

SUMMARY FOR NOVEMBER AND DECEMBER 2025

Office of Communications Activities



FLOOD AWARENESS CAMPAIGN



(Left to right): Chief of External Affairs Rachael Gibson, Vice Chair Richard Santos, Interim CEO Melanie Richardson, San Jose Mayor Matt Mahan, Deputy Director of Santa Clara County OEM Tom Chin and Brian Garcia, warning coordination meteorologist for the National Weather Service, listen to a reporter's question at the flood preparedness news conference.

The Office of Communications launched the 2025-26 Flood Awareness Campaign in mid-November with a joint press conference to emphasize winter flood preparedness and coordination between Valley Water, the County of Santa Clara, City of San José, and the National Weather Service. All local networks covered the event, which also included booths showcasing our drone and hydrology monitoring capabilities, as well as an easy and affordable emergency kit assembly display.

This year's campaign aims to address persistent gaps in awareness, preparedness, and access to real-time flood information among residents living in FEMA-designated Special Flood Hazard Areas, particularly those in areas considered high-risk for flooding (hot spots). The campaign is designed to reach diverse, multilingual communities, overcome low perceived risk, and deliver timely, actionable information during an unpredictable winter season.

The Flood Awareness Campaign runs from Nov. 15, 2025, to Feb. 28, 2026, aligning with peak storm season.

ANDERSON VIDEO UPDATE



This aerial view of the work taking place at Anderson Dam in late 2025 was included in the video update.

In December, staff published a video to provide an update on our progress at Anderson Dam. Featuring Ryan McCarter, Deputy Operating Officer, Dam Safety and Capital Delivery Division, staff told the story of the Anderson Dam Tunnel Project and the work being done to build a stronger dam. The community responded with thousands of views, hundreds of positive comments and numerous shares.

MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 246 media mentions in November and December.

Staff responded to media inquiries on the following topics:

- Adoption of the Water Supply Master Plan 2050
- Reservoir levels and early-season storms
- Encampments in Gilroy on Valley Water property
- Nature-based solutions to sea-level rise in the Bay Area

Staff wrote and posted 12 stories to valleywaternews.org on the following subjects:

- Recent storms boost early-season snowpack in the Sierra Nevada
- Valley Water Board of Directors re-elects Tony Estremera as 2026 chair
- Valley Water Board commends City of Santa Clara for leadership in water efficiency







MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA CONTINUED

- California Department of Water Resources announces initial State Water Project allocation of 10%
- Valley Water Board adopts Water Supply Master Plan 2050
- Valley Water Board to consider adoption of Water Supply Master Plan 2050
- Water champions wanted—Join Valley Water ambassador program
- Help purchase items for youth hygiene kits by Jan. 2, 2026
- Be alert, be flood safe
- Bridging the way to flood protection in Morgan Hill
- Valley Water, Trout Unlimited and partners remove century-old dam to reopen habitat for threatened steelhead

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

- Request your 2026 Valley Water calendar
- Become a Water Ambassador: Apply by Jan. 9 to Join the 2026 Water 101 Academy!
- Be Aware, Be Flood Safe
- Board decision on the Water Supply Master Plan 2050 on November 12, 2025

Statistics for Facebook, Twitter, valleywaternews.org blog, 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.

 4,577,600 impressions 8,544 engagements 1,636 post link clicks	 5,180 impressions 167 engagements 22 link clicks	 Valleywaternews 7,811 blog views 5,289 visitors
 369,215 views 30 videos posted	 1,298,377 impressions 643 engagements	 November and December e-Newsletter 71% and 57% open rate 2% and 3% click through rate

INTERNAL COMMUNICATIONS



Staff produced several videos in November and December, including a tribute recognizing Vice Chair Richard Santos' 25 years of service to Valley Water, which was shown at the

December Board meeting. Episode 13 of the *Thankful November Series* featured long-time employee Janell Hillman, and a year-end video celebrating employees' memorable moments from 2025 debuted at the December Employee Town Hall. Collectively, these videos garnered over 375 views on Valley Water's internal YouTube channel.

Staff launched the *Thankful November Kudos* campaign to promote peer-to-peer recognition. The campaign generated strong participation, with 568 Kudos messages sent and 1,829 received.

Throughout November and December, staff distributed 18 all-user emails. These included information and reminders about the 2026 FSA Open Enrollment, Vacation Buy-Back and Sick Leave Conservation, Employee Town Hall reminder and recap messages, Thankful November Kudos message and a call to join our 2026 New Year Social Media Campaign. Staff posted 86 employee news items to Aqua; updated the Employee News monitors at our water treatment plants, the Sacramento office, the 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

On Nov. 20, staff supported a Speakers Bureau event with Director Beall and about 35 members of the League of Women Voters at the Pearl Avenue Library in San Jose. Staff also prepared for a busy new year of public meetings and construction alerts for the Rinconada Water Treatment Plant, East and West pipeline project work, Upper Llagas Creek Flood Protection, Coyote Creek Flood Protection Project Phase 2, Palo Alto Tide Gate project and the Penitencia Water Treatment Plant.

GRAPHICS SERVICES

For the month of November and December 2025, the graphic team resolved 112 cases.

	33 internal support materials		20 digital graphics
	16 publications		15 Flood Awareness Campaign
	11 mailers, event and outreach materials		8 signage materials
	5 water conservation materials		4 public notice and newspaper advertisements