

SUMMARY FOR SEPTEMBER 2024

Office of Communications Activities



UPPER LLAGAS CREEK FLOOD PROTECTION PROJECT NEWS CONFERENCE

On Sept. 13, 2024, Valley Water held a news conference to announce \$80 million in federal funding for construction on the final phase of the Upper Llagas Creek Flood Protection Project. CEO Callender emceed, and Chair Hsueh, Director Varela, Congresswoman Zoe Lofgren, Morgan Hill Mayor Mark Turner and Natural Resources Conservation Service State Conservationist Carlos Suarez provided remarks. KCBS Radio, the Morgan Hill Times and NBC Bay Area covered the event, and the Mercury News published a story about the project and funding. Staff sent a news release to the media and posted it under District News.



Chair Hsueh and Director Varela addressed the media and attendees during the Upper Llagas Creek Flood Protection Project news conference on Sept. 13, 2024.

UNITED AGAINST HATE WEEK

Communications staff collaborated with the Office of REDI to create a United Against Hate Week social media campaign. Staff from all of Valley Water’s properties were encouraged to submit a picture to support the cause. Employees submitted 21 photos, and from Sept. 23 to 27, staff shared 15 posts across all of Valley Water’s social platforms. The successful campaign received 5,440 impressions.



Valley Water employees from the CADD, Construction Management Services, Construction Inspection Services, Environmental Health & Safety, and Wells units were among the many employees highlighted in the United Against Hate Week social media campaign.

FIRE RECOVERY VIDEO AT RANCHO CAÑADA PRESERVE

The communications team shared a social media video showcasing the fire recovery efforts at Rancho Cañada Preserve as part of an ongoing effort to inform the community about our environmental stewardship efforts. The video featured two Valley Water biologists explaining the organization’s role in monitoring the property during the fire and its subsequent recovery. Currently, the video has over 2,000 views.



Valley Water produced a video to highlight nature’s amazing resilience at Rancho Cañada de Pala Preserve after the 2020 Complex Fire in Santa Clara County.

MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 411 media mentions in September.

Staff responded to media inquiries on the following topics:

- Los Vaqueros Reservoir Expansion Project
- California Coastal Cleanup Day
- Redistricting and the upcoming election
- Proposed Sisk Dam raise
- Court ruling on Valley Water confidential reports

Staff wrote and posted one story to valleywaternews.org on the following subject:

- Valley Water environmental video series

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

- Volunteer for a creek cleanup near you on September 21!

Statistics for Facebook, Twitter, valleywaternews.org, 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.

<p>f 3,601,580 impressions 3,382 engagements 629 post link clicks</p>	<p>X 2,664 impressions 118 engagements 6 link clicks</p>	<p>Valleywaternews Blog 3,060 views 2,235 visitors</p>
<p>▶ 393,413 video views 9 videos posted</p>	<p>Instagram 144,550 impressions 446 engagements</p>	<p>eNews September e-Newsletter 54% open rate 2% click through rate</p>

INTERNAL COMMUNICATIONS

Staff supported HR’s Wellbeing Day event with videography and photography services and put together a highlight video that was shared on Aqua and News You Can Use. The video received 116 views on our internal YouTube channel.

Staff sent 11 All User emails, including a Happy National Day of Encouragement announcement, an upcoming parking impact, Town Hall updates, a Security Advisory, a newsletter from the Office of Integrated Water Management, and messages regarding Workplace Violence Prevention and United Against Hate Week; posted 49 employee news items to the Aqua intranet, 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. 3, 2024, Valley Water hosted a pre-construction meeting for the Upper Llagas Creek Flood Protection Project in Morgan Hill. Director Varela provided opening comments, and 16 people participated in person and via Zoom. The staff presentation included details about the project, flood protection, environmental and recreation benefits, and construction impacts. Staff from the City of Morgan Hill and the project’s contractor, Granite Construction, attended the meeting.

GRAPHICS SERVICES

For the month of September 2024, the graphics team resolved 70 cases.

- 17 internal support
- 14 mailers, event and outreach materials
- 9 signage materials
- 9 water conservation materials
- 7 digital graphics
- 6 publications
- 5 public notice and newspaper advertisements
- 3 branding materials

