

FEBRUARY 26, 2019

Office of Government Relations Legislative Update



Federal Advocacy Efforts



Shoreline Project

Shoreline Project Partnership Agreement Executed

The Shoreline Project partners -- the U.S. Army Corps of Engineers, U.S. Fish and Wildlife Service, State Coastal Conservancy, and Valley Water -- executed the Project Partnership Agreement (PPA) on Feb. 14, allowing Valley Water to formally begin construction. The first construction contracts will be signed within a couple weeks, at which time Valley Water will officially "move dirt." Signing this PPA is a significant milestone and the culmination of years of hard work, advocacy efforts, and collaboration.

State Advocacy Efforts



State Capitol

AB 707 (Kalra) Valley Water's Minor Public Works Contracting

On February 19, AB 707, Valley Water's sponsored bill was introduced by Assembly Member Ash Kalra (D-San José). The bill will increase our agency's cost threshold for formal bidding on public works projects from \$25,000 to \$50,000, and will authorize the Valley Water Board to increase that amount by up to 2 percent per year to keep up with inflation.

Valley Water is pleased to have the co-authorship of Senators Hill and Wieckowski and Assembly Members Berman, Chu, Low, Rivas, and Stone, all of whom are members of the Santa Clara County state legislative delegation. AB 707 will be eligible for hearing in the Assembly policy committee in late March. If passed by the Legislature and signed by the Governor, the bill would take effect on January 1, 2020. Staff is working to secure support from advocacy organizations and other stakeholders.

State Water Board - Waters of the State

The State Water Resources Control Board (State Water Board) has moved the adoption of the State Wetland Definition and Procedures for Discharges of Dredge and Fill Material to Waters of the State (Waters of the State) from March 5, to April 2, 2019. This ten-year regulatory proceeding has been expedited in response to the Trump Administration's proposed roll back of the Waters of the U.S. regulations.

Valley Water's written request for changes to a 2017 draft likely will be considered by the State Water Board at an information hearing now scheduled for March 5, 2019. In addition, staff used public comment at a February 6 workshop to underscore that, for public agencies, endowments should be employed only after other long term financing mechanisms for compensatory mitigation have failed, in accordance with the Board's Legislative Guiding Policy Principle on this. Staff also expressed that a definition of historical environmental baseline should be based on current conditions.

After significant effort from staff across Valley Water, some headway is being made in achieving the changes needed to reduce the impact of the Waters of the State

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Regional Water Board - Los Gatos Creek 303(d) Listing

On December 2, 2019, the San Francisco Bay Regional Water Quality Control Board (Regional Water Board) released proposed revisions to the list of impaired waters under Section 303(d) of the federal Clean Water Act. The revisions would add the lower reach of Los Gatos Creek as an impaired water body based on water temperature. Staff submitted a comment letter on January 18, opposing the listing due to substantial flaws in the Regional Water Board's analysis. In the weeks leading up to a scheduled adoption on March 13, staff is implementing an advocacy strategy that includes meetings with Regional Water Board members and staff, and enlisting other public and private entities to oppose the listing, and highlighting our science-based concerns with the listing.



CEO Norma Camacho speaking at the Valley Medical Center Foundation's Women's Leadership Policy Summit

Local Advocacy and Engagement Efforts

The New Year is kicking off with a robust community events schedule. On February 2nd, Valley Water hosted its first booth event of the year at Valley Medical Center Foundation's Women's Leadership Policy Summit. CEO Norma Camacho participated in the event's opening remarks and engaged and inspired standing-room only crowd of community members on Valley Water's priority issues, including efforts to recruit more women engineers in the water industry. On February 9th, Valley Water hosted three separate full-day workshops at the San Jose

State University Science Extravaganza. Through Valley Water's sponsorship and participation in this event, Valley Water was able to connect with approximately 300 middle school students in Santa Clara County.

Community Events with Booth and/or Water Truck

FEBRUARY 02, 2019

Valley Medical Center Foundation's Women's Leadership Policy Summit

Booth

FEBRUARY 09, 2019

San Jose State University Science Extravaganza
Workshops

Looking ahead

FEBRUARY 28, 2019

Landscape Committee Summit

Water truck

MARCH 01, 2019

Silicon Valley Leadership Group Regional
Economic Forum

Booth

MARCH 14, 2019

Santa Clara Valley Science and Engineering Fair

Judging

MARCH 30-31, 2019

Tech Challenge

Booth

MARCH 31, 2019

Morgan Hill Wildflower Run hosted by
American Assoc. of Univ. Women

Booth/Water truck



Valley Water Truck and Informational Table

FEBRUARY 2019

Office of Communications Rebranding Update



Implementation of the Valley Water Brand

Valley Water staff have been working tirelessly since the Board's Dec. 11 logo/tagline decision to prepare all the new art and guidelines to ensure a consistent presentation of the new brand. This is a historic change in the evolution of how we present ourselves and our work to the community, and it will naturally take some time to get used to the new logo and moniker.

On Friday, Feb. 8, 2019 the public began seeing the new logo on our website and social media channels, and in employee email signatures. A news release highlighted the new moniker and logo, describing its genesis and how in this, the agency's 90th year, Valley Water is celebrating by modernizing its common name and visual brand to emphasize our forward-looking, environmentally conscious approach to water resources management.

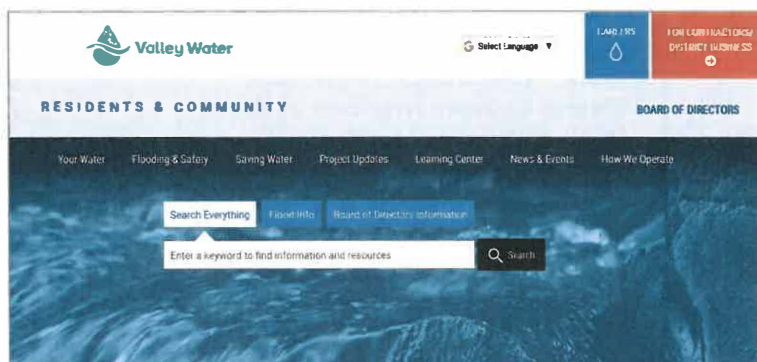
Feedback from the community has been very positive (see sample comments on the back).

Since the initial launch, staff has worked with representatives from throughout the district in a rebranding working group to assist in the transition to usage of the new brand elements. Also, in that time, the Graphics team has created new business cards, letterhead and envelope designs. In the coming weeks and months, you will begin to see new PowerPoint templates and updated forms.

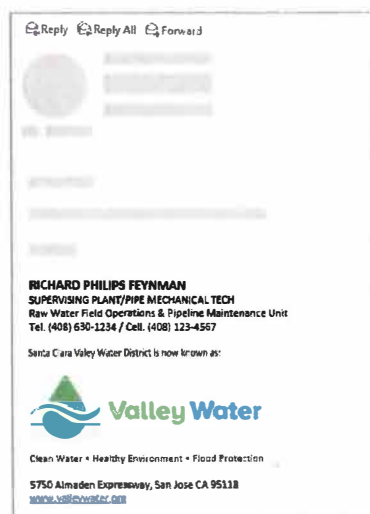
This is the first phase of a transition that will flow through to our vehicle and public signage, uniforms and all the places our traditional drop logo appears. Staff is working to help facilitate an efficient and cost-effective transition to the extensive inventory of branded items.



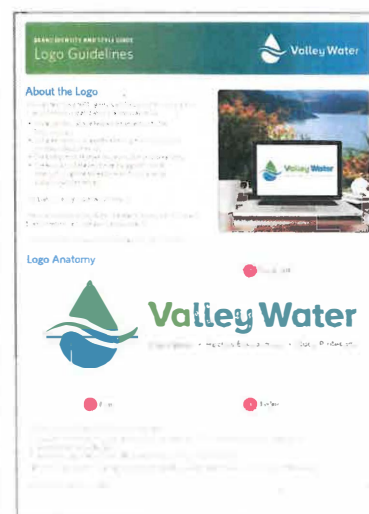
Valley Water letterhead design, envelope design, and business card design



Website update



Email signature



Logo guidelines

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Rebranding Rollout Schedule

A proposed schedule for the Graphics team to provide final art.
Actual production timeline of a defined deliverable/product is the responsibility of the requesting individuals.

January 2019

- Week 1: Logo Guidelines
- Week 2: Digital Artwork Library
- Week 3: Email Signature
- Week 4: Business Card

February 2019

- Week 1: Webpage, Enews, Social Media, Blogs, Comcate, ProofHQ, Legistar, etc.
- Week 2: Letterhead (Electronic and Hard Copy)
- Week 3: Envelopes (Artwork and Guidelines)
- Week 4: Typography Guidelines

YOU ARE
HERE

March 2019

- Week 1: Publication Templates (Fact Sheets, Shell, Public Notice Ads)
- Week 2: Sandbags, Trashbags, Badges, Purchase Cards
- Week 3: Powerpoint Template
- Week 4: Merchandise Guidelines

April 2019

- Week 1: Vehicle Signs, Water Truck
- Week 2: Outreach Templates (Postcard, Displays, Banners, Door Hangers)
- Week 3: Outreach Materials (Podium Sign, Table Cloths, Canopy)
- Week 4: Construction Signs, Pocket Folders

May 2019

- Week 1: Safety Sign Templates
- Week 2: HQ Building Signage
- Week 3: Admin Building Signage
- Week 4: Water Lab

June 2019

- Week 1: Facility Signs (Directory and Window Decal)
- Week 2: Board Room Glass Sign
- Week 3: Crest Entrance Sign
- Week 4: Blossom Hill Entrance Sign

July 2019

- Week 1: Admin Entrance Sign
- Week 2: Window & Door Entrance Decals
- Week 3: Legacy Sign
- Week 4: Water Treatment Plant Signages

August 2019

- Week 1: Water Treatment Plant Signages
- Week 2: Water Treatment Plant Signages
- Week 3: Interior Signs
- Week 4: Extended Signs

Feedback



"Well done. I love the new name and logo."

— Carl Guardino, CEO at Silicon Valley Leadership Group

"I like it! Simple and effective."

— Alison Russell, Retired Communications Employee

"OMG, so much better! Nice work, everybody!"

— Elizabeth Ahrens Emmett, Former Communications Employee

"I love the new branding."

— Laura Larson, Account Executive at Silicon Valley Business Journal

"I love it. It's nice to have a fresh look and a shortened name."

— Teddy Morse, Former Public Information Officer

"I like the new logo. Very classy."

— Marty Cheek, Editor at Gilroy Life

"I like the new logo and shortened name."

— Jennifer Garnett, Communications Officer at City of Sunnyvale

"Love it!!!"

— Nick Kaspar, CEO at Santa Clara Chamber Of Commerce

"I do have one small quibble as a resident, however: the tagline includes 'clean water,' but to me that overlooks your fundamental mission, which is water supply. Clean is certainly important, but in this world of climate change, extreme weather, and competition for limited resources, ensuring an adequate amount of water for our local residents and businesses is not secondary to providing 'clean water.'"

— David Vossbrink, Retired Public Spokesman

"Nice logo and name!!!"

— Warner Chabot, Executive Director at San Francisco Estuary Institute

"I like it."

— Mike Mielke, Sr. Vice President, Silicon Valley Leadership Group