

**Proposed General Plan Update Goals,  
Policies, and Implementation Actions**  
(Revised 12-7-09)



Water Supply, Water Conservation, Water Recycling and Water Quality

**Item 4.a – December 14, 2009 Task Force Meeting**

The City of San Jose in its 2040 General Plan is committed to providing sustainable water supply to meet its goals of healthy habitat, healthy population and healthy economy. To accomplish these goals, San Jose will lead through example and as an advocate for the continued development of effective local, regional and statewide partnerships and governance structures that enable sustainable water management.

**Responsible Management of Water Supply**

**Goal WS-1** San Jose will demonstrate environmental leadership through responsible [and sustainable](#) management of water to restore our environment, enhance our quality of life and provide an adequate water supply for the needs of our community now and in the future.

***Water Supply Policies***

- Policy WS-1.1 Manage the limited water supply in an environmentally and economically sustainable manner, by working with local, regional and statewide agencies to increase water use efficiency and expand the use of recycled water within San Jose and within neighboring jurisdictions.
- Policy WS-1.2 Ensure that new development within San Jose is planned and built in a manner consistent with sustainable use of current and future water supplies by encouraging sustainable development practices, including low-impact development, water-efficient development and green building techniques, by locating new development within the vicinity of the recycled water system, and by expanding the system to new areas.
- Policy WS-1.3 Be a leader in educating the community about the challenges to the water supply system and the need for responsible water management.
- Policy WS-1.4 Create partnerships and governance structures that allow for a comprehensive approach to water supply management that improves the reliability of local and imported water supplies, explores new sources of water, and [thereby](#) protects and enhances the Delta ecosystem.

***Water Supply Implementation Actions***

- Action WS-1.5 Engage the public in an education program about the importance of adequate water supplies to San Jose's quality of life and how they can help meet future water supply challenges and minimize the need for imported water by using water efficiently, including conserving water and using recycled water where appropriate.
- Action WS-1.6 Quantitatively track the ~~impacts-effectiveness~~ of the City's education program on the public use of water. Adjust the program as needed to meet General Plan goals~~and how it informs the public's understanding of water supply issues.~~
- Action WS-1.7 Partner with other Bay Area cities to ensure that local, regional and statewide plans provide adequate water supplies to serve our community and protect the environment.
- Action WS-1.8 Review and provide input to Urban Water Management Plans prepared by water suppliers to ensure that they maximize water conservation and reuse in order to fulfill San Jose's water supply needs.

**Water Conservation**

- Goal WS-2** Continuously improve water conservation efforts in order to achieve best in class performance. Double the City's annual water conservation savings by 2040 and achieve half of the Water District's goal for Santa Clara County on an annual basis.

***Water Conservation Policies***

- Policy WS-2.1 Demonstrate environmental leadership by adopting citywide policies that encourage or require new development to incorporate measures to reduce potable water demand and/or increase water efficiency in order to reduce the City's need for imported water.
- Policy WS-2.2 Demonstrate environmental leadership by encouraging the creation and use of new technologies that reduce potable water demand and/or increase the efficiency of water use.
- Policy WS-2.3 Retrofit existing development to improve water conservation.
- Policy WS-2.4 Reduce residential per capita water consumption by 25% by 2040.
- Policy WS-2.5 Achieve 50 Million gallons per day of water conservation savings in San Jose, by reducing water use and increasing water efficiency.
- Policy WS-2.6 Use the 2008 Water Conservation Plan as the data source to determine the City's baseline water conservation savings level.

### ***Water Conservation Implementation Actions***

- Action WS-2.7 Encourage state legislation to improve water use efficiency through statewide mandates and appropriate regulations to encourage water efficient development (for example, plumbing code, graywater code, green building policy)
- Action WS-2.8 Partner with other agencies to incentivize water conservation by developing cost-sharing agreements on rebates and other incentive programs.
- Action WS-2.9 Partner with other agencies on education and outreach to engage the community in an ethic of efficient water use and the use of water-efficient practices and technologies.
- Action WS-2.10 Adopt guidelines or ordinances that encourage or require Bay-friendly, water-efficient design, landscape and irrigation within San Jose.
- Action WS-2.11 Encourage stormwater capture and when feasible and cost-effective, on-site rainwater catchment, for new and existing development.
- Action WS-2.12 Encourage graywater use when appropriate and in areas that do not impact groundwater quality.
- Action WS-2.13 Participate in regional efforts to develop codes and standards for stormwater capture and graywater reuse, when feasible or cost-effective, and in areas that do not impact groundwater quality.
- Action WS-2.14 Adopt city codes and standards and work with local, regional, state and other public and private agencies to dramatically increase water use efficiency within San Jose and neighboring jurisdictions.
- Action WS-2.15 ~~Publicly~~ Review [and publicly report on](#) the achievement of water conservation goals and policies on [a](#) regular basis to monitor and achieve success.
- Action WS-2.16 Encourage the development of new water efficiency, conservation and reuse technologies by providing opportunities for pilot testing and evaluation and incentives for early adoption of such technologies within the community.

### **Water Recycling**

#### **Goal WS-3**

Recycle or beneficially reuse 100% of the City's wastewater supply, including the indirect use of recycled water as part of the potable water supply.

***Water Recycling Policies***

- Policy WS-3.1      Require new development to contribute to the cost-effective expansion of the non-potable water system in proportion to the extent that it receives benefit from the development of a sustainable local water supply.
- Policy WS-3.2      Support local, regional and statewide efforts to educate the community about the benefits, reliability and quality of recycled water and the critical role it plays in our water supply.
- Policy WS-3.3      Expand the use of recycled water to benefit the community and protect the ecosystem of the South Bay.
- Policy WS-3.4      Expand the use of recycled water where feasible and cost-effective to serve existing and new development so as to maximize the use of recycled water.
- Policy WS-3.5      Improve the treatment of recycled water so that it can be used to recharge groundwater aquifers that provide a portion of the City's potable water supply.

***Water Recycling Implementation Actions***

- Action WS-3.6      Develop and enact ordinance(s) to require new development to contribute to the improvement and expansion of the non-potable water system.
- Action WS-3.7      Promote increased acceptance and use of recycled water by establishing an adaptive outreach program to educate the community about the value of recycled water as an important part of a sustainable urban water use portfolio.
- Action WS-3.8      Initiate and support statewide laws and policies that increase the percentage of recycled water included in the State's water portfolio, facilitate safe water recycling, and provide funding for regional and local recycled water projects.
- Action WS-3.9      Work with public and private water wholesalers and retailers to cost-effectively develop the South Bay Water Recycling distribution system to serve new non-potable water demand with emphasis placed upon areas experiencing or planned for significant amounts of new development.
- Action WS-3.10     Develop incentives to encourage the use of recycled water and enact ordinances that ensure that new buildings in the vicinity of the SBWR pipeline are constructed in a manner suitable for connection to the recycled water system and that they use recycled water where appropriate.
- Action WS-3-11     Provide technical assistance to community businesses to facilitate the use of recycled water.

Action WS-3.12 Adopt city codes and standards and work with local, regional, state and other public and private agencies to dramatically increase use of recycled water within San Jose and neighboring jurisdictions.

Action WS-3.13 ~~Publicly~~ Review [and publicly report on](#) the achievement of water recycling goals and policies on [a](#) regular basis to monitor and achieve success.

### **Water Quality**

#### **Goal WS-4**

Ensure that all water in San Jose is of the highest quality appropriate for its intended use.

#### ***Water Quality Policies***

Policy WS-4.1 Lead through advocacy with local, regional and state agencies to ensure the protection and enhancement of the quality of San José's water sources.

Policy WS-4.2 Avoid locating new development in areas with a high degree of aquifer vulnerability or authorizing activities with the potential to negatively impact groundwater quality.

Policy WS-4.3 Protect groundwater as a water supply source through flood control measures and the use of stormwater infiltration practices that protect groundwater quality.

#### ***Water Quality Implementation Actions***

Action WS-4.4 Work with local, regional and state agencies to protect and enhance the watershed, including the protection of surface water and ground water supplies from pollution and degradation.