

SUMMARY FOR DECEMBER 2022

## Office of Communications Activities



### ANDERSON DAM TUNNEL PROJECT MEDIA EVENT



*Chair Pro Tem John L. Varela addresses news media at the site of the Anderson Dam tunnel project.*

On Dec. 15, staff organized an on-site media event updating the public on the progress of the tunnel portion of the Anderson Dam Seismic Retrofit Project. Chair Pro Tem Varela and Assistant Officer Ryan McCarter gave interviews to NBC Bay Area, ABC7, CBS5, KTVU, NTD, KCBS-Radio, the Mercury News, the Morgan Hill Times and Morgan Hill Life. Chair Pro Tem Varela and Assistant Officer McCarter discussed the around-the-clock work being done and the overall importance of the project to Santa Clara County's future water supply.

### CONSERVATION AND DROUGHT OUTREACH



*Staff produced a Say Yes to Saving Water video in partnership with the 49ers.*

Our water conservation campaigns are continuing with tips for saving water and messaging on dialing back on irrigation during the winter. We are also promoting our landscape, irrigation and graywater rebates, outdoor water surveys and e-cart. A campaign focused on commercial watering rules ran through December with ads on audio and video streaming platforms, digital, social, newspapers and supermarket shopping carts.

The final Say Yes to Saving Water public service announcement involving local professional sports teams was published on Valley Water's social media channels and will soon be running on television, radio and streaming services.

The video features San Francisco 49ers player Taylor Pepper, who encourages everyone to make a difference in their community by Saying Yes to Saving Water. In partnership with the City of Gilroy, our Say Yes to Saving Water PSA with San Jose Earthquakes player Tommy Thompson ran in Gilroy's movie theater during December. A new commercial Landscape Rebate success story was published on Valley Water's social media channels. Chair Pro Tem Varela was featured in the video, which highlighted the landscape transformation at Morgan Hill's Woodland Estates clubhouse.

### MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 1,264 media mentions in December.

Staff responded to media inquiries on the following topics:

- December rains and impact on water supply
- Recent storms and impact on state and federal reservoirs in California

Staff wrote and posted three stories to [valleywaternews.org](http://valleywaternews.org) on the following subjects:

- Valley Water brings back in-person tours at the Silicon Valley Advanced Water Purification Center
- Floods can follow drought
- Valley Water performs maintenance work in creeks for flood protection

Staff prepared Nextdoor messages for board members on the following topics:

- Rain in next week's forecast serves as a reminder to be flood ready
- Request your 2023 calendar and learn about Valley Water's work for the community
- Become a Water Ambassador – Apply today and join the 2023 Water 101 Academy!
- Upcoming night work and intersection closure
- Hello from new Santa Clara Valley Water District Board Director Rebecca Eisenberg
- Valley Water does not foresee major impacts from Saturday's storm
- Save the date: Dec. 8th for the Upper Guadalupe River Flood Protection Project meeting
- Groundwater study at Budd Avenue percolation ponds
- A message from new Valley Water Board Member Jim Beall
- December rain is a reminder to be flood ready

On Dec. 2, staff sent out a press release highlighting the announcement by the California Department of Water Resources of an initial 5% allocation of imported water from the State Water Project. NBC Bay Area and Bay City News did stories based on the news release. On Dec. 9, staff sent a press release regarding an upcoming storm. KTVU, KPIX, NBC Bay Area and Univision interviewed staff about the storm, flood preparedness, the drought and the need to still conserve water when it rains.

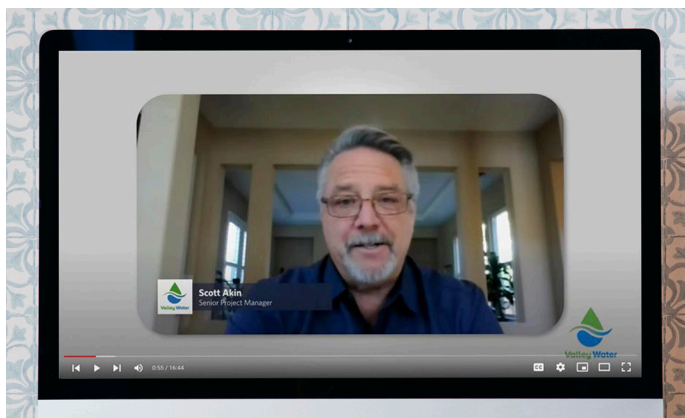
Statistics for Facebook, Twitter, valleywaternews.org blog, video, and eNews are below. Impressions are the number of times a post is displayed in a newsfeed, Twitter stream, etc. Engagement is the number of times a user interacts with a post, such as a retweet, click, and more.

<p><b>f</b></p> <p><b>3,434,978</b> impressions</p> <p><b>275,689</b> engagements</p> <p><b>42,696</b> message clicks</p>	<p><b>t</b></p> <p><b>45,262</b> impressions</p> <p><b>1,743</b> engagements</p> <p><b>401</b> link clicks</p>	<p><b>Valleywaternews Blog</b></p> <p><b>11,504</b> views</p> <p><b>6,824</b> visitors</p>
<p><b>3,900</b> video views</p> <p><b>5</b> videos posted</p>	<p><b>1,374,026</b> impressions</p> <p><b>922</b> engagements</p>	<p><b>December e-Newsletter</b></p> <p><b>50.8%</b> open rate</p> <p><b>3.5%</b> click through rate</p>

## INTERNAL COMMUNICATIONS

In December, staff helped present the 48th Virtual Town Hall. The meeting included a produced video highlighting Valley Water’s work and a montage of photos shared by employees of their most memorable moments of 2022. In addition, staff officially launched a new video series, Reflections, highlighting long-time employees’ stories about their journey at Valley Water.

Also in December, staff sent 34 All User emails, including CEO, HR and IT messages; posted 44 employee news items to the Aqua intranet; updated the Employee News monitors in the HQ and Admin cafeterias and Crest hallway; and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.



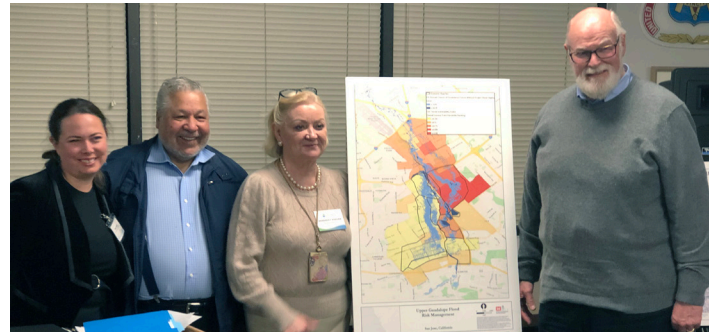
Reflections interview with Scott Akin.

## COMMUNITY OUTREACH

On Dec. 8, Valley Water and the U.S. Army Corps of Engineers (USACE) held a public meeting to present the recommended plan of flood protection work along the Guadalupe River. Valley Water Directors Tony Estremera

and Barbara Keegan provided opening remarks. Newly elected Director Jim Beall attended in person. The meeting used a hybrid model, held in-person at the Carpenters Local 405 Hall and via Zoom. About 14 community members participated in the event. Six attended virtually, including staff from Congressman Ro Khanna’s and State Assemblymember Ash Kalra’s offices. A recording of the public meeting is available on Valley Water’s project website and YouTube channel.

Community outreach put on one Speakers Bureau presentation in December. Chair Pro Tem Varela and staff gave a drought presentation via Zoom to RE/MAX Realtors from South County during an informational meeting.



Daria Mazey with the U.S. Army Corps of Engineers joined Directors Estremera, Keegan and Beall at a public meeting for flood protection work along the Guadalupe River.

## GRAPHICS SERVICES

Staff completed a total of 38 graphic case requests for the month of December.

- |   |   |   |   |
|---|---|---|---|
|  | 10 mailer, event and outreach materials |  | 6 internal support materials                |
|  | 5 digital graphics                      |  | 5 rebranding materials                      |
|  | 3 PowerPoint presentations              |  | 3 publications                              |
|  | 2 drought/water conservation materials  |  | 2 signs                                     |
|  | 1 flood awareness material              |  | 1 public notice and newspaper advertisement |



The Valley Water monthly newsletter was released on Dec. 29 and featured the newly-elected and re-elected board members.