

SOUTH SAN FRANCISCO BAY SHORELINE PHASE I PROJECT MILESTONE EVENT



On Sept. 25, Valley Water held a news conference with the U.S. Army Corps of Engineers, the California State Coastal Conservancy, and the U.S. Fish and Wildlife Service to mark a major milestone in the South San Francisco Bay Shoreline Phase I Project. Acting CEO Melanie Richardson was the emcee and Vice Chair Santos provided remarks. They were joined at the podium by representatives from our partners and other local and state agencies. Representatives from the Mercury News and KPIX attended, with other media watching our live stream on YouTube.

WEST VALLEY & LOWER PENINSULA WATERSHED MASTER PLAN PUBLIC WORKSHOP

On Sept. 9, Valley Water hosted a hybrid public workshop for the West Valley & Lower Peninsula Watershed Master Plan at the Los Altos Community Center and via Zoom. Vice Chair

Santos and Director Eisenberg attended, and were joined by 40 community members. Director Hsueh delivered opening remarks and participated in the Q&A session. A recording of the meeting is available on Valley Water's YouTube channel.



MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 181 media mentions in September.

Staff responded to media inquiries on the following topics:

- San Francisquito Creek JPA and Valley Water's actions taken at our Aug. 12 board meeting

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

- Why you might notice empty percolation ponds this fall in South San José
- Providing flood protection through ongoing stream maintenance projects
- Volunteers rally to remove over 25,000 pounds of trash on Coastal Cleanup Day
- Milestone reached in South San Francisco Bay Shoreline Phase I Project

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

- Valley Water invites you to a public meeting on the Anderson Dam Seismic Retrofit Project
- Your help is needed - Volunteer for a creek cleanup on September 20!
- Valley Water invites you to our West Valley and Lower Peninsula Watershed Planning Workshop

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.

f 3,057,348 impressions 50,049 engagements 30,585 post link clicks	X 2,018 impressions 80 engagements 3 link clicks	 Valleywaternews 4,300 blog views 3,400 visitors
 389,874 views 13 videos posted	 72,594 impressions 488 engagements	 August e-Newsletter 58% open rate 2% click through rate

Throughout September, staff distributed 10 all-user emails. These included information about Open Enrollment, Employee Town Hall reminder and recap messages, an introduction to the new Reservoir AI tool, a call for volunteers for a social media feature, Administrative Services’ Ripple Newsletter and the Office of Integrated Water Management’s Quarterly Newsletter. Staff posted 59 employee news items to Aqua; updated the Employee News monitors at our water treatment plants, the Sacramento office, in the HQ and Admin cafeterias, and Crest hallway; and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.

COMMUNITY OUTREACH

On Sept. 18, Valley Water hosted a hybrid public meeting for the Anderson Dam Seismic Retrofit Project at the Morgan Hill Community and Cultural Center and via Zoom. Approximately 25 community members attended in person and 30 joined online. Attendees included Director Varela, who provided opening remarks, Vice Chair Santos, Morgan Hill Mayor Mark Turner, and Councilmembers Marilyn Libreros and Miriam Vega.

A recording of the meeting is available on Valley Water’s project page and YouTube channel.

On Sept. 4, Valley Water staff delivered a Speakers Bureau presentation to the West San Jose Kiwanis Club. Fifteen attendees participated and asked questions about the Anderson Dam project and local water retailers.

GRAPHICS SERVICES

For the month of September 2025, the graphic team resolved 76 cases. The graphics and design activities are:



22 mailers, event and outreach materials



18 internal support materials



16 digital graphics



7 publications



7 water conservation materials



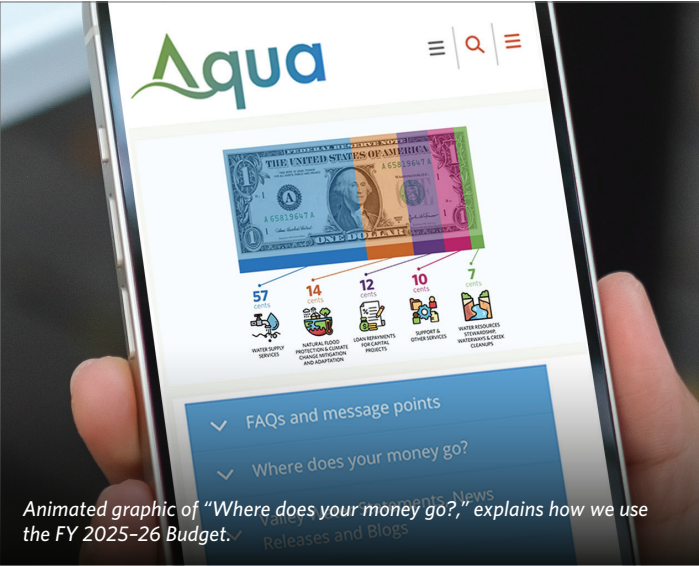
4 signage materials



1 public notice and newspaper advertisements



1 flood campaign awareness material



Animated graphic of “Where does your money go?” explains how we use the FY 2025–26 Budget.

INTERNAL COMMUNICATIONS

Staff edited and released Episode 12 of the Reflections series, featuring recent retiree Ingrid Bella. The episode has received 216 views on Valley Water’s internal YouTube channel. In addition, staff filmed and edited a series of testimonials featuring subject matter experts discussing purified water. The video debuted at the September Employee Town Hall and was later shared across internal communication channels. It has since garnered 285 views on the internal YouTube channel.