

SUMMARY FOR AUGUST 2025

## Office of Communications Activities



### VALLEY WATER NIGHT AT SAN JOSE GIANTS



Chair Estremera, Director Santos and Yolanda Estremera enjoyed Valley Water night at the San Jose Giants.

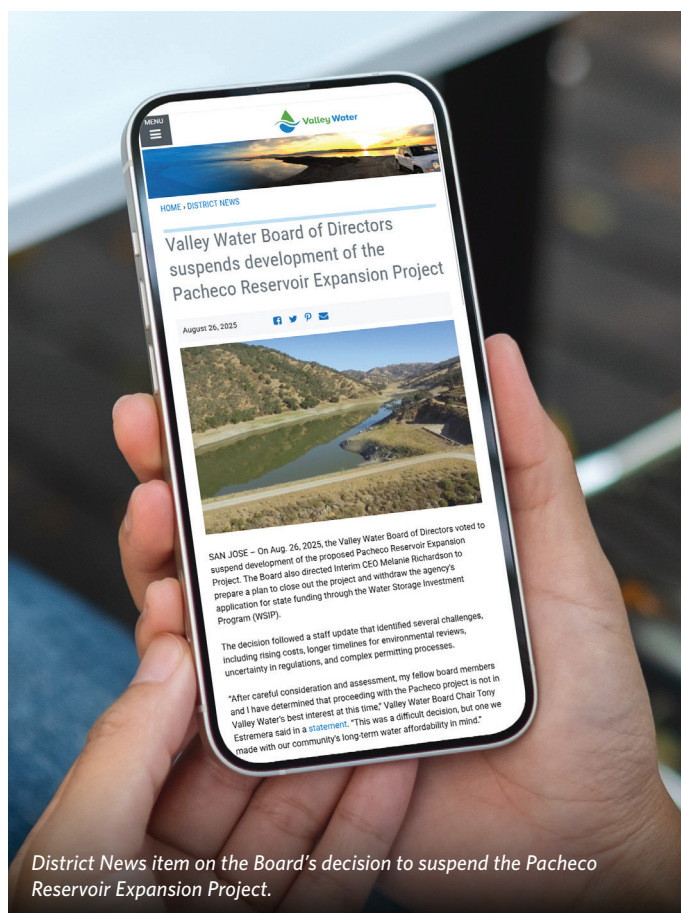
Chair Estremera, Vice Chair Santos and Interim CEO Melanie Richardson joined more than 430 Valley Water employees, volunteers, family members and friends for the annual Valley Water Night at Excite Ballpark on August 8. Attendees received a newly designed Valley Water hat and enjoyed an evening filled with festivities. Chair Estremera's grandson threw out the ceremonial first pitch, and several employees took part in the between-inning games. Valley Water's "Water Save" water-balloon toss participants included CFO Darin Taylor, Chiefs Rachael Gibson and Aaron Baker, and Deputy Administrative Officer Marta Lugo, with Darin and Aaron taking the win. Employees and their kids enjoyed fan-favorite games such as Race the Mascot and Musical Chairs, along with a new addition — The Price is Right. The San José Giants' victory capped off the evening, followed by a spectacular fireworks show that lit up the stadium.



Deputy Administrative Officer Marta Lugo, Chief Financial Officer Darin Taylor, Chief of External Affairs Rachael Gibson and Chief Operating Officer Aaron Baker get ready to participate in the water balloon toss.

### PACHECO RESERVOIR EXPANSION PROJECT OUTREACH

Staff's project update to the Board of Directors on Aug. 26, 2025, was promoted through an e-blast, social media and the website. After the Board voted to suspend development of the Pacheco Project, staff issued a news release and a statement from Chair Estremera and shared the information with interested parties via Constant Contact. Staff also responded to media questions about the board's action.



District News item on the Board's decision to suspend the Pacheco Reservoir Expansion Project.

### MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 273 media mentions in August.

Staff responded to media inquiries on the following topics:

- Pacheco Reservoir Expansion Project
- Upper Llagas Creek Flood Protection Project

09/23/2025

- Valley Water's work with the Open Space Authority
- Implementation of the Water Resources Protection Zones Ordinance





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

- Celebrating Water Quality Month: The vital work of Valley Water's Water Quality Unit
- Valley Water honored for excellence in flood awareness communications
- Valley Water celebrates National Water Quality Month
- Video: Improving Llagas Creek to reduce flooding in Morgan Hill

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

- Valley Water invites you to our West Valley and Lower Peninsula Watershed Planning Workshop
- You are invited to comment on the Stream Maintenance Program (SMP) Draft Environmental Impact Report

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.

<b>f</b> <b>2,336,350</b> impressions <b>53,683</b> engagements <b>26,710</b> post link clicks	<b>X</b> <b>1,579</b> impressions <b>179</b> engagements <b>11</b> link clicks	 Valleywaternews <b>13,481</b> blog views <b>6,411</b> visitors
 <b>357,681</b> views <b>13</b> videos posted	 <b>121,826</b> impressions <b>731</b> engagements	 August e-Newsletter <b>60%</b> open rate <b>6%</b> click through rate

## INTERNAL COMMUNICATIONS

Staff produced a Valley Water Night recap video shared during the August 14 Town Hall, on Aqua and News You Can Use. The video has been viewed 279 times. Throughout August, staff distributed 21 all-user emails. These included the Valley Water Night information, both pre- and post-event, multiple Security Advisories, a donation request from the Benefits and Wellness Program, a heat advisory, parking impacts, and a call to submit photos for the 2026 Valley Water calendar. Staff posted 68

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 the Crest hallway; and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.

## COMMUNITY OUTREACH

On Aug. 27, Valley Water hosted a virtual public meeting on the Stream Maintenance Program Draft Environmental Impact Report. Director Hsueh offered opening remarks, and seven community members participated. Valley Water staff from units that support the Stream Maintenance Program were available to address questions about our creek work.

On Aug. 21, Valley Water held a hybrid preconstruction meeting for the Palo Alto Flood Basin Tide Gate Seismic Retrofit and Rehabilitation Project at the Mitchell Park Community Center and via Zoom. Director Hsueh provided opening remarks to a combined audience of 30 participants, including Vice Chair Santos, Director Eisenberg and staff from the cities of Palo Alto and Mountain View.

On Aug. 12, staff delivered a Speakers Bureau presentation to the Los Altos Kiwanis Club, which drew 15 attendees.

## GRAPHICS SERVICES

For the month of August 2025, the graphic team resolved 74 cases. The Graphics and Design activities are:

	20 internal support materials		12 mailers, event and outreach materials
	9 digital graphics		8 signage materials
	8 Coastal Cleanup Day materials		5 powerpoint
	5 public notice and newspaper advertisements		4 publications
	2 water conservation materials		1 branding materials