



## Agenda Report

21-847

Agenda Date: 8/24/2021

### REPORT TO COUNCIL

#### **SUBJECT**

Action on a Bay Area Water Supply and Conservation Agency Participation Agreement for the WaterSmart Customer Engagement and Conservation Program

#### **COUNCIL PILLAR**

Promote Sustainability and Environmental Protection

#### **BACKGROUND**

Since 2015, the City of Santa Clara (City) has utilized the WaterSmart Customer Engagement and Conservation Program to continue to promote its efforts surrounding water conservation outreach and education.

#### **DISCUSSION**

As a member agency of the Bay Area Water Supply and Conservation Agency (BAWSCA) the City is able to extend its Participation Agreement for the WaterSmart Program to continue its water conservation outreach and education. The WaterSmart Program includes a Utility Dashboard for all of the City's customer water accounts, home water use reports for all of the City's single family households, as well as desktop and mobile access containing analytics on water use data for each of the City's single family households.

Additionally, the City is actively working with the Santa Clara Valley Water District to extend its current Cost Sharing Agreement which would reduce the City's total cost for the WaterSmart Program by 50% through reimbursement.

#### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

#### **FISCAL IMPACT**

The term of the Agreement is three (3) years beginning on or about July 1, 2021 and ending on or about June 30, 2024, at an annual cost of \$112,402, with a not-to-exceed amount of \$337,205 throughout the lifetime of the agreement. There is sufficient funding in the Water and Sewer Utilities Department's Water and Sewer Utilities Operating Budget (092-1413-87870) to continue participation in this program covered by this agreement.

#### **COORDINATION**

This report has been coordinated with the Finance Department and the City Attorney's Office.

**PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> .

**RECOMMENDATION**

Approve and authorize the City Manager to execute the Participation Agreement for the WaterSmart Customer Engagement and Conservation Program with Bay Area Water Supply and Conservation Agency (BAWSCA) for an initial term starting on or about July 1, 2021 and ending on June 30, 2024, at a cost of \$337,205 subject to the appropriation of funds.

Reviewed by: Gary Welling, Director, Water and Sewer Utilities Department

Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Participation Agreement for the WaterSmart Customer Engagement and Conservation Program with Bay Area Water Supply and Conservation Agency
2. Agreement BAWSCA-WaterSmart FY21-23