



TO: BOARD OF DIRECTORS
FROM: NORMA J. CAMACHO

CEO BULLETIN

Week of September 2 – 8, 2016

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BOARD MEMBER REQUESTS

None to Report

Board Policy EL-7: Communication and Support to the Board

The BAOs inform and support the Board in its work.

Further, a BAO shall:

Inform the Board of relevant trends, anticipated adverse media coverage, or material external and internal changes, particularly changes in the assumptions upon which any Board policy has previously been established.

Report in a timely manner an actual or anticipated noncompliance with any policy of the Board.

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Water District Wins National Association of Flood and Stormwater Management Agencies Excellence in Communications Award

On August 25, 2016, the water district received first place in the National Association of Flood and Stormwater Management Agencies (NAFSMA) Excellence in Communications Awards in the category of Public Awareness of Flooding - Campaign.

After four years of historic drought conditions, and the last two years of urging residents to let lawns go brown, the water district was challenged with coordinating a credible flood awareness campaign in the face of a looming El Niño. It was the perfect opportunity to remind residents of the threat of flooding even in a severe drought.

The water district carried out a paid media campaign, as well as increased community outreach. The media campaign used the family friendly flood spokesperson, "Charles Chicken Little" to convey flood safety tips on both online and print advertisements.

As part of the water district's participation in FEMA's Community Rating System to earn flood insurance premium discounts for the residents of Santa Clara County, the water district focused on key messages to maximize the number of CRS points earned in all ads.

The water district's outreach efforts consisted of active participation in emergency preparedness fairs and community events in the county, as well as speaker's bureau presentations with an emphasis on flood protection during October through February.

For the first time since the last El Niño event, the water district hosted three free, hands-on sandbag demonstration workshops across the county on flood-prone areas to teach residents the proper placement of sandbags for optimum protection. The workshops also included a tutorial on filling your own sandbags.

NAFSMA was very impressed with the thoroughness of the campaign and the targeted outreach.

NAFSMA is an organization of public agencies whose function is the protection of lives, property and economic activity from the adverse impacts of storm and flood waters. The mission of the association is to advocate public policy, encourage technologies and conduct education programs which facilitate and enhance the achievement of the public service function of its members.

The communications contest was designed to not only highlight award winning communication and construction programs, but to also provide examples of work about flood awareness, pollution prevention and environmental protection that are taking place across the United States.

For further information, please contact Chris Elias at (408) 630-2379.

Recognition from Bay Area Council

On August 22, 2016, Interim CEO Norma Camacho accepted an award from the Bay Area Council recognizing the water district for its \$1.5 Million contribution to place the Measure AA on the June 7, 2016, ballot.

Measure AA, the San Francisco Bay Restoration Authority's "Clean and Healthy Bay" parcel tax, will raise over \$500 million dollars in funding, of which approximately \$60 million will be directed to the South Bay for flood protection and restoration efforts.

For further information, please contact Rick Callender at (408) 630-2017.

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