

Public Education Campaign

In early February, the district finalized a contract with PRxDigital, the winning bidder for the Media Services Request for Proposals. PRxDigital has begun work on the Public Education Campaign, an effort to help the public understand who the water district is and what we do.

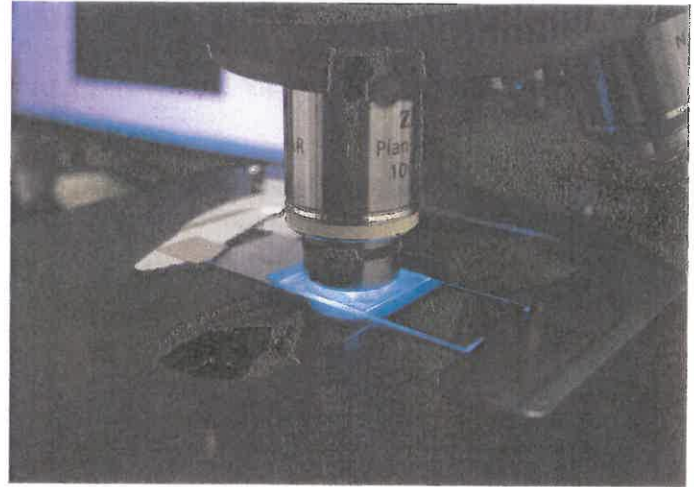
The agency has secured agreements with media outlets to run ads. These media outlets include the Mercury News, the Metro, and various radio stations as well as foreign language outlets. PRxDigital has also produced three scripts for radio ads, which have been approved and that will run in English, Spanish, Chinese and Vietnamese.

Ads for the campaign began running the first full week of March, followed with ads on the district's water quality and environmental stewardship efforts to run from March to April. From April to May, ads will discuss the importance of infrastructure, and from May to June, ads will cover the flood protection efforts.

Media, Communications and Social Media Activities

The Communications group wrote and posted nine blog posts on Valleywaternews.org on the following subjects:

- Grant money available for projects to restore habitat;
- Repairs on Almaden Valley Pipeline;
- The Board Chair's priorities;
- The Main Avenue/Madrone Pipeline Restoration project;
- One year after the flood;
- The San Martin Trash Bash;
- Plant of the month;
- Coyote Percolation Dam repairs; and
- The Water Quality Lab's high marks for finding pathogens



Read about our lab's performance at Valleywaternews.org.

The group provided a steady stream of content on the water district's Facebook and Twitter feeds, responded to comments and answered questions from the community. Statistics for Facebook and Twitter for February, as well as for the blog, are below:



Twitter

25,186 impressions
247 engagements



Facebook

72,306 impressions
828 engagements

SANTA CLARA VALLEY WATER NEWS

Valleywaternews.org blog

16,248 views
1,959 visitors

The group also organized the Coyote Creek media event held Feb. 21, which was well-attended by media and elected representatives of the area, as well as the U.S. Army Corps of Engineers.

Statements to the media were prepared on the Pacheco Reservoir expansion public benefit ratio and on the possible staging of the California WaterFix project.

A video introduction of the Purification Center video was filmed with the chair and board members. The new, mobile-friendly website went live Feb. 1, and the monthly e-newsletter was also sent.

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Community Outreach Activities

February

- Rinconada Water Treatment Plant Formal Public Meeting Invite Nextdoor post (District 7)
- Main Avenue and Madrone Pipeline Restoration Project pre-construction mailer, public notice ads (Morgan Hill Life, Morgan Hill Times, Gilroy Life) (District 1)
- Lower Berryessa Creek Flood Protection Project post-construction survey and mailer (District 3)
- Staff met with 24 individual property owners living along Permanente and Hale creeks to inform them of the channel widening work scheduled to begin this May as part of the Permanente Creek Flood Protection Project. (District 7)
- The Notice of Proposed Groundwater Production Charges was mailed to well owners countywide. (Countywide)
- Invitation to attend Feb. 21 public meeting regarding update on the Reliability Improvement Project (District 7)
- San Francisquito Creek trail re-opening eblast sent (District 7)
- Main Avenue and Madrone Pipeline Restoration Project blog post (District 1)

Graphics and Design activities

- Lower Berryessa Creek Flood Protection Project post-production survey mailer
- Public Notice, Ordinance No. 18-01: Providing for Compensation of Directors
- Flood Campaign Bill Insert for City of Milpitas, Cupertino and Los Altos
- Capital Improvement Programs for FY 2019-23 draft book report binder showing all FY19-23 CIP projects
- Invitation to bidders, Stevens Creek Bank of Access/Trail Road Repair Downstream of El Camino Real (SR 82)
- Fall 2017 and Winter 2018 Summary of Federal Projects for Santa Clara County

- VOW ad for Water Education for Latino Leaders Conference
- Public notice request for a public meeting on the Guadalupe Dam Seismic Retrofit Project
- E-newsletter Headers for 2018
- Digital flipbook version of the Flood Awareness Guide
- Webpage re-design update for Graphic Services

What to look for in March

- Neighborhood update on Almaden Valley Pipeline work (District 7)
- Public notice of two studies for Anderson Dam project design to be sent early March. (District 1)
- Lower Berryessa Creek Flood Protection Project pre-construction notice planned for the end of March or early April. (District 3)
- Nextdoor post: Coffee chat invitation for Almaden Valley Pipeline work (District 4)
- Delivery of oversized equipment at Rinconada Water Treatment Plant (District 7)
- Letter inviting residents to attend the March 27 board meeting on the Revised Encroachment Remediation Program. The meeting notice will go to individuals who have been involved and/or have a pending encroachment case with the district. This request originated with Board Policy and Planning Committee. (Districts 4, 5, 7)
- A notice informing residents of the maintenance work at Page, Sunnyoaks, and Budd ponds is being drafted for March. (District 4)
- Phone survey on the Zone of Benefit Study was conducted in March to gain feedback on public messaging for the study and future outreach efforts (Districts 1, 5, 7)
- Public notice ad for PAWS public hearing
- Capital Budget Report FY 2018-19
- Public notice ad for Safe, Clean Water public hearing
- Branding Style Guide