



John L Varela

Santa Clara Valley Water District

Application District 1

December 2, 2015

CEO Beau Goldie

Directors: Barbara Keegan District 2; Richard Santos District 3; Linda J. LeZotte District 4; Nai Hsueh District 5; Tony Estremera District 6; Gary Kremen District 7

Thank you for the opportunity to present myself as a candidate for the appointment to Water District 1.

I have been married to my wife Vivian for fifty years. We have raised three fabulous daughters who have gifted us with five incredible grandchildren. We have established our family in the beautiful and bucolic community of Morgan Hill for 38 years. Vivian retired from Santa Clara Public Health three years ago and I retired from an entrepreneurial life style. My wife and I volunteer with several non profit orgs, and continue in our roles as community advocates.

As a former Mayor and City Council member, I bring a unique skill set and successful leadership style to the Water Board. My ability to listen to all sides of an issue and through collaborative team building consensus, make policy affecting not only District 1, but the entire Santa Clara Valley Water District; this procedural sequence is very exciting to me. I have enjoyed my friendship with former Director Dennis Kennedy and can only hope to represent District 1 as he did and continue his legacy of good work.

Since announcing my interest to the appointment, I have received numerous calls of support from a cross section of the Valley; from elected to the private business sector as well as members of the agriculture community offering their endorsement. Joining the Water Board through the appointment process saving tax payers dollars is noble and adds to the perception that the Water Board is a cohesive decision-making body. I am ready to get to work and would appreciate your consideration to support my appointment to Water District 1. My application offers some insight as to who I am, and my accomplishments.

Sincerely,

John Varela

John L Varela

Morgan Hill, CA 95037

APPLICATION FOR
SANTA CLARA VALLEY WATER DISTRICT
BOARD OF DIRECTORS - DISTRICT 1

Please complete this application in its entirety and submit an original signed copy along with a letter of interest containing your name, residence address, occupation, summary of interest in the position, and any other relevant qualifications and experience, to the Office of the Clerk of the Board at 5750 Almaden Expressway, San Jose, California 95118, by **4:00 p.m. Wednesday, December 2, 2015.**

A. CONTACT INFORMATION

Name (First, Last): John L Varela			
Residence Address (Street Address, City, State, Zip): [REDACTED] Morgan Hill CA 95037			
Home Phone: [REDACTED]	Work Phone:	Cell Phone: [REDACTED]	E-Mail: [REDACTED]

B. QUALIFYING SUPPLEMENTAL QUESTIONS (Please use separate sheet of paper if necessary)

1. Explain why you think you should be appointed to the District 1 Board of Directors seat.

see attached answer sheet

2. Describe the experience you have that will assist you with the responsibilities required of you while serving as a member of the Board of Directors.

see attached answer sheet

3. A. What are your detailed thoughts on the current SCVWD practice of using parcel (property) taxes for State Water Project costs versus having the water consumers pay for 100% of these costs?

B. If some of the costs are to be paid by property owners, should certain property owners who are not able to receive any water from the SCVWD despite asking for water, be required to pay the costs?

see attached answer sheet

4. Agricultural water rates in both North and South County are heavily subsidized by water consumers and tax payers in Morgan Hill, Gilroy and others. Please explain your reasoning behind supporting the continuation of the rapidly expanding "open space credit" expense or reducing that expense so the SCVWD can use those funds for conservation, reduced water rates and other projects.

see attached answer sheet

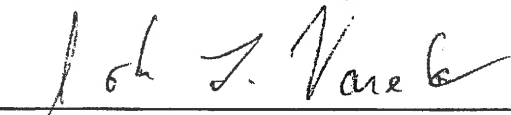
5. What do you think will be the most significant challenges that the District will be facing in the next few years?

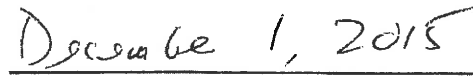
see attached answer sheet

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BOARD OF DIRECTORS - DISTRICT 1

6. What three items would be your highest priority if you are appointed as a SCVWD District 1 Board Member?

see attached answer sheet


Applicant Signature


Date Signed

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1.> I have lived in District 1 for over thirty eight years, have contributed for thirty years as a Morgan Hill Kiwanis community volunteer and as well as co-founder of several 501c3 non-profit organizations in District 1. I have served as an elected city council member and mayor of Morgan Hill. I co-founded several start up for profit companies in the solar / clean energy, bio fuel and toy industries; also co-founder of South Valley Angels, an organization helping people start small companies. I am currently entering my second term with Morgan Hill Chamber of Commerce Board of Directors, previously chairing economic development and governance committees; and participate with the Silicon Valley Chamber Coalition Regional Economic Development Initiative. I am semi-retired, working part time as a sub contractor in the green recycling/repurposing sector. I have the time, passion, commitment and leadership skills necessary to serve as District 1 representative.

2.> With over forty years in executive management representing small business as well as the public sector, I bring my collaborative leadership style and knowledge to the Water District. In the public sector, I fairly negotiated with public employee labor contracts through AFSME, (American Federation of State, County and Municipal Employees) followed collective bargaining procedures. The Morgan Hill City Council negotiated fire services contract with Santa Clara County Fire; a shortfall in the General Fund necessitated down-sizing of city services including public safety, public works, parks and recreation; eighty percent of city staff were furloughed, a very difficult and challenging task. I treated our employees and the process with respect during the challenging economic times.

The City Council leadership concentrated its efforts on economic development approving sales tax generating business in the hospitality, automotive, grocery, sports and entertainment venues. The City Council approved affordable and market rate housing applications under voter approved Residential Development Control System, adding property taxes as well as sales tax to the general fund. Within a four-year period the general fund increased revenue allowed for the re-hiring sixty percent of the eighty percent previously furloughed employees, and the general fund continued to grow as the city thrived. I was honored to be part of quickly bringing back the previously furloughed employees, even though others thought it was too soon.

Through my leadership the Gang Awareness Task Force was created with mayors, city managers, chiefs of police, school principals participating from four neighboring communities, collaborating to identify and remove key gang leaders and followers, resulting in a successful sweep, keeping our communities safe and constituents happy.

I was pleased to participate and chair "Vision Morgan Hill," a series of community meetings offering residence the opportunity to opt in with ideas on how they, the tax payers would like to see their community grow and a say on how their tax dollars invested. Through these collaborative meetings, the subsequent results created a new library, community center, sports complex, aquatic center (to be named after my long-time friend Dennis Kennedy), health and recreation facilities and parks.

As one of the first elected members representing South County as advisor and board member to the emerging "Joint Venture Silicon Valley Organization;" I sat at the table with some of Silicon Valley leaders and visionaries creating policy affecting our universities, community college, local school districts to place emphasis on STEM curriculum providing and delivering the needed skill sets to accommodate demand to our global high tech, entrepreneur community. While in the private sector I negotiated and developed off shore manufacturing logistics, and growing a global customer base. I bring to the Water Board; listening, collaborative decision-making and executive managerial skills.

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3.> A. Having a Parcel Tax on water places the cost burden too on property owners, missing the opportunity for additional revenue and an unfair burden on property owners

B. Perhaps a formula based on water usage would "level the playing field" on more equitable terms, (pay as you use) resulting in revenue currently not received.

4.> The agricultural industries clearly cannot presently afford to pay as much per unit of water as other commercial and residential users do. Agriculture is both fundamental to our history and an important economic player to this day. That said, there are limits to how much other users are able and willing to subsidize one industry.

As a board member my goal would be to work with the agricultural industries to improve productivity through development and application of advanced technologies such that their total cost of water as a percentage of sales could remain constant while the cost per unit of water rises gradually. In this way we can work together to improve economic prosperity for all of the region's players and stake out another area of global technology leadership for Silicon Valley. Continuing to do what has always been done is not the path forward. The water district could play a pivotal role in bringing technologists and users together to generate mutual benefit.

Similarly, the water district could and should play a pivotal role in changing local policy and practice such that new construction implement on-site smart gray water reuse to further reduce demand growth for water supplies and sewage treatment.

5.> A. Climate change/ rising sea levels, regional coordination will be needed to prepare

B. Flood control challenge increase

C. Storage; dams/reservoirs vs. natural aquifers/ground water Morgan Hill, San Martin, Gilroy recharge aquifers

D. Development of purified water (advanced recycled water) for potable (direct and indirect) recharge etc.

6.> A. Bring technology to increase water supplier/user efficiencies to share with the world

B Board engagement/visibility throughout district, it is important for the public to understand and engage on water issues going forward

C. I suggest having Board meetings at all District locations allowing constituents that cannot make regularly scheduled board meetings the opportunity to attend a local meeting

D. I will work collaboratively with board colleagues and employees of the district to ensure that high quality water services are provided to the people of Santa Clara County