

## Office of Civic Engagement

# December 2018 Activities Update



## CREEK STEWARDSHIP

On December 3, the District hosted its second Annual Volunteer Recognition Event at the District's Headquarters. A total of 91 volunteers came to the celebration. Also in attendance were Directors Keegan, Varela, Hsueh, Kremen, Chair Santos and Vice Chair LeZotte. Seven groups/individuals throughout the county were recognized for their creek cleanup endeavors. Volunteers enjoyed various appetizers, live music, and each left with a gift bag as a token of appreciation. Those who were recognized included:

- **Christopher High School**—District 1 (Director Varela),
- **Bhawana Kamil, Girl Scouts Troop 60510**—District 2 (Director Keegan),
- **Leslie Stobbe from the City of Milpitas**—District 3 (Chair Santos),
- **West Valley Clean Water Program Authority**—District 4 (Vice Chair LeZotte),
- **City of Cupertino**—District 5 (Director Hsueh),
- **William Fritz of Star Fellowship**—District 6 (Director Estremera), and
- **Mountain View Fire Department**—District 7 (Director Kremen).

This year, volunteers generously gave 17,175 hours of their time to creek cleanup efforts. This amounts to nearly \$500,000 in volunteer time value. The volunteers also removed 104,161 pounds of trash and cleaned 291 miles of creeks.



Bhawana Kamil-Girl Scouts Troop 60510.

## ADOPT A CREEK CLEANUPS

DATE	ADOPT A CREEK PARTNER	# OF VOLUNTEERS	LBS OF TRASH COLLECTED	MILES OF CREEK WORKED
12/05/2018	Shay Franco Clausen Family	10	625	1
12/20/2018	David Lane	1	6	1.5



Trash collected by the Shay Franco Clausen Family from Guadalupe Creek.

## PUBLIC ARTS & SIGNAGE

The Board approved the Youth Commission's proposal to participate in the pilot Adopt-A-Bench Art Project. The Commission will select and adopt the first seven benches (one in each board district) and work with an artist to design water/environmental related images to go on the benches. The final designs will be brought back to the Board for approval. Staff anticipates that the Youth Commission will begin painting the benches in the spring.

## SAFE CLEAN WATER GRANTS AND PARTNERSHIPS

- The A2 Water Conservation grant cycle officially closed on Friday, December 7, 2018. Four applications were received. A panel of internal and external evaluators will review the applications. Staff anticipates bringing funding recommendations to the Board in early March.
- Staff hosted two pre-proposal workshops (December 4 & 6) for the recently released **Support Volunteer Efforts and Education (B7)** and **Provide Access to Trails & Open Space (D3)** grant programs. Thirteen individuals attended the workshops and got answers to technical and administrative questions related to the grants and the grant application process.
- Applications for both, **Support Volunteer Efforts and Education** and **Provide Access to Trails & Open Space** will close on Friday, February 15, 2019.

## EDUCATION OUTREACH

- Staff engaged 1,040 students, 39 teachers and 96 members of the public for 1,322 total participants in December.
- Activities included seven school visits, one library presentation and a presentation from San Jose State University students on a joint project with the university.

continued on back »



- Staff attended a meeting with MEEA (Mid-Peninsula Environmental Education Alliance) and SCCOE (Santa Clara County Office of Education) to discuss the creation of an Environmental Education Guide for educators in Santa Clara County.
- Staff met with SCCOE's Marie Bacher, the Director of Walden West Outdoor School. Staff has been asked to collaborate on the Extending the Impact Curriculum Guide that will include environmental education lessons for educators.
- Staff also met with SJSU professor Costanza Rampini and CommUniversity students to observe the final demonstration of six "Watershed In A Box" kit prototypes created by the students and inspired by current District educational curriculum. Staff offered additional feedback for finalizing the new kits that will be taught to students in 2019.

EDUCATION OUTREACH PROGRAM ATTENDANCE SUMMARY	COUNTS
Schools - students & teachers	1079
Public Events	96
<b>December Total</b>	<b>1,322</b>

## RECYCLED AND PURIFIED WATER OUTREACH

- Hosted 60 people for one tour of the Purification Center and one "virtual tour" presentation.
- Continued airing the social marketing campaign to promote the public tour program on the District's social media sites and completed the taping of influencer video testimonials for the next campaign.
- Expanded distribution network for the monthly public tour flyer.
- Participated in the WaterReuse Northern California Chapter Meeting and Water Education Committee Meeting.



Tour Guide Zachary Helsley explains the reverse osmosis process to City of San Jose staff during a SVAWPC tour.

## Free water technology tours!

Learn how the Santa Clara Valley Water District is producing a new sustainable and reliable local water supply that is good for our community and our environment. Witness the state-of-the-art technology in operation at the Silicon Valley Advanced Water Purification Center, the largest purified water plant of its kind in northern California.

To register for a tour visit [purewater4u.org](http://purewater4u.org). For more details email [info@purewater4u.org](mailto:info@purewater4u.org) or call (408) 630-3533.

Must be 10 years or older. Private group tours are available upon request.



**siliconvalley**  
ADVANCED WATER PURIFICATION CENTER



**Santa Clara Valley**  
Water District

Next public tours:  
Friday, Jan. 18 and  
Saturday, Jan. 19  
2019

DATE	PURIFICATION CENTER TOURS	COUNTS
12/03/2018	Mission College "virtual tour" presentation	30
12/12/2018	City of San Jose, Environmental Services Department staff	30
	<b>Total</b>	<b>60</b>

## YEAR-ROUND VOLUNTEER PROGRAM

- Engaged new high school student to volunteer during a District held event.
- Staff held a volunteer informational session on December 12 and signed up two new volunteers.
- The Water 101 Academy application period closed on December 21 with 89 total applications.



Josh Kendra, new volunteer from Pioneer High School helps at District event.

## LOOKING AHEAD

- Public tours of the Purification Center on **January 18 and 19, 2019.**
- Finalize the influencer video testimonials for the next phase of the purified water social media campaign that will launch in **early 2019.**
- Update the long-term communications plan for the recycled and purified water program.
- Provide recommendations for the A2 Water Conservation grant awards in **early March.**
- Work with the Youth Commission members in the pilot Adopt-A-Bench Art Project as well as the selection of benches in all the seven board districts.
- Facilitate the selection, by the Board of Directors, three candidates from each district, out of the pool of applicants for the Santa Clara Valley Water District's Inaugural Water 101 academy.

# Summary of December 2018 Office of Communications activities



## Flood Awareness Campaign

The Flood Awareness Campaign continues with print, radio, online digital and social media ads. In December, staff produced a video tutorial on the district's Flood Watch Tool to teach residents how to monitor streams throughout the county. A blog post and social media posts sharing the video were published. A brief article on flood awareness and the district's flood protection resources was shared with the City of Morgan Hill and San Jose Council Districts 3, 4, 5, and 7 to share in their corresponding newsletters.

Staff continues targeted outreach to vulnerable areas by working with local neighborhood associations in flood-prone neighborhoods to offer a presentation on flood risks and safety tips. A Nextdoor message on flood risks related to Llagas Creek was published targeting areas along the creek in Morgan Hill and San Martin. On Dec. 6, staff gave a presentation on the district's flood protection efforts and flood safety tips at a winter preparedness workshop per an invitation from the City of Los Altos.

## Media, Communications, and Social Media Activities

Following extensive research, design and planning, as well as internal and external focus group reviews and presentations to the Board of Directors, staff presented the Board with options to rebrand and refresh the water district's 40-year-old look and feel. On Dec. 11, the Board approved a new logo and tagline that better reflect the work the water district does, and approved the nickname "Valley Water," a simpler way to refer to the water district. Staff is putting together the roll out plan for the new logo, tagline and nickname.

The Countywide Mailer was mailed starting Dec. 22. The annual publication briefly informs the public of the water district's activities, invites them to read the annual report and offers them a free calendar. It is mailed to every residence and business in Santa Clara County – nearly 730,000 mailings.

For the month of December, staff wrote and posted eight blog posts on Valleywaternews.org on the following subjects:

- First phase of San Francisquito Creek (SFC) flood protection is finished
- Water district folks give back for the holidays
- Winter water update
- Water district recognizes volunteers for creek cleanup efforts
- Looking back at 2018
- Investigations underway for the Anderson Dam Seismic Retrofit Project
- Flood watch tool helps residents monitor streams
- Chair Santos leads delegation on Washington D.C., advocacy trip

A guest column was approved by Director Kremen on the completion of the Bay to 101 portion of San Francisquito Creek flood protection improvements and ran in the Palo Alto Post. A guest column was prepared for Chair Santos on the water



*San Francisquito Creek Joint Powers Authority (SFCJPA) Exec. Dir. Len Materman and SFCJPA Chair and Water District Board Dir. Gary Kremen receives recognition from U.S. Rep. Jackie Speier at SFC Celebration event on Dec. 14, 2018.*

district's accomplishments of 2018; and staff prepared a guest column for Director Varela for the Farm Bureau newsletter on the Mobile Irrigation Lab program.

Staff coordinated media at an event celebrating the completion of the Bay to U.S. 101 portion of flood improvements to San Francisquito Creek. Nearly all major media outlets covered the event.

A statement was prepared for Chair Santos on the State Water Resources Control Board's decision on unimpaired flows. Chair Santos did two interviews on the topic. Talking points on the state of our reservoirs and groundwater were kept up-to-date for media inquiries throughout the month. Chair Santos did an interview with a student journalist from San Jose State University on our winter preparedness efforts.

Staff was also interviewed for technical information for articles in the Bay Area Monitor and the Morgan Hill Times and Gilroy Dispatch.

Nextdoor messages from each of the Board members promoted the Water Ambassador program. Other Nextdoor messages were prepared for Districts 1 (Director Varela), 4 (Vice Chair LeZotte), and 7 (Director Kremen) on a variety of local topics.

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, like, comment, click and more. Page views are the number of people visiting a particular page on a website.

	19,885 video views in December (on Facebook, Twitter, YouTube, the blog)
	38,129 impressions 1,304 engagements 2,848 link clicks
	26,836 impressions 277 engagements 58 link clicks
	Valleywaternews.org blog - 21,388 views and 2,362 visitors
	31% open rate and 20% click rate (both are preliminary results)

## Internal Communications

News You Can Use was sent to all employees each Tuesday and Thursday, and eight all-user e-mails were sent in December. The monitors in the lobby and cafeteria were kept up-to-date, as was Aqua Go, the employee mobile app.

continued on back »



## Community Outreach Activities

In December, the Community Outreach Activities were:

- San Francisquito Creek Joint Powers Authority - Bay to Highway 101 Project
  - Planned, produced and hosted the San Francisquito Creek Celebration of Safety event on Dec. 14 (Director Kremen)
    - » Created and distributed the Celebration of Safety invitation in English and Spanish. Invitation flyers were distributed by partner agency staff and emailed via Constant Contact to project mailing list.
    - » Updated project shell which was distributed at event and posted online
    - » Produced two vinyl project banners and three display boards highlighting project history and benefits.
    - » Staff coordinated elected officials and media activity to support the event. Also planned all event logistics, including agenda and speaking points, as well as facilities, AV, parking, and other details.
  - Updated project website with trail opening information & forwarded details via eBlast.
- Reliability Improvement Project at the Rinconada Water Treatment Plant (Director Kremen)
  - Mailed a neighborhood update on the Reliability Improvement Project at the Rinconada Water Treatment Plant
  - Posted a Nextdoor update to inform residents of a hydraulic leak along Granada Way.
  - Posted two articles to the Reliability Improvement Project blog, including a video update of the project and the project's working hours during the holiday.
  - Updated the project page for the Reliability Improvement Project.
- Posted an update to Nextdoor on street paving related to the Madrone Avenue Pipeline. (Director Varela)
- Posted an update to Nextdoor on completed work thus far on the Uvas Creek Levee Rehabilitation Project. (Director Varela)
- Developed a Permanente Creek Flood Protection Project update to inform neighbors of the completed Permanente and Hale Creek channel improvements. (Director Kremen)
- Initiated filming for the Pacheco Reservoir Expansion Project interactive video tour. (all directors)
- Attended and documented Highway 101 Pedestrian/Bike Bridge Project Kick Off and Ceremonial Signing on Dec. 17. Produced event images for Twitter and other social media postings.

## Graphics and Design Activities

### Special Project – Branding effort

- Designed logo options for branding effort
- Created presentation for external and internal focus groups
- Led internal focus groups
- Developed presentations for Board of Directors
- Incorporated feedback from Board, internal and external focus groups into logo design



**Valley Water**

Clean Water • Healthy Environment • Flood Protection

## Publications Created

- Safe, Clean Water Annual Report, Year 5
- 2019 annual report and wall calendar
- Water Conservation Program Rebate update

## Mailer and Outreach Materials Created

- San Francisquito Creek 'Celebration of Safety' flyer invite, Constant Contact header, display board, vinyl banner
- Winter Preparedness mailer for San Francisquito Creek Joint Powers Authority
- Mini-grants program overview translations in Spanish, Chinese and Vietnamese
- Landscape Rebate Program rack card
- 2019 Landscape Summit flyer
- Flood awareness cover photo for Facebook and Twitter
- Water Ambassador Program graphic for Facebook, LinkedIn and Twitter

## Signs Created

- San Francisquito Creek trail closure map update

## Advertisements Created

- Sponsorship ad for Silicon Valley Hispanic Chamber of Commerce

## Internal Support Materials Created

- Sticky wall display labels for board strategic planning session
- One-pager monthly updates for Office of Communications and Civic Engagement
- Water Tracker support for December

## Upcoming January Activities

- Distribute neighborhood update and post information to Nextdoor regarding upcoming geotechnical investigations at Anderson Dam. (Director Varela)
- Initiate filming of district staff at Rinconada Water Treatment Plant to promote Reliability Improvement Project. (Director Kremen)
- Distribute postcard to neighborhood on levee repair work at Uvas Creek. (Director Varela)
- Posts to the Rinconada project blog will include:
  - Data collecting to monitor vibration.
  - Major work on the northeast clarifier scheduled for January.
- Produce and mail the tri-lingual Cunningham Flood Detention Project update mailer and associated Nextdoor post. (Director Varela)
- Produce and mail the Upper Llagas Project update mailer
- Coyote Creek Flood Protection Project (Chair Santos, Directors Estremera and Keegan)
  - Update project shell
  - Develop and send mailer with a project update to the impacted Coyote Creek communities
  - Post mailer information to Nextdoor for Chair Santos and directors Estremera and Keegan.
- Develop and mail Permanente Creek Flood Protection Project update mailer on Rancho San Antonio, McKelvey Park and Permanente and Hale Creek channel work. (Director Kremen)
- Continue development of the Pacheco Reservoir Expansion Project interactive tour video (all directors)
- Produce construction sign for Coyote Warehouse Project (Director Varela)
- Lower Berryessa Creek Flood Protection Project/Calera Creek:
  - Produce "design update" letter
  - Produce communication regarding Phase II courtesy pre/post construction home infrastructure surveys.



## FEDERAL ADVOCACY EFFORTS



*U.S. Capitol*

### Army Corps Funds Shoreline Project Phase II Feasibility Study

On November 21, the U.S. Army Corps of Engineers (USACE) released their FY 2019 work plan that included \$500,000 to initiate the feasibility study for Phase II of the South San Francisco Bay Shoreline Project (Shoreline Project). Phase II covers Economic Impact Areas 1-10, which includes the South San Francisco Bay shoreline from Alviso to our western border. This is an important next step in the long march toward ensuring full shoreline protection. Chair Santos and the District team advocated for this funding during the fall D.C. trip and staff will continue to advocate with the agency and Congress for additional funding needed for Phase II feasibility completion.

### Zinke Responds to Request to Designate Pacheco a State-Led Storage Project

On November 16, Interior Secretary Ryan Zinke sent a formal response to Governor Brown's August 27 letter requesting designation of the Pacheco Reservoir Expansion Project (Pacheco Project), as well as seven other projects, as a "State-led storage project" under the Water Infrastructure Improvements for the Nation (WIIN) Act. The letter noted that the Department of the Interior has begun assessing the eligibility of the Pacheco Project, along with the seven other projects, and the Bureau of Reclamation is in the process of developing recommendations to the Appropriations Committees for fiscal year 2019 WIIN Act funding. Staff is working with our congressional delegation to send a letter to the Department of the Interior to highlight the importance of the Pacheco Project and urge the Secretary to make the necessary findings that would enable the Pacheco Project to access this WIIN Act funding.

### Llagas Creek Project Clears Major Hurdle

On Friday, December 7, the USACE published the Final Environmental Impact Statement (EIS) for the Llagas Creek Flood Protection Project in the Federal Register, clearing the way for issuing the 404 permit to the District to begin construction. This was the last remaining hurdle before the District could advertise for Phase I construction, and an item on which Chair Santos and the District delegation had advocated while in D.C. last month. The

notice will be open for public comment through January 11, 2019, after which time USACE will publish its Record of Decision and issue the permit.

## STATE ADVOCACY EFFORTS



*CA State Capitol*

### Flow Requirements for San Joaquin River Tributaries Adopted

On December 12, the State Water Board (Board) adopted amendments to the Bay-Delta Water Quality Control Plan (Bay-Delta Plan) for Phase 1, which includes unimpaired flow requirements for the San Joaquin River and its tributaries, including the Tuolumne River. In addition, the Board directed their staff to assist the California Natural Resources Agency in completing a Delta watershed-wide voluntary settlement agreement by March 1, 2019. The Board's goal is to include that voluntary agreement as an alternative for a future comprehensive Bay-Delta Plan update that the Board would consider soon after December 1, 2019. In the meantime, flow requirements for Phase 2, Sacramento River and its tributaries, will continue regulatory progress with the first hearing to be set sometime in the Spring of 2019.

### Continued Regulatory Uncertainty for WaterFix

- In a December 7 letter to the Delta Stewardship Council (DSC), Department of Water Resources (DWR) Director Karla Nemeth withdrew the Department's certification that the CA WaterFix is consistent with the Delta Plan. With three of the seven DSC members recused due to financial conflicts of interest, there are not sufficient votes to reject the nine appeals of the DWR certification. This withdrawal will end ex parte communication limits and enable the DSC to resume early consultation with DWR.
- In a separate action, the State Water Board has not yet scheduled closing arguments for the water rights change petition for the WaterFix's new points of diversion. Testimony concluded in early October and many observers expected the Board to take action before the holidays. On December 17,

*continued on back »*



opponents submitted four letters to the Board stating that recent agreements by state and federal officials and recent regulatory developments greatly impact how the WaterFix could be operated and that new modeling is needed before the Board can rule on the water rights changes. There is no word yet on when the Board will take action.

- Finally, In order to implement the WaterFix, contracts between the state and contracting water agencies must be amended. The final Environmental Impact Report (EIR) on the amendments is due this spring, putting the contract amendments before the Legislature's Joint Legislative Budget Committee for a public hearing sometime in 2019. Delta legislators plan to introduce legislation to increase the Legislature's oversight of the WaterFix. The State Water Contractors will be reaching out to educate legislators, both incumbents and new members, about the economic importance of the State Water Project and the WaterFix.

### District Sponsored Legislation

On October 23, the District Board approved sponsorship of state legislation to increase the District's cost threshold above which a formal bidding process is required, from \$25,000 to \$50,000. Meetings with stakeholders began in November and continue, and discussions with potential authors will be in full swing in January. The state bill introduction deadline for 2019 is February 22.

## LOCAL ADVOCACY AND ENGAGEMENT EFFORTS



December 12, 2018 – District Board meeting with San José City Council

### December Joint Meetings

In mid-December, the District Board held three joint meetings. All three meetings were productive, with each entity identifying several topics of mutual interest with the District and committing to stronger working partnerships with the District in several areas, including emergency services, the Shoreline Project, water reuse opportunities, and creek health and safety.

The December 12 joint meeting with the City of San José included productive discussions on several items of mutual interest to the District and the City: 1) actions and activities related to Coyote Creek; 2) a comprehensive update of the Shoreline Project; and 3) a discussion on the roles, responsibilities, and coordinated efforts to improve creek health and safety. The discussions on the Shoreline Project and creek health and safety resulted in commitments to

work more collaboratively to address these shared concerns.

The December 13 joint meeting with the County of Santa Clara County also included productive discussions on items of mutual interest: 1) a discussion of the Shoreline Project and shoreline recreation; 2) an update and discussion of Ogier Ponds; 3) a discussion of roles, responsibilities, and coordinated efforts to improve creek health & safety; and 4) an overview of short- and long-term strategies to address water supplies and shortages. One of the notable outcomes from the meeting was the agreement by both the District and the County to create a group from all the cities in the county, as well as District staff and County staff, to address the countywide homelessness crisis and its impact on the health and safety of our waterways.

Finally the December 17 joint meeting with City of Sunnyvale featured productive discussions on a number of shared concerns: 1) water supply planning, the District's capital improvement program, and wholesale rate-setting process; 2) a discussion of the countywide water reuse Master Plan; 3) an update on the East/West flood protection project; 4) the Shoreline Project; and 5) emergency services coordination. Both entities pledged to work cooperatively to identify opportunities to expand water reuse and strengthen emergency services coordination, as well as communicating with the public on the issue of rates.

### Joint Use Agreement for the Adobe Pedestrian Bridge at U.S. Highway 101

On December 13, the District Board of Directors approved maintenance and joint-use agreements to collaborate with the City of Palo Alto, Google, and Caltrans to support the construction of a pedestrian/bike bridge that will span over U.S. Highway 101 from Palo Alto to the Baylands. The bridge section extending to East Meadow along Adobe Creek is on District property.

On December 17, Director Kremen spoke at the Joint Use Agreement Signing Ceremony and Celebration on behalf of the District, highlighting the value of the project in creating safe pedestrian and bike routes and the importance of supporting no-emissions commuting options. Director Kremen was joined by Palo Alto Mayor Liz Kniss, Google Chief Operating Officer for Real Estate and Development Mark Golan, State Assemblymember Marc Berman, State Senator Jerry Hill, and others who have championed the project.

### Community Events Engage Thousands

The two December events listed below collectively drew in thousands of people and provided the District with the opportunity to educate and engage our diverse community. District issues, initiatives, and programs discussed included water conservation, rebates, the Pacheco Project, the Anderson Dam Seismic Retrofit Project, and more.

#### LIST OF EVENTS WITH DISTRICT BOOTHS/WATER TRUCK

- December 1: Los Gatos Holiday Parade
- December 8: Santa Visits Alviso