



**San Jose  
Water  
Company**

110 W. Taylor Street  
San Jose, CA 95110-2131

June 30, 2016

**RE: Updated Water Conservation Information**

Dear Valued Customer:

I write to thank you for your response to the calls for increased water conservation efforts during the last year and a half. Through your efforts to use water more efficiently, we have collectively saved 13 billion gallons of water just during 2015!

Although California's water supply picture has improved as a result of your efforts and the near normal rain and snowfall over the last year, the drought is not over. On a statewide basis, the Governor's emergency drought declaration remains in effect. Locally, the Santa Clara Valley Water District (District), the County's wholesale water supply agency, recently reduced its water conservation target from 30% to 20% and increased the number of watering days from two to three days a week. The new target and watering schedule will be in effect from July 1, 2016 through January 31, 2017. The District also requested that its retailers, including San Jose Water Company, maintain mandatory conservation measures to achieve this newly established target.

After the driest four years on record, the District is taking a cautious and prudent approach. A number of factors were considered in arriving at its conservation target including the current water supply conditions, projected end-of-year groundwater reserves, a realistic and conservative evaluation of long-term water supply forecasts, as well as the outstanding response from Santa Clara County residents and businesses to past and current calls for conservation. San Jose Water Company supports the District's effort and has amended our conservation plan to reflect this new 20% target. The new conservation rules and Frequently Asked Questions on our website provide more information on the updates to our plan.

Again, we thank you for your past and continuing efforts to use water more wisely. In the event you seek additional information, please visit [www.sjwater.com](http://www.sjwater.com).

Sincerely,

A handwritten signature in black ink that reads "Robert Day".

Robert Day  
Director of Customer Service