

SUMMARY FOR MAY 2026

Office of Communications Activities



GOLDEN MUSSELS CAMPAIGN



Valley Water launched a focused, multichannel outreach campaign to increase public awareness about the threat posed by golden mussels. Core components include a comprehensive partner toolkit, a dedicated information page at valleywater.org/goldenmussels, and an automated weekly email series for webpage visitors who register through the online form. Staff published a blog at valleywater.org and placed a column from Director Hsueh in the Mercury News Opinion section. Earned media articles were published by the Mercury News, SFGate, and several TV outlets. Visitors to reservoirs and boating-related businesses are targeted with digital and audio ads that highlight our messaging. The campaign is reinforced through a partnership with Santa Clara County Parks, which manages the county's boat inspection program. Valley Water has also provided banners for display at local reservoirs to reach boaters directly at launch points.

CIP AND WATER RATES OUTREACH

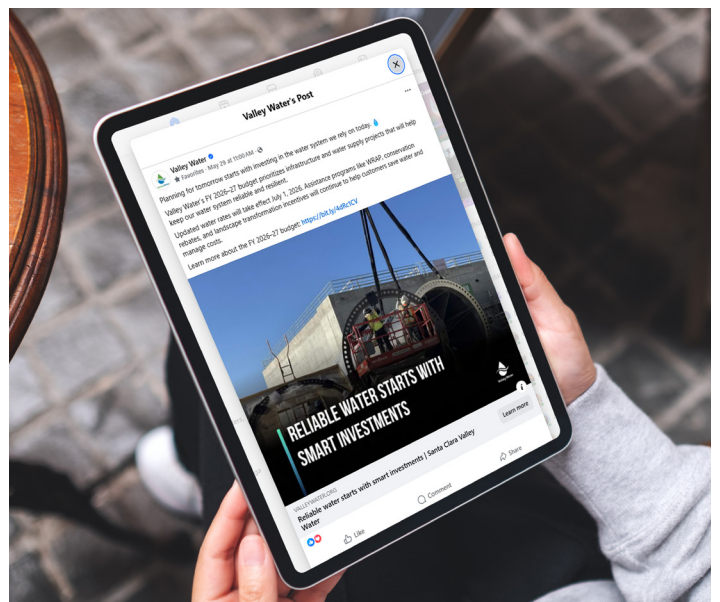
In May, staff concluded a communications campaign supporting the FY 2026-27 rate-setting process and the FY 2027-2031 Five-Year Capital Improvement Program (CIP). Between December and May, staff published six articles on Valley Water News, including a final update following the Board's adoption of the budget in May. Staff also placed a column on behalf of Chair Estremera on Valley Water's investments in infrastructure in San José Spotlight. To further increase public awareness and engagement, staff published 15 social media posts highlighting the CIP and water rates process, including four posts promoting public hearings.

RINCONADA RELIABILITY IMPROVEMENT PROJECT COMMUNITY MEETING AND TOUR



Deputy Operating Officer Sam Bogale leads guests on a tour of the Rinconada Water Treatment Plant.

On May 13, 2026, Valley Water hosted its biannual community meeting for Phases 3-6 of the Rinconada Water Treatment Plant Reliability Improvement Project. The hybrid meeting provided updates on project progress and addressed questions and concerns raised by nearby residents. Prior to the meeting, registered community members participated in a guided tour of the construction site from the plant's upper deck. Attendees included Director Nai Hsueh, Town of Los Gatos Vice Mayor Maria Ristow, and 11 community members, including seven attending for the first time. Following the presentation, participants engaged in a question-and-answer session. A recording of the meeting is available on the project website and Valley Water's YouTube channel.



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MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 195 media mentions in May.

Staff responded to media inquiries on the following topics:

- May rain
- Detection of golden mussels
- Environmental impacts of plastic in waterways

Staff wrote and posted six stories to Valley Water News on the following subjects:

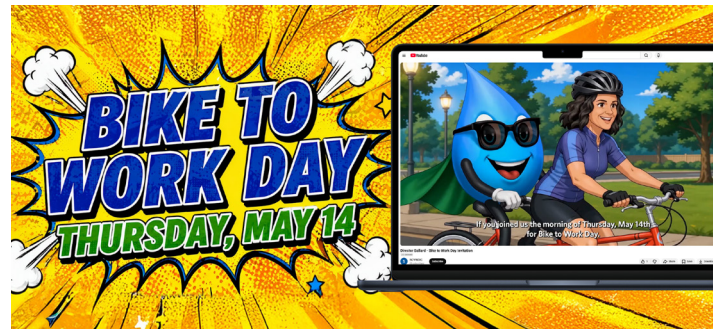
- Reliable water starts with smart investments
- As boating season kicks off, help protect our waters from golden mussels
- Volunteers remove over 14,000 pounds of trash during National River Cleanup Day
- Santa Clara County receives positive news on imported water allocations
- Valley Water releases Greenhouse Gas Reduction Plan for public review
- Palo Alto Tide Gate Project reaches key milestone

Below are statistics for Facebook, X, valleywaternews.org, video, and eNews. Impressions are the number of times a post is displayed on social media feeds. Engagement is the number of times a user interacts with a post, such as retweeting, clicking, and more. With the launch of the new website, we migrated Valley Water News from WordPress to the main website. Moving forward, instead of blog views, we'll be tracking total users to these pages.

<p>f</p> <p>4,705,313 impressions</p> <p>64,959 engagements</p> <p>36,362 post link clicks</p>	<p>X</p> <p>779 impressions</p> <p>28 engagements</p>	<p>Valley Water News</p> <p>5,867 total users</p>
<p>▶</p> <p>1,449,418 views</p> <p>9 videos posted</p>	<p>Instagram</p> <p>240,273 impressions</p> <p>1,058 engagements</p>	<p>eNews</p> <p>48% open rate</p> <p>4% click through rate</p>

INTERNAL COMMUNICATIONS

In May, staff edited and published the latest Water Treatment Plants Behind the Scenes video. The third installment in the series focused on Rinconada Operations Manager Lotina Nishijima and has garnered 390 views on Valley Water's external YouTube channel. Staff also assisted with subtitling and publishing an updated version of Flyin' Over Santa Clara County: A Journey with Valley Water. Featured in the May Town Hall, the video has received 412 views on YouTube. In collaboration with Graphic Services and Director Ballard, staff produced and released a promotional video for Bike to Work Day, which has been viewed 222 times on Valley Water's internal YouTube channel.



The team distributed twelve all-user emails, covering a range of topics, including training requirements, policy and security updates, employee engagement activities, and leadership communications.

Staff posted 47 employee news items to Aqua; updated the Employee News monitors at water treatment plants, the Sacramento office, HQ and Admin cafeterias, and the Crest walkway and breakroom; and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.

COMMUNITY OUTREACH

In addition to hosting the Rinconada Water Treatment Plant community meeting, staff prepared for several upcoming outreach efforts, including the Penitencia Water Treatment Plant Residuals Project and Pipeline pre-construction meeting. Staff also developed presentations for three Local Agency Formation Commission of Santa Clara County (LAFCO) meetings scheduled for June.

GRAPHICS SERVICES

For the month of May 2026, the graphic team completed 79 cases. The Graphics and Design activities are:

	24 internal supports		17 digital graphics
	14 mailers, event and outreach materials		7 publications
	8 Employee Recognition Awards		3 signages
	3 public notice and newspaper ads		3 water conservation materials