

SUMMARY FOR JULY 2023

## Office of Communications Activities



### SUMMER CONSERVATION CAMPAIGN

Communications launched the summer water conservation campaign on July 1. The “Yards Have Evolved” multilingual campaign promotes participation in the Landscape and Irrigation Rebate Programs and Water-Wise Outdoor Surveys through digital and social media ads. A parallel campaign continues to raise awareness about our commercial, industrial, and institutional (CII) programs, such as the Large Landscape and Water-Efficient Technologies rebates, through targeted LinkedIn ads, email and direct mail outreach. The campaign will continue until Oct. 30.



### PERCOLATION PONDS ARE FULL THIS SUMMER

To share the news that Valley Water has a full recharge program for the first time since 2018, staff shared a blog post

with the public on Valley Water News. The blog received over 1,200 readers in its first two weeks. The story was posted on Valley Water’s social media channels, receiving over 1,950 impressions, 300 link clicks and nearly 100 positive comments and shares. An Instagram Reel was also created to help spread the news through video. The percolation pond Reel was our second highest-performing post in July, resulting in over 2,600 plays and 200 engagements.

In addition to sharing the story on Valley Water’s platforms, staff worked with ABC7 on a story about the percolation ponds. Staff was interviewed about the importance of our groundwater program and its benefits to our environment and water supply.

### MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 197 media mentions in July.

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

- PFAS and multi-district settlement with 3M
- The state’s new proposed regulations for direct potable reuse and Valley Water’s water reuse program
- Sea Level Rise Adaptation Funding and Investment Framework report and Valley Water projects related to climate change and flood protection

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

- Furry friends for fire prevention: How goats are helping Santa Clara County
- Valley Water to keep percolation ponds in Santa Clara County full this summer
- Investing in the future of water

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

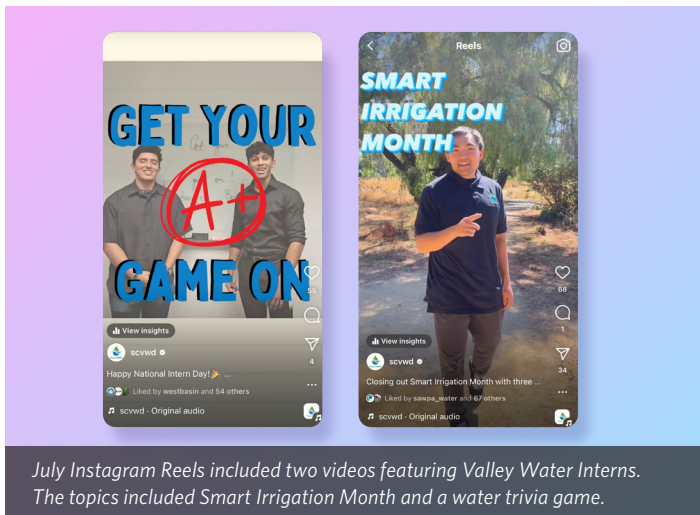
- Save water and money with Valley Water’s irrigation scheduling tool
- Valley Water unveils Inaugural Mural
- 2023 Coastal Cleanup Day – Request for Volunteer Cleanup Site Coordinators
- Calabazas Creek Bank Rehabilitation Project starts work this month

Statistics for Facebook, Twitter, valleywaternews.org blog, video, and eNews are below. Impressions are the number of

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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> 2,069,518 impressions 52,259 engagements 33,044 message clicks</p>	<p><b>🐦</b> 10,414 impressions 416 engagements 43 link clicks</p>	<p><b>💧</b> Valleywaternews Blog 16,467 views 10,222 visitors</p>
<p><b>🎥</b> 4,338 video views 6 videos posted</p>	<p><b>📷</b> 97,991 impressions 1,158 engagements</p>	<p><b>📧</b> November e-Newsletter 54% open rate 4.2% click through rate</p>



July Instagram Reels included two videos featuring Valley Water Interns. The topics included Smart Irrigation Month and a water trivia game.

### INTERNAL COMMUNICATIONS

Staff put together a short recap video of the Live Town Hall and Taste of Inclusion event. Staff filmed Chair Varela inviting volunteers to Valley Water Night on Aug. 25, 2023; the video invitation will be distributed to volunteers in early August. Staff also filmed CEO Callender inviting employees and their families to Valley Water Night. The video was included in an All User email with instructions on how to reserve tickets and was shared across all internal channels.

Also in July, staff sent a total of 10 All User emails, including messages from Human Resources and several messages from General Services regarding parking impacts; posted 36 employee news items to the Aqua intranet, updated the Employee News monitors in the HQ and Admin cafeterias and Crest hallway, and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.

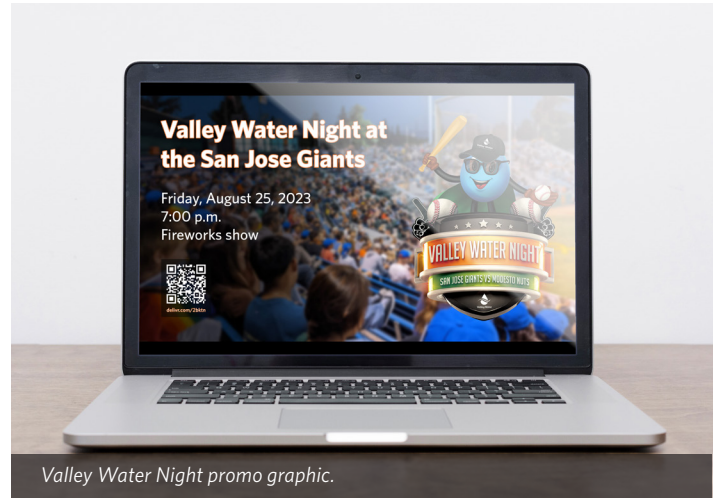


Image of Chair Varela and CEO Callender inviting volunteers and employees to Valley Water Night.

### COMMUNITY OUTREACH

The Speakers Bureau program continued in July with three presentations by Chair Varela.

- July 11 in-person presentation to the Morgan Hill Kiwanis Club
- July 19 hybrid presentation to the Rotary Club of Morgan Hill
- July 25 in-person presentation for the Rotary Club of Gilroy After Hours

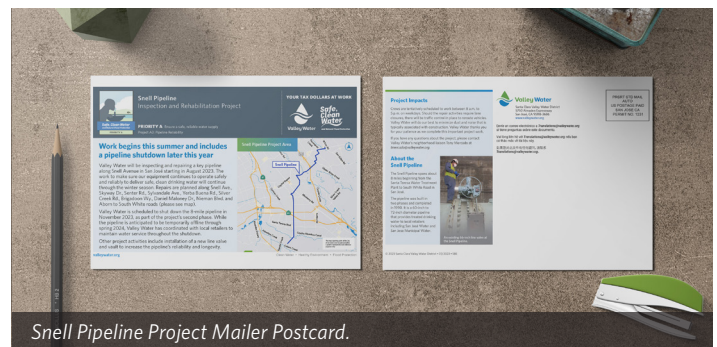


Valley Water Night promo graphic.

### GRAPHICS SERVICES

Staff completed 83 graphic case requests for the month of July.

	25 internal support materials		12 mailer, event and outreach materials
	9 rebranding materials		8 digital graphics
	6 PowerPoint presentations		6 signs
	6 drought/water conservation materials		5 publications
	3 flood awareness graphics		3 public notice and newspaper advertisement



Snell Pipeline Project Mailer Postcard.