

SUMMARY FOR AUGUST 2022

Office of Communications Activities



VALLEY WATER NIGHT



From left to right: Shilpa Jain, Belen Avalos, Kathy Nguyen, Rick Callender, Nadia Webster, and Fidel Gonzalez (H2Cool) at Valley Water Night.

On Aug. 19 Valley Water hosted its third Valley Water Night at the San Jose Giants ballpark. The event was held to thank Valley Water employees and volunteers for their dedication to the mission of Valley Water throughout the year. Valley Water's newly designed baseball hats were provided to Valley Water game attendees. Some 500 Valley Water employees and volunteers enjoyed the game which included a ceremonial first pitch by CEO Rick Callender. The night at the ballpark concluded with a spectacular fireworks show.

DROUGHT AND CONSERVATION OUTREACH



Updated image of the Say YES campaign group shot.

In August, an updated multilingual Say YES to Saving Water campaign started running on VTA buses, audio and video streaming platforms, and digital and social media. Installation of the Say YES to Saving Water banners at Valley Water campus and facilities throughout Santa Clara County also began. Valley Water's vehicle fleet now features water conservation signage. Say YES ads and news integrations have launched on New Tang Dynasty Television and a 30-second

Say YES to Saving Water video in Vietnamese was posted on social media.

An animation featuring H2Cool highlighting Valley Water's outdoor water survey was shared on social media.

SAY YES AND CII BAN RETAILER PARTNERSHIPS

Through partnerships with the cities of Palo Alto and Santa Clara, Say YES to Saving Water banners will be displayed on main thoroughfares and public buildings. Staff is also providing materials to inspectors with the cities of Sunnyvale and Mountain View to help spread water savings messages to restaurants and hotels.

TREE CARE DURING DROUGHT

A board column from Director Keegan on keeping trees healthy during a drought was placed on San Jose Inside and a video explaining the do's and don'ts of proper tree care amid drought conditions was shared on social media.

MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 896 media mentions in August.

Staff responded to media inquiries on the following topics:

- Water Summit 2022
- Potential megaflooding due to climate change
- Reaction to Gov. Newsom's Water Supply Strategy announcement
- Landscape Rebate Program
- Homeowner negotiations as part of the Anderson Dam Seismic Retrofit Project
- Pacheco Reservoir Expansion Project

Staff published an updated Pacheco Reservoir Expansion Project video on Valley Water's YouTube channel and it was also shared during a presentation at the Water Summit 2022.

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

- Santa Clara County inches closer to 15% water use reduction goal.
- Santa Clara County Medical Association endorses Valley Water's Purified Water Project.
- Valley Water hosts a paint day to kick off the Pilot Mural Art Project.
- Water-efficient construction play an important part in conservation.

continued on back →

On Valley Water social media platforms, staff shared a graphic showing Santa Clara County's water use throughout 2022 compared to 2019. The post encouraged residents to continue saving as we experience a positive trend in conservation. To promote our Landscape Rebate Program, a third video featuring a resident's success story was shared on Facebook and YouTube, along with positive local news articles featuring recipients of our rebate program to transform their yards.

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

- Temporary Westbound closure of W. Luchessa Ave. between Thomas Rd. and Cimino St.
- Input needed on the Upper Berryessa Creek Floodplain Management Plan.
- Valley Water to begin pipeline repairs in your neighborhood.
- Input needed on the Upper Berryessa Creek Floodplain Management Plan.
- Hale Creek Enhancement Project continues.
- Join us for Coastal Cleanup Day!
- Valley Water hosts a paint day to kick off the Pilot Mural Art Project.
- Save The Date: Join Valley Water and Silicon Valley, state and federal leaders at Water Summit 2022 on Aug. 26.
- Save the date: Aug. 6 for the Upper Guadalupe River Flood Protection Project meeting.

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.

f 4,442,731 impressions 42,355 engagements 7,182 message clicks	 10,999 impressions 472 engagements 67 link clicks	 Valleywaternews Blog 7,588 views 4,817 visitors
 499,922 video views 16 videos posted	 2,169,655 impressions 752 engagements	 August e-Newsletter 49% open rate 3% click through rate

INTERNAL COMMUNICATIONS

In August, staff sent 17 All User emails, including CEO and COVID-19 response messages; posted 36 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 held six presentations in August. Director LeZotte presented to the Campbell Chamber of Commerce on August 17. Director Kremen delivered a drought presentation to the Adobe Meadows

Neighborhood Association on August 28. Chair Pro Tem Varela rounded out the month's efforts with a presentation to the Rotary Club of Gilroy on August 30. Staff-led presentations were provided throughout the month to the Almaden Valley-Willow Glen Rotary Club on August 4, the Almaden Super Lions on August 10, and the Los Altos Garden Club on August 23.



Chair Pro Tem Varela presenting during an August Speakers Bureau event.

Valley Water hosted a hybrid public meeting on the Upper Guadalupe Flood Protection Project in collaboration with

the U.S. Army Corps of Engineers on Saturday, August 6 at the Alma Community Center in San Jose. While live-streaming on Facebook, staff provided an in-person project status update, responded to participant questions and gathered community feedback.

GRAPHICS SERVICES

Staff completed a total of 100 graphic case requests.

	24 drought/water conservation materials		20 mailers, event and outreach materials
	12 publications		11 Water Summit materials
	10 digital graphics		9 internal materials
	6 PowerPoint presentations		5 Coastal Cleanup day materials
	2 public notice and newspaper advertisements		1 sign



2022 Water Summit slide deck templates.

UPCOMING EVENT

OCT
19

Coyote Creek Perc Dam Replacement Project public meeting
Southside Community Center
6:30-8:00 p.m.