

SUMMARY FOR JULY 2022

# Office of Communications Activities



## CONSERVATION AND DROUGHT OUTREACH

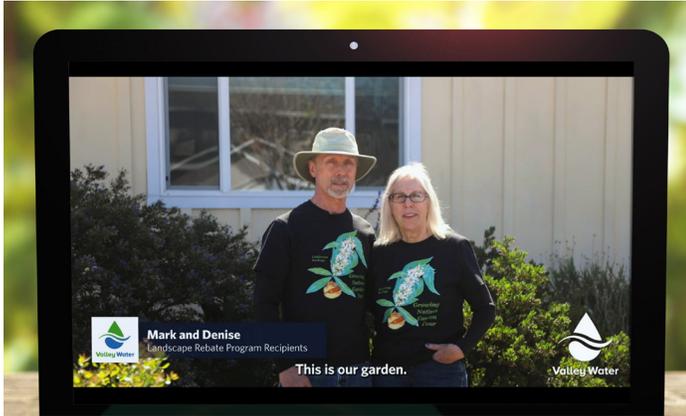
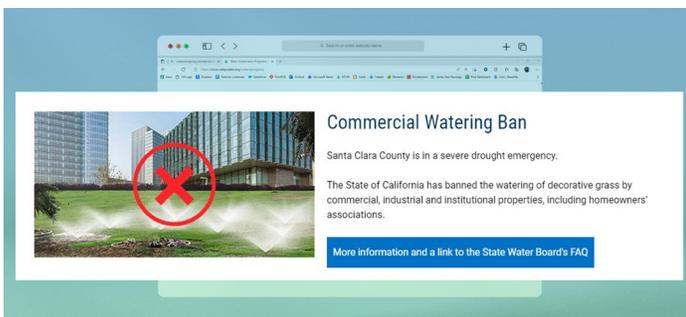


Image from the latest Landscape Rebate Program's success story videos.

In a continued effort to highlight the Landscape Rebate Program, a second success story was published on Valley Water's social media channels. These stories offer a first-person, local perspective of the many benefits to transforming lawns into water-efficient, native plant yards. Staff created two videos highlighting how Valley Water is using its allocation of water from the Central Valley Project to help replenish percolation ponds across the county. Valley Water's 30-second Say YES to Saving Water video was distributed to movie theaters for a four-week run in San Jose, Sunnyvale, Santa Clara, Mountain View and Milpitas. Staff also launched a new water conservation quiz series on our social media platforms.

## COMMERCIAL WATERING BAN OUTREACH



Commercial Watering Ban online message available on [watersavings.org](http://watersavings.org).

In response to the State of California's Commercial Watering Ban, staff created an informational section on [watersavings.org](http://watersavings.org) promoting Valley Water's large landscape lawn to mulch rebate.

The webpage linked back to a published District News article directing readers to the State Water Board's Frequently Asked Questions document for more information.

## PROGRESS ON WORK AT ANDERSON DAM

Staff published a blog to Valley Water News highlighting the recent work at Anderson Dam of reinforcing the hillside in preparation for the tunneling work. The blog included a quote from Chair Pro Tem Varela. A time lapse video of the project activities was posted on Valley Water's social media platforms.



The time lapse of the Anderson Dam hillside reinforcement project work is viewable on social media.

## MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 3,524 media mentions in July.

Staff responded to media inquiries on the following topics:

- Drought and water conservation
- Purified Water Project and negotiations with the City of Palo Alto
- Vaccination policy at Valley Water
- Shasta Lake on Santa Clara County's water supply impacts
- Morgan Hill Tunnel Project/Upper Llagas Creek Flood Protection Project
- Passage of Measure A/term limits
- Release of Delta Conveyance Project Draft Environmental Impact Report
- Uvas Creek Fish Habitat Improvement Project

Staff wrote and posted five stories and board columns on [valleywaternews.org](http://valleywaternews.org) on the following subjects:

- Valley Water making progress on work at Anderson Dam
- Valley Water refills additional percolation ponds in Santa Clara County to replenish groundwater supplies.
- Harmful blue-green algae can thrive in lakes, rivers and ponds.
- Keeping trees healthy during a drought.
- Valley Water receives funding for the Cross Valley Pipeline Extension Project.

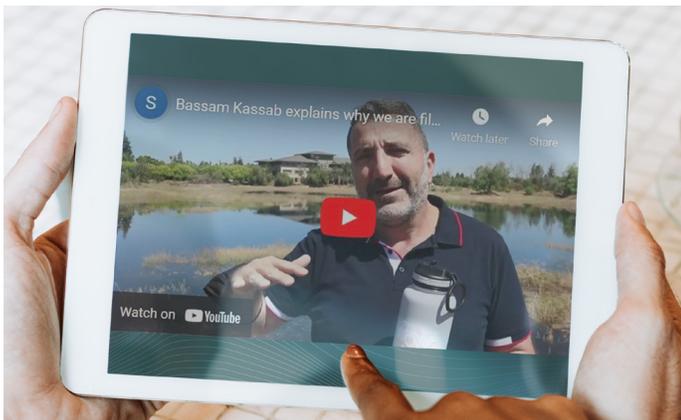
Staff prepared Nextdoor messages for board members on the following topics:

- Calabazas Creek Rehabilitation Project Construction
- Valley Water to conduct pipeline work at Vasona Pump Station
- Valley Water to remove hazardous trees and restore native habitat along Saratoga Creek
- Valley Water’s districts have changed, meet your new board representative
- Witness how high-tech offers a drought-proof solution
- Schedule a Valley Water presentation today to learn more about the drought and ways to save water
- Luchessa Bridge temporary closure begins tomorrow

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.

 <b>2,268,414</b> impressions <b>48,046</b> engagements <b>9,925</b> message clicks	 <b>8,408</b> impressions <b>508</b> engagements <b>65</b> link clicks	 Valleywaternews Blog <b>10,592</b> views <b>7,633</b> visitors
 <b>3,084</b> video views <b>7</b> videos posted	 <b>655,980</b> impressions <b>535</b> engagements	 July e-Newsletter <b>45%</b> open rate <b>6.2%</b> click through rate

## INTERNAL COMMUNICATIONS



A video featuring Water Supply Operations Manager Bassam Kassab discussing the filling up of percolation ponds throughout the valley was posted online.

Staff produced a short video for employees to explain why Valley Water is now filling a number of percolation ponds, including the Alamitos ponds located behind Valley Water Headquarters, even though we are in the midst of an historic drought. It informs about the emergency public safety water we received from the Central Valley Project and how it is being put to beneficial use by filling 60% of our ponds.

Also in July, staff sent nine All User emails, including CEO and COVID-19 response messages; posted 36 employee news items to the Aqua intranet; updated the Employee

News monitors 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

Staff worked with Chair Pro Tem Varela and the project team on a revised Pacheco Project video.

The Speakers Bureau Program held four presentations in July. On July 11, Director Santos and CEO Callender gave a drought presentation to the Rotary Club of Milpitas via Zoom. On July 25, Director Keegan and staff gave an in-person drought presentation to the Cory Neighborhood Association. Meanwhile, staff provided presentations via zoom to the Doerr Neighborhood Association on July 13 and supported the water conservation team with a landscape rebate program update to a homeowners association group in Morgan Hill on July 14.

## GRAPHICS SERVICES

Staff completed a total of 63 graphic case requests.

	16 drought-related materials		5 mailers, event and outreach materials
	9 internal materials		12 publications
	2 PowerPoint presentations		12 webpage graphics
	3 public notice and newspaper advertisements		4 signs



Valley Water’s countywide mailer focusing on the drought was printed and provided to the U.S. Postal Service at the end of July.

## UPCOMING EVENT

AUG  
06

Upper Guadalupe River Flood Protection Project public meeting with the U.S. Army Corps of Engineers

Alma Community Center  
10:00-11:30 a.m.