

SUMMARY FOR OCTOBER 2025

Office of Communications Activities



RINCONADA WATER TREATMENT PLANT PUBLIC MEETING



Participants take a brief tour of the construction site from the upper deck of the Rinconada Water Treatment Plant.

On Oct. 21, Valley Water held its biannual community meeting on the Rinconada Water Treatment Plant Reliability Improvement Project (Phases 3–6). The meeting provided an update on the project's progress and addressed concerns from the neighborhood. Directors Beall, Ballard and Eisenberg attended in person, along with Saratoga Mayor Belal Aftab and Councilmember Kookie Fitzsimmons. A total of 15 community members participated in person and five joined via Zoom. The presentation concluded with a question-and-answer session. Before the hybrid meeting began, participants took a brief tour of the construction site from the plant's upper deck.

IMAGINE A DAY WITHOUT WATER

For this year's Imagine a Day Without Water, staff highlighted the essential role water plays in every aspect of our lives. Staff published a blog post highlighting Valley Water's ongoing investments in infrastructure and water purification to ensure a reliable water supply for our community. The blog included a quote from Chair Estremera.

On social media, staff joined the national conversation using #ImagineADayWithoutWater and shared a video demonstrating the importance of water in our everyday lives.

WATER PROFESSIONALS APPRECIATION WEEK



Staff celebrated Water Professionals Appreciation Week by recognizing our incredible team members who keep our water systems running smoothly. We shared photos on social media of field crews, operators, engineers and support staff. Staff highlighted the behind-the-scenes dedication to supply safe, clean water and reinforced our messaging around careers in the water industry.

MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 488 media mentions in October.

Staff responded to media inquiries on the following topics:

- The Pacheco Project and the share of costs for the San Benito County Water District
- The feasibility study for a desalination facility

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- A new state bill that allows cities to return abandoned grocery carts directly to retailers rather than through a more inefficient process, and the potential impacts on local waterways
- Water issues facing California
- Abatements of two encampments in Gilroy
- CEO Callender's leave

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

- Order your 2026 Valley Water calendar
- Keeping streams ready for winter storms
- Major pipeline repairs underway to protect Santa Clara County's water supply
- A Day Without Water? Not on our watch

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

- Valley Water's \$10K Mini-Grant Program: Attend a workshop on October 21 or October 29

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 3,060,146 impressions 58,812 engagements 43,918 post link clicks	X 2,791 impressions 39 engagements 4 link clicks	 Valleywaternews 7,130 blog views 3,145 visitors
 538,703 views 9 videos posted	 213,051 impressions 250 engagements	 August e-Newsletter 52% open rate 7% click through rate

INTERNAL COMMUNICATIONS

Staff edited and released the second installment of the "Water Treatment Plant Behind the Scenes" video series. Focused on Rinconada Water Treatment Plant Operator Colin Smith, the video has been viewed 210 times on Valley Water's external YouTube channel. Staff assisted the Vegetation Management and Grants and Partnerships teams with editing and publishing videos for the sandbag truck delivery and Mini-Grant Program Informational Workshop. Staff shot, produced and edited the

annual Wellbeing Day recap video, which was featured in the Oct. 9 Town Hall and has garnered 180 views on our internal YouTube channel.

Throughout October, staff sent 13 all-user emails, with information about Open Enrollment, an Employee Town Hall reminder and recap messages, Vice Chair Santos' chit-chat session, donation requests, Infor time entry and support resources for staff. Staff posted 53 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 the Crest walkway and breakroom; and created and sent the twice-weekly News You Can Use each Tuesday and Thursday.

COMMUNITY OUTREACH

Outreach efforts are underway for the South County Recycled Water Project Phase 1C project. The project expands the recycled water distribution system in Gilroy to serve new customers, improve service delivery through system redundancy during outages, and support future system expansions. The project is being coordinated with the City of Gilroy and South County Regional Wastewater Authority, both long-term partners of Valley Water, to supply recycled water in Gilroy.

GRAPHICS SERVICES

For the month of October 2025, the graphics team resolved 80 cases. The Graphics and Design activities are:

 17 flood awareness materials	 14 internal supports
 13 publications and reports	 10 mailers, event and outreach materials
 10 digital graphics	 5 water conservation materials
 5 public notice and newspaper advertisements	 3 signages
 2 PowerPoint	 1 branding material