

SUMMARY FOR FEBRUARY 2023

Office of Communications Activities



WIFIA MEDIA EVENT AT ANDERSON DAM



(Left to right) San José Mayor Mahan; Dir. Estremera; Morgan Hill Councilmember Beltrán; Region 9 EPA Administrator Guzman; EPA Asst. Administrator for Water Fox; CEO Callender; Dir. Santos; Chair Varela; Vice Chair Keegan; State Water Resources Control Board Chair Esquivel; CA Asm. Pellerin; District 2 Santa Clara County Supv. Chavez; CA State Sen. Laird, at Anderson Dam.

On Feb. 23, 2023, Valley Water and the U.S. Environmental Protection Agency (EPA) hosted a media event at Anderson Reservoir to announce the 100th Water Infrastructure Finance and Innovation Act (WIFIA) loan, which was awarded to Valley Water. Board Chair John L. Varela and Vice Chair Barbara Keegan spoke to the media about the projects benefiting from \$727 million in the low-cost WIFIA loans, including the Anderson Dam Seismic Retrofit Project and Coyote Creek Flood Protection Project. Reporters from Morgan Hill Life and Morgan Hill Times attended, while representatives from NBC Bay Area and KCBS Radio viewed our live stream. The Mercury News and San Jose Inside wrote stories ahead of the news conference. A press release was also shared with media post-event.

CONSERVATION AND DROUGHT OUTREACH

The Say Yes campaign encouraging quick and easy water conservation actions continues. Multilingual ads were shared through social media and digital channels and physical ads were placed in grocery shopping carts. Staff launched a new campaign aimed at helping Commercial, Industrial and Institutional (CII) entities apply for Valley Water's large landscape and Water Efficient Technology (WET) rebates. An easy-to-use interest form was created on watersavings.org to allow CIIs to book a meeting with a conservation specialist to launch their projects. Ads for CII rebates are running on audio and video streaming platforms and LinkedIn.

On social media, staff shared a video featuring H2Cool explaining that we are still in moderate drought. Staff also shared posts on our landscape rebate program, water-saving tips and where to find water-efficient products. With each

rain event, reminders were shared for people to turn off their sprinklers.

In response to a Feb. 23 District News statement from Board Chair Varela, staff discussed the significance of recent state and federal water allocation amounts in interviews with CBS Bay Area, NBC Bay Area, ABC7, Univision and Telemundo.

ABC7-HULU DOCUMENTARY INTERVIEW

On Feb. 24, Chair Varela, Assistant Officer Kirsten Struve and Public Information Representative Lakeisha Bryant were interviewed by ABC News for a documentary special. The interviews at the Silicon Valley Advanced Water Purification Center focused on Valley Water's innovative approach to purified water and conservation. The Valley Water segment will be part of an hourlong program about water issues in the U.S. that will be broadcast regionally, nationally and streamed on Hulu in the spring.



ABC News interviews Chair Varela at the Silicon Valley Advanced Water Purification Center on Feb. 24, 2023.

MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 1,650 media mentions in February.

Staff responded to media inquiries on the following topics:

- Presence of Chromium-6 in groundwater
- Recent Board of Directors committee appointments
- Valley Water reservoir levels and releases of water
- Possible extension of the Coyote Creek patrol program
- WIFIA loans
- Joint news conference with the EPA at Anderson Dam
- South San Francisco Bay Shoreline Project
- Drought, imported water supplies and ongoing conservation efforts

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

- Upcoming activities along Coyote Creek
- Open opportunity: Join the Public Facilities Financing Corporation
- Valley Water to conduct pipeline work in your neighborhood
- Become a Water Ambassador - Apply today and join the 2023 Water 101 Academy!
- Valley Water News January 2023

Guest columns were submitted to local publications on behalf of Chair Varela and Vice Chair Keegan. Staff also published statements on behalf of Chair Varela about the February snowpack survey, imported water allocations, and Santa Clara County achieving the state’s call to reduce water use in Dec. 2022.

Staff published a video highlighting Valley Water’s fish sampling effort along Coyote Creek. The video received almost 800 views on YouTube.



Staff conducting juvenile rearing fish sampling on Coyote Creek.

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.

<p>f</p> <p>3,832,130 impressions</p> <p>40,453 engagements</p> <p>14,927 message clicks</p>	<p>t</p> <p>12,459 impressions</p> <p>358 engagements</p> <p>75 link clicks</p>	<p>Valleywaternews Blog</p> <p>8,542 views</p> <p>5,907 visitors</p>
<p>▶</p> <p>203,565 video views</p> <p>6 videos posted</p>	<p>📷</p> <p>1,659,884 impressions</p> <p>805 engagements</p>	<p>eNews</p> <p>November e-Newsletter</p> <p>52% open rate</p> <p>3% click through rate</p>

COMMUNITY OUTREACH

Community outreach conducted four Speakers Bureau presentations in February. On Feb. 7, Director Eisenberg gave a presentation at The Morning Forum of Los Altos. On Feb. 9, staff gave a drought presentation to Sons in Retirement: Branch 54 during the group’s monthly meeting at Three Flames Restaurant. On Feb. 13, Chair Varela and staff gave a drought presentation to the Rotary Club of Evergreen Valley

during the club’s monthly meeting at The Creek Eatery. On Feb. 14, outreach and water conservation staff presented virtually to the Santa Clara County Sustainability Working Group.

INTERNAL COMMUNICATIONS

In February, Internal Comms launched a new design template for News You Can Use. The original template had not been updated for a number of years. Based on feedback captured through the built-in pulse survey function, the majority of those who responded gave the new design a “thumbs up.”



Updated News You Can Use template

Also in February, staff sent 16 All User emails, including CEO, HR and an Employee Recognition Awards message; posted 41 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.

GRAPHICS SERVICES

Staff completed a total of 46 graphic case requests for the month of February.

	9 WIFIA event materials		5 digital graphics
	8 internal support materials		4 mailer, event and outreach materials
	8 publications		3 signs
	6 drought/water conservation materials		3 public notice and newspaper advertisement



WIFIA press conference vinyl banner