

Communications update

Summary of February 2019 Office of Communications activities



Valley Water

Flood Awareness Campaign

The flood awareness campaign continues in full swing with ads running on print, radio and online digital media channels in four different languages: English, Spanish, Chinese and Vietnamese. During the storms of February, a series of social media ads and posts were published promoting Valley Water's flood protection resources page and Flood Watch Tool.

Media, Communications and Social Media Activities

For the month of February, staff wrote and posted "Graywater Certification Course launching in March" and "Chair Linda J. LeZotte's vision for 2019" on Valleywaternews.org.

During the February storms, staff undertook a large communications effort while participating in the activation of our Emergency Operations Center on Feb. 1-2, and Feb. 13-14, and near-activation on Feb. 26. Anticipating the storms, staff posted messages on social media on sandbag locations, the definition of "flood watch," and flood readiness tips, as well as distributed a winter storm preparedness statement to local media and Nextdoor. Several media outlets covered Valley Water's efforts to prepare. Staff monitored the storm and posted updates to Twitter and Facebook, including updates on sandbag availability, field crew activities, and re-posting the National Weather Service flood warning for Guadalupe River. Staff maintained communication with public information officers in the cities of San José and Morgan Hill via group coordination teleconference calls, follow-up text messages and voicemail. On Feb. 13, a statement from Chair LeZotte on storm preparedness was distributed. Before and during this period's atmospheric river storms, staff posted messages on social media on the National Weather Services' flood warnings, sandbag locations, atmospheric rivers, flood preparedness tips, creek levels, and our EOC status. Valley Water's efforts were covered by KCBS, ABC7, Mercury News, Telemundo-48, NBC Bay Area, KTVU and the San Francisco Chronicle.

Staff also provided updates on the storm, Valley Water activities and potential areas of concern to the board and to staff. Chair LeZotte and staff attended a media event held at Mayor Liccardo's office on February 13. The event highlighted our collaboration since the flood in 2017 and referenced in our Emergency Action Plan.

Staff prepared and distributed a media advisory on the 4th annual Landscape Summit, and then livestreamed the event on Feb. 28 via Facebook Live. Director Santos, who serves on the Landscape Committee, welcomed attendees.

A guest column was prepared for Director Estremera on the Cunningham Flood Detention Facility Certificate Project and the Coyote Creek Flood Protection Project. A column on the Water Supply Master Plan was prepared to be submitted to the Santa Clara County Farm Bureau's newsletter on behalf of Director Varela.

Staff prepared and distributed news releases on the district releasing water from Anderson Reservoir and the water district becoming known now as Valley Water. Staff also prepared and disseminated three statements from the chair on storm readiness and on the governor's plan for the California WaterFix project.



On Feb. 13, Chair LeZotte joined Mayor Liccardo in a media event on storm preparedness.

Chair LeZotte was interviewed about improvements to emergency communications with the City of San José. Director Kremen responded to a reporter about erosion on Stevens Creek. Staff sent information on behalf of Vice Chair Hsueh to a reporter about the status of work on the Rancho San Antonio flood basin.

Staff was interviewed or provided information on the following topics: Lexington Reservoir spilling, rainwater capture rebates, flood safety, storm readiness, Valley Water's Flood Watch page, reservoir levels and water supply, Anderson Dam releases, Uvas Reservoir spilling, and encampment abatement procedures.

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.

	8,088 video views in February (on Facebook, Twitter, YouTube, the blog) 7 new videos posted
	306,628 impressions 2,203 engagements 999 link clicks
	85,166 impressions 1,098 engagements 246 link clicks
	valleywaternews.org blog 12,771 views and 1,509 visitors
	28% open rate and 9% click rate (both are preliminary results)

Internal Communications

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

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Community Outreach Activities

Staff promoted a pair of public events and embarked on an informational campaign in February, utilizing social media and traditional communication methods to expand its reach into affected neighborhoods.

Staff prepared Nextdoor messages for board members on the following topics: Graywater certification courses, two statements on storm readiness, Uvas reservoir spilling, sandbags at Paul Moore Park, pre- and post-construction inspection offers for the Lower Calera Creek project, clarifier work at Rinconada, a public meeting for Rinconada, Stevens Creek Trail reopening, an update on the Lower Guadalupe Flood Protection Project, and the water district now being known as Valley Water.

Public meeting on the Rinconada Reliability Improvement Project

On Feb. 20, Valley Water held a public meeting at the Rinconada Water Treatment Plant to update the neighborhood about the Reliability Improvement Project. Director Gary Kremen and Vice Chair Nai Hsueh attended the meeting.

Director Kremen provided welcome remarks prepared by Community Outreach staff, who also developed speaking points for Deputy Operating Officer Katherine Owen. A Nextdoor message was posted to promote the meeting and the project web page was updated. Facebook videos before and during the meeting yielded 268 views for a pre-meeting teaser and 415 views for the live broadcast of the meeting.

Reopening celebration for the Stevens Creek Trail

Valley Water celebrated the reopening of the Stevens Creek Trail in Mountain View on Feb. 13. Prior to the event at the Historic Adobe Building, Community Outreach staff developed speaking points for Director Gary Kremen and Deputy Operating Officer Melanie Richardson. A postcard invite was mailed to the community and a Nextdoor post alerted residents to the change of event venue due to adverse weather conditions. Staff used social media to promote the event. YouTube interviews with Director Kremen, Mountain View Mayor Lisa Matichak and Friends of Stevens Creek Executive Director Aaron Grossman were recorded and posted. A pre-celebration video teaser on Facebook earned 637 views and featured location shots of the creek and new trail. Staff also recorded video of the celebration broadcast on Facebook Live.

Lower Guadalupe River Flood Protection Changes

In an effort to inform residents in Director Richard Santos' district about flood protection changes, staff mailed more than 23,000 letters to residents and businesses, and an additional 1,600 letters were sent to property owners. Staff also commissioned a courier service to hand deliver flyers to more than 25,000 residents and businesses in Santa Clara and San José.

Other Accomplishments:

- Groundwater Benefit Zones Study (Directors Kremen, Varela and Vice Chair Hsueh)
 - Created script and storyboard and produced three drafts for promotional video for internal review.
 - Crafted and submitted a PowerPoint slide on the benefit zones study outreach to the CEO of California Urban Water Agency as requested by Valley Water CEO Norma Camacho
 - Presented outreach plans to chiefs at their Feb. 22 meeting
- Lower Calera Creek Flood Protection Project (Director Santos)
 - Posted Nextdoor message reminder to submit home survey letters
 - Mailed pre-/post-construction home survey letters
- Uvas Creek Levee Rehabilitation Project (Director Varela)
 - Created and sent project update mailers
 - Updated web pages
- Upper Llagas Creek Project (Director Varela)
 - Crafted and distributed project update mailer
 - Updated web page

- Produced and finalized script and conceptual design for the Pacheco Reservoir Expansion Project interactive virtual tour (Director Varela)
- Wrote and distributed 20 internal communication updates

Graphics and Design Activities

Rebranding

- Logo download library
- Logo guidelines
- Letterhead
- E-mail signature
- Podium sign
- New logo overlay for influencer campaign for Silicon Valley Advanced Water Purification tour videos and ads
- New sets of e-newsletter headers for calendar year 2019
- Digital header update for Access Valley Water
- One-pager update for February 2019 rebranding activities

Publications Created

- Water Tracker support for February 2019
- Booklet update for Water Wise Indoor survey DIY kit
- Lexington Reservoir FAQ sheet
- Cover for Santa Clara and Llagas Subbasins 2018 report
- Protection and Augmentation of Water Supply report for FY 2019-20

Mailer and Outreach Materials Created

- San Francisquito Creek trail closure map update
- Lower Guadalupe Flood Protection Project status letter and flyer notice
- Lake Cunningham mailer with translations to Spanish and Vietnamese
- Parallel East Pipeline maintenance project fact sheet update
- Upper Llagas fact sheet mailer
- Safe, Clean Water senior citizen property tax exemption packet: application form, FAQ sheet and postcard
- Postcard for Uvas Creek Levee Rehabilitation Project
- Postcard for Rinconada Water Treatment Plant
- Education Outreach coloring book update
- Groundwater production charges and surface water charges notices and surface water protest procedure mailers for FY 2019-20

Signs Created

- Stevens Creek Trail reopening sign

Advertisements Created

- Public notice ad on San Francisquito Creek mitigation planting

Internal Support Materials Created

- 2019 Job Shadow Day materials: flyers and digital graphics for TV monitor
- Translation for water conservation program marketing and participation materials
- 2019 Water Supply Master Plan Cover Design
- One-pager updates for the Offices of Communications, Civic Engagement and Government Relations
- Lower Berryessa flood wall photo rendering
- 2019 Employee Recognition Awards promotional materials: Save-the-date card, screen monitors, ferris wheel webpage graphic, countdown poster
- Groundwater-at-a-glance infographic
- Shoreline public access map update
- Flood wall rendering for Lower Penitencia Creek Improvements Project

Upcoming March Activities

- March 7: Almaden Lake Improvement Project presentation to the Almaden Valley Rotary (Director LeZotte)