



**To: Board of Directors**  
**From: Rick L. Callender, CEO**

## **Weeks of June 7, 2024 – June 20, 2024**

**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.*

| Item     | IN THIS ISSUE  |
|----------|--|
| <u>1</u> | <b>Can the Safe, Clean Water Low Income Senior Exemption program outreach be more robust, and specifically, can it be targeted toward qualified seniors?</b> |
| <u>2</u> | <b>Successful Procurement Open House Attracts Diverse Pool of Businesses to Valley Water</b>   |
| <u>3</u> | <b>Valley Water's public meeting on the Anderson Dam Seismic Retrofit Project</b>  |

**1. Can the Safe, Clean Water Low Income Senior Exemption program outreach be more robust, and specifically, can it be targeted toward qualified seniors?**

At the March 2024 Board Audit Committee meeting, Director Beall inquired if the SCW LISE (Safe, Clean Water low-income senior parcel tax exemption) program outreach could be more robust, and specifically, if it could be targeted toward qualified seniors.

Valley Water reached out to the Santa Clara County Assessor's Office regarding data availability, and they encouraged us to contact Santa Clara County Association of Realtors real estate agent (Paige Morehead) for more information on the topic.

Valley Water staff spoke with Ms. Morehead on what other options are available to Valley Water to share information about the SCW LISE Program with the local senior population, and if Valley Water can do anything now (June 2024) before the SCW LISE application period closes on June 30, 2024.

Valley Water staff also discussed with Ms. Morehead Valley Water's current program outreach efforts, which includes posting advertorials about the SCW LISE program in various print media in the Santa Clara County. In addition, we also sent SCW LISE program applications to Sourcewise, an agency focusing on seniors and their needs in Santa Clara County, along with leveraging digital media outlets such as Facebook, Nextdoor and Valley Water's eNewsletter.

This year advertorials have or will be posted in the following publications: Chinese News; El Observador; Gilroy Dispatch/Morgan Hill Times; Los Altos Town Crier; Mercury News; Metro; Palo Alto Daily; Santa Clara Weekly; Community Weeklies, SVCN (Almaden, Cambrian/Rose Garden, Cupertino, Los Gatos, Saratoga, Sunnyvale, Willow Glen); Vietnam Daily.

Ms. Morehead was impressed with the robust outreach currently in place for the SCW LISE program; she also recommended reaching out to community centers around Santa Clara County to share SCW LISE program information. In addition, Valley Water can also reach out to senior care centers that offer in-home support for seniors as well as AARP (American Association of Retired Persons).

Annual program application volume to date is consistent with prior years. Valley Water plans to conduct the recommended additional outreach in early-mid June 2024.

For further information, please contact Carmen Narayanan at (408) 630-3041.

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## **2. Successful Procurement Open House Attracts Diverse Pool of Businesses to Valley Water**

On May 30, 2024, Valley Water hosted a Procurement Open House (Open House) at the Valley Water Headquarters Boardroom and the event turned out to be an incredible success.

The Procurement Open House provided an invaluable platform for diverse businesses to connect with Valley Water project managers from Information Technology, Facilities Maintenance, Capital Construction, as well as staff from procurement and the Office of Racial Equity, Diversity, and Inclusion (REDI), to discuss upcoming procurement opportunities.

Valley Water also used the Open House to provide vendors with information about the Small Business Enterprise (SBE) ordinance, that was adopted by the Board in September 2023. Discussion of the SBE ordinance has led to a significant increase in emails and interest from small businesses regarding upcoming procurement opportunities.

The turnout was exceptional, with close to 200 diverse businesses actively participating in the Open House. Moreover, since the event, Valley Water has seen a continued surge of interest from vendors, with over 30 new businesses to date registering on PlanetBids, Valley Water's procurement portal, thereby expanding the pool of potential diverse contractors for Valley Water's projects.

Feedback from attendees has been overwhelmingly positive, with many thank-you emails expressing their appreciation for the opportunity to meet with Valley Water project teams and other businesses. Some companies have stated that the Open House was the best event they have ever attended organized by a public sector agency, and they are looking forward to more events like this from Valley Water.

This resounding endorsement is a testament to the planning, extensive on-site preparation, effective internal and external communications, and unwavering support and participation from Valley Water's procurement unit. The event also accomplishes and demonstrates the effectiveness of Valley Water's outreach efforts and reflects the growing appeal of Valley Water as a collaborative, inclusive, and equitable organization.

For further information, please contact Tony Ndah at (408) 693-0254.

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### **3. Valley Water's public meeting on the Anderson Dam Seismic Retrofit Project**

On June 6, 2024, Valley Water held a public meeting to provide an update on the Anderson Dam Seismic Retrofit Project and the Anderson Dam Tunnel Project. The hybrid event took place at the Morgan Hill Community Center and was offered through Zoom. It attracted 127 public participants, with 85 people attending in person, including Valley Water Director John Varela who provided opening remarks, City of Morgan Hill Mayor Mark Turner, and 42 others who joined virtually including Valley Water Board of Directors Vice Chair Richard Santos and Director Barbara Keegan.

The presentation covered a project overview, a Draft Environmental Impact Report status, and was followed by a community discussion. Valley Water staff, Carlos Alcantar from Calfire, Chris Ghione from the City of Morgan Hill, and Eric Ross from Santa Clara County Parks engaged during the discussion segment about wildfire emergency access, Rosendin Park impacts, and feral pigs.

A link to the recording of the public meeting is available on the project website and Valley Water's YouTube channel.

For further information, please contact Marta Lugo at (408) 630-2237.

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