



FY 2017-2022

Water Conservation Annual Report

ABOUT VALLEY WATER

The Santa Clara Valley Water District (Valley Water) manages an integrated water resources system that includes the supply of safe, clean water, flood protection and stewardship of streams on behalf of Santa Clara County's nearly 2 million residents. Led by a seven-member elected board of directors, Valley Water is a public agency committed to providing a reliable supply of safe, clean drinking water, flood protection and environmental stewardship to the residents and businesses of Santa Clara County.

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INTRODUCTION

The Water Supply Planning and Conservation Unit evaluates water supply planning strategies, demand projections, and implements water conservation programs to ensure a safe, reliable water supply for Santa Clara County now and for future generations. This Water Conservation Report primarily focuses on actions taken from fiscal year (FY) 2017 to FY 2022 to achieve Valley Water's water conservation goals. Detailed program descriptions for newly launched programs between FY 2017 and FY 2022 can be found in [Appendix A](#), while additional program descriptions for currently active programs launched before FY 2017 are available in [Appendix B](#). For water conservation program fliers active during the report period, Resolution 21-68, and Ordinance 22-02, please refer to [Appendix C](#). Water conservation actions from July 1, 2022 (FY 2023) and beyond are not covered within this report, as they will be comprehensively detailed in future reports.

In 2019, Valley Water updated its [Water Supply Master Plan 2040](#), which looks ahead at how our needs and water supply may change over the next twenty years; it also identified a water conservation goal of approximately 99,000 acre-feet per year (AFY) of savings by 2030 and 110,000 AFY of savings by 2040. In order to achieve these water savings goals, Valley Water first undertook two important updates: in 2019, Valley Water updated its Water Conservation Savings Model, a customized water conservation tracking tool to evaluate conservation program water savings, costs, and benefits; and in 2021, Valley Water updated its [Water Conservation Strategic Plan](#), which provides a blueprint for meeting Valley Water's 2030 and 2040 conservation savings goals established in the Water Supply Master Plan.

Valley Water's water conservation staff faced some critical challenges in this reporting period, with an ongoing severe drought emergency impacting the western United States and the challenges faced during the COVID-19 pandemic that impacted conservation programs and outreach. Additionally, the largest reservoir in the county, Anderson Reservoir, was drained for seismic retrofitting per federal mandate. Valley Water responded by enhancing conservation programs, hiring more staff, pivoting to more online options (such as an online shopping cart for water conservation tools and a webinar series) and launching innovative solutions to these challenges. This report will showcase these creative water conservation programs and tools; give an update on the status of Valley Water's conservation savings goals; and provide a preview of what is ahead in the coming years for water conservation.

In June 2021, while Valley Water was updating several programs to meet long-term water conservation goals, Valley Water's Board declared a Water Shortage Emergency Condition in response to the drought, calling for 15% county-wide conservation compared to 2019. Through combined efforts between Valley Water and the community, nearly 80,100 acre-feet of water was saved in FY 2022 through various long-term conservation programs compared to FY 2019, achieving the 15% conservation goal (Figure 1; Valley Water 2022). This long-term savings number is in addition to short-term reductions that were achieved primarily in response to the drought. For example, outreach, education, and enforcement programs such as the Water Waste Program do not have a long-term savings number associated with them in our water conservation savings model, though it is reasonable to assume they contribute to short-term savings and increase participation in programs that increase long-term savings ([Bijoor 2021](#)).

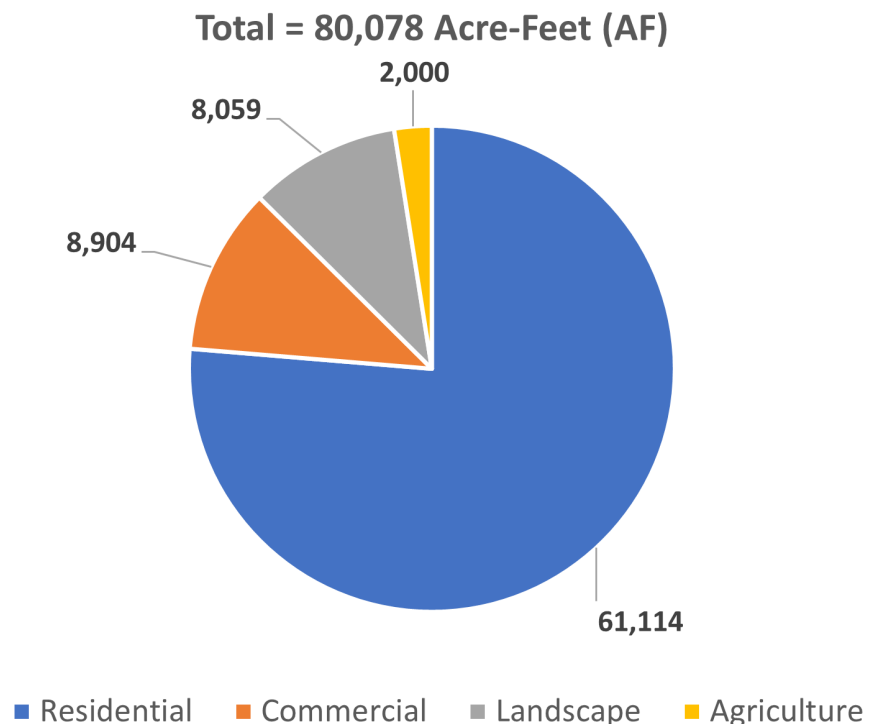


Figure 1: Total water savings for Santa Clara County in FY 2022 showing amounts (in acre-feet) and identifying the respective categories from which savings were derived.

WATER CONSERVATION PROGRAM HIGHLIGHTS

Valley Water has been and continues to be a leader in water conservation with many innovative, effective, and comprehensive water conservation programs for every property type in the county. According to the state's Urban Water Management Plan data, water retailers in Valley Water's service area are in the mid to lower end of water usage across California using between 21% and 37% less in 2020 than compared to their baselines established by the Water Conservation Act of 2009 (Senate Bill X7-7).

Since FY 2017, Valley Water has launched several new programs including a new [online shopping cart](#) for free water conservation tools in Spring 2021, the [Fixture Replacement Program](#) to help businesses and multi-family properties retrofit existing plumbing fixtures free of charge, and a weekly virtual office hours program for members of the public to directly interact with staff regarding applying for water conservation rebates. Table 1 highlights major program launches and negotiated cost-sharing agreements between FY 2017 and FY 2022.

In July 2021, completion of the [Water Conservation Strategic Plan](#) marked an important milestone. This document developed internal tools to facilitate targeted marketing to help Valley Water meet its long-term goals. Among its findings, increased participation in commercial, industrial, and institutional (CII) programs and in outdoor conservation programs are key in achieving long-term savings goals.

Water conservation was achieved in the county across four categories. The bulk of water conservation was achieved through residential conservation followed by CII conservation; much of this can be attributed to residents [Understanding Water Use](#) and [Outdoor Conservation](#). Additional information about the drought response can be found at [WaterSavings.org](#). In FY 2022, Valley Water worked closely with its Youth Commission, providing them with a Drought Awareness Toolkit and tools such as the DIY Indoor Survey Kits.

In FY 2022, Valley Water began conducting outreach to the county and all 15 cities to encourage their consideration and adoption of all or parts of the Model Water Efficient New Development Ordinance (MWENDO), which would ensure new developments meet strong water efficiency standards. The Santa Clara County Water Efficient New Development Task Force developed MWENDO with representatives from the county, Valley Water, several municipalities (Cupertino, Morgan Hill, Mountain View, Palo Alto, and Sunnyvale), Sustainable Silicon Valley, and Joint Venture Silicon Valley to ensure water-use efficiency in new development within the county. Valley Water continues to monitor actions and provide staff support to municipalities as part of ongoing efforts to support city interests and the county in expanding policy that promotes stronger water efficiency measures in new development.

To help enforce mandatory outdoor conservation measures, the Water Waste Program increased staffing levels in FY 2021 and sustained staff levels in FY 2022. For the drought response, its educational mission transitioned to enforcement of the outdoor measures put in place in Spring 2022.

Additionally, Valley Water maintained cost-sharing agreements with 11 water retailers, municipalities, and non-profit organizations between FY 2017 and FY 2022. In FY 2022 alone, [cost-sharing agreements](#) totaled roughly \$785,000 in revenue to offset increased rebate rates in partnering service areas, and \$1.7 million in expenses, predominantly for [Advanced Metering Infrastructure \(AMI\)](#).



Table 1: Timeline of Valley Water's key achievements from FY 2017-2022 such as the launch of new conservation programs and the successful negotiation of cost-sharing agreements with local water retailers and municipalities. The table also highlights each program's contribution toward Valley Water's action goals. More information on these initiatives, including those supported by [cost-sharing agreements](#), may be found in their relevant sections of this report.

Year	Month	Achievements	Conservation Savings Goals ¹	Education ²	Drought Action Item ³	Administrative Efficiency ⁴	Safe, Clean Water ⁵
2016	July	Valley Water Enters Cost-Sharing Agreements with City of Morgan Hill, City of Mountain View, San Jose Municipal, & City of Cupertino.	✓	✓	✓	✓	
		Landscape Rebate Program Launches In-Line Drip Rebates	✓	✓	✓		
	August	Valley Water Enters Cost-Sharing Agreements with Ecology Action & City of Gilroy	✓	✓	✓	✓	
2017	January	Valley Water Enters Cost-Sharing Agreements with City of Palo Alto & City of Santa Clara	✓	✓	✓	✓	
	February	Valley Water transitions the Water Wise House Call Program to Water Wise Outdoor Surveys.	✓	✓	✓	✓	
	March	Launch of South Bay Green Gardens Website		✓		✓	
	April	Valley Water Hosts its 2017 Landscape Summit		✓			
	July	Valley Water Enters Cost-Sharing Agreements with City of Morgan Hill and City of Santa Clara and begins covering Home Water Use Reports with Local Water Retailers & Municipalities	✓	✓	✓	✓	
2018	February	Valley Water Hosts its 2018 Landscape Summit		✓			
	May	Launch of Landscape Maintenance Consultation Program		✓			
	July	Valley Water Enters Cost-Sharing Agreements with Ecology Action & City of Morgan Hill	✓	✓	✓	✓	
	December	Valley Water Enters Cost-Sharing Agreement with City of Santa Clara	✓	✓	✓	✓	
2019	January	Landscape Rebate Program Launches Rainwater Capture Rebates	✓		✓		
		Valley Water Enters Cost-Sharing Agreement with San Jose Municipal	✓	✓	✓	✓	
	February	Valley Water Hosts its 2019 Landscape Summit		✓			
	July	Valley Water Enters Cost-Sharing Agreement with City of Morgan Hill	✓	✓	✓	✓	
		Valley Water Begins Development of an AMI Program for the county	✓	✓	✓	✓	
	September	Valley Water Enters Cost-Sharing Agreement with City of Milpitas	✓	✓	✓	✓	
		Valley Water Collaborates with 8 other Bay Area Water Agencies to Offer Bay Area Qualified Water Efficient Landscaping Trainings		✓			
	December	Valley Water Enters Cost-Sharing Agreement with City of Gilroy	✓	✓	✓	✓	

Year	Month	Achievements	Conservation Savings Goals ¹	Education ²	Drought Action Item ³	Administrative Efficiency ⁴	Safe, Clean Water ⁵
2020	January	WET Rebate Maximum increased to \$100k	✓		✓		
		Valley Water Enters Cost-Sharing Agreement with San Jose Municipal	✓	✓	✓	✓	
	February	Valley Water Hosts its 2020 Landscape Summit		✓			
	May	Valley Water Begins Development of Online Shopping Cart (eCart)	✓	✓	✓	✓	
	July	Valley Water Enters Cost-Sharing Agreement with City of Morgan Hill	✓	✓	✓	✓	
	September	Valley Water Hosts 6 Facebook Live Water Conservation Webinars		✓	✓		✓
	November	Renewal of Safe, Clean Water Act	✓		✓		✓
2021	February	Valley Water Hosts its 2021 Virtual Landscape Summit		✓			
	March	Launch of Online Shopping Cart (eCart)	✓	✓	✓	✓	
	April	Launch of Fixture Replacement Program	✓		✓		
		Valley Water Launches its First-Ever Spring Media Campaign		✓	✓		
	July	Valley Water Enters Cost-Sharing Agreements with City of Milpitas & Our City Forest	✓	✓	✓	✓	
		Landscape Rebate Program Lifetime Site Caps for Single-Family/Small Multi-Family Sites Increased to \$3k & Conversion Rates Increased to \$2/sq ft	✓		✓		✓
		Valley Water Publishes the Water Conservation Strategic Plan.		✓	✓	✓	
	August	Valley Water Publishes Sustainable Landscape Guidelines for Distribution through the eCart		✓	✓		
2022	January	Valley Water Enters Cost-Sharing Agreement with San Jose Municipal	✓	✓	✓	✓	
	February	Valley Water Launches a Collaboration With Water Wise Consulting for the Landscape Rebate Program				✓	
		Valley Water Hosts its 2022 Landscape Summit		✓			✓
	April	Launch of Virtual Water Efficiency Webinar Series		✓		✓	✓
	May	Launch of Landscape Rebate Program Virtual Office Hours		✓	✓	✓	
		Valley Water Launches its First-Ever Year-Round Digital Media Campaign		✓	✓		
	June	Water Waste Program Begins Enforcement		✓	✓		
		Launch of Large Landscape to Mulch Rebate	✓		✓		

1. Conservation Savings Goals refers to water conservation that contributes to long-term water conservation goals established by the Water Supply Master Plan.

2. Education refers to any initiative aimed at educating community members and property owners within Santa Clara County.

3. Drought Action Items refer to strategies that have the potential to contribute to short and long-term conservation savings during a drought, even if implemented during non-drought years prior to the most recent drought response.

4. Administrative Efficiency refers to programs designed to streamline administrative tasks for Valley Water staff.

5. Any program funded by the Safe, Clean Water and Natural Flood Protection Program (Safe, Clean Water Program)

UNDERSTANDING WATER USE

Understanding water use is paramount to understanding where to prioritize resources to maximize water savings. This section details three programs that increase understanding and transparency of water-use data for the public.

WATER USE REPORT PROGRAM

The [Water Use Report Program](#) is a messaging tool to help the public better understand their water use and tailors recommendations to encourage participation in relevant Valley Water programs ([Appendix B](#)). As of FY 2022, Valley Water provides funding to the following retailers to promote water-use efficiency and water conservation programs: City of Palo Alto Utilities Department, City of Santa Clara Water Department, City of Morgan Hill, Gilroy Community Services Department, and San Jose Municipal. Additional service areas in the county may provide this service without financial contributions from Valley Water. In FY 2022, 35,303 water use reports were distributed through Valley Water funding.

ADVANCED METERING INFRASTRUCTURE (AMI)

[AMI](#) is an integrated system of water meters and information systems that enables water retailers to remotely collect water-usage information and detect leaks in their service areas. In July 2019, Valley Water partnered with Bay Area Water Supply and Conservation Agency on a study to explore AMI deployment options for the region. In 2020, Valley Water staff developed AMI Program Guidelines to encourage the installation of AMI meters. More than 15,000 AMI meters have been installed in the reporting period. In FY 2022, no AMI meters were installed, but Valley Water enacted a new agreement with the City of Milpitas in July 2021 to begin implementation in their service area.

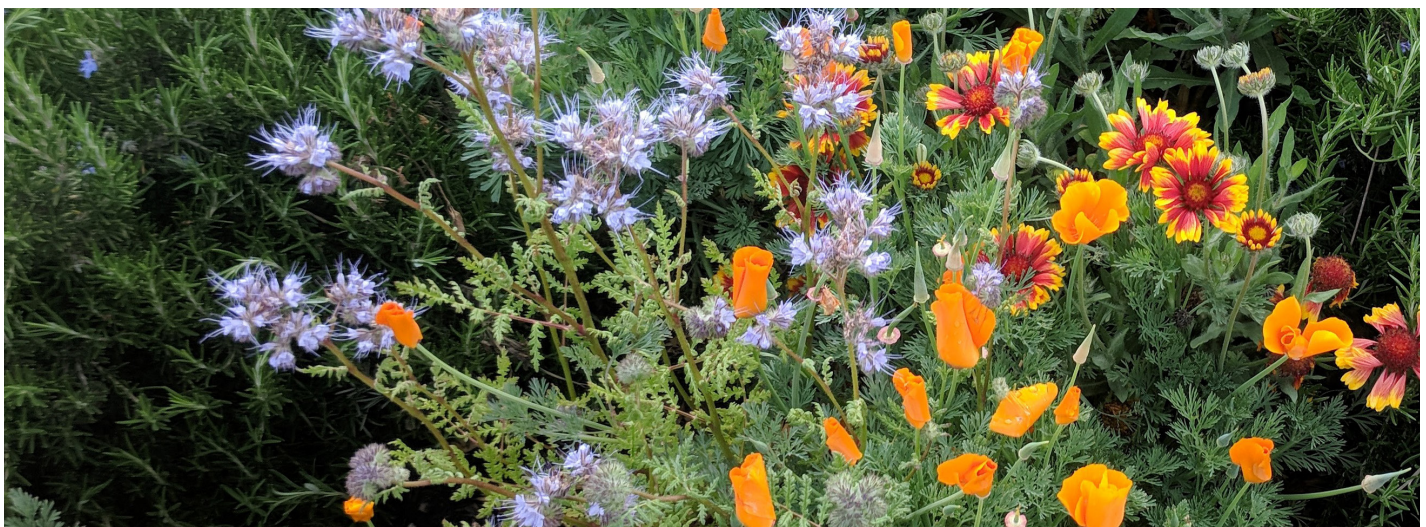
SUBMETER REBATE PROGRAM

The [Submeter Rebate Program](#) aims to provide financial assistance to customers who receive approval to install private submeters certified by the county's Weights and Measures Department ([Appendix B](#)). During the reporting period, this program issued 613 submeter rebates with a range of 0 to 5 participants and 0 to 452 rebates issued annually and issued a rebate to an accessory dwelling unit for the first time. There was an average of 102 rebates and 1-2 participants per year. The year with the most participation was FY 2019 with 452 rebates issued to three participants. In FY 2022, this program issued four rebates for a property that converted a single-family home into multiple residential units.

Since 2009, Valley Water has funded the installation of 4,259 submeters. Water use records from a pilot study of participating mobile home parks showed average water savings of 23% per mobile home. Future efforts will focus on condominium complexes and accessory dwelling units.

OUTDOOR WATER CONSERVATION

Outdoor water conservation programs have the greatest potential to save significant volumes of water in short-term drought responses and in meeting Valley Water's long-term savings goals ([2021 Water Conservation Strategy Plan](#)). Tables 2 and 3 summarize how participation has shifted between the prior drought's post-drought period through the most recent drought. Rebates and Direct Installation Services are described separately from Consulting Services.



REBATES AND DIRECT INSTALLATION SERVICES

Rebates refer to funding provided to customers by Valley Water for projects that meet specified requirements to generate savings that contribute to Valley Water's long-term water savings goals, such as the Landscape Rebate Program. Valley Water also offers Direct Installation Services for those who qualify by funding a vendor to perform the work. Both types of services are vital to encourage customers to participate in programs that contribute to Valley Water's long-term savings goals. Table 2 presents a summary of the participation rates of various programs offered by Valley Water.

Table 2: Outdoor Conservation rebates provided to customers from FY 2017 to FY 2022. Only programs active between FY 2017 and FY 2022 are listed.

Landscape Programs	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Total Program Participation ¹
Landscape Conversion (sq ft)	1,776,639	564,833	366,717	302,689	341,059	1,035,542	14,082,384
Large Landscape to Mulch Rebate (sq ft) ²	-	-	-	-	-	0	0
In-Line Drip Conversion (sq ft) ³	34,372	34,512	84,111	13,466	85,761	178,882	431,104
Irrigation Hardware Rebates (most types combined) ⁴	42,654	9,516	7,160	8,434	5,421	6,291	373,872
Weather-Based Irrigation Controllers (WBICs)	711	695	723	709	497	610	7,359
Rain Barrel (40-199 gallons) (barrels) ⁵	-	-	48	62	107	304	521
Cisterns (≥ 200 gallons) (gallons) ⁵	-	-	6,600	26,145	6,495	6,675	45,915
Rain Gardens (sq ft) ⁵	-	-	2,221	10,168	18,923	11,787	43,099
Lawn Busters via Our City Forest (sq ft) ⁶	90,976	82,240	19,514	8,172	18,021	22,841	311,519
Graywater Rebate Program (projects) ⁶	8	2	6	6	9	11	73

1. Participation is calculated from the launch of each program, not since FY 2017.

2. The Large Landscape to Mulch Rebate was launched in June 2022 with no projects to date.

3. Launched in FY 2017.

4. Excludes weather-based irrigation controllers, in-line drip, and rainwater capture rebates.

5. Launched in FY 2019.

6. Not administered through the Landscape Rebate Program. Does not include Graywater Direct Installation Pilot (71 projects: 18 in FY 2019 and 53 in FY 2020).

Landscape Rebate Program (LRP)

The [Landscape Rebate Program](#) provides incentives for lawn conversion to water-wise landscapes, irrigation equipment upgrades, and rainwater capture ([Appendix B](#)). In June 2022, Valley Water launched the Large Landscape to Mulch rebate and is increasingly prioritizing outreach to the CII and multi-family sectors.

In response to the drought, as well as increased rebate rates and caps available since FY 2020, Valley Water experienced an increase in LRP participation (Table 1). From July 2016 to June 2022, Valley Water provided rebates for over 4.3 million square feet of lawn conversion through the Landscape Rebate Program.

During FY 2022, Valley Water issued over \$2.3 million through 1,431 rebates to convert more than one million square feet of lawn into water-wise landscapes, to upgrade irrigation equipment, and to install rainwater capture systems (Table 2). Irrigation equipment rebates have sustained high participation rates during this reporting period. However, participation rates remain below rates observed during the previous drought (2014 - 2016). FY 2019 and FY 2020 combined saw nearly 15,600 irrigation

equipment pieces upgraded (excluding WBICs, in-line drip irrigation, and rainwater capture devices), compared to over 42,000 in FY 2017, a 63% decrease. In the same period, drip conversion rebates converted over 97,000 sq ft of conversion in FY 2019 and FY 2020 combined, a 184% increase. After the drought was declared in 2021, irrigation equipment rebate participation in FY 2022 experienced a 12% decrease compared to FY 2019 and a 25% decrease compared to FY 2020, with nearly 6,300 irrigation equipment pieces rebated in FY 2022 alone. In contrast, in-line drip rebate participation in FY 2022 experienced record participation rates with 178,882 sq ft of conversion, a 113% increase compared to FY 2019. This decrease in participation for irrigation equipment rebates compared to an increase for in-line drip conversion rebate participation within the same period may suggest a shift in community interest to different types of water-efficient irrigation.



The number of issued WBIC rebates has remained steady between FY 2017 and FY 2022 (Table 2). The 610 WBICs installed during FY 2022 represented a marginal 14% decrease compared to FY 2017 when the last drought ended. This trend suggests a sustained interest in these products during and outside of droughts with potential to further increase interest during drought. Other irrigation, rainwater, and lawn conversion rebates show increased trends during drought times (Table 2).

Lawn Busters Program

Since 2015, Valley Water has contracted with local non-profit organization, Our City Forest (OCF), to fund their [Lawn Busters Program](#) (Appendix B). In FY 2022, 22,841 sq ft of lawn was converted across 21 Lawn Busters projects, the most participation since FY 2019 (Table 2). Since the launch of the program, OCF has converted 311,519 sq ft of lawn. Valley Water expanded its partnership with OCF to add additional educational services, including seven [Do-It-Yourself \(DIY\) Lawn Busters](#) workshops that cover topics such as native plant selection and landscape design.

Graywater Rebate Program

The [Graywater Rebate Program](#) (formerly referred to as the Graywater Laundry-to-Landscape Rebate Program) provides a rebate for diverting water from a clothes washer to irrigate trees and plants, as well as information, resources, and workshops on installing other types of graywater systems (Appendix B). Valley Water issued 11 graywater rebates in FY 2022, for a total of 73 since the program began in 2014. Participation in FY 2022 shows a 22% increase compared to the average number of annual rebates since program launch (Table 2).

In October 2018, Valley Water launched a Graywater Direct Installation Pilot Program through a contract with Ecology Action for low-income, elderly, disabled, or United States veteran county residents (Appendix B). Between launch and June 2020, Ecology Action installed 71 graywater systems.



CONSULTATION SERVICES

Consultations provide valuable opportunities for Valley Water to provide direct advisory support to customers or technical assistance with aspects of their landscape that can contribute to long-term savings goals. Table 3 summarizes participation rates for four programs that offer consultation services to sites within Santa Clara County.

Water Wise Outdoor Survey Program

In FY 2017, Valley Water transitioned the outdoor component of the [Water Wise House Call Program](#) to the [Water Wise Outdoor Survey Program](#) to continue offering the service to residential and smaller CII properties (Appendix B). Valley Water performed its first Water Wise Outdoor Survey in February 2017. Throughout FY 2022, Valley Water provided 61 surveys. Notably, atypical to prior droughts, this program exhibited a 46% decrease during the most recent drought in FY 2022, the downward trend of which began during the COVID-19 pandemic in FY 2020 (Table 3). Outreach methods are in place to leverage this free service to the public to ensure they irrigate efficiently during and after the most recent drought.

Large Landscape Program

The [Large Landscape Program](#) provides landscape surveys and site-specific landscape water budgets for qualifying sites since 2014 (Appendix B). The number of active sites in the program have grown 197% since 2017 from 1,305 to 3,881 active sites in FY

2022 and the program has expanded from 5 to 9 participating water retailers. Since its launch, Valley Water has distributed over 200,000 water-use reports and monthly budgets.

This highly successful program has conducted 236 surveys through 2022 (Table 3), and encourages sites to participate in the Landscape Rebate Program to enhance water-use efficiency and aid Valley Water's long-term savings goals.

Table 3: Consultation services provided through Valley Water programs between FY 2017 and FY 2022 to promote water conservation. All consultation services were primarily targeted at residential and CII property types within Santa Clara County and encourage sites to participate in the Landscape Rebate Program, if applicable.

Program	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022	Total Program Participation to Date
Water Wise Outdoor Survey Program	82	233	236	107	112	61	831
Large Landscape Surveys	25	43	29	36	27	35	236
Landscape Maintenance Consultation Program ¹	-	105	515	95	136	180	1,031
Water Waste Program Reports	848	493	349	272	346	2,066	14,158

1. Launched in FY 2018.

Landscape Maintenance Consultation Program

The Landscape Maintenance Consultation Program was launched in May 2018 to participants of the Landscape Rebate Program ([Appendix A](#)). In FY 2022, 180 residential rebate customers participated in the program, a 71% increase compared to FY 2018. Since its launch, 1,031 total customers participated in the program (Table 3).

Water Waste Program

Valley Water's [Water Waste Program](#) was established in 2014 during the previous drought (2014 - 2016) to address water waste reports and educate the public about available resources for water waste reduction ([Appendix B](#)). This program had no enforcement authority until June 2022, when Valley Water's board adopted Ordinance 22-02 that includes enforcement procedures for water waste prohibitions (Table 1; [Appendix C](#)).

Valley Water staff responded to over 2,000 reports of water waste in FY 2022, a 492% increase from FY 2019 and a 659% increase from FY 2020, influenced by the adoption of Ordinance 22-02. Staff processed over 14,000 reports from the start of the program in September 2014 through FY 2022 (Table 3).

INDOOR WATER CONSERVATION

Indoor water conservation initiatives present valuable opportunities to boost Valley Water's public engagement and proactively foster a culture of water conservation. This section outlines three indoor water conservation programs available to residents and businesses within Santa Clara County.

ONLINE SHOPPING CART (ECART) PROGRAM

In May 2020, Valley Water staff began development of the [eCart Program](#), an online tool to streamline order requests and fulfillment for residential and CII customers to access free water conservation devices and literature ([Appendix A](#)). Although items offered through the eCart may generate some outdoor water savings, this program is classified as an indoor program as the indoor components generate quantitative water savings while the outdoor components are predominantly educational. The eCart distributes faucet aerators and pre-rinse spray valves, previously available from Valley Water only through the [Commercial Faucet Aerator Program](#) and [Pre-Rinse Spray Valve Program](#).

Launched in Spring 2021, the eCart proved to be incredibly popular. In its first two months of operation, the site attracted 28,000 visitors with 11,300 orders placed by more than 10,000 customers. In November 2021, a vendor was brought on to help with

customer order fulfillment. For FY 2022, there were a total of 10,251 equipment orders, a 14,975% increase compared to sixty eight (68) orders in FY 2020 prior to the launch of the eCart (Table 4).

The eCart significantly reduced the time and energy spent by staff to receive and distribute water-conservation devices, which previously involved ordering by phone during office hours. The program initially required significant staff and vendor support after launch to meet the unexpected demand. Ultimately, future programs will be piloted in smaller service areas prior to county-wide launch.

Sustainable Landscape Guidelines: A Watershed Approach to Landscaping

Valley Water partnered with a vendor to develop and publish Sustainable Landscape Guidelines: A Watershed Approach to Landscaping, a comprehensive landscaping guide targeted toward residential audiences, landscapers, and irrigation professionals new to sustainable landscape practices. The guide was published in August 2021 and was distributed online through the eCart Program in English, Spanish, Vietnamese, and written Chinese.

Table 4: Overview of some of the water conservation devices distributed through the eCart from FY 2017 to FY 2022. These devices were selected to showcase how device distribution compared to previous distribution through programs that have offered them in the past, the popularity of Sustainable Landscape Guidelines, and the general trend of the popularity of newly offered water conservation devices over time after the eCart launched. While this table displays a subset of well-received items, the eCart offers a broader range of water-saving devices and educational materials not represented in this table.

eCart Devices	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
Sustainable Guidelines ¹	-	-	-	-	-	500
Moisture Meters	-	-	-	152	1,138	6,251
Garden Hose Nozzles	-	-	-	138	1,902	8,793
Pre-Rinse Sprayers	1	2	3	241	16	17
Showerheads ²	6,542	2,247	1,295	469	1,485	6,747
DIY Kits ²	504	729	139	67	483	2,803
Aerators ²	24,004	675	576	451	2,002	9,292
Shower Timers	-	-	-	1,159	1,113	3,604

1. Sustainable Landscape Guidelines was published and started distribution through the eCart in FY 2022.

2. Pre-rinse sprayers, showerheads, Water Wise Do-It-Yourself Kits, and Aerators were distributed through their own respective programs prior to the launch of the eCart in FY 2020.

FIXTURE REPLACEMENT PROGRAM

In April 2021, Valley Water partnered with Bottom Line Utility Services to launch the [Fixture Replacement Program](#). The Fixture Replacement Program focused on retrofitting inefficient toilets, urinals, showerheads, and aerators with WaterSense certified fixtures on multi-family (5+) and CII properties in the county. After launch, the program's capacity was fully reserved through July 2023.

In FY 2022, 1,689 fixtures were replaced through this program. A total of 1,030 toilets, 7 urinals, 218 showerheads, and 434 aerators have been retrofitted across 12 properties, resulting in 43.3 acre feet (AF) of annual water savings from toilets, 21.9 AF from showerheads, and 1.2 AF from aerators.

WATER EFFICIENT TECHNOLOGY REBATE PROGRAM

The [Water Efficient Technology Rebate](#) (WET Rebate or WET Program; formerly known as the Custom/Measured Rebate Program) provides rebates for process, technology, and equipment retrofits that save water at CII properties ([Appendix B](#)). Since

launch, Valley Water funded 110 projects, saving approximately 680,663 CCF/year (1,563 AFY). Between FY 2017 and FY 2022, the WET Rebate has helped save about 27,610 CCF annually from 6 completed projects. No projects were funded in FY 2020 or FY 2022. In January 2021, Valley Water doubled the maximum rebate to \$100,000 per project to promote participation. The WET Rebate continues to be one of Valley Water's most cost-effective programs in meeting the region's long-term savings goals.

In FY 2022, Water Conservation staff developed a [story map](#) showcasing some successful WET rebate projects. This map aims to help potential applicants visualize the possibilities of customizable water efficiency projects and to increase interest in the program.

Although no rebates were issued in FY 2022, staff hopes that the increased rebate amount and story map will drive greater demand in the future.

RESIDENTIAL HIGH EFFICIENCY CLOTHES WASHER REBATE PROGRAM

Since 1995, Valley Water offered rebates for newly purchased water-efficient clothes washers through the Residential High Efficiency Clothes Washer Rebate Program ([Appendix B](#)). Beginning in January 2018, the state of California established minimum water-efficiency standards for all clothes washers sold and installed in the state. Valley Water continued to provide rebates for washers purchased before January 2017 and issued 3,783 rebates in FY 2017 and 18 rebates in FY 2018, the final year of the program. Between 1996 and 2018, Valley Water provided rebates incentivized installation of 177,202 high-efficiency clothes washers.

WATER WISE HOUSE CALL PROGRAM

The Water Wise House Call Program provided free surveys to county residents since 1998 ([Appendix B](#)). As Valley Water shifted the focus of its conservation programs more toward outdoor programs, Valley Water transitioned the outdoor component of the program to the Water Wise Outdoor Survey Program in FY 2017, the final year of this program. Valley Water provided 537 surveys in FY 2017, for a total of 46,465 surveys between 1998 and 2017.

AGRICULTURAL WATER CONSERVATION

The agricultural sector represents one of the lowest categories of water consumption in Santa Clara County but offers potential for achieving future water efficiency. Valley Water is progressively broadening its efforts to establish benchmarks for sustainable water conservation through initiatives such as the Mobile Lab Program and by conducting an Agricultural Water Use Baseline Study.

MOBILE IRRIGATION LAB PROGRAM (MOBILE LAB PROGRAM)

Valley Water provides free irrigation system evaluations and irrigation efficiency services for growers through the agricultural mobile irrigation laboratory program ([Mobile Lab Program](#)) to help improve irrigation efficiency in seasonal row crops, tree crops, greenhouse crops, nurseries, and vineyards ([Appendix B](#)). These services provide growers with information on how to achieve an irrigation efficiency of 80% or greater. In addition, the program includes a nutrient management component to help protect groundwater quality.

AGRICULTURE BASELINE STUDY

During this reporting period, Valley Water launched an Agricultural Water Use Baseline Study. The study aims to better understand current agricultural water use practices and identify opportunities to expand water conservation programs offered to the agricultural community. University of California, Merced was selected as the contractor for this study, which was completed in FY 2023.

EDUCATION & OUTREACH

Valley Water employs outreach as its primary channel for delivering educational resources to residents and CII properties within Santa Clara County. These efforts are conducted through media campaigns, active participation in community events, and collaboration with local water retailers, businesses, and stakeholders. Valley Water's approach also involves negotiating cost-sharing agreements, directly supplying water conservation educational materials to vendors, and hosting a variety of events and programs to educate landscapers about water-efficient practices and technologies.

MEDIA CAMPAIGNS

Valley Water's conservation and communications teams maintain annual partnerships to promote water conservation programs countywide. Although Valley Water has conducted media campaigns annually during the reporting period ([Appendix A](#)), this section only elaborates on two media campaigns where Valley Water developed innovative new strategies to promote water conservation that are still adopted at the time of this report's writing. Campaigns have increasingly transitioned from predominately physical and print media to digital media. Partnerships with water retailers continue, such as through co-branded bill inserts.

Launch of Spring Campaigns

Valley Water's multilingual spring water conservation campaign was its first-ever launched spring campaign highlighting messages surrounding being drought-ready, such as "Is Your Yard Drought Ready? Our rebates can help make the change." The campaign was first launched from May 2020 to October 2020, then continued the following spring from April 2021 to June 2021. Advertising mediums included multilingual digital ads, print advertorials in community newspapers, multilingual social media posts, multilingual videos, and multilingual radio ads ([Appendix A](#)). Valley Water staff coordinated with water retailers to share messaging. Valley Water created new yard signs to reflect the campaign; developed new animations to visually communicate irrigation surveys, irrigation equipment upgrade rebates, and graywater reuse; and conducted Community-Based Social Marketing by leveraging video testimonials of completed LRP projects with interviews from participants. Valley Water has consistently launched spring campaigns since 2021 and continues to implement this campaign strategy at the time of writing.



Launch of Year-Round Campaigns

In May 2022, Valley Water launched its first year-round digital campaign to promote water conservation. This extensive, multilingual "Say Yes to Saving Water" campaign lasted from May 2022 to June 2023 and aimed at short-term water demand measures in response to the drought. The campaign featured ads on social media, radio, and digital platforms of actions people can take to save water; billboards and bus transit ads, newspaper, movie theater, shopping cart and sports stadium ads; sponsorships; and outreach through email databases. Valley Water also branded its vehicle fleet with drought signs and stickers and hung banners at fifty locations across the county. An email outreach campaign was also launched featuring water conservation tips and rebates. Valley Water also collaborated extensively with water retailers, providing co-branded banners, giveaway items, email messaging templates, and water bill inserts.

In the fall, the campaign was expanded to target CII properties with information related to the prohibition on irrigating non-functional turf.

EVENTS, WORKSHOPS & PRESENTATIONS

Valley Water oversees events, workshops, and presentations as the most direct channels for engaging with the public and delivering essential information about water conservation. These initiatives are the cornerstone of Valley Water's commitment to disseminating knowledge, fostering community engagement, and advancing water conservation in the county toward long-term savings goals. Furthermore, Valley Water's conservation unit supports the Valley Water Speakers Bureau in offering resources and giving water conservation presentations to interested organizations.

Community Presentations

Valley Water promotes water conservation at hundreds of community events, including neighborhood association meetings, environmental fairs, Earth Day events, community garden meetings, and many others ([Appendix B](#)). In May 2022, water conservation staff started offering “[virtual office hours](#)” for the Landscape Rebate Program in which the public can log into an online chat room to discuss the Landscape Rebate Program and have their questions answered (Table 1). This program has proved to be very successful and popular with 116 attendees across 10 sessions in FY 2022.

On average, Valley Water conservation staff give about thirty presentations each year. In FY 2022, staff attended 38 events, virtually and in-person.

Webinar Series

Valley Water leveraged Safe, Clean Water funding to offer a series of six virtual webinars focused on various outdoor water efficiency topics, monthly from April to October 2022 ([Appendix A](#); Table 1). This webinar series was developed following the successful implementation of four Facebook Live presentations delivered in FY 2020. Valley Water’s Education Outreach Program developed these Facebook Live presentations by transforming a variety of hands-on programs into distance-learning presentations to continue to engage with public audiences and deliver water education during the COVID-19 pandemic. The first three webinars in the Webinar Series through June 2022 had 166 attendees, with a total of 585 people who attended the whole series via Zoom and Facebook Live. Webinars were live-translated into Spanish, Vietnamese, and Mandarin. This webinar series is one example of how Valley Water’s outreach efforts have shifted over time by incorporating virtual elements.

Graywater Workshop Series

Beginning in 2016, Valley Water offered workshops to promote laundry-to-landscape graywater systems and the [Graywater Rebate Program](#). As of 2022, this workshop series reached nearly 400 constituents across 24 workshops throughout the county. Workshops were held predominately in public libraries as well as community halls and plant nurseries. Due to COVID-19, graywater workshops transitioned from in-person to a virtual format and were later incorporated into the Webinar Series.

Landscape Summit

Valley Water hosts its annual [Landscape Summit](#) to provide a forum for Valley Water to gain valuable feedback from professional landscapers and give them opportunities to stay informed on water issues faced by both the county and the State of California ([Appendix B](#)). Since its inaugural event in 2016, Valley Water has consistently hosted Landscape Summits annually, including hosting the event virtually during the COVID-19 pandemic (Table 1).

Valley Water successfully hosted its 2022 Landscape Summit virtually on February 17, 2022 through a contract with California Water Efficiency Partnership (CalWEP) and through funding support from [Safe, Clean Water Program](#). The 2022 Landscape Summit included the following topics: State of the Valley’s Water; How New State Laws Will Impact the Landscape Community; Introducing the Bloom! Campaign from the California Native Plant Society; and Ask an Expert: Tips and Tricks for Native Plant Maintenance. There were 248 attendees.

Demonstration Gardens

Valley Water’s [demonstration gardens](#) provide examples of sustainable landscaping techniques, native plant species, water-wise plants, and more to inspire community members to incorporate sustainable, ecological, or water-wise plants and techniques into their landscaping. Valley Water has maintained a list of water-wise and California-native plant demonstration gardens to help guide community members in converting their own gardens to be more water-efficient. In 2017, Valley Water created an [interactive map](#) that is regularly maintained. This map allows anyone to find demonstration gardens near their home or work by entering an address.

In the future, Valley Water plans to upgrade its on-campus demonstration garden to emphasize water-wise, California-native plants and rainwater capture techniques, in addition to efficient irrigation on site.

PARTNERSHIPS

Collaboration with local water retailers, municipalities, and non-profit organizations presents mutually advantageous opportunities for Valley Water and its partners to meet shared objectives. This section elaborates on various partnerships that Valley Water has engaged in to contribute towards action goals specified in Table 1.

Bay Area Qualified Water Efficient Landscaper Trainings

In September 2019, Valley Water leveraged Safe, Clean Water Program funding to collaborate with 8 other Bay Area water agencies and CalWEP to create the Bay Area Qualified Water Efficient Landscaper Training (BayQWEL) to educate local landscapers about water-efficient techniques ([Appendix A](#)). The program's online curriculum allowed participants from all Bay Area regions to join any class offered. 108 participants who live or work in the county completed the training.

South Bay Green Gardens

In 2017, Valley Water collaborated with 13 public agencies to create the South Bay Green Gardens website (southbaygreengardens.org) to provide sustainable gardening resources and events in the county ([Appendix A](#)). In FY 2022, there were nearly 26,500 visits to the website.

Nursery Program

Valley Water distributes free informational literature directly to more than 20 participating nurseries and one vendor through the Nursery Program to promote water-efficient technologies and a variety of Valley Water programs including rebates available through the Landscape Rebate Program ([Appendix B](#)).

Growing Natives Garden Tour

Valley Water sponsors the Growing Natives Garden Tour every spring to promote native plants to residents of the county ([Appendix B](#)). Each year, thousands of participants visit upwards of 60 gardens through the Growing Natives Garden Tour. Between 2020 and 2022, live garden tours were posted as videos online.



COST-SHARING AGREEMENTS

Water Conservation staff meets regularly with local water retailers, municipalities, and non-profit organizations to maintain cost-sharing agreements with many agencies (Table 5; Table 6). Through these cost-sharing agreements, Valley Water cooperatively promotes water conservation programs with these agencies, such as by offering higher rebate rates for residential and CII customers through the Landscape Rebate Program in specific service areas ([Appendix A](#)). In addition to education, outreach, and partnerships, Valley Water also entered funding partnerships. Cost-sharing agreements throughout the reporting period support turf conversion, rainwater capture through the [Landscape Rebate Program](#) as well as [Graywater Systems](#), [WET projects](#), [AMI](#), [Water Use Reports](#), and lawn conversion through the [Lawn Busters Program](#) (Table 5).

In FY 2022, Valley Water administered eight multi-year cost-sharing agreements with local water retailers and municipalities totaling roughly \$785,295 in revenue and \$1.7 million in expenses (Table 6). The number of active cost-sharing agreements, the number of programs funded, and the complexities of these programs have overall increased over a few short years.

Table 5: Timeline of major cost-sharing agreements that Valley Water has negotiated with local water retailers, municipalities, and non-profit organizations between FY 2017 and FY 2022.

FY	Agency	Agreement Number	Revenue	Expense	Term of Agreement	Programs Funded
FY 2017	City of Palo Alto	A3659Sb	\$1,235,915	\$164,625	7/1/2013 - 12/31/2016	LRP ¹
FY 2017	City of Palo Alto	A4063M	\$255,000	-	1/1/2017 - 6/30/2019	LRP
FY 2017	City of Cupertino	A4008Sa	\$120,000	-	7/1/2016 - 6/30/2018	LRP, GRP ²
FY 2017	City of Morgan Hill	A3889Sb	\$117,000	\$47,000	7/1/2015 - 12/31/2016	LRP, Water Use Reports
FY 2017	City of Morgan Hill	A3993S	\$50,000	\$30,000	7/1/2016 - 6/30/2017	LRP, Water Use Reports
FY 2017	City of Gilroy	A4042M	-	\$32,500	8/1/2016 - 6/30/2019	Water Use Reports
FY 2017	San Jose Municipal	A4018S	\$60,240	\$60,240	7/1/2016 - 12/31/2017	LRP, Water Use Reports
FY 2017	Our City Forest	A3914Ma	-	\$340,000	11/10/2015 - 9/30/2017	Lawn Busters
FY 2017	Ecology Action	A4003S	-	\$176,875	8/9/2016 - 12/31/2017	LRP, WET ³ , WaterLink
FY 2017	City of Mountain View	A4047S	-	\$40,688	7/1/2016 - 12/31/2017	Water Use Reports
FY 2017	City of Santa Clara	A4059S	-	\$26,230	1/1/2017 - 6/30/2017	Water Use Reports
FY 2017	San Jose Water	A3957M	-	\$700,500	4/6/2016 - 6/30/2018	Water Use Reports
FY 2018	City of Palo Alto	A4063M	\$255,000	-	1/1/2017 - 6/30/2019	LRP
FY 2018	City of Cupertino	A4008Sa	\$120,000	-	7/1/2016 - 6/30/2018	LRP, GRP
FY 2018	City of Morgan Hill	A4081S	\$50,000	\$30,000	7/1/2017 - 6/30/2018	LRP, Water Use Reports
FY 2018	City of Gilroy	A4042M	-	\$32,500	8/1/2016 - 6/30/2019	Water Use Reports
FY 2018	San Jose Municipal	A4018S	\$60,240	\$60,240	7/1/2016 - 12/31/2017	Water Use Reports
FY 2018	Our City Forest	A3914Ma	-	\$340,000	11/10/2015 - 6/30/2018	Lawn Busters
FY 2018	Ecology Action	A4003Sb	-	\$176,875	8/9/2016 - 6/30/2018	LRP, WET, WaterLink

FY	Agency	Agreement Number	Revenue	Expense	Term of Agreement	Programs Funded
FY 2018	City of Mountain View	A4047Sa	-	\$76,475	7/1/2016 - 6/30/2018	Water Use Reports
FY 2018	City of Santa Clara	A4106M	-	\$52,535	7/1/2017 - 6/30/2018	Water Use Reports
FY 2018	San Jose Water	A3957M	-	\$700,500	4/6/2016 - 6/30/2018	Water Use Reports
FY 2019	City of Palo Alto	A4063M	\$255,000	-	1/1/2017 - 6/30/2019	LRP
FY 2019	City of Santa Clara	A4220S	\$100,000	\$50,065	12/3/2018 - 6/30/2019	LRP, Water Use Reports
FY 2019	City of Cupertino	A4008Sb	\$120,000	-	7/1/2016 - 6/30/2019	LRP, GRP
FY 2019	City of Morgan Hill	A4157S	\$50,000	\$48,864	7/1/2018 - 6/30/2019	LRP, GRP, WET, Water Use Reports
FY 2019	City of Gilroy	A4042M	-	\$82,500	8/1/2016 - 6/30/2019	Water Use Reports
FY 2019	San Jose Municipal	A4156S	\$61,655	\$61,655	1/1/2018 - 12/31/2018	LRP, GRP, Water Use Reports
FY 2019	San Jose Municipal	A4226S	\$60,685	\$60,685	1/1/2019 - 12/31/2019	LRP, GRP, Water Use Reports
FY 2019	Our City Forest	A3914MC	-	\$340,000	11/10/2015 - 6/30/2019	Lawn Busters
FY 2019	Ecology Action	A4166G	-	\$198,077	7/10/2018 - 6/30/2020	GRP
FY 2020	City of Palo Alto	A4063Mc	\$244,000	\$750,000	1/1/2017 - 6/30/2022	LRP, GRP, Rainwater Capture Rebates, Submeter Rebate Program, Water Use Reports
FY 2020	City of Santa Clara	A4220Sb	\$100,000	\$158,540	12/3/2018 - 12/31/2021	LRP, Water Use Reports
FY 2020	City of Milpitas	A4293Sa	\$50,000	-	9/1/2019 - 6/30/2021	LRP, Rainwater Capture Rebates
FY 2020	City of Cupertino	A4008Sd	\$120,000	-	7/1/2016 - 6/30/2021	LRP, GRP
FY 2020	City of Morgan Hill	A4280S	\$50,000	\$25,000	7/1/2019 - 6/30/2020	LRP, GRP, WET, Water Use Reports
FY 2020	City of Gilroy	A4323S	-	\$70,000	12/1/2019 - 6/30/2021	Water Use Reports
FY 2020	San Jose Municipal	A4226S	\$60,685	\$60,685	1/1/2019 - 12/31/2019	LRP, GRP, Water Use Reports

FY	Agency	Agreement Number	Revenue	Expense	Term of Agreement	Programs Funded
FY 2020	San Jose Municipal	A4322S	\$120,795	\$120,795	1/1/2020 - 12/31/2021	LRP, GRP, Water Use Reports
FY 2020	Our City Forest	A3914Me	-	\$340,000	11/10/2015 - 6/30/2021	Lawn Busters
FY 2020	Ecology Action	A4166G	-	\$198,077	7/10/2018 - 6/30/2020	Graywater Direct Installation Pilot Program and Contractor Training
FY 2021	City of Palo Alto	A4063Mc	\$244,000	\$750,000	1/1/2017 - 6/30/2022	LRP, GRP, Rainwater Capture Rebates, Submeter Rebate Program, Water Use Reports
FY 2021	City of Santa Clara	A4220Sb	\$100,000	\$158,540	12/3/2018 - 12/31/2021	LRP, Water Use Reports
FY 2021	City of Milpitas	A4293Sa	\$50,000	-	9/1/2019 - 6/30/2021	LRP, Rainwater Capture Rebates
FY 2021	City of Cupertino	A4008Sd	\$120,000	-	7/1/2016 - 6/30/2021	LRP, Graywater Rebate Program
FY 2021	City of Morgan Hill	A4374S	\$50,000	\$1,175,000	7/1/2020 - 6/30/2027	LRP, GRP, WET, Water Use Reports, AMI
FY 2021	City of Gilroy	A4323S	-	\$70,000	12/1/2019 - 6/30/2021	Water Use Reports
FY 2021	San Jose Municipal	A4322S	\$120,795	\$120,795	1/1/2020 - 12/31/2021	LRP, GRP, Water Use Reports
FY 2021	Our City Forest	A3914Me	-	\$340,000	11/10/2015 - 6/30/2021	Lawn Busters
FY 2022	City of Palo Alto	A4063Me	\$244,000	\$750,000	1/1/2017 - 6/30/2022	LRP, GRP, Rainwater Capture Rebates, Submeter Rebate Program, Water Use Reports
FY 2022	City of Santa Clara	A4220Sc	\$100,000	\$158,540	12/3/2018 - 6/30/2024	LRP, Water Use Reports
FY 2022	City of Milpitas	A4500S	\$40,000	\$190,000	7/1/2021-6/30/2028	LRP, Rainwater Capture Rebates, Water Use Reports, AMI
FY 2022	City of Cupertino	A4008Sc	\$230,500	-	7/1/2016 - 6/30/2023	LRP, GRP
FY 2022	City of Morgan Hill	A4374S	\$50,000	\$175,000	7/1/2020 - 6/30/2027	LRP, GRP, WET, Water Use Reports, AMI
FY 2022	City of Gilroy	A4323S	-	\$70,000	12/1/2019 - 6/30/2022	Water Use Reports
FY 2022	San Jose Municipal	A4322S	\$120,795	\$71,861	1/1/2022 - 12/31/2023	LRP, GRP, Water Use Reports
FY 2022	Our City Forest	A4483M	-	\$290,000	7/1/2021 - 6/30/2023	Lawn Busters

1. Landscape Rebate Program.
2. Graywater Rebate Program.
3. Water Efficient Technology Rebate Program.

Table 6: Breakdown of cost-sharing agreements and monetary amounts between Valley Water, associated water retailers or municipalities, and non-profit organizations organized by fiscal year for A) Revenue brought to Valley Water and B) Expenses of Valley Water.

A

Revenue							
Retailer	2017	2018	2019	2020	2021	2022	Retailer Total
California Water	\$-	\$-	\$-	\$-	\$-	\$-	\$-
City of Cupertino	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000	\$230,500	\$830,500
City of Gilroy	\$-	\$-	\$-	\$-	\$-	\$-	\$-
City of Milpitas	\$-	\$-	\$-	\$50,000	\$50,000	\$40,000	\$140,000
City of Morgan Hill	\$167,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$417,000
City of Mountain View	\$-	\$-	\$-	\$-	\$-	\$-	\$-
City of Palo Alto	\$1,490,915	\$255,000	\$255,000	\$244,000	\$244,000	\$244,000	\$2,732,915
City of Santa Clara	\$-	\$-	\$100,000	\$100,000	\$100,000	\$100,000	\$400,000
City of Stanford	\$-	\$-	\$-	\$-	\$-	\$-	\$-
City of Sunnyvale	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Ecology Action	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Great Oaks Water	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Our City Forest	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Purissima Hills	\$-	\$-	\$-	\$-	\$-	\$-	\$-
San Jose Municipal	\$60,240	\$60,240	\$122,340	\$181,480	\$120,795	\$120,795	\$665,891
San Jose Water	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Fiscal Year Total	\$1,838,155	\$485,240	\$647,340	\$745,480	\$684,795	\$785,295	\$5,186,306

B

Expenses							
Retailer	2017	2018	2019	2020	2021	2022	Retailer Total
California Water	\$-	\$-	\$-	\$-	\$-	\$-	\$-
City of Cupertino	\$-	\$-	\$-	\$-	\$-	\$-	\$-
City of Gilroy	\$32,500	\$32,500	\$82,500	\$70,000	\$70,000	\$70,000	\$357,500
City of Milpitas	\$-	\$-	\$-	\$-	\$-	\$190,000	\$190,000
City of Morgan Hill	\$77,000	\$30,000	\$48,864	\$25,000	\$1,175,000	\$175,000	\$1,530,864
City of Mountain View	\$40,688	\$76,475	\$-	\$-	\$-	\$-	\$117,163
City of Palo Alto	\$164,625	\$-	\$-	\$750,000	\$750,000	\$750,000	\$2,414,625
City of Santa Clara	\$26,230	\$52,535	\$50,065	\$158,540	\$158,540	\$158,540	\$604,450
City of Stanford	\$-	\$-	\$-	\$-	\$-	\$-	\$-
City of Sunnyvale	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Ecology Action	\$176,875	\$176,875	\$198,077	\$198,077	\$-	\$-	\$749,904
Great Oaks Water	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Our City Forest	\$340,000	\$340,000	\$340,000	\$340,000	\$340,000	\$290,000	\$1,990,000
Purissima Hills	\$-	\$-	\$-	\$-	\$-	\$-	\$-
San Jose Municipal	\$60,240	\$60,240	\$122,340	\$181,480	\$120,795	\$71,861	\$616,956
San Jose Water	\$700,500	\$700,500	\$-	\$-	\$-	\$-	\$1,401,000
Fiscal Year Total	\$1,618,658	\$1,469,125	\$841,846	\$1,723,097	\$2,614,335	\$1,705,401	\$9,972,462

GRANTS

Grants have consistently served as a vital resource for Valley Water in accomplishing objectives established by the 2008 Water Conservation Strategic Plan and will be continued after the 2021 [Water Conservation Strategic Plan](#). Between FY 2017 and FY 2022, Valley Water strategically utilized grant funding to enhance various conservation programs and increase engagement through extensive public outreach events.

Bay Area Proposition 1 Integrated Regional Water Management Grant

Valley Water is a Partnering Agency in a Bay Area-wide Proposition 1 Integrated Regional Water Management Grant from the California Department of Water Resources in the amount of \$22,750,000. Total funding for water conservation projects is \$4,177,875. Valley Water anticipates receiving \$709,300 of grant funds over a three-year period, beginning in FY 2023. A 50% cost-share is required, bringing the total project costs for Valley Water to \$1,418,600.

Safe, Clean Water Program

In November 2020, Measure S, a renewal of Valley Water's [Safe, Clean Water Program](#), was approved. Initial project implementation entails providing approximately \$700,000 annually to increase the Landscape Rebate Program's Landscape Conversion rebate rate from \$1 per square foot to \$2 for all qualifying properties and to raise the maximum rebate from \$2,000 to \$3,000 for single-family homes and from \$50,000 to \$100,000 for multi-family homes and CII properties. The remaining funding will be used for technical assistance and educational programs.

On July 1, 2021, Valley Water launched several new and improved programs, including an increased rebate for the [Landscape Rebate Program](#) and an enhanced partnership with OCF for their [Lawn Busters Program](#). Under Lawn Busters, the payment for converting lawns to low water-use landscapes was increased from \$2 per square foot to \$4 per square foot and a series of six hands-on training workshops for the county residents was introduced. In FY 2022, Valley Water issued over \$2.3 million in Landscape Conversion rebates, of which over \$861,000 in Safe, Clean Water Program funding was utilized to provide 751 rebates for successfully converting over 861,000 square feet of lawn to low water-use landscapes.

Additionally, Valley Water is offering water-use efficiency trainings, holding a series of sustainable landscaping webinars, and developing educational materials. The webinar series is live translated in multiple languages and will be available on [watersavings.org](#). Valley Water has further leveraged this funding source by launching several pilot programs including an improved [Landscape Summit](#), the [Qualified Water Efficient Landscaping \(QWEL\)](#) training, and a new [webinar series](#) covering outdoor water conservation topics.

Valley Water has also strategically utilized Safe, Clean Water funding to contract with an irrigation professional to create an [Irrigation Scheduler Web Application](#), an online tool that would enable the public to support water conservation through irrigation efficiency. The application utilizes local weather data to create site-specific irrigation schedules and provide educational resources, such as general irrigation tips, to empower the public to better manage irrigation water-use during and between droughts. Safe, Clean Water funding has also supported the Train-the-Trainer Home-Scale Permaculture Program, a partnership with non-profit organization Smart Yards Education to host a series of weekend workshops for community members who will disseminate information to others about the importance of outdoor water resource management and conservation. Participants will gain an understanding of the impact of home-scale permaculture water management strategies ("slow it, spread it, sink it"), as well as the skills to design, implement, and maintain these systems. Additional information about Safe, Clean Water can be found at [valleywater.org](#).

CONCLUSION

Valley Water’s dedication to achieving its water conservation goals and other primary objectives marked a significant and engaging endeavor between FY 2017 and FY 2022. The agency has expanded outreach efforts, launched a multitude of new programs, provided valuable water-use efficiency resources to residents and CII properties within the county, and achieved remarkable milestones including achieving the 15% water conservation goal compared to 2019 established by the Valley Water Board’s declaration of a Water Shortage Emergency Condition and steadily increasing water savings from under 70 thousand acre-feet per year (TAFY) in FY 2017 to 80 TAFY in FY 2022 (Figure 2). Valley Water plans to continue this momentum by launching additional innovative new programs in FY 2023 and beyond that will contribute to long-term water conservation goals.

In September 2022, Valley Water entered a partnership with the Bay Area Water Supply and Conservation Agency to develop support services for water retailers in complying with the State of California’s “Making Conservation a California Way of Life” legislation (Senate Bill 606 and Assembly Bill 1668) for which regulations are currently under development. The legislation aims to create a framework to establish long-term improvements in water-use efficiency and drought planning. The support services through the partnership include the development of guidance materials which will help water retailers understand and comply with performance measure standards for their CII sector.

Valley Water’s efforts between FY 2017 and FY 2022, supported by Safe, Clean Water funding, have led to significant progress in water conservation. During this reporting period, Valley Water launched multiple innovative programs, achieved key milestones, and is well-positioned to continue Valley Water’s mission in FY 2023 and beyond.

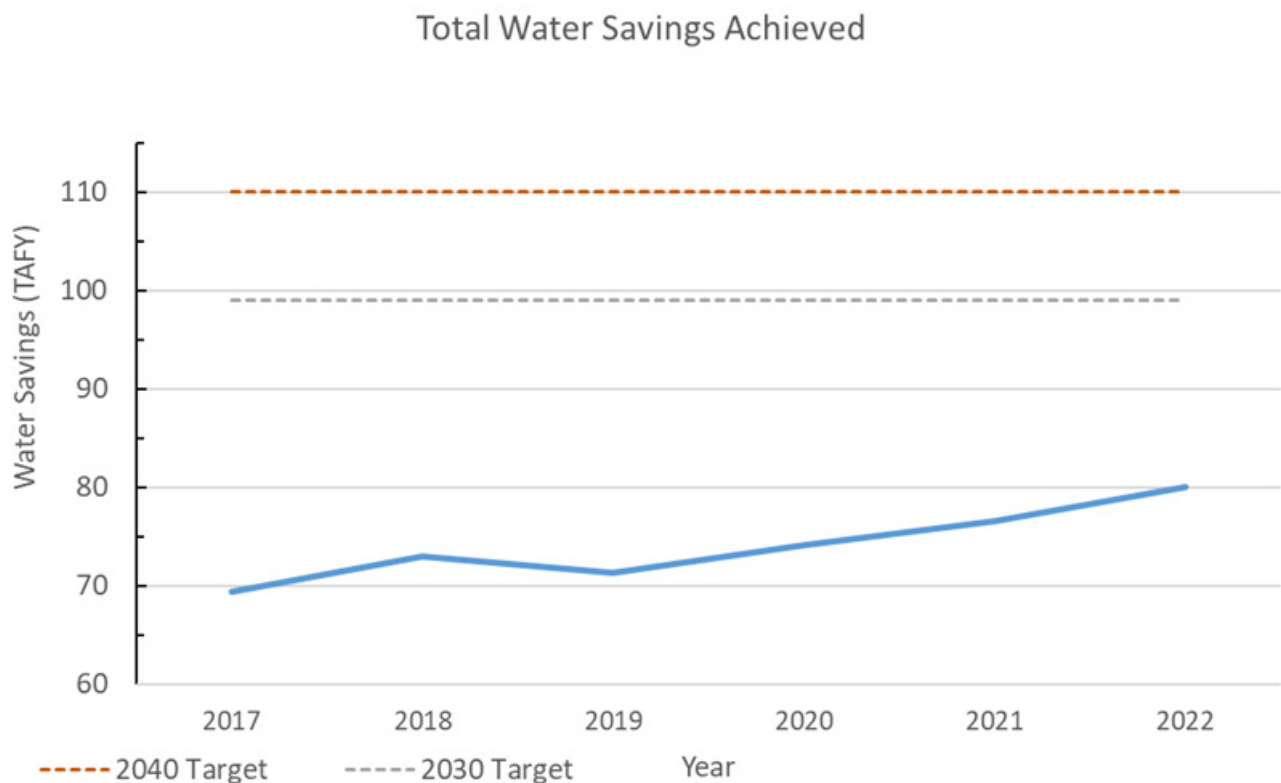


Figure 2: Annual water savings in Santa Clara County in thousand acre-feet per year (TAFY). In 2017, water savings were close to 70 TAFY and have increased steadily, reaching 80 TAFY of water savings in 2022. This positive trend highlights Valley Water’s ongoing commitment to enhancing water conservation efforts.

APPENDIX A – SUPPLEMENTAL INFORMATION FOR PROGRAMS LAUNCHED FROM FY 2017 TO FY 2022

DESCRIPTION

Appendix A provides supplemental descriptive information for programs launched during this reporting period. The programs listed provide additional detail than provided in Table 1. Participation numbers are in the report body. This information is organized alphabetically within each report section.

UNDERSTANDING WATER USE

ADVANCED METERING INFRASTRUCTURE (AMI) | JULY 2019

Valley Water started development of an AMI cost-sharing program in July 2019 to encourage the installation of AMI. Valley Water will cost-share up to \$10 per installed AMI meter and will fund 50% of the cost of the software linked to AMI, when combined with water use reports. The [2040 Water Supply Master Plan](#) provides more information on the AMI Program's goals.

OUTDOOR WATER CONSERVATION

LANDSCAPE MAINTENANCE CONSULTATION PROGRAM | MAY 2018

The Landscape Maintenance Consultation Program was developed based on recommendations from Valley Water's Landscape Committee to help Landscape Rebate Program participants learn how to properly maintain their newly converted low water use gardens. During the free, one-hour consultation, performed by Valley Water, the customer has an opportunity to walk through their garden with a landscape professional, reviewing site specific recommendations for plant maintenance and pruning, soil health, pest management, and irrigation scheduling and maintenance. The Landscape Maintenance Consultation Program continues to be offered to rebate program participants whose gardens are at least one-year established.

LANDSCAPE REBATE PROGRAM: IN-LINE DRIP IRRIGATION REBATE | JULY 2016

The Landscape Rebate Program launched the In-Line Drip Irrigation Rebate in July 2016 for projects that convert overhead sprinkler systems to in-line drip irrigation systems ([Appendix C](#)). Qualifying projects are eligible for a rebate of \$0.25 per sq ft converted.

LANDSCAPE REBATE PROGRAM: LARGE LANDSCAPE TO MULCH REBATE | JUNE 2022

The Large Landscape to Mulch Rebate Program was launched in June 2022 as a component of the Landscape Rebate Program to align with the state's upcoming ban on irrigating non-functional turf on CII properties (Assembly Bill [AB] 1572). The program also reduces the time and capital needed to comply with AB 1572 by removing the investment needed for the plant requirement component of the Landscape Conversion Rebate. Qualifying projects in CII and large multi-family (5+ units) sites are provided a base rebate of \$1 per square foot of existing, irrigated lawn converted to a minimum of 3 inches of mulch. Participating cost-sharing cities and/or water retailers offer higher rebate rates. Projects must convert a minimum of 15,000 square feet to be eligible for this program.

LANDSCAPE REBATE PROGRAM: RAINWATER CAPTURE REBATE | JANUARY 2019

Rainwater Capture Rebates were launched in January 2019 for projects that capture or divert rainwater from existing downspouts ([Appendix C](#)). Qualifying projects include the installation of rain barrels with a capacity of up to 199 gallons (up to \$35 per barrel), cisterns that are 200 gallons or more (\$0.50 per gallon), and the installation of rain gardens (\$1 per sq ft of roof area diverted, up to \$300).

INDOOR WATER CONSERVATION

FIXTURE REPLACEMENT PROGRAM | APRIL 2021

In 2020, Valley Water launched a successful fixture replacement pilot program to replace the previous CII High-Efficiency Toilet Installation Program. During the pilot, Valley Water replaced fifty-nine (59) 1.6 gallons per flush toilets (gpf) with 0.8 gpf toilets in a low-income apartment complex. The pilot program in 2020 served as the basis for the Fixture Replacement Program, which is designed as a free direct installation program to replace or retrofit toilets, urinals, faucet aerators, showerheads, and kitchen sprayers, for multi-family residences and CII Properties.

ONLINE SHOPPING CART (ECART) PROGRAM | MARCH 2021

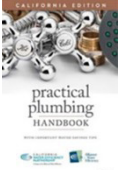
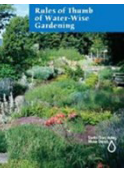
The equipment available in the online shopping cart includes faucet aerators, garden hose nozzles, leak detection tablets, showerheads, moisture meters, shower timers, yard signs, a range of literature, and much more (Table 7). Valley Water adheres to CALGreen (California's Green Building Standards Code) and Environmental Protection Agency WaterSense standards for all water efficiency fixtures it distributes when applicable. Many of the items offered through the eCart were previously available through separate programs listed below. The eCart is accessible at WaterSavings.org.

Table 7: Full list of water conservation devices and literature available to order through the eCart on launch in March 2021.

Product	Description
 Faucet Aerator	Size Dimensions: 1" x 1" x 1". This male-thread aerator is a screen that reduces faucet flows to a rate of 1.5 gallons per minute for Kitchen Faucets and 1.0 gallons per minute for Bathroom Faucets. Not WaterSense Certified.
 Leak Detection Tablets	These blue dye tablets come two per pack, with directions on the pack. Place one tablet in the tank above your toilet, and if any blue dye leaks into your bowl, your flapper is leaking! Toilet flappers (not pictured) are also provided upon request if a leak is found.
 Garden Hose Nozzle	This durable garden hose nozzle features seven different spray settings. Using a positive shut-off nozzle like this in your garden is required and uses only 2.5 gallons per minute. In comparison, an open garden hose can use up to 10 times that amount!
 Moisture Meter	Moisture meters are valuable tools to check on the moisture level in your garden and prevent over-watering.
 Irrigation Screwdriver	This handy flathead screwdriver will help with simple adjustments to fixed sprinkler heads and other select irrigation equipment. Tip is 1/8", magnetized, and protected with a vinyl safety tip. Use with caution. While the sprinkler system is running, insert the flat-bladed screwdriver to turn the center screw on top of a sprinkler head. Turn clockwise to reduce the spray distance. Turn counterclockwise to increase the spray distance if necessary. The distance changes are usually limited up to 25% of the existing range. Great for use to reduce unnecessary sprinkler overspray onto hard surfaces. If you are unsure of the intricacies of your irrigation system or require more details to properly make adjustments, please consult with a professional.
 Chrome Showerhead	Size Dimensions: 4" x 3" x 2.5". This showerhead is available in 1.75 gallons per minute (gpm) *WaterSense Certified

Product	Description
 White Showerhead	Size Dimensions: 4" x 3" x 2.5". This showerhead is available in 1.75 gallons per minute (gpm) *WaterSense Certified
 Shower Timer	Size Dimensions: 4" x 3" x 2.5". This showerhead is available in 1.75 gallons per minute (gpm) *WaterSense Certified
 Water-Wise DIY Home Survey Kit	The Water Wise Home Survey Do-It-Yourself Kit comes with an easy to follow booklet in four languages. It includes a Practical Plumbing Guide (in Spanish), a list of Valley Water's current water conservation programs, two toilet leak detection dye tablets, and a flow measurement bag.
 Summary of Water Conservation Rebates and Free Services	Available to download or in print in English, Spanish, written Chinese, and Vietnamese. Contact us for copies.
 Landscape Rebate Program Overview	Available to download or in print. Contact us for copies.
 Graywater Rebate Program Overview	Available to download or in print in English, Spanish, written Chinese, and Vietnamese. Contact us for copies.

Product	Description
 Water Conservation Programs for Multi-Family Residential and CII Properties	Available to download or in print. Contact us for copies.
 Submeter Rebate Program Overview	Available to download or in print. Contact us for copies.
 WET Rebate Program Overview	Available to download or in print. Contact us for copies.
 Artificial Turf Frequently Asked Questions	Available to download or in print. Contact us for copies.
 Getting Started with Graywater	Available to download or in print. Contact us for copies.
 Rainwater Capture Frequently Asked Questions	Available to download or in print. Contact us for copies.

Product	Description
 Gardening for Wildlife with Native Plants	From Bay Nature Magazine, learn how native-plant landscapes can promote wildlife habitat in urban and suburban environments. Available in print only. Order here.
 Practical Plumbing Handbook	Provides you with useful information on conserving water and fixing many common problems such as leaky faucets, running toilets, and inefficient irrigation systems. This handbook explains just a few of the ways that you can conserve water while keeping your home in tip-top condition. It is not intended to help you fix major plumbing issues. Available in print only in English or Spanish. Order here.
 Rules of Thumb of Water-Wise Gardening	A must-read for re-landscaping your yard, including design, soil, watering wisely and hydrozoning, and landscape care and maintenance. Available in print only in Spanish. Order here.
 Soil Matters	Learn about different soil types in the Bay Area, how different soil layers interact, and why managing soils is essential to a water-efficient and healthy landscape. Available in print only. Order here.



Commercial Faucet Aerator Program | 2010 - 2021

Between 2010 and the launch of the eCart Program, Valley Water has offered free 0.5 gallon per minute faucet aerators to qualifying businesses and schools. Much of the distribution in recent years is due to a direct distribution program called WaterLink, which was administered by a local non-profit organization, Ecology Action, and focused on water and energy efficiency direct installation measures. Distribution of faucet aerators is now offered through the eCart, which delivers them by mail to CII properties in the county.

Pre-Rinse Spray Valve Program | 2010 - 2021

Pre-rinse spray valves (PRSVs) are designed to remove food waste from dishes prior to dishwashing and are often used in commercial kitchens. In previous years, Valley Water partnered with other agencies to offer a direct installation program for high-efficiency PRSVs. In 2010 Valley Water purchased a quantity of PRSVs with a flow rate of 1.15 gallons per minute for distribution to CII sites, especially those identified through Valley Water's previous CII Water Survey Program.

Sustainable Landscape Guidelines: A Watershed Approach to Landscaping

Published in Spring 2021, the book covers how-to and best practice information on building a healthy living soil, selecting local, climate-appropriate, water-wise plants, upgrading to high-efficiency irrigation equipment, capturing rainwater, and reusing graywater. A limited run of hard copies was created, as well as a digital version which is accessible online through the eCart. The book is available in English, Spanish, Vietnamese, and written Chinese.

Water Wise Indoor Survey Do-It-Yourself (DIY) Kit | 2010 - Present

Free DIY Water Wise Indoor Survey Kits evaluate residential water use efficiency. The kit includes a step-by-step instruction guide, a flow-rate testing bag, and toilet leak testing tablets. Virtual kits are also available in the form of step-by-step companion videos available in multiple languages (English, Spanish, written Chinese and Vietnamese) that walk residents through each step. After completing the survey, residents can request free items such as low-flow faucet aerators, showerheads, and toilet flappers.

EDUCATION & OUTREACH

BAY AREA QUALIFIED WATER EFFICIENT LANDSCAPER (BAYQWEL) TRAININGS | SEPTEMBER 2019

The BayQWEL Training is a regional professional certification program designed for landscape designers, landscape supervisors, maintenance and irrigation technicians, and park maintenance staff with a focus on water-saving sustainable landscaping techniques. The trainings were initially offered in-person from 2019 to early 2020 in English and Spanish, then adapted to an online curriculum following COVID-19 Shelter-in-Place restrictions later in 2020. Those who become QWEL certified by passing the exam and completing the irrigation audit will be listed as an industry pro on the QWEL website.

COST SHARING AGREEMENTS | ONGOING

Valley Water is able to incentivize participation in specific service areas by automatically applying the funding to a customer's approved and completed project. Once funds are provided to customers, Valley Water is reimbursed by the partnering agency. Additionally, Water Conservation staff provides funding to participating water retailers to improve the cost-effectiveness of AMI and water use reports. These efforts contribute significantly to strategies that improve water-use efficiency by reducing leaks in the county.

MEDIA CAMPAIGNS | ONGOING

Valley Water typically performs annual media campaigns to advertise its programs and promote water conservation in the county. During each year in this reporting period, Valley Water has reliably launched water conservation media campaigns in the county. Media campaigns conducted between FY 2020 and FY 2022 are covered in the main body of this report.

Launch of 2018 Media Campaign

In April 2018, Valley Water launched its annual water conservation campaign to promote participation through LRP and the Water Wise Outdoor Survey Program. The campaign lasted from April 2018 to November 2018 and included a promotion with the San Jose Giants. English print advertisements for water conservation appeared in the San Jose Mercury News and the Metro. Multilingual ads also appeared in El Observador, Vietnam Daily News, and Sing Tao Daily. Radio ads ran in four languages: Mandarin (KSQQ & KVTO), Vietnamese (KVVN and KSJX), Spanish (KBRG) and English (KCBS). Digital ads ran as online banners in various websites including The Mercury News and San Jose Inside online versions as additional free-of-

cost promotions, as well as social media advertisements on Facebook, Twitter, Instagram and Pinterest. Valley Water staff also produced approximately 220,000 printed copies promoting Valley Water programs for water retailer partners to distribute to customers ([Appendix C](#)).

Launch of 2019 Media Campaign

In June 2019, Valley Water continued promoting landscape conversion through LRP by launching the “Yards Have Evolved” media campaign. The campaign lasted from June 2019 to October 2019. During the campaign, Valley Water purchased three billboard ads in proximity to home improvement and garden stores through Outfront Media to promote LRP participation. English print ads were disseminated through full-page ads in the Metro Weekly News. Digital ads in English, Spanish, Vietnamese, and Mandarin were run through El Observador, Cali Today, SF World Journal News, and Facebook. Radio ads ran in four languages: English (KBAY, KEZR, and KRTY), Spanish (KBRG), Vietnamese (KVVN), and Mandarin (KSQQ).



Launch of Spring Campaigns | April – June 2021

Media outreach included media advisories and media availability on water supply, conservation and infrastructure projects, including the Anderson Dam Seismic Retrofit Project and the Purified Water Project, board columns for publications, and statements from the Chair on topical water supply news stories such as snow survey data and infrastructure reliability. Planned social media, blogs and NextDoor posts highlighted conservation and rebate programs, investments in infrastructure and technology, and efforts to secure a safe, clean, and reliable water supply. Social media posts on conservation, drought preparation and infrastructure investments were provided weekly.

SAFE, CLEAN WATER PROGRAM RENEWAL (MEASURE S) | NOVEMBER 2020

In 2000, voters approved the Clean, Safe Creeks and Natural Flood Protection Plan, and then again in 2012 as the Safe, Clean Water and Natural Flood Protection Program. This Program included funding for a Water Conservation Grants Program to identify new, innovative technologies that could potentially be incorporated into Valley Water’s long-term conservation program.

SOUTH BAY GREEN GARDENS | MARCH 2017

The mission of the website is to conserve water, prevent pollution and promote healthy soils through sustainable landscaping. Examples of website pages include an events page with trainings and workshops, a page on partnering with insects, a page on edible gardening, a page on pest management, and a page on landscape design.

WEBINAR SERIES | APRIL – OCTOBER 2022

Valley Water offered a series of six virtual webinars. Live language interpretation services were provided to extend access to non-English speakers. Valley Water invited local professionals to share their expertise and provide resources to help enhance public knowledge of drought conditions, associated watering regulations and maintaining water efficient landscapes and irrigation systems.

APPENDIX B – SUPPLEMENTAL INFORMATION FOR PROGRAMS LAUNCHED PRIOR TO FY 2017

DESCRIPTION

Appendix B provides supplemental descriptive information for programs launched prior to FY 2017 that were ongoing during the reporting period. Participation numbers are in the report body. This information is organized alphabetically within each report section.

UNDERSTANDING WATER USE

SUBMETER REBATE PROGRAM

Beginning as a pilot in 2001 that was extended in 2008, the Submeter Rebate Program provides a rebate for every submeter installed at multi-family housing complexes, such as mobile home parks and condominium complexes. In FY 2016, the rebate amount increased from \$100 to \$150. Individual well owners and homes on a shared well also qualify. In 2018, state law SB-7 went into effect requiring new apartments and other rental housing to be submetered. Valley Water plans to continue offering the Submeter Rebate Program to reach the region's long-term savings goals.

WATER USE REPORTS

Water use reports provide customers with their own water use information and connect them to Valley Water's water conservation programs, water conservation tips, and water conservation resources. Water use reports, sent by mail or online, have been shown to be effective at encouraging residents and businesses to save water and, when combined with AMI, can inform customers about water leaks quickly. In FY 2014, Valley Water started a program to share costs with the local water retailers.

OUTDOOR WATER CONSERVATION

GRAYWATER PROGRAMS

On January 1, 2014, Valley Water began offering a Graywater Laundry-to-Landscape Rebate Program of \$100 per installed system. In response to the drought, the rebate increased to \$200. The Cities of Cupertino, Milpitas, Morgan Hill, Palo Alto, and San Jose Municipal cost-share with this program to increase the rebate to \$400.

From October 2018 to June 2020, Valley Water contracted Ecology Action to train 20 contractors in graywater system installations and receive a continuing education certificate through the Green Gardener Program. Training occurred over 16 instructional hours and 8 hands-on training hours installing a graywater system at a residence. Licensed contractors were eligible to install graywater systems through Ecology Action.

LANDSCAPE REBATE PROGRAM

Valley Water began to focus on water efficient landscapes by launching a version of the program in early 2005. The original program offered rebates to residential and CII sites for the replacement of approved high-water using landscape with low-water use plants, mulch and permeable hardscape.

Currently, any property in the county with qualifying high-water using landscape (lawn and pools) can receive rebates for converting to qualifying low water using landscape with a minimum of 50% qualifying plant coverage; 2 inches of mulch; and a conversion from overhead irrigation to drip, micro spray, bubbler, or no irrigation.

In July 2021, the rebate rate available through the program increased from \$1 per square foot to \$2 from Safe Clean Water funding. Total Landscape Rebate Program site caps were also increased from \$2,000 to \$3,000 for single-family and small multi-family (1-4 units) properties and was doubled from \$50,000 to \$100,000 for CII and multi-family (5 or more units) properties. To make the program more efficient and responsive, Valley Water brought in WaterWise Consulting to assist with program field work, such as onsite verification for residential and commercial rebates. Also, onsite pre-inspection processes have been expanded to include expedited options through Google Earth and, at times when COVID-19 restrictions prevented onsite inspections, self-guided measurements were accepted as well. Rebate rates for all rebates offered through the Landscape Rebate Program are available in Table 8.

The Landscape Rebate Program also offered rebates to upgrade existing irrigation controllers to WBICs. Sometimes referred to as "smart controllers", WBICs utilize the principles of evapotranspiration or "ET" to automatically calculate a site-specific

irrigation schedule based on several factors, including plants and soil type. The controller then adjusts the irrigation schedule as local weather changes to regulate unnecessary irrigation, saving 20% of irrigation water use on average.

Table 8: Rates for various water conservation conversion rebates offered through the Landscape Rebate Program in FY 2022.

Rebate Type	Single Family/Small Multi- family (4 or fewer units)	Commercial, Industrial, Institutional, and large Multi-family (5 or more units)
Landscape Conversion	\$2.00 per square foot	
Irrigation Equipment		
High-Efficiency Nozzles	Up to \$5/nozzle	
Rotor Sprinklers or Spray Bodies with Pressure Regulation and/or Check Valves	Up to \$20/body	
Rain Sensor	Up to \$50/sensor	
Dedicated Landscape Meter, Flow Sensor*, Hydrometer*	Up to \$1,000/meter	
Weather Based Irrigation Controller, 1-12 Stations**	Up to \$300/controller	
Weather-Based Irrigation Controller, 13-24 Stations**	Up tp \$1,000/controller	
Weather-Based Irrigation Controller, 25 Stations Or Greater**	Up to \$2,000 per controller	
In-line Drip	\$0.25/sqft	
Rainwater Capture		
Rain Barrel (40-199 gals)	Up to \$35 per barrel	
Cistern (200 gals min)	\$0.50 per gallon	
Rain Garden	\$1.00/sqft (up to \$300)	
Total Lifetime Combined Rebate Per Site Type	\$3,000	\$50,000

LARGE LANDSCAPE PROGRAM

The Large Landscape Program (formerly known as the Landscape Water Use Evaluation Program) launched in May 2014 for sites that use potable or recycled water for landscaping. Valley Water works closely with participating water retailers to market and leverage this program for participating sites. All sites enrolled in the program receive a monthly water usage report. The reports provide an objective evaluation of a site's water use at a glance for every billing period. Various data inputs, including irrigated area, vegetation types, type of irrigation system, and daily weather (evapotranspiration minus effective rainfall) are included in a detailed calculation to develop the water budgets. Sites are encouraged to share the monthly reports with everyone involved in landscape decision making at the site, including the bill payer, site manager, landscape contractor and board members. Sites are also eligible to receive a complimentary on-site landscape field survey by an irrigation expert and receive a thorough investigation of the site's irrigation issues.

Similar to the Water Wise Outdoor Survey Program, Valley Water has offered and provided some iteration of Large Landscape Surveys in the county since 1994 and site-specific landscape water budgets in 2014. Landscape managers have been provided water-use analyses, scheduling information, in-depth irrigation evaluation, a site-specific water budget, and recommendations for affordable irrigation upgrades. Each site receives a detailed report upon completion of the survey. An annual report is produced to recap the previous year's efforts. Previously a stand-alone program for surveys or budgets, starting in 2015, both programs were offered through the Large Landscape Program.

LAWN BUSTERS PROGRAM

In September 2015, Valley Water executed an Agreement with OCF a local non-profit organization, to provide \$340,000 to fund OCF's Lawn Conversion Program (Lawn Busters Program). Since the start of the Lawn Busters Program, Valley Water added \$110,000 to the contract, for a total of \$450,000, and OCF has converted roughly 200,000 square feet of lawn to low-water use landscapes. In targeting low-income, elderly, disabled, and United States veteran homeowners and institutions, the Lawn Busters

Program is intended to help Valley Water meet its short-term drought response goals as well as its long-term savings goals. By partnering with OCF, Valley Water combines resources and implements the program more cost-effectively than would be possible otherwise. The program aims to assist those who do not have the upfront capital to participate in the Landscape Rebate Program.

Valley Water also co-funded seven Lawn Busters DIY workshop with OCF in 2022. During these monthly two-day workshops (day one is virtual, day two is in-person) residents learn how to convert their own lawns into a drought tolerant landscape. Participants were given the opportunity to remove a turf lawn, install plants, and place mulch at a residential site at each workshop.

WATER WISE OUTDOOR SURVEY PROGRAM

The Water Wise Outdoor Survey Program is a free consultation from a trained irrigation professional for residences and CII properties in the county, similar to the Large Landscape Program. In February 2017, this program incorporated the Water Wise House Call Program, Valley Water's previous program that offered indoor water-use audits and water conservation device installation. The Water Wise Outdoor Survey includes a customized report for each property, including detection of any apparent leaks or inefficiencies, suggestions for irrigation scheduling, and recommendations for money-saving landscape rebates. This program can survey up to ½-acre of landscape at single family, small multi-family, and CII sites with a working irrigation system. Unlike most water conservation programs, customers in San Jose Water's service area qualify for their CATCH Program and not this program. For further details, visit [SJwater.com/catch](https://sjwater.com/catch).

In Spring 2022, this program was transitioned from an in-house program to a vendor run program and an online request form.

WATER WASTE PROGRAM

In response to the previous drought (2014 – 2016) in September 2014, Valley Water created a [Water Waste Program](#) (formerly known as the Water Waste Inspector Program), to facilitate and respond to reports of water waste and violations of local water use restrictions and to educate the public about the drought and Valley Water's numerous conservation programs. In June 2022, Valley Water's board adopted Ordinance No. 22-02 to expand the Water Waste Program to enforce outdoor water use restrictions by residents and CII properties ([Appendix C](#)). In September 2022 (FY 2023), Valley Water's board amended the water waste enforcement ordinance to allow Valley Water to enforce the State of California's ban against watering decorative lawns on CII properties.

There are several ways to report water waste on a property within the county:

- Email WaterWise@valleywater.org
- Call the Water Wise Hotline at (408) 630-2000
- Use the Access Valley Water Portal, available on the valleywater.org website, or as a mobile application (iPhone & Android).

Six inspectors were hired to respond to reports of water waste throughout the county, and ultimately transitioned to WaterWise Consulting. The inspectors had no enforcement authority up until 2022, but they provided citizens with information on retailer water-use restrictions, Valley Water conservation rebate programs and referred repeat offenders to the appropriate water retailer for city and/or county for action.

Enforcement includes the ability to issue fines, ranging from \$100 up to \$10,000 in extraordinary circumstances, to property owners only after repeated notices fail to result in compliance. Valley Water collaborates with water retailers on how to best handle water waste reports in their respective service area. The focus of the program remains on education to ensure water waste is corrected.

INDOOR WATER CONSERVATION

RESIDENTIAL HIGH EFFICIENCY CLOTHES WASHER REBATE PROGRAM

Valley Water had offered rebates for new, qualifying water-efficient clothes-washers since 1995. In 2008, Valley Water partnered with Pacific Gas and Electric (PG&E) and other participating Bay Area water agencies to streamline both water-efficiency and energy-efficiency rebate programs and allow customers to use one application to apply for both rebates. Since 2015 until FY 2017, Valley Water had provided a \$100 rebate in conjunction with PG&E's \$50 rebate to provide a combined maximum rebate of \$150 for Energy Star Most Efficient washers.

WATER EFFICIENT TECHNOLOGY REBATE PROGRAM

To encourage CII properties to implement permanent water reduction measures, unique projects that meet program requirements are eligible for a rebate based on either the lesser of \$4 per CCF or up to 100% of equipment costs excluding taxes

and labor, up to \$100,000. Projects must save at least 100 cubic feet of water annually. Examples of such projects are generally unique to specific industries such as ozone laundry systems or technologies to reduce potable water use when maintaining ice rinks, with myriad other examples. Cost-sharing agreements increase the rate and maximum rebate in some areas.

WATER WISE HOUSE CALL PROGRAM

The Water Wise House Call Program was a program that was ongoing between 1998 and 2017 through which Valley Water technicians and a contractor installed free toilet flappers, showerheads, aerators, measured fixture flow rates, checked for toilet flapper leaks, and offered conservation information. Surveyors also test the customer's irrigation system for distribution uniformity, calculate and program a personalized irrigation schedule, and provide landscaping tips. The survey also served as a pre-inspection for the Landscape Rebate Program.

AGRICULTURAL WATER CONSERVATION

MOBILE IRRIGATION LAB PROGRAM

The [Mobile Lab Program](#) offers free services for growers in the county including:

- irrigation systems evaluations;
- seasonal irrigation and soil moisture monitoring;
- seasonal crop canopy monitoring;
- irrigation system design consultation;
- irrigation scheduling decision support;
- and connecting growers to a network of agency resources.

This program is intended to be a long term, multi-year program that engages growers and develops strong grower relationships. All growers in the water district's service area are eligible to receive a thorough irrigation system evaluation that includes a distribution uniformity assessment, a system audit that checks pressure readings throughout the system and identifies major leaks or breaks, and a summary report with recommendations that can be used to help improve overall irrigation system performance. Selected growers are also able to utilize intensive season long irrigation efficiency services that include the aforementioned system evaluation along with irrigation water flow monitoring with flow meters, soil moisture monitoring, and weekly irrigation scheduling recommendations based on crop type and size, soil type, and local evapotranspiration data.

EDUCATION & OUTREACH

COMMUNITY PRESENTATIONS

Community presentations provide opportunities for Valley Water to talk directly to the public and to educate residents and businesses about water conservation. Examples of community presentations Valley Water has given include Graywater Laundry to Landscape workshops and presentations to schools, local universities, industry association gatherings, nursery staff, community gardens, native plant society members, corporate events, local Master Gardeners, PG&E's Water Conservation Showcase, and many more.

DEMONSTRATION GARDENS

In 2013, Valley Water converted all rotors and sprinklers to in-line drip as part of an on-site demonstration garden on Valley Water's campus. This garden includes plant signs informing the public of the species name and water requirements of the plants on campus. An interactive map, which geotags the labeled plants, was also created for Valley Water's demonstration garden. Visitors can use the interactive map while doing a self-guided walking tour of Valley Water's campus.

GROWING NATIVES GARDEN TOUR

To showcase exemplary native plant gardens, Valley Water has been a sponsor of the Growing Natives Garden Tour every spring since 2003. These native plant gardens demonstrate the beauty and efficiency of well-maintained native gardens to residents of Santa Clara and San Mateo counties. In addition to showcasing native plants, at least one garden offers native plants for sale each year.

LANDSCAPE SUMMIT

The Landscape Summit is an annual event started in 2016 developed through Valley Water's Landscape Committee. It is a forum for professional landscapers to learn about water issues in the county and in California, and how water relates to the landscape industry. It's also an opportunity for Valley Water to get valuable feedback from landscape professionals, and for attendees to collaborate and exchange ideas. Each Summit is recorded and posted on valleywater.org, with the last two taking place virtually as a result of COVID-19. Since 2016, Valley Water has hosted the following seven Landscape Summits:

- The inaugural 2016 event, "Landscape Summit: Water in Our Community and the Future of Landscaping" was hosted on May 26, 2016 to 116 attendees.
- The 2017 Landscape Summit was hosted on April 20, 2017 and had 111 attendees. The following topics were featured: State of the Valley's Water, Residential Landscape Project featuring Native Landscape, Large-Scale Landscape Conversion Projects, Landscape Conversion and Innovative Water Management, and Graywater and Rainwater Projects.
- The 2018 Landscape Summit was hosted on February 1, 2018 and had 103 attendees. The following topics were featured: State of the Valley's Water, Water Management Projects for an Apartment Complex, TERRA Outdoor Classroom Project at Yerba Buena High School, Residential Sustainable Landscape Project, and Residential Rainwater Harvesting Project.
- The 2019 Landscape Summit was hosted on February 28, 2019 and had 117 attendees. The following topics were featured: State of the Valley's Water, ReScape California Rated Landscape Program, Maintenance and Design of Bioretention and other Green Stormwater Infrastructure, Sustainable Landscaping Success Through a Partnership Between Design, Installation, and Maintenance, and Design and Maintenance Considerations for Fire Safe Landscaping.
- The 2020 Landscape Summit was hosted on February 27, 2020 and had 135 attendees. The following topics were featured: State of the Valley's Water, Climate Reality: Regeneration of the Landscape, and Climate Positive Design.
- The 2021 Landscape Summit was hosted virtually on February 25, 2021 and had 149 attendees. The following topics were featured: State of the Valley's Water, Our City Forest Community Nursery and Lawn Busters, Sharing and Increasing Community Skills in Permaculture Design, Build, and Care, and Save Our Water and Our Trees.
- The 2022 Landscape Summit is described in the report body.

NURSERY PROGRAM

To increase the public's awareness of water-efficient gardening techniques, Valley Water developed the Nursery Program in 1995. This program distributes a series of educational materials to nurseries, irrigation supply stores, and box store retailers throughout the county. To display the materials, the program includes literature racks offering free informational materials about water-wise gardening, efficient irrigation techniques, drought-resistant plants, drip irrigation, and Valley Water's water conservation programs.



APPENDIX C – SUPPLEMENTARY MATERIALS & FLIERS FOR CONSERVATION PROGRAMS

DESCRIPTION

Appendix C contains additional materials that provide further insight into the conservation programs discussed in the main body of the report as well as general context surrounding the period when many programs were launched or updated. Due to the format and size of these supplementary materials, they are included as separate attachments to ensure the integrity and readability of the main report. Please note that no Water Conservation Rebates and Programs Flier was developed for 2020.

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**BOARD OF DIRECTORS
SANTA CLARA VALLEY WATER DISTRICT**

RESOLUTION NO. 21-68

**RESCINDING RESOLUTION 17-43, DECLARING A WATER SHORTAGE
EMERGENCY CONDITION CALLING FOR WATER USE RESTRICTIONS, AND
URGING THE COUNTY OF SANTA CLARA TO PROCLAIM A LOCAL EMERGENCY**

WHEREAS, a public hearing was held on June 9, 2021, on the matter of whether the Santa Clara Valley Water District (Valley Water) Board of Directors should declare that a water shortage emergency condition exists within Santa Clara County (County); and

WHEREAS, notice of said hearing was published on June 2, 2021, in the *San Jose Mercury News*, a newspaper of general circulation printed and published within the County; and

WHEREAS, at said hearing, all persons present were given an opportunity to be heard by the Board; and

WHEREAS, the Board heard and considered public testimony, staff's presentation, and other evidence presented at said hearing; and

WHEREAS, the County is in its second consecutive year of drought, and the County is now in an extreme drought condition according to the United States Drought Monitor; and

WHEREAS, pursuant to Water Code Section 350 a "governing body of a distributor of a public water supply, whether publicly or privately owned and including a mutual water company, shall declare a water shortage emergency condition to prevail within the area served by such distributor whenever it finds and determines that the ordinary demands and requirements of water consumers cannot be satisfied without depleting the water supply of the distributor to the extent that there would be insufficient water for human consumption, sanitation, and fire protection"; and

WHEREAS, the Board seeks to conserve the limited water supply of Valley Water for the greatest public benefit with particular regard to public health, fire protection, and domestic use without threatening local land subsidence, by ensuring the conservation of water, by avoiding the waste of water, and to the extent necessary and by reason of the existing water shortage emergency condition, by reducing water use in the County in a manner that is fair and equitable; and

WHEREAS, on March 22, 2021, the California State Water Resources Control Board mailed early warning notices to water rights holders in California, including Valley Water, urging them to plan for potential shortages by reducing water use and adopting practical conservation measures; and

WHEREAS, local watershed runoff was substantially limited in the 2020 and 2021 water years due to extreme dry conditions and Valley Water's current local surface water storage as of June 1 is at 26 percent of the 20-year average; and

WHEREAS, Anderson Reservoir is Valley Water's largest surface water reservoir and holds up to 89,278 acre-feet of water—more than all of Valley Water's other nine surface water reservoirs combined; and

WHEREAS, on February 20, 2020, the Federal Energy Regulatory Commission, for public health and safety reasons, ordered Valley Water to drain Anderson Reservoir to deadpool beginning no later than October 1, 2020; and

WHEREAS, Anderson Reservoir has been drained to deadpool and will not be available as a surface water storage facility for the duration of the Anderson Dam Seismic Retrofit Project, which is expected to last 10 years; and

WHEREAS, the availability of Coyote Reservoir, Valley Water's second largest reservoir, is also limited because of California Department of Water Resources Division of Safety of Dams storage limits; and

WHEREAS, due to the unavailability of Anderson Reservoir and limited availability of Coyote Reservoir due to regulatory restrictions, Valley Water's ability to store water locally for groundwater recharge and water treatment plant supplies, and as a buffer to mitigate against current and future water shortages, is significantly limited; and

WHEREAS, the snowpack in the northern Sierra Nevada Mountains was 5 percent of normal and the statewide snow water equivalent was zero percent of normal as of June 1, 2021; and the 2021 State Water Project allocation is 5 percent, and the 2021 South-of-Delta Central Valley Project allocation is currently 25 percent for Municipal & Industrial water and zero percent for Agricultural water; and

WHEREAS, there is significant uncertainty as to local and statewide water supply conditions, and imported supplies may continue to be negatively impacted; and

WHEREAS, Santa Clara County relies heavily on unpredictable imported water to supplement local water to supply its drinking water treatment plants, to replenish the local groundwater basins, and to prevent adverse community impacts such as the return of historic overdraft and land subsidence in northern Santa Clara County; and

WHEREAS, through careful groundwater management, Santa Clara County groundwater storage at the start of 2021 was well within the "Normal" stage (Stage 1) of Valley Water's Water Shortage Contingency Plan, but without additional water use reduction this storage is expected to drop significantly by as much as 80,000 acre-feet by the end of 2021 due to limited recharge and increased pumping as a result of drought conditions, reduced imported water allocations, and the loss of Anderson Reservoir as a surface water storage facility; and

WHEREAS, if drought conditions continue into 2022 and imported water supplies continue to be severely limited, the worst case scenario projects groundwater to drop to the "Emergency" stage (Stage 5) of the Water Shortage Contingency Plan without additional water use reduction, which would greatly increase the risk of resumed land subsidence in northern Santa Clara County, risk wells going dry in residential areas of the County where groundwater is the sole source of drinking water, and risk that the ordinary demands and requirements of water consumers will not be satisfied without depleting the water supply to the extent that there would be insufficient water for human consumption, sanitation, and fire protection; and

WHEREAS, due to historic groundwater overdraft, the greater San José metropolitan area and heart of Silicon Valley had up to 14 feet of permanent subsidence, which resulted in seawater

Rescinding Resolution 17-43, Declaring a Water Shortage Emergency Condition Calling for
Water Use Restrictions, and Urging the County of Santa Clara to Proclaim a Local Emergency
Resolution No. 21-68

intrusion, increased flood risk, and widespread damage to infrastructure, conservatively estimated to cost over \$947 million in 2021 dollars; and

WHEREAS, over 3,000 domestic wells users in southern Santa Clara County depend on groundwater for potable water supplies and these wells are often more vulnerable than public water supply wells, which are typically deeper; and

WHEREAS, Valley Water must maintain sufficient groundwater storage to guard against land subsidence, meet local water demands, cope with supply interruptions from natural disasters and ensure sufficient water for fire protection; and

WHEREAS, it is Valley Water's policy and is in the interest of Valley Water and the community to reduce the severity and occurrences of drought or dry weather induced water shortages by encouraging water use reduction measures so that available water supplies can meet at least 80 percent of average annual demand in drought years; and

WHEREAS, Santa Clara County and the region are subject to reoccurring droughts of varying severity, such as those prompting Valley Water to call for water use reductions in 1977, 1987 to 1992, 2007 to 2010; and

WHEREAS, Santa Clara County and California experienced a historic, multiyear drought from 2012 to 2016, prompting Valley Water to call for mandatory water use reductions between 20 to 30 percent since 2014; and

WHEREAS, on June 13, 2017, by Resolution 17-43, Valley Water continued its call for a voluntary 20 percent water use reduction (as compared to 2013 water use), and called for efforts to make water conservation a way of life; and

WHEREAS, on April 27, 2021, the Board voted to call for a voluntary 25 percent water use reduction (as compared to 2013 water use); and

WHEREAS, continuing the progress and momentum of community water use reductions and water wise efforts to make water conservation a way of life will improve long-term water supply reliability; and

WHEREAS, increasing long-term water conservation efforts and improving water use efficiency; strengthening local and regional drought planning; and increasing water supply and land use planning coordination are critical to Santa Clara County's resilience to drought, which may be intensified in the future with climate change; and

WHEREAS, Valley Water continues to work closely with its retail water agencies, untreated surface water customers, well owners, farmers, regulatory agencies, state and federal project operators, other water districts, and local municipalities and land use agencies to develop common sense approaches with the goal of achieving drought resiliency.

NOW, THEREFORE BE IT RESOLVED that the Board of Directors of the Santa Clara Valley Water District hereby:

1. Rescinds Board Resolution 17-43; and
2. Declares pursuant to California Water Code Section 350 that a water shortage emergency condition now prevails within the County and a continued supply of water cannot be assured for human consumption, sanitation, and fire protection without threatening local land subsidence, and that such water shortage emergency condition shall continue until the Valley Water's Board adopts a finding determining otherwise; and
3. Establishes a water reduction program pursuant to Article C(4)(c) of Valley Water's treated water contracts by calling for water retailers to achieve a water use reduction equal to 33 percent of 2013 water use (15 percent of 2019 water use), which will result in a 23 percent reduction of Valley Water treated water scheduled deliveries to water retailers while such water reduction program is in effect; and
4. Commits to aggressively promote its conservation programs and information for the public, residents, businesses, agricultural and untreated water customers, and retailers to support all sectors in reducing water use; and
5. Urges Santa Clara County farmers and untreated water customers to consider the water shortage emergency condition in planting and irrigation practices; and
6. Calls for the public to restrict outdoor watering of ornamental landscapes or lawns with potable water to a maximum of three days a week; and
7. Urges local enforcement of other water waste restrictions currently in effect by local agencies and retailers, or as may be amended; and
8. Requests that the Santa Clara County Board of Supervisors proclaim a local emergency now exists throughout the County due to drought conditions; and
9. Supports local adoption and enforcement of additional water waste restrictions by cities, retailers, and the County as needed to achieve the water use reduction target of 15 percent of 2019 water use (33 percent of 2013 water use); these may include prohibitions against the following:
 - Use of potable water for more than minimal landscaping, as defined in the landscaping regulated of the jurisdiction or as described in Article 10.8 of the California Government Code in connection with new construction;
 - Excessive use of water: when a utility has notified the customer in writing to repair a broken or defective plumbing, sprinkler, watering or irrigation system and the customer has failed to affect such repairs within five business days, the utility may install a flow restriction device;
 - Use of potable water that results in flooding or runoff in gutters or streets;

Rescinding Resolution 17-43, Declaring a Water Shortage Emergency Condition Calling for Water Use Restrictions, and Urging the County of Santa Clara to Proclaim a Local Emergency
Resolution No. 21-68

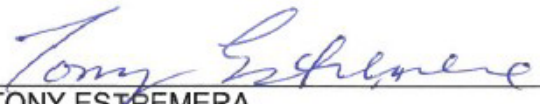
- Individual private washing of cars with a hose except with the use of a positive action shut-off nozzle. Use of potable water for washing commercial aircraft, cars, buses, boats, trailers, or other commercial vehicles at any time, except at commercial or fleet vehicle or boat washing facilities operated at a fixed location where equipment using water is properly maintained to avoid wasteful use;
 - Use of potable water for washing buildings, structures, driveways, patios, parking lots, tennis courts, or other hard-surfaced areas, except in the cases where health and safety are at risk;
 - Use of potable water to irrigate turf, lawns, gardens, or ornamental landscaping by means other than drip irrigation, or hand watering without quick acting positive action shut-off nozzles, on a specific schedule, for example: 1) before 9:00 a.m. and after 5:00 p.m.; 2) every other day; or 3) selected days of the week;
 - Use of potable water for street cleaning with trucks, except for initial wash-down for construction purposes (if street sweeping is not feasible), or to protect the health and safety of the public;
 - Use of potable water for construction purposes, such as consolidation of backfill, dust control, or other uses unless no other source of water or other method can be used;
 - Use of potable water for construction purposes unless no other source of water or other method can be used;
 - Use of potable water for street cleaning;
 - Operation of commercial car washes without recycling at least 50 percent of the potable water used per cycle;
 - Use of potable water for watering outside plants, lawn, landscape, and turf areas during certain hours if and when specified in CPUC Tariff Schedule No. 14.1 when the schedule is in effect;
 - Use of potable water for decorative fountains or the filling or topping off of decorative lakes or ponds. Exceptions are made for those decorative fountains, lakes, or ponds which utilize recycled water;
 - Use of potable water for the filling or refilling of swimming pools;
 - Service of water by any restaurant except upon the request of a patron; and
 - Use of potable water to flush hydrants, except where required for public health or safety.
10. Recommends cities, retailers, and the County consider adopting water waste restrictions that are permanent.

Rescinding Resolution 17-43, Declaring a Water Shortage Emergency Condition Calling for
Water Use Restrictions, and Urging the County of Santa Clara to Proclaim a Local Emergency
Resolution No. 21-68

PASSED AND ADOPTED by the Board of Directors of the Santa Clara Valley Water District by
the following vote on June 9, 2021:

AYES: Directors R. Santos, N. Hsueh, T. Estremera, B. Keegan, G. Kremen,
L. LeZotte, J. Varela
NOES: Directors None
ABSENT: Directors None
ABSTAIN: Directors None

SANTA CLARA VALLEY WATER DISTRICT


TONY ESTREMER
Chair, Board of Directors

ATTEST: MICHELE L. KING, CMC


Clerk, Board of Directors

**BOARD OF DIRECTORS
SANTA CLARA VALLEY WATER DISTRICT**

ORDINANCE NO. 22-02

**A FIRST AMENDED AND RESTATED ORDINANCE OF
SANTA CLARA VALLEY WATER DISTRICT ADOPTING DROUGHT
OUTDOOR WATER CONSERVATION AND ENFORCEMENT MEASURES**

The Board of Directors of Santa Clara Valley Water District does ORDAIN as follows:

SECTION 1: PURPOSE

- 1.1 Due to water shortage conditions existing in the service area of the Santa Clara Valley Water District (Valley Water), as well as historically low imported water allocations of Valley Water's State Water Project (SWP) and Central Valley Project (CVP) supplies, the purpose of this ordinance is to establish mandatory outdoor water conservation measures with corresponding enforcement measures as part of a mandatory outdoor water conversation program. To ensure Valley Water continues providing a safe, reliable water supply when its supplies are limited due to current or future shortage conditions, the measures in this water conservation program are intended to preserve and extend Valley Water's available water supply in Santa Clara County and to reduce the hardship on the general public to the greatest extent possible. They are also aimed at ensuring the efficient use of Valley Water's water supply outdoors to maintain sufficient supplies to meet public health, safety and welfare needs during uncertain water supply conditions.
- 1.2 Valley Water adopts this ordinance consistent with Article X, Section 2 of the California Constitution pursuant to its authority under Water Code Section 350 et seq, Water Code Section 375 et seq, and the Santa Clara Valley Water District Act, (Stats. 1951, ch. 1405, p. 3336 et seq., West's Ann. Wat.—Appen. (1999 ed. & 2012 supp.) ch. 60, p. 354 et seq.).

SECTION 2: DEFINITIONS

- 2.1 "Turf" means a ground cover surface of non-native, ornamental grass, or a ground cover surface of mowed grass. Annual bluegrass, Kentucky bluegrass, Perennial ryegrass, Red fescue, and Tall fescue are cool-season grasses. Bermudagrass, Kikuyugrass, Seashore Paspalum, St. Augustinegrass, Zoysiagrass, and Buffalo grass are warm-season grasses.
- 2.2 "Non-Functional Turf" means Turf that is solely ornamental and does not serve a community or neighborhood function, including, use for recreational purposes, or civic or community events.
- 2.3 "Incidental Runoff" means unintended amounts (volume) of runoff, such as unintended, minimal overspray from sprinklers that escapes the area of intended use. Water leaving an intended use area is not considered incidental if it is part of the facility or system design, if it is due to excessive application, if it is due to intentional overflow or application, or if it is due to negligence.
- 2.4 "Property Owner" means the owner of the land where a possible violation of one or more of the water waste prohibitions described in Subsection 3.1 of this ordinance is occurring.
- 2.5 "Water Retailer" means municipalities or investor-owned water retailers that supply potable water made available by Valley Water to Property Owners.

SECTION 3: OUTDOOR DROUGHT WATER WASTE PROHIBITIONS

- 3.1 Violations of the prohibitions set forth below are subject to the enforcement measures described in Section 4. All Property Owners in Santa Clara County who receive potable water supplied or managed by Valley Water either directly or indirectly by a Water Retailer shall not do any of the following:
- (a) irrigate Non-Functional Turf more than 2 days a calendar week.
 - (b) irrigate any outdoor landscape between the hours of 9:00 AM and 6:00 PM.
 - (c) apply potable water to any outdoor landscape in a manner that causes more than Incidental Runoff. More than Incidental Runoff includes water that flows onto an adjacent property, non-irrigated areas, private and public walkways, roadways, parking lots, or structures.
 - (d) apply potable water to any outdoor landscape during and within 48 hours after measurable daily rainfall of at least one fourth of one inch (0.25 inches) of rain. In determining whether measurable daily rainfall of at least fourth of one inch (0.25 inches) of rain occurred on a property, enforcement will be based on records of the closest weather station to the property available from the National Weather Service (weather.gov) or the Valley Water ALERT website (valleywateralert.org/scvwd/pgi.php).
 - (e) apply potable water to Non-Functional Turf at commercial, industrial and institutional sites, including homeowner's associations.
- 3.2 The use of potable water is not prohibited to the extent necessary to ensure the health of trees and other perennial non-Turf plantings or to the extent necessary to address immediate health and safety, sanitation, or fire protection needs as determined by the fire marshal. Unless otherwise permitted by the fire marshal, the watering permitted under this Subsection 3.2 must be completed in a manner that prevents runoff.

SECTION 4: ENFORCEMENT

- 4.1 For violations set forth in Subsection 3.1, the following enforcement procedures 4.1 (a) – (e) shall apply. Valley Water will emphasize an educational approach to addressing reported violations of water waste prohibitions to encourage water conservation and to prevent water waste.

Reports of water waste will be made through public complaints to Valley Water. For Property Owners who receive potable water supplied or managed by Valley Water either directly or indirectly by a Water Retailer, steps 4.1 (a) – (e) will be followed. If the property is supplied by a Water Retailer, Valley Water will notify the Water Retailer of each complaint. Valley Water will offer Water Retailers the opportunity to initiate their own enforcement process established for their respective service area at either steps 4.1 (a), (b), or (c). While the Water Retailer pursues its enforcement process, Valley Water will not conduct any of the steps in its enforcement process.

If the Water Retailer does not initiate its own enforcement process, or if the Water Retailer who previously initiated its enforcement process requests that Valley Water resume its enforcement process, then Valley Water will perform the remaining steps between 4.1 (a) – (e) that Valley Water has not yet completed.

- (a) Notice of Report of Violation

If a report of a violation of outdoor water waste prohibitions in Subsection 3.1 is submitted to Valley Water, a Notice of Report of Violation will be issued to the Property Owner. A Notice of Report of Violation will contain information on how to

An Ordinance of Santa Clara Valley Water District Adopting Drought Outdoor Water
Conservation and Enforcement Measures Amended and Restated Ordinance No. 22-02

correct violations and a warning that failure to correct a violation within fourteen (14) calendar days from the issuance date of that written notification may result in future enforcement action. No administrative fine is issued by Valley Water at this time.

(b) Notice of Second Report of Violation

If a second report of a violation of outdoor water waste prohibitions in Subsection 3.1 is submitted to Valley Water for the same property following fourteen (14) calendar days and within twelve (12) calendar months of the issuance of a Notice of Report of Violation, Valley Water or its contractors shall conduct a site visit of the property to document the violation, if possible, and provide a door hanger. The door hanger will state that failure to comply with water waste prohibitions may result in future enforcement action. Furthermore, Valley Water will send the Property Owner a Notice of Second Report of Violation.

(c) Notice of Third Report of Violation

If a third report of a violation of outdoor water waste prohibitions in Subsection 3.1 is submitted to Valley Water for the same property following fourteen (14) calendar days from the issuance of a Notice of Second Report of Violation and within twelve (12) calendar months of the issuance of a Notice of Report of Violation, Valley Water will send a Notice of Third Report of Violation to the Property Owner. This will state that the Property Owner may receive administrative fines for uncorrected violations.

(d) Notice of Violation

Valley Water or its contractors will conduct a site visit of the property following fourteen (14) calendar days following the issuance of a Notice of Third Report of Violation to document the violation. If the violation is continuing, then Valley Water will send a Notice of Violation to the Property Owner which will state that the Property Owner is now subject to administrative fines for uncorrected violations.

The Property Owner is subject to an administrative fine of up to one-hundred dollars (\$100) for each violation found. Notwithstanding the foregoing, Valley Water may impose an administrative fine of up to ten thousand dollars (\$10,000) in extraordinary circumstances where it finds that: the Property Owner had actual notice of the water waste prohibition found to be violated; the Property Owner's conduct was intentional; and the amount of water involved was substantial.

(e) Repeat Violations

Valley Water will conduct a site visit thirty-one (31) days following the issuance of a Notice of Violation, or when a subsequent report of violation of outdoor water waste prohibitions in Subsection 3.1 is submitted to Valley Water following thirty-one (31) calendar days from the issuance of a Notice of Violation and within twelve (12) calendar months of the issuance of a Notice of Report of Violation, to determine if the confirmed violation is continuing. If the violation is continuing, the Property Owner shall be subject to an additional administrative fine of up to ten thousand dollars (\$10,000). For each successive violation, the Property Owner is subject to an additional administrative fine of five hundred dollars (\$500) for each additional day that the violation continues.

SECTION 5: HEARING

- 5.1 A Property Owner subject to an administrative fine will be provided notice and may request a hearing to present evidence that the violation did not occur by following the procedure set forth below:
- (a) Within thirty (30) calendar days of receiving a Notice of Violation, the Property Owner mails a written request for a hearing to the Clerk of the Board, 5750 Almaden Expressway, Valley Water, San José, CA 95118-3686. For purposes of this Section 5, the request for hearing shall be deemed received by Valley Water on the day it arrives at Valley Water. The Clerk of the Board shall notify the Property Owner, in writing, of the place, date and time of the hearing, which shall take place no earlier than thirty (30) calendar days after a Notice of Violation was issued.
 - (b) The Chief Executive Officer or designee shall conduct a hearing considering all applicable facts and issue a written decision. The Chief Executive Officer's or designee's decision shall be final.
 - (c) Any administrative fine not timely contested in a hearing per this Section 5 shall be deemed final.

SECTION 6: EFFECTIVE DATE

NOW, THEREFORE BE IT ORDAINED by the Board of Directors of the Santa Clara Valley Water District that this ordinance shall be in effect starting on September 13, 2022.

PASSED AND ADOPTED by the Board of Directors of the Santa Clara Valley Water District by the following vote on September 13, 2022:

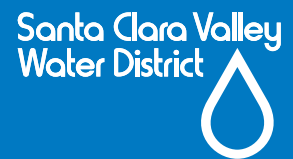
AYES: Directors: T. Estremera, R. Santos, N. Hsueh, B. Keegan, G. Kremen, J. Varela

NOES: Directors: None

ABSENT: Directors: L. LeZotte

ABSTAIN: Directors: None

Water Conservation Rebates and Programs



Water conservation: A California way of life!

The Santa Clara Valley Water District truly appreciates the community's response to our call for reduced water use. Thank you! It's important that going forward we continue to practice daily water conservation. The water district is pleased to offer the following programs:

Landscape Rebate Program

Sites wishing to participate in the Landscape Rebate Program must complete a pre-inspection and submit an application for approval **before** beginning any work on their project.

Landscape Conversion Rebate

Santa Clara County single family homes, multi-family and business/institutional properties with qualifying high water using landscape (i.e., irrigated turf or functional swimming pool) can receive a rebate of \$1/sq foot for converting high-water-using landscape to low-water-using landscape. This amount may be higher in some cost-sharing areas.

For more information or to schedule a pre-inspection, please call the Water Conservation Hotline at (408) 630-2554. All applications will be held to a total rebate cap (for both the Landscape Conversion Rebate and the Irrigation Equipment Upgrade Rebate combined) of \$2,000 for Single Family and Multi-family (4 or fewer units) and \$20,000 for all Commercial sites and Multi-family (5 or more units).

Irrigation Equipment Upgrade Rebate

Rebates are offered for replacing old, inefficient irrigation equipment with new, qualifying high efficiency equipment, including the following:

- Install a dedicated landscape meter, flow sensor or hydrometer for a rebate up to \$1,000.
- Replace old sprinkler nozzles and bodies with high efficiency sprinkler nozzles (up to \$5 each) and rotor sprinklers or spray bodies with pressure regulation and/or check valves (up to \$20 each).
- Convert existing pop-up sprinklers to an in-line drip irrigation system for a rebate of \$0.25 per square foot.
- Convert an existing irrigation timer to a qualifying weather-based irrigation controller (rain sensor required) for a rebate of up to \$300 (for a 1-12 station controller), \$1,000 (for a 13-24 station controller) or \$2,000 (for a 25+ station controller). Rain sensors are rebated up to \$50.

See above for pre-inspection and rebate cap information. For more information, please call (408) 630-2554.

Graywater Laundry to Landscape Rebate Program

Receive \$200 per residential site for properly connecting a clothes washer to a graywater system. This amount may be higher in some cost-sharing areas. No pre-inspection required! Wait for approval before beginning any work on your project. Download the application and find how-to-videos at watersavings.org. For more information, please call (408) 630-2554.



VOW
VALUE OUR WATER

Get more tips at
watersavings.org

**VOW to use
every gallon wisely.**

Water Wise Survey Program

This two-part program will help you save water indoors and out. Sign up for one or both!

- During the **Water Wise Outdoor Survey** offered to single family and small multi-family sites (under ½ acre) in Santa Clara County, a trained irrigation professional will complete a comprehensive evaluation of the irrigation system, flagging issues onsite, adjusting the irrigation controller and creating a custom report detailing the survey findings.
- For the **Do-It-Yourself Water Wise Indoor Survey**, customers are able to request a kit to evaluate indoor water use that includes a flow rate bag for testing shower and sink flow rates and dye tablets for testing toilets for leaks. Included in the kit will be a step-by-step guide to evaluate your own water use. Customers who complete the survey can request free conservation items for their homes, such as low flow faucet aerators and showerheads and toilet flappers.

To schedule an inspection or request a DIY Kit, please call (408) 630-2554.

Landscape Survey Program

Commercial, industrial, institutional, and multi-family complexes with over ½ acre of landscape area within Santa Clara County may be eligible for a free landscape field survey. Professional irrigation auditors perform free site evaluations to provide recommendations for improving system efficiency.

To find out if your site can benefit from a landscape field survey, please call (408) 630-2554.

Commercial Rebate Program

Commercial rebates are available for qualifying facilities in Santa Clara County that replace or update equipment which results in a measurable water reduction. The rebate is currently \$4 per 100 cubic feet of water saved per year, or 50 percent of the project cost, whichever is less. For more information, please call (408) 630-2554.

Submeter Rebate Program

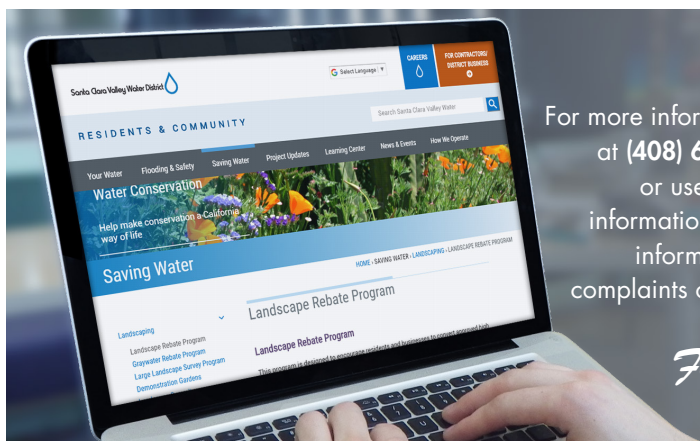
Mobile home parks, apartment and condominium complexes in Santa Clara County can receive up to \$150 per installed water submeter for changing from a master water meter to individual water submeters. For more information, please call (408) 630-2554.

Report Water Waste

The water district's water waste inspectors respond to reports of water waste and violations of local water use restrictions. To report water waste, you may select any of these convenient options: call (408) 630-2554; email drought@valleywater.org; download our Access Valley Water app; or go to Access Valley Water from the QR code below or at valleywater.org.

Before purchasing equipment or beginning any project, customers should check eligibility requirements at www.watersavings.org or call the water district's water conservation hotline at (408) 630-2554.

All programs are subject to funding availability and certain restrictions apply.



CONTACT US

For more information, contact the **Water Conservation Hotline** at (408) 630-2554, email conservation@valleywater.org or use our **Access Valley Water** customer request and information system at valleywater.org to find out the latest information on district projects or to submit questions, complaints or compliments directly to a district staff person.

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To get eNews,
drop an email to:
info@valleywater.org

Water Conservation Rebates and Programs



Water conservation: A California way of life!

The Santa Clara Valley Water District (Valley Water) truly appreciates the community's response to our call for reduced water use. Thank you! It's important that going forward we continue to practice daily water conservation. Valley Water is pleased to offer the following programs:

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Those wishing to participate in the Landscape Rebate Program must complete a pre-inspection and submit an application for approval **before** beginning any work on their project.

Landscape Conversion Rebate

Santa Clara County single family homes, multi-family and business/institutional properties with qualifying high-water-using landscape (i.e., irrigated turf or functional swimming pool) can receive a rebate of \$1/square foot for converting a high-water-using landscape to a low-water-using landscape. This amount **may be higher** in some areas.

Rainwater Capture Rebates

- Install a qualifying rain barrel to collect rain water from existing downspouts for a rebate up to \$35/barrel.
- Receive a rebate of \$0.50/gallon for diverting existing downspouts to qualifying cisterns.
- Install a rain garden to collect roof water runoff for a rebate of \$1/square foot of roof area diverted, up to \$300.
- Rebate amounts **may be higher** in some areas.

Irrigation Equipment Upgrade Rebate

Rebates are offered for replacing old, inefficient irrigation equipment with new, qualifying high efficiency equipment, including the following:

- Install a dedicated landscape meter, flow sensor or hydrometer for a rebate up to \$1,000.
- Replace old sprinkler nozzles and bodies with high efficiency sprinkler nozzles (up to \$5 each) and rotor sprinklers or spray bodies with pressure regulation or check valves (up to \$20 each).
- Convert existing pop-up sprinklers to an in-line drip irrigation system for a rebate of \$0.25/sq. ft.

- Convert an existing irrigation timer to a qualifying weather-based irrigation controller (rain sensor required) for a rebate up to:
 - » \$300 for 1-12 station controller
 - » \$1,000 for a 13-24 station controller
 - » \$2,000 for a 25+ station controller
 - » Rain sensors are rebated up to \$50

For more information or to schedule a pre-inspection, please start the online application process by visiting scvwd.dropletportal.com or call the Water Conservation Hotline at **(408) 630-2554**.

Please Note:

All Landscape Rebate Program applicants will be held to a total rebate cap (for the Landscape Conversion Rebate, Rainwater Capture Rebate, and the Irrigation Equipment Upgrade Rebate combined) of \$2,000 for single family and multi-family (4 or fewer units) and \$50,000 for all commercial sites and multi-family (5 or more units). Rebate cap may be higher in some areas.

Graywater Laundry to Landscape Rebate Program

Receive \$200 per residential site for properly connecting a clothes washer to a graywater system. This amount **may be higher** in some cost-sharing areas. Download the application and find how-to-videos at watersavings.org. For more information, please call **(408) 630-2554**. No pre-inspection required! Wait for approval **before** beginning any work on your project.



Water Wise Survey Program

This two-part program will help you save water indoors and out. Sign up for one or both!

- For the **Do-It-Yourself Water Wise Indoor Survey**, customers are able to request a kit to evaluate indoor water use that includes a flow rate bag for testing shower and sink flow rates and dye tablets for testing toilets for leaks. Included in the kit will be a step-by-step guide to evaluate your own water use. Customers who complete the survey can request free conservation items for their homes, such as low flow faucet aerators and showerheads and toilet flappers. To request a DIY Kit, please call **(408) 630-2554**. The DIY Kit is also available at watersavings.org.
- During the **Water Wise Outdoor Survey** receive a free, comprehensive, consultation from a trained irrigation professional. The consultation includes evaluating the irrigation system, flagging issues onsite, identifying rebate programs you could qualify for, and creating a custom report detailing the survey findings. Offered to single family and small multi-family sites (under ½ acre of landscape area) in Santa Clara County with a working irrigation system. To schedule a survey call **(408) 630-2000** or email waterwise@valleywater.org. A recent copy of your water bill will be requested when scheduling the survey.

Large Landscape Survey Program

Commercial, industrial, institutional, and multi-family complexes with over ½ acre of landscape area within Santa Clara County may be eligible for a free landscape field survey. Professional irrigation auditors perform free site evaluations to provide recommendations for improving system efficiency.

To find out if your site can benefit from a landscape field survey, please call **(408) 630-2554**.

Commercial Rebate Program

Receive up to \$50,000 to replace or update equipment with Water Efficient Technology that results in measurable water reduction. Available to qualifying facilities in Santa Clara County including commercial, industrial, and institutional facilities like schools and hospitals. The rebate is \$4 per 100 cubic feet of water saved per year, or 50% of the project cost, whichever is less (the rebate rate and maximum amount **may be higher** in some areas). Wait for approval **before** beginning any work on your project. For more information, please call **(408) 630-2554** or visit watersavings.org.

Submeter Rebate Program

Mobile home parks and apartment and condominium complexes in Santa Clara County can receive \$150 per installed water submeter for changing from a master water meter to individual water submeters. For more information, please call **(408) 630-2554**.

Report Water Waste

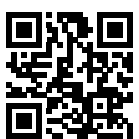
Valley Water's water waste inspectors respond to reports of water waste and violations of local water use restrictions. To report water waste, you may select any of these convenient options: call **(408) 630-2000**; email waterwise@valleywater.org; download our Access Valley Water app; or go to Access Valley Water from the QR code below or at valleywater.org

*Before purchasing equipment or beginning any project, customers should check eligibility requirements at www.watersavings.org or call the Valley Water's Water Conservation Hotline at **(408) 630-2554**.*

All programs are subject to funding availability and certain restrictions apply.

CONTACT US

For more information, contact the **Water Conservation Hotline** at **(408) 630-2554** or by email at conservation@valleywater.org. Or use our **Access Valley Water** customer request and information system at valleywater.org to find out the latest information on Valley Water projects or to submit questions, complaints or compliments directly to a Valley Water staff person.



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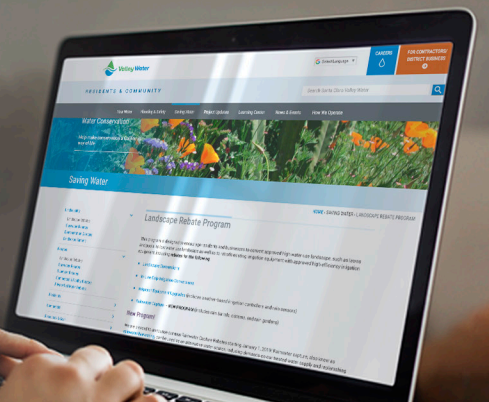


valleywater



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Water Conservation Rebates and Programs



Water Conservation: Are You Drought Ready?

These rebates are designed to make water conservation easier, helping you to make your Santa Clara County home or business drought ready.

Online Shopping Cart

Chances are, you are using more water in your home or business than needed. Valley Water offers free water conservation devices that can help you save water. Visit cloud.valleywater.org/shopping-cart to order your **FREE** gear and literature today!



We're here to help!

To learn more about our rebate programs, including specific program details and contact information, please reach out to us. Since there are eligibility requirements for these rebate programs, **before purchasing equipment or starting any project, please check with us** via email, by phone or online.



(408) 630-2554



www.watersavings.org



conservation@valleywater.org

NOTE: All programs are subject to funding availability and certain restrictions apply. The rebate rate and maximum amounts **may be higher** in some areas.

Landscape Rebate Program

To start, submit an online application for approval and to be scheduled for a pre-inspection before beginning any work on your project. For more information or to schedule a pre-inspection, visit valleywater.dropletportal.com.

Landscape Conversion Rebates

Any property with qualifying high-water-using landscapes (i.e., irrigated turf or functional swimming pools) can receive a rebate of at least \$2/square foot for converting a high-water-using landscape to a low-water-using landscape.

Irrigation Equipment Upgrade Rebate

Rebates are offered for replacing old, inefficient irrigation equipment with new, qualifying high-efficiency equipment, including:

- Installation of a dedicated landscape meter, flow sensor or hydrometer for a rebate up to \$1,000.
- Replacement of old sprinkler nozzles and bodies with high-efficiency sprinkler nozzles (up to \$5 each).
- Replacement of old rotor sprinklers or spray bodies with either pressure regulation or check valves (up to \$20 each).
- Conversion of existing pop-up sprinklers to an inline drip irrigation system for a rebate of \$0.25/sq. ft.
- Installation of a rain sensor to avoid watering while it's raining for a rebate up to \$50.
- Conversion of an existing irrigation timer to a qualifying smart controller for a rebate up to:
 - » \$300 for 1-12 station controller
 - » \$1,000 for a 13-24 station controller
 - » \$2,000 for a 25+ station controller

Rainwater Capture Rebates

Rebates are available for rainwater capture installation or diversion efforts such as:

- Installation of a qualifying rain barrel to collect rain water from existing downspouts for a rebate of at least \$35/barrel.
- Diverting existing downspouts to qualifying cisterns to receive a rebate of at least \$0.50/gallon.
- Installation of a rain garden to collect roof water runoff for a rebate of at least \$1/square foot of roof area diverted, up to \$300.

Rebate Caps

All Landscape Rebate Program applicants will be held to a total rebate cap (for the Landscape Conversion Rebate, Rainwater Capture Rebate, and the Irrigation Equipment Upgrade Rebate combined).

- \$3,000 for single family and multi-family (4 or fewer units)
- \$50,000 for all commercial sites and multi-family (5 or more units).

Rebate caps may be higher in some areas.

[continued on back »](#)

Graywater Laundry to Landscape Rebate Program

Receive at least \$200 per residential site for enabling your clothes washer to irrigate your yard with graywater. Apply online and find how-to-videos at watersavings.org. No pre-inspection required, but wait for approval before beginning any work on your project.

Water Wise Survey Program

This two-part program will help you save water indoors and out. Sign up for one or both!

- Request a free **Do-It-Yourself Water Wise Indoor Survey Kit** to evaluate your home's water use efficiency. The kit includes a step-by-step instruction guide, a flow-rate testing bag and toilet leak testing tablets. After completing the survey, you can request free items such as low-flow faucet aerators, showerheads, and toilet flappers. See the Online Shopping Cart section for more details!
- Request a free **Water Wise Outdoor Survey** consultation from a trained irrigation professional. The visit will result in a customized report for your property, including any apparent leaks or inefficiencies, suggestions for irrigation scheduling, and recommendations for money-saving landscape rebates. We can survey up to ½ acre of landscape at single family or small multi-family sites, with a working irrigation system. To get started, have a recent copy of your water bill on-hand and call **(408) 630-2000** or email waterwise@valleywater.org. If you are a customer of San Jose Water Company, please contact them directly.

Fixture Replacement Program

Replace old qualifying fixtures for **FREE!** Inefficient fixtures can be replaced for free by licensed plumbers at qualifying multi-family and business/institutional properties. Inefficient fixtures that qualify include toilets, urinals, showerheads, faucet aerators, and pre-rinse spray valves. Sign up at www.blusinc.com, call **800-597-2835**, or customerservice@blusinc.com.

Submeter Rebate Program

Mobile home parks, apartments and condominium complexes can receive at least \$150 per installed water submeter by upgrading from a single meter.

Large Landscape Program

Commercial, industrial, institutional and multi-family complexes with over ½ acre of landscape area may be eligible for a free landscape field survey. Professional irrigation auditors perform free site evaluations to provide recommendations for improving system efficiency. Free landscape water budgets are available for some sites, which compares your actual irrigation use to a site-specific budget. Visit waterfluence.com to see if your site already receives this free benefit. Sign up for a survey at watersavings.org.

Commercial and Facility Rebates

Receive up to \$100,000 for replacing or updating equipment with water efficient technology that results in measurable water reduction. This custom rebate based on the measured amount of water saved is available to qualifying facilities including commercial, industrial and institutional facilities like schools and hospitals. The rebate is at least \$4 per 100 cubic feet of water saved per year, or 100% of the project cost (excluding labor and taxes), whichever is less.

Report Water Waste

Help local residents and businesses save money and preserve our shared water supply by confidentially reporting water waste and leaks. We appreciate your detailed observations, and photos are a big help. Any specific notes like location, date and time, or frequency will help our inspectors follow up. To report water waste, you may do one of the following:

- Use our Access Valley Water app (by downloading or using the QR code)
- Email waterwise@valleywater.org
- Call (408) 630-2000



CONTACT US

For more information, contact the **Water Conservation Hotline** at **(408) 630-2554** or by email at conservation@valleywater.org. Or use our **Access Valley Water** customer request and information system at valleywater.org to find out the latest information on Valley Water projects or to submit questions, complaints or compliments directly to a Valley Water staff person.

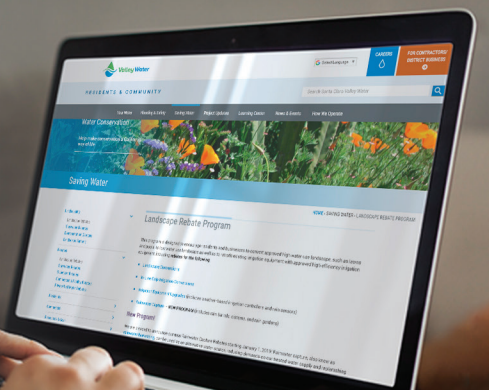


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<https://delivr.com/2uz9z>



Water Conservation Rebates and Programs



Say YES to Saving Water!

Valley Water's water conservation rebates and programs are designed to make water conservation easier, helping you say YES to saving water. Learn more about all of our conservation programs and resources by visiting watersavings.org.

Online Shopping Cart

Valley Water offers free water conservation devices that can help you save water. You can request free water efficient devices and free resources to evaluate your water use efficiency. Visit cloud.valleywater.org/shopping-cart to order your FREE gear and literature today!

Landscape Rebate Program

The Landscape Rebate Program can help you create beautiful drought resilient landscapes. Get started by finding more information at valleywater.dropletportal.com. Make sure you submit an online application for approval and schedule a pre-inspection **before beginning any work** on your project.

■ Rebate Caps

The following landscape rebate site caps apply to the combined program components, including Landscape Conversion, Large Landscape Lawn to Mulch, Irrigation Equipment Upgrade and Rainwater Catchment.

- \$3,000 for single-family or multi-family residential properties (4 or fewer units)
- \$100,000 for all commercial, industrial, institutional properties or multi-family residential properties (5 or more units)

Rebate rates and caps may be higher in some areas. Other programs are capped separately.

■ Landscape Conversion

Any property with qualifying high-water using landscapes (i.e., lawn or functional swimming pools) can receive a rebate of at least \$2 per square foot (sq. ft.) for converting to a drought resilient landscape.

■ Large Landscape Lawn to Mulch

Any commercial, industrial, institutional properties or multi-family residential properties can receive a rebate of at least \$1 per sq. ft. for converting a qualifying lawn to a minimum of 3 inches of mulch (minimum 15,000 sq. ft. lawn area). The irrigation system watering any trees in the converted lawn area needs to be converted to a low-flow irrigation system. Golf course options are offered.



A converted low-water use garden featuring California poppies in bloom.

■ Irrigation Equipment Upgrade

Rebates are offered for replacing old, inefficient irrigation equipment with new, qualifying high-efficiency equipment, including:

- High-efficiency nozzles (up to \$5 each)
- Rotor sprinklers or spray bodies with pressure regulation and or check valves (up to \$20 each)
- Rain Sensors (up to \$50)
- Flow sensors, hydrometers, and dedicated landscape meters (up to \$1,000)
- Smart irrigation controllers (up to \$300-\$2,000 each)
- Sprinkler to In-Line Drip Conversion (\$0.25 per sq. ft.)

■ Rainwater Capture

Rainwater capture or diversion projects collecting rainwater from existing downspouts can receive rebates for the following:

- Rain barrels up to 199 gallons (up to \$35 per barrel)
- Cisterns 200 gallons or more (\$0.50 per gallon)
- Rain gardens (\$1 per sq. ft. of roof area diverted, up to \$300)

Graywater Rebate Program

Receive at least \$200 per home for transforming your clothes washer into a graywater system. Plants don't need drinking water to thrive: reuse graywater in your yard! Apply online and find how-to videos at watersavings.org. No pre-inspection is required but **wait for approval before beginning any work**.

Landscape Surveys

Request to have your landscape and irrigation system surveyed by a trained irrigation professional for FREE. Following the survey, the specialist will provide you with a customized report, outlining any apparent leaks or inefficiencies, suggestions for irrigation scheduling, and recommendations for money-saving landscape rebates. Whether your landscape is small or large, we have a program to fit your needs.

Water Wise Outdoor Survey Program

A Water Wise Outdoor Survey is for landscapes at single-family, small commercial, industrial, institutional properties or multi-family residential sites up to half an acre. To get started, have a recent copy of your water bill on hand and submit a request at valleywater.org/outdoor-survey.

Call **408-630-2000** or email waterwise@valleywater.org with questions. If you are a customer of San Jose Water Company, please contact them directly to schedule a CATCH survey at **408-279-7900** or customer.service@sjwater.com.

Large Landscape Program

A Large Landscape Survey is for landscapes at commercial, industrial, institutional properties or multi-family residential common areas with over half an acre. Also, free landscape water budgets are available for some properties, which compare your actual irrigation use to a property specific budget. Visit waterfluence.com to see if your property already receives this free benefit. Request a survey at watersavings.org.

Commercial and Facility Rebates

Receive up to \$100,000 for replacing or updating equipment with water-efficient technology that results in measurable water savings. This custom rebate based on the measured amount of water saved is available to qualifying facilities including facilities like businesses, schools, hospitals and government buildings. The rebate is \$4 per 100 cubic ft. of water saved per year, or 100% of the project cost (excluding labor and taxes), whichever is less.

Fixture Replacement Program

Replace old qualifying fixtures for FREE! Inefficient fixtures can be replaced for free by licensed plumbers at qualifying commercial, industrial, institutional properties or multi-family residential properties. Inefficient fixtures that qualify include toilets, urinals, showerheads, faucet aerators, and pre-rinse spray valves. Sign up at blusinc.com, call **800-597-2835**, or customerservice@blusinc.com.

Submeter Rebate Program

Submeters can save 10-30% of water used! Received at least \$150 per installed water submeter by upgrading from a single meter. Accessory dwelling units (ADUs or granny units), mobile home parks, apartments, and condominium complexes can qualify. There is no rebate cap when all eligibility requirements are met.

Report Water Waste

Help local residents and businesses preserve our shared water supply by confidentially reporting water waste and violations of outdoor water-use restrictions. Any specific notes like location, date and time, or frequency will help our inspectors follow up. To report water waste, you may do one of the following:

- Use our Access Valley Water app (by downloading or using the QR code)
- Email waterwise@valleywater.org
- Call **408-630-2000**



CONTACT US

To find out the latest information on Valley Water projects or to submit questions or comments, use our **Access Valley Water** customer request system at access.valleywater.org.



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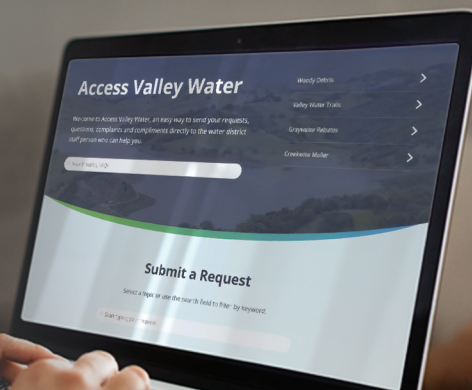
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Valley Water

Clean Water • Healthy Environment • Flood Protection

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