

SUMMARY FOR DECEMBER 2021
Office of Communications Activities



**DROUGHT, PURIFIED WATER AND
CONSERVATION OUTREACH**



Purified water and conservation campaign image featuring the new slogan.

Staff has launched multilingual radio, TV, digital and social media ads for the purified water and conservation campaign. The ads are focused on sharing the message that Valley Water has a drought-proof solution through the expanded use of purified water and conservation. The ads are running countywide.

Two statements by Chair Estremera were shared on valleywater.org in December. The first statement focused on the California Water Commission finding Pacheco Reservoir Expansion Project feasible for the Prop 1 Water Storage Investment Program funding. The second statement announced the Board's decision to approve a staff recommendation to finalize needed agreements with the City of Palo Alto to allow Santa Clara County to expand its use of purified water, a drought-proof water source.

Staff also facilitated a partnership with the City of Sunnyvale to run an ad from our Purified Water & Conservation campaign in two movie theaters. Valley Water is exploring more partnerships using Valley Water videos in platforms across the county.

The Speakers Bureau Program held two presentations in the month of December, both focused on drought, conservation and water supply. On December 10, Vice Chair Kremen and staff provided a Speakers Bureau Program presentation to Leadership Sunnyvale as part of presentation to the Sons in Retirement group based in Gilroy. On December 16, Director Varela and staff provided an in-person presentation at a Sons in Retirement meeting held at a restaurant in Gilroy.

FLOOD AWARENESS CAMPAIGN

The flood awareness campaign continued through December with the distribution of our annual flood awareness mailer to approximately 55,000 local homes and businesses. In addition to multilingual ads, staff continued to share social media graphics outlining the nine flood safety tips mentioned in the resource guide to educate residents.

Staff added buttons to the Flood Ready web page linking to stream level alerts and National Weather Service alerts. The new links provide residents an easier path to vital information that may affect their property.

**MEDIA, COMMUNICATIONS AND
SOCIAL MEDIA**

Valley Water received 705 media mentions in December. Media continues to be interested in the drought and recent storms. Valley Water board members and staff highlighted to the media the importance of continuing to conserve water despite substantial rainfall from recent storms.

Staff responded to media inquiries on the following topics:

- Effects of rainfall totals on reservoir levels
- Initial water allocation announcement from the Department of Water Resources
- Winter storm preparation
- Valley Water's potential partnership in a water banking project with McMullin Area Groundwater Sustainability Agency in Fresno County
- Impact of the Anderson Dam Seismic Retrofit Project on our local storage capacity

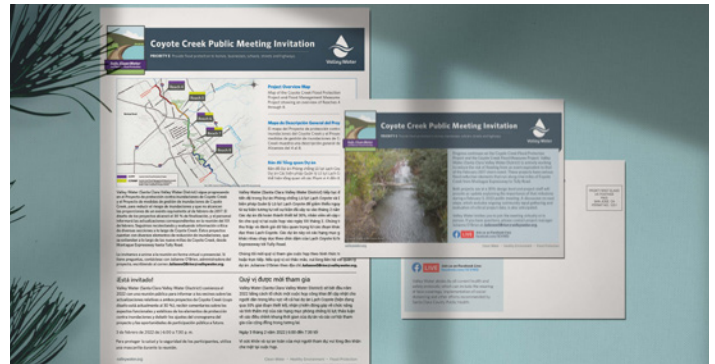
Staff prepared Nextdoor messages for board messages on the following topics:

- Are You Flood Ready?
- Free COVID-19 testing will return to Valley Water HQ in January

- Valley Water will drill for a new well at the Rinconada Water Treatment Plant
- Request your 2022 Valley Water calendar and learn about Valley Water’s work for the community
- Penitencia Water Treatment Plant Rehabilitation Project
- Several days of rain forecasted for Santa Clara County
- FEMA Approves New Flood Insurance Map After Lower Silver Creek Project Completion
- Valley Water Board to discuss Public Trails on Valley Water Lands: Draft Policy Criteria and Guidance recommendations
- Apply by December 10 to become a Water Ambassador
- Valley Water grant funds available: Let’s work together to create change! Attend a workshop on Dec. 9 or Dec. 15

COMMUNITY OUTREACH

Staff worked on planning and preparations for upcoming community meetings and events for Pacheco Reservoir Expansion Project, Coyote Creek Flood Protection Project, San Francisco Bay Shoreline Groundbreaking Project, and Upper Guadalupe River Habitat Restoration Project.



Mock-up of Coyote Creek Invite.

<p>f</p> <p>2,115,002 impressions</p> <p>21,117 engagements</p> <p>13,163 message clicks</p>	<p></p> <p>12,300 impressions</p> <p>306 engagements</p> <p>81 link clicks</p>	<p></p> <p>Valleywaternews Blog</p> <p>24,031 views</p> <p>2,821 visitors</p>
<p></p> <p>163,000 video views</p> <p>3 videos posted</p>	<p></p> <p>279,087 impressions</p> <p>236 engagements</p>	<p></p> <p>October e-Newsletter</p> <p>50% open rate</p> <p>4% click through rate</p>

GRAPHICS SERVICES

Staff completed a total of 59 graphic requests.

	3 rebranding and workflow processes created		8 drought-related materials supported
	4 public notice and newspaper advertisement created		16 internal materials created and supported
	1 signage created		4 publications created and supported
	3 mailer, event and outreach materials created		11 digital graphics supported
	5 flood awareness materials were created and supported		3 Grants Program materials supported

INTERNAL COMMUNICATIONS

In December, staff helped present the 40th Virtual Town Hall. The meeting included Communications-produced retrospective video of 2021, featuring both the major national events and highlights of Valley Water’s work during the challenging year. In addition, staff managed the virtual presentation of the 2021 Service Awards, honoring 134 employees on their years of service, from 5 to 35 years.

Also in December, staff sent out a total of 25 all user emails, as well as the internal News You Can Use each week.



Screenshot of the 2021 Service Awards.

Upcoming activities

- Valley Water will be hosting a virtual public meeting on Jan. 13, 2022 from 5 to 7 p.m. to answer questions about the Pacheco Reservoir Expansion Project Draft Environmental Impact Report (EIR). The meeting will include a detailed presentation of the Draft EIR.
- A Valley Water public meeting to update neighbors on the Coyote Creek Flood Protection Project and the Coyote Creek Flood Measures Project is scheduled on Feb. 3, 2022 from 6:00 to 7:30 pm at Selma Olinder School.