



Santa Clara Valley Water District Recycled Water Committee Meeting

HQ. Bldg. Boardroom, 5700 Almaden Expressway, San Jose, California
Join Zoom Meeting: <https://valleywater.zoom.us/j/99518153521>

SPECIAL MEETING AGENDA

**Friday, December 13, 2024
11:00 AM**

District Mission: Provide Silicon Valley safe, clean water for a healthy life, environment and economy.

RECYCLED WATER COMMITTEE

Tony Estremera - District 6, Chair
Richard P. Santos - District 3, Vice Chair
Jim Beall - District 4, Member

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KIRSTEN STRUVE
Committee Liaison

NICOLE MERRITT
Assistant Deputy Clerk II
Office/Clerk of the Board
(408) 630-3262
nmerritt@valleywater.org

Note: The finalized Board Agenda, exception items and supplemental items will be posted prior to the meeting in accordance with the Brown Act.

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Recycled Water Committee
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*****IMPORTANT NOTICES AND PARTICIPATION INSTRUCTIONS*****

Santa Clara Valley Water District (Valley Water) Board of Directors/Board Committee meetings are held as a “hybrid” meetings, conducted in-person as well as by telecommunication, and is compliant with the provisions of the Ralph M. Brown Act.

To maximize public safety while still maintaining transparency and public access, members of the public have an option to participate by teleconference/video conference or attend in-person. To observe and participate in the meeting by teleconference/video conference, please see the meeting link located at the top of the agenda. If attending in-person, you are required to comply with **Ordinance 22-03 - AN ORDINANCE OF THE SANTA CLARA VALLEY WATER DISTRICT SPECIFYING RULES OF DECORUM FOR PARTICIPATION IN BOARD AND COMMITTEE MEETINGS** located at <https://s3.us-west-2.amazonaws.com/valleywater.org.if-us-west-2/f2-live/s3fs-public/Ord.pdf>

In accordance with the requirements of Gov. Code Section 54954.3(a), members of the public wishing to address the Board/Committee during public comment or on any item listed on the agenda, may do so by filling out a Speaker Card and submitting it to the Clerk or using the “Raise Hand” tool located in the Zoom meeting application to identify yourself in order to speak, at the time the item is called. Speakers will be acknowledged by the Board/Committee Chair in the order requests are received and granted speaking access to address the Board.

- Members of the Public may test their connection to Zoom Meetings at: <https://zoom.us/test>
- Members of the Public are encouraged to review our overview on joining Valley Water Board Meetings at: <https://www.youtube.com/watch?v=TojJpYCxXm0>

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Join Zoom Meeting:

<https://valleywater.zoom.us/j/99518153521>

Meeting ID: 995 1815 3521

Join by Phone:

1 (669) 900-9128, 99518153521#

1. CALL TO ORDER:

1.1. Roll Call.

2. TIME OPEN FOR PUBLIC COMMENT ON ANY ITEM NOT ON THE AGENDA.

Notice to the public: Members of the public who wish to address the Board/Committee on any item not listed on the agenda may do so by filling out a Speaker Card and submitting it to the Clerk or using the "Raise Hand" tool located in the Zoom meeting application to identify yourself to speak. Speakers will be acknowledged by the Board/Committee Chair in the order requests are received and granted speaking access to address the Board/Committee. Speakers' comments should be limited to three minutes or as set by the Chair. The law does not permit Board/Committee action on, or extended discussion of, any item not on the agenda except under special circumstances. If Board/Committee action is requested, the matter may be placed on a future agenda. All comments that require a response will be referred to staff for a reply in writing. The Board/Committee may take action on any item of business appearing on the posted agenda.

3. APPROVAL OF MINUTES:

- 3.1. Approval of October 30, 2024 Recycled Water Committee Minutes. [24-1034](#)

Recommendation: Approve the minutes.

Manager: Candice Kwok-Smith, 408-630-3193

Attachments: [Attachment 1: 103024 RWC Meeting Minutes](#)

Est. Staff Time: 5 Minutes

4. REGULAR AGENDA:

- 4.1. Receive Purified Water Program Update including Partnerships with the Cities of San Jose and Santa Clara and Provide Feedback. [24-1026](#)

Recommendation: Receive an update and provide feedback on the following topics:

- A. Collaboration effort with cities of San Jose and Santa Clara on Phase I Demonstration facility and Full-Scale direct potable reuse (DPR) facility at the Silicon Valley Advanced Water Purification Center
- B. Actively Engage in DPR; and
- C. Outreach

Manager: Kirsten Struve, 408-630-3138

Est. Staff Time: 5 Minutes

- 4.2. Receive Update on Purified Water Public Outreach and 2024 Public Perception Poll and Provide Feedback. [24-0888](#)

Recommendation: Receive information and provide feedback on the:

- A. 2024 public outreach highlights for the Purified Water Program; and
- B. Results from the 2024 public perception poll.

Manager: Rachael Gibson, 408-630-2884

Attachments: [Attachment 1: Valley Water Outreach PowerPoint](#)

[Attachment 2: 2024 Public Perception Poll Results PowerPoint](#)

Est. Staff Time: 20 Minutes

- 4.3. Receive and Discuss the 2024 Recycled Water Committee (RWC) Work Plan, Potential Tours, and Provide Feedback on Upcoming Discussion Items, and Next Meeting Date. [24-1035](#)

Recommendation: Receive information on the 2024 RWC Work Plan, and provide feedback on upcoming discussion items and next meeting date.

Manager: Candice Kwok-Smith, 408-630-3193

Attachments: [Attachment 1: 2024 Revised RWC Work Plan](#)

Est. Staff Time: 5 Minutes

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE REQUESTS.

This is an opportunity for the Clerk to review and obtain clarification on any formally moved, seconded, and approved requests and recommendations made by the Committee during the meeting.

6. ADJOURN:

6.1. Adjourn to Special Meeting TBD per Committee.

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Santa Clara Valley Water District

File No.: 24-1034

Agenda Date: 12/13/2024

Item No.: 3.1.

COMMITTEE AGENDA MEMORANDUM Recycled Water Committee

Government Code § 84308 Applies: Yes No
(If "YES" Complete Attachment A - Gov. Code § 84308)

SUBJECT:

Approval of October 30, 2024 Recycled Water Committee Minutes.

RECOMMENDATION:

Approve the minutes.

SUMMARY:

In accordance with the Ralph M. Brown Act, a summary of Committee discussions, and details of all actions taken by the Committee, during all open and public Committee meetings, is transcribed and submitted to the Committee for review and approval.

Upon Committee approval, minutes transcripts are finalized and entered into Valley Water's historical records archives and serve as historical records of the Committee's meetings.

ENVIRONMENTAL JUSTICE AND EQUITY IMPACT:

The approval of minutes is not subject to environmental justice analysis.

ATTACHMENTS:

Attachment 1: 103024 RWC Meeting Minutes

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

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For full meeting record, please review meeting videos at:
<https://www.valleywater.org/how-we-operate/committees/board-committees>

RECYCLED WATER COMMITTEE MEETING

DRAFT MINUTES

SPECIAL MEETING
WEDNESDAY, OCTOBER 30, 2024
12:00 PM

(Paragraph numbers coincide with agenda item numbers)

1. CALL TO ORDER:

A special meeting of the Santa Clara Valley Water District (Valley Water) Recycled Water Committee (Committee) was called to order in the Valley Water Headquarters Building Boardroom at 5700 Almaden Expressway, San Jose, California, and by Zoom teleconference, at 12:00 p.m.

1.1. Roll Call.

Committee members in attendance were District 4 Director Jim Beall, District 3 Vice Chairperson Richard P. Santos, and District 6 Director Tony Estremera, Chairperson presiding, constituting a quorum of the Committee.

Staff members in attendance were: Brandon Adriano, Gina Adriano, Emmanuel Aryee, Hossein Ashktorab, Aaron Baker, Henry Barrientos, Nastaran Basiri, Rita Chan, Jiana Escobar, Melissa Garcia, Rachael Gibson, Vincent Gin, Walter Gonzalez, Brian Hopper, Girlie Jacobson, Michele King, Candice Kwok-Smith, Emelia Lamas, Ava Mattis, Nicole Merritt, Carlos Orellana, Max Overland, Kirsten Struve, Darin Taylor, Kristen Yasukawa, and Tina Yoke.

Public in attendance were: Molly Culton and Katja Irvin (Sierra Club), Phillippe Daniel, (Liquisti LLC.), Jan Davel (CDM Smith), Pedro Hernandez (City of San Jose), Anya Kaufmann (Trussell Tech), Dan Lopez (Black & Veatch), Eileen McLaughlin (Citizens Committee to Complete the Refuge), Shilpa Mehta and Lawrence Tam (City of Santa Clara), and Dawn Taffler (Kennedy Jenks).

2. TIME OPEN FOR PUBLIC COMMENT ON ANY ITEM NOT ON THE AGENDA:

Chairperson Estremera declared time open for public comment on any item not on the agenda. There was no one present who wished to speak.

3. APPROVAL OF MINUTES:

3.1. Approval of August 28, 2024 Recycled Water Committee Meeting Minutes.

Recommendation: Approve the minutes.

The Committee considered the attached minutes of the August 28, 2024 Committee meeting.

It was moved by Vice Chairperson Santos and seconded by Director Beall, and unanimously carried that the minutes be approved.

4. REGULAR AGENDA:

- 4.1. Receive Purified Water Program Update Including Partnerships with the Cities of San Jose and Santa Clara and Provide Feedback.

Recommendation: Receive an update and provide feedback on the following topics:

- A. Collaboration effort with the cities of San Jose and Santa Clara on Phase 1 demonstration facility and full-scale direct potable reuse facility at the Silicon Valley Advanced Water Purification Center;
- B. Technical analysis and Consultant agreements; and
- C. Outreach.

Kirsten Struve reviewed the information on this item, per the attached Committee Agenda Memo, and per the information contained in Attachment 1.

Kirsten Struve was available to answer questions and confirmed that an update can be provided at a future meeting regarding the available federal and state funding opportunities.

Public Comments:

None.

The Committee received the information, took no formal action, and noted the following:

- The Committee noted support of monitoring Valley Water's portion of the project costs/data, a political tour with elected officials, and an update at a future meeting on the available opportunities for federal and state funding.

- 4.2. Receive Update on the Desalination Engineering Feasibility Study.

Recommendation: Receive an update on the Desalination Engineering Feasibility study.

Henry Barrientos reviewed the information on this item, per the attached Committee Agenda Memo.

Henry Barrientos, Kirsten Struve, Hossein Ashktorab, and Dan Lopez were available to answer questions.

For full meeting record, please review meeting videos at:
<https://www.valleywater.org/how-we-operate/committees/board-committees>

Public Comments:

Eileen McLaughlin expressed interest in knowing what could happen to the aquifers and concern regarding water quality issues, wetlands/wildlife, and potential of contaminants in the brine.

Henry Barrientos, Hossein Ashktorab, and Dan Lopez noted this study will be comprehensive and will evaluate all aspects of the environmental sensitivities of the South Bay including evaluation of nature-based solutions such as horizontal levees for discharge of brine.

The Committee received the information, took no formal action, and noted the following:

- The Committee confirmed staff are using the California Ocean Plan as a guiding document along with previous Valley Water and other local and state agency related work for feasibility of potential Bay Area locations, and also considering groundwater flows and noted an ongoing groundwater study that may also provide further insight.
- The Committee confirmed the study will include looking at locations with sufficient flow, sea water intake and brine discharge, consideration of seasonal dry/wet periods and environmental sensitive areas. The Committee asked about use of salt ponds, selling the salt/brine, and working with other agencies. Staff noted Valley Water's participation in the recent Bay Area Regional Desalination Project (BARDP). Valley Water will be looking into various options for managing the brine.
- The Committee noted interest in reviewing other Bay Area or state desalination reports, a BARDP partnership update, and a cost comparison to purified water that includes the environmental positive and negative impacts.
- The Committee noted that Valley Water is working with the study's consultant to plan efforts to engage environmental and community stakeholders for feedback.

4.3. Receive and Discuss the 2024 Recycled Water Committee (RWC) Work Plan, Potential Tours, Provide Feedback on Upcoming Discussion Items, and Upcoming Meeting Date.

Recommendation: Receive information on the 2024 RWC Work Plan, and provide feedback on upcoming discussion items and next meeting date.

Kirsten Struve reviewed the information on this item, per the attached Committee Agenda Memo, and per the information contained in Attachment 1.

Kirsten Struve was available to answer questions.

Public Comment:

None.

The Committee received the information, took no formal action, and noted the following:

For full meeting record, please review meeting videos at:
<https://www.valleywater.org/how-we-operate/committees/board-committees>

- The Committee reconfirmed interest in an update on the federal/state grant funding opportunities and a political tour with newly elected officials, and noted to continue the potential Committee member tour discussion for the next meeting.

5. CLERK REVIEW AND CLARIFICATION OF COMMITTEE REQUESTS:

This is an opportunity for the Clerk to review and obtain clarification on any formally moved, seconded, and approved requests and recommendations made by the Committee during the meeting.

None.

6. Adjourn:

- 6.1. Adjourn to Special Meeting at 11:00 a.m. on December 13, 2024.

Chairperson Estremera adjourned the meeting at 12:45 p.m., to the special meeting at 11:00 a.m. on December 13, 2024.

Nicole Merritt
Assistant Deputy Clerk II

Date Approved:



Santa Clara Valley Water District

File No.: 24-1026

Agenda Date: 12/13/2024

Item No.: 4.1.

COMMITTEE AGENDA MEMORANDUM Recycled Water Committee

Government Code § 84308 Applies: Yes No
(If "YES" Complete Attachment A - Gov. Code § 84308)

SUBJECT:

Receive Purified Water Program Update including Partnerships with the Cities of San Jose and Santa Clara and Provide Feedback.

RECOMMENDATION:

Receive an update and provide feedback on the following topics:

- A. Collaboration effort with cities of San Jose and Santa Clara on Phase I Demonstration facility and Full-Scale direct potable reuse (DPR) facility at the Silicon Valley Advanced Water Purification Center
- B. Actively Engage in DPR; and
- C. Outreach

SUMMARY:

A. Collaboration effort with Cities

Santa Clara Valley Water District (Valley Water) and the Cities of San José and Santa Clara continue to meet on a regular basis (at least every other week) to work on various elements of the DPR Demonstration facility. Collaborative work includes amendments to the existing agreements that govern the Silicon Valley Advanced Purification Center (SVAWPC), technical items related to source water, management of the Reverse Osmosis Concentrate, permitting, and site development and planning.

B. Actively Engage in DPR

Valley Water's Project Management Consultant's subconsultant Trussell Technologies, Inc., who are known for their expertise in potable reuse regulatory and permitting, have prepared a roadmap for DPR project permitting. It identifies the steps and associated timelines for DPR permitting processes and was presented at the 2024 WateReuse California Annual Conference (Sep. 15 - 17, Garden Grove, CA). Unlike Indirect Potable Reuse (IPR), the DPR permitting requirements are much more complex. The DPR permitting steps include, but are not limited to, the following:

- the need for a demonstration facility for validation studies of pathogen and chemical control,
- development of a corrosion control and stabilization plan for the water distribution system used to convey the DPR water (including at the retailer level),
- wastewater characterization and source control studies spanning over two years or longer,
- development of plans to address water safety, monitoring, and operations,
- Title 22 Engineering Report, and
- Direct Potable Reuse Responsible Agency (DiPRRA) agreement which demonstrates how the wastewater and water agency will work together.

These studies and reports will need to be prepared concurrently with the development of the full-scale facility's 60 percent design and are required prior to submitting the permit application to the Division of Drinking Water (DDW) at the State Water Board. Thereafter, a public meeting will be held by the State Water Board prior to the start of the construction stage.

The regulatory process ensures that multiple safeguards are in place, and the water produced by a DPR facility meets the stringent safety requirements for potable reuse. Valley Water staff and our consultants are continuing to review these requirements and updating the budget and timelines for the San José Purified Water Project.

As part of the continuous efforts to keep the regulatory entities informed about the project, Valley Water hosted a tour for DDW staff to introduce them to the project on October 24, 2024.

C. Outreach

General purified water outreach - Staff continues to conduct tours of the SVAWPC and outreach initiatives to build support for potable reuse, which include:

- Public Tour Program -
 - In October and November, 200 visitors toured the Purification Center, which included representatives from the United States Bureau of Reclamation, the United States Water Partnership, Energy Recovery Incorporated, and Baywork.
 - In addition, staff held a special tour for Stefan Cajina, Chief of the Northern Coastal Section of the Division of Drinking Water and Supervisor of the Marine District Ellena Joy Pelen and their staff.
- Demonstration Water Bottle Distribution - In October and November, 611 Purified Demonstration water bottles were distributed to the public.
- Outreach Initiatives - Based on the results of this year's public perception poll, staff is conducting tailored outreach to residents and community stakeholders.
 - Staff has begun increasing outreach to the senior community and will continue in the upcoming year. This effort began with a partnership with Happy Hollow's Senior Safari, where Valley Water staff engaged with over 200 seniors during the Zoo's annual event.

Staff will participate in several upcoming events in partnership with Happy Hollow.

- In October, staff also participated in San Jose State's annual sustainability fair, where hundreds of university students engaged with community organizations dedicated to sustainable practices. Over 200 students visited Valley Water's Purified Water booth and taste-tested water from our Purification Center.

Outreach coordination with San José and Santa Clara partners - Staff hosted the City of San José's Environmental Services Department (ESD) Director of Regulatory Affairs and Purified Water, Eric Dunlavey, and his staff, as well as the ESD Communications Division. Valley Water and City of San José staff toured the Purification Center and discussed the details of the advanced purified water process, the Purified Water Project, and a potential joint outreach effort to build support for potable reuse.

Learning Center development - Staff continues to work with the Purified Water Project team on the specifications for a learning center that will be part of Phase 1 of the demonstration facility, as well as explore local partnership opportunities.

ENVIRONMENTAL JUSTICE AND EQUITY IMPACT:

There are no environmental justice and equity impacts associated with this item. This action is unlikely to or will not result in adverse impacts and is not associated with an equity opportunity.

ATTACHMENTS:

None.

UNCLASSIFIED MANAGER:

Kirsten Struve, 408-630-3138

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Santa Clara Valley Water District

File No.: 24-0888

Agenda Date: 12/13/2024

Item No.: 4.2.

COMMITTEE AGENDA MEMORANDUM Recycled Water Committee

Government Code § 84308 Applies: Yes No
(If "YES" Complete Attachment A - Gov. Code § 84308)

SUBJECT:

Receive Update on Purified Water Public Outreach and 2024 Public Perception Poll and Provide Feedback.

RECOMMENDATION:

Receive information and provide feedback on the:

- A. 2024 public outreach highlights for the Purified Water Program; and
- B. Results from the 2024 public perception poll.

SUMMARY:

A. 2024 Public Outreach Highlights for the Purified Water Program

To ensure a reliable water supply to keep Silicon Valley thriving well into the future, Valley Water works diligently to expand water reuse for non-potable and potable purposes and explore water reuse opportunities with regional partners in Santa Clara County. As Valley Water expands its water reuse portfolio, staff actively engages the public in all related efforts to promote awareness and build support for advanced purified water for drinking.

Other water reuse projects throughout the state and country have proven that public acceptance is significant to and critical in the implementation of potable reuse projects. Decades of media coverage and over-simplified explanations of the water reuse process have contributed to negative perceptions amongst the general public. Significant investment in public outreach, awareness and engagement can help to educate the public about the advanced water purification process and water quality, as well as about the importance of developing a locally controlled water supply for our future.

Since 2011, staff has implemented ongoing public outreach strategies based on:

1. Industry research, best practices and data - Identifying key messages and public perception trends through annual public perception polls, tour surveys, and water reuse industry

research.

2. Interactive engagement opportunities - Providing hands-on opportunities for the public to learn about purified water because seeing is believing and tasting is trusting.
3. Influence-based stakeholder outreach - Identifying and establishing partnerships with trusted leaders and spokespeople to become ambassadors of purified water.

Inspiring behavior change and shifting public perception is a long-term, ongoing effort. Highlights from Valley Water's purified water public outreach efforts in 2024 are described below.

Industry Research, Best Practices and Data

Past public opinion surveys have shown overall support for potable reuse using purified water. Staff continues to build on previous outreach efforts and updates, and modifies strategies as necessary based on results of the annual countywide poll on public perception of recycled and advanced purified water, the pre- and post-tour surveys and industry research and best practices.

- **Public Perception Poll** - The 2024 public perception poll results are described below and in Attachment 2.
- **Pre- and Post-Tour Surveys** - As part of Valley Water's robust tour program for the Silicon Valley Advanced Water Purification Center (Purification Center), tour participants take a brief survey before and after they take a tour. These tour surveys help gauge the effectiveness of the tours in increasing public support. Tour attendees take a pre- and post-tour survey to measure their understanding of purified water and what they learned on the tour. In 2024, the tour surveys showed a 12.4% increase in general support for purified water; a 15% increase in general support for Indirect Potable Reuse (IPR); and a 14.8% increase in general support for Direct Potable Reuse (DPR).
- **Water Reuse Industry Research and Best Practices** - Staff is actively engaged in and participates in the WateReuse Communications Collaborative Committee and the WateReuse Outreach and Communication Committee. Both committees are a collective of water professionals in the water reuse industry that share best practices on effective communication and outreach strategies to build support for potable reuse. Staff will continue to align its outreach efforts with the industry standards and learn from other water agencies.

While there are established outreach best practices from other water agencies that can be applied, they are primarily regarding purified water for Indirect Potable Reuse (IPR). Valley Water is at the forefront of the water reuse industry for its planning for Direct Potable Reuse (DPR), paving the way on the technical side as well as for outreach messaging.

In December 2023, the State Water Board adopted new regulations for Direct Potable Reuse in California. At the announcement of the new regulations, the WateReuse Association and water agencies across California responded to media inquiries on the regulation's impact on communities across the state. Valley Water responded to each media inquiry, which brought local and national attention. Valley Water's potable reuse project plans were mentioned in 16 news outlets nationwide, including the Washington Post, the Associated Press, The Hill, and Bloomberg. Valley Water also

made headlines on social media, garnering 5.7 million views and 7,000 comments on celebrity comedian King Bach's social media channel. King Bach posted an initial negative reaction to the DPR regulations which included media clips of Valley Water's purification center and outreach staff. Valley Water quickly posted a response video which was well-received by King Bach and his followers. This response post received Valley Water's highest social media engagement to date, with more than 51,000 views on the agency's social channels on Direct Potable Reuse.

Interactive Engagement Opportunities

The research and data show that seeing is believing and tasting is trusting. Hands-on and interactive experiences are vital to public awareness and support for purified water for drinking. Valley Water's interactive engagement efforts include an educational tour program of the Silicon Valley Advanced Water Purification Center (Purification Center) and tasting the bottled purified water.

- **Tours of the Purification Center** - The tour program for the Purification Center continues to serve as the flagship outreach strategy and the most effective tool to increase public awareness and support for purified water. The tour includes walking through the operating Purification Center and seeing the treatment process up close with opportunities to touch samples of the filters and membranes. Staff hosts tours for the public on the first Friday and second Saturday of each month. Public tours are promoted through Valley Water's various social media platforms, NextDoor, and through other Valley Water programs and presentations in the community. All members of the public can request a private tour of the facility for a minimum of 10 attendees at any time.

In 2024, staff hosted 1,712 members of the public through 91 tours. Since 2014, staff has hosted 19,745 members of the public through 920 tours, including recurring in-person public and private group tours, stakeholder/VIP tours, special events, and virtual tours.

- **Bottled Demonstration Water Taste Tests** - Valley Water is the first agency to bottle purified water for outreach purposes under new regulations established in 2017, the second agency in California, and third in the nation to bottle purified water for outreach and demonstration purposes as part of its comprehensive education program. The purified water bottles were approved for distribution by the Division of Drinking Water and the California Department of Public Health in February and March of 2024. Sharing the bottled purified water for the public to taste during the tours and events helps to boost the public's assurance of the quality of purified water for drinking and support for the overall use of purified water.

In 2024, staff served and distributed 2,656 bottles which also includes providing bottles to five other water agencies to assist with their purified water outreach effort.

Influenced-based Stakeholder Outreach

Staff provides various tailored engagement opportunities for key stakeholders throughout the community including academic and science professionals, local elected officials, environmental groups, faith-based leaders, ethnic community leaders, water industry professionals, and the media.

- **10-Year Anniversary Media Event** - In August 2024, Valley Water celebrated the Purification

Center's 10th anniversary. Vice Chair Santos, Director Estremera, and CEO Rick Callender, were joined by San José Mayor Matt Mahan and Santa Clara Mayor Lisa Gillmor in commemorating the progress their partnership has made by toasting with the bottled purified water.

- **Medical Community Partnerships** - In 2022, staff developed a relationship with the Santa Clara County Medical Association (SCCMA) and continues to garner their support for purified water for drinking. On May 10, 2024, Valley Water held a Direct Potable Reuse workshop that brought industry leaders together to examine California's new Direct Potable Reuse regulations. Dr. Steven Jackson, SCCMA's environmental health committee chair, presented at the Direct Potable Reuse workshop on medical professionals' relationship with advocating for clean water. In addition, staff is working with the WateReuse Association, the Environmental Protection Agency, and consulting firm Envirospectives on a national Water Reuse Action Plan toolkit (WRAP) for water agencies across the country to reference best practices when conducting outreach and support from the medical community.
- **Older Adult Outreach** - Based on the 2024 public perception poll results, adults aged 50 and over are the least favorable toward purified water. Staff began implementing tailored outreach efforts to reach the older adults audience. This started with a partnership with Happy Hollow Park & Zoo to participate in its widely popular Senior Safari events. Additionally, staff hosted senior groups at the purification center, such as The Villages study group, Seniors in Retirement (SIR) from Campbell, and The Forum.
- **VIP Tours and Engagement** - Staff has provided tours and presentations to the following key stakeholder groups in 2024:
 - WateReuse Northern California
 - Associated Press
 - Environmental stakeholders, including Sierra Club, Grassroots Ecology, and Coastal Habitat Education & Environmental Restoration (CHEER)
 - Berryessa Citizen Advisory Council
 - Silicon Valley Leadership Group
 - Water Research Foundation
 - Pacheco Storm Water District & San Benito County
 - U.S. Bureau of Reclamation
 - Valley Water's Water 101 Academy, Water Ambassadors, and Youth Commission
 - City of San Jose
 - Division of Drinking Water
 - Water Education for Latino Leaders (WELL)
 - Walsh Construction
 - Kaiser Santa Clara Physician Education

Outreach Next Steps

The purified water public outreach and engagement efforts will continue and be modified as necessary to be aligned with the research and data, tailored based on Valley Water's water reuse

approach, and as the purified water projects are developed and ultimately implemented. Staff is currently focusing on the following priority outreach initiatives:

- **VIP Tours and Engagement** - Staff plan to continue to engage with key stakeholders and community leaders, especially elected officials, to garner awareness and support for purified water for drinking.
- **Expand Medical Community Partnerships** - Staff plan to continue to build on the success of the Santa Clara County Medical Association endorsement and continue to engage with the SCCMA and the medical community. Staff is working to secure support from more medical leaders and organizations in the form of letters, video testimonials or endorsements in support of purified water for drinking purposes, which has proven to help gain the public trust and support for potable water reuse.
- **Tailored Older Adult Outreach** - Staff plan to continue tailoring outreach opportunities for the older adult community through presentations and tours.
- **Focused Outreach to Environmental Organizations** - Staff plan to continue to engage with environmental stakeholders and organizations on water reuse options, including purified water, through focused meetings, special tours and general outreach.
- **Expand Youth Outreach** - Staff plan to develop a new education activity for school-aged youth to learn about purified water. Staff continues to partner with local universities and colleges and work with the Youth Commission to promote the tour program and purified water to youth in Santa Clara County.
- **Develop Learning Center** - As part of Phase 1 of the DPR Demonstration Facility Project, staff will continue to work with the Purified Water Project team on the specifications for a learning center and explore local partnership opportunities.
- **San José Purified Water Project Communications and Outreach** - In addition to the ongoing general purified water public outreach efforts, Valley Water is also developing a tailored outreach strategy for the planned San José Direct Potable Reuse (DPR) Project. This will include engagement with the project neighbors and community, as well as collaboration with the project partners, the cities of San Jose and Santa Clara.

B. Results from the 2024 public perception poll

A countywide survey was implemented by EMC Research in August 2024 to collect data on public perception toward water reuse. The poll was made available in two formats - through an individual online survey and phone interviews - and was administered in four languages: English, simplified Chinese, Vietnamese, and Spanish. A total of 600 interviews were completed, with an overall margin of error of +/- 4.0 percentage points.

This year's public perception poll included questions relating specifically to direct potable reuse since

the State Water Board adopted the new DPR regulations in December 2023, and tested the impact of an increase to water rates on the favorability of purified water.

Key takeaways from the poll results include:

- Even with minor adjustments to question phrasing to make the concept of using advanced purified recycled water in the drinking water supply more relatable, public support has remained consistent with previous years.
- However, there is a slight decrease in support and a stronger level of opposition when discussing specific methods of incorporation, such as indirect and direct potable reuse.
- Overall perceptions of recycled water have become marginally less favorable.
- As anticipated, presenting cost information on its own does initially reduce support. However, when additional context is provided on the need, safety, and benefits of advanced purified recycled water for enhancing the drinking water supply, this mitigates the impact of cost concerns and restores support.
- Older adults aged 50 and over demonstrated a lower net support (lower support and higher opposition) than adults aged 18-49, which highlights the need for more tailored outreach to older adults.
- Scientists and doctors are the most trusted messengers for purified water advocacy, followed by environmental organizations.

The poll also included various key messages and the following messages were the most compelling to garner favorability toward purified water for drinking:

1. **Drought Resilience** - "Droughts in California are becoming more frequent and severe. We will have wet years, but in the long run, it's getting hotter and drier, and our sources of water, like the Sierra snowpack, are diminishing. We must invest in drought-proof sources like advanced purified recycled water now so we can meet our water supply needs in the future."
2. **Water Shortage Prevention** - "Cities across the United States are facing water crises, with some even having to shut off water to some residents due to shortages. Investing in advanced purified recycled water in Santa Clara County will provide our residents with a reliable supply of clean water so we don't risk running out."
3. **Climate Change Mitigation** - "Reusing water protects our water supply from the impacts of climate change, ensuring a local and renewable source of water to maintain our quality of life whether we're in a wet or dry year."
4. **Water Purity** - "The advanced recycled water purification process produces water that is purer than most bottled water."
5. **Successful Use in Other Areas** - "Advanced purified recycled water is already being used successfully to produce clean and safe drinking water in other areas, including Monterey, Los Angeles, and Orange Counties."

Valley Water will continue to analyze the results and use the information to tailor the public outreach efforts accordingly.

ENVIRONMENTAL JUSTICE AND EQUITY IMPACT:

The general purified water outreach efforts include engaging with disadvantaged communities

through multi-lingual communications materials and trusted community leaders.

ATTACHMENTS:

Attachment 1: Valley Water Outreach PowerPoint

Attachment 2: 2024 Public Perception Poll Results PowerPoint

UNCLASSIFIED MANAGER:

Rachael Gibson, 408-630-2884

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2024 Purified Water Outreach Highlights

Presented by Kristen Yasukawa, Civic Engagement Unit Manager
Recycled Water Committee - December 13, 2024

Purified Water Public Outreach

Since 2011, staff has implemented ongoing public outreach strategies based on:



Industry research, best practices and data;



Interactive engagement opportunities; and

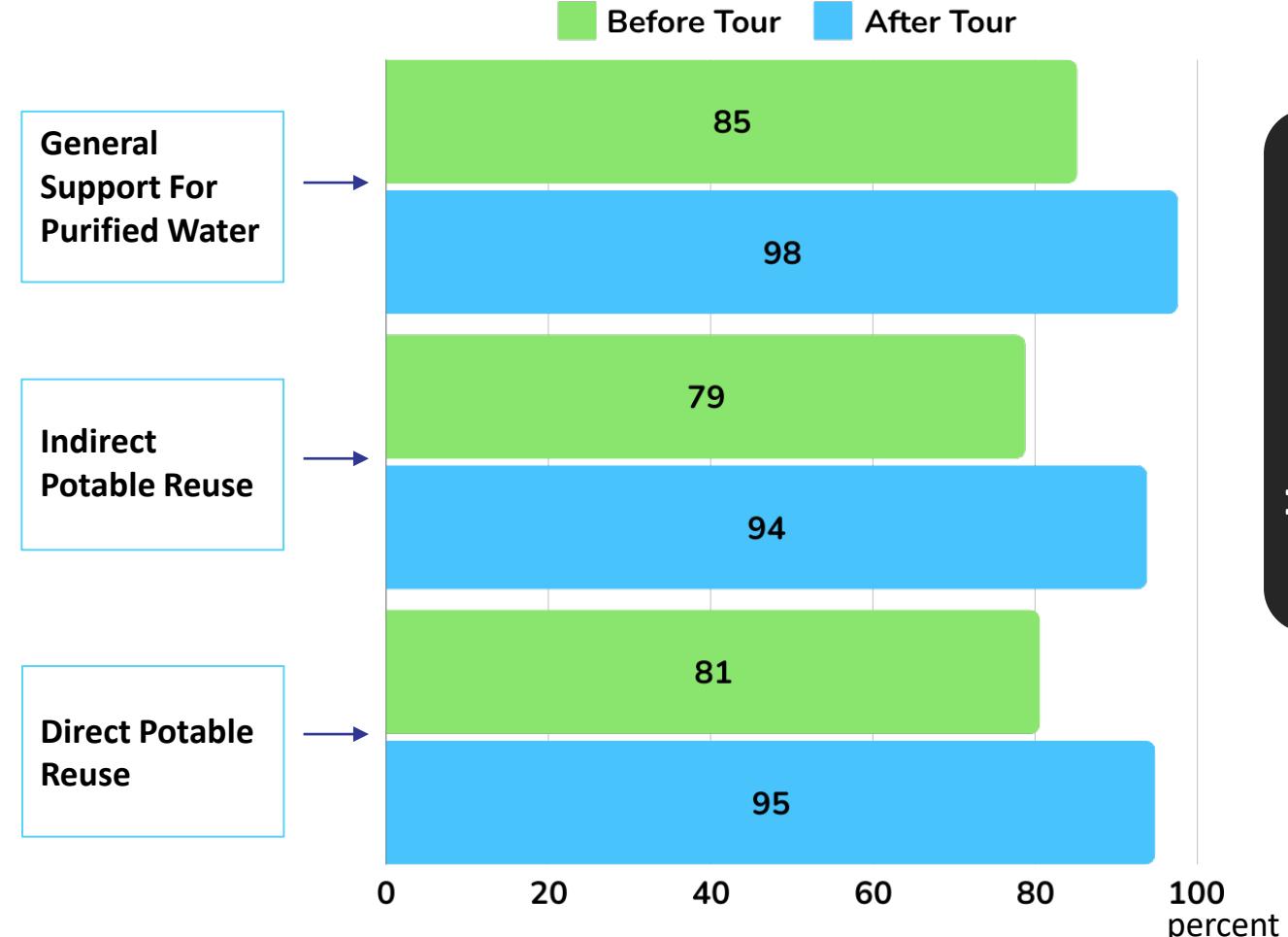


Influence-based stakeholder outreach

to educate, promote awareness, and build support for advanced purified water for drinking.

📈 Industry Research, Best Practices and Data

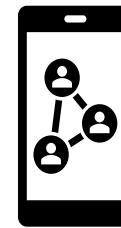
- Public perception poll
- Pre- and post-tour surveys
- Water reuse industry research and best practices



Industry Leader in Direct Potable Reuse (DPR)

Valley Water is at the forefront of the water reuse industry for DPR and new regulations

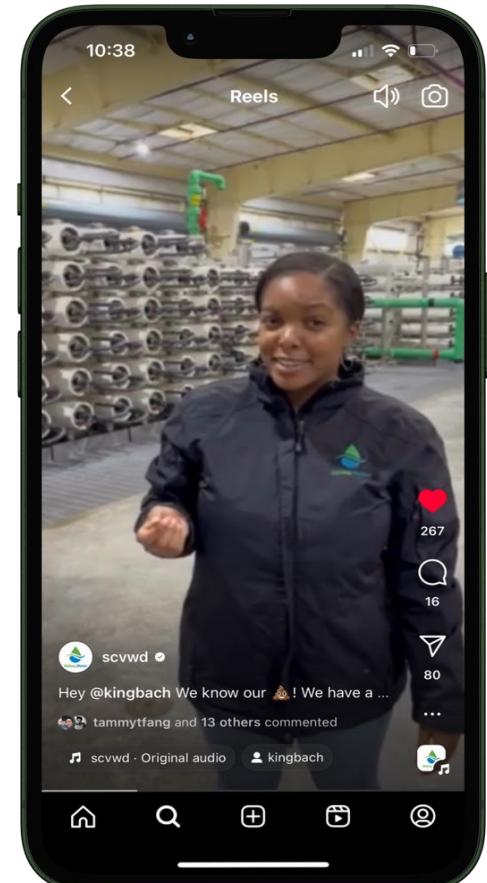
- Media relations
- Social media response



Over 50,000 social media engagements



Recognition from industry leaders for DPR response





Interactive Engagement Opportunities

5

Seeing is believing and tasting is trusting!

- Tours of the Purification Center
- Bottled Demonstration Water Taste Tests



Tours of the Purification Center

6



1,712 tour attendees in 2024

19,745 tour attendees total



91 tours in 2024

920 tours total



Bottled Demonstration Water Taste Tests

 2,656 bottles served in 2024



Influence-based Stakeholder Outreach

8

- 10-Year Anniversary Media Event
- Medical Community Partnerships
- Older Adult Outreach
- VIP Tours and Engagement



The Villages

10th Anniversary Media Event



Medical Community Partnerships



Dr. Steve Jackson
Chair of the Santa Clara County Medical Association
Environmental Health Committee

Older Adult Outreach



Seniors in Retirement



VIP Tours and Engagement



U.S. Bureau of Reclamation



Water Education for Latino Leaders



Silicon Valley Leadership Group

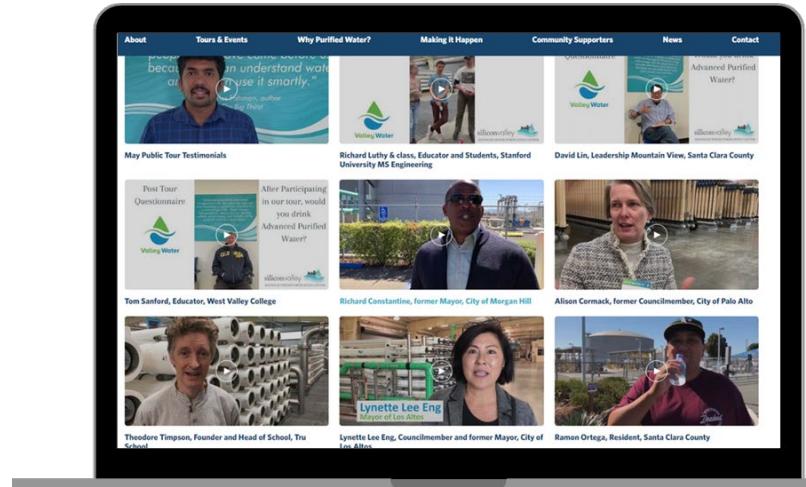


KAISSER
PERMANENTE®



Next Steps

- VIP tours and engagement
- Expand medical community partnerships
- Tailored older adult outreach
- Focused outreach to environmental organizations
- Expand youth outreach
- Develop Learning Center
- San Jose Purified Water Project Communications and Outreach



QUESTIONS





Valley Water

Clean Water • Healthy Environment • Flood Protection



Valley Water

**Survey of Santa Clara County Residents
Advanced Purified Water
*December 13, 2024***

EMC
research

Project Context

- ▶ Quantitative research has been conducted periodically to assess public opinion and openness to advanced purified recycled water in Santa Clara County, and to track these attitudes over time.
- ▶ Surveys have consistently shown that information about the need for a more reliable water supply and the safety and benefits of advanced purified recycled water are compelling to much of the public.
- ▶ The most recent iteration of the survey was conducted in 2024, following the California State Water Resources Control Board's December 2023 approval of new regulations for implementing direct potable reuse.
- ▶ In the wake of these new regulations, some small changes were made to this year's survey to assess support for using advanced purified recycled water to supplement the drinking water supply in a more concrete way, as well as to isolate the impact of implementation costs on support.

Methodology

- ▶ Survey of residents in Santa Clara County
- ▶ Conducted August 12-18, 2024
- ▶ 600 interviews; overall margin of error ± 4.0 percentage points
- ▶ Respondents were contacted for phone interviews via landline and cell phone, or invited to complete the survey online via email or text
- ▶ Interviews were conducted in English, Spanish, Chinese and Vietnamese
- ▶ Where applicable, results compared with the following:

Methodology	Dates	Universe	Sample Size	Margin of Error	EMC #
Phone/Web	September 15-20, 2022	Residents	600	± 4.0 percentage points	22-8697
Phone/Web	June 8-14, 2021	Registered Voters	401	± 4.9 percentage points	21-8150
Phone/Web	May 12 – 19, 2020	Registered Voters	410	± 4.8 percentage points	20-7663
Phone/Web	August 6 – 11, 2019	Registered Voters	400	± 4.9 percentage points	19-7316
Phone	June 30 – July 2, 2018	Registered Voters	400	± 4.9 percentage points	18-6892
Phone	October 24-29, 2017	Registered Voters	400	± 4.9 percentage points	17-6422
Phone	January 5-17, 2017	Registered Voters	800	± 3.5 percentage points	16-6214

Please note that due to rounding, some percentages may not add up to exactly 100%.

Attachment 2
Page 3 of 27

Key Findings

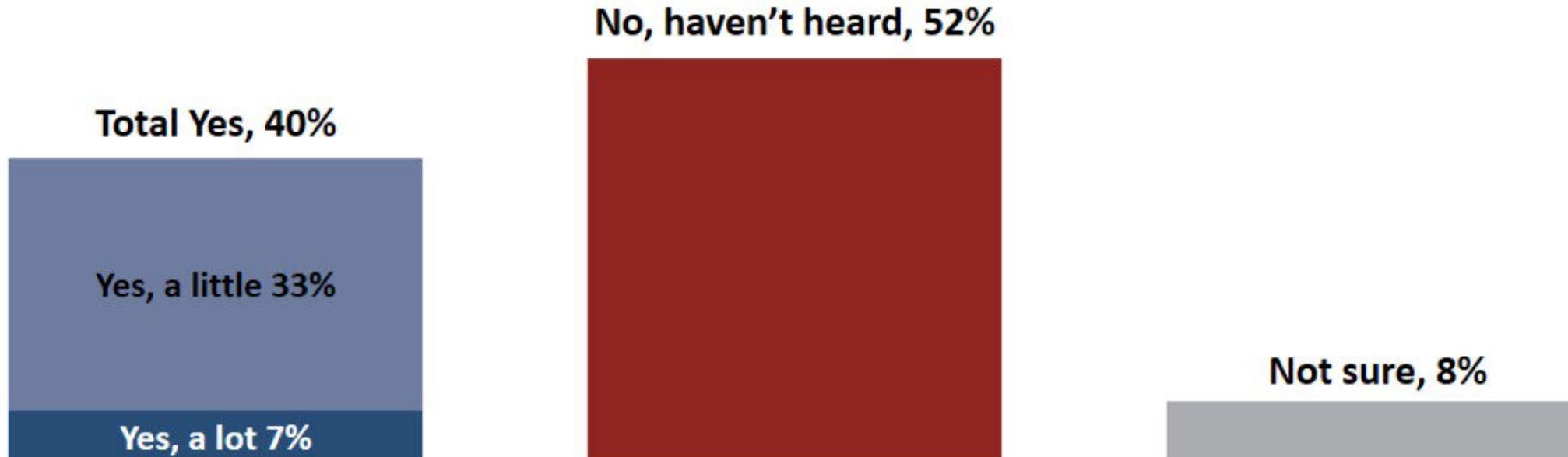
- ▶ Even with slight changes to question framing to make the idea of using advanced purified recycled water as part of the drinking water supply less abstract, support remains largely consistent with previous years.
- ▶ However, we do see slightly lower support and stronger opposition to specific incorporation methods (indirect and direct potable reuse) compared to earlier surveys. Attitudes towards recycled water in general have also shifted to be slightly less positive.
- ▶ As expected, conveying cost information separately from other information decreases support, but further communication about the need, safety, and benefits of using APRW to supplement the drinking water supply reverses the negative impact of the cost.

Recycled Water Attitudes and Awareness of Water Reuse

Awareness of Water Reuse

Four-in-ten residents have heard or seen something about recycled water or water reuse recently. Awareness is shallow with most having heard or seen just a little.

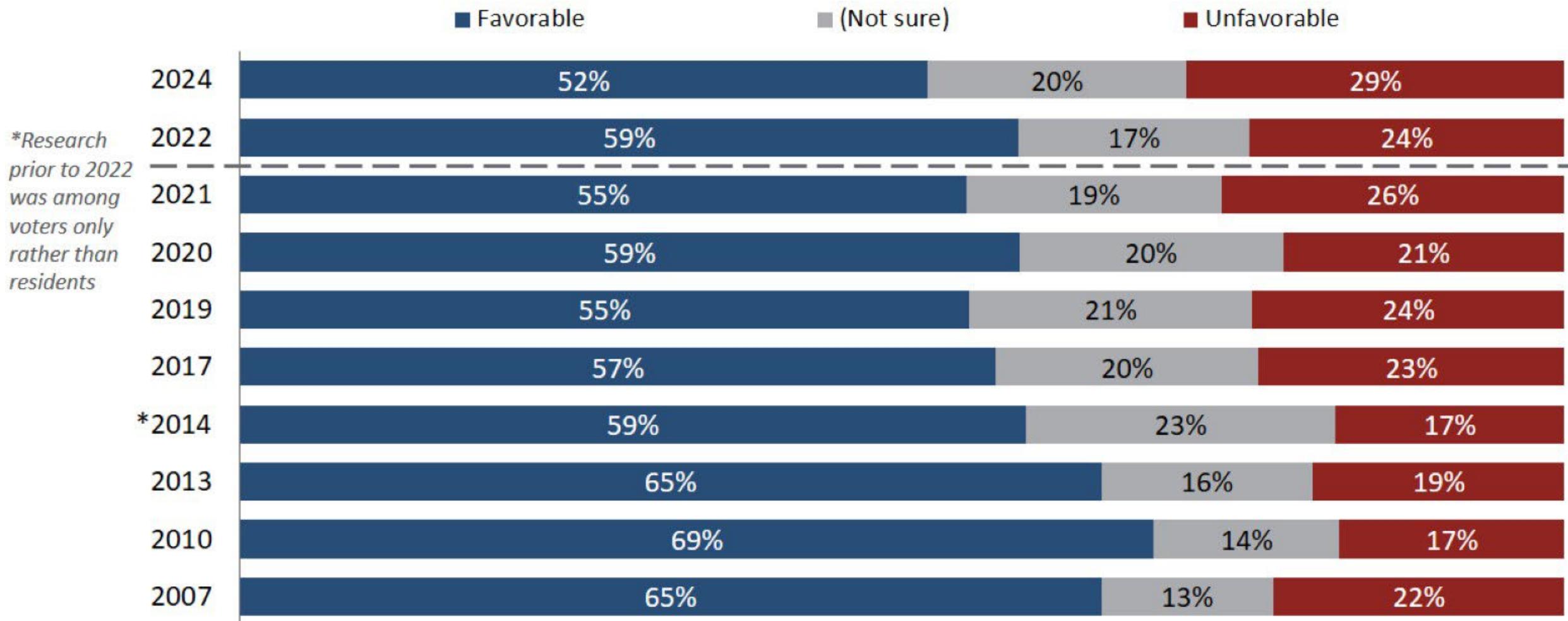
Have you heard or seen anything recently about recycled water or water reuse?



*This question was asked earlier in the current survey compared to historically being asked at the end in prior surveys
Q10.

Recycled Water Favorability Over Time

Opinions of recycled water have grown slightly less positive over time, but remain more positive than negative.

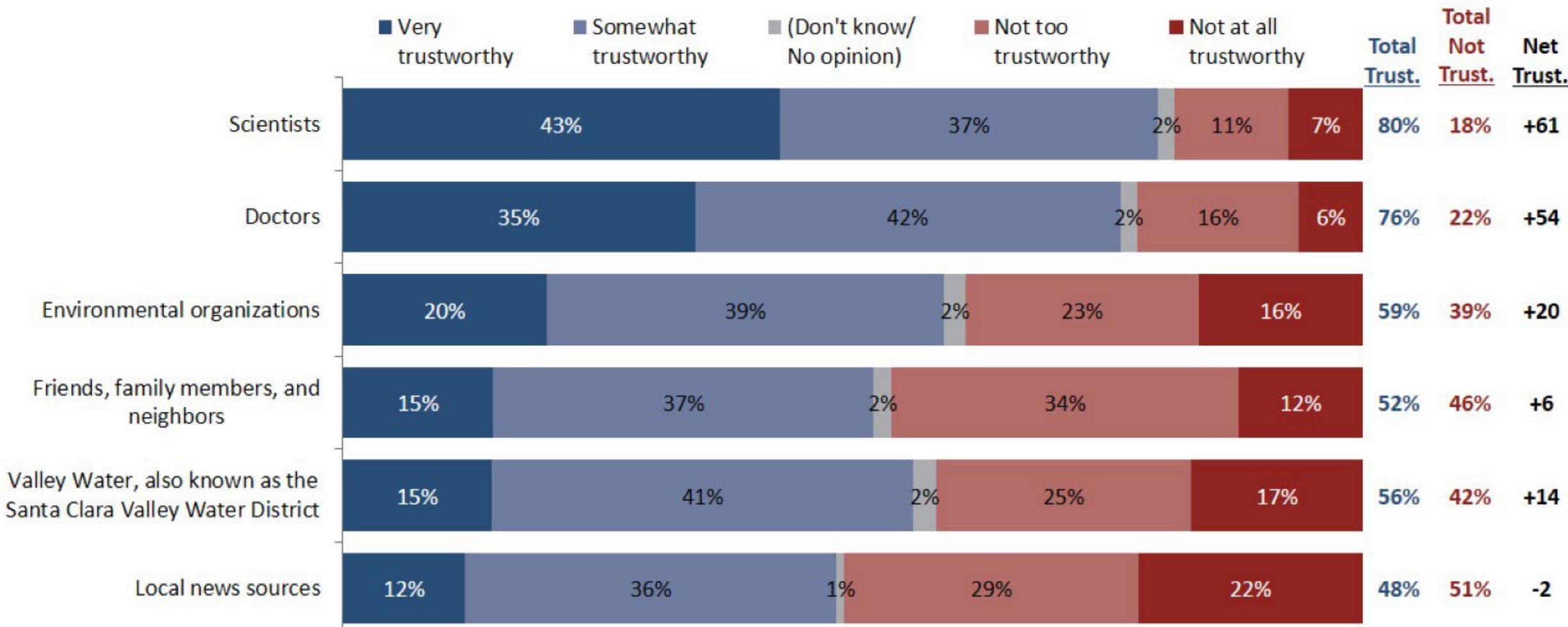


*Data from 2014 FM3 Survey

Q9. Do you have a favorable or unfavorable opinion of recycled water?

Trust in People and Organizations

Scientists and doctors in particular are seen as trustworthy sources on the topic of APRW.

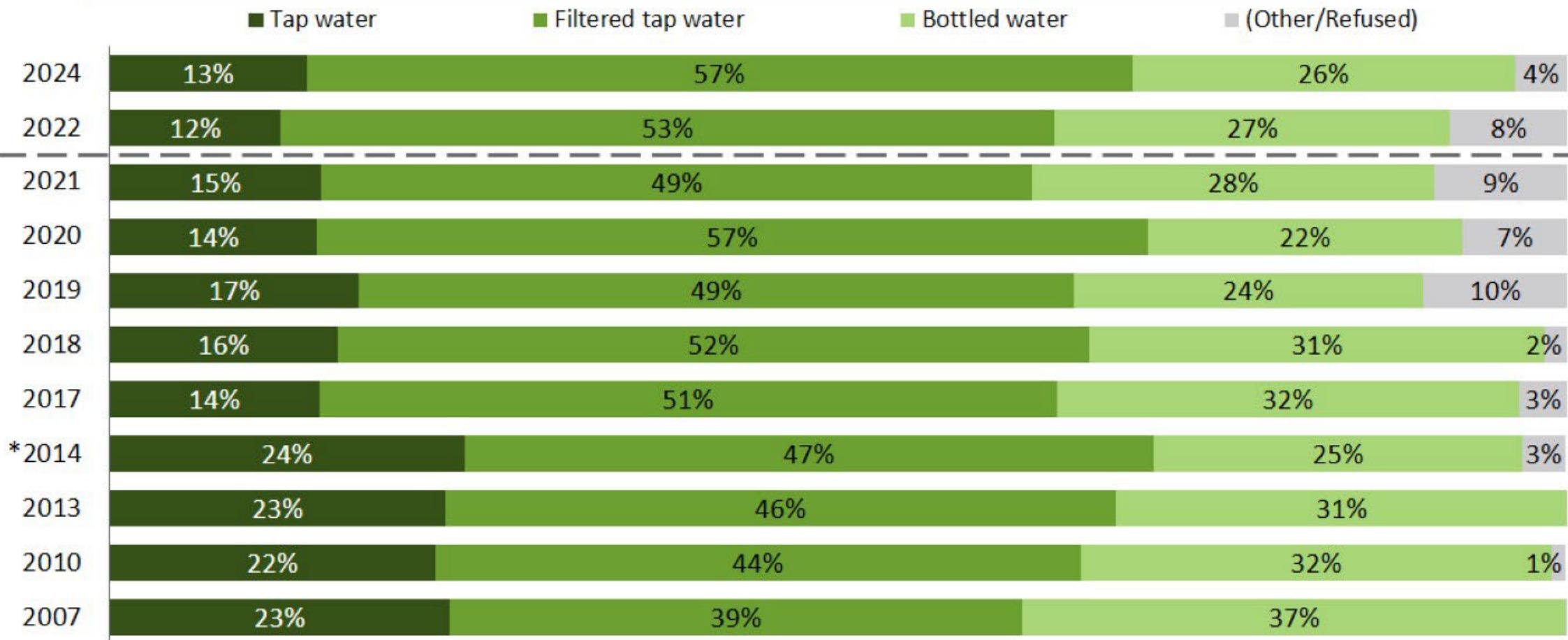


Q30-35. When it comes to advanced purified recycled water, how trustworthy do you find each of the following people and organizations?

Drinking Water Habits

Drinking water habits remain generally consistent over time.

Thinking about the water that you drink at home, do you most often drink...





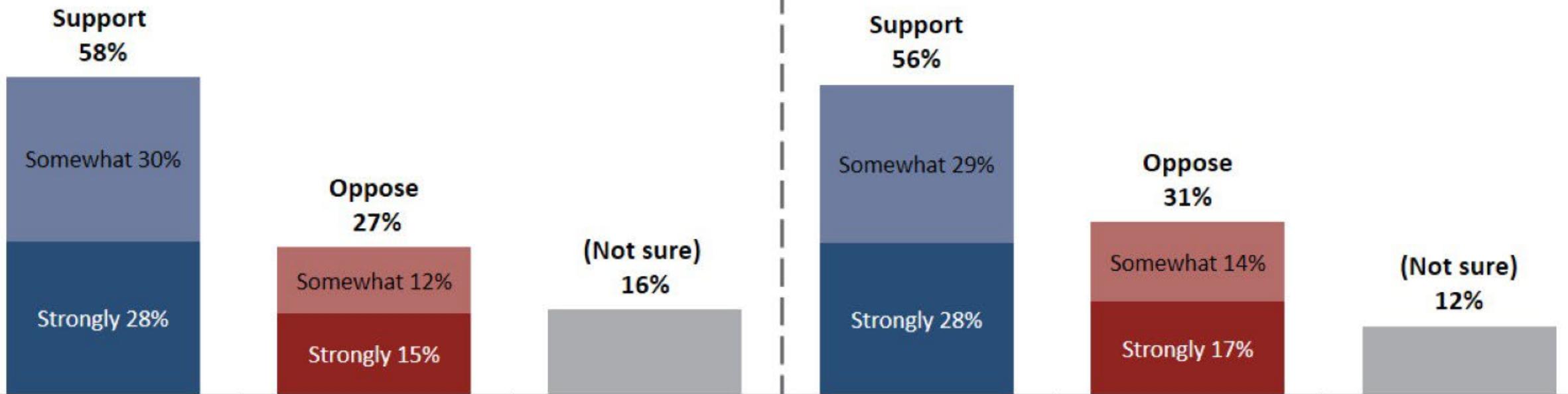
Advanced Purified Recycled Water

Initial Support for Advanced Purified Water Over Time

Even with a slight change in wording to make the concept more concrete, support for Advanced Purified Recycled Water remains relatively consistent both overall and in terms of intensity.

September 2022

In general, would you say you support or oppose using advanced purified recycled water for drinking?



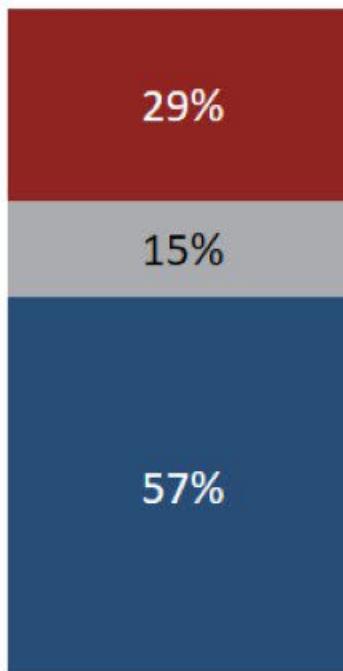
Initial Support for Advanced Purified Water Over Time

Support for Advanced Purified Recycled Water has remained stable over time.

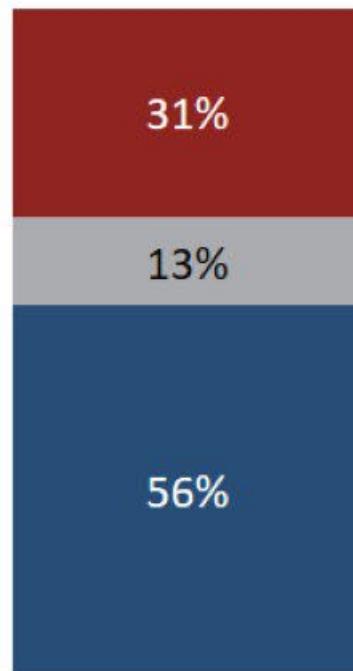
In general, would you say you support or oppose using advanced purified recycled water for drinking?

... expanding our capacity to use advanced purified recycled water as part of our future drinking water supply in Santa Clara County?

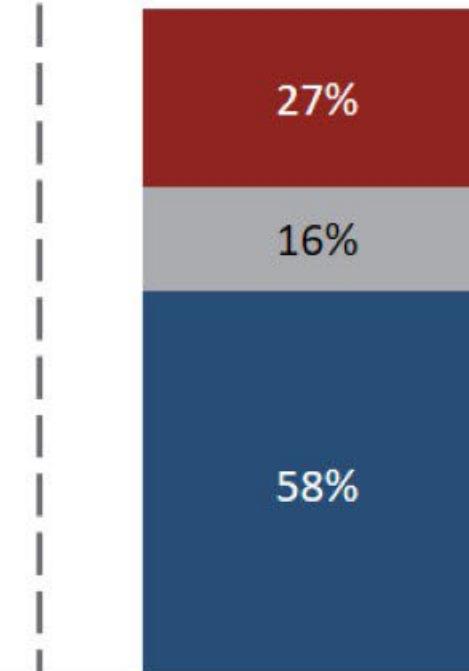
- Oppose
- Not sure
- Support



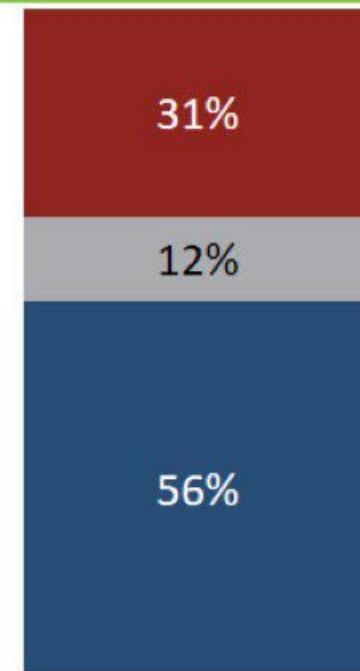
2020



2021



2022



2024

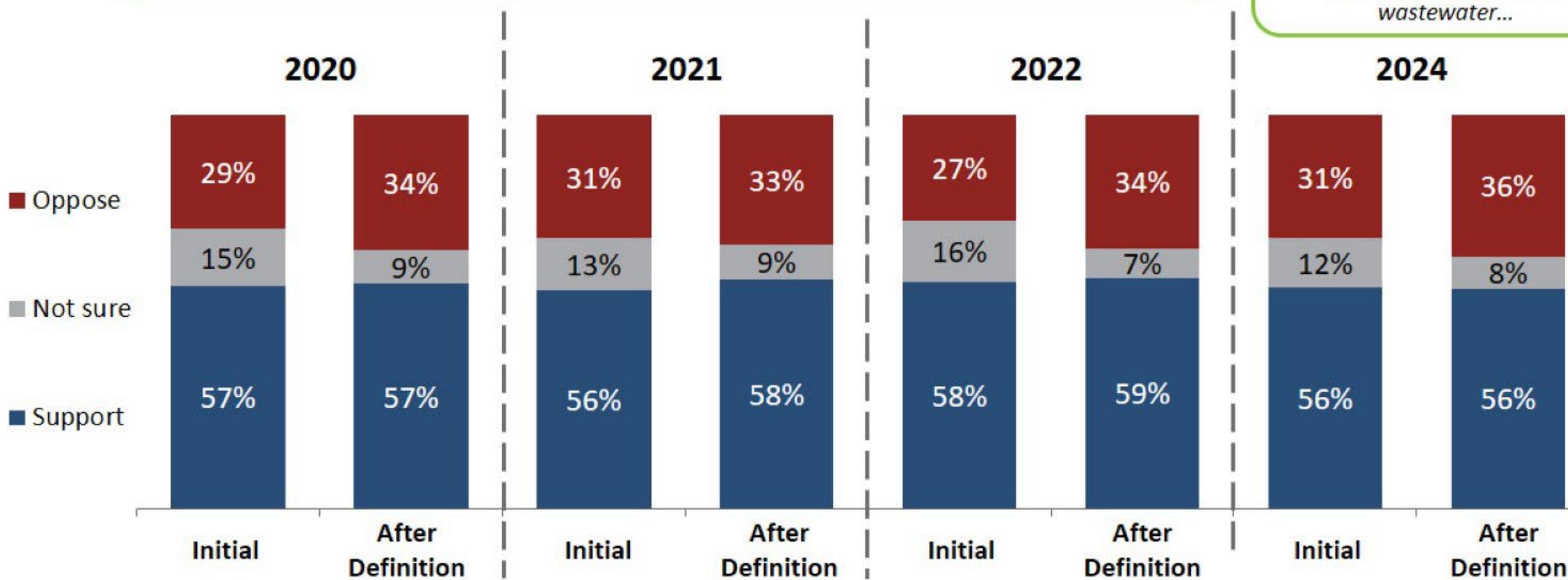
**Research prior to 2022 was among voters only rather than residents*

Support After Definition Over Time

Similar to recent years, defining APRW does not significantly alter support, but solidifies opposition slightly.

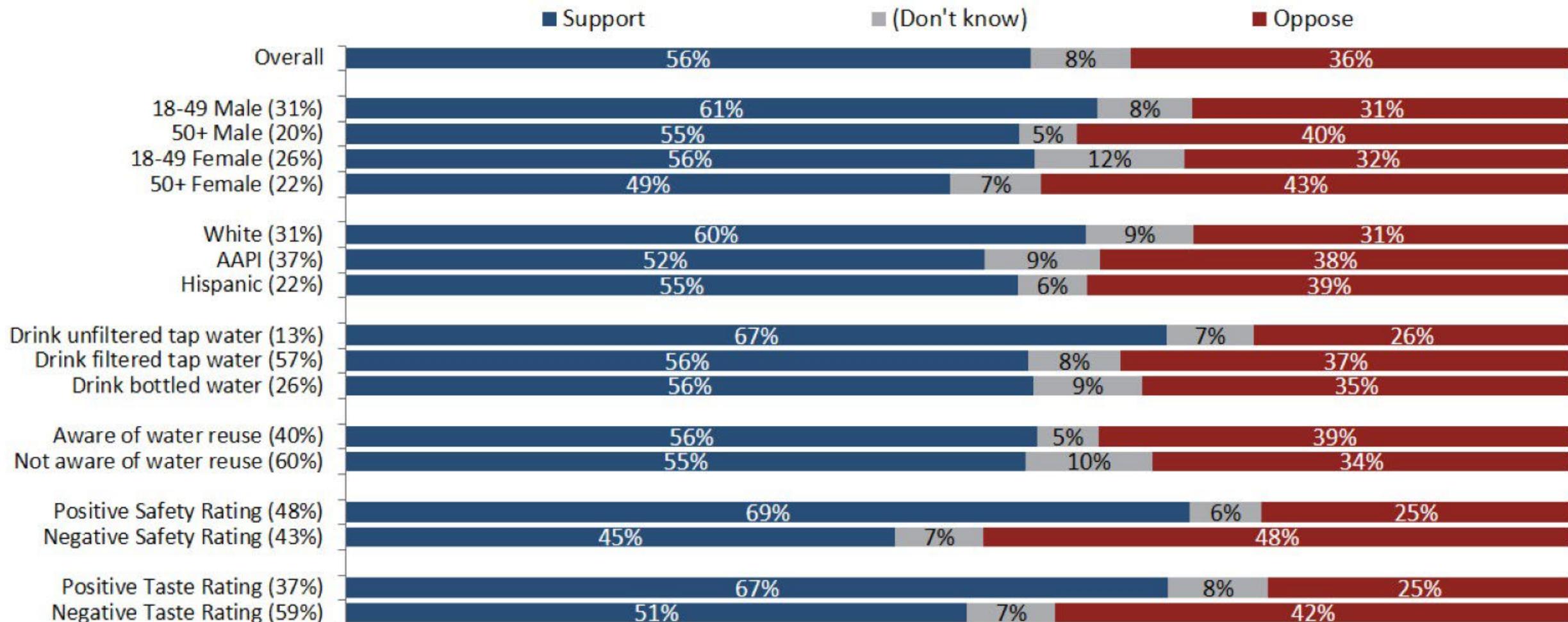
Using **advanced purified recycled water for drinking** means the planned use of treated wastewater that has gone through advanced purification to supplement a drinking water supply and is monitored to ensure that it meets public health standards for drinking water quality.

Using **advanced purified recycled water as part of our future drinking water supply** means the planned use of treated wastewater...



Support After Definition – by Subgroups

A majority across many demographic groups supports expanding capacity to use APRW after hearing the definition. Those who rate tap water negatively on safety are divided.



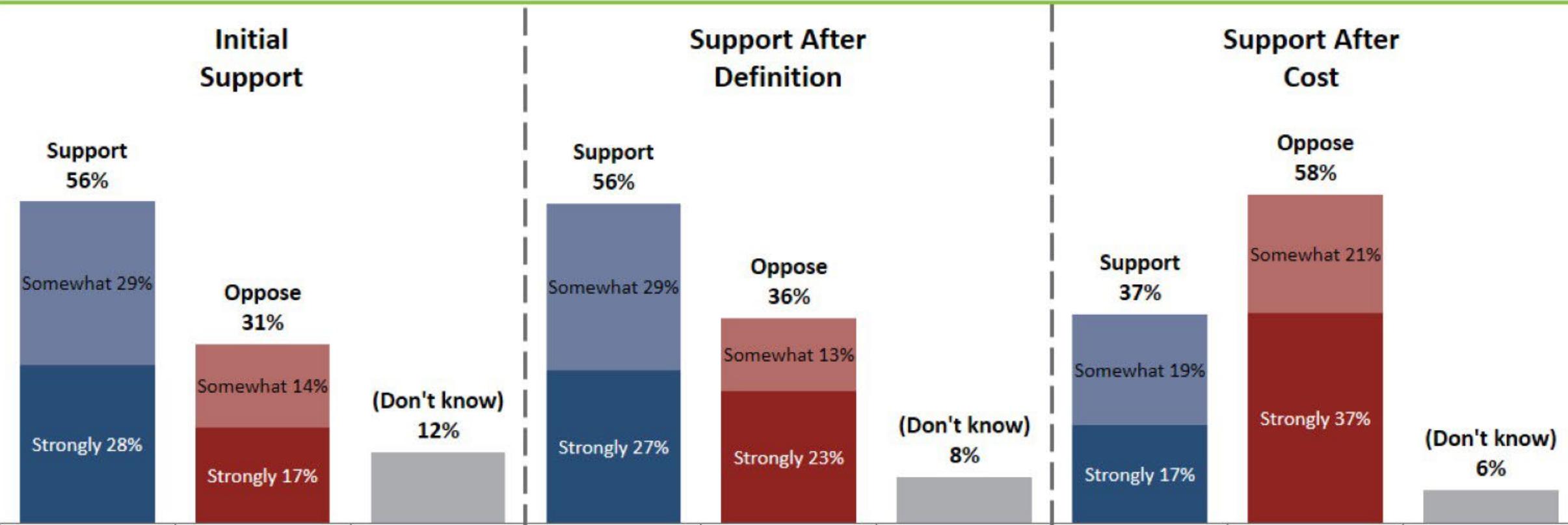


Additional Information About Advanced Purified Water

Support After Cost

Opposition nearly doubles after residents learn about the increased cost to households of APRW.

Expanding our capacity to use advanced purified recycled water as part of our future drinking water supply would require expanding or building new facilities for water purification, which is estimated to increase water rates for an average household by \$15 to \$20 per month by 2028.



Q13/Q14./Q15. Given what you've heard, would you say you support or oppose expanding our capacity to use advanced purified recycled water as part of our future drinking water supply in Santa Clara County?

Messages

Messages describing the need for APRW due to the potential for water shortages and a drier climate are the most compelling messaging themes tested.

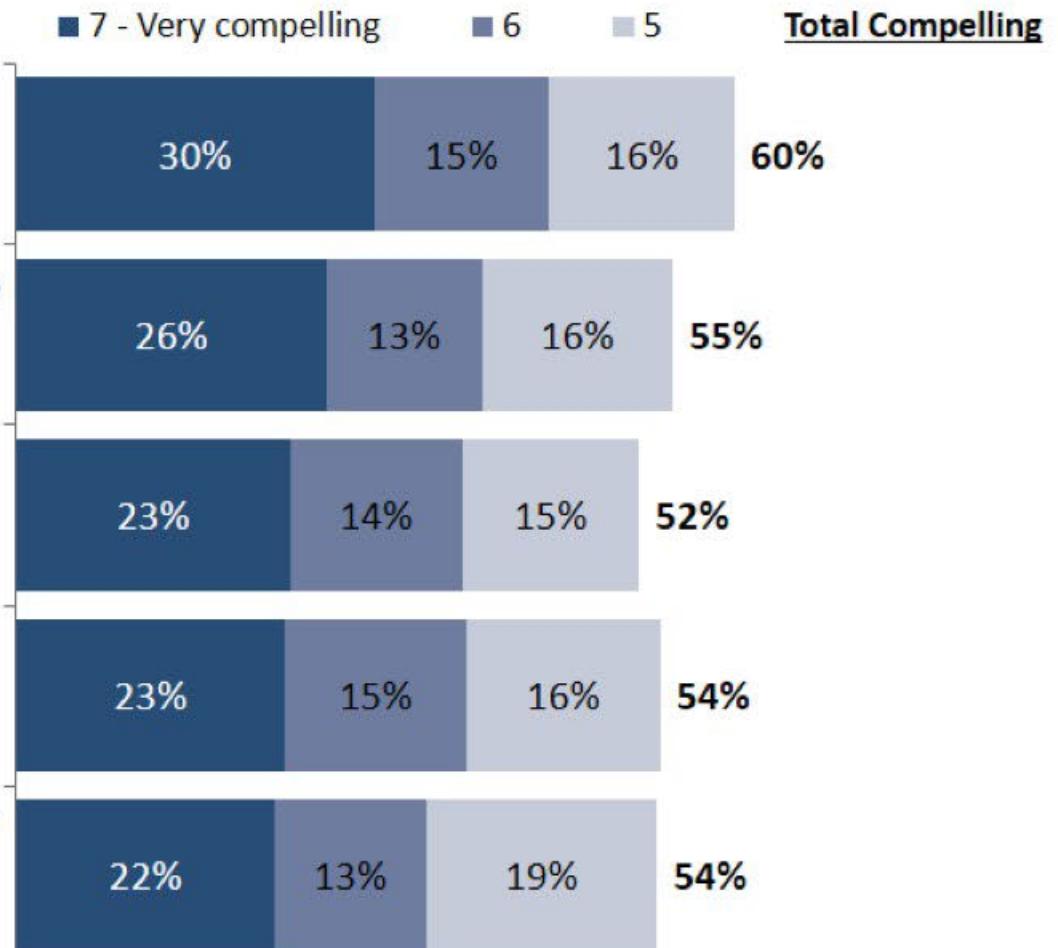
[Drought] Droughts in California are becoming more frequent and severe. We will have wet years, but in the long run it's getting hotter and drier, and our sources of water, like the Sierra snowpack, are diminishing. We must invest in drought-proof sources like advanced purified recycled water now so we can meet our water supply needs in the future.

[Water Shortage] Cities across the United States are facing water crises, with some even having to shut off water to some residents due to shortages. Investing in advanced purified recycled water in Santa Clara County will provide our residents with a reliable supply of clean water so we don't risk running out.

[Climate Change] Reusing water protects our water supply from the impacts of climate change, ensuring a local and renewable source of water to maintain our quality of life whether we're in a wet or dry year.

[Purer Than Bottled Water] The advanced recycled water purification process produces water that is purer than most bottled water.

[Other Areas] Advanced purified recycled water is already being used successfully to produce clean and safe drinking water in other areas, including Monterey, Los Angeles, and Orange Counties.



Q16-25. For each statement, please tell me how compelling it is as a reason to support expanding our capacity to use advanced purified recycled water as part of our future drinking water supply. Please use a scale from 1 to 7, where 1 means not at all compelling and 7 means a very compelling.

Messages (cont.)

Messages describing the APRW technology and keeping the community on the technological edge are seen as less compelling.

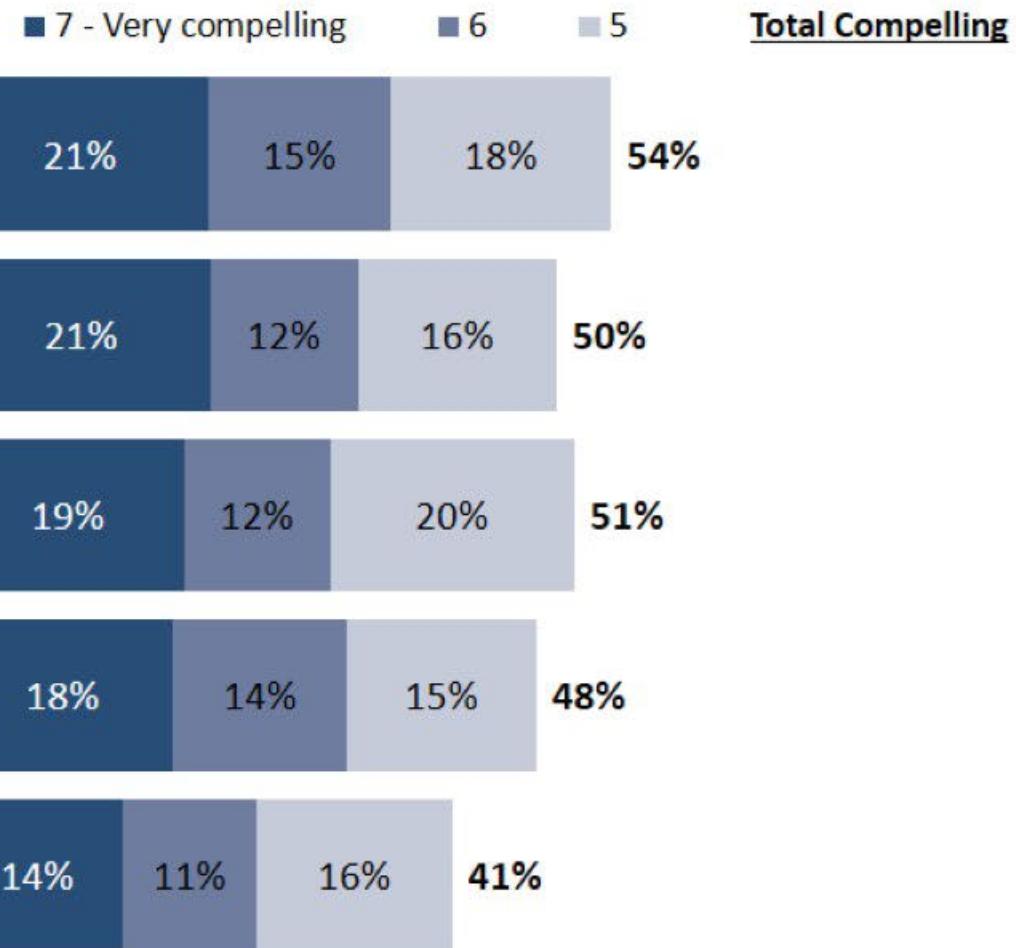
[Grants] There are significant state and federal grants available now to address water supply. Our community should take advantage of this opportunity by investing in new ways to make sure we have enough water for the future.

[Medical Community Endorsement] Based on the numerous scientific studies on advanced purified recycled water, the local medical community endorses advanced purified recycled water as a safe drinking water source for our families and communities.

[Safety] Advanced purified recycled water uses proven technologies to produce the safest, highest-quality drinking water.

[Leading Edge] Investing in advanced purified recycled water will keep Silicon Valley on the leading edge when it comes to making sure we have a safe, reliable drinking water supply, and avoid the need for more costly investments down the road.

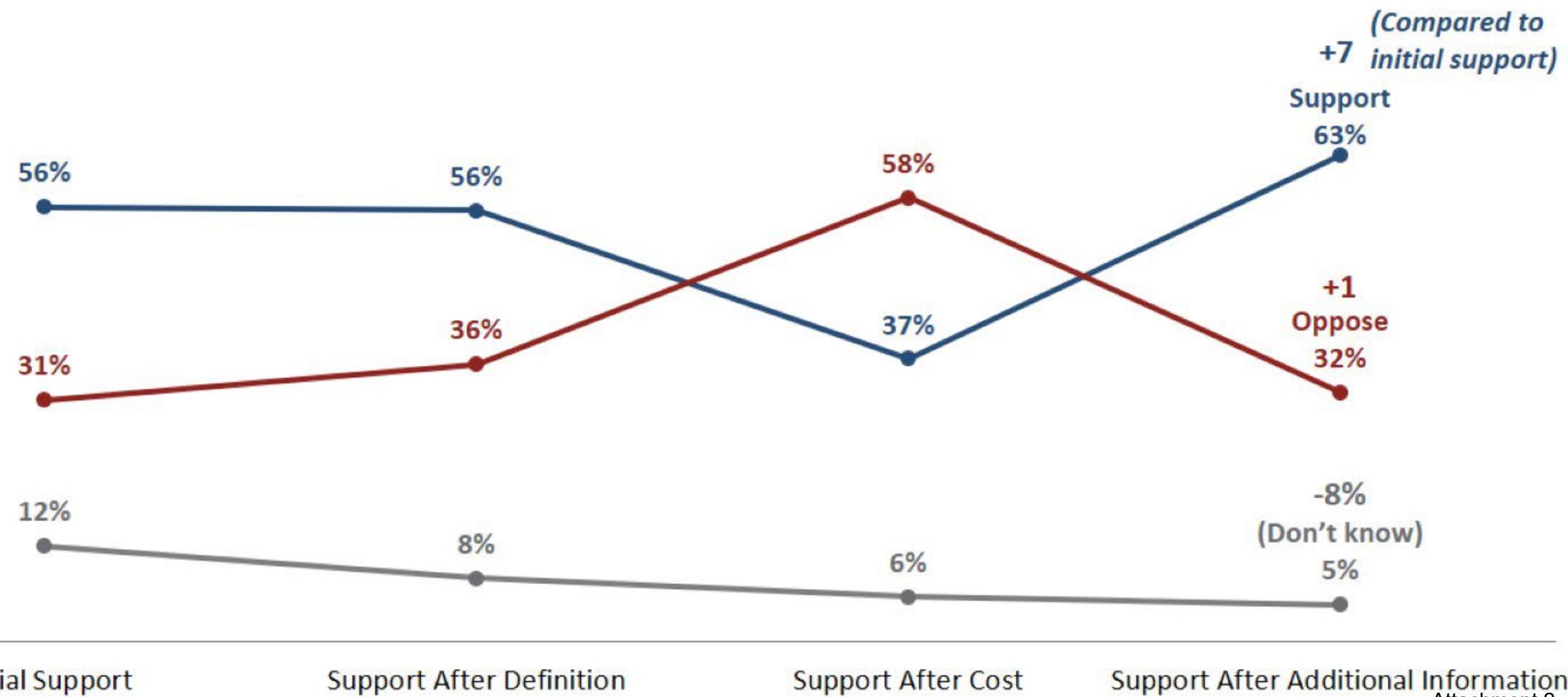
[Purification Methods] Methods regularly used to purify advanced recycled water include microfiltration, reverse osmosis, and ultraviolet light. The purification process involves more treatment than desalinating ocean water.



Q16-25. For each statement, please tell me how compelling it is as a reason to support expanding our capacity to use advanced purified recycled water as part of our future drinking water supply. Please use a scale from 1 to 7, where 1 means not at all compelling and 7 means a very compelling.

Support After Additional Information

Even with the steep decline in support after providing cost information separately, additional information has a very positive impact on support for APRW, with support climbing to nearly two-thirds.



Initial Support

Support After Definition

Support After Cost

Support After Additional Information

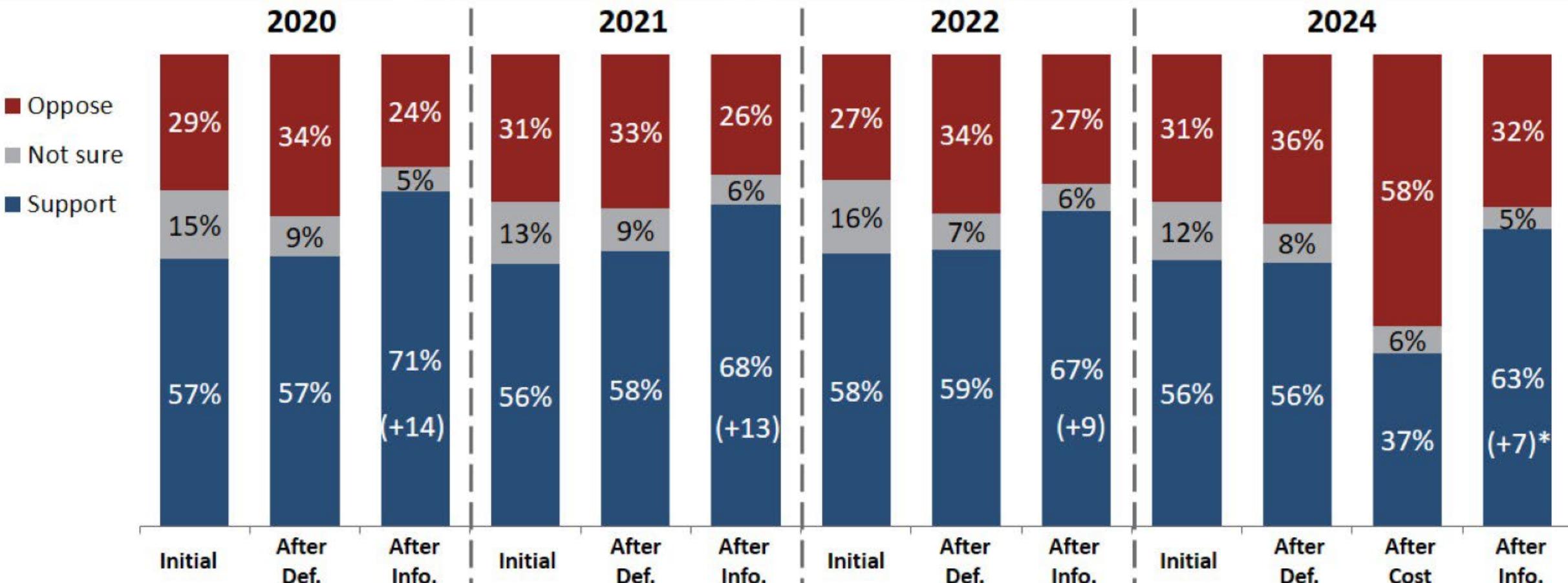
Attachment 2

Page 19 of 27

Q26. Given everything you've heard, would you say you support or oppose expanding our capacity to use advanced purified recycled water as part of our future drinking water supply in Santa Clara County?

Support After Additional Information

Even with the decline in support after providing cost information separately, additional information leads to a similar, albeit slightly smaller increase in support as compared to previous years.



*Increase in support shown from initial to after information ask. In 2020, information included an estimated cost of \$5-10 per month. In 2021 and 2022, information included an estimated cost of \$10-15 per month.
Q26. Given everything you've heard, would you say you support or oppose expanding our capacity to use advanced purified recycled water as part of our future drinking water supply in Santa Clara County?

*Research prior to 2022 was among voters only rather than residents

Incorporation Methods

Incorporation Methods

Support for APRW decreases as the incorporation method gets less far removed from the tap, but is above a simple majority for both direct and indirect potable reuse methods.

Adding to Groundwater

*Do you support or oppose adding advanced purified recycled water, which is treated wastewater that has gone through advanced purification, **to the groundwater supply**, which is a source for tap water?*

Support
57%

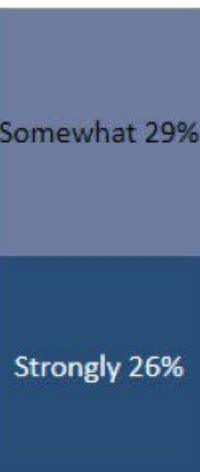


Oppose
33%

Adding at Treatment Plant

*Do you support or oppose adding advanced purified recycled water, which is treated wastewater that has gone through advanced purification, **to a drinking water treatment plant**, which is a source for tap water?*

Support
54%



Oppose
38%

60

Adding Directly to Tap Water

*Do you support or oppose adding advanced purified recycled water, which is treated wastewater that has gone through advanced purification, **directly to tap water**?*

Support
51%

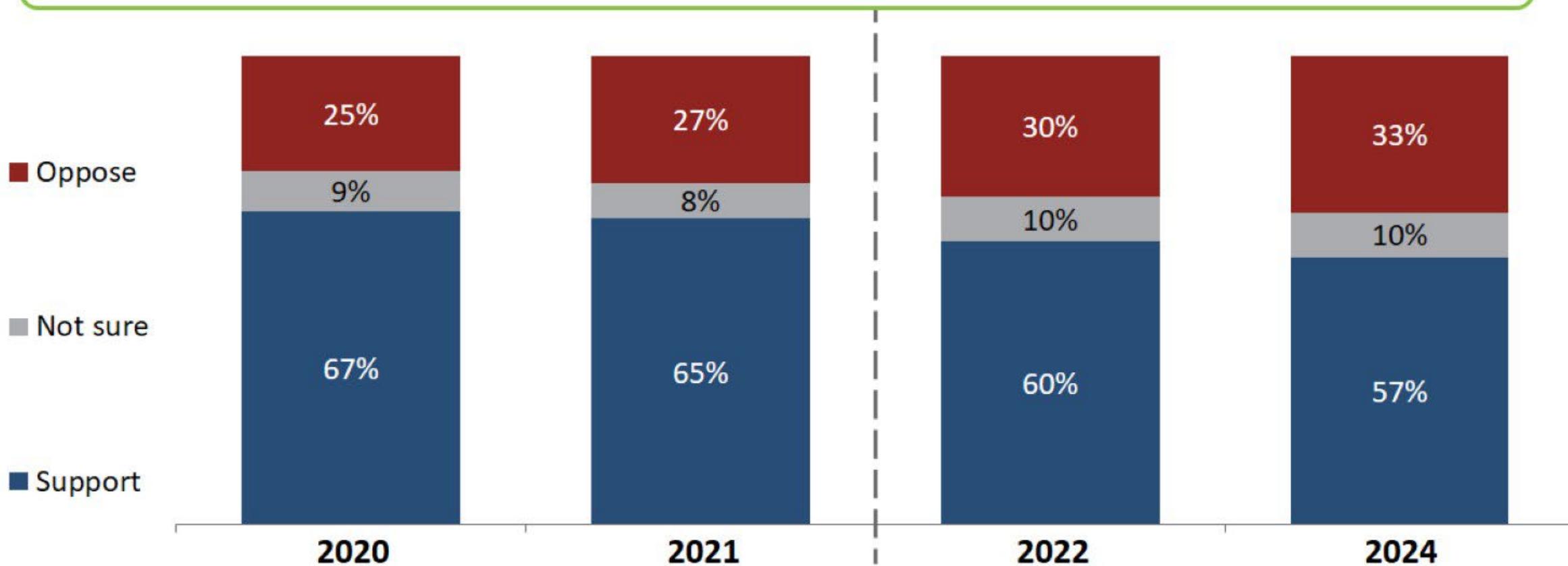


Oppose
42%

Groundwater Incorporation

Support for APRW being added to the groundwater supply has trended slightly downward over time.

*Do you support or oppose adding advanced purified recycled water, which is treated wastewater that has gone through advanced purification, **to the groundwater supply**, which is a source for tap water?*



**Research prior to 2022 was among voters only rather than residents*

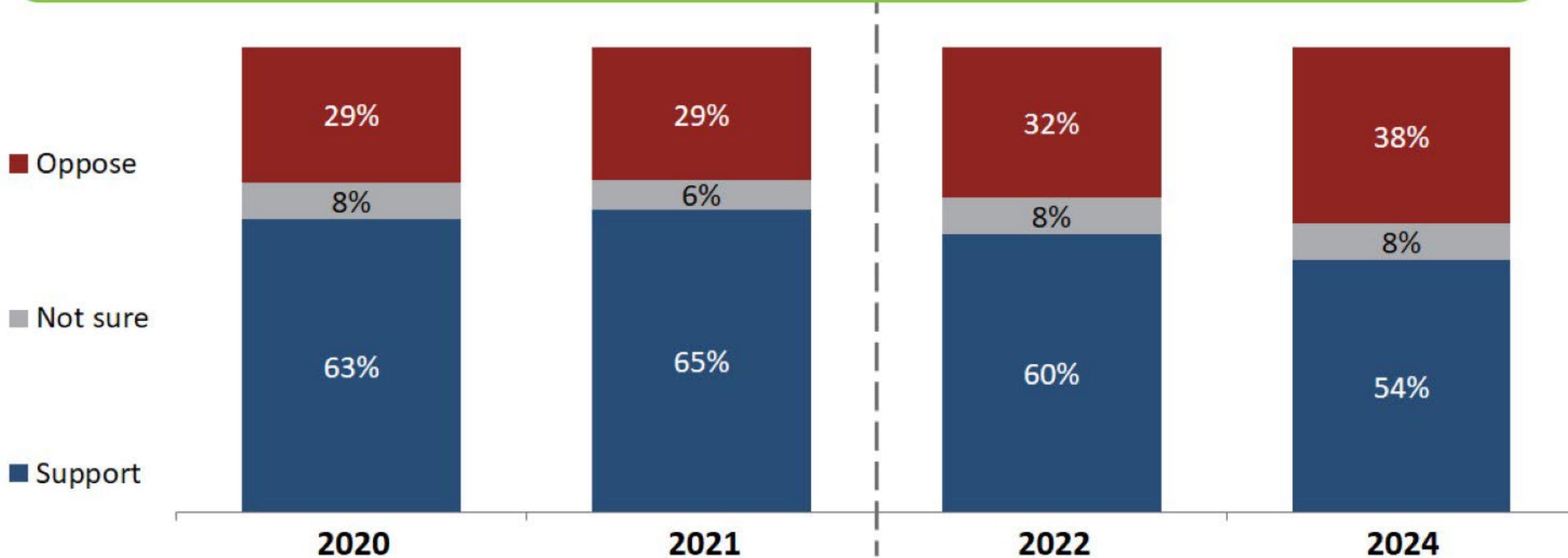
Attachment 2, Page 23 of 27

24-9266 Valley Water Potable Reuse Tracking Survey | 23

Treatment Plant Incorporation

Support for incorporation at the treatment plant has fallen somewhat, but remains above a majority.

Do you support or oppose adding advanced purified recycled water, which is treated wastewater that has gone through advanced purification, to a drinking water treatment plant, which is a source for tap water?



**Research prior to 2022 was among voters only rather than residents*

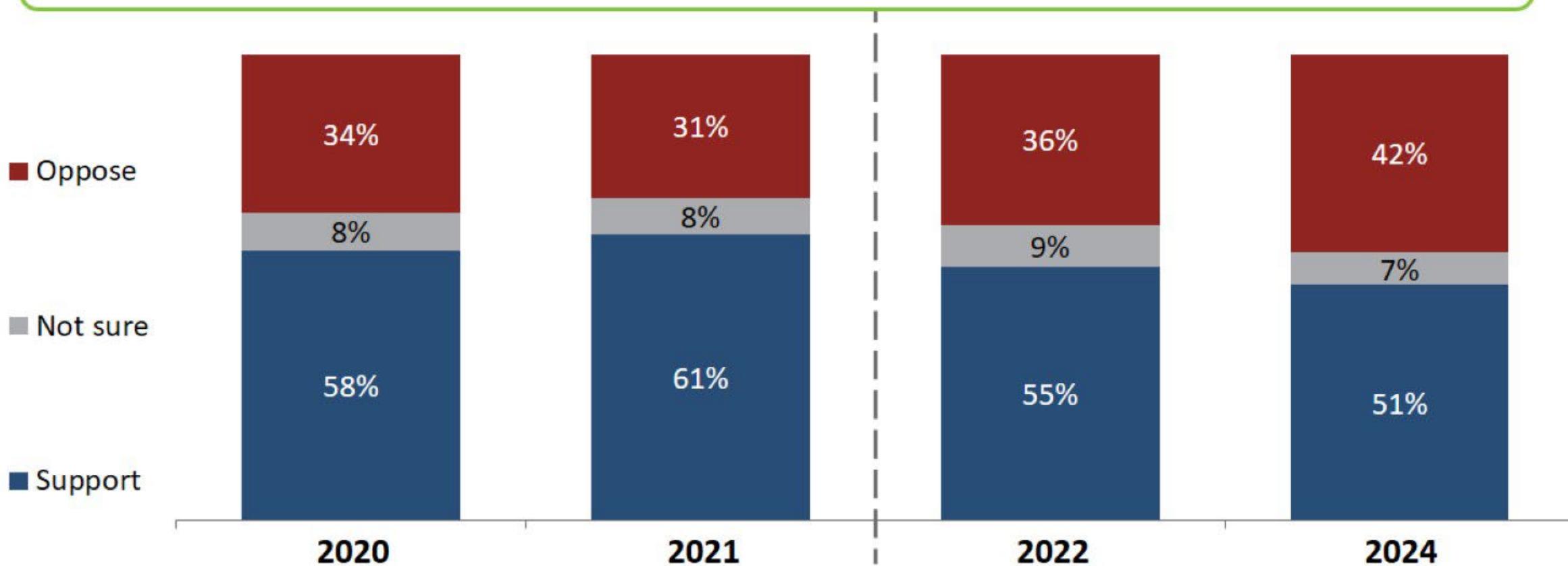
Attachment 2, Page 24 of 27

24-9266 Valley Water Potable Reuse Tacking Survey | 24

Tap Water Incorporation

About half support APRW being added directly to tap water, with higher opposition than we've seen in previous years.

Do you support or oppose adding advanced purified recycled water, which is treated wastewater that has gone through advanced purification, directly to tap water?



**Research prior to 2022 was among voters only rather than residents*

Conclusions

- ▶ Not surprisingly, information about the estimated average monthly cost decreases support for incorporating advanced purified recycled water into the drinking water supply.
- ▶ However, as we have seen in previous years, communicating the need for alternative water sources and the safety and purity of advanced purified recycled water is effective at bringing many on board.
- ▶ We have seen a slight increase in negativity towards recycled water in general as well as different incorporation methods, but majorities remain supportive of both indirect and direct potable reuse.
- ▶ There continue to be differences in support for advanced purified recycled water based on residents' own trust and comfort level with drinking tap water.



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Sianna Ziegler

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Santa Clara Valley Water District

File No.: 24-1035

Agenda Date: 12/13/2024

Item No.: 4.3.

COMMITTEE AGENDA MEMORANDUM Recycled Water Committee

Government Code § 84308 Applies: Yes No
(If "YES" Complete Attachment A - Gov. Code § 84308)

SUBJECT:

Receive and Discuss the 2024 Recycled Water Committee (RWC) Work Plan, Potential Tours, and Provide Feedback on Upcoming Discussion Items, and Next Meeting Date.

RECOMMENDATION:

Receive information on the 2024 RWC Work Plan, and provide feedback on upcoming discussion items and next meeting date.

SUMMARY:

Under direction of the Clerk, Work Plans are used by all Board Committees to increase Committee efficiency, provide increased public notice of intended Committee discussions, and enable improved follow-up by staff. Work Plans are dynamic documents managed by Committee Chairs and are subject to change.

At the March 27, 2024 meeting, the Committee approved the 2024 work plan that has agenda items necessary for the continuation of the recycled water projects. An updated 2024 work plan (Attachment 1) proposes changes for the remaining meetings in the year.

Staff solicits Committee feedback on any additional timeline information for holding discussions on the assigned Work Plan items and confirmation of the next meeting date.

ENVIRONMENTAL JUSTICE AND EQUITY IMPACT:

The review and acceptance of the RWC Work Plan and meeting schedule are not subject to environmental justice analysis.

ATTACHMENTS:

Attachment 1: 2024 Revised RWC Work Plan

UNCLASSIFIED MANAGER:

Candice Kwok-Smith, 408-630-3193

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RWC 2024 WORK PLAN

Task	Agenda Item	January	February	March	April	May	June	July	August	September	October	Nov./Dec.
FY 24 Tactic 1: Advance the Purified Water Program												
1.1	Update on Purified Water Program including Partnership with Cities of San Jose and Santa Clara - Phase I Facility and full-scale Direct Potable Reuse Facility at the Silicon Valley Advanced Water Purification Center	X		X		X		X	X		X	X
FY 24 Tactic 2: Implement the Countywide Water Reuse Master Plan.												
2.1	Joint Mtg Prep/Debrief: Joint Recycled Water Policy Advisory Committee, including coordination on the Silicon Valley Advanced Water Purification Facility and building strong collaborative relationships	X	X						X			
2.2	Joint Mtg Prep/Debrief: Cities of Palo Alto/Mtn View.											
2.3	Joint Mtg Prep/Debrief: City of Sunnyvale.											
2.4	Update on SFPUC/BAWSCA Collaboration Efforts.											
2.5	Independent Advisory Panel.											
FY 24 Tactic 3: Continue to actively be involved with Direct Potable Reuse (DPR) guidance and implement actions for the future.												
3.1	Actively Engage in Direct Potable Reuse					X						X
FY 24 Tactic 4: Develop a Comprehensive Water Reuse Agreement for South County to advance water reuse and its production, distribution, and wholesaling in South County.												
4.1	South Santa Clara County Water Reuse Collaboration.	X		X		X						X
FY 24 Tactic 5: Continue to monitor feasibility of desalination.												
5.1	Continue to investigate feasibility of desalination (local and regional).			X							X	
Others												
6.1	Regional discussion on options: Feasibility analysis of Recycled Water Exchange with Contra Costa Water District and Central Contra Costa Sanitary District.											
6.2	Update on Bottling Purified and water tasting station at the SVAWPC.			X								
6.3	Investigating Different Source of Water for Purification including Urban Water Runoff/Stormwater											
6.4	Outreach Comprehensive Efforts.											X
6.5	Potential Water Reuse Goal based on Water Supply Master Plan	X		X		X		X	X			
6.6	State and Federal Grant opportunities			X								

*Blue strikes - items added on updated work plan

*Red strikes - items deleted from current work plan

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