Action taken by the Board of Directors*
DRAFT AGENDA
WATER CONSERVATION AND DEMAND MANAGEMENT COMMITTEE

THURSDAY, OCTOBER 19, 2017
10:00 a.m. - 12:00 p.m.

Santa Clara Valley Water District
Headquarters Building Boardroom
5700 Almaden Expressway
San Jose, CA 95118

Time Certain
10:00 a.m.  1.  **Call to Order/Roll Call**

2.  **Time Open for Public Comment on Any Item Not on the Agenda**
   Comments should be limited to two minutes. If the Committee wishes to discuss a subject raised by the speaker, it can request placement on a future agenda.

3.  **Approval of Minutes**
   3.1 Approval of Minutes – August 24, 2017, meeting

4.  **Discussion/Action Items**
   4.1  Making Water Conservation a California Way of Life) State Long-Term Framework (Jerry De La Piedra)
   Recommendation: This is an information only item and no action is required.

   4.2  Outreach Messaging (Marty Grimes/Jose Villarreal)
   Recommendation: This is an information only item and no action is required.

   4.3  SGMA Update – SGMA Authority Implementation Framework Concepts (Vanessa De La Piedra)
   Recommendation: This is an information only item and no action is required.

   4.4  Legislative Update (Rick Callender)
   Recommendation: This is an information only item and no action is required.

   4.5  Review of Water Conservation and Demand Management Committee Work Plan, any Outcomes of Board Action or Committee Requests and the Committee’s next meeting agenda (Committee Chair)
   Recommendation: Review the Committee work plan to guide the Committee’s discussions regarding policy alternatives and implications for Board deliberation.

5.  **Clerk Review and Clarification of Committee’s 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 discussion of Item 4.

6.  **Adjourn:** Adjourn to next regularly scheduled meeting at 10:00 a.m., December 14, 2017, in the Headquarters Building Boardroom, 5700 Almaden Expressway, San Jose, CA 95118.
REASONABLE EFFORTS TO ACCOMMODATE PERSONS WITH DISABILITIES WISHING TO ATTEND COMMITTEE MEETINGS WILL BE MADE. PLEASE ADVISE THE CLERK OF THE BOARD OFFICE OF ANY SPECIAL NEEDS BY CALLING (408) 630-2277.

Meetings of this committee will be conducted in compliance with all Brown Act requirements. All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the same time that the public records are distributed or made available to the legislative body, at the following location:

Santa Clara Valley Water District, Office of the Clerk of the Board
5700 Almaden Expressway, San Jose, CA 95118

Water Conservation and Demand Management Committee:
**Purpose:** To support the Board of Directors in achieving its policy to provide a reliable water supply to meet current and future water usage by making policy recommendations related to demand management.