

SUMMARY FOR OCTOBER 2024

Office of Communications Activities



IMAGINE A DAY WITHOUT WATER

On Oct. 17, Valley Water recognized Imagine a Day Without Water with a video featuring Chair Hsueh explaining what our world would look like without water. The video concluded with Chair Hsueh sharing the actions we can all take to ensure we never live a day without water. The video was posted to Valley Water's YouTube and social media channels. Staff also published a blog post summarizing the importance of water conservation.



Imagine a Day Without Water video featuring Chair Hsueh.

ANDERSON DAM TUNNEL PROJECT PROGRESS

Staff produced a blog and video highlighting the completion of the excavation of the Anderson Dam tunnel using the Micro-Boring Tunnel Machine. The blog and video were shared on social media and generated media coverage. NBC Bay Area interviewed Director Varela and Deputy Operating Officer Ryan McCarter about the tunnel's progress and next steps. Director Varela explained the project's importance for Santa Clara County and expressed excitement about seeing the continued progress.



As featured in a video, contractors removed a specialized Micro-tunnel Boring Machine from Anderson Reservoir.

ELK NEAR ANDERSON RESERVOIR

In October, several elk were captured on a Valley Water drone camera, taking in the scenery around Anderson Reservoir. Staff shared the video on Valley Water's social media platforms.



Elk at Anderson Reservoir featured in video shared on Valley Water's social media platforms.

VALLEY WATER CHEERS ON LOCAL SPORTS TEAMS

To continue growing our connection with Santa Clara County's sports teams, Valley Water staff shared a video on social media to help cheer on the San Jose Sharks, San Francisco 49ers and San Jose Earthquakes. The video received 3,889 views and 200 positive comments and shares across all social media platforms.

MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 416 media mentions in October.

Staff responded to media inquiries on the following topics:

- Spill into Matadero Creek in Palo Alto
- Election for District 2 seat
- Anderson Dam Seismic Retrofit and Tunnel projects

Staff wrote and posted stories to valleywaternews.org on the following subjects:

- Valley Water is evaluating a desalination project through its Water Supply Master Plan
- Environmental impact report for the proposed geotechnical investigations for the Pacheco Reservoir Expansion Project and virtual scoping meeting
- Can you Imagine a Day Without Water?
- Essential tips for you and your family
- That's a wrap! Valley Water closes out another year of successful volunteer cleanups
- Valley Water reached a milestone in the tunnel project at Anderson Dam; planning continues for seismic retrofit project

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

- Valley Water’s New \$10K Mini-Grant Program: Attend a workshop on Nov. 13 & 19
- The environmental review process for the Penitencia Water Treatment Plant Residuals Management Project has started and Valley Water would like your comments
- Environmental impact report for the proposed geotechnical investigations for the Pacheco Reservoir Expansion Project and virtual scoping meeting

Staff published an item to District News regarding new grants to help protect San Francisco Bay from coastal flooding.

Statistics for Facebook, Twitter, valleywaternews.org, 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>f 2,053,231 impressions 5,273 engagements 423 post clicks</p>	<p>X 3,576 impressions 149 engagements 9 link clicks</p>	<p>Valleywaternews Blog 5,005 views 3,304 visitors</p>
<p>▶ 651,916 video views 10 videos posted</p>	<p>📷 28,628 impressions 405 engagements</p>	<p>📧 May e-Newsletter 57% open rate 3% click through rate</p>

INTERNAL COMMUNICATIONS

Staff released a Reflections video featuring Tony Mercado, Public Information Representative from the Office of Communications, who has been with Valley Water since 1999, sharing his story and journey. The video has 138 views on our internal YouTube channel. Staff also supported the Security Office’s rollout of its “See Something, Say Something to Security” campaign with messages to employees about the importance of reporting security-related incidents to our Security Office.

Staff sent 11 All User emails, including information regarding the Everbridge App, a new mass notification system to send alerts from the Security Office, an upcoming parking impact, Security Advisories, and the Federal & State Grant Advisory Newsletter; posted 67 employee news items to the Aqua intranet, updated the Employee News monitors at our water treatment plants, the Sacramento office, in the HQ and Admin cafeterias, and Crest hallway; and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.

COMMUNITY OUTREACH

On Oct. 17, a virtual public scoping meeting was held for the community to learn more about the scope and content of the draft Environmental Impact Report for the Design

Level Geotechnical Investigations for the Pacheco Reservoir Expansion Project. Vice Chair Santos provided opening remarks. The presentation included details about the proposed project’s objectives and geotechnical survey work. Twenty-four people attended the meeting.

Staff supported two Speakers Bureau events in October. On Oct. 19, Chair Hsueh provided opening remarks for a staff presentation delivered in person to the Cupertino Library, which drew 17 attendees. On Oct. 22, staff delivered an in-person presentation to the Los Altos Sunset Rotary Club, with five people in attendance.

GRAPHICS SERVICES

For the month of October 2024, the graphic team resolved 77 cases. The Graphics and Design activities are:

- 18 flood awareness materials
- 16 internal support
- 9 mailers, event and outreach materials
- 8 publications
- 7 digital graphics
- 6 Water Solutions Summit materials
- 4 signage materials
- 4 water conservation materials
- 3 PowerPoint presentations
- 2 public notice and newspaper advertisements



Valley Water ads across Levi's Stadium's LED systems during the San Francisco 49ers vs. Kansas City Chiefs game on October 20.