

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

## Chief Executive Officer Bulletin Week of March 8 - 14, 2019

### 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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### Climate Change Action Plan (CCAP) Update

Valley Water has been working towards the development of the draft Climate Change Action Plan (CCAP) since 2017. To date, the baseline assessment is complete, including interviews of all Valley Water managers, identifying risks to Valley Water and strategies to address them. Currently Valley Water is finalizing adaptation strategies and will begin to draft the document in March 2019. Draft strategies and a community outreach framework are anticipated to be presented to the Board Planning and Policy Committee (BPPC) this spring. A robust implementation, monitoring and reporting plan will also be developed.

Due to the anticipated outreach associated with the plan, the budgeted milestone of June 30, 2019, has been changed to December 31, 2019. Valley Water will bring a communications framework to the BPPC prior to reaching out to the public to ensure the proper level of stakeholder engagement. The CCAP will include additional strategies to further reduce Greenhouse Gas emissions generated by Valley Water activities in order to achieve the Board's target of carbon neutrality by 2020.

For further information, please contact Lisa Bankosh at (408) 630-2618.

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### 2019 Joint Meeting Plan

Building on the successful joint meetings in 2018, Valley Water has crafted a plan to continue joint meetings and Mayor/City Manager meetings to facilitate Valley Water's Board of Directors' engagement and policy dialogue with their counterparts at local and regional agencies and municipalities. Both types of meetings will continue to focus on discussion of and pertinent action

on water-related policy topics of mutual interest to our partner agencies and municipalities. Valley Water is reaching out in advance to the entities proposed for joint meetings; if they decline a joint meeting, Valley Water will proceed with regularly-scheduled Mayor/City Manager meetings. Below is the meeting plan for 2019. As always, Valley Water welcomes feedback on the plan from the Board.

2019 Proposed Joint Meetings:

1. Contra Costa Water District
2. Mountain View
3. Morgan Hill
4. San Jose
5. Santa Clara County

2019 Proposed Mayor/City Manager Meetings:

1. Campbell
2. Palo Alto
3. Santa Clara
4. Milpitas
5. Gilroy

For further information, please contact Rachael Gibson at (408) 630-2884.

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**Purified Water Social Media Campaign Featuring 15 Community Leader Testimonials Launched**

Valley Water launched a new social media campaign to promote Valley Water's over-arching water reuse messages and taste tests of advanced purified water through testimonial videos from 15 community leaders from various industries, including healthcare, environment, business and athletics. To view the video testimonials, visit [www.purewater4u.org/communityleaders/](http://www.purewater4u.org/communityleaders/).

For additional information and to view static samples of the online digital ads, please refer to the memo included in the Board's March 15, 2019, Non-Agenda package.

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

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