

SUMMARY FOR APRIL 2022

## Office of Communications Activities



### SAN FRANCISCO BAY SHORELINE PROJECT GROUNDBREAKING



*Left to right: Chief Operating Officer Rechelle Blank, Assistant CEO Melanie Richardson, Chair Pro Tem John L. Varela, Lt. Col. Kevin Arnett, Director Richard Santos, CEO Rick Callender, Secretary Wade Crowfoot, State Senator Bob Wieckowski, State Assemblymember Alex Lee, Executive Officer for the CA State Coastal Conservancy Amy Hutzler, County of San Mateo Supervisor Dave Pine, U.S. Fish and Wildlife Refuge Complex Manager Matt Brown, Col. Toni Gant, Mountain View Councilmember Pat Showalter, Santa Clara Mayor Lisa Gillmor, San Jose Councilmember David Cohen, and Director Tony Estremera.*

On April 14, 2022, Valley Water hosted a groundbreaking ceremony at the Alviso County Marina to celebrate the South San Francisco Bay Shoreline Project construction, a multi-agency effort that includes the U.S. Army Corps of Engineers, U.S. Fish and Wildlife Service and the California State Coastal Conservancy.

The event drew approximately 80 attendees that included elected officials, participants from partner agencies, media and staff. The Valley Water Board of Directors were represented by Chair Pro Tem Varela and Director Santos, who provided remarks, along with Director Estremera. CEO Callender emceed the event, which was livestreamed on Facebook so members of the public could watch in real time.

A recording of the South San Francisco Bay Shoreline Project groundbreaking ceremony was made available on the project page, and Valley Water's YouTube channel.

### VALLEY WATER HOSTS PRESS CONFERENCE ON DROUGHT WITH SECRETARY WADE CROWFOOT

On April 14, 2022, Valley Water held a news conference in Alviso to underscore the seriousness of the drought and need to conserve water. The event featured Chair Pro Tem Varela, CEO Callender and California Natural Resources Secretary Wade Crowfoot. Reporters and photographers

from ABC7 News, KTVU, KPIX, KQED, KRON, Los Angeles Times, Mercury News, and San Jose Spotlight attended in person or virtually. A recording of the news conference is available on Valley Water's Facebook page.

### SPRING WATER CONSERVATION CAMPAIGN

Staff launched the first stage of the Spring Summer Conservation Campaign promoting the Landscape Rebate Program and Shopping Cart. The campaign features multilingual animations and GIFs running as digital, social and newspaper ads. Bill inserts and a partner toolkit were shared with cities and retailers.

### MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 608 media mentions in April.

Staff wrote and posted two stories and board columns on [valleywaternews.org](http://valleywaternews.org) on the following subjects:

- Valley Water restricts watering in Santa Clara County to no more than two days a week.
- Silicon Valley Advanced Water Purification Center receives multiple awards for its excellence.

A statement from Chair Pro Tem Varela regarding the worsening drought conditions and reduction in imported water allocations was shared on [valleywater.org](http://valleywater.org) and social media platforms. It emphasized the need for residents and businesses to take actions to help us reach our goal of a 15% reduction in water use.

On April 26, a production crew from the public broadcasting show "Viewpoint with Dennis Quaid" visited the Silicon Valley Advanced Water Purification Center and interviewed Chair Pro Tem Varela, CEO Callender, Assistant Officer Kirsten Struve, Public Representative III Gina Adriano and Dr. Steve Jackson, the Chair of the Santa Clara County Medical Association Environmental Health Committee. The filming focuses on Valley Water's Purified Water Program and will air later this year in markets across the U.S. and locally in the Bay Area.

Staff responded to media inquiries on the following topics:

- April 1 snowpack survey and reduction in CVP allocation
- Best way to detect leaks in your home
- Hot weather and impact to our water supply

- Board's actions to address the drought, Anderson project
- CVP allocations and impact on farmers, water rates
- Drought's impacts to our water supply

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

- This drought emergency is severe. Please reduce your outdoor watering to no more than two days a week
- Construction on Lower Calera Creek
- Low-income seniors may apply for Safe, Clean Water property tax exemption
- Join us for a virtual groundbreaking of the South San Francisco Bay Shoreline Project
- Free water conservation webinar
- Latest Valley Water newsletter

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.

<b>f</b> <b>2,868,770</b> impressions <b>21,082</b> engagements <b>5,113</b> message clicks	<b>t</b> <b>8,970</b> impressions <b>381</b> engagements <b>39</b> link clicks	 Valleywaternews Blog <b>4,911</b> views <b>3,542</b> visitors
 <b>305,642</b> video views <b>8</b> videos posted	 <b>1,202,373</b> impressions <b>479</b> engagements	 April e-Newsletter <b>49%</b> open rate <b>6%</b> click through rate

## INTERNAL COMMUNICATIONS

Analytics for the first six months of the Aqua intranet site show a significant increase in page views over the same period last year on the old site. Overall site page views increased 72%, home page views, including employee news items, increased 112%, Benefits Admin landing page was up 47% and the Board of Directors information increased 23%. Additionally, the site is seeing page loading times cut in half, from 4 seconds to 2 seconds. The cloud-hosted site developed in partnership with IT has demonstrated a substantial improvement in providing information to employees.

In April, staff sent a total of 14 All User emails, including CEO and COVID-19 response messages; posted 38 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.

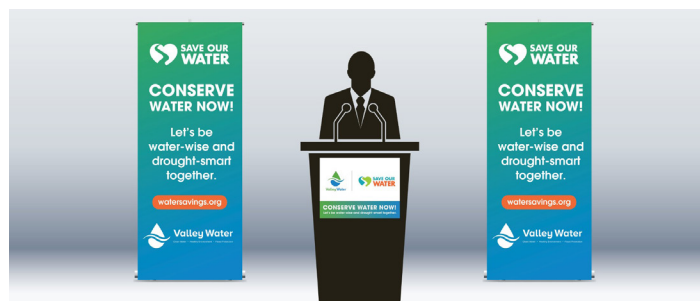
## COMMUNITY OUTREACH

The Speakers Bureau program team expanded its outreach to neighborhood associations, service organizations and community groups and held four presentations in April. On April 13, Chair Pro Tem Varela and staff presented to the South County Realtors Association via Zoom about Anderson Dam. On April 20, Director Santos and staff gave a drought presentation to Mission College students and faculty via Zoom as part of the college's Earth Day festivities. Also on April 20, Director Keegan and staff presented via Zoom to Santa Clara Library patrons as part of the library's program series. On April 28, Director Kremen and staff provided an in person drought presentation to the Mountain View Senior Center.

## GRAPHICS SERVICES

Staff completed a total of 77 graphic case requests.

14 mailers, event and outreach materials	12 drought-related materials
2 signs	10 internal materials
8 public notice and newspaper advertisements	13 publications
9 Shoreline Groundbreaking event materials	9 digital graphics



Mock-up of podium sign and retractable banners for the press event April 14.

## UPCOMING ACTIVITIES

Staff is coordinating and planning for the following event:

**Coyote Creek Coyote Creek Flood Protection Project**  
**In-person Public Meetings**  
 May 25 and May 26 from 5:30-7:00 p.m.