

SUMMARY FOR NOVEMBER AND DECEMBER 2024 Office of Communications Activities



Chair Nai Hsueh addresses the media during the flood preparedness news conference.

FLOOD AWARENESS CAMPAIGN

On Nov. 13, Valley Water held a flood preparedness news conference at our sandbag distribution site located at the Winfield Warehouse in San José. The event featured Chair Hsueh, San José Mayor Matt Mahan, and National Weather Service Warning Coordination Meteorologist Brian Garcia as speakers. Chief of External Affairs Rachael Gibson served as the emcee. Representatives from various media outlets, including Univision, ABC7 News, NBC Bay Area, CBS Bay Area, KRON and KCBS Radio attended the event. A recording of the news conference is available for viewing on Valley Water's Facebook page. Staff also sent out a news release after the event.



The 2024 flood awareness campaign went into full swing in November and December with several outreach efforts including:

- Multilingual postcards and flood mailers detailing nine steps for flood readiness were delivered to over 54,000 homes and businesses in FEMA's Special Flood Hazard Area (SFHA).
- A digital campaign targeting residents in the FEMA SFHA launched on Google, encouraging them to sign up for emergency alerts, understand their flood risk and secure flood insurance in advance. A Chinese-language TV ad aired on Crossings TV.
- Flood awareness banners were displayed at 12 hot spot creek locations.
- Bus tail ads were placed in hot spot areas in English, Spanish and Vietnamese.
- Staff sent materials featuring flood awareness messaging, a social media toolkit and tabletop signs to 60 community organizations within hot spot areas.
- Multilingual newspaper and digital ads featuring Flood Safe messaging were printed in local news outlets.
- Staff shared a social media Flood Awareness Partner Toolkit with our network of PIOs.
- Posts with flood preparedness messaging were shared on Nextdoor on behalf of board members.
- Multilingual videos featuring our nine preparedness tips were posted on Facebook, Instagram and X.

BRANDING CAMPAIGN

In December, staff launched a new branding campaign that focuses on building Valley Water's visibility and reputation in the community. The campaign emphasizes that our agency provides safe, clean water, flood protection, and environmental stewardship to Santa Clara County. The campaign's first phase includes two 15-second movie theater ads and interior bus ads. The movie theater and bus ads will run for six months and feature San Jose Sharks defenseman Mario Ferraro and Valley Water's mascot, H2Cool.



MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 791 media mentions in November and December.

Staff responded to media inquiries on the following topics:

- Water Resources Protection Zones Ordinance
- CEO leave
- Fish passage, salmon and reservoir operations
- Valley Water hiring freeze
- Cherry Avenue emergency housing site
- Coyote Creek Flood Protection Project
- Valley Water's storm preparations and sandbag information
- Sisk Dam Raise and Reservoir Expansion Project Principles of Agreement
- The Trump administration recommendation of removing fluoride from the nation's drinking water supply
- Anderson Dam Seismic Retrofit Project

Staff wrote and posted seven stories to valleywaternews.org on the following subjects:

- Valley Water wins 2024 WaterSense Partner of the Year award for 2nd year in a row
- How your HOA can make a difference
- Learn eco-friendly practices with the Santa Clara Valley green gardener training
- An overview of Valley Water's annual Capital Improvement Program
- Valley Water Board of Directors to consider additional funding for Delta Conveyance Project
- Construction at Anderson Dam to be delayed less than one year
- Maintaining our streams to protect community from flooding







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

- Attend a Mini-Grants Program workshop on November 13 and 19
- The rainy season is coming, and we all need to prepare for storms and the potential for floods
- Valley Water to consider updated ordinance to prohibit encampments along creeks, waterways and water supply facilities
- With rain in the weekend forecast, now is the time for all of us to prepare for storms and potential minor floods
- Request your 2025 Valley Water calendar and learn about Valley Water’s work for the community
- Key update on the Water Supply Master Plan 2050 to be shared on December 10, 2024
- A message from new Valley Water Board Member Shiloh Ballard

Staff published six items to the Valley Water website’s District News section, including:

- Order your 2025 Valley Water calendar
- Valley Water, City of San Jose and the National Weather Service urge the community to prepare for winter storms
- Valley Water Board of Directors approves ordinance to reduce encampments along creeks, waterways and water supply facilities
- Three Valley Water board members begin terms
- Valley Water Board of Directors appoints Tony Estremera as 2025 chair
- California Department of Water Resources announces update in State Water Project allocation to 15%

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.

 3,421,581 impressions 8,857 engagements 1,764 post link clicks	 7,977 impressions 308 engagements 29 link clicks	 Valleywaternews Blog 7,849 views 6,075 visitors
 721,748 video views 19 videos posted	 1,829,664 impressions 802 engagements	 November & December e-Newsletter 58% & 48% open rate 4% & 2.3% click through rate

INTERNAL COMMUNICATIONS

In November, staff launched the #ThankfulThursday Kudos campaign, sending out three recognition messages to all employees each Thursday leading up to Thanksgiving Day. The campaign concluded with a total of 995 Kudos messages sent and 1,893 received. These figures represent a 28% increase in the number of recognition messages sent and a 9% increase in those received compared to the numbers from October.

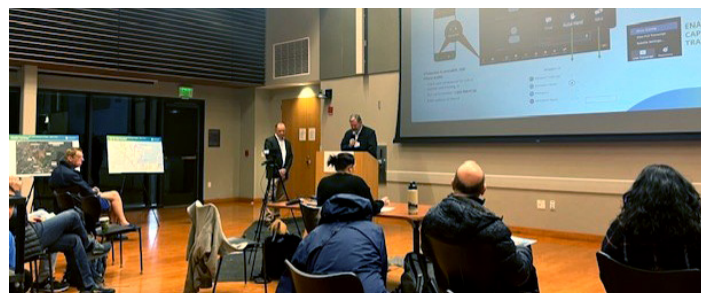
In November and December, staff produced six original content videos and posted them on our YouTube channel. Among these videos, two were created for the Office of the

CEO and one was made for the Security Office. Staff sent a total of 23 All User emails, including updates from IT, the Office of REDI, the Office of the CEO, HR and Benefits regarding FSA Open Enrollment and donation requests, EH&S about a PG&E Public Safety Power Shutoff and the new Field Communication Center, as well as information on upcoming parking impacts and a Security Advisory. Staff also posted 92 employee news items to the Aqua intranet, updated the Employee News monitors in the HQ and Admin cafeterias, the Crest hallway, and the newly installed digital monitor at the Sacramento office; and distributed the twice-weekly “News You Can Use” on Tuesdays and Thursdays.

COMMUNITY OUTREACH

On November 20, Valley Water held a public meeting to present the Palo Alto Flood Basin Tide Gate Seismic Retrofit and Rehabilitation Project. Fifteen community members, including City of Palo Alto Councilmember Lydia Kou, three Palo Alto Park and Recreation Commissioners, and Palo Alto city staff, attended the meeting at the Mitchell Park Community Center. Additionally, 18 people joined via Zoom. A recording of the public meeting is available on Valley Water’s project page and YouTube channel.

On November 21, Valley Water held an Emergency Partners Coordination Meeting for the Anderson Dam Seismic Retrofit Project. There were 18 attendees, including Mayor Mark Turner of the City of Morgan Hill, two representatives from Santa Clara County Supervisor Arenas’ office, Valley Water staff, Santa Clara County Parks staff, CAL Fire, and City of Morgan Hill staff. Three residents attended on behalf of the Holiday Estates Homeowners Association and presented a comprehensive list of concerns.



Staff presenting at the Palo Alto Flood Basin Tide Gate Seismic Retrofit and Rehabilitation Project.

GRAPHICS SERVICES

For the month of November and December 2024, the graphics team resolved a total of 127 cases. The Graphics and Design activities are:

-  34 internal support materials
-  24 digital graphics
-  19 flood campaign awareness
-  18 mailer, event and outreach materials
-  17 publications
-  8 water conservation materials
-  4 public notice and newspaper advertisements
-  3 branding materials