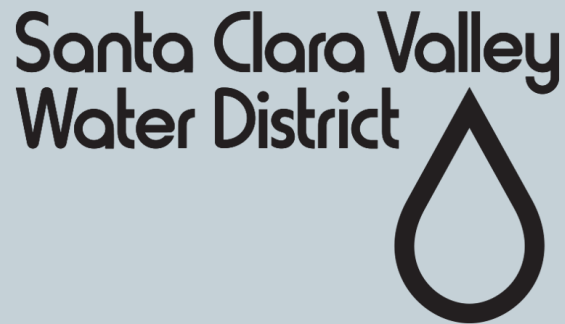


Communications & Community Engagement Board Update



September 13, 2016



Providing Silicon Valley
safe, clean water for a
healthy life, environment
and economy.

I. Board support

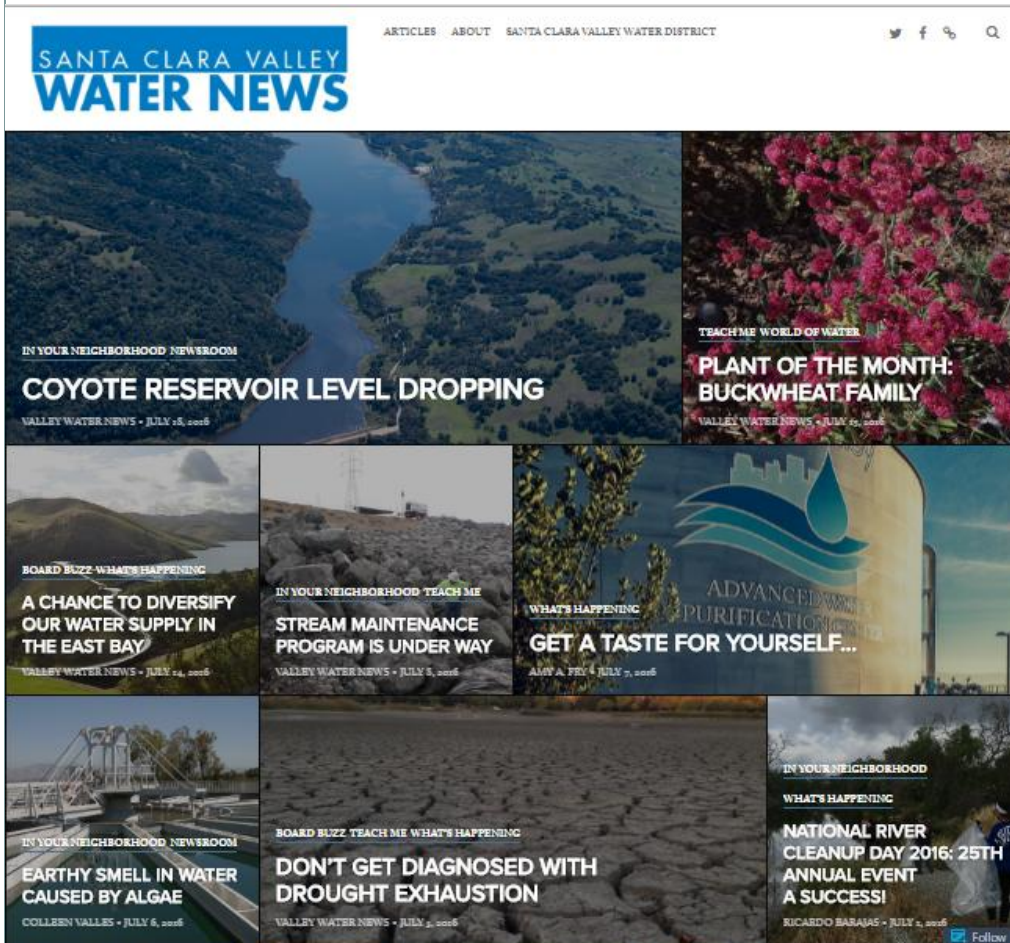


Op-Ed, Mercury News
Santa Clara Valley Water District
July 2, 2016

***Keegan: Water
conservation needs to be a
way of life***

- Public meetings speaking points
- Community engagement events support
- Board newsletter
- Op-ed
- Editorial board meetings
- Guest newspaper column
- Media updates and coordination
- Emergency conditions updates

II. External communications



Integrating our efforts

Marketing campaigns

Publications reboot

Web

Valley Water News blog

Social media and Next Door

E-News reboot

Video

"Thank you for your transparency!"

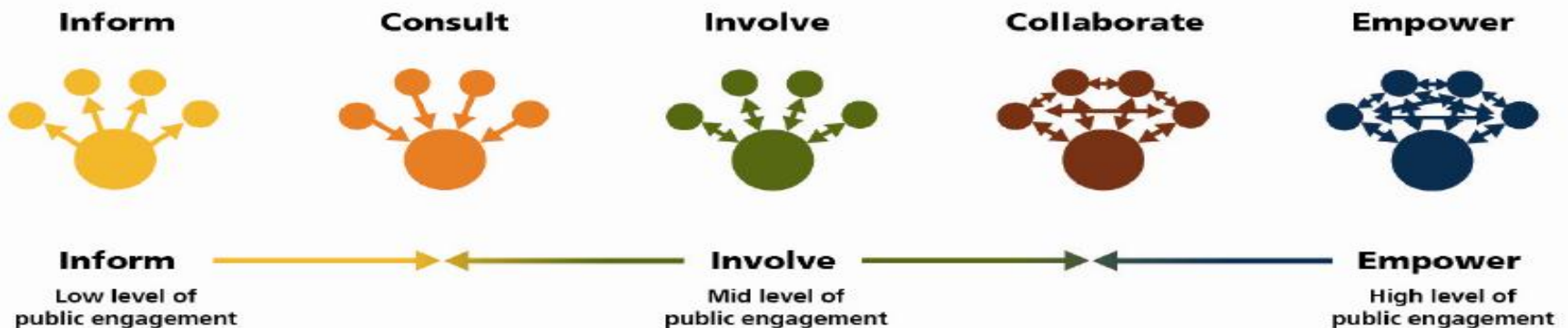
--Facebook user

III. Emergency preparedness & response

- PIO team has participated in EOC drought activation since Jan 2014
- Prepared extensively for 2015-16 El Niño winter season
- Participated in Anderson Dam exercises
- Participate in Bay Area Water PIOs quarterly coordination meetings, and local agency PIO network



IV. Community and stakeholder engagement



V. Customer service and satisfaction

Access Valley Water

- Online customer service portal for general public
- Online and mobile app
- 5,000 cases

Customer Surveys

- ~3,900 customer surveys
- Measure responsiveness, communications, project benefit
- FY16 rating: superior performance

How would you rate the overall job performed by the water district on this project?

☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ n/a

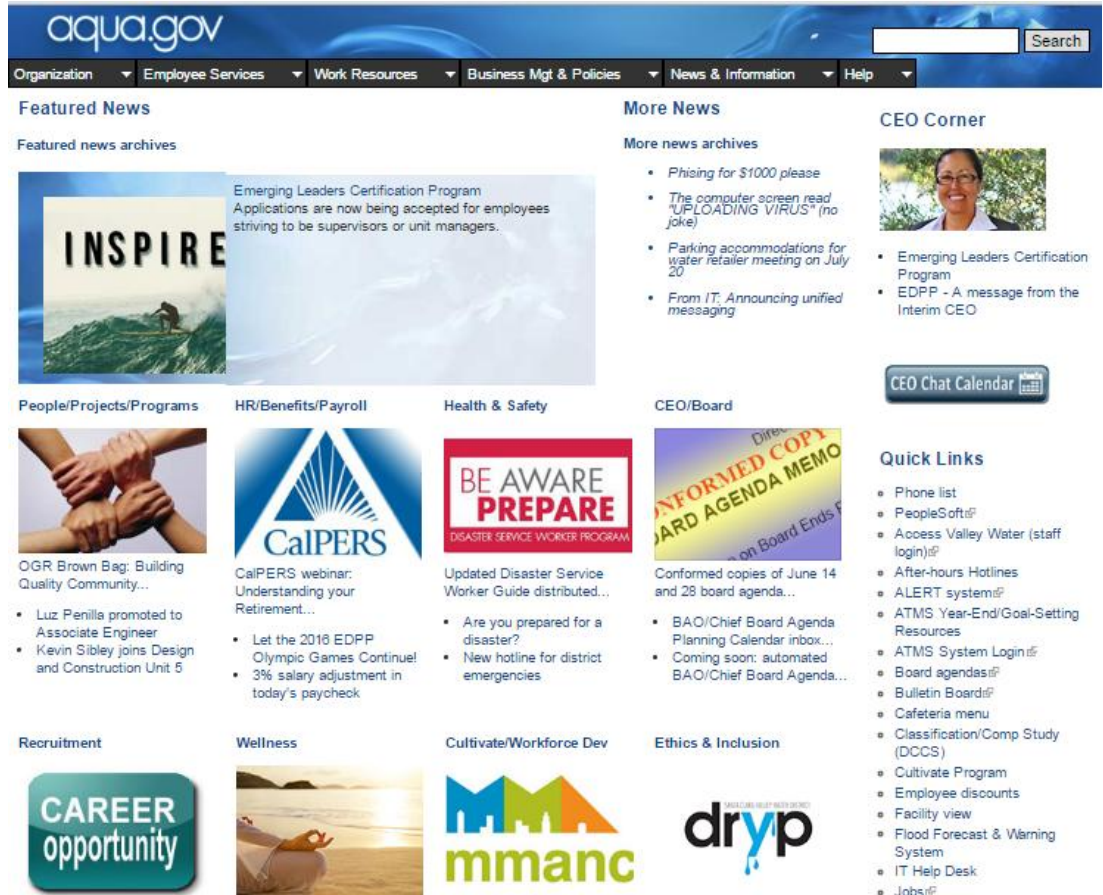
Do you consider the project a benefit to the neighborhood?

☐ Yes ☐ No



VI. Employee communications

- News You Can Use e-mails
- Aqua.gov
- CEO messages
- Videos



The screenshot displays the aqua.gov website with a blue header and navigation menu. The main content area is divided into several sections:

- Featured News:** Includes a featured news archive and a large image with the word "INSPIRE" and text about the Emerging Leaders Certification Program.
- More News:** Lists recent news items such as "Phishing for \$1000 please", "The computer screen read 'UPLOADING VIRUS' (no joke)", "Parking accommodations for water retailer meeting on July 20", and "From IT: Announcing unified messaging".
- CEO Corner:** Features a photo of the CEO and links to the Emerging Leaders Certification Program and an EDPP message from the Interim CEO.
- Quick Links:** A list of links including Phone list, PeopleSoft, Access Valley Water, After-hours Hotlines, ALERT system, ATMS Year-End/Goal-Setting Resources, ATMS System Login, Board agendas, Bulletin Boards, Cafeteria menu, Classification/Comp Study (DCCS), Cultivate Program, Employee discounts, Facility view, Flood Forecast & Warning System, IT Help Desk, and Jobs.
- Other Sections:** People/Projects/Programs, HR/Benefits/Payroll, Health & Safety, CEO/Board, Recruitment, Wellness, Cultivate/Workforce Dev, and Ethics & Inclusion.



VII. Recycled & Purified Water Outreach



Taste Tests -DPR legislative hearing



Meeting with Public Health Officials



Stakeholder Outreach & Speaker Bureau



2016 CA WaterReuse Program Award

VIII. Water resources education program



16,264 Direct student contacts



32 Library visits, 1084 attendees



7,161 Public Outreach contacts



24,039 total



19 tours at our district sites

2016 Youth Stewardship Commission

- 50 Applicants received
- 30 Selected participants
- 13 cities represented
- 20 girls & 10 boys
- 26 graduated!

