

SUMMARY FOR MAY 2022

## Office of Communications Activities



### DROUGHT AND CONSERVATION OUTREACH



Valley Water's Say YES campaign launched in May to promote water-saving habits. Using the "Let's say YES to saving water" slogan, multilingual ads promoting water conservation through behavioral changes are running on Pandora, Spotify, Univision, KBRG, KSQQ and KOIT.

Several media organizations covered the Board of Directors meeting on May 24 and the unanimous approval of the enforcement ordinance, including the Mercury News, CBS News, ABC7 News, KPIX, Univision and Telemundo. The enforcement ordinance also drew substantial media coverage before and after the board's decision.

### SAN JOSE GIANTS PARTNERSHIP



San Jose Giants social media post promoting Valley Water Say YES campaign.

In May, Valley Water and the San Jose Giants 2022 season partnership was launched. A 30-second video and a

digital scoreboard ad promoting water conservation and our Say YES campaign are running on Excite Ballpark's scoreboard. A public announcement asking fans to "Let's say YES to saving water" accompanies a mid-inning, interactive game in which fans try to save more water than fellow contestants. The Giants also promoted our Say YES campaign on social media by highlighting the team's saves of the month.

### NATIONAL RIVER CLEANUP DAY EVENT

On May 21, Valley Water hosted National River Cleanup Day media availability at the Sanchez Ponds cleanup location. Director Santos recorded a video for Valley Water's social media platforms thanking volunteers for joining the cleanup. The event was covered by multiple news outlets including NBC Bay Area, ABC7 News, Telemundo and Univision.



Director Santos addressing volunteers at Sanchez Ponds cleanup location.

### MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 939 media mentions in May.

Staff wrote and posted three stories and board columns on valleywaternews.org on the following subjects:

- Valley Water Board of Directors adopts program to enforce restrictions on outdoor watering.
- Valley Water recognizes National Public Works week.
- A groundbreaking effort to protect the San Francisco Bay from sea-level rise.

A video highlighting the benefits of the South San Francisco Bay Shoreline Project was published on our social media platforms. The video includes interviews with Chair Pro Tem John L. Varela, Director Richard Santos, Col. Antoinette "Toni" Gant and Lt. Col. Kevin Arnett of the U.S. Army Corps of Engineers, California Natural Resources Secretary Wade Crowfoot, Senator Bob Wieckowski, CEO Rick Callender, COO Rechelle Blank, Matthew Brown, Complex Manager, San Francisco Bay National Wildlife Refuge, and Amy Hutzel, Executive Officer, Coastal Conservancy.

Two statements from Chair Pro Tem Varela were posted to the Valley Water website and shared on social media.

The statements addressed Valley Water's water use reduction enforcement program, emphasized the seriousness of the

drought emergency and called on everyone to do their part and save water.







Staff responded to media inquiries on the following topics:

- Enforcement of restrictions on outdoor watering
- Drought report, water use numbers
- Uses and sources of water by Stanford on its lands
- Measure A
- Desalination in the Bay Area
- Statewide conservation efforts and Gov. Newsom's meeting with water agencies
- Recycled water in Gilroy
- Coyote Creek flood lawsuit settlement

Staff prepared Nextdoor messages for Valley Water Board Directors on the following topics:

- Valley Water to perform maintenance at Santa Teresa Water Treatment Plant outdoor watering to no more than two days a week
- "Let's say YES to saving water!"
- National River Cleanup Day
- Coyote Creek Flood Management Measures Project Open House events
- Outdoor watering is now limited to 2 days a week. Join us for a free webinar to learn more.

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>5,700,401</b> impressions <b>48,206</b> engagements <b>10,810</b> message clicks	 <b>10,189</b> impressions <b>579</b> engagements <b>67</b> link clicks	 Valleywaternews Blog <b>8,374</b> views <b>6,376</b> visitors
 <b>481,322</b> video views <b>4</b> videos posted	 <b>1,349,671</b> impressions <b>296</b> engagements	 April e-Newsletter <b>42%</b> open rate <b>5%</b> click through rate

## INTERNAL COMMUNICATIONS

Internal Communications produced and distributed a video message from Alex Gordon, Assistant Officer for Emergency Safety and Security, describing the updated onsite mask requirement to help protect against the surge in COVID cases at Valley Water. The video had almost 300 views in less than two weeks, and was also displayed on the cafeteria and Crest building employee news monitors.

In May, staff sent a total of 11 All User emails, including CEO and COVID-19 response messages; posted 44 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

Valley Water hosted two open house events on May 25 and 26, to update neighbors on the Coyote Creek Flood Management Measures Project. Director Santos provided opening remarks at the Golden Wheel Mobile Home Park location and Director Keegan provided opening remarks at the Selma Olinder Park site. A recording of the public event is available on the Coyote Creek Project webpage. The next community project update is anticipated in fall of 2022.

There were six Speaker Bureau Program presentations held in May. Chair Pro Tem Varela delivered the opening remarks of the drought presentation on May 31 at an in person Valley Water event to welcome summer interns. Throughout the month, staff delivered the drought presentation to the remaining groups which included the Rotary Club of Campbell-Willow Glen-West San Jose on May 3; the International Right of Way Association Chapter 42 on May 4, the Latinos United for a New America also on May 4; the San Jose Public Library District 9 and 10 patrons on May 19, and the Cottle to Lean Neighborhood Association on May 21.

## GRAPHICS SERVICES

Staff completed a total of 78 graphic case requests.



5 Rebranding and logo support materials



13 drought-related materials



5 signs



18 internal materials



9 public notice and newspaper advertisements



13 publications



11 mailers, event and outreach materials



4 digital graphics

## UPCOMING EVENTS

### June 16

Stream Maintenance Program Meeting  
Valley Water Headquarters, 5:30-7:00 p.m.

### June 22

Anderson Dam Tunnel Project Stream Maintenance Program Meeting  
Morgan Hill Community and Cultural Center, 6:00-8:00 p.m.