21-1560 **Agenda Date: 11/16/2021**

REPORT TO PARKS & RECREATION COMMISSION

SUBJECT
Receive Presentation on Water Conservation Strategies to Address the Drought Emergency

COUNCIL PILLAR
Enhance Community Engagement and Transparency; Promote Sustainability and Environmental Protection

BACKGROUND
In response to developing conditions and in recognition of actions taken by our water supply partners, the City Manager, in her role as Director of Emergency Services, acted on July 12, 2021 to proclaim that the City of Santa Clara was in emergency drought conditions. Section 2.140.060 of the City Municipal Code requires that the City Council take action within seven (7) days to ratify such action. Council took action on July 13, 2021 to approve the emergency declaration and to implement actions that encourage and achieve water conservation as outlined in Stage 2 of the City's Water Shortage Contingency Plan approved on June 22, 2021, as part of the City's Urban Water Management Plan.

DISCUSSION
The City Water & Sewer Utilities Department is initiating an educational campaign and reaching out to Santa Clara customers, both internal and external, to reduce City water use by at least 15% as compared to 2020 usage. The desired approach is to emphasize water conservation information and education over enforcement in order to achieve the necessary savings and participation levels required to meet our conservation goals. The presentation is intended to update the Commission regarding strategies that can be implemented to achieve both indoor and outdoor water conservation, and to engage the entire community in these needed efforts. The Commission will have opportunities to ask questions; no action is required.

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(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

PUBLIC CONTACT
Public contact was made by posting the Parks & Recreation Commission's 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> .

RECOMMENDATION

Receive presentation on water conservation strategies during the drought emergency. No action is required.

Approved by: Gary Welling, Director, Water and Sewer Utilities
Approved by: James Teixeira, Director of Parks & Recreation

ATTACHMENT

1. Water Conservation Strategies During the Drought Emergency