

COUNCIL AGENDA: 04-20-10
ITEM: 7.3

Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Lee Price, MMC
City Clerk

SUBJECT: SEE BELOW

DATE: 04-08-10

SUBJECT: MASTER PLAN UPDATE FOR THE SAN JOSÉ/SANTA CLARA WATER POLLUTION CONTROL PLAN – APRIL 2010

RECOMMENDATION: As recommended by the Transportation and Environment Committee on April 5, 2010, accept the progress report highlighting activities since December 2009 on the Master Plan for the San José/Santa Clara Water Pollution Control Plant. (Environmental Services)



Memorandum

TO: TRANSPORTATION &
ENVIRONMENT COMMITTEE

FROM: John Stufflebean

SUBJECT: PLANT MASTER PLAN
UPDATE – April 2010

DATE: 03-19-10

Approved

Date 3/24/10

RECOMMENDATION

Accept this progress report highlighting activities since December 2009 on the master plan for the San José/Santa Clara Water Pollution Control Plant (Plant) and recommend that this progress report be placed on the April 20, 2010 Council Agenda for discussion.

OUTCOME

Acceptance of this report will allow staff to continue on course with the planned Plant Master Plan activities.

BACKGROUND

In November 2007, the Environmental Services Department (ESD) embarked on a three-year process to develop a 30-year master plan for the Plant. The Plant serves the homes of 1.4 million residents and roughly 17,000 main commercial/industrial sewer connections across San José, Santa Clara, Milpitas, Cupertino, Campbell, Los Gatos, Monte Sereno, and Saratoga. Using principles of sustainability, the master plan will chart a course to continue the Plant's success in protecting public health and the environment and supporting the region's economy. It will address the infrastructure needs of the 53-year old facility as well as odor control issues, flood protection for the Plant, new regulations, and possible new land uses for portions of the Plant's 2,600-acre site.

The Plant Master Plan process integrates the following three activities:

- 1) Technical evaluation – to develop liquids and solids treatment options that address population growth and evolving regulations, and incorporate green technologies that enhance the Plant's capacity to produce renewable energy while minimizing its environmental impacts.
- 2) Land use alternatives evaluation – to conduct a site analysis to consider possible economic, environmental, and social uses of the Plant lands.

- 3) Community and stakeholder engagement – to obtain and use community and stakeholder input in the master planning process.

ANALYSIS

Since staff last reported to the T&E Committee on the Plant Master Plan in December 2009, the following activities have taken place:

Technical Evaluation

The consultant team and City staff are refining the technical alternatives for liquids and solids treatment and optimization of energy production. These alternatives will be presented to the Technical Advisory Group (TAG) for final review in the summer of 2010. The TAG is composed of nationally recognized wastewater experts.

The Plant's adopted Capital Improvement Program (CIP) was evaluated and the proposed FY2010-14 CIP will reflect the findings of the technical analysis to ensure that current capital projects align with the master planning vision. Project scopes in the proposed 2010-2014 CIP will align with future possible Master Plan scenarios, and include combining rehabilitation efforts with piloting newer technologies. Piloting is critical to ensuring that a new process works with the specificities of the Plant and will be cost effective to maintain over the long-term. Piloting is particularly important for the solids treatment process, where future regulations and land use considerations could drive the need for an approach that is more expensive than current open air drying.

Along with several critical rehabilitation projects, the proposed 2010-2014 CIP will specify and prioritize additional projects that align with the Master Plan's energy and operational efficiency goals. Examples of key projects include upgrading meters that control Plant processes; retrofitting aeration tanks with energy efficient air supply systems; and replacing older power generation equipment with more energy efficient equipment.

Land Use Alternatives Development

A workshop with tributary agency and City staff was held in December 2009 to review land use alternatives prepared by the consultant team based on City and tributary agency needs, economic analysis, regulatory agency input, and community input (residents expressed their values for the site through various input mechanisms between May and November 2009). Feedback from the land use workshop was combined with additional economic analysis of possible land use elements and input from the Plant Master Plan Community Advisory Group (CAG) to develop three land use alternatives for presentation to the public in April/May 2010.

Staff have also been collaborating with Zanker Resources Landfill and the Santa Clara Valley Water District on two projects to ensure they align with the Master Plan vision. The Zanker project would develop a biogas facility on Plant lands located on the north side of Los Esteros Road (the site of the former Nine Par landfill); the Water District project involves a long-term lease of Plant lands to build and operate an Advanced Water Treatment Facility adjacent to the

South Bay Water Recycling Transmission Pump Station to provide additional filtration capacity for the Plant and generate highly purified recycled water from the Plant's effluent.

Public Outreach Activities

Public outreach activities since December 2009 included the following:

To support development of land use alternatives:

Values survey: Staff developed and launched a questionnaire as part of the May 2009 community workshop to capture the community's values related to possible uses for Plant lands. Through the workshop, the 2009 Plant tours, and the project Web site, the community submitted more than 1,500 surveys. The results indicate that respondents understand the Plant's infrastructure needs and land use opportunities, and would support a plan that incorporates a variety of land uses and makes the Plant a place people would want to come and visit. The results of the values survey are summarized in Attachment A, *2009 Community Land Use Values Survey Report*.

To raise public awareness of the Plant's infrastructure needs:

Plant Tours: Tours are a proven tactic for educating the public on the Plant's important role in daily life and for engaging residents in the master planning process. In 2009, more than 2,570 people toured the Plant (adding up to roughly 6,000 people across the 2008 and 2009 tour seasons). Between May and November 2009, tours contributed 1,411 of the total 1,506 values surveys that were collected, and 431 people signed up to receive Plant Master Plan updates. In 2010 Plant Tours will again take place from May to November. May tours will be filled from the 400-person waiting list, and the June through November tours will be publicized.

Web Site: The project Web site, www.sanjoseca.gov/esd/plantmasterplan, is updated regularly to publicize opportunities for public involvement, including Community Advisory Group meetings, Plant tours, and the spring 2010 community workshops. The site provides fact sheets, media coverage, project reports, and presentations. Between January 2009 and February 2010, the Web received 307,680 page hits.

Media Coverage: Staff continues to hold Plant Master Plan presentations with media outlets to prepare and inform editors and reporters about the project's many facets and the spring 2010 public unveiling of the land use alternatives. Coverage since December 2009 has included:

- Jan. 27, 2010 – *San Jose Mercury News* and *Willow Glen Resident* ran a story on the Plant Master Plan.
- Feb 3, 2010 – The press conference held by Gov. Arnold Schwarzenegger and Pennsylvania Gov. Edward G. Rendell with Mayor Reed on *Building America's Future*, a national campaign aimed at highlighting the importance of infrastructure investment and related jobs creation, resulted in media coverage. The Plant was selected as the press conference site because it is emblematic of the nation's wastewater infrastructure needs. TV news coverage included KRON Channel 4 that evening and played on their website for the following week; a piece entitled "Water Can Get Us Working" also appeared on nbcbayarea.com and focused on the press event.

- Feb. 23, 2010 - *San Jose Mercury News* and *Cupertino Courier* highlighted the project's land use planning process.

To engage ratepayers and stakeholders:

Community Advisory Group: The Community Advisory Group has met at least monthly to discuss Plant Master Plan topics related to biosolids, land use, and sea level rise/climate change. At the series of meetings on land use, group members were given information on opportunities and constraints for economic, environmental, and social land uses and participated in a group exercise to select and prioritize possible land uses. The group's input is provided to the Plant Master Plan Steering Committee, which consists of City and tributary agency staff, to contribute to the development of the land use alternatives.

PMP Bulletin: A Plant Master Plan bulletin was emailed in February 2010 to stakeholders and interested community members who sign up via the project Web site. The bulletin provided an update of the technical and land use progress made on the Plant Master Plan in 2009. Bulletins will continue to be emailed on a periodic basis throughout the life of the project.

Speakers Bureau: Since December 2009, staff presented project updates to the Alviso Collaborative, the Utility Management Conference in San Francisco, and Santa Clara University environmental studies students. In addition, City staff met with the U.S. Army Corps of Engineers to provide Plant-related flood risk and cost information pertinent to developing a plan for tidal flood protection as part of the Corps' Shoreline Study.

Next Steps

Building on the above activities, the next steps in the Plant Master Plan process include:

- ***Spring 2010 Community Workshops:*** As outlined in Attachment B: *2010 Community Workshop Schedule*, five community workshops are scheduled for early May at locations in the Plant service area: downtown San José, Alviso, Santa Clara, Milpitas, and Cupertino. The workshops will provide an overview of the Plant Master Plan and three land use alternatives. Attendees will then walk to topic-specific stations where they can submit comments on the different aspects of each alternative. Members of the Community Advisory Group will see the alternatives at their next CAG meeting on April 28 and are invited to attend the workshop in the city or area that they represent. Input received at these workshops will be used to help develop a recommended alternative, projected for completion by December 2010.
- ***"Rebuild the Plant" Awareness/Education Campaign.*** Staff are working to launch an educational campaign throughout the Plant service area in April 2010. The goal is to create greater awareness of the Plant and its functions in protecting public health and the environment and that the Plant needs rebuilding. Area residents who, as a result of publicity, visit the project Web site will learn more about the Plant and how they can help the Plant do its job by keeping pollutants out of wastewater. As the City and several tributary agencies embark on rate increases, awareness of the Plant and its critical role in daily life will help residents understand the value they receive for their sewage fees. Campaign tactics include ads in transit shelters, restrooms, theaters, and Web sites; radio spots in English and Spanish; and an informational kiosk placed in libraries and community centers. These tactics will be

supported by media coverage that staff are working to cultivate through editorial board presentations.

- **Community Workshop Publicity.** Working with representatives from the tributary agencies, staff are aiming to create interest in the spring 2010 community workshops. Some advertising and direct mail tactics are planned along with low-cost and free tactics such as calendar listings, eblasts, articles in tributary and stakeholder newsletters, bill inserts, and media coverage.
- **Community Advisory Group Workplan.** Following the spring community workshops, the Community Advisory Group will develop a 2010-2011 work plan at their May meeting.
- **Technical Alternatives Development:** Staff will finalize the technical alternatives and obtain a final technical review by the Technical Advisory Group in the summer of 2010.
- **Environmental Review:** The proposed alternatives for the Plant Master Plan will require a programmatic Environmental Impact Report (EIR)/Environmental Impact Statement (EIS) to be prepared in accordance with the California Environmental Quality Act (CEQA) and National Environmental Protection Act (NEPA). A Request for Qualifications is currently being developed to obtain consultant services for the environmental impact analysis. It is anticipated that the contract for environmental review consultant services will be considered by Council this summer. Staff from both the Environmental Services and Planning Departments are coordinating this effort.
- **Mid-Point Survey.** A telephone survey to measure changes in public awareness and understanding of the Plant and wastewater system is planned for early summer 2010. This survey is a follow-up to the baseline survey conducted in August 2008. A final, endpoint survey at the conclusion of the Plant Master Plan process will more fully evaluate any changes in public opinion and understanding as a result of outreach, publicity, and media coverage.

EVALUATION AND FOLLOW UP

Staff will return to the T&E Committee in the fall of 2010 to present a status update on the project, including results of the public workshops. Evaluation of the alternatives based on multiple criteria will be discussed as part of the community workshops.

PUBLIC OUTREACH/INTEREST

- Criterion 1:** Requires Council action on the use of public funds equal to \$1 million or greater. **(Required: Website Posting)**
- Criterion 2:** Adoption of a new or revised policy that may have implications for public health, safety, quality of life, or financial/economic vitality of the City. **(Required: E-mail and Website Posting)**
- Criterion 3:** Consideration of proposed changes to service delivery, programs, staffing that may have impacts to community services and have been identified by staff, Council or

a Community group that requires special outreach. **(Required: E-mail, Website Posting, Community Meetings, Notice in appropriate newspapers)**

This recommendation does not meet any of the criteria listed above. If the Committee recommends consideration of this report by the full Council, it will be posted on the City's Internet website for the April 20, 2010 Council Agenda.

Engaging the public and the many stakeholder groups is an essential component to developing the Plant Master Plan. The communications strategy for the Plant Master Plan was developed by City staff with input from the Master Plan Steering Committee and the Plant's Technical Advisory Committee. The tributary-wide Public Outreach Working Group, composed of staff from the cities and sanitation districts, has been giving input on the public outreach strategy since December 2007. The Community Advisory Group is meeting monthly and will share insights on public outreach.

COORDINATION

This report has been coordinated with the City Attorney's Office and is scheduled to be reported at the April 2010 Treatment Plant Advisory Committee meeting.

FISCAL/POLICY ALIGNMENT

This item is consistent with Council approved Budget Strategy Memo General Principle #2, "We must focus on protecting our vital core City services."

/s/

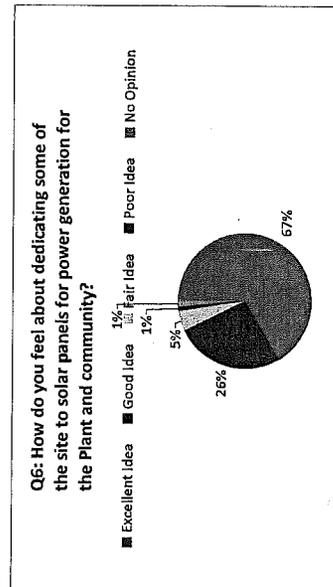
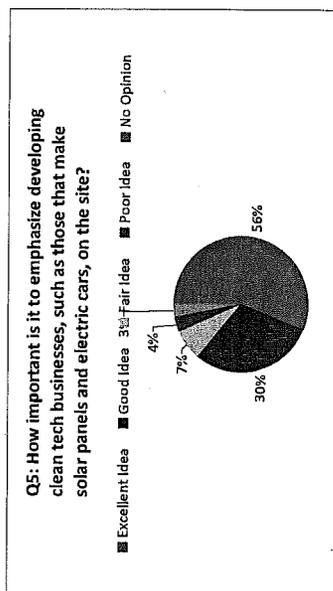
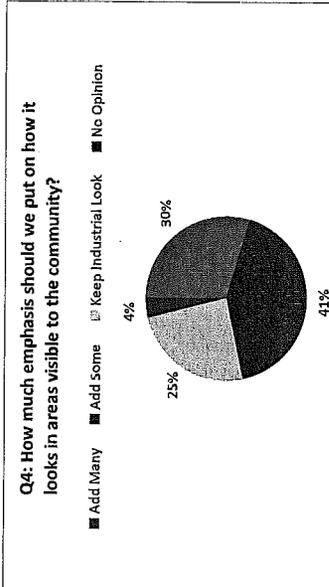
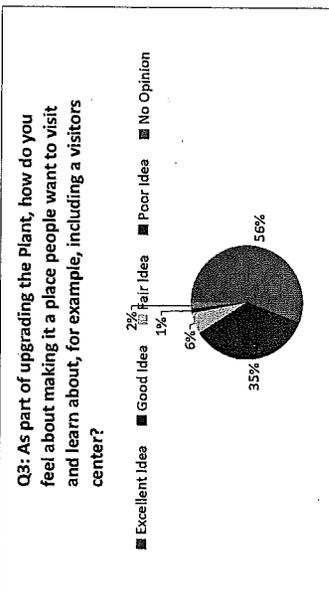
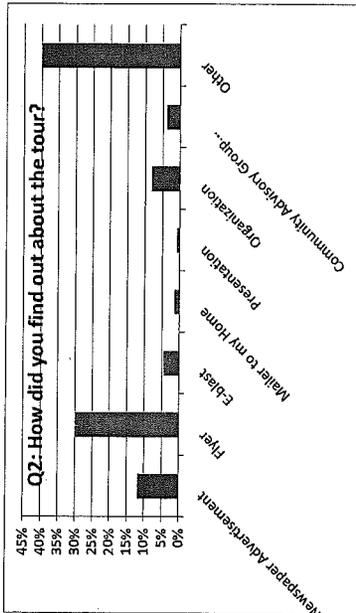
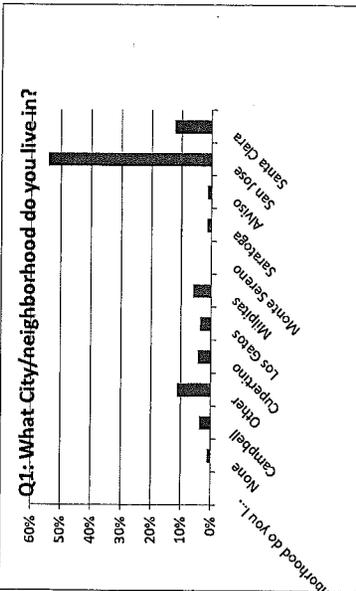
JOHN STUFFLEBEAN

Director, Environmental Services

For questions, please contact Bhavani Yerrapotu, Division Manager, Technical Services at 945-5321, or Jennifer Garnett, Communications Manager at 535-8554.

Attachments:

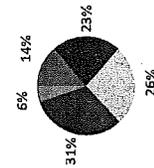
- A. 2009 Community Land Use Values Survey Report
- B. 2010 Community Workshop Schedule





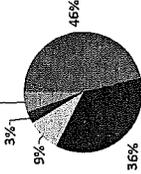
Q7: Given that retail can generate significant revenues, how do you feel about retail development and entertainment, such as shopping, on the site?

■ Excellent Idea ■ Good Idea ■ Fair Idea ■ Poor Idea ■ No Opinion



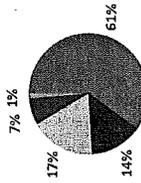
Q9: We could have more water on and around the site. How do you feel about re-creating sloughs, creating ponds or restoring wetlands on the site?

■ Excellent Idea ■ Good Idea ■ Fair Idea ■ Poor Idea ■ No Opinion



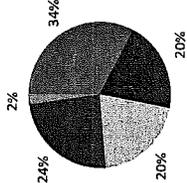
Q11: The site can accommodate recreational opportunities. Would you use trails for walking, biking, or horseback riding on this site?

■ Yes ■ No, but Good Idea ■ Maybe ■ No ■ No Opinion



Q13: Would you use water recreation, such as canoeing and kayaking, on this site?

■ Yes ■ No, but Good Idea ■ Maybe ■ No ■ No Opinion



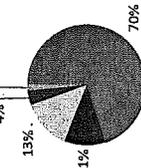
Q8: The Plant is already a site for a number of habitats. How do you feel about dedicating more open space for wildlife habitat?

■ Use Large Majority ■ Use Some ■ Use Minimum for Mitigation ■ No Opinion



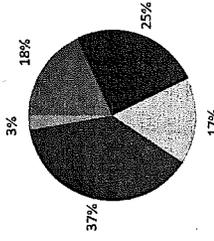
Q10: Would you use viewing platforms and other features that allow people to watch the wildlife and habitat?

■ Yes ■ No, but Good Idea ■ Maybe ■ No ■ No Opinion



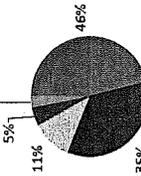
Q12: Would you use sports fields on this site?

■ Yes ■ No, but Good Idea ■ Maybe ■ No ■ No Opinion



Q14: How do you feel about developing an educational facility such as a living or natural museum that demonstrates the native habitats?

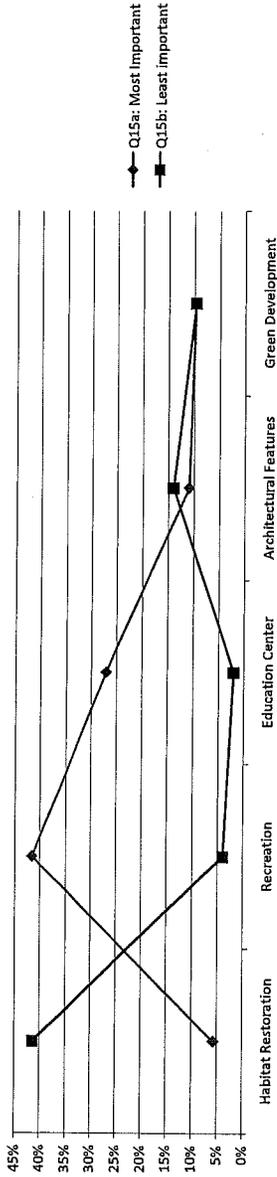
■ Excellent Idea ■ Good Idea ■ Fair Idea ■ Poor Idea ■ No Opinion



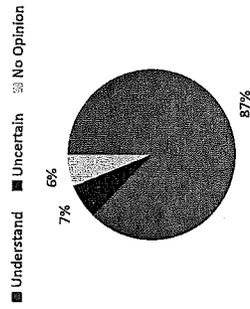
40%



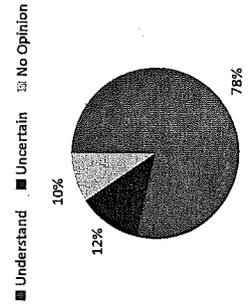
Q15a/15b: Most/least like to see on the site?



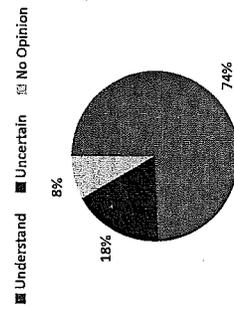
Q16: Understand the Plant's Needs



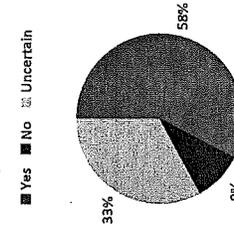
Q17: Understand Possible New Land Uses



Q18: Understand How will the Input be Used



Q19: Participate in Future Workshops



2009 Community Land Use Values Survey Report



March 10, 2010

In November 2008, the Environmental Services Department (ESD) embarked on a three-year process to develop a 30-year Master Plan for the San Jose/Santa Clara Water Pollution Control Plant (Plant). The Plant serves 1.4 million people and 17,000 business sewer connections across San José, Santa Clara, Milpitas, Cupertino, Los Gatos, Saratoga, Campbell, Monte Sereno, and unincorporated pockets within or near those cities. The plan aims to chart a course to continue the Plant's success in protecting the public health and environment and supporting the region's economy. It will address the infrastructure needs of the 54-year old facility as well as odor control issues, flood protection, new regulations, and possible land uses for the 2,600-acre Plant site.

The Plant Master Plan process integrates the following three aspects:

- 1) Technical options evaluation – to identify and consider newer, greener technologies for treating wastewater.
- 2) Land use scenario evaluation – to conduct a site analysis as a basis for considering various scenarios for future uses of the Plant lands.
- 3) Community and stakeholder engagement – to obtain community and stakeholder input into the Master Plan process.

As part of the initial community workshop introducing the Plant Master Plan in May 2009, staff developed and launched a questionnaire to help capture the community's values related to possible uses for Plant lands. Through this workshop, the 2009 Plant tours, and the project Web site, the community submitted more than 1,500 surveys from May through November. The results indicate that respondents understand the Plant's infrastructure needs and land use opportunities, and would support a plan that incorporates a variety of land uses and makes the Plant a place people would want to come and visit.

Collectively, the survey results have helped staff better understand the diversity of community priorities and confirmed the value of continued outreach to illustrate the Plant's critical need to rebuild its core infrastructure. Charts showing the full results for all 19 questions are included in Appendix A; result highlights are included below:

- Operational: 91% of respondents indicated that the Plant should be rebuilt as a place people would want to come and visit, and nearly three-quarters said at least some architectural elements should be emphasized in those areas visible to the community;
- Economical: There was strong support for using at least some of the site for solar panels (92%) or for clean tech economic development (86%); there was significantly less support for retail and entertainment development with a third thinking it was a poor idea, a quarter thinking it was fair, and about 37% thinking it was a good or excellent idea;
- Environmental: More than 80% of respondents supported environmental uses on the site such as dedicating more space for wildlife habitat (87%), increasing or improving the

sloughs, ponds, and wetlands (82%), and installing viewing platforms to observe the wildlife and habitat (81%);

- **Social:** An educational facility and recreational trails rated favorably with 81% and 74% respectively, however the results for sports fields and water recreation revealed larger minorities against. 43% would use or think sports fields are a good idea contrasted with a 38% who did not. A little more than half liked water recreation, while a quarter did not.

The tours and the value survey have been successful tools in engaging the public with the complex infrastructure and land use needs of the Plant Master Plan and have provided staff with helpful quantitative information on the priorities of this portion of the Plant's service area community.

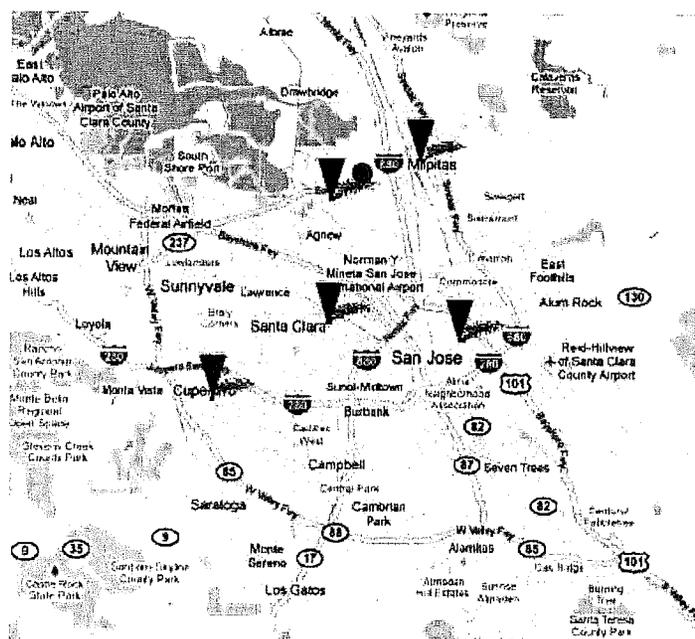
For questions, please contact Jennifer Garnett, Communications Manager, Communications Division, ESD at 535-8554.



**Plant Master Plan
Community Workshops #2
April 28, 2010 – May 19, 2010**

The project team is preparing alternative configurations for operations and land uses of the Plant site. Feedback on the public's likes, dislikes, and improvements for each alternative will be collected during a series of five workshops in multiple locations between April 28 and May 19. The feedback will be used to create one final alternative plan. Each meeting is anticipated to run for about two to three hours and include a presentation and break out group sessions.

Community Workshop Locations • April 28 – May 19



Service Area	Location	Day
Community Advisory Group	Roosevelt Community Center 901 East Santa Clara Street, San Jose, CA 95116	Wed., April 28 6:00 – 8:00 p.m.
Milpitas	Milpitas City Hall 455 East Calaveras Boulevard, Milpitas, CA 95035	Sat., May 1 9:30 – 11:30 a.m.
Santa Clara	Santa Clara Library 2635 Homestead Road, Santa Clara, CA 95051	Tues., May 4 6:00 – 8:00 p.m.
San Jose	Roosevelt Community Center 901 East Santa Clara Street, San Jose, CA 95116	Sat., May 8 2:30 – 4:30 p.m.
Alviso	Alviso Library 5050 North 1 st Street, San Jose, CA 95002	Wed., May 12 6:00 – 8:00 p.m.
Cupertino and West Valley cities	Cupertino Community Hall 10350 Torre Avenue, Cupertino, CA 95014	Wed., May 19 6:00 – 8:00 p.m.

The workshop presentation will be taped and posted to the Plant Master Plan Web site.