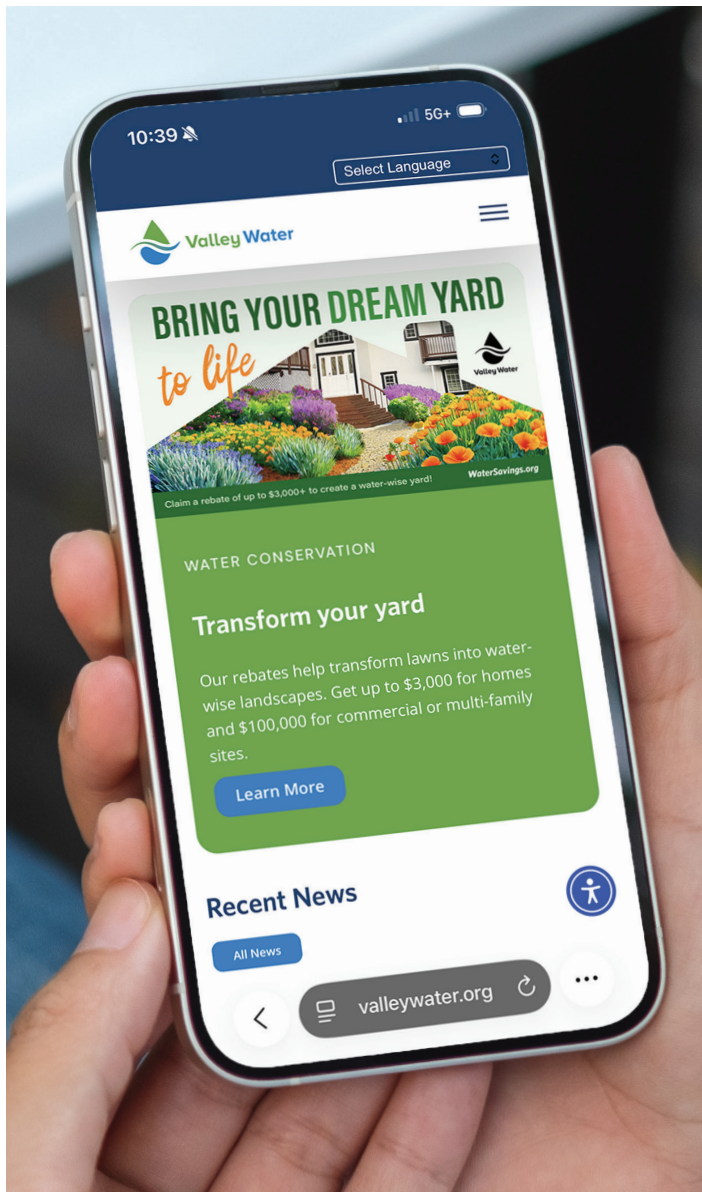


## SPRING 2026 WATER CONSERVATION CAMPAIGN

Our spring multilingual outreach campaign promoting the Landscape Rebate, Outdoor Water Survey, and Graywater programs started the week of April 1. The geotargeted campaign features digital, social, print, and streaming ads, lawn transformation stories, and animations. Staff also supported advertising with emails, posts on Nextdoor, and blog articles. This year, staff partnered with the Growing Natives Garden Tour to encourage community involvement in our programs by co-branding social media posts and placing lawn signs in participating tour homes.



## WATER SUPPLY OUTLOOK MEDIA AVAILABILITY



*Chief Operating Officer Aaron Baker is interviewed by media members.*

On April 1, Valley Water held a media availability at headquarters with Chief Operating Officer Aaron Baker and Public Information Representative Paola Reyes. ABC 7 News, CBS Bay Area, NBC Bay Area, KTVU and KQED interviewed Aaron, while Telemundo and Univision interviewed Paola. They both discussed the impacts on our water supply from the lack of snowpack, the status of our groundwater basins and reservoirs, and the need for people to continue doing their part by being water-efficient at home.

## FLYIN' OVER SANTA CLARA COUNTY



To help tell the story of Valley Water, staff produced a video highlighting the agency's work to provide the county with safe, clean water, flood protection, and environmental stewardship. The video takes viewers on a bird's-eye tour of various Valley Water projects and facilities, featuring staff cameos that share fun facts about each location. The video has been shared on Valley Water's social media platforms, newsletter, and will be used as a branding video for external presentations in the future.

## MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 214 media mentions in April.

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

- April rain
- Slowdown in WIFIA loan closings
- Staff travel related to NAACP and Public Relations Society of America

### Staff wrote and posted five stories to Valley Water News on the following subjects:

- Bring Your Dream Yard to Life This Spring!
- Anderson Dam Tunnel Project on track for completion in 2026
- Share your feedback on Valley Water's next CEO
- Low-income seniors may apply for Safe, Clean Water property tax exemption
- Golden mussels in California: What Santa Clara County needs to know



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. With the launch of the new website, staff migrated Valley Water News from WordPress to the main website. Moving forward, instead of blog views, the total users to these pages will be tracked.

<b>f</b> <b>1,850,893</b> impressions <b>47,128</b> engagements <b>21,002</b> post link clicks	<b>X</b> <b>1,324</b> impressions <b>29</b> engagements	 <b>Valley Water News</b> <b>3,069</b> total users
 <b>1,207,655</b> views <b>19</b> videos posted	 <b>224,891</b> impressions <b>763</b> engagements	 <b>March e-Newsletter</b> <b>53%</b> open rate <b>3%</b> click through rate

## INTERNAL COMMUNICATIONS

In April, staff created a video featuring 85 photos submitted by employees showcasing their pets in celebration of National Pet Day on April 11, 2026. The video debuted at the April 9 Town Hall and has since received 149 views on the internal YouTube channel.

The team distributed eight all-user emails covering a range of topics, including a donation request, security advisory, parking impact notice, Town Hall announcements, a message from Interim CEO Melanie Richardson, and an invitation for employees to share input on the CEO Recruitment process.

Staff posted 57 employee news items to Aqua; updated the Employee News monitors at water treatment plants, the Sacramento office, HQ and Admin cafeterias, and the Crest walkway and breakroom; and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.

## COMMUNITY OUTREACH

Board members and staff conducted two Speakers Bureau presentations. On April 9, Director Beall delivered opening remarks for a staff presentation to Santa Teresa Catholic Church. Ten people attended and asked several questions about water conservation, groundwater recharge and water retailers. On April 2, staff delivered a presentation via Zoom to the Water 101 Academy with Chair Estremera in attendance.

## GRAPHICS SERVICES

For the month of April 2026, the graphic team resolved 82 cases. The Graphics and Design activities are:

24 internal supports	13 publications created
10 digital graphics	8 water conservation materials
8 signages	5 mailers, event and outreach materials
5 public notice and newspaper ads	4 National River Cleanup Day
4 water resources protection zones ordinance	1 branding material