

SUMMARY FOR MAY 2024

# Office of Communications Activities

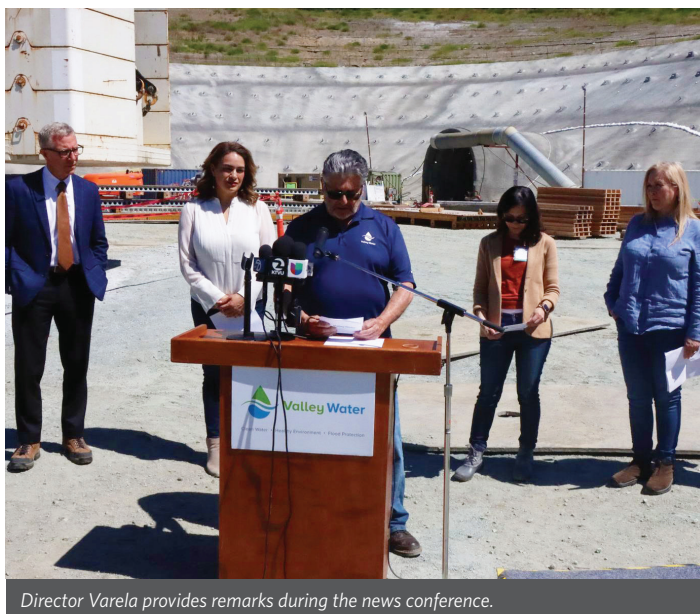


## ANDERSON DAM TUNNEL PROJECT MEDIA EVENT

On May 10, Valley Water hosted a news conference to highlight our progress on the Anderson Dam Tunnel Project, which included guiding media members and elected officials on a tour inside the tunnel. Director Varela provided remarks during the news conference, along with County Supervisors Sylvia Arenas and Cindy Chavez, Morgan Hill Mayor Mark Turner, and Jean Cohen, Executive Officer of the South Bay Labor Council. The event garnered widespread media attention, with KCBS radio, Morgan Hill Times, Morgan Hill Life, Mercury News, CBS, KTVU, NBC, ABC and Univision sending representatives.



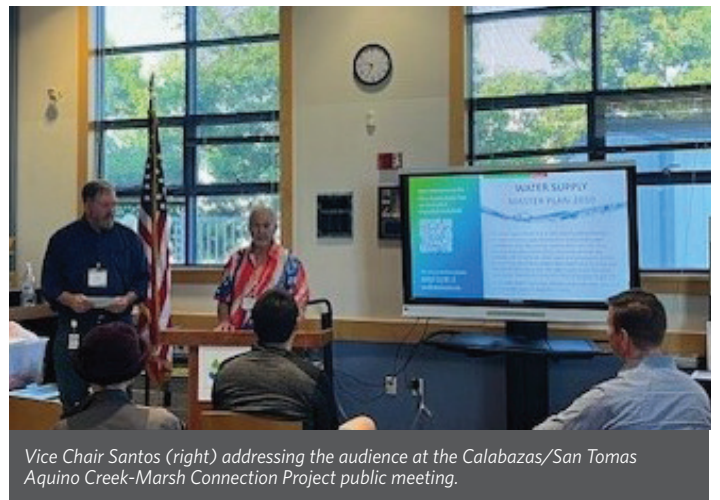
Representatives from nine media outlets attended the Anderson Dam Tunnel Project news conference and tour on May 10.



Director Varela provides remarks during the news conference.

## CALABAZAS/SAN TOMAS AQUINO CREEK-MARSH CONNECTION PROJECT MEETING

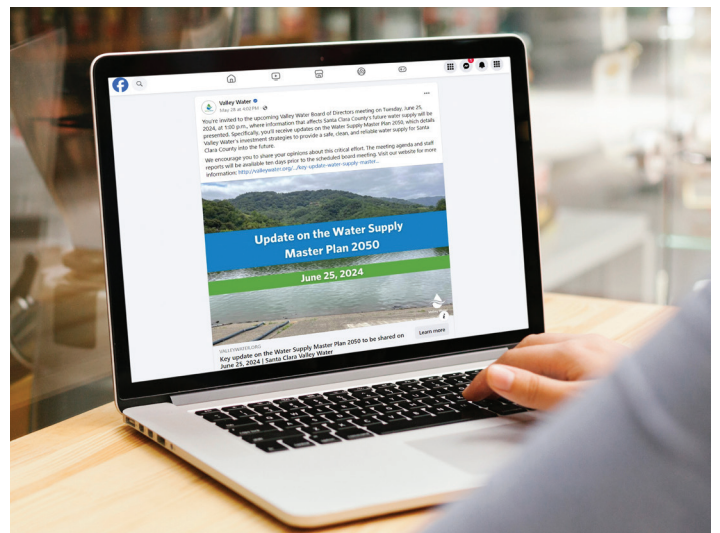
On May 15, Valley Water held a public meeting to present the Calabazas/San Tomas Aquino Creek-Marsh Connection Project. Vice Chair Santos provided opening remarks and participated during the question-and-answer segment. The hybrid meeting, held in-person at the Alviso Branch Library and via Zoom, drew about 18 community members, including City of Santa Clara Councilmember Kathy Watanabe.



Vice Chair Santos (right) addressing the audience at the Calabazas/San Tomas Aquino Creek-Marsh Connection Project public meeting.

## WATER SUPPLY MASTER PLAN AND DELTA CONVEYANCE PROJECT PUBLIC OUTREACH

Posts on social media, District News and the May e-newsletter promoted the June 25 staff update to the board on the Water Supply Master Plan and Delta Conveyance Project. Staff promoted the information on our social media platforms.



## MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 515 media mentions in May.

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

- Valley Water’s plan to collaborate with City of San José to respond to unhoused community members living on VW property
- California Division of Safety of Dams’ restrictions on reservoir storage and the impact to Valley Water
- Water supply conditions heading into summer
- Wild pigs issue at Anderson Reservoir
- Water Resources Protection Zones Ordinance
- Valley Water lawsuit

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

- Are there plans to fill more of Valley Water’s percolation ponds in Santa Clara County this summer?
- Aging infrastructure and effects of climate change lead to need for critical investment.

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

- Save the date: Calabazas/San Tomas Aquino Creek-Marsh Connection Project public meeting
- High School Students: Join Valley Water’s Youth Commission – Apply by May 24
- Your help is needed - Volunteer for a creek cleanup near you!

On May 1, Chair Hsueh was interviewed about our Landscape Rebate Program at the New Tang Dynasty TV Studios in Santa Clara. Chair Hsueh discussed our many water conservation programs and stressed the importance of making water conservation a way of life. The segment aired in English and Chinese as part of the station’s newscast and TV magazine.

Staff published to District News an item regarding AB 939 with a quote from Chair Hsueh.

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> 4,187,889 impressions 7,818 engagements 1,804 message clicks</p>	<p><b>X</b> 4,747 impressions 127 engagements 10 link clicks</p>	<p><b>Valleywaternews Blog</b> 7,239 views 4,815 visitors</p>
<p><b>Video</b> 1,258,424 video views 8 videos posted</p>	<p><b>Instagram</b> 1,803,665 impressions 894 engagements</p>	<p><b>May e-Newsletter</b> 58% open rate 8% click through rate</p>

## INTERNAL COMMUNICATIONS

Staff sent a total of 14 All User emails, which included information about workplace violence prevention field safety classes and mandatory workplace violence prevention trainings, upcoming ACEO acting schedule, a security advisory and a new feature to the Kudos platform. Staff posted 67 employee news items to the Aqua intranet, updated the Employee News monitors in the HQ and Admin cafeterias and Crest hallway, Sacramento office, and the newly installed digital monitors at the 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.

## COMMUNITY OUTREACH

On May 29, staff held a Coyote Creek project neighbor meeting at the outdoor classroom in downtown San José. Director Keegan attended and provided remarks to about a dozen neighbors in attendance to learn more about the flood walls being installed behind their properties and to share feedback with the project team.



Director Keegan and staff listen to feedback from residents regarding the Coyote Creek flood protection project.

On May 29, staff held its second informal virtual chat with neighbors of the Rinconada Water Treatment Plant, a gathering aimed at increasing residents’ accessibility to the project team during construction of the Reliability Improvement Project.

## GRAPHICS SERVICES

Staff completed 85 graphic case requests for the month of May.

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