

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

RESOLUTION NO. 23-52

CALLING FOR WATER CONSERVATION AS A WAY OF LIFE IN SANTA CLARA COUNTY

WHEREAS, locally and across California, severely dry conditions resulted in a historic multi-year drought beginning in 2020; and

WHEREAS, on June 9, 2021, the Board of Directors (Board) of the Santa Clara Valley Water District (Valley Water) adopted Resolution 21-68 in response to drought, which declared a water shortage emergency condition pursuant to California Water Code §350 and called for mandatory water use reduction of 15 percent as compared to 2019 water use; and

WHEREAS, as of March 16, 2023, Santa Clara County is no longer in drought conditions according to the U.S. Drought Monitor, and Valley Water's local and imported water supplies are above average in 2023; and

WHEREAS, on April 11, 2023, the Board adopted Resolution 23-24, which rescinded Resolutions 21-68 and 22-20 and called for voluntary water conservation of 15 percent as compared to 2019 water use; and

WHEREAS, continuing the progress and momentum of community water use reductions and water use efficiency to make water conservation a way of life will improve long-term water supply reliability and help maintain groundwater levels in Santa Clara County; and

WHEREAS, increasing long-term water conservation efforts is critical to Santa Clara County's resilience to droughts, which are a reoccurring phenomenon for the county and state, and which may be intensified with climate change; and

WHEREAS, through its current Ends Policy E-2.4, the Board established a water supply policy to increase regional self-reliance through water conservation by focusing Valley Water's efforts on maximizing utilization of all demand management tools, and incentivizing water conservation and water use efficiency; and

WHEREAS, the State of California is developing a regulatory framework for Making Water Conservation a California Way of Life, and Valley Water will align with this effort as appropriate; and

WHEREAS, by making small changes in daily habits, residents and businesses in our county can make a big difference in ensuring sufficient water for current and future generations; and

WHEREAS, Valley Water has been and continues to be a leader in water conservation by short-term savings during drought years as well as innovative, comprehensive programs currently resulting in permanent countywide savings of more than 80,000 acre-feet per year; and

WHEREAS, Valley Water's Water Conservation Strategic Plan determined that Valley Water's conservation programs comprehensively address all sectors of the community and there remains a significant potential to further increase conservation, particularly from the multifamily residential, commercial, industrial, and institutional sectors, and that prioritizing outdoor water conservation has the greatest potential for significant, long-term water savings; and

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WHEREAS, Valley Water's Agricultural Baseline Study determined growers in Santa Clara County to be highly efficient and Valley Water should continue promoting and enhancing its water conservation programs and services for growers, including the Agricultural Mobile Irrigation Lab; and

WHEREAS, the Water Supply Master Plan includes long-term water conservation targets for saving 99,000 acre-feet of water per year by 2030, and 109,000 acre-feet by 2040.

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

1. Commits Valley Water to being a leader in the effort to make water conservation a way of life in Santa Clara County to ensure a sustainable water future for our communities. Making water conservation a way of life means adopting and supporting permanent changes that reduce water use and implementing best practices developed by Valley Water through the Water Conservation Strategic Plan as well as by other organizations. This requires a commitment from all sectors of our community to make and support permanent changes that ensure water is not wasted and is used efficiently. Water conservation tools should be accessible to all sectors of the community through an equitable, collaborative and inclusive approach. Disadvantaged communities in particular face disproportionate water challenges and economic stresses, and Valley Water commits to ensuring those communities are aware of and have access to Valley Water's water conservation programs. Making water conservation a way of life is critical to the long-term economic and environmental sustainability of Santa Clara County, which is prone to multi-year droughts and resulting water shortages. Valley Water commends the Santa Clara County community for its efforts thus far to reduce water use and seeks to engrain the behavioral changes associated with those efforts by the residents, businesses, organizations, institutions, and farmers in our community to help ensure sustainable water supplies in the face of climate change. Valley Water will ensure adequate funding and resources for water conservation efforts and aggressively pursue funding from external sources. In order to make the foregoing vision a reality, the Board adopts the Long-Term Water Conservation as a Way of Life Guiding Principles set forth in Section 2 below.
2. Declares that water conservation must be a way of life in Santa Clara County and to that end, adopts the Long-Term Water Conservation as a Way of Life Guiding Principles, as shown below. These guiding principles are intended to guide Valley Water staff's efforts towards making water conservation a way of life in Santa Clara County. By adhering to the following guiding principles, Valley Water seeks to lead our community's efforts for promoting long-term water conservation.

Guiding Principle No. 1 – Make it easier for all members of our community, including disadvantaged community members, to conserve water. Valley Water provides water conservation programs, resources, and services to all sectors of our community for both indoor and outdoor conservation and water-efficient landscape practices. Programs will or may include landscape and stormwater rebate programs, graywater programs, water waste enforcement, water surveys and audits, landscape water budgets, water-saving devices, and reports on water use for single and multi-family residences and the commercial, industrial, and institutional (CII) sector; and water-efficient technologies for the CII sector. Valley Water is committed to strategic continuous improvement of its water conservation program offerings through a data-informed approach and through benchmarking with other agencies.

Guiding Principle No. 2 – Partner with outside organizations to promote Water Conservation as a Way of Life. Valley Water will partner with water retailers, the County, cities, schools, businesses, non-profit organizations, and other organizations to promote Water Conservation as a Way of Life; provide a uniform message to our community; and ensure multiple resources are leveraged. Valley Water will work with our partners on uniform permanent restrictions to ensure water is used efficiently and is not wasted.

Guiding Principle No. 3 – Educate the community about the importance of water conservation. Valley Water will continue its multilingual educational efforts on water conservation, including year-round promotion and messaging of its indoor and outdoor water conservation programs and water conservation habits, tips, and practices; providing the community with relevant data about their water use through reports on water use and advanced metering infrastructure; providing water waste education and enforcement, including water educational programs for schools.

Guiding Principle No. 4 – Work with the local CII community to ensure efficient water use. Promote programs targeted towards the CII sector and assist small and large businesses as appropriate in adopting water-efficient technologies and landscapes.

Guiding Principle No. 5 – Work with the local agricultural community to ensure efficient irrigation of crops. Valley Water will continue targeted water conservation services geared towards the agricultural community, such as irrigation scheduling assistance and water auditing. We will continue to collaborate with the Santa Clara County Farm Bureau and Agricultural Water Advisory Committee to ensure efficient irrigation practices in our community.

Guiding Principle No. 6 – Support Federal and State legislative efforts that promote water conservation. Valley Water will continue to support federal and state efforts to increase water use efficiency, improve integration of water conservation in land use decision-making processes, and advocate for water conservation funding, pursuant to the Legislative Guiding Principles annually reviewed and adopted by the Board. The Board's annual review of the Legislative Guiding Principles will help ensure Valley Water remains a leader as water conservation practices and principles evolve into the future.

Guiding Principle No. 7 – Support local policy efforts that promote water conservation. Valley Water will continue to support local efforts to increase water conservation, pursuant to the Legislative Guiding Principles and by promoting adoption of more stringent water-use efficiency codes, such as those in the Model Water Efficient New Development Ordinance, which includes requirements for increased water conservation including infrastructure to allow for the use of alternative water sources and on-site reuse, ensuring water-wise features are included in new development, and advocating for retrofit of existing developments.

Guiding Principle No. 8 – Coordinate with land-use agencies to promote water conservation. Valley Water will coordinate with land-use agencies to help ensure water conservation is addressed in local ordinances, land-use planning, and general plans as a method of assessing adequate water supply.

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Guiding Principle No. 9 – Periodically reevaluate Valley Water’s long-term water conservation targets. Valley Water will periodically reevaluate its long-term water conservation targets during each Water Supply Master Plan update cycle to ensure its conservation targets are appropriate and achievable.

Guiding Principle No. 10 – Utilize data and studies to inform conservation programs and explore innovative technologies to ensure efficient water use. Valley Water will use data and studies, including studies on approaches and best practices to 1) inform the development and targeting of conservation programs, 2) evaluate, implement, and promote technologies that enable efficient water use and onsite re-use, and 3) embrace sustainable alternatives where available.

Guiding Principle No. 11 – Promote equitable and affordable approaches to Water Conservation as a Way of Life. Valley Water will ensure that water conservation opportunities, outreach, and education are available to all sectors of our community, including renters, seniors, United States veterans, and those from disadvantaged communities.

PASSED AND ADOPTED by the Board of Directors of the Santa Clara Valley Water District by the following vote on June 13, 2023:

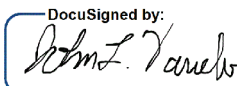
AYES: Directors Santos, Estremera, Beall, Eisenberg, Hsueh, Keegan, Varela

NOES: Directors None.

ABSENT: Directors None.

ABSTAIN: Directors None.

SANTA CLARA VALLEY WATER DISTRICT

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JOHN L. VARELA
 Chair, Board of Directors

ATTEST: MICHELE L. KING, CMC

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 Clerk, Board of Directors