

Office of Civic Engagement March 2019 Activities Update



High School students, mentors, Board members, and event coordinators.

YOUTH COMMISSION

- **Job Shadow Day:** The Youth Commission sponsored a very successful Job Shadow Day event at Valley Water on March 19. With staff support from various units throughout Valley Water, over 30 high school students participated in the event. Students were assigned mentors whose jobs aligned with the students' career goals. Students also learned about the various career opportunities in the water industry in general. Several resource tables were available to the students, including Youth Commission Chair, Visala Tallavarjula, who was there to speak to the students and talk about her experience on the Youth Commission. Directors Santos and Varela, Vice Chair Hsueh, and Chair LeZotte were also in attendance and shared a few words with the students.
- **Vacant Seats:** Outreach efforts are in place to fill the vacant seats in Districts 1, 2, 3, 6 & 7. Announcements have been made on Facebook, Instagram, Twitter, and Nextdoor. Staff will begin direct outreach in the schools and community organizations in those districts. Applications will close on Friday, April 26. Staff will provide board members all the applications to review and make selections.

CREEK STEWARDSHIP

DATE	PARTNER	# OF VOLUNTEERS	LBS OF TRASH COLLECTED	MILES CLEANED	CREEK
03/03/19	Bay Scout Troop 286	16	525	1	Guadalupe River
03/23/19	The River Youth Group	100	3,000	1.5	Guadalupe River



Troop 286 helps clean up Guadalupe Creek on Friday March 3, 2019.

PUBLIC ARTS & SIGNAGE

- Staff has identified priority locations to place immediate signage, including several creek locations and legacy projects. These signs will allow staff to test sign standards, guidelines, and designs specifications that will be used to implement the replacement phase of existing damaged signs.

- Staff is currently pilot testing artwork on a bench to better understand how to advise the Youth Commission on the Adopt-A-Bench Art Project. Staff anticipates completing the test bench next month. The seven benches selected by the commission are currently being cleaned and prepped for the upcoming artwork.

SAFE, CLEAN WATER GRANTS AND PARTNERSHIPS

- Staff has been in the process of implementing a new grants management system to serve as the single point of entry and grants management platform for applications, invoices, reports, and correspondences. The system will allow for greater efficiencies on the administration of the Safe, Clean Water Grants Program for staff, grantees, and applicants. The system is expected to launch in Summer 2019 in time for the release of the FY20 grant cycle.

EDUCATION OUTREACH

- Engaged with a total of 2,443 contacts throughout 14 school visits, three Outdoor Classroom presentations, and five outreach events.
- Aligned seven curriculum lesson plans to the Next Generation Science Standards, which will be shared with educators throughout Santa Clara County through the Mid-Peninsula Environmental Education Alliance and Santa Clara County Office of Education.
- Provided interactive engagement activities for the Job Shadow Day hosted by the Youth Commission, and the STEM for Girls event at San Jose State University coordinated by the Women of Water (WOW) and the Society of Women Engineers.

EDUCATION OUTREACH ATTENDANCE SUMMARY	COUNTS
Schools - students & teachers	2,152
Public Events	291
March Total	2,443



SJSU STEM for Girls event with Women of Water (WOW) & Society of Women Engineers.

RECYCLED AND PURIFIED WATER OUTREACH

- Hosted 140 people at 6 tours of the Silicon Valley Advanced Water Purification Center and distributed 102 bottles of Orange County Water District advanced purified water.
- Launched the social marketing campaign featuring testimonials from 15 community leaders in seven videos and multiple ads in four languages.

continued on back »

- Posted two blog articles to highlight the 2018 outreach program accomplishments and share information about the testimonial campaign.
- Participated in the WaterReuse California annual conference, the Communications Collaborative Group quarterly meeting, and toured the Orange County Water District's purification center facilities.
- Coordinated a Brown Bag event to share the community leader testimonial campaign with Valley Water employees.

Static sample of the online digital ads part of the community leader testimonial campaign.

DATE	PURIFICATION CENTER TOURS	COUNTS	BOTTLE TASTE TESTS
03/07/19	Stanford Graduate Class	21	21
03/13/19	Indigo School Program	34	9
03/14/19	Public tour	26	25
03/16/19	Public tour	27	16
03/21/19	South Bay Public Information Officers	14	13
03/23/19	Water Ambassadors	18	18
	Totals	140	102

YEAR-ROUND VOLUNTEER PROGRAM



Water Ambassadors at San Luis Reservoir on March 23, 2019.

- The third Water 101 Academy session was held on March 13 with a focus on watersheds and included welcome remarks by Director Santos, CEO Norma Camacho and COO Melanie Richardson. Director Hsueh was also in attendance as well as CAO Tina Yoke and CEA Rick Callender. The session included presentations on the Safe, Clean Water & Natural Flood Protection Project, including grants and partnerships, and a presentation on the South San Francisco Bay Shoreline Flood Protection Project.
- The fourth session was held on Saturday, March 23, which included a full-day excursion to the San Luis Reservoir,

Anderson Dam, Silicon Valley Advanced Water Purification Center, Rock Springs Park near Coyote Creek and downtown Guadalupe River Park.

- The Water 101 Academy culminated at the March 26 board meeting with a presentation of Board Resolutions of Appreciation for each ambassador.
- Several ambassadors have expressed interest in serving on Valley Water committees and one will be writing several articles on their experience and what they have learned as a guest column writer for a local Morgan Hill/ Gilroy community paper.



Final graduation of water ambassadors at board meeting on March 26, 2019

COMMUNITY RATING SYSTEM (CRS)

- Staff held pre-audit teleconference call with auditor on March 26 to prepare for CRS program audit.
- Staff preparing to start documentation for FEMA NFIP - National Flood Insurance Program CRS Audit on August 6, 2019. The last audit was conducted 2014.
- To date, nine cities have received their emergency preparedness starter kits, with six cities and the county remaining to receive their kits once additional kits are assembled.
- Staff provided support to new City of Milpitas CRS staff on March 20 as they transition due to city CRS Coordinator retirement.
- Coordinated with Community Project Review Unit on March 25 for upcoming NFIP/CRS workshops that will be hosted by Valley Water and sponsored by California Department of Water Resources. Workshops include Floodplain Management Review Course on July 22 and Certified Floodplain Manager (CFM) Exam on July 24.

ENTITY/EVENT	# OF KITS DISTRIBUTED
Community Booth Events	300
Total	300

LOOKING AHEAD

- Continue *Pure Water. Pure Life.* social media video campaign & track the analytics through May.
- Education Outreach team is supporting the Children's Discovery Museum "Question Quest" event—**April 10**
- Public tours of the Silicon Valley Advanced Water Purification Center—**April 18 & April 20**
- Education Outreach team is supporting the City of Palo Alto Earth Day celebrations, **April 13**, and the Valley Water Earth Day—**April 30**
- Education Outreach is participating in Evening with NASA event in the Alum Rock neighborhood—**April 30**