

To: Board of Directors
From: Norma J. Camacho, CEO

Chief Executive Officer Bulletin Week of August 24 - 30, 2018

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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Outcome Measure 3.2.2.c Updated

Outcome Measure (OM) 3.2.2.c has been updated as follows:

Previous Version: "All county CRS communities with more than 100 flood policies participate in the CRS program."

Updated Version: "Provide Community Rating System (CRS) base points to all National Flood Insurance Program participating communities in Santa Clara County to encourage communities with more than 100 flood insurance policies to join the CRS program."

OM 3.2.2.c has been revised due to the fact that it was redundant because all CRS communities, by definition, are already enrolled in the CRS Program. Additionally, the revised language clarifies that the District will encourage National Flood Insurance Program communities (with more than 100 flood insurance policies) to participate in the CRS program, since participation is a discretionary action by the local government.

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

District to Present at the September 4-7, 2018 Floodplain Management Association Conference

The water district submitted an abstract regarding its fictitious community designation in the Community Rating System (CRS) Program for the upcoming Floodplain Management Association (FMA) Conference. It was accepted and the water district is scheduled to present at the September 4-7, 2018 FMA Conference on Thursday, September 6, 2018.

The water district began participating in the CRS Program in 1998. Since the water district does not have land use planning authority delegated by the state, it does not technically qualify to participate in the CRS Program. However, the water district and the Insurance Standard Office created a "fictitious community" status for the water district, a unique designation and the only fictitious CRS community in the Program.

Due to participation in the CRS Program, the savings to policyholders in the County are approximately \$2.3M per year.

As the water district continues in its status as a fictitious community, its partnership with CRS communities has grown, culminating in the development of a multi-jurisdictional Program for Public Information (PPI) implemented in 2015. The PPI outlines all flood risk reduction and flood awareness outreach efforts for both the District and participating communities and is tailored to local needs. The water district's award winning Flood Awareness Campaign is the backbone of the PPI.

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

Senior Tours at the Silicon Valley Advanced Water Purification Center on September 7, 2018 - Afternoon Tours Added

The water district is hosting a Water Wise: Senior Tours event at the Silicon Valley Advanced Water Purification Center (SVAWPC) on Friday, September 7, 2018. The purpose of the event is to build public support, amongst seniors, of the district's recycled and purified water expansion for potable reuse efforts. At the event, staff will facilitate tours of the SVAWPC visitor center and plant, concluding with a purified water taste test. The event will include light refreshments and interactive activities by the education outreach team. Unique to this event, staff is coordinating coach transportation for the attendees from specific locations to and from the SVAWPC.

The morning tours are at maximum capacity with 174 participants confirmed. Reservations were confirmed on a first-come, first-served basis. The district invited senior groups from throughout the county by targeting and reaching out to local senior organizations, senior centers, church groups, etc. Staff worked with the senior centers to post the event flyer at their locations. Some senior centers collaborated with the district by promoting and registering seniors for the event, as well as serving as a bus pick up location. The district limited the number of attendees per senior center to ensure multiple centers and organizations could participate.

Due to the overwhelming interest, the district has added afternoon tours to accommodate the wait lists. The afternoon tours will be publicized with Nextdoor posts from each Director and a flyer (attached). If any guests on the wait list cannot be accommodated at the event, the district will provide future dates for private senior tours and offer bus transportation.

For further information, please contact Rick Callender at (408) 630-2017.

WaterReuse Association's Northern California Chapter Holds Quarterly Meeting at Water District's Headquarters' Boardroom

On August 24, 2018, the Northern California chapter of the WaterReuse Association held their quarterly meeting at the water district Headquarters' Boardroom. The meeting's objective was to facilitate the discussion of potable reuse in present and future projects in Northern California. There were approximately 100 individuals in attendance from three (3) key sectors including utilities, government agencies, and industry. The meeting focused on current and future projects and planning studies in Northern California, cutting-edge technology, and legal advancement of potable reuse. It served as an excellent opportunity to exchange information about water reuse planning and policy.

Water district CEO, Norma Camacho, began the meeting by welcoming those in attendance. The water district presented an update on the Countywide Water Reuse Master Plan and emphasized potable reuse as a sustainable and locally controlled water supply option. Carollo Engineers and staff from Zone 7 Water Agency presented the results of a joint feasibility study for potable reuse in the tri-valley area. Staff from Monterey One Water presented the Pure Water Monterey groundwater replenishment project that is currently under construction. Xylem presented proven reuse technologies backed by case studies that have been done recently in California. Finally, a comprehensive legislative-regulatory update was presented by the Northern California Chapter of WaterReuse.

Following the meeting, a group of 20 individuals attended a tour that covered the reverse osmosis concentrate management pilot engineered treatment cells and the Silicon Valley Advanced Water Purification Center. Attendees were generally supportive of the water district's reverse osmosis concentrate management efforts.

The WaterReuse team expressed sincere gratitude to the water district for hosting a successful event.

For further information, please contact Nina Hawk at (408) 630-2750.

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