

Communications update

## Summary of March 2019 Office of Communications activities



### Water Conservation Campaign

Plans for the upcoming spring and summer 2019 Conservation Campaign are underway. The graywater direct install program in partnership with Ecology Action launched in March. Staff promoted the program with a blog post included in the monthly newsletter, and a series of Nextdoor posts from each director which will be published in phases during the spring. Staff also promoted the Water Wise Survey Program through a blog post and the newsletter.

### Flood Awareness Campaign

The flood awareness campaign wrapped up this month, with all ads finished running the week of March 18. Chair LeZotte gave a flood safety presentation to the Thousand Oaks Neighborhood Association on March 20, with about 100 people in attendance. Staff is working with the marketing firm to put together a campaign summary and evaluation. A post-campaign survey will also take place to measure the results of the campaign.

### Media, Communications and Social Media Activities

For the month of March, staff wrote and posted nine blog posts on Valleywaternews.org on the following subjects:

- Flood Protection Efforts in East San José Advance
- Paving the Way for a New Water Reuse future
- That's What S(he) Said: Purified Water is Good for All
- Let's Celebrate! It's Groundwater Awareness Week
- X-band Radar Improves Rainfall, Creek Flow Predictions
- Why Aren't Our Reservoirs Full?
- Sprucing Up Your Sprinklers for Spring
- Graywater Direct Install Program Helps Disadvantaged Communities Reuse Water
- San Francisquito Creek Joint Powers Authority Ribbon Cutting Event

A guest column was prepared for Director Keegan on the cooperation with other jurisdictions during emergencies.

Staff prepared and distributed to media a statement from CEO Norma Camacho on the county proposal to relocate Hope Village.

Staff was interviewed or provided information to the media on the following topics: reservoir levels and operations, flooding concerns, the Uvas Creek watershed, the state being out of a drought, our water supply, and follow-up information regarding Hope Village and Valley Water. Staff also pitched the X-Band radar blog post and Upper Llagas flood protection updates to select media.

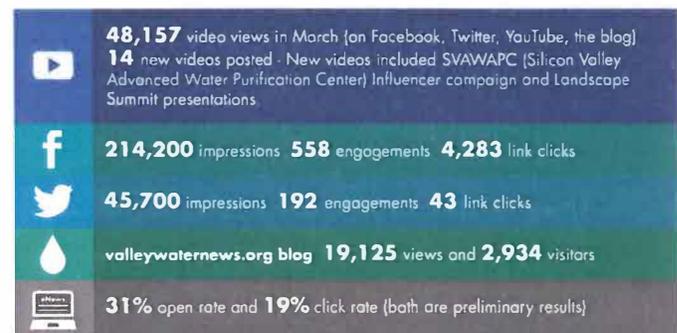
Staff prepared Nextdoor messages for Board members on the following topics: South San Francisco Bay Shoreline Project, Uvas Creek Levee Rehabilitation Project, Parallel East Pipeline Project, the Anderson Dam Seismic Retrofit Project, dry Penitencia Creek Percolation Ponds, a sidewalk closure on Miramonte Avenue, a lost rabbit at the McKelvey Park construction site, free tours at the Silicon Valley Advanced Water Purification Center, the Graywater Direct Installation Program, and openings on the Youth Commission.

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



The Board of Directors and the Upper Llagas Creek Flood Protection project team celebrated as CEO Norma Camacho and the U.S. Army Corps of Engineers signed the permit clearing the way to begin construction.

number of times a user interacts with a post, such as a retweet, like, comment, click and more. Page views are the number of people visiting a particular page on a website.



### Internal Communications

News You Can Use was sent to all employees each Tuesday and Thursday, and 12 all-user e-mails were sent in February. The monitors in the lobby and cafeteria were kept up-to-date, as was Aqua Go, the employee mobile app.

### Community Outreach Activities

For the month of March, staff initiated work to prepare for upcoming public events in April and May 2019.

#### Presentation on the Almaden Lake Improvement Project

On March 7, Valley Water presented a 20-minute update to a dozen members of the Almaden Valley Rotary on the Almaden Lake Improvement Project. Board Chair LeZotte attended and provided remarks prepared by staff. Facebook videos were conducted before and during the presentation. The live broadcast on Facebook collected 271 views.

#### Groundwater Benefit Zones

Board members with districts most impacted by the Groundwater Benefit Zones were briefed on the developments and outreach related to the study. Open houses are planned for the April/May timeframe for the north and south county areas. Mailers to well-owners being added and removed to the proposed benefit zones are being planned for April.

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## Other accomplishments by Valley Water

- Anderson Dam Seismic Retrofit Project (Director Varela, District 1)
  - To support the start of geotechnical work at the reservoir, staff mailed a project update
  - Recorded teaser video to promote April 10 public meeting
  - Updated project web page
- Uvas Creek Levee Rehabilitation Project (Director Varela, District 1)
  - For the restart of levee repair work, staff mailed a project update to the surrounding neighborhood
  - Updated project web page
  - Updated one of five construction signs at the project site.
- Annual South County Open House (Director Varela, District 1)
  - Updated handouts and poster boards for participating units
- Main Avenue and Madrone Pipeline Project (Director Varela, District 1)
  - Produced project update mailer
- Coyote Creek Flood Protection Project (Directors Keegan, District 2, Santos, District 3 and Estremera, District 6)
  - Submitted director scheduling requests to host three public meetings for input on project alternatives
  - Mailed project update
  - Updated project shell, insert and uploaded along with mailer, to project webpage
- South San Francisco Bay Shoreline Project (Director Santos, District 3)
  - Updated communications and outreach plan.
  - To promote start of levee fill hauling activities, staff posted project notices at the Alviso Community Center, library and local businesses.
  - Provided notices for students at George Mayne School
- Lower Berryessa and Lower Calera Creek Flood Protection Project (Director Santos, District 3)
  - Received and logged Lower Calera Creek Flood Protection Project home inspection requests
- Saratoga Creek Hazardous Tree Removal and Vegetation Enhancement Project (Vice Chair Hsueh, District 5)
  - Submitted director scheduling request and secured location for informational neighborhood meeting
- Parallel East Pipeline Project (Directors Estremera, District 6 and Varela, District 1)
  - For the start of pipeline maintenance work, staff mailed a project update
- Rinconada Water Treatment Plant (Director Kremen, District 7)
  - Responded and resolved neighbor concern over speeding trucks on street
  - Responded and addressed neighbor question regarding work at facility
  - For April 2 facility tour by Hillbrook Middle School, staff prepared agenda, solicited partnership with education team and provided school with waivers
- Permanente Creek Flood Protection Project (Director Kremen, District 7)
  - Updated project webpage with lane reduction information.
  - Updated trail detour signage at Rancho San Antonio and on project webpage
  - Initiated graphic production on update mailer for Permanente Creek Flood Protection Project
- San Francisquito Creek Bay to 101 Project (Director Kremen, District 7)
  - Developed all employee message and video inviting staff to join Team Valley Water at April 13 San Francisquito Creek Joint Powers Authority Ribbon Cutting Ceremony and Great Race for Saving Water event
  - Developed internal recruitment flyer for Team Valley Water and ribbon cutting ceremony
- Groundwater Benefit Zone Study (Directors Varela, District 1, Hsueh, District 5 and Kremen, District 7)
  - Finalized video
  - Scheduled north and south county open houses

- Senior Tax Exemption Program
  - Responded to 30 calls with approximately a dozen calls in Spanish
- Groundwater and Surface Water Rate Setting process (County wide)
  - Guided workflow process for South County print ads

## Graphics and Design Activities

### Rebranding

- Certificate template
- Polo shirts uniform for Water Utility unit
- Display board template
- Name badge template for events
- Podium signage, foam board and laminated
- Campus, vehicle and project signage

### Publications Created

- CIP Report for FY 2019-20
- Federal Delegation Report

### Mailer and Outreach Materials Created

- Landscape rebate rack card update
- Purified water sticker and magnet giveaways
- Flyer for the Great Race for Saving Water event
- Program agenda for the Anderson Dam open house
- Flyers, fact sheet and mailers for the Lower Penitencia Project update
- Water Quality Lab fact sheet update
- Water Purification Center comment and survey card template
- FAQ sheet on Proposition 218, Valley Water's protest process
- Public water tour survey

### Advertisements Created

- Sponsorship ad for Water Education for Latino Leaders (WELL) Conference
- Public notice ad on San Francisquito Creek Mitigation Planting and Establishment Maintenance Project
- Public notice ad on Gold Street Median Removal Project
- Public notice ad, RFP On-Call Planning and Design Services for Water Resources and Stewardship

### Internal Support Materials Created

- Certificate for Water 101 Academy Program and Job Shadow Day
- Logo support for IT webpage and procurement's public bid solicitation
- Flyer and poster for the Organization for Latino Affairs event
- Recruitment flyer for environmental planner
- Water Tracker support for March 2019
- Photo rendering for Lower Penitencia wetlands and Lower Calera Creek projects
- Flyer and program for the Youth Commission Recruitment
- Program for San Jose/Evergreen Community Colleges (SJECC) Foundation
- Rainwater capture rebates infographics
- Watershed map graphics for Powerpoint slide and poster

## Upcoming April Activities

- 02 Hillbrook Middle School tour of Rinconada Water Treatment Plant
- 10 Public meeting for the Anderson Dam Seismic Retrofit Project
- 11 Annual Open House, Groundwater Production Charges
- 13 Ribbon cutting ceremony, Great Race for Saving Water
- 29 Coyote Creek Ad Hoc Committee meeting