

Communications update

Summary of April and May 2018 Office of Communications activities



Public Education Campaign

Ads for the Public Education Campaign continued running through April, and focused on water quality and environmental stewardship. Efforts to enhance the reach of these ads through increased presence on local radio stations, social media sites and online searches continued. In May, ads will discuss the importance of infrastructure, and from May to June, ads will cover flood protection efforts.

Flood Awareness Campaign

The annual flood awareness campaign runs from November through April, depending on weather, and is focused on educating residents of existing flood risks and measures to protect their families, homes and businesses. The 2017-18 campaign ended in April. Strategizing for next season will begin soon.

Water Conservation Campaign

Conservation radio ads launched the week of April 23 with seven radio ads that week on KCBS promoting the landscape conservation campaign.

A contract was finalized with the San Jose Giants for a promotional opportunity. Like last year, we will sponsor our inter-inning bean bag toss game. One participant from the audience will be picked to share how they are conserving water, or how they VOW to, and will receive a prize consisting of a water district bucket, conservation literature, a shower timer and hose nozzle. The promotional game started in April and will run through August. The Chair of the Board Richard Santos has been invited to throw out the first pitch at a game in June or July.

Bill inserts were designed to share with our water retailer partners. Twelve of our retailers have expressed interest in distributing inserts to their service areas. As of Apr 17, 232,000 bill inserts were printed and sent to retailers.

Media, Communications and Social Media Activities

For the month of April, the Communications Office wrote and posted eight blog posts on Valleywaternews.org on the following subjects:

- Four of five voters agree: Now's the time to invest in water infrastructure



A perched falcon is about to take flight to do its part for the district's pilot program to reduce seagull droppings.

- Water on wheels: H2O to Go
- Plant of the month: red flowering currant
- Recycled water is important to agriculture's future
- Ancient practice keeps gulls at bay
- Water Commission gives Pacheco Reservoir Project highest public benefit score
- This Earth Day keep plastics out of waterways
- Water District receives \$4.4 million for Shoreline Project

The office also prepared the following statements, news releases and letters to the editor:

- Spring storm readiness (Chair Santos)
- South County groundwater rates (Chair Santos and Dir. Varela)
- Metropolitan Water District's California WaterFix vote (Dir. Estremera)
- Public benefit ratio for Pacheco Reservoir (Dir. Kremen)
- Letter to the editor on fish barriers (Chair Santos)

Director Kremen gave two interviews to the media on the California WaterFix. Board columns are being prepared for Directors Kremen and Varela. A Facebook message from the chair addressed the Silicon Valley Water Conservation Award.

Statistics for Facebook and Twitter for April, as well as for the blog, 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.

NOTED continued on back »

APR 10 2018

Video views

1,258 video views in April
(on Facebook, Twitter,
YouTube and the blog)

Facebook

50,556 impressions
314 engagements
978 link clicks

April e-news

28% open rate
13% click rate (both are preliminary result, usually give
72 hours for finals)

Internal Communications

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

Twitter

18,523 impressions
139 engagements
38 link clicks

Valleywaternews.org blog

19,903 views
1,674 visitors

Mailer and Outreach Materials Created

- 2018 National River Cleanup Day Posters and postcards
- 2018 National River Cleanup Day site locations map flier
- Understanding Water Quality Testing Results fact sheet
- Rendering of the Lower Berryessa Floodwall on Edgewater Drive
- Haul route Map for Permanente Creek Flood Protection Project

Advertisement Created

- Public Notice Ads, PAWS Report
- Public Notice Ads, Where does your Money Go?
- Public Notice Ads, RFP for the ERP System and Implementation project
- Public Notice Ads, Public hearing on Safe, Clean Water Program
- Public Notice Ads, 2018 National River Cleanup Day

Internal Support Materials Created

- Email graphic invite and Stage Background design for 2018 Employee Recognition Award
- Merchandise Giveaways for Summer Intern Recruits
- Branding Style Guide Booklet

Community Outreach Activities

- Sent Lower Berryessa Creek Flood Protection Project pre-construction mailer and Nextdoor post (Dir. Varela)
- Mailed an invitation to a pre-construction meeting on the Permanente and Hale Creeks Channel Widening work scheduled to begin in May. A Constant Contact e-blast was also sent. (Dir. Kremen)
- Coyote Creek Levee Rodent Damage Repair Upstream of 237 Project will be represented on the City of San Jose Bicycle Pedestrian Advisory Committee Meeting on May 14, 2018. (Chair Santos)
- Notification and other preparation efforts for a ribbon cutting event on May 18 for the Upper Berryessa Creek Project are underway. (Chair Santos)
- Four Nextdoor posts and Constant Contact e-blasts with construction and lane reduction information for the McKelvey Park Basin and Permanente and Hale Creeks Channel Widening work. (Dir. Kremen)
- A Frequently Asked Questions was developed for the Pacheco Reservoir Expansion effort along with updates to the webpage that include more graphic information and details. (Dir. Kremen)

Graphics and Design Activities

Publications Created

- Sustainable Groundwater Management Act - Annual Report for the Santa Clara and Llagas Subbasins
- Federal Delegation Report, Spring 2018
- Fact Sheet for Climate Change Action Plan
- Water Tracker for April 2018

Upcoming Activities

- Information on the May 22 board discussion on the proposed encroachment remediation policy will be sent via letter to interested residents, posted on Nextdoor, included in a blog post and posted to social media. Staff will update the Creekwise Mailer, last sent in 2012, detailing responsibilities of creekside residents. (Directors LeZotte, Hsueh, Varela and Kremen)
- Dir. Estremera will give an update on the Upper Guadalupe River Flood Protection Project to the Alma and Goodyear Mastic neighborhood associations on May 9. (Director Estremera)
- Invitations to the following public events will be distributed in May: May 18 Upper Berryessa Creek Flood Protection ribbon cutting, June 4 Anderson Dam Seismic Retrofit Project community update meeting, and June 2 Lower Berryessa Creek Flood Protection project site tour. (Director Varela and Chair Santos)
- Media advisory for Youth Commission's first meeting on May 10. (All directors)