

7/5/2022

Item 2.A



Drought Update: Rebates for Santa Clara Customers

July 5, 2022

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Current Restrictions: Stage 2

- Watering Days in Santa Clara are restricted to maximum of 2 days per week
 - Outdoor residential irrigation
 - Commercial landscape & functional turf irrigation
 - Odd-numbered addresses/no addresses may water Monday and Thursday
 - Even-numbered addresses may water Tuesday and Friday
 - Irrigation is not allowed between 9AM and 6PM
 - Irrigation is not allowed during or within 48 hours after precipitation
- Emergency Regulatory Action
 - Enacted by State Water Control Board on June 10, 2022 (effective 1 year)
 - To prevent the unreasonable use of water and to promote water conservation, the use of potable water is prohibited for the irrigation of non-functional turf at commercial, industrial and institutional sites.



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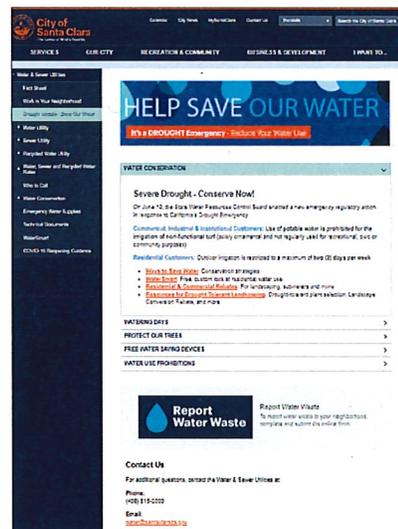
Conservation Overview

- City of Santa Clara / Valley Water Partnership
 - Provide residents & businesses with assorted rebates & free water-saving devices
- Coordination
 - Ad Hoc Committees, Santa Clara USD
 - City: Communications, Parks & Recreation, Public Works, Fire Department



Outreach and Education

- Drought Update / Save Our Water webpage
- Electronic: GovDelivery newsletters, social media
- Mail: Inside Santa Clara, bill insert
- Outdoor signage: yard signs, billboard, banners
- Water conservation handout
- WaterSmart portal accounts





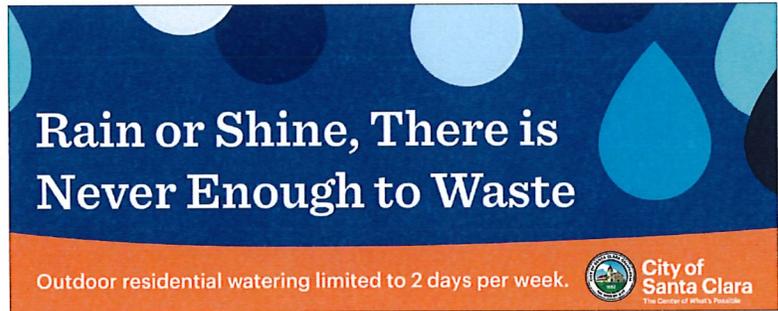
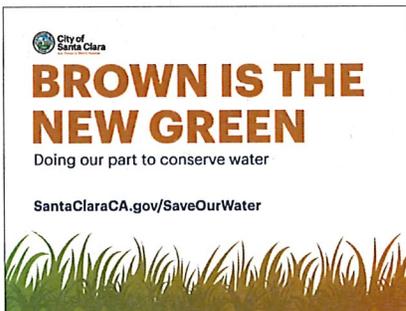
Inside Santa Clara & Bill Insert



- Conservation focus
 - Inside Santa Clara
 - Fall 2021
 - Spring-Summer 2022
 - 57,000+ distribution
 - Bill insert
 - May 2022



Conservation Signage

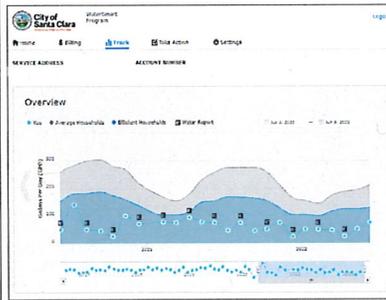
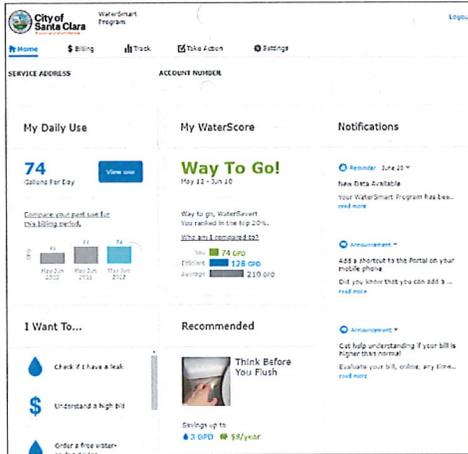


- *Brown is the New Green* lawn signs: City Hall, City Parks, Santa Clara Unified Schools
- Banners: Civic Center, Central & Live Oak Parks
- Highway 101 Electronic Billboard



WaterSmart

- Customized water use
 - Conservation strategies specific to household
 - Tools and Links to Rebates



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Brown Grass at City Facilities

- Parks, City Hall, Fire Stations, Libraries, others



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Landscape Rebates

- Landscape Conversion Rebate:
 - Up to \$4,000 for residential sites
 - \$3/SF with cost sharing from the City
 - Up to \$100,000 for commercial/multi-family sites
 - \$2/SF
 - Convert turf to water efficient landscape
 - Low-volume irrigation
 - Valley Water qualifying drought-tolerant plants
 - 2-inches of mulch
 - 26 completed from July 2019 through June 2021
 - 25 completed from **July 2021 through Dec. 2021**
 - Additional 24 Notice to Proceed at end of 2021



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Landscape Irrigation Rebates

- In-Line Drip Irrigation Conversion Rebate
 - 25¢/SF
 - Convert sprinkler irrigation to in-line drip irrigation
- Irrigation Equipment Upgrade Rebate
 - Upgrade to Qualifying Irrigation Hardware
 - Up to: \$5 per high-efficiency nozzle, \$20 per qualifying spray/sprinkler body, \$50 per rain sensor
 - Upgrade to Weather Based Irrigation Controllers
 - Up to: \$300 for 1-12 stations, \$1,000 for 13-24 stations, \$2,000 for 25 stations or greater



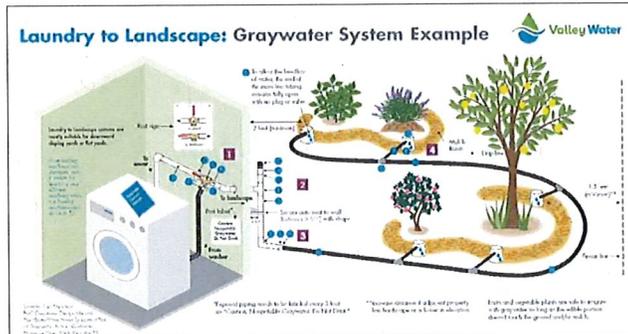
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Graywater Rebate

- Graywater Laundry-to-Landscape System for residential sites
- \$200 rebate (Valley Water) + permit costs (Santa Clara)
- Modify clothes washer output to divert rinse water to landscape



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Rainwater Capture Rebates

- Rainwater Capture Rebate (Valley Water)
 - Install qualifying Cistern to collect rainwater from roof
 - 50¢ per gallon, minimum 200 gallons
 - Install Rain Garden to use diverted rainwater from roof
 - \$1/SF up to \$300
- Rain Barrel Rebate (Santa Clara)
 - Install rain barrel to collect rainwater from roof
 - Up to \$100 for minimum 50-gallon barrel



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Rebate Amendment

- Amending agreement with Valley Water to expand:
 - \$2/SF cost sharing for Residential Landscape Conversion, up to \$2,000
 - \$1/SF cost sharing for Commercial Landscape Conversion, up to \$10,000
 - \$1/SF cost sharing for Lawn to Mulch Rebate, up to \$10,000
 - \$200 cost sharing for Residential Laundry-to-Landscape



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Free Devices—Indoor

- Distribution from July 2019 through June 2022
 - (95) DIY Water Wise Indoor Survey Kit: self-guided kit for residential customers to determine leaks (dye tabs, flow rate device, plumbing guide)
 - (196) Faucet Aerator: compliant with California plumbing codes
 - (175) Showerhead: low-flow, high-pressure
 - (70) Toilet flapper: replace faulty flapper in leaking toilet



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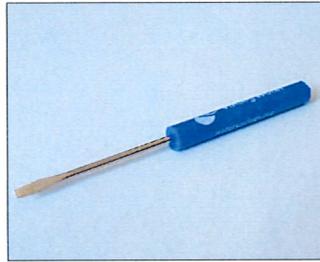
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Free Devices—Outdoor

- Distribution from July 2019 through June 2022
 - (97) Hose End Nozzle: hand water garden using nozzle with automatic shut-off
 - (36) Irrigation Screwdriver*: adjust irrigation to prevent overspray & runoff
 - (46) Moisture Meter*: determine soil moisture to accurately gauge irrigation needs

*New 2022



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Large Landscape Rebate

- Lawn to Mulch Rebate, introduced June 2022
 - \$1/SF of converted lawn
 - Open to commercial, institutional, industrial and multi-family sites (no single-family)
 - Convert minimum of 15,000 SF of irrigated lawn to 3-inches of qualifying wood mulch
 - Cap or remove existing overhead lawn irrigation
 - Remove, scrape or sheet-mulch lawn
 - Provide irrigation for trees within converted lawn area



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Additional Rebates

- Water Efficient Technology (WET) Rebate for commercial, industrial and institutional facilities (schools, parks, hospitals and government agencies)
- Meter Rebates
 - Dedicated Irrigation Meter
 - Submeter Rebate (multi-family)
 - Private Well Meter Rebate



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Availability / Resources

Drought Updates: [SantaClaraCA.gov/SaveOurWater](https://santaclaraca.gov/saveourwater)

Water & Sewer Utilities: (408) 615-2000 (option 2)

- All rebates are available until June 30, 2023, or until funds are depleted.
- Rebates made possible by Valley Water in Partnership with the City of Santa Clara. [Rebates & Surveys | Santa Clara Valley Water](#)
- Valley Water Landscape Rebate Program: valleywater.dropletportal.com
- Valley Water Conservation Hotline: (408) 630-2445 or conservation@valleywater.org
- WaterSmart: santaclara.watersmart.com
- BAWSCA Landscape Education: bawasca.org/consERVE/programs/classes

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**City of
Santa Clara**
The Center of What's Possible



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