



Santa Clara Valley Water District

File No.: 19-1166

Agenda Date: 12/10/2019

Item No.: *7.1.

SUPPLEMENTAL BOARD AGENDA MEMORANDUM

SUBJECT:

Opportunities to Enhance and Update the Safe, Clean Water and Natural Flood Protection Program by Evaluating a Future Funding Measure.

REASON FOR SUPPLEMENTAL MEMORANDUM:

This report conveys additional information received after the initial report was released, consistent with Executive Limitations Policy EL-7-10-5.

RECOMMENDATION:

- A. Receive information on opportunities to strengthen and update the existing Safe, Clean Water and Natural Flood Protection Program;
- B. Receive information on the feasibility of developing and placing a future funding measure on the November 2020 ballot;
- C. Receive information of next steps towards developing a future funding measure and program, which will be brought to the Board for consideration in 2020; and
- D. Provide staff direction on considerations and next steps for developing a funding measure to continue and extend an existing special parcel tax for continued funding of the Safe, Clean Water and Natural Flood Protection Program for potential placement on the November 2020 ballot.

SUMMARY:

In order to ascertain the feasibility of developing and placing a future funding measure on the November 2020 ballot, Valley Water staff worked with Fairbank, Maslin, Maullin, Metz & Associates (FM3) to complete a survey of local voters to understand their views of Valley Water and a potential measure to renew the Safe Clean Water and Natural Flood Protection Program.

From Nov. 21-27, 2019, FM3 completed 823 online and live telephone interviews (on both landlines and cell phones) with likely November 2020 voters in Santa Clara County. Interviews were conducted in English, Spanish, Chinese and Vietnamese. The margin of sampling error for the study is +/-3.5% at the 95% confidence level; margins of error for population subgroups within the sample will be higher. Due to rounding, not all totals will sum to 100%.

FM3 has provided a high-level summary of the general results as a memorandum attachment.

FINANCIAL IMPACT:

There is no change to the originally reported financial impact associated with this item.

CEQA:

The recommended action does not constitute a project under CEQA because it does not have the potential for resulting in direct or reasonably foreseeable indirect physical change in the environment.

ATTACHMENTS:

Attachment 1: Valley Water Voter Survey Results Memorandum

UNCLASSIFIED MANAGER:

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