

SUMMARY FOR FEBRUARY 2025

## Office of Communications Activities



### COYOTE CREEK NEWS CONFERENCE



(Left to right): San José City Councilmember Carl Salas, Director Shiloh Ballard, Vice Chair Richard Santos, Santa Clara County Supervisor Betty Duong and Valley Water Interim CEO Melanie Richardson at the Coyote Creek Flood Protection Project news conference.

On Feb. 20, Valley Water held a news conference marking the near completion of the first phase of the Coyote Creek Flood Protection Project. Interim CEO Richardson was the emcee, and remarks were provided by Vice Chair Santos, Director Ballard, Santa Clara County Supervisor Betty Duong and San José City Councilmember Carl Salas. Crews from ABC7 News, NBC Bay Area, CBS Bay Area, KTSF, Mercury News and KQED attended. The news conference was also live-streamed on our Facebook page.

### ANDERSON DAM PUBLIC MEETING



Director Varela delivers opening remarks during the Anderson Dam public meeting.

On Feb. 20, Valley Water held a meeting to provide an update on the Final Environmental Impact Report. The meeting utilized a hybrid format, allowing attendees to participate in person at the Morgan Hill Community and Cultural Center or via Zoom. Director Varela delivered the opening remarks. Forty-eight community members attended the event in person, including Vice Chair Santos, Director Beall, Morgan Hill Mayor Mark Turner, and Morgan Hill council members

Marilyn Librers and Soraida Iwanaga. Additionally, 44 participants joined remotely, including Director Hsueh. A recording of the public meeting is available on Valley Water's project page and YouTube channel.

### SAN JOSE SHARKS CAMPAIGN



In February, Valley Water launched a partnership campaign with the San Jose Sharks. The goal of the campaign is to increase awareness of Valley Water's mission and work in Santa Clara County. This year's campaign slogan is "Valley Water brings the ice to Sharks hockey." This slogan reinforces the idea that ice hockey requires ice, and ice is made from water, which ties directly to Valley Water's role in water management. To kick off the campaign, the Sharks shared a video on their social media platforms featuring H2Cool and Shark's mascot, Sharkie. The campaign also includes a rotating spot on the marquee outside the SAP Center, highlighting the new slogan and partnership.

### MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 518 media mentions in February.

#### Staff responded to media inquiries on the following topics:

- California Department of Water Resources February snow survey
- Safe, Clean Water Feb. 25 public hearing
- Valley Water Interim CEO conflict of interest policy
- Santa Clara County's water supply after storms
- Valley Water's storm preparations
- Recycled water
- Sisk Dam Raise project
- Encampment "sweeps" and the Water Resources Protection Zones Ordinance

## COMMUNITY OUTREACH

The Speakers Bureau program continued in February with two presentations. On Feb. 28, staff supported Vice Chair Santos, who provided opening remarks for a staff-delivered virtual Speakers Bureau presentation to 15 college students through our Water Works Program. On Feb. 19, staff delivered an in-person Speakers Bureau presentation to 90 attendees at the Cupertino Rotary Club.

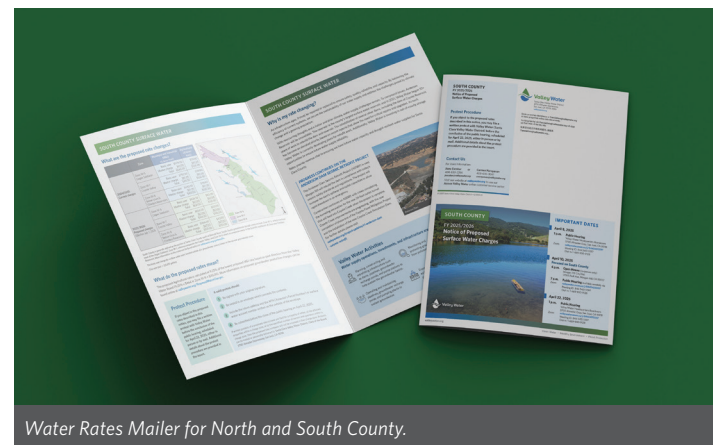


Staff presenting a Speakers Bureau presentation to the Cupertino Rotary.

## GRAPHICS SERVICES

Staff completed 78 graphic case requests for the month of February.

	20 mailers, event and outreach materials		17 internal support materials
	9 water conservation materials		8 public notice and newspaper advertisements
	6 National River Cleanup Day Graphics		6 publications
	4 signage materials		3 flood awareness material
	3 PowerPoint presentations		2 digital graphics



Water Rates Mailer for North and South County.

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

- Bring your project to life with a \$15,000 Valley Water grant! Apply by March 28
- Valley Water's annual Capital Improvement Program: Projects to ensure a reliable water supply for Santa Clara County
- Valley Water environmental video series

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

- Valley Water invites you to a public meeting on the Anderson Dam Seismic Retrofit Project Final Environmental Impact Report

## Staff published four items to the Valley Water website's District News section, including:

- Valley Water to hold public hearing on final Environmental Impact Report and engineer's report for the Anderson Dam Seismic Retrofit Project
- Valley Water updates recommendations regarding the proposed modification of the San Francisco Bay Shoreline Protection Project; public hearing on Feb. 25
- Board of Directors certifies key environmental documents for the Anderson Dam Seismic Retrofit Project
- Santa Clara County receives positive news regarding imported water allocations

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><b>f</b> 431,906 impressions 4,079 engagements 2,066 post link clicks</p>	<p><b>X</b> 6,305 impressions 207 engagements 15 link clicks</p>	<p> Valleywaternews Blog 4,298 views 2,550 visitors</p>
<p> 35,512 video views 10 videos posted</p>	<p> 19,755 impressions 520 engagements</p>	<p> May e-Newsletter 54.7% open rate 3.1% click through rate</p>

## INTERNAL COMMUNICATIONS

In February, staff sent eight All User emails, including Employee Town Hall messages; two security advisories; the Ripple Quarterly Newsletter from Administrative Services; a call for video and photo contributions for International Women's Day; and communications about Open Enrollment from HR & Benefits. They also posted 37 employee news items to the Aqua intranet; updated the Employee News monitors in the HQ and Admin cafeterias, Sacramento office, Rinconada Water Treatment Plant and the Penitencia Water Treatment Plant; and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.