

12/2/15

Board of Directors
Santa Clara Valley Water District
5750 Almaden Expressway
San Jose, CA 95118-3686

2015 12 02 15:30:00

Dear Directors,

Thank you for taking the time to review all of the applications for the open District 1 Board seat. The decision before you is an important one and I hope that you find that my background and experience fit the qualifications of a candidate you are looking for. I firmly believe my experience working in conjunction with the SCVWD on the Santa Clara Water Commission and as the Mayor of the City of Campbell gives me a unique perspective and talent set to help the SVCWD going forward.

At the November 10, 2015, meeting of the SCVWD, Director Keegan posed two questions that I think agree are the two main points that should be considered when looking at the appointee.

First, why do each of us applying for this position want to be a member of the Board? For me, this is simple – I have a passion for serving the residents of our area, as well as a passion for the provision of water services in the area.

I personally have experiences with the District starting eight years ago when I became an at-large member of the Independent Monitoring Committee. While serving in that role, I found that public services was my passion, and decided serving as a City Council Member of the City of Campbell would be a great way to give back. I ran for this position, served my first term, was re-elected and appointed Mayor.

Once I was on the Council, I was nominated to be on the Guadalupe/West Valley Flood Control and Watershed Advisory Committee. As this merged into the Santa Clara Valley Water Commission, I remained involved, and am currently service as the Committee Chair. On the Committee, I have spent numerous hours studying and working with the District on the issues we face. With my background in an environmental industry, I have been able to critically review the steps the District has taken, and used the knowledge I have gained in a pseudo-utility industry to understand the role of the District.

With all of these experiences, I feel that I have become more informed about both the needs of the District and how I can assist the District achieve their goals. I have been interested in the Board for a number of years, and believe the time is right for me to become involved on the Board level.

The second question posed by Director Keegan, though, is what will candidates be able to offer to the District?

Coming to the Board from a role as an elected official, I feel that I have shown the ability to for consensus between groups with differing opinions. Four years on the Council helped with this, but the

last year I have been the Mayor has honed these skills to a place that I believe I am ready to assist our community on a larger scale.

My peers in the area also have seen my knowledge and desire to help the area through the drought, and to better prepared the District in the future to have the infrastructure in place to sustain us through future downturns. In fact, as Mayor of San Jose Sam Liccardo has searched for a way to streamline the CEQA process in utilizing recycled water to refill our aquifers, he reached out to me for my assistance with communication of the message to our representatives in Sacramento, and I have been working diligently to help him with this process.

I also bring a wide view of District 1 to the Board. I have varied ties to the area, and have served on the Gilroy Chamber of Commerce Government Relations Committee for the last 7 years. I also own both agricultural and Open Space land in the District, as well as manage commercial properties in the area. Finally, our family business is located in the District, and we currently employ over 100 residents in the District.

Section 7.9 of the District Act states "whoever is elected shall represent the District at large." While the Board can decide which portions of the District Act it chooses to follow, I think it is the goal of the Board to bring someone on who has ties and a passion for the area. While I may not be the traditional choice for this seat, I am currently eligible for the position, and I have a strong vested interest in protecting the interests of the District.

I urge the Board to note that it is not required for the candidate for this position to reside in the District, and to further note that my varied interests show that I have strong connection to the District. I hope that the Board will grant me the opportunity to further speak with you about the District 1 seat as I will bring both knowledge and passion to the Board.

Respectfully Submitted,



Jeffrey Cristina

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): Jeffrey R Cristina			
Residence Address (Street Address, City, State, Zip): [REDACTED] Campbell, CA 95008			
Home Phone: NONE	Work Phone: [REDACTED]	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.

For the past 8 years I have been actively involved in both District 1 and with the Santa Clara Valley Water District (SCVWD). I started working with the SCVWD on the Independent Monitoring Committee, I was also fortunate enough to be elected as a representative for the City of Campbell, and as such was able to join both the Santa Clara Valley Water Commission and the Guadalupe/West Valley Flood Control and Watershed Advisory Committee as the representative of my City.

As I continued to work with these groups, they eventually merged to better promote a strong and unified message in the County. Currently, I am very proud to be the Chairman of the Santa Clara Valley Water Commission. In my role, I actively monitor and support the SCVWD, and believe that my direct in leading the Commission makes me the best candidate most fit to represent District 1.

District 1 is a natural fit for me as I currently have many direct interests in District 1, both personally and professionally. I currently own a number of open space and agricultural properties in District 1. Additionally, I manage two commercial buildings in the District. Further, our family business employs over 100 people in District 1. It is my desire to support both my personal and business interests in the district.

I believe my professional background in my two industries of choice also help make me the perfect candidate for the position. I have been working in the conservation industry for the last 15 years, and our company, like the District, is a pioneer in utilizing technology to promote best practices in the conservation industry.

Finally, for the last five years I have been able to serve the residents of Campbell as one of their City Councilmen, and spent the last year as their Mayor. The experiences I have gained by working for the public will be a valuable asset as I go into the District and meet with the constituents. The experience of serving in a public office is critical as I have learned that I need to be able to listen to all sides of an argument, even those I disagree with and be able to best represent the desire of my constituency.

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

In my experience, serving on a Board of Directors brings a set challenges unlike those found in many other endeavors. Having the appropriate background and experiences are critical to elevate an applicant from "being on the Board" to "being a Board Member." The question is what is the difference? To me, to be a "Board Member" you must spend the time and effort to fully research and understand all issues that will appear before you. I believe my track record on the 20+ board and non-profits that I have faithfully served, show that I consistently approach all meetings prepared to discuss all items on the agenda.

As the current Chairman of the Satna Clara Valey Water Commission, I am actively involved in understanding the critical issues facing the SCVWD. There are many items of critical importance facing the SCVWD currently, including the dichotomy of navigating the District through an historic drought while preparing the District for the potential flooding episodes. Spending the time working with the Commission and the District has prepared me to step into the positon vacated by Director Kennedy with a much shorter learning curve then any other applicant.

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 owner who are not able to receive any water from the SCVWD despite asking for water, be required to pay the costs?

A. In my oponion, the only charges that should be placed onto tax rolls are those that impact all people. The infrastructure and maintenance of the water in the District benefits everyone who lives here, so I find it appropriate that these charges are spread out based on the value of properties in the district.

I firmly believe that our constituents should only hve to pay for services that they use. While on the surface having individual consumers pay for their portion of water usage seems to be a more "fair" solution, this could not be, if fact, further from the truth.

Consumers would actually be subsidizing all "non water users" in two manners. First, even though individual property owners may use no water, they do have an responsibility to provide the infrastructure for the water to be provided to their area. Whether it is restaurants, gas stations, grocery stores or other service providers, these institutions need access to water to provide services to the residents. Second, the SCVWD is also responsible for preventing flooding and taking care of our environment. These "public" projects also provide services for everyone in the district, and water consumers would be subsidizing other landowners if there was no billing on the tax role.

B. the current method of charges by the SCVWD does a good job in splitting the two main costs - that of infrastructure provision and that of individual usage. In the event a property owner in the district is unable to get water, they should not be charged any of the direct costs of water usage. Howeverm they should be responsible for their prorate portion of the expenses to provide the infrastructure for parks, creeks, and other public areas. This is accomplished effectively in the current manner the SCVWD is splitting the costs into a two tiered system.



APPLICATION FOR
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BOARD OF DIRECTORS - DISTRICT 1

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.

On general principal I am not a fan of one group subsidizing another. In this instance, however, the subsidies benefit the entire district and I would be in favor of them, with some caveats.

The subsidies are helping to promote jobs and growth throughout the District. The agricultural industry has long been a main driver in our economy. If you look at the economic impacts of what these subsidies accomplish, you will see it is not just the agricultural group that benefits. You will also see a major economic benefit for other industries, including heavy machinery, parts and fuel suppliers. By keeping the agricultural economy viable in this area, we will also help to decrease the carbon footprint it takes to get food into our growing economy.

Though I think this individual subsidy does help the entire District, I do think that there needs to be some changes to the program. The recent proposal on this issue showed that the subsidized rate for water should increase drastically. In reality, I do not think this is a viable jump.

I do, however, think that as rates go up throughout the District, the rates for the subsidized agricultural industry should increase by an equal amount. This will, slowly, bring these subsidized rates to a level more equivalent to the rest of the district.

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

Over the next few years, I believe the biggest challenge is going to continue to be recovering both from the current drought and the (possible) ramifications of a large El Nino season. The confluence of these two events is going to create a very difficult marketing position for the SCVWD. In the event there is a great deal of rain this winter, it will be difficult to gain by in from constituents to continue the water saving measures that are currently in place. Unfortunately, even with an above average rainy season this year, it is anticipated that we will still have a lower than needed snow pack to ensure that we have enough water throughout the state going forward. It is critical for the SCVWD to continue to promote conservation even though public perception is going to see the issue differently.

I also believe there is an ongoing challenge the District is going to have to face relating to personnel. In my experience, public organizations need to have a Board and Staff that can work together. It is public knowledge that there are challenges of an interpersonal nature at the District. Fortunately, in my current role on the Campbell City Council, I have gained experience in interviewing candidates. I have been a part of hiring two City Managers while on the Council, and have learned lessons on what I look for in a candidate that will be able to act as a bridge between staff and elected officials.

Finally, there is another longer term challenge that I think the District needs to come to grips with. The District is doing a very good job at reducing the amount of water utilized in the District. Unfortunately, as the sales of water decrease, a major portion of revenue coming in to the SCVWD also decreases, though the revenue stream through tax billings will continue to gradually increase. In my current industry, we are experiencing a similar challenge, where we are encouraging people to recycle more materials, and in doing so erode the revenue that we receive for services. My experience with this issue will be beneficial to the District as our company has been studying this issue for many years.

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

As the District 1 Board Member, my first priority would be to become more available to the community, and to hear the issues that are the most important to my constituents. I think that in order to be the most effecting representative, I need to be present in the area, and to openly communicate my goals. Having a transparent and open relationship within District 1 while also establishing long term protocols for communication will allow the residents the opportunity to have a voice that is heard. I thnk that setting up long term, open book policies, I will help ensure that even after my term is done the constituents will have a reliable long term voice at the table.

In the community, I would immediately prioritize working on continuing the long term flood plan for South County specifically just south of Hellyer. Currently, this area floods after many of the larger storms, and some significant infrastructure needs to be put in place to prevent this in the future. As the representative of District 1, it is my responsibility to work with the Staff and Board to find the resources to prevent this in the future. I would work with the Staff and encourage participation by the Army Corps of Engineers to meet the 100 year flood standard to help to stabilixe this is going forward.

Finally I think District 1 is so unique due to all of the open space that is currently there. I would work to find more areas of open space that can be preserved for the public to share. As part of our Clean Safe Creek program, I would encourage the development of wildlife habitats along both now and existing paths in the area, and work to promote these areas to local school groups to learn more about the true nature of the Valley.

Applicant Signature

Date Signed

Position: Public and Governmental Affairs Coordinator

Name: Jeff Cristina

Relevant Experience:

Company	Time Period	Key Responsibilities
Greenwaste Recovery	1994 to 1998	General Maintenance Assistant Fabricator Rebuilder of bikes Driver of a Roll-off Truck Night Security Sales
Zanker Road Landfill	2000 to 2003	Outreach Specialist Public and
Zanker Road Landfill	2004 to 2009	Governmental Affairs Coordinator
Zanker Road Landfill	2009 to Current	Director of Environmental Governmental Affairs
Dry Creek Property Management	2000 to Current	Founder/Owner
Advanced Environmental	2014 to Current	Owner

Major Accomplishments:

Worked with local residents of San Jose to help increase the city's recycling rate. Spent time on the organizing committee of the CRRA 2006 conference, organizing two separate events. Worked on the Reach Foundations Scholarship Committee to give away scholarships since 2003. Helped on the Start-up of Greenwaste Petaluma. With very little time to organize the program, it was completed with minimal negative impact on the community. Member of California Refuse Recycling Council, California Resource Recovery Association, Northern California Recycling Association, 2009 president of Clara-Mateo. Board member of Happy Hollow Foundation. Former past president of the Clara-Mateo and youngest president in history. Former Planning Commissioner for the City of Campbell and was unable to finish my term as I won a seat to the City Council, which I am currently Vice Mayor. Founded a couple companies in the past few years with a focus on real estate and environmental testing.

- Worked with local resident of San Jose to help increase the city's recycling rate.
- On the organizing committee of the CRRA 2006 conference, organizing two separate events
- Reach Youth Scholarship Committee member 2003-current
- Helped with the start-up of GreenWaste of Petaluma
- Member of California Refuse Recycling Council 2004-current
- Member of California Resource Recovery Association 2002-current
- Member of Northern California Recycling Association 2004-current
- Former board member of the Happy Hollow Foundation 2007-2010

- Member of the San Jose Silicon Valley Chamber of Commerce 2004-current
- With the SJSV Chamber of Commerce I have been on the Today's Young Professionals Committee 2006 startup, I am currently a trustee with their Political Action Committee 2007-current, and on the Candidate Cultivation Committee 2009-current
- Member of the Gilroy Chamber of Commerce 2008-current
- Member of the Gilroy Chamber of Commerce's Government Affairs Committee 2008-current
- Board member of GilPAC 2011-current
- Member of the Campbell Chamber of Commerce 2010 current
- Former liaison of the Friends of the Heritage Theater 2011-2013
- Chair for the Santa Clara Valley Water District Water Commission 2011-current (current chair)
- Former committee member for the Santa Clara Valley Water District's Storm Water and Flood control Committee 2011-2014
- Former committee member for the Santa Clara Valley Water District's Independent Monitoring Committee 2008-2011
- Committee member for the Santa Clara Valley Transportation Authority Policy Advisory Committee 2011-2013
- Youngest past president of the Clara-Mateo Garbage Collectors Association and active member since 2003
- Board member for the Santa Visits Alviso Program since 2004
- Board member to Silicon Valley Animal Control Authority 2011-2013
- Member of California Refuse Recycling Council since 2003
- Graduate of the CRRC NextGen program 2008
- Member of the County Expressway Policy Board 2014-current
- The City of Campbell's Economic Development Subcommittee 2013-current
- Founder/President of the Campbell Police Foundation 2012-current.