Santa Clara Valley Water District
Recycled Water Committee Meeting

Teleconference Meeting

REGULAR MEETING
AGENDA

Wednesday, September 23, 2020
12:00 PM

The Recycled Water Committee was enacted to develop long-term proposals with local agencies on recycled water within district boundaries, and to establish a collaborative process for policy discussion and information sharing. It meets individually with other entities (Sunnyvale, Palo Alto, CSJ SC/TPAC) as required/necessary, and can meet with new entities if needed. Public records for this Committee are available for inspection in the Clerk of the Board’s Office, 5700 Almaden Expressway, San Jose, CA 95118. Materials are available to the public at the same time they are made available to the committee. The District will make reasonable efforts to accommodate persons with disabilities wishing to attend meetings. Please advise the Clerk of the Board of any special needs by calling (408) 265-2306.

Note: The finalized Board Agenda, exception items and supplemental items will be posted prior to the meeting in accordance with the Brown Act.
IMPORTANT NOTICES

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

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

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

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

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

   Notice to the Public: Members of the public who wish to address the Committee on any item not listed on the agenda should access the "Raise Hand" or "Chat" tools located in Zoom meeting link listed on the agenda. Speakers will be acknowledged by the Committee Chair in order requests are received and granted speaking access to address the Committee. Speakers comments should be limited to three minutes or as set by the Chair. The law does not permit Committee action on, or extended discussion of, any item not on the agenda except under special circumstances. If Committee action is requested, the matter may be placed on a future agenda. All comments that require a response will be referred to staff for a reply in writing. The Committee may take action on any item of business appearing on the posted agenda.

3. APPROVAL OF MINUTES:

   3.1. Approval of Minutes.  

   Recommendation: Approve the minutes of the August 6, 2020 meeting.  
   Manager: Michele King, 408-630-2711  
   Attachments: Attachment 1: 080620 RWC Minutes

4. ACTION ITEMS:

   4.1. Update on Purified Water Program including Partnerships with Cities of San Jose/Santa Clara and Palo Alto/Mountain View.  

   Recommendation: Receive information and discuss next steps.  
   Manager: Jerry De La Piedra, 408-630-2257  
   Attachments: Attachment 1: Proposed ROC Pipeline Alignments  
   Est. Staff Time: 5 Minutes
4.2. Update on the Public/Private Partnership Implementation Approach for Purified Water Projects.  
Recommendation: A. Receive updated information on the process leading to a Request for Qualifications and a Request for Proposals for a public-private partnership to develop and operate a purified water project; and  
B. Review key considerations influencing the public-private partnership procurement plan schedule.

Manager: Roslyn Fuller, 408-630-2379  
Garth Hall, 408-630-2750

Attachments: Attachment 1: PowerPoint

Est. Staff Time: 10 Minutes

Recommendation: Receive information on the 6th annual meeting of the Independent Advisory Panel (IAP) for evaluation of Santa Clara Valley Water District’s Potable Reuse program and efforts.

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

Attachments: Attachment 1: PowerPoint

Est. Staff Time: 10 Minutes

4.4. Discuss the 2020 Recycled Water Committee Work Plan, Upcoming Discussion Items, and Next Meeting Dates.  
Recommendation: Accept the updated 2020 Recycled Water Committee Work Plan and provide feedback on upcoming discussion items and meeting schedule.

Manager: Michele King, 408-630-2711

Attachments: Attachment 1: Updated 2020 Work Plan

5. INFORMATION ITEMS:
5.1. Presentation of Public Perception Survey Poll Results on Advanced Purified Water and Public Outreach Update.

Recommendation: Receive information on survey results for tracking poll carried out by EMC Research regarding public perception of advanced purified water and receive staff update on public outreach efforts.

Manager: Marta Lugo, 408-630-2237

Attachments: Attachment 1: PowerPoint by EMC Research
Attachment 2: PowerPoint by Valley Water

Est. Staff Time: 15 Minutes

6. REVIEW AND CLARIFICATION OF COMMITTEE REQUESTS.

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

7. ADJOURN:

7.1. Adjourn.
COMMITTEE AGENDA MEMORANDUM

Recycled Water Committee

SUBJECT:
Approval of Minutes.

RECOMMENDATION:
Approve the minutes of the August 6, 2020 meeting.

SUMMARY:
In accordance with the Ralph M. Brown Act, a summary of Committee discussions, and details of all actions taken by the Committee, during all open and public Committee meetings, is transcribed and submitted to the Committee for review and approval.

Upon Committee approval, minutes transcripts are finalized and entered into the District’s historical records archives and serve as historical records of the Committee’s meetings.

ATTACHMENTS:
Attachment 1: 080620 RWC Minutes

UNCLASSIFIED MANAGER:
Michele King, 408-630-2711
RECYCLED WATER COMMITTEE MEETING

MINUTES

THURSDAY, AUGUST 6, 2020
2:00 PM

(Paragraph numbers coincide with agenda item numbers)

1. CALL TO ORDER:

A regular meeting of the Santa Clara Valley Water District (Valley Water) Recycled Water Committee (Committee) was called to order via Zoom video teleconference at 2:00 p.m.

1.1 Roll Call.

Committee member in attendance was District 6 Director T. Estremera, Chairperson presiding, and Committee members participating by teleconference were District 2 Director B. Keegan, and District 7 Director G. Kremen, constituting a quorum of the Committee.

Staff members in attendance were H. Ashktorab, H. Barrientos, R. Callender, G. De La Piedra, R. Fuller, G. Hall, M. King, C. Kwok-Smith, M. Richardson, D. Rocha, E. Sans, M. Silva, M. Sinaki, D. Taylor, D. Tucker, and T. Yoke.

Also in attendance were Valley Water consultant contractors P. Daniel, Liquisti, LLC, and J. Jamieson, Illuminati Infrastructure Advisors.

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

Chairperson Estremera declared time open for public comment on any item not on the agenda. There was no one present who wished to speak.

3. APPROVAL OF MINUTES:

3.1 Approval of Minutes.

Recommendation: Approve the minutes of the January 21, 2020, meeting.

The Committee considered the attached minutes of the January 21, 2020 meeting. It was moved by Director Kremen, seconded by Director Keegan, and unanimously carried that the minutes be approved as presented.
4. ACTION ITEMS:

4.1 Review P3 Project Cost and Financing Sensitivity Analysis.

Recommendation: Receive information on the P3 cost and financing sensitivity analysis.

Mr. Darin Taylor, Chief Financial Officer, reviewed the information on this item, per the attached Committee Agenda Memo, and corresponding presentation materials contained in Attachment 1.

Mr. Taylor provided information on a construction cost sensitivity analysis based on 20% less or more than the $500M capital cost estimate of a purified water program project discussed at the June 16, 2020 Board meeting. He also provided a sensitivity analysis relative to the interest rates assumed for financing construction presented on June 16, 2020. The Committee requested staff to return with a dollar-per-acre-foot analysis based on bookends of 30% and 0% for Valley Water’s capital cost share with P3 partners. The Committee also requested that the results include the impact on rates by groundwater zones.

Mr. Stan Williams, a member of the public, Principal of Stan Williams Water Resources Consulting, suggested that Valley Water’s financial analysis could differentiate the cost of plant versus pipeline construction similar to what the San Diego County Water Authority has done.

4.2 Public/Private Partnership Implementation Approach.

Recommendation: A. Recommend to the Board that it approve the Design-Build-Finance-Operate-Maintain Implementation/Procurement procedures for Public/Private Partnership (P3) proposed in this agenda item for procurement of the necessary facilities and services to accomplish purification and delivery to groundwater recharge ponds of the product water;

B. Recommend that the Board direct staff to return for Board approval to launch a P3 procurement plan as soon as the necessary elements for a proposed project including (a) agreement for long-term supply of treated wastewater, (b) agreement enabling management of reverse osmosis concentrate, and (c) agreement for siting of the purification facilities, are sufficiently secured for the proposed project; and

C. Review a schedule for implementation of the P3 procurement process.

Ms. Roslyn Fuller, Deputy Operating Office reviewed the information on this item, per the attached Committee Agenda Memo, and the corresponding presentation materials contained in Attachment 2 were reviewed by HDR sub-consultants contractors as follows: Ms. Jill Jamieson, CEO of Illuminati Infrastructure Advisors, reviewed Slides 1 through 2; and Mr. Philippe Daniel, Principal of Liquisti, LLC, reviewed Slides 3 through 6.
Ms. Jamieson discussed the advantages of the traditional Design-Build-Finance-Operate-Maintain (DBFOM) P3 implementation over the limitations of a one-bidder progressive approach. She informed the Committee that a traditional DBFOM will generate short-listed partners and meet Committee objectives of accelerating projects and having price certainty before negotiation, and will allow staff to gain familiarity with P3 partners and their designs while in the competitive process.

Mr. Williams expressed opposition to the proposed traditional DBFOM approach of P3 implementation, reminded the Committee of the extensive consultant contract efforts already expended on the progressive approach, and cautioned the Committee on the effect on Valley Water’s reputation that could result from the process iterations.

Mr. Daniels, in response to a Zoom Chat question by Mr. Val Franco, public member, informed the Committee that the P3 program will consist of one project, and the scheduled release of the Request For Proposals would be dependent on a decision to be made by the Board.

The Committee requested that the current short list entities be polled to find out if they are still interested in being considered for the P3 program.

It was moved by Chair Estremera, seconded by Director Keegan, and unanimously carried that the Committee approve the recommendation to the Board (1) that the DBFOM method be adopted for procurement of the necessary facilities and services to accomplish purification and delivery to groundwater recharge ponds of the product water; (2) that the Board direct staff to return for Board approval to launch P3 procurement plan as soon as the necessary elements for a proposed project are sufficiently secured for the proposed project; and (3) that the Board encourage bidders from the current short-listed P3 entities to participate in the new Request for Qualifications, with staff to evaluate whether credit points may be applied for investments already put in their original bids.

4.3 Public/Private Partnership Staffing Plan.

Recommendation:  A. Receive information on Public/Private Partnership (P3) staffing plan; and
B. Provide feedback to staff.

Mr. Garth Hall, Acting Chief Operating Officer, reviewed the information on this item, per the attached Committee Agenda Memo, and corresponding presentation materials in Attachment 1.

Mr. Hall described the formation and role of a senior executive staff Steering Committee to provide strategic oversight. He also said that no new staff hiring was anticipated at this time, and that heavy consultant use was planned.

The Committee noted the information without formal action.
4.4 Update on the Countywide Water Reuse Master Plan.

Recommendation: A. Receive information on the status, findings, and next steps for the Countywide Water Reuse Master Plan; and
B. Recommend the Board of Directors authorizes the Chief Executive Officer to negotiate and execute an amendment (Amendment No. 3) consistent with staff recommendations to the Agreement with Brown & Caldwell for the Countywide Water Reuse Master Plan Project (Agreement No. A4120A).

Mr. Miguel Silva, Associate Engineer-Civil, reviewed the information on this item, per the attached Committee Agenda Memo, and corresponding presentation materials contained in Attachment 1.

It was moved by Chair Estremera, seconded by Director Kremen, and unanimously carried that the Committee recommend that the Board of Directors authorize the CEO to negotiate and execute Amendment No. 3 of Brown & Caldwell Agreement No. A4120A for the Countywide Water Reuse Master Plan Project for $285,000.

4.5 Update on Reverse Osmosis Concentrate Management (ROCM) Plan.

Recommendation: Receive information and discuss next steps.

Mr. Henry Barrientos, Senior Water Resources Specialist, reviewed the information on this item, per the attached Committee Agenda Memo, and corresponding presentation materials contained in Attachment 1.

The Committee stated that they want to hear from P3 entities on the integration of reverse osmosis in their design packages.

4.6 Update on South Santa Clara County Water Reuse Opportunities.

Recommendation: Receive information and discuss next steps.

Mr. David Tucker, Associate Engineer-Civil, reviewed the information on this item, per the attached Committee Agenda Memo, and corresponding presentation materials contained in Attachment 1.

The Committee noted the information without formal action.

4.7 Update on South Santa Clara County Water Reuse Governance.

Recommendation: Receive information and discuss next steps.

Mr. Rick Callender, Chief Executive Officer, informed the Committee of meetings between himself and the Cities of Morgan Hill and Gilroy City Managers on a possible collaboration on governance on wastewater treatment outside of South County Recycled Water Authority. This is in response to the Board’s expression of interest to establish collaborative governance with the cities of South County.
Mr. Callender proposed to the Committee that a letter be sent to both cities that would indicate next steps to accomplish this objective.

It was moved by Director Keegan, seconded by Director Kremen, and unanimously carried that the Committee present to the full Board of Directors a draft letter to the Cities of Gilroy and Morgan Hill, proposing a discussion on South County recycled water governance, formation of a Committee among the cities and Valley Water, and developing an integration agreement among members.

4.8 Discuss the 2020 Recycled Water Committee Work Plan and Meeting Schedule, Consider the Need to Schedule the Committee’s Next Meeting Date, and if Necessary Consider Authorizing the Committee Chair to Discuss the Future Recycled Water Committee Meeting Date with the Board Chair.

Recommendation:  A. Discuss the 2020 Recycled Water Committee Work Plan;
        B. Consider the need to schedule the Committee’s next meeting date; and
        C. If necessary, consider authorizing the Committee Chair to discuss the future Recycled Water Committee meeting date with the Board Chair.

The Committee announced a change of meeting schedule from an as-needed to a monthly basis. Subsequent to the meeting, Chair Estremera gave further instructions to Ms. Candice Kwok-Smith, Board Support Officer, to set the monthly meetings to the 4th Wednesdays monthly, from 12:00 p.m. to 2:00 p.m.

7. ADJOURN:

7.1 Chairperson Estremera adjourned the meeting at 4:00 p.m. to the next regularly scheduled meeting at 12:00 p.m. on September 23, 2020, in the Santa Clara Valley Water District Headquarters Boardroom, 5700 Almaden Expressway, San Jose, California.

Eva Marie Sans
Assistant Deputy Clerk II

Approved:

Date:
COMMITTEE AGENDA MEMORANDUM

Recycled Water Committee

SUBJECT:
Update on Purified Water Program including Partnerships with Cities of San Jose/Santa Clara and Palo Alto/Mountain View.

RECOMMENDATION:
Receive information and discuss next steps.

SUMMARY:
Staff will provide the Recycled Water Committee (Committee) an oral update on negotiations towards a long-term agreement between Valley Water and the cities of San Jose and Santa Clara to advance potable water reuse.

In addition, staff will present an update on current discussions between Valley Water and the City of Palo Alto. These discussions are pivoted on the Partnership Agreement to Advance Resilient Water Reuse Programs in Santa Clara County (Agreement) executed on December 10, 2019 - and are focused on the next steps for building an advanced water purification facility (AWPF) in Palo Alto if Valley Water elects to execute the option provided in the Agreement.

Cities of San Jose and Santa Clara
On August 6, 2020 Valley Water’s Recycled Water Committee received an update from staff on plans and progress with the Cities of San Jose and Santa Clara to negotiate an agreement to secure treated wastewater effluent from the San Jose/Santa Clara Regional Wastewater Facility (RWF), land for a future AWPF, and a solution to reverse osmosis concentrate (ROC) management. Valley Water has since met with San Jose staff several times to discuss and advance these items. Santa Clara staff have been invited but await direction from their city council in order to participate in these discussions. To this point, on September 1, 2020 the City of San Jose Council approved a recommendation to “Direct the City Manager prioritize the pursuit of expanded recycled water use with Valley Water to increase local, drought-resilient supply and reduce reliance on imported water.” This direction by the San Jose City Council, along with Valley Water’s Board direction to its staff, may be helpful to the Council and staff of Santa Clara in considering a Santa Clara effort to engage in the negotiations.

Cities of Palo Alto and Mountain View
Since the execution of the Agreement on December 10, 2019 with the cities of Palo Alto and Mountain View, Valley Water held several meetings with Palo Alto staff to discuss next steps in implementing the Agreement if Valley Water elects to execute the option provided in the Agreement.
This includes securing additional effluent from the smaller partner agencies such as the City of Los Altos. To this end, on August 25, 2020 the Council for the City of Los Altos (CLA) approved an agreement “Authorizing the City Manager to execute the Treated Effluent Transfer Agreement with the City of Palo Alto to ensure that the CLA will receive the flow-proportional share of the payment for Valley Water to the City of Palo Alto”. This agreement may result in additional treated effluent from the Palo Alto Regional Water Quality Control Plant (RWQCP) transferred to Valley Water for a future Regional AWPF.

Valley Water staff/consultants and Palo Alto staff are also discussing specific steps to secure the land needed to build an AWPF in Palo Alto, and to address ROC management.

- Staff/consultants are gathering detailed information on one of the two sites identified in the agreement: the old Los Altos wastewater treatment plant site (within Palo Alto).

- Staff is working with Palo Alto staff to address the detailed requirements of the NPDES permit with respect to accommodating ROC discharge and will follow up with staff of the Regional Water Quality Control Board to discuss requirements be anticipated in the longer term.

**Alternative Pipeline Alignments for ROC Management**

For purified water projects in either location - Palo Alto/Mountain View or San Jose/Santa Clara - Valley Water’s consultants, GHD, have prepared alignment maps and developed preliminary cost estimates for the pipelines conveying ROC from the plant sites to various discharge point alternatives. The alignment maps are shown in Attachment 1. Details associated with these alignments will be explained by staff in the Committee meeting. In the case of San Jose/Santa Clara, for a 9 MGD (nominal capacity) the ROC pipeline alignment under discussion is shorter and simpler than those shown for San Jose in Appendix I (Attachment 1).

**ATTACHMENTS**

Attachment 1: Proposed ROC Pipeline Alignments

**UNCLASSIFIED MANAGER:**

Jerry De La Piedra, 408-630-2257
Appendix I: Proposed Pipeline Alignments for ROC Management Options
- NEW OUTFALL TO COYOTE CREEK (ENHANCED MIXING ZONE)

- CURRENT SJ/SC OUTFALL

- EXPANDED SVAWPC

LEGEND:
- HDD OUTFALL THROUGH WETLAND
- OUTFALL IN TRENCH
- OUTFALL ANCHORED ON BOTTOM
- LAND PORTION
LEGEND
- HDD OUTFALL THROUGH WETLAND
- OUTFALL IN TRENCH
- OUTFALL ANCHORED ON BOTTOM
- LAND PORTION

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Plot Date: Filename: 16 June 2020 - 2:59 PM N:\US\Irvine\Projects\111\11110722 - SCVWD RO Concentrate Mgmt\06-CAD\Sheets\Intake Pipeline Figures.dwg

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PALO ALTO RWQCP
EXISTING BAY OUTFALL
PAO ALTO RWQCP

RENZEL MARSH OUTFALL
PROPOSED PALO ALTO AWPF

10% REVIEW ONLY
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10% REVIEW ONLY
NOT FOR CONSTRUCTION
PROPOSED SUNNYVALE AWPF

LEGEND
- HDD OUTFALL THROUGH WETLAND
- OUTFALL IN TRENCH
- OUTFALL ANCHORED ON BOTTOM
- LAND PORTION

ENHANCED MIXING ZONE OUTFALL TO GUADALUPE SLOUGH

SUNNYVALE WPC

PROPOSED SUNNYVALE AWPF
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LEGEND
- HDD OUTFALL THROUGH WETLAND
- OUTFALL IN TRENCH
- OUTFALL ANCHORED ON BOTTOM
- LAND PORTION

Enriched Mixing Zone for Outfall to Guadalupe Slough

Discharge to Deep Water Outfall (to North of Dumbarton Bridge)

Silicon Valley Clean Water

Proposed Palo Alto AWPF

Proposed Sunnyvale AWPF

Sunnyvale WPCP

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COMMITTEE AGENDA MEMORANDUM

Recycled Water Committee

SUBJECT:
Update on the Public/Private Partnership Implementation Approach for Purified Water Projects.

RECOMMENDATION:
A. Receive updated information on the process leading to a Request for Qualifications and a Request for Proposals for a public-private partnership to develop and operate a purified water project; and
B. Review key considerations influencing the public-private partnership procurement plan schedule.

SUMMARY:
At the September 8, 2020 meeting, the Board approved the recommended Design-Build-Finance-Operate-Maintain procedures for procurement under a Public/Private Partnership (P3) structure to accomplish purification and delivery to groundwater recharge ponds of the product water. Direction was given to staff to launch a P3 procurement plan as soon as all the necessary elements for a proposed project, including (a) agreement for long-term supply of treated wastewater, (b) agreement enabling management of reverse osmosis concentrate, and (c) agreement for siting of the purification facilities, are sufficiently secured for the proposed project.

In the presentation, staff will provide to the Committee additional information on the process leading to a Request for Qualifications and a Request for Proposals.

Staff will also provide a response to the Committee on the Board’s question as to whether the short-listed competitors for a previously described P3 program in 2017-2018, for which procurement is now closed, may be allowed an incentive to submit a new proposal for a proposed new 9 million gallons per day project.

ATTACHMENTS:
Attachment 1: PowerPoint

UNCLASSIFIED MANAGER:
Roslyn Fuller, 408-630-2379
Garth Hall, 408-630-2750
Recycled Water Committee Meeting
September 23, 2020
Recommendations:

A. Receive updated information on the process leading to a Request for Qualifications (RFQ) and a Request For Proposals (RFP) for the public-private partnership to develop and operate a purified water project; and

B. Review key considerations influencing the public-private partnership procurement plan schedule.
Request for Qualifications (RFQ)

A. Terminate previous effort and initiate new RFQ
   1. Significant public-private interest in new effort
   2. Previous short-listed firms, leaving no “grandfathered” advantages to the new solicitation

B. Three components required prior to release of RFQ
   1. Agreement in principle securing the wastewater
   2. Agreement in principle that includes the option to purchase or lease the land needed for new purification facility
   3. Agreement in principle on concepts related to the reverse osmosis concentrate
A Few Notes on the RFP Process

• Procurement initiation with “Industry Day” to provide overview of project, review available information and invite input prior to RFQ release.

• RFP process is designed to incentivize innovation, as RFP will define output requirements (as opposed to prescribing specific technologies and processes);

• Interactive procurement process resulting in definitive terms and conditions that will serve as the basis for proposals, thus maximizing transparency and competitive pressure;

• Selection of P3 Entity will be based on best value award criteria (combination of technical and price);

• RFP process will provide Valley Water with definitive pricing and definitive contract terms before awarding the contract.
Key Factors Influencing P3 Procurement Schedule
RFP Release Contingent on Several Activities

- Finalizing Terms and Conditions with Public Agencies
- Supporting technical information
- Draft Water Services Agreement
- Short-list of firms
Water Services Agreement

Sets out terms and conditions for the design, construction, financing, operation and maintenance of the Project over the term;

Baseline risk allocation to be derived from successful market precedent to ensure balanced and sustainable arrangement

Key Provisions:

• Scope of services;
• Performance standards and penalty (deduction) regime;
• Compensation / payment structure;
• Project Financing & Refinancing
• Lender rights and remedies;
• Insurance requirements;
• Reporting requirements;
• Events of default;
• Remedies and relief events;
• Termination and termination compensation (contingent liabilities);
• Handover requirements;
• Dispute Resolution;
• Project changes and additions
• Other
*Clear Project definition is required before issuing the RFP, including rights pertaining to source water, property usage rights (either site acquisition or a purchase option), outfall, etc.*
COMMITTEE AGENDA MEMORANDUM

Recycled Water Committee

SUBJECT:

RECOMMENDATION:
Receive information on the 6th annual meeting of the Independent Advisory Panel (IAP) for evaluation of Santa Clara Valley Water District’s Potable Reuse program and efforts.

SUMMARY:
The National Water Research Institute (NWRI) established the IAP Program to provide objective, third-party scientific review of projects or programs within the water and wastewater communities. NWRI Panels are used by public agencies, state agencies, and companies when a project involves challenging issues that would benefit from having an independent third-party scientific and technical review by national experts.

In 2012, Valley Water contracted with NWRI to establish an Independent Advisory Panel (IAP) of water reuse academics, industry leaders, regulatory exports to review and provide feedback on Santa Clara Valley Water District’s (Valley Water) developing water reuse program. Since 2012, the IAP has met six (6) times to review technical materials and provide recommendations on program developments.

On July 29, 2020 the 6th annual IAP meeting was held in virtual format where Valley Water staff presented an update on efforts undertaken since their last meeting back in May 2019. Over 85 participants attended the meeting including staff from the Regional Water Board, EPA, and Countywide Water Reuse Master Plan (CWRMP) Stakeholders such as the cities of San José, Santa Clara, Palo Alto, Mountain View, Sunnyvale, Gilroy, Morgan Hill, and Los Altos.

The IAP submitted a preliminary report on August 25, 2020, containing their comments and recommendations on updated components of the following projects and programs:

1. CWRMP - (Project Portfolios, Treatment Systems, Design, and Regulatory and Permitting Requirements); and

2. Prospective Reverse Osmosis (RO) Concentrate Management Options - (Permitting
Requirements and Challenges, Environmental Implications, Scientific Investigations and Studies).

The IAP’s preliminary report agreed with the general approach, analysis, and steps taken by Valley Water. The IAP’s feedback and recommendations emphasized the following:

- Portfolio 1A (expanded Silicon Valley Advanced Water Purification Center) is recommended as the best option.
- Raw water augmentation (RWA) and treated water augmentation (TWA) options will take the longest to implement for the selected projects.
- IAP agrees with regulatory compliance rankings shown in the CWRMP for each portfolio.
- Inclusion of RWA and TWA options is appropriate.
- IAP recommends considering expansion of the criteria used to evaluate Technical, Managerial, and Financial (TMF) capacity to include a proxy for partner agency readiness.

Pertinent to RO Concentrate Management:

- The IAP believes that permit limits for RO Concentrate should be based on a mass basis approach.
- Biological treatment is generally effective for selenium (Se) reduction if RO Concentrate treatment would be required in the future.
- To be conservative, assumptions should be based on the premise that effluent limitations for RO Concentrate discharge would be as stringent as the current National Pollutant Discharge Elimination System permit limits.

Valley Water staff is currently reviewing the IAP report and will provide the responses to the Panel. Thereafter, the IAP will finalize their report. It is anticipated that the final report would be submitted to Valley Water in October 2020.

ATTACHMENTS:
Attachment 1: PowerPoint

UNCLASSIFIED MANAGER:
Jerry De La Piedra, 408-630-2257
Update on the 6th Annual Independent Advisory Panel Meeting
NWRI (National Water Research Institute)
Independent Advisory Panel (IAP) Meeting

IAP Members:

- Chair: James Crook, PhD, PE, BCEE, Environmental Engineering Consultant (Boston, MA)
- Vice-Chair: Katherine Cushing, PhD, San Jose State University (San Jose, CA)
- Jean E. Moran, PhD, California State University East Bay (Hayward, CA)
- Adam Olivieri, DrPH, PE, EOA, Inc. (Oakland, CA)
- Mehul Patel, PE, Orange County Water District (Fountain Valley, CA)
- Shane Snyder, PhD, Nanyang Technological University, Singapore
Over 85 participants attended the July 29, 2020 meeting
Countywide Water Reuse Master Plan (CWRMP)

- Seven Project Portfolios – including Treated Water Augmentation
- Regulatory implications
- Permitting challenges
- Environmental health aspects
Reverse Osmosis Concentrate Management (ROCM)

- Environmental implications and permitting challenges
- Scientific investigations and studies
- National Pollutant Discharge Elimination System (NPDES) permitting challenges
- Next phase: Project specific permitting scenarios
Summary of IAP Recommendations (August 25\textsuperscript{th}, 2020 report):

**CWRMP**
- Portfolio 1A (expanded Silicon Valley Advanced Water Purification Center) is recommended as the best option.
- Raw water augmentation (RWA) and treated water augmentation (TWA) options will take the longest to implement.
- IAP agrees with regulatory compliance rankings shown in the CWRMP for each portfolio.
- Inclusion of RWA and TWA options is appropriate.
- IAP recommends considering expansion of the criteria used to evaluate Technical, Managerial, and Financial (TMF) capacity to include a proxy for partner agency readiness.

**ROCM**
- IAP believes that permit limits should be based on a mass basis approach.
- Biological treatment is generally effective for selenium (Se) reduction.
- To be conservative, assume that effluent limitations would be as stringent as the current NPDES permit.
BOARD AGENDA MEMORANDUM

SUBJECT:
Discuss the 2020 Recycled Water Committee Work Plan, Upcoming Discussion Items, and Next Meeting Dates.

RECOMMENDATION:
Accept the updated 2020 Recycled Water Committee Work Plan and provide feedback on upcoming discussion items and meeting schedule.

SUMMARY:
Under direction of the Clerk, Work Plans are used by all Board Committees to increase Committee efficiency, provide increased public notice of intended Committee discussions, and enable improved follow-up by staff. Work Plans are dynamic documents managed by Committee Chairs and are subject to change.

At the August 6, 2020 meeting, the Committee approved the updated work plan that has agenda items necessary for the continuation of the recycled water projects (Attachment 1). Staff solicits Committee feedback on any additional timeline information for holding discussions on the assigned Work Plan items, and discussion on next meeting date.

FINANCIAL IMPACT:
There is no financial impact associated with this item.

CEQA:
The recommended action does not constitute a project under CEQA because it does not have the potential for resulting in direct or reasonably foreseeable indirect physical change in the environment.

ATTACHMENTS:
Attachment 1: Updated 2020 Committee Work Plan
Michele King, 408-630-2711
# RWC 2020 WORKPLAN

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<tbody>
<tr>
<td>1</td>
<td>Update on Purified Water Program including Partnership with Cities of San Jose and Palo Alto</td>
<td>G. Hall</td>
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<td>2</td>
<td>Countywide Water Reuse Master Plan</td>
<td>G. Hall</td>
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<td>3</td>
<td>Joint Mtg Prep/Debrief: TPAC</td>
<td>G. Hall</td>
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<td>4</td>
<td>Joint Mtg Prep/Debrief: Cities of Palo Alto/Mtn View</td>
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<td>Joint Mtg Prep/Debrief: City of Sunnyvale</td>
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<td>6</td>
<td>Update on SFPUC/BAWSCA Collaboration Efforts</td>
<td>G. Hall</td>
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<td>7</td>
<td>Conceptual Recycled Water Exchange with Contra Costa Water District and Central Contra Costa Sanitary District</td>
<td>G. Hall</td>
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<td>8</td>
<td>Update on Reverse Osmosis Concentrate Management</td>
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<td>9</td>
<td>IRS Letter</td>
<td>C. Sun</td>
<td>MEETING CANCELED</td>
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<td>10</td>
<td>Evaluate and propose policy options related to centralized and decentralized reuse for Committee’s consideration</td>
<td>G. Hall</td>
<td>MEETING CANCELED</td>
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<td>MEETING CANCELED</td>
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<td>11</td>
<td>Regional discussions on options to meeting the Board’s 10% recycled water goal using either desalination and brackish water</td>
<td>G. Hall</td>
<td>MEETING CANCELED</td>
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<td>Update on Bottling Purified Water at the SVAWPC</td>
<td>G. Hall</td>
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<td>13</td>
<td>Update on the Independent Advisory Panel Meeting</td>
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<td>Update on Public Private Partnership (P3) Procurement</td>
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<td>15</td>
<td>Urban Runoff Study with Stanford University</td>
<td>H. Ashktorab</td>
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<td>South Santa Clara County Water Reuse Opportunities</td>
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<td>18</td>
<td>South Santa Clara County Water Reuse Governance</td>
<td>G. Hall</td>
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*Revised 09/23/2020
Red strikes are new entries after the 08/06/20 Meeting*
COMMITTEE AGENDA MEMORANDUM

Recycled Water Committee

SUBJECT:
Presentation of Public Perception Survey Poll Results on Advanced Purified Water and Public Outreach Update.

RECOMMENDATION:
Receive information on survey results for tracking poll carried out by EMC Research regarding public perception of advanced purified water and receive staff update on public outreach efforts.

SUMMARY:
To ensure a reliable water supply to keep Silicon Valley thriving well into the future, Valley Water is working diligently on expanding water reuse for both non-potable and potable purposes and exploring water reuse opportunities with regional partners in Santa Clara County. As Valley Water develops the Countywide Water Reuse Master Plan, staff continues building on a comprehensive outreach plan. Engagement efforts include an educational tour program of the Silicon Valley Advanced Water Purification Center (purification center) and multi-media outreach, including use of social media, news blog posts, community events/open houses, and stakeholder presentations.

Since 2011, staff has implemented ongoing, public engagement strategies based on past public opinion surveys that revealed overall support for potable reuse using purified water. Staff continues to build on previous outreach efforts, and updates and modifies strategies as necessary based on results of the annual countywide poll on public perception of recycled and advanced purified water.

In the spring of 2020, a countywide survey was executed by EMC Research, to collect data on public perception toward water reuse. The poll was made available in two formats -through an individual online survey and phone interviews - and was executed in four languages: English, Chinese, Vietnamese, and Spanish. A total of 400 interviews and surveys were completed, with an overall margin of error of +/- 4.9 percentage points.

This year, the poll used language consistent with outreach publications and promotional material, using the term “advanced purified recycled water for drinking” to describe recycled water for potable reuse. Prior years have included common technical and industrial terminology consistent with the WateReuse Association definition such as “water reuse for drinking” and “potable reuse of water.”

Additionally, due to the global pandemic a question was added to the survey to capture general public sentiment during the Coronavirus Shelter-in-Place period. During the time the survey was
conducted, Santa Clara County had one of the earliest outbreaks with just over 2,400 cases and 137 deaths. California was commended for its response to the pandemic. Over two thirds (70 percent) of respondents expressed concern related to Covid-19. This may have contributed to an increase in optimism in the county after asked whether things in Santa Clara County are going in the right direction, with an increase of 18 percent from 2019 (59 percent said things were moving in the right direction).

Key findings of the public perception poll include:

1. Initial reactions to “using advanced purified recycled water for drinking” are positive and additional explanation is not needed to reach majority support. Additional information about safety and benefits increases support further.
   a. Prior to receiving a definition, 57 percent of participants supported advanced purified recycled water.
   b. After hearing about the safety and benefits of advanced purified water, support for using advanced purified recycled water boost local water supply increased to 71 percent.

2. For the first time in our polling efforts, majorities support using advanced purified water to bolster local water supply regardless of the incorporation method - incorporating into groundwater, at the treatment plant and adding directly to tap water.
   a. Adding advanced purified water to groundwater was the preferred incorporation method with 67 percent of support, followed by adding advanced purified water to a treatment plant at 63 percent, and adding directly to tap water with 58 percent.

3. Messages relaying environmental benefits and safety of advanced purified water remain the strongest and most compelling communication themes, as well as messages on the importance of preparing for the unforeseen future and securing a reliable water supply.

4. General awareness of water reuse remains relatively low with a slight majority that had not heard anything about water reuse (52 percent).
   a. There is some awareness of recycling facilities and water recycling, but few are relatively aware of the purification center tour program overall.

Previous polling showed support fluctuating dramatically depending on the terminology used to describe it. However, this survey results shows using the term “advanced purified recycled water for drinking” is an effective and publicly digestible way to describe potable reuse, with consistent support from the concept’s initial introduction, to its definition and additional information about its benefits.

Current Public Outreach Highlights

Based on the key takeaways of the 2020 public perception survey, staff is refining outreach activities for Fiscal Year 2021 to boost awareness of our purification center tour program and emphasize the safety and environmental benefits of advanced purified water. Staff continues to build on the previous outreach efforts, as well as modify strategies to reach targeted groups and refine messaging. Through a comprehensive tour and outreach program, staff will implement several engagement
strategies to increase public awareness and understanding of the benefits of highly recycled (purified) water, including its potential as a future drinking water source.

**Increase Tour Program Visibility**

Based on research findings, staff is making concerted efforts to raise overall awareness and visibility of the tour program by boosting tour promotion ads on social media, collecting testimonials from tour visitors to feature on social media, and leveraging special theme events such as Imagine a Day without Water to highlight recycled and purified water efforts through promoting a special Imagine a Day without Water tour, videos, blogs, and social media postings.

Staff continues to offer both private and public tour opportunities for key stakeholders and community members to witness the advanced technologies of recycled water purification as well as an opportunity to taste purified water through bottled samples provided by the Orange County Water District.

To continue engaging the community during the Covid-19 pandemic and in compliance with Santa Clara County Public Health’s shelter-in-place order, staff has shifted to a virtual tour format that includes videos of the advanced processes, images of technology equipment and props used during the in-person tour, interactive poll questions and a standard question-and-answer segment. Staff is reaching out regularly to community-based groups, religious organizations and educators to promote virtual tours and offer private group tour options.

Since the inception of the program, staff have hosted:

- 9,688 guests since the first public tour in July 2014
- 470 separate tours, including recurring in-person public and private group tours, stakeholder/VIP tours, special events and virtual tours (26 since shelter-in-place)
- 46 VIP/ Stakeholder Tours

Staff will continue to work with the internal, cross-functional bottling work group to explore the installation of a continuous stream station at the purification center and bottling the purified water for outreach and demonstration purposes. The work group is developing an operations plan and pursuing studies to upgrade the facility and begin bottling samples by the end of 2020. Staff continues to also provide purified water bottles from Orange County Water District to guests for tasting.

**Increase Stakeholder Outreach**

Efforts continue to establish collaborative relationships with partner agencies and supporting communities such as educators, health professionals and water industry leaders. In the last year, various private and VIP tours have been provided to the following agencies with an emphasis on
elected officials. Staff is also developing an outreach plan to expand outreach to health professionals and community health centers to help build support and increase awareness of tour program as well as benefits of purified water.

Some of the highlights for stakeholder / VIP private tours in Fiscal Year 2020 include:

- VIP tour with Vice Mayor Chappie Jones and staffers
- VIP Water Walk Tour with elected officials, staffers and leaders
- San José State Ecology Lab
- Association of Women in Water, Energy and Environment
- Water Education Foundation
- U.S. Water Alliance

Increase Digital and Social Media Effort
In the past year, the outreach team worked hard to diversify and develop creative and engaging social media campaigns. The campaigns served to promote purification center tours as well as highlight the center’s advanced treatment processes and emphasize the safety and benefits of purified water with contests such as *What Am I?* and the *Purple Pipe Selfie Contest*. Both social media campaigns encouraged social media followers to identify and learn about equipment related to recycled and advanced purified water, including the purple pipeline system. Staff also produced recorded video testimonials of residents and stakeholders who have participated in on-site purification center tours to promote on social media channels including Facebook, Twitter, Instagram, and LinkedIn, as well the project micro-website, [www.purewater4u.org](http://www.purewater4u.org). With the current shelter-in-place order, staff is soliciting written testimonies from virtual tour participants to highlight on social media.

Through the Valley Water News blog, staff highlights key agency milestones such as a 5-Year Anniversary blog and videos, as well as promoting Valley Water's progress with the Countywide Water Reuse Master Plan and regional partnerships for water reuse expansion. Most recently staff shared a blog post on the transition to a virtual platform for the tour program. Blog articles are shared on social media and distributed countywide in Valley Water’s monthly email newsletter.

Expand Social Marketing Campaigns
The second paid digital and social media purified water campaign launched last fall and ran in two phases: fall/winter of 2019 and spring of 2020. The *Water Reborn* campaign was aimed at promoting environmental benefits of advanced purified water, as well as a call-to-action to invite families with small children and multi-cultural groups to experience the purification center for themselves by signing up for a tour. Previous polling data revealed these populations had demonstrated higher rates of reluctance toward water use. Campaign messages were focused on purified water as a sustainable and renewable water source that is safe and healthy. Digital and social media ads were designed to reach mothers of children 18 and younger as well as multi-cultural audiences based on location, interests and behaviors. For example, digital ads appeared on websites related to family health or children products.

Overall, the campaign received a total of 13,080,377 impressions, meaning individual views. Phase
two of the campaign launched just as shelter-in-place orders were mandated. Perhaps due to the audiences spending more time at home and online, phase two yielded more impressions than phase one with 7,091,012 individual views compared to 5,898,365 in phase one. Campaign objectives to draw out audiences to the facility for tours were impacted by the stay-at-home orders. With the uncertainty of the duration of shelter-in-place order, staff is reevaluating the next paid campaign approach.

**Expand Community and Outreach Events**

In October 2019, outreach staff provided support for a joint public community meeting in Palo Alto to provide general information about Valley Water’s regional partnership efforts with the City of Palo Alto and north county to build a purification facility in the area. The public meeting sought to explain the proposed project benefits, and the outreach team helped serve advanced purified water tastings to the public in order to build overall support and address any community questions. The finalized regional partnership was celebrated with a press conference on December 11, 2019. Since then, the outreach team references the partnership in messaging efforts as an example of Valley Water’s commitment to providing safe, clean reliable water by bolstering local water supplies through water reuse.

Staff has also focused on targeted outreach events to reach out to underrepresented populations. Staff conducted LGBTQ Pride tours last summer and a Veterans Day tour in the fall. Staff had also been exploring targeted outreach to parents and parent resource groups to invite families, students and educators to open house style tours this spring. However, the event was postponed due to the pandemic. In July, staff piloted a Spanish virtual tour for Sunday Friends, a local nonprofit that works with low-income Latino families in San José. More than 60 individuals participated. Staff looks forward to collaborating with the new Office of Racial Equity and Diversity and Inclusion to explore additional outreach opportunities to ethnic community groups.

Currently the outreach team is exploring ways to make virtual tours more engaging through additional videos and online applications. Staff is also developing outreach strategies to promote private tour options and raise participation rates. Additionally, the outreach team is participating in two working groups that are conducting an analysis of best practices and best messages for water use outreach, with one of the working groups supporting development of the Countywide Water Reuse Master Plan.

**ATTACHMENTS:**
Attachment 1: PowerPoint by EMC Research Inc.
Attachment 2: PowerPoint by Valley Water

**UNCLASSIFIED MANAGER:**
Marta Lugo, 408-630-2237
Survey of Santa Clara County Voters
Re: Advanced Purified Water
May 2020
Methodology

- Survey of registered voters in Santa Clara County
- Conducted May 12-19, 2020
- 410 interviews; overall margin of error ±4.8 percentage points
- Voters were contacted for phone interviews via landline and cell phone, or invited to complete a web version of the survey via email
- Interviews were conducted in English, Spanish, Chinese or Vietnamese by trained, professional interviewers; landlines and mobile phones included.
- Where applicable, results compared with the following:

<table>
<thead>
<tr>
<th>Methodology</th>
<th>Dates</th>
<th>Universe</th>
<th>Sample Size</th>
<th>Margin of Error</th>
<th>EMC #</th>
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</thead>
<tbody>
<tr>
<td>Hybrid Phone/Web</td>
<td>August 6 – 11, 2019</td>
<td>Registered Voters</td>
<td>400</td>
<td>±4.9 percentage points</td>
<td>19-7316</td>
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<td>Phone</td>
<td>June 30 – July 2, 2018</td>
<td>Registered Voters</td>
<td>400</td>
<td>±4.9 percentage points</td>
<td>18-6892</td>
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<td>Phone</td>
<td>October 24-29, 2017</td>
<td>Registered Voters</td>
<td>400</td>
<td>±4.9 percentage points</td>
<td>17-6422</td>
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<tr>
<td>Phone</td>
<td>January 5-17, 2017</td>
<td>Registered Voters</td>
<td>800</td>
<td>±3.5 percentage points</td>
<td>16-6214</td>
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</tbody>
</table>

Please note that due to rounding, some percentages may not add up to exactly 100%.
Context and Timing

- Conducted during Coronavirus Shelter-in-Place period
- Businesses were closed, over 92,000 people had died from the pandemic nationally, and millions had filed for unemployment
- In Santa Clara County, which had one of the earliest COVID-19 outbreaks, just over 2,400 cases and 137 deaths had occurred by the end of the fielding window
- California was lauded for its proactive response
- Survey responses may be influenced by the public health and economic crisis occurring at the time of fielding
- Over two-thirds of respondents (70%) say they’re concerned about COVID-19, with 29% saying they’re “Extremely Concerned”
Key Findings

- Initial reactions to “using advanced purified recycled water for drinking” are positive and additional explanation is not needed to reach majority support. Additional information about safety and benefits increases support further.

- For the first time in our polling, majorities support incorporation into groundwater, at the treatment plant, and adding directly to tap water.

- Environmental benefits and safety remain strong communications themes, and preparing for future disasters/unknowns also resonates strongly right now, potentially due to the current environment surrounding the Coronavirus pandemic.

- Awareness of water reuse remains relatively low.

- Trust in the taste and safety of tap water remains stable.
Recycled Water Attitudes and Awareness of Water Reuse
Recycled Water Attitudes Over Time

*Attitudes of recycled water remain consistent with past polling.*

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<tr>
<th>Year</th>
<th>Favorable</th>
<th>(Don’t Know)</th>
<th>Unfavorable</th>
<th>Net Fav.</th>
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<tr>
<td>2020</td>
<td>59%</td>
<td>20%</td>
<td>21%</td>
<td>+38</td>
</tr>
<tr>
<td>2019</td>
<td>55%</td>
<td>21%</td>
<td>24%</td>
<td>+31</td>
</tr>
<tr>
<td>2017</td>
<td>57%</td>
<td>20%</td>
<td>23%</td>
<td>+34</td>
</tr>
<tr>
<td><em>2014</em></td>
<td>59%</td>
<td>23%</td>
<td>17%</td>
<td>+42</td>
</tr>
<tr>
<td>2013</td>
<td>65%</td>
<td>16%</td>
<td>19%</td>
<td>+46</td>
</tr>
<tr>
<td>2010</td>
<td>69%</td>
<td>14%</td>
<td>17%</td>
<td>+52</td>
</tr>
<tr>
<td>2007</td>
<td>65%</td>
<td>13%</td>
<td>22%</td>
<td>+43</td>
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</table>

*Data from 2014 FM3 Survey*

Q8. Do you have a favorable or unfavorable opinion of recycled water?
Awareness of Water Reuse

Awareness of water reuse remains stable.

January 2017*

- Heard: 31%
- Haven't heard: 66%
- Don't know: 3%

August 2019*

- Heard a lot: 10%
- Heard a little: 37%
- Haven't heard: 51%
- Don't know: 3%

May 2020

- Heard a lot: 13%
- Heard a little: 33%
- Haven't heard: 52%
- Don't know: 2%

*Asked as “recycled water or water reuse” in 2019 and “recycled water” only in 2017

Q23. Before taking this survey, had you heard or seen anything recently about water reuse? (IF YES) Had you heard or seen a lot about it or just a little?
Prior to receiving a definition, almost six-in-ten support using advanced purified recycled water for drinking.

In general, would you say you support or oppose using advanced purified recycled water for drinking?

- **Support**: 57%
  - Somewhat 33%
  - Strongly 23%
- **Oppose**: 29%
  - Somewhat 15%
  - Strongly 14%
- (Don't know) 15%

Q9.
Support for Purified Recycled Water - After Definition

Providing a definition does not change the level of support. This suggests that the current language is relatively self-explanatory. Opposition rises slightly after a definition.

Using advanced purified recycled water for drinking means the planned use of treated wastewater that has gone through advanced purification to supplement a drinking water supply and is monitored to ensure that it meets public health standards for drinking water quality.

Q10. Given what you’ve heard, would you say you support or oppose using advanced purified recycled water for drinking?

Initial Support
- Support: 57%
  - Somewhat: 33%
  - Oppose: 29%
  - (Don't know): 15%

Support After Definition
- Support: 57%
  - Somewhat: 36%
  - Oppose: 34%
  - (Don't know): 16%
Support for “advanced purified recycled water” exceeds that for “water reuse for drinking” both before and after definitions.

Potable reuse of water means the planned use of treated municipal waste-water that has gone through advanced treatment to supplement a drinking water supply and is monitored to ensure that it meets public health standards for drinking water quality.

Water reuse for drinking means the planned use of treated wastewater that has gone through advanced purification to supplement a drinking water supply and is monitored to ensure that it meets public health standards for drinking water quality.

Using advanced purified recycled water for drinking means the planned use of treated wastewater that has gone through advanced purification to supplement a drinking water supply and is monitored to ensure that it meets public health standards for drinking water quality.
Ensuring a reliable water supply in the face of future uncertainty, safety, and the environmental benefits are the most compelling reasons to support using advanced purified recycled water.

An adequate supply of safe, reliable water is crucial to sustain our economy & quality of life. Using advanced purified recycled water for drinking protects our water supply against future unknowns, like climate change, drought & other natural disasters.

Advanced purified recycled water uses state-of-the-art multi-stage technologies to clean water to a very high standard, reducing harmful chemicals and toxins and ensuring the water produced is safe to drink.

Advanced purified recycled water for drinking would be strictly monitored and tested to ensure it is clean and safe and complies with all regulations.

Reusing water is good for the environment. The more we reuse water, the less we have to take out of rivers, streams and groundwater basins.
### Messaging accentuating resiliency against future crises performs strongly in the current climate.

<table>
<thead>
<tr>
<th>Jan ‘17</th>
<th>Oct ‘17</th>
<th>August ‘19</th>
<th>May ‘20</th>
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<tbody>
<tr>
<td><strong>1st</strong></td>
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<tr>
<td>Recycling water is good for the environment. The more recycled water we use, the less we have to take out of rivers, streams and groundwater basins.</td>
<td></td>
<td></td>
<td>An adequate supply of safe, reliable water is crucial to sustain our economy and quality of life. Using advanced purified recycled water for drinking protects our water supply against future unknowns, like climate change, drought and other natural disasters.</td>
</tr>
<tr>
<td><strong>2nd</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>It makes sense for Silicon Valley to be on the leading edge of producing sustainable and efficient water supplies. We can be a leader in using new technologies to guarantee we have a sustainable water supply for the future.</td>
<td>Water for potable reuse would be strictly monitored and tested constantly to ensure it is safe and complies with all regulations to protect against health risks.</td>
<td>Water reuse for drinking uses state-of-the-art multi-stage technologies to produce advanced purified water. It cleans water to a very high standard, reducing harmful chemicals and toxins and ensuring the water produced is safe to drink.</td>
<td>Advanced purified recycled water uses state-of-the-art multi-stage technologies to clean water to a very high standard, reducing harmful chemicals and toxins and ensuring the water produced is safe to drink.</td>
</tr>
<tr>
<td><strong>3rd</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We need to consider all options to ensure a reliable and locally-controlled supply of water for ourselves and future generations that will not be dependent on decisions made by agencies in other parts of the state.</td>
<td>It makes sense for Silicon Valley to be on the leading edge of producing sustainable and efficient water supplies. We can be a leader in using new technologies to guarantee we have a sustainable water supply for the future.</td>
<td>Reusing water for drinking provides a water supply that is resilient to drought and climate change.</td>
<td>Advanced purified recycled water for drinking would be strictly monitored and tested to ensure it is clean and safe and complies with all regulations.</td>
</tr>
</tbody>
</table>

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20-7663 Valley Water Potable Reuse Tracking Survey | Page 14 of 22
Q19. Given all that you’ve heard, would you say you support or oppose using advanced purified recycled water for drinking?

Support for advanced purified recycled water climbs to seventy percent after communicating the safety and benefits.

<table>
<thead>
<tr>
<th>Initial Support</th>
<th>After Definition</th>
<th>After Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Support</strong></td>
<td><strong>Support</strong></td>
<td><strong>Support</strong></td>
</tr>
<tr>
<td>57%</td>
<td>57%</td>
<td>71%</td>
</tr>
<tr>
<td>Strongly 23%</td>
<td>Strongly 21%</td>
<td>Strongly 30%</td>
</tr>
<tr>
<td>Somewhat 33%</td>
<td>Somewhat 36%</td>
<td>Somewhat 40%</td>
</tr>
<tr>
<td>Oppose 29%</td>
<td>Oppose 34%</td>
<td>Oppose 24%</td>
</tr>
<tr>
<td>Strongly 14%</td>
<td>Strongly 16%</td>
<td>Strongly 13%</td>
</tr>
<tr>
<td>Somewhat 15%</td>
<td>Somewhat 16%</td>
<td>Somewhat 11%</td>
</tr>
<tr>
<td>(Don't know) 15%</td>
<td>(Don't know) 9%</td>
<td>(Don't know) 5%</td>
</tr>
</tbody>
</table>

Support for Purified Recycled Water After Information

After Information Total Support
- August 2019: 60%
- October 2017: 74%
A majority support adding advanced purified recycled water to the water supply regardless of the incorporation method. Adding to groundwater is the most widely support method.

Incorporation Methods 2020 Poll

**Adding to Groundwater**
- Do you support or oppose adding advanced purified recycled water, which is treated wastewater that has gone through advanced purification, **to the groundwater supply**, which is a source for tap water?
  - Support 67%
  - Somewhat 39%
  - Strongly 27%
  - Oppose 25%
  - Somewhat 10%
  - Strongly 15%
  - (Don't know) 9%

**Adding at Treatment Plant**
- Do you support or oppose adding advanced purified recycled water, which is treated wastewater that has gone through advanced purification, **to a drinking water treatment plant**, which is a source for tap water?
  - Support 63%
  - Somewhat 39%
  - Strongly 24%
  - Oppose 29%
  - Somewhat 12%
  - Strongly 17%
  - (Don't know) 8%

**Adding Directly to Tap Water**
- Do you support or oppose adding advanced purified recycled water, which is treated wastewater that has gone through advanced purification, **directly to tap water**?
  - Support 58%
  - Somewhat 38%
  - Strongly 20%
  - Oppose 34%
  - Somewhat 15%
  - Strongly 19%
  - (Don't know) 8%
### Groundwater Incorporation - Comparison

Adding advanced purified recycled water to groundwater is supported by two-thirds, far higher support than was seen with earlier language.

**Q20.**

Would you say you support or oppose adding water for potable reuse to the groundwater supply before undergoing standard treatment for drinking water?

<table>
<thead>
<tr>
<th>Support</th>
<th>Oppose</th>
<th>(Don't know)</th>
</tr>
</thead>
<tbody>
<tr>
<td>47%</td>
<td>42%</td>
<td>11%</td>
</tr>
<tr>
<td>Somewhat 28%</td>
<td>Somewhat 17%</td>
<td>(Don’t know) 11%</td>
</tr>
<tr>
<td>Strongly 19%</td>
<td>Strongly 25%</td>
<td></td>
</tr>
</tbody>
</table>

---

**Q20.**

Do you support or oppose adding treated wastewater that has gone through advanced purification to the groundwater supply, which is a source for tap water?

<table>
<thead>
<tr>
<th>Support</th>
<th>Oppose</th>
<th>(Don't know)</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td>37%</td>
<td>9%</td>
</tr>
<tr>
<td>Somewhat 31%</td>
<td>Somewhat 16%</td>
<td>(Don’t know) 9%</td>
</tr>
<tr>
<td>Strongly 23%</td>
<td>Strongly 22%</td>
<td></td>
</tr>
</tbody>
</table>

---

**Q20.**

Do you support or oppose adding advanced purified recycled water, which is treated wastewater that has gone through advanced purification, to the groundwater supply, which is a source for tap water?

<table>
<thead>
<tr>
<th>Support</th>
<th>Oppose</th>
<th>(Don't know)</th>
</tr>
</thead>
<tbody>
<tr>
<td>67%</td>
<td>25%</td>
<td>9%</td>
</tr>
<tr>
<td>Somewhat 39%</td>
<td>Somewhat 10%</td>
<td>(Don’t know) 9%</td>
</tr>
<tr>
<td>Strongly 27%</td>
<td>Strongly 15%</td>
<td></td>
</tr>
</tbody>
</table>

---

**2017: Potable Reuse**

**2019: Water Reuse for Drinking**

**2020: Advanced Purified Recycled Water**
Adding advanced purified recycled water at the treatment plant is also supported by nearly two-thirds, higher support than in previous versions tested.

**2017: Potable Reuse**

Would you say you support or oppose adding **water for potable reuse** to the regular water supply at the treatment plant before undergoing standard treatment for drinking water?

- **Support:** 49%
  - Somewhat 31%
  - Strongly 19%
- **Oppose:** 42%
  - Somewhat 16%
  - Strongly 26%
- **(Don’t know):** 9%
  - Strongly 19%

**2019: Water Reuse for Drinking**

Do you support or oppose adding **treated wastewater that has gone through advanced purification** to a drinking water treatment plant, which is a source for tap water?

- **Support:** 54%
  - Somewhat 35%
  - Strongly 19%
- **Oppose:** 38%
  - Somewhat 16%
  - Strongly 22%
- **(Don’t know):** 8%
  - Strongly 19%

**2020: Advanced Purified Recycled Water**

Do you support or oppose adding **advanced purified recycled water**, which is treated wastewater that has gone through advanced purification, to a drinking water treatment plant, which is a source for tap water?

- **Support:** 63%
  - Somewhat 39%
  - Strongly 24%
- **Oppose:** 29%
  - Somewhat 12%
  - Strongly 17%
- **(Don’t know):** 8%
  - Strongly 24%

Q21.
Adding advanced purified recycled water directly to tap water is also supported by a majority.

### 2019: Water Reuse for Drinking

- **Support**: 46%
  - Somewhat 29%
  - Strongly 17%
- **Oppose**: 47%
  - Somewhat 18%
  - Strongly 29%
- **(Don't know)**: 7%

### 2020: Advanced Purified Recycled Water

- **Support**: 58%
  - Somewhat 38%
  - Strongly 20%
- **Oppose**: 34%
  - Somewhat 15%
  - Strongly 19%
- **(Don't know)**: 8%
Conclusions

- While previous polling showed support for potable reuse fluctuated dramatically depending on the terminology used to describe it, this research demonstrates that “using advanced purified recycled water for drinking” is a succinct, self-explanatory way to describe potable reuse, lending confidence that those who say they support it understand what they are supporting.

- A solid majority support using advanced purified recycled water for drinking initially, and additional information about its benefits – particularly the protection against future unknowns like climate change and natural disasters and environmental benefits – along with assurances about its safety, bring total support above two-thirds.

- More than half support advanced purified recycled water regardless of the incorporation method, with adding to groundwater receiving the broadest support.
Public Outreach Highlights

Fiscal Year 2020
July 2019 – June 2020

Ricardo Barajas
Supervising Program Administrator
Office of Civic Engagement
By the numbers

• 9,688 tour attendees since July 2014
• 470 public & private group tours
  • 46 VIP/Stakeholder tours
  • 26 Virtual tours
• 1,579 taste tests since 2017
Raise Tour Program Awareness

*Increased Tour Promotion*

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[Image of Valley Water Facebook post:]

SEE THE FUTURE OF WATER: See how Northern California’s largest advanced water purification center uses state-of-the-art technologies to produce fresh, clean water. The more recycled water we use, the less we have to take out of our rivers, streams and groundwater basins. Hear what one Palo Alto educator at Tru Elementary School has to say after taking a tour of our facility! See for yourself, sign up for a FREE private tour at purerwater4u.org. #ValleyWater #SVAWPC #purewater #water @myschooltru

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[Image of Valley Water Facebook post:]

Take a free tour of the Silicon Valley Advanced Water Purification Center!

Dear neighbors: As the region’s wholesale water provider, Santa Clara Valley Water District, now known as Valley Water, is committed to making smart investments in new and innovative technologies like water recycling to make sure our water supply meets future needs for Santa Clara County’s nearly 2 million residents and thriving. See more...

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8 Jul - Subscribers of Santa Clara Valley Water District in 1 area

8 Jul - Subscribers of Santa Clara Valley Water District in 1 area
Virtual Tours

Reverse Osmosis

Membrane pores remove substances larger than water molecule

82% permeate/purified

18% concentrate w/contaminates
• salts
• viruses and organic matter
• pharmaceuticals
• chemicals and pesticides

Bottle water and baby food production
Increase Stakeholder Outreach

Elected/ VIP Tours

VIP Water Walk Tour Oct. 4

Vice Mayor Chappie Jones
VIP Tour Sept. 12
Increase Tour Participant Testimonials

Advanced Water Purification testimonial: Los Altos Mayor

Click to play video

Advanced Water Purification Testimonial: Ramon Ortega

Click to play video
Increase Digital & Social Media

Valley Water

Published by Sprout Social 7 - July 26

SELFIE CONTEST COMING SOON! Valley Water is offering a special prize to one lucky winner who can find a purple pipe or recycled water sign in Santa Clara County! Get ready for your close up - find out more on Monday, August 5! #purplepipes #valleywater #svawpc #purewater4u #recycledwater #purifiedwater

Read more about recycled water: https://bit.ly/2Mf7Bcd
For contest rules click here: https://bit.ly/2SF8AFa

Valley Water

Published by Sprout Social 7 - September 26 at 11:37 AM

SO FRESH AND SO CLEAN: Did you know we make used water new again? Our advanced purification center uses state-of-the-art technologies to produce fresh, clean water. Hear what Contra Costa Water District’s VP Constance Holdaway has to say after taking a tour of our standout facility! Taste for yourself, join our next public tour at purewater4u.org.

#purifiedwater #svawpc #valleywater #water
Continue Targeted Influencer Campaigns
Community leader testimonials – Medical / Health Leaders

North County – Social Media Videos

Click to play videos
Expand Social Marketing Campaigns
Targeting key audiences...

*Parents with young children*

Click to play video
Increase Community Outreach & Events

Palo Alto Public Community Meeting - Oct. 23
Purified Water Taste Samples

Click to play video
Looking Ahead

- Annual tracking poll
- Subsequent social marketing campaigns
- Expand tours and events
Valley Water
Clean Water • Healthy Environment • Flood Protection