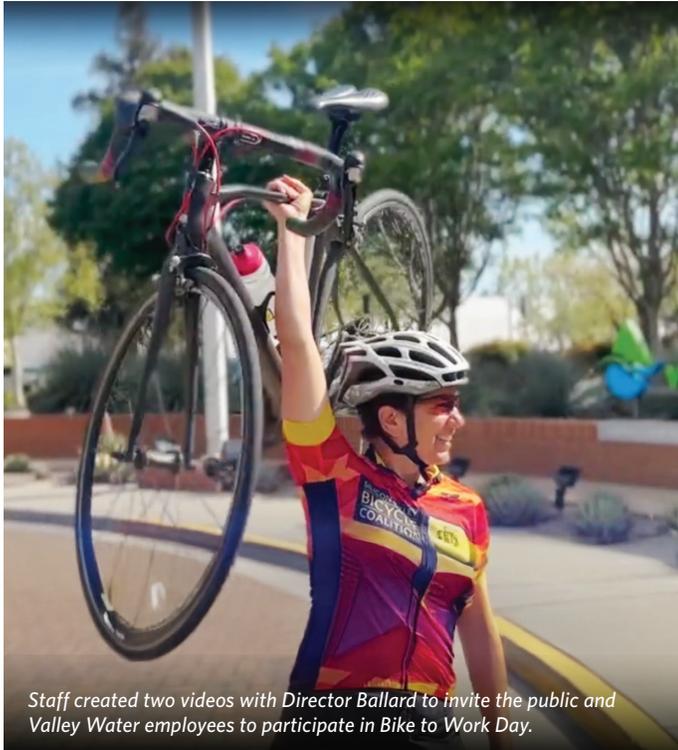


SUMMARY FOR MAY 2025

Office of Communications Activities



Staff created two videos with Director Ballard to invite the public and Valley Water employees to participate in Bike to Work Day.

BIKE TO WORK DAY

For internal communications, staff produced a video message from Director Ballard inviting employees to join her in Bike to Work Day on May 15. The video was shown during the virtual Employee Town Hall and has received 228 views on the internal YouTube channel. Additionally, staff produced a highlight video that captured the atmosphere of the May 15 event, hosted by Human Resources, which has been viewed 190 times.

For external outreach, a video featuring Director Ballard encouraging community participation in Bike to Work Day was shared on social media and received 830 views.

WATER RESOURCES PROTECTION ZONE ORDINANCE SOCIAL MEDIA CAMPAIGN

Staff shared a series of social media posts and graphics to increase awareness of the Water Resources Protection Zone Ordinance. These posts highlighted the ordinance's purpose, outlined the prohibited actions and explained how the ordinance will be enforced through an education-first approach. So far, the posts have received over 1,000 views and continue to foster a dialogue about the ordinance with the community.

MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

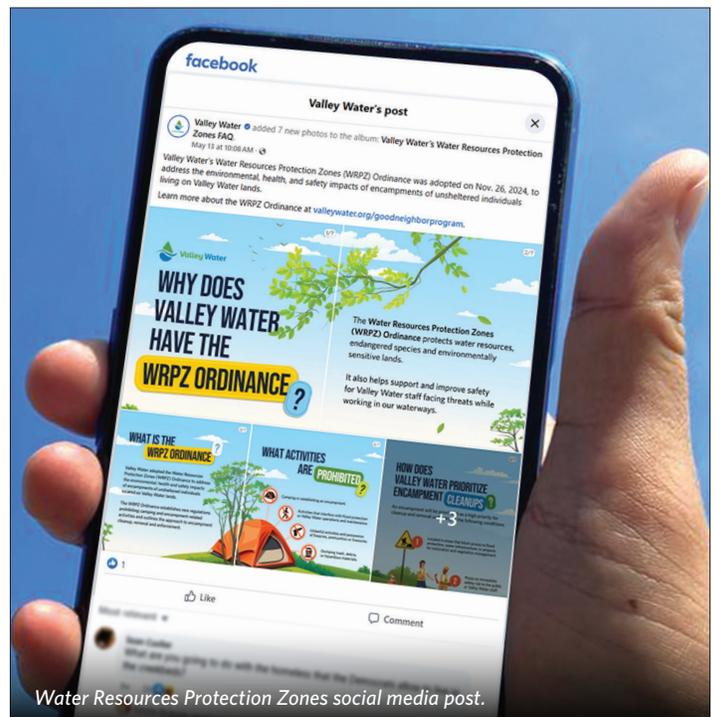
Valley Water received 194 media mentions in May.

Staff responded to media inquiries on the following topics:

- Pacheco Reservoir Expansion Project
- Current water supply situation heading into warmer months
- Gov. Newsom's efforts to expedite the Delta Conveyance Project
- New study on land subsidence risk to infrastructure across the U.S.
- An encampment abatement along the Guadalupe River at Autumn Parkway
- Encampments and their impact on fish populations
- Valley Water staff performing routine creek and levee inspections near the Cherry Avenue interim housing site
- Rick Callender's employment status

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

- Help shape Santa Clara County's water future: Review the draft Water Supply Master Plan 2050
- A time of investment: ensuring reliability and resilience
- Valley Water earns top investment policy certification



Water Resources Protection Zones social media post.

- Santa Teresa Water Treatment Plant: Investing in safe, clean water for the future
- Did you know that you can water your landscape by reusing laundry water?
- Governor Gavin Newsom proposes a plan to fast-track critical water infrastructure project

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

- High School Students: Shape the Future of Your Community and Join Valley Water’s Youth Commission - Apply by May 26!
- Your help is needed - Volunteer for a creek cleanup on May 17!

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

<p>f 2,468,471 impressions 1,685 engagements 4,736 message clicks</p>	<p>X 1,497 impressions 58 engagements 4 link clicks</p>	<p>Valleywaternews Blog 6,209 views 4,505 visitors</p>
<p>▶ 364,194 video views 9 videos posted</p>	<p>📷 144,980 impressions 585 engagements</p>	<p>📧 May e-Newsletter 59.5% open rate 2.2% click through rate</p>

INTERNAL COMMUNICATIONS

In May, staff filmed a welcome video from Chair Estremera for visitors to the Silicon Valley Advanced Water Purification Center. Additionally, the team released a new Reflections video featuring Groundwater Management Unit Manager Vanessa De La Piedra, who shared her personal journey to Valley Water. This video has been viewed 411 times internally.



Staff sits down with recently retired employee Vanessa De La Piedra to capture her insights and her journey to Valley Water.

Throughout the month, staff sent 16 all-user emails highlighting key updates, including the Live Town Hall event, a reminder to redeem Kudos points before the fiscal year ends, an invitation to complete the “Great Place To Work” survey, and several parking impact notices. They also posted 63 employee news items on the Aqua intranet, updated the employee news monitors at HQ and Admin cafeterias, the Sacramento office, and the Rinconada and Penitencia Water Treatment Plants, and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.

COMMUNITY OUTREACH

In May, staff distributed multiple construction notices and Nextdoor posts to inform the community about ongoing project activities. They also prepared the annual Stream Maintenance Program mailer, scheduled for distribution to over 10,000 residents in June.

GRAPHICS SERVICES

For the month of May 2025, the graphic team resolved 67 cases.



- | | | | |
|--|---|--|--|
| | 30 internal support materials | | 9 digital graphics |
| | 8 mailers, event and outreach materials | | 7 signage materials |
| | 5 water conservation materials | | 3 public notice and newspaper advertisements |
| | 3 publications | | 2 branding materials |