

**To:** **Board of Directors**  
**From:** **Melanie Richardson, Interim CEO**

## **Weeks of December 19, 2025 – January 8, 2026**

**Board Executive Limitation Policy EL-7:**

*The Board Appointed Officers shall inform and support the Board in its work. Further, a BAO shall 1) inform the Board of relevant trends, anticipated adverse media coverage, or material external and internal changes, particularly changes in the assumptions upon which any Board policy has previously been established and 2) report in a timely manner an actual or anticipated noncompliance with any policy of the Board.*

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### **1. Valley Water wins PR Daily 2025 Marketing Campaign Award for Water Conservation Campaign**

Valley Water's Office of Communications has been honored with the 2025 PR Daily Marketing Campaign Award for our 2024 Summer–Fall Water Conservation Campaign. The PR Daily Awards, hosted by Ragan Communications, are among the most respected honors in the communications industry. This national recognition, announced in New York City on December 2, 2025, celebrates excellence in public relations and marketing, spotlighting campaigns that deliver measurable impact and inspire meaningful change.

The PR Daily Award celebrated the innovative strategies Valley Water used to inspire water conservation across Santa Clara County. Our water conservation campaign was designed to reach residents where they are, online, in their communities, and in their homes, with inclusive, multilingual messaging that made participation easy and accessible. Importantly, all campaign creative was produced in-house, and our Office of Communications led the strategic marketing direction in collaboration with the Water Conservation Unit.

Valley Water's campaign encouraged Santa Clara County residents to replace water-intensive lawns with drought-tolerant landscapes and to schedule free outdoor water surveys. Recognizing that landscape irrigation accounts for more than half of residential water use, the multilingual effort focused on accessibility, clear calls to action, and culturally relevant stories of landscape transformations.

#### **Key Strategies**

Multilingual Digital Outreach: Ads and landing pages were launched in English, Spanish, Vietnamese, and Chinese, ensuring that our diverse community could connect with the message in culturally relevant ways. Landscape Rebate Program Stories: Multilingual resident-driven videos

highlighted real homeowners who transformed their yards, building trust and emotional connection while showcasing the benefits of drought-tolerant landscapes.

The campaign achieved measurable results, converting 270,303 square feet of lawn into California-friendly plants, generating 425 rebate applications, and significantly increasing survey requests and completions. Survey requests rose 142 percent compared to the prior year, and the cost per completed survey decreased by nearly 86 percent, marking a dramatic improvement in efficiency.

Through targeted messaging and storytelling, Valley Water reached the largest variety and number of community groups across Santa Clara County, building trust and inspiring lasting behavioral change. By combining digital innovation, storytelling, and community-centered engagement, Valley Water demonstrated how strategic communications can drive meaningful behavior change.

This award affirms Valley Water's leadership in data-driven, community-centered communications and highlights the power of multilingual outreach in achieving long-term water conservation.

For further information, please contact Rachael Gibson at (408) 630-2884.

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## **2. Water Management Agreements Executed in April - December 2025**

Pursuant to EL-5.5.5, the CEO is required to inform the Board on a timely basis when imported water management agreements are executed. This bulletin covers the imported water management agreements executed from April to December 2025:

- April 4, 2025 - Water Transfer Agreement (#A5401W) between Westside Mutual Water Company (via Westlands Water District) and Valley Water (VW). Provides for the transfer of up to 2,500 acre-feet (AF) of Central Valley Project (CVP) supplies from VW. Westside will compensate VW on a per-AF basis delivered to the point of delivery, using the final CVP south of Delta agricultural allocation to determine pricing.
- August 25, 2025- Activity Agreement establishing Valley Water's participation in the Yuba Water Purchase Agreement as an Activity Agreement Member under the San Luis & Delta-Mendota Water Authority (SLDMWA). This Activity Agreement authorizes SLDMWA to negotiate, implement, and administer the "Agreement for the Supply and Conveyance of Water by DWR to SLDMWA under the Dry Year Water Purchase Program" (Yuba Dry Year Purchase Agreement).
- September 2, 2025- Agreement (#A5613W) between the United States and Valley Water providing for the storage and conveyance of non-project water. Allows Valley Water to continue receiving State Water Project (SWP) supplies and previously stored water withdrawn from Semitropic Water Storage District through the San Felipe Division facilities of the federal CVP through December 31, 2029.
- October 25, 2025- Water Transfer Agreement (#A5565W) among Blue Sky Farms (BSF), Westlands Water District, and Valley Water. BSF is a land owner in the Westlands Water District and purchased 4,000 AF of CVP supplies from Valley Water in 2025. Under the Agreement, BSF will pay Valley Water \$132.84 per AF delivered to the point of delivery.
- November 4, 2025- Letter Agreement updating the 2025 pricing for the 4,000 AF of optional water defined in Valley Water's existing 5-year Water Purchase and Transfer Agreement with Patterson Irrigation District (PID).
- November 24, 2025 - Temporary Additional Point of Delivery Agreement (#A5606W) for Valley

Water Project Supplies: allows for the California Department of Water Resources (DWR) to deliver Valley Water's State Water Project (SWP) supplies and previously banked supplies from Semitropic Water Storage District to San Luis Reservoir for subsequent delivery through the San Felipe Division by the Bureau of Reclamation.

- December 2, 2025 - Water Transfer Agreement (#A5607W) between Valley Water and San Benito Water District: provides for the transfer of a portion of Valley Water's 2025 Central Valley Project supplies to San Benito Water District in 2025. This transfer occurred throughout December of 2025.

For further information, please contact Vincent Gin at (408) 630-2633.

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