

SUMMARY FOR OCTOBER 2022

Office of Communications Activities



SAY YES CAMPAIGN: CII WATERING BAN



Image from the Del Grande Dealership Group (DGDG) Landscape Rebate success story video.

The Say YES campaign targeting commercial, industrial and institutional (CII) properties about the outdoor watering ban and enforcement has entered its next phase. The first Landscape Rebate success story video featuring a business was published on Valley Water's social media channels. The testimonial video focused on Del Grande Dealership Group CEO Jeremy Beaver's discussion of the program's environmental and economic benefits. Digital ads are also running on platforms like Google, Facebook, LinkedIn and Twitter, as well as streaming on audio and video platforms. CII ban information was shared via a countywide postcard and emailed to over 6,000 local homeowners' associations and property management groups.



Chair Pro Tem Varela featured in the Imagine a Day Without Water 2022 video.

DROUGHT AND CONSERVATION VIDEOS

Staff produced four videos to highlight the drought and continued need for conservation. Chair Pro Tem Varela fronted the Oct. 20, 2022 video "Imagine a Day Without Water." He also joined Director Santos in thanking

the community and volunteers as part of a "Ride Out the Drought Continues" video. The final video of the residential Landscape Rebate Success Story series was published on all Valley Water social media platforms. A Say YES to Saving Water ad featuring San Jose Earthquakes player Tommy Thompson was published on Valley Water's social media channels and is running on television, radio and streaming services.

COYOTE PERCOLATION DAM PUBLIC MEETING

Valley Water held a public meeting on Oct. 19 to update the community about the Coyote Percolation Dam Replacement Project, currently in design. The project supports the Anderson Dam Tunnel Project which is part of the Anderson Dam Seismic Retrofit Project. Chair Pro Tem Varela provided opening remarks during the hybrid public meeting held at the Southside Community Center in San José. It was also streamed on Zoom and a total of 18 community members participated.

MEDIA, COMMUNICATIONS, AND SOCIAL MEDIA

Valley Water received 931 media mentions in October.

Staff responded to media inquiries on the following topics:

- Update on progress at Anderson Dam
- Impacts from earthquake
- Potential impacts from mega-storms and flooding in Santa Clara County
- August water savings
- Possible storage project with City of Merced
- Ride Out the Drought
- Wild pigs around Anderson
- Start of the water year, drought and conservation
- Drought-resistant plants

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

- Valley Water recognized as one of the Bay Area's healthiest employers
- Partner with Valley Water to increase access to drinking water and reduce plastic waste
- Get your yard drought ready to save water all winter

Staff successfully submitted three board columns for publication in October. San Jose Spotlight published a column on behalf of Director Estremera about the water refill station grants. The column was published in English and Spanish. The Mercury News published a column on behalf

of Chair Pro Tem Varela regarding the CII ban. San Jose Inside published a column on behalf of Director Hsueh about the need to dial back outdoor watering during the rainy season.

Chair Pro Tem Varela appeared in the "Uvas Creek Fish Habitat Improvement Project" video highlighting the project.






Director Hsueh was the featured speaker in October's "Coastal Cleanup Day" video thanking volunteers for their past and future contributions.

Valley Water is working with Cameo to produce several 10-second videos featuring various celebrities to promote water conservation. On Oct. 20, staff published the first video featuring singer Montell Jordan turning off his running faucet while singing his signature line, "This is how we do it."

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

- Pipeline repairs to close portions of Alamitos Creek Trail.
- Join Valley Water to learn how we protect the water supply and wildlife in Coyote Creek.
- Valley Water Bottle Refill Station Grant applications are now open.
- Thank you for keeping our waterways clean.
- Calling all bike riders. Ride out the Drought Oct. 15-Nov. 12.
- In-person Public Tours of the Silicon Valley Advanced Water Purification Center are back!
- Valley Water to conduct early morning work at Anderson Dam.

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 4,849,109 impressions 24,993 engagements 5,615 message clicks	 14,075 impressions 542 engagements 43 link clicks	 Valleywaternews Blog 4,729 views 3,316 visitors
 763,228 video views 19 videos posted	 2,612,553 impressions 536 engagements	 August e-Newsletter 52% open rate 4% click through rate

INTERNAL COMMUNICATIONS

In October, staff launched the first Thankful Thursdays Kudos campaign. It began with an All User email, Aqua post, Aqua home page slider image, and an animated graphic for the employee news monitors in the cafeterias and Crest Building. It will be followed with a short Kudos message sent to all employees on each of the three subsequent Thursdays leading up to Thanksgiving. Each message encourages folks to take a few moments to reflect on the past week and thank the colleagues who have made a positive impact on them. Staff plans to make #ThankfulThursdays an annual event at Valley Water.

Also in October, Internal Communications sent a total of 10 All User emails, including CEO, COVID-19 response messages and Security Bulletins; 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 engaged in five presentations in October. On Oct. 4, Chair Pro Tem Varela and staff gave an in-person drought presentation to the Heritage Homeowners Association in Gilroy. On Oct. 13, Director Santos and staff gave a drought presentation via Zoom to The City of San José Retired Employees Association. On Oct 20, Director Kremen gave an in-person drought presentation to the Kiwanis Club of Palo Alto. On Oct. 22, Director Kremen gave an in-person drought presentation at the Woodland Library Branch event hosted by GreenTown Los Altos. On Oct. 24, outreach staff assisted water conservation staff with an in-person landscape rebate program presentation to the Cory Neighborhood Association.



Director Kremen provided a Speakers Bureau drought presentation to the GreenTown Los Altos Woodland Branch Library.

GRAPHICS SERVICES

Staff completed a total of 70 graphic case requests.

	15 drought/water conservation materials		11 Coyote Creek Flood Protection Project materials
	9 flood awareness materials created and supported		9 internal support materials
	9 publications and report book covers		8 mailer, event and outreach materials
	3 signs		2 digital graphics
	2 public notice and newspaper advertisements		2 rebranding materials