

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

Chief Executive Officer Bulletin Week of August 4 – 10, 2017

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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2017 Water Conservation Outreach – San Jose Giants In-Game Promotion

This article is to inform the Board that the following information was included in the July 28, 2017, non-agenda packet:

The External Affairs Division's Office of Communications is pleased to announce the water district's 2017 water conservation campaign will include an in-game water conservation promotion at all San Jose Giants home games during the second half of the current baseball season from July through August 2017.

San Jose Giants will provide the following promotional opportunities to encourage water conservation:

- Digitally displaying the water district logo on the field during all home games (in rotation with other sponsors during the game).
- Reading the following public information announcement during home games: "This promotion is presented by the Santa Clara Valley Water District, which provides Silicon Valley safe, clean water for a healthy life, environment and economy. Your water district is working to make sure Santa Clara County has water even during droughts. Do your part and VOW to value our water and use every gallon wisely. Visit watersavings.org to learn about our rebate programs and get valuable water-saving tips."
- Selecting one person from the audience during each home game to participate in the water

conservation in-game promotion, a Water Conservation Bucket Toss game designed by the water district. The participant will be asked to share with the audience what they will be doing to promote water conservation at home or work, and play the game. The game is a bean bag toss where the participant tosses bean bags (symbolizing water drops) into a bucket apparatus that when filled tips and drops the bean bags into another bucket below (symbolizing water conservation). Each game participant will receive a complimentary water efficient hose nozzle.

Display of the water district's logo, the public announcement, and the Water Conservation Bucket Toss game began on June 28, 2017. The water district's in-game promotion will be repeated during all home games at the stadium through August 2017.

San Jose Giant's Home Game Schedule is as follows:

- July: 20, 21, 22, 23, 24, 25, 26, 31
- August: 1,2,3,4,5,6,14,14,16,17,18,19,20, 25, 26, 27

The Office of Communications has also produced new messages and artwork for a digital campaign, reflected in Attachment 1 of the Non-Agenda package memo, to promote continued water conservation and water district programs and includes a sampling of various ads.

Finally, a social media campaign on Facebook, Twitter, and Nextdoor has also been launched to promote district water conservation programs, rebates, and water saving tips for continued water conservation.

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

Water Quality Certification for the Upper Llagas Creek Flood Protection Project

On July 27, 2017, the Central Coast Regional Water Quality Control Board (Water Board) issued a 401 Water Quality Certification (Certification) for the Upper Llagas Creek Flood Protection Project (Project). The Water Board has worked closely with the water district Project team since 2011 on the development of this Project.

At a Water Board meeting held in Santa Barbara on January 26, 2017, the Water Board staff described to their Board how the Project will provide a net benefit to water quality and improve other beneficial uses. In addition, Water Board staff explained that the Project was designed to mitigate impacts, and provide additional environmental benefits with the design of a stable channel that will equalize sediment transport, improve fish habitat and fish passage conditions, improve riparian habitat, and minimize future maintenance costs.

This Water Board Certification, and the previously-received 1600 permit issued by the California Department of Fish and Wildlife in January 2017, bring the Project closer to an advertisement date for construction. The Project must still receive a permit from the U.S. Army Corps of Engineers (Corps) Regulatory prior to advertisement. The Project team continues to work with the Corps Regulatory staff to secure this one remaining resource agency permit.

For further information, please contact Katherine Oven at (408) 630-3126.

Grassroots Ecology/Acterra completes the McClellan Ranch Preserve Meadow Enhancement Grant Project

Grassroots Ecology (formerly Acterra Stewardship), a recipient of the water district's FY2014 Safe, Clean Water and Natural Flood Protection grant, has completed its grant project. Grassroots Ecology, a non-profit organization, received \$164,200 to remove invasive plants and establish "islands" of native plants within a riparian meadow adjacent to Stevens Creek in Cupertino.

The project began on July 1, 2014, and was completed on June 30, 2017. Key accomplishments of the project are:

- Three years of vegetation survey data showing a decrease in invasive plant population, including Italian thistle.
- Close to 12,000 native plants installed covering more than 1 acre of the meadow.
- Increased habitat value and diversity as result of planting over 30 different types of native plants. This has led to increased native wildlife (more native insects, birds, and pollinators have been seen).
- More than 3,500 community members engaged through 352 volunteer events.

The grantee's final report on the completed project, with before and after photos, is included in the board's August 11, 2017, Non-Agenda package.

For further information, please contact Norma Camacho at (408) 630-2084.
