

11/09/2021



MEMORANDUM
FC 14 (01-02-07)

TO: Board of Directors

FROM: Santa Clara Valley Water
Commission

SUBJECT: Santa Clara Valley Water Commission
Meeting Summary for October 27, 2021

DATE: November 9, 2021

This memorandum summarizes agenda items from the regular meeting of the Santa Clara Valley Water Commission held on October 27, 2021.

Attendees:

Commission members in attendance were: Hon. Susan M. Landry (City of Campbell), Hon. Hung Wei (City of Cupertino), Hon. Peter Leroe-Muñoz (City of Gilroy), Hon. Lynette Lee Eng (City of Los Altos), Hon. Matthew Hudes (Town of Los Gatos), Hon. Carmen Montano (City of Milpitas), Hon. Liz Lawler (City of Monte Sereno), Hon. Rich Constantine (City of Morgan Hill), Hon. Lucas Ramirez (City of Mountain View), Hon. Pam Foley (City of San José), Hon. Karen Hardy (City of Santa Clara), Hon. Omar Din (City of Sunnyvale), Hon. Helen Chapman (Open Space Authority Santa Clara Valley), and Hon. Jed Cyr (Midpeninsula Regional Open Space District).

Board members in attendance were: Director Tony Estremera (Board Representative), Director Nai Hsueh (Board Alternate), and Director Gary Kremen (Board Representative).

Staff members in attendance were: Aaron Baker, Neeta Bijoor, Glenna Brambill, Vincent Gin, Andy Gschwind, Cindy Kao, Carlos Orellana, Metra Richert, Don Rocha, Gregory Williams, and Beckie Zisser.

Guests in attendance were: Lisa Bilir (City of Palo Alto), Camryn Heinkel (City of San José), Mansour Nasser (City of Sunnyvale), Tony Ndah (City of Milpitas), Hon. Fred Tovar (City of Gilroy), David Siddiqui (Green Evolution), Hon. Kathy Watanabe and Gary Welling (City of Santa Clara).

AGENDA ITEM:

4.1 UPDATE ON PROGRESS TOWARDS VALLEY WATER'S DROUGHT EMERGENCY RESPONSE AND DROUGHT-RELATED WATER CONSERVATION EFFORTS

Mr. Aaron Baker, Ms. Neeta Bijoor, Mr. Don Rocha, and Mr. David Siddiqui reported on the following along with the handout:

Summary from Meeting Agenda Memo:

On June 9, 2021, the Santa Clara Valley Water District (Valley Water) Board of Directors declared a water shortage emergency condition pursuant to California Water Code §350, called for water use reduction of 15% compared to 2019, and urged the County of Santa Clara to proclaim a local emergency. The County adopted a Resolution ratifying the proclamation of a local emergency due to the drought on June 22, 2021.

The U.S. Drought Monitor Report from October 7, 2021, indicates that the majority of the County is in extreme drought, and the northeastern portion of the County is in exceptional drought. The Sierra Nevada snowpack, a primary source of imported water, is at 0% of average as of August 30, 2021, and 0% of average statewide.

Reflecting critically dry conditions across the state, the Central Valley Project and State Water Project, which comprise half of Valley Water's typical annual water supply, have drastically reduced imported

water allocations. Valley Water has been negotiating purchases of emergency transfer water supplies; however, potential state regulatory actions continue to pose significant uncertainty to water transfers. An additional Central Valley Project Municipal and Industrial Public Health and Safety increment of 28,500 acre-feet (AF) is to be delivered during the second half of 2021. To date in 2021, Valley Water has secured agreements for about 58,000 AF of transfer supplies (not taking into account conveyance losses across the Delta).

Furthermore, Valley Water is impacted by the unavailability of Anderson Reservoir as a surface water storage facility for the duration of the Anderson Dam Seismic Retrofit Project, which is expected to last 10 years. The loss of Anderson, lower imported water supplies, and uncertainty over emergency water transfers could result in rapid and significant drops in our groundwater levels and resulting in the potential for subsidence and dry wells. In South County, groundwater is the only drinking water supply.

Consequently, water conservation is an important strategy to help alleviate these negative impacts.

Water Conservation Outreach

Valley Water's multilingual water conservation campaign continues to promote water conservation as a way of life, being drought ready, and Valley Water's many conservation programs. The campaign includes ads on TV, radio, online, social media and print. Valley Water also continues to offer free multilingual yard signs and water-savings devices through the online shopping cart.

Valley Water continues to generate drought and water conservation awareness through proactive media outreach, and media interest continues to be high for drought and water conservation content.

Valley Water is running three campaigns on social media, which together have reached tens of thousands of people: "Save our Water, Save our Trees," which underscores the importance of continuing to water trees while reducing other outdoor landscaping irrigation, "Water Savings Contest," where winners receive free water savings devices, and "Your Neighbors are transforming their yards and you can too," which features residents who have incorporated drought-tolerant landscaping into their yards.

The Education Outreach team engages students and educators, and it conducts after-school enrichment programs and public library programs. All programs contain drought and water conservation messaging. In addition, Valley Water works with Water Ambassadors, who are graduates of Valley Water's Water 101 Academy, to promote water conservation efforts and education.

In September, multilingual business advertorials ran in several targeted newspapers. Multilingual videos are now available on YouTube promoting Valley Water's commercial Landscape Rebate Program and Water Efficiency Technology (WET) rebate program for businesses. The Speakers Bureau Program enables Valley Water to engage with the private sector, local, state, and federal agencies, and educates the community about drought and water conservation. Valley Water conducted 10 Speakers Bureau presentations in September 2021. Staff is preparing additional outreach for the Speakers Bureau Program through Nextdoor messages on behalf of Board members, social media posts, and direct outreach.

Drought Summit

Additionally, the Drought Summit was held virtually on October 23, 2021, from 9:30 a.m.-12:30 p.m. and was attended by a diverse cross-section of regional stakeholders. The Summit convened elected officials and community leaders from throughout Silicon Valley to discuss ways to address the drought together, and enabled Valley Water to engage with the private sector and local, state, and federal partners that have interests in conservation. The Model Water Efficient New Development Ordinance (MWENDO) was highlighted during the summit as an effective regional approach to drought response that would help ensure water conservation becomes a way of life in Santa Clara County. The goal of MWENDO is to ensure new developments meet strong water efficiency standards. The Drought Summit incorporated interactive break-out sessions and the topics discussed included community feedback and insights, water supply projections, and information on water conservation tools and

resources that can be used to help lead communities through this emergency. A verbal update will be provided.

Water Conservation Programs

Valley Water has received a significant increase in applications for conservation programs in 2021. In September, Valley Water received 269 applications for the Landscape Rebate Program, 469 orders for water-efficient devices from our website, and 206 water waste reports. These are signs that people are taking this drought seriously and are taking actions to support water use reduction.

Countywide Water Use Reduction

Valley Water is engaging with retailers and cities to encourage drought response actions. Countywide, the percent change of water used compared to 2019 has been steadily decreasing since March 2021, showing that retailers, cities, and our communities are responding to the call for conservation. In March 2021, water use in Santa Clara County was 25% higher when compared to March 2019. In August 2021, Santa Clara County used 9% less water compared to August 2019. Valley Water anticipated that reducing water use countywide by 15% would be a gradual process. During the last drought, the 20% call for water use reduction made on February 25, 2014, was first reached nine months later, in November 2014. It is encouraging to see the percent change of water used compared to 2019 trending in the right direction.

The Santa Clara Valley Water Commission discussed the following: drought summit was informational, school districts, gray water, keeping costs down, purple piping, recycled water, drought tolerant plants, landscaping, artificial turf, messaging on the drought needs to be ongoing, and having rainwater/stormwater fact sheets available.

The Santa Clara Valley Water Commission took no action.

Water Commission Chair Hon. Pam Foley thanked Mr. Aaron Baker and Director Linda J. LeZotte for participating in her Town Hall meeting on the drought.

4.2 REVIEW FY2022 BOARD WORK PLAN

Ms. Glenna Brambill reported on the following:

Summary from Meeting Agenda Memo:

The attached Work Plan outlines the Board-approved topics for discussion to be able to prepare policy alternatives and implications for Board deliberation.

BACKGROUND:

On January 27, 2021, the Board conducted its annual planning session to refine goals and strategies for areas needing the Board's focus, engagement and monitoring during Fiscal Year 2021-2022 (FY22).

During the strategic planning session, the Board participated in a facilitated discussion and received staff recommendations for the FY22 Board Work Plan goals and strategies. After providing comments and feedback, the Board directed the Board Policy and Planning Committee (BPPC), to review the information collected and develop a draft FY22 Board Work Plan for Board review and approval.

On April 5, 2021, the BPPC met and provided input on the draft FY22 Board Work Plan, and the Board approved their work plan on April 27, 2021.

The Santa Clara Valley Water Commission discussed the following: water supply, Urban Water Management Plan, forecasting growth of cities, RHNA numbers, permanent conservation, long-term messaging for residents and the same language that can be understood by all.

Board Chair Director Tony Estremera, Mr. Aaron Baker, Mr. Vincent Gin, and Director Nai Hsueh were available to answer questions.

The Santa Clara Valley Water Commission took no action.

The next Santa Clara Valley Water Commission meeting is scheduled for January 26, 2022.

If you have any questions or concerns, you may contact me at, gbrambill@valleywater.org or 1.408.630.2408.

Thank you.

Glenna Brambill, Management Analyst II,
Board Committee Liaison
Office of the Clerk of the Board