

## Office of Civic Engagement April 2019 Activities Update



### YOUTH COMMISSION

- **Vacant Seats:** Conducted outreach to fill the vacant seats in Districts 1, 2, 3, 6 & 7. Staff promoted the opportunity on social media, Nextdoor, Valley Water blog and by canvassing and working directly with schools and community organizations in those districts. A total of 46 eligible applications were submitted by Friday, April 26. Staff will provide board members all the applications to review and make selections by the May 22 Youth Commission Meeting.

### ADOPT-A-CREEK

DATE	PARTNER	# OF VOLUNTEERS	LBS OF TRASH COLLECTED	MILES CLEANED	CREEK
MARCH 29	David Lane	1	37	1.75	Los Gatos
APRIL 1	Jerry Lane	15	750	0.5	Guadalupe
APRIL 1	Elaine Talerico	41	530	0.5	Thompson
APRIL 4	David Lane	1	23	2.25	Los Gatos
APRIL 12	David Lane	1	13	2.25	Los Gatos
APRIL 13	Elaine Talerico	40	255	6	Thompson
APRIL 19	Hella Blum-Stieber	16	300	2	Calabazas
APRIL 22	Xperi Corporation	9	450	1	Guadalupe
APRIL 24	Heidi McFarland	30	200	2	Saratoga



Trash collected from Guadalupe Creek at a cleanup led by Adopt-A-Creek partner Jerry Lane.

### NATIONAL RIVER CLEANUP DAY

National River Cleanup Day (NRCDD) is Saturday, May 18 from 9 a.m. to noon. We have 53 registered cleanup sites throughout Santa Clara County, which is the most we've ever had for NRCDD. Volunteers can register for a cleanup site using our interactive map at: <http://bit.ly/NRCDD2019SCC>



2019 National River Cleanup Day Poster

### PUBLIC ARTS AND SIGNAGE

- Staff is working on an interim plan for immediate signage needs. Staff from both the Office of Civic Engagement & Office of Communications will be making a joint signage presentation at the May 28 Board meeting, which will include an update on several locations for immediate signage, including several creek locations and legacy projects.

### SAFE, CLEAN WATER GRANTS AND PARTNERSHIPS

- On April 23, the Board approved funding for 7 new Safe, Clean Water grant projects under program priority areas: Water Conservation, Volunteer Cleanup & Education, and Trails & Open Space. Staff will begin working with grantees to execute grant agreements.
- Staff visited the San Francisco Bay Bird Observatory's (SFBBO) Foster's Tern Nesting Project on April 15. The project received a FY18 D3 Grant to Restore Wildlife Habitat for \$131,000. The project aims to use social attraction (or decoy deployment) to help re-establish Foster's Tern breeding colonies in Pond A16 at the Don Edwards San Francisco Bay National Wildlife Refuge. The project is administered by SFBBO in conjunction with the U.S. Fish and Wildlife Service and U.S. Geological Survey.



Informational Sign on the Foster's Tern Nesting Project

### EDUCATION OUTREACH

- Engaged with a total of 2,635 contacts through 13 school visits, three Outdoor Classroom presentations, and three outreach events, including a student tour at the Rinconada Water Treatment Plant.
- Provided interactive engagement activities for the Children's Discovery Museum Question Quest, Pioneer High School Earth Day, Next Flex/Leland High School Tour Day, Landels Elementary School Family Fun Night, Valley Water Earth Day and "An Evening With NASA" hosted by NASA Ames and Alum Rock Union School District.



Students from Hillbrook Middle School tour Rinconada Water Treatment Plant

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EDUCATION OUTREACH PROGRAM ATTENDANCE SUMMARY	COUNT
SCHOOLS- STUDENTS & TEACHERS	1,785
PUBLIC EVENTS	850
APRIL TOTAL	2,635

## RECYCLED AND PURIFIED WATER OUTREACH

- Hosted 382 people at 15 tours of the Silicon Valley Advanced Water Purification Center and distributed 144 bottles of Orange County Water District advanced purified water.
- Continued social marketing campaign featuring community leader testimonials and kicked off the development of the upcoming campaign.
- Promoted the purification center tours and water reuse awareness at Valley Water Earth Day and "An Evening With NASA" hosted by NASA Ames and Alum Rock Union



Directors Santos and Estremera welcome the Water Education for Latino Leaders (WELL) group for a tour at the Silicon Valley Advanced Water Purification Center.

DATE	PURIFICATION CENTER TOURS	COUNTS	BOTTLE TASTE TESTS
APRIL 2	Dartmouth Middle School (2 tours)	59	0
APRIL 12	Water Education for Latino Leaders (WELL)	18	16
APRIL 17	New Employee Fun Bus (2 tours)	44	0
APRIL 19	Public Tour	42	39
APRIL 19	BASIS Independent Silicon Valley & Better World Advertising	25	4
APRIL 20	Public Tour	24	14
APRIL 20	Public Tour	32	24
APRIL 25	NextFlex/Ledland High School (4 tours)	82	1
APRIL 27	Public Tour (2 tours)	56	46
	TOTALS	382	144

## YEAR-ROUND VOLUNTEER PROGRAM

- Water Ambassadors continued to promote and share Valley Water information with the community by writing a guest column article for a local Morgan Hill/Gilroy community paper.
- A Water Ambassador in District 4 responded to an inaccurate community comment on Nextdoor and provided accurate and detailed information on purified water that was learned through their Water 101 Academy field trip tour.
- Six ambassadors submitted written testimonials about their experience and importance of the Water 101 Academy for future program promotion.
- Three year-round volunteers assisted with two public tours of the purification center.



Steve Ferree, San Jose. (D7) Water Ambassador

### Water Ambassador Quote:

"Water is extremely important to both the history and future of Santa Clara County and the State of California as a whole. It is important for residents to understand what is involved in water management and the environment within the region and state. The Ambassadors are a key component of the relationship."

Steve Ferree, San Jose. (D7) Water Ambassador

## COMMUNITY RATING SYSTEM (CRS)

- Audit Preparations:** Staff held a second pre-audit teleconference call with auditor on April 24 to prepare for the Community Rating System (CRS) program audit on August 6.
- Program Implementation:** Staff facilitated assembly of 5,700 emergency preparedness starter kits. Remaining six cities and county were notified on April 9 that their emergency preparedness starter kits and supporting American Red Cross emergency contract cards are available for pick-up at our Winfield Warehouse.
- Annual Recertification:** Staff provided support to all CRS communities, including City of Milpitas incoming CRS staff, to ensure they are prepared to submit their updates to outreach projects completed in FY19 to the 2015 5-Year Multi-Jurisdictional Program for Public Information (PPI) FY19 (Year 4) Annual Evaluation Report. The outreach updates allow the communities to receive credit points under CRS Activity 330 - Outreach. The Annual Evaluation Report will need to be included in each community's annual recertification due by August 1.
- Verification Visits (Audits):** Cities of Santa Clara and Mountain View were notified by FEMA in April that they improved their class rating from an 8 to a 7, which reduces their community's flood insurance policyholders' rates from 10% to 15% for properties inside the Special Flood Hazard Area (SFHA). Valley Water received thank you emails from both cities, as well as from the auditor, for Valley Water's contributions in helping to facilitate these class rating improvements.

ENTITY/EVENT	# OF STARTER KITS DISTRIBUTED
SANTA CLARA COUNTY CRS NETWORK	2,240
COMMUNITY BOOTH EVENTS	3,460
PURIFICATION CENTER TOURS	158
TOTAL	5,831

## LOOKING AHEAD

- Continue *Pure Water. Pure Life.* social media video campaign and track the analytics – **through May**
- Public tours of the Silicon Valley Advanced Water Purification Center, including a volunteer orientation session – **May 11, 16 & 18**
- National River Cleanup Day – **May 18**
- Promote summer camp engagement opportunities and purification center tours to youth organizations.
- Next Youth Commission Meeting – **May 22**
- Signage Project Update to Board of Directors – **May 28**
- Collaborating with Water Utility and Workforce Development on the BAYWORK "Workshop on Wheels" Tour – **May 29**
- CRS Users Group Meeting – **May 29**