

Communications update

Summary of April 2019

Office of Communications activities



Valley Water

Water Conservation Campaign

Staff is finalizing a postcard that will be distributed to targeted neighborhoods throughout the county to promote the Graywater Laundry-to-Landscape Rebate Program, as part of the community-based social marketing strategy staff has been developing since last year. The summer 2019 Conservation Campaign is also in development and is expected to launch early June.

Media, Communications and Social Media Activities

For the month of April, staff wrote and posted four blog posts on Valleywaternews.org on the following subjects:

- We want you(th)! Open seats on Youth Commission for high school students
- Low-income seniors may apply for property tax exemption
- Earth Day 2019: Swap sod, save species
- Sustainable landscaping featured at 4th local summit

A guest column was prepared for Director Varela for the Farm Bureau newsletter. Staff prepared and distributed a media advisory on the San Francisquito Creek ribbon cutting event. In addition, staff prepared a statement on the Sierra snowpack for Chair LeZotte. Staff also worked on a joint news release with the U.S. Bureau of Reclamation on the San Luis Low Point Improvement Project Draft Feasibility Report.

Staff was interviewed or provided information to the media on the following topics: Anderson Dam Seismic Retrofit Project update meeting, the San Luis Low Point Improvement Project Draft Feasibility Report, and our groundwater supply, artesian springs and some water on U.S. Highway 101 in San José.

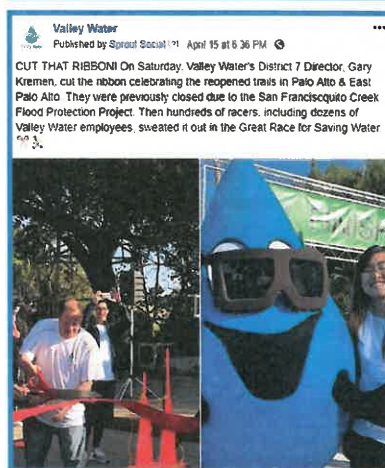
Staff prepared Nextdoor messages for Board members on the following topics: Coyote Warehouse construction, the Coyote Creek Flood Risk Reduction Ad Hoc Committee meeting, the Anderson Dam Seismic Retrofit Project public meeting, free tours at the Silicon Valley Advanced Water Purification Center, free Water Wise Outdoor Surveys, the Graywater Direct Installation program, and openings on the Youth Commission.

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.

	140,807 video views in April (largely driven by SVAWPC Influencer Campaign) 15 new videos posted • New videos included short, fun social media videos, also a video invite to San Francisquito Ribbon Cutting and the Anderson Dam meeting
	434,457 impressions 1,288 engagements 8,145 link clicks
	29,573 impressions 450 engagements 41 link clicks
	valleywaternews.org blog 17,261 views and 2,093 visitors
	28% open rate and 13% click rate (both are preliminary results)

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.



Top: Team Valley Water
Left: Valley Water Facebook post from the ribbon cutting event in Palo Alto.

Community Outreach Activities

- Anderson Dam Seismic Retrofit Project (Director Varela)
 - Coordinated April 10 public meeting.
 - Distributed information of public meeting through Constant Contact, Nextdoor, project web page and neighborhood notices.
 - Posted to Facebook video shoot with Director Varela to promote meeting.
 - Conducted live feed of public meeting for Facebook and uploaded meeting video to project web page.
- Saratoga Creek Hazardous Tree Removal and Vegetation Enhancement Project (Vice Chair Hsueh)
 - Mailed residential notices.
 - Developed FAQ document.
 - Developed project web page.
- San Francisquito Creek Bay to 101 Project (Director Kremen)
 - Hosted April 13 ribbon cutting ceremony at Great Race for Saving Water.

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- o Produced director speaking points and agenda.
- o Produced Team Valley Water t-shirts.
- o Coordinated Team Valley Water running team.
- o Produced Team Valley Water Vinyl Banner.
- o Produced new H2COOL Cape.
- Coyote Creek Flood Protection Project (Directors Estremera, Keegan, and Santos)
 - o Extended invite through Nextdoor in each director's districts to Coyote Creek Flood Risk Reduction Ad Hoc Committee meeting.
 - o Mailed project update.
 - o Scheduled three public meetings for input on Coyote Creek Project alternatives.
 - o Updated project shell and inserts with translations in Spanish and Vietnamese.
- Lower Berryessa and Lower Calera Creek Flood Protection Project (Lower Berryessa) (Director Santos)
 - o Produced mailer, posted to Nextdoor and used Constant Contact for the Lower Berryessa Creek Flood Protection Project.
 - o Produced design update mailer, posted to Nextdoor and used Constant Contact for the Lower Calera Creek Flood Protection Project.
- Coordinated open house associated with April 11 South County Groundwater Rates Public Hearing (Director Varela)
- Created outreach and engagement plan for Cross Valley - Calero Pipeline Project (Director Varela)
- Hosted students from Hillbrook Middle School on tour of Rinconada Water Treatment Plant (Director Kremen)
- Developed content for shell and inserts for the Almaden Lake Improvement Project (Director LeZotte)
- Developed and produced content for trail signs and helped coordinate for May 2 levee fill hauling event for the South San Francisco Bay Shoreline Project (Director Santos)
- Updated trail look signage at Rancho San Antonio for Permanente Creek Flood Protection Project (Director Kremen)
- Coordinated April 30 South County Open House for the Groundwater Benefit Zone Study, producing and mailing two well-owner mailers, updating residents through Constant Contact and conducting briefings for directors. (Director Kremen, Varela, Hsueh)
- Produced and mailed updates to the Waterstone and Circuit housing developments for the Lower Penitencia Creek Flood Protection Project (Director Santos)
- Distributed public meeting information for the Upper Penitencia Creek Project through mail, project web page, Nextdoor and Constant Contact, (Directors Estremera and Santos)
- Mailed/posted pre-construction mailer, posted to Nextdoor and utilized Constant Contact to promote information on Coyote Warehouse Project (Director Varela)
- Drafted content for Reach 6, Upper Guadalupe River Flood Protection Project Legacy Sign (Director Keegan)
- Drafted content for Reach 12, Upper Guadalupe River Flood Protection Project Legacy Sign (Chair LeZotte)
- Drafted content for Stevens Creek Restoration Project Legacy Sign (Vice-Chair Hsueh)

Graphics and Design Activities

Rebranding

- E-mail signature instructions update
- Pen magnetic clip and light backpacks giveaway items
- Polo shirt for Board of Directors and chiefs
- Athletic shirt for participants in Great Race for Saving Water
- Public notice ad templates
- Vinyl banner of new logo
- Green cape for Valley Water mascot

Publications Created

- Fact sheet for wholesale water rates
- Cover for State Legislative Days Briefing

- Safe, Clean Water general grants brochure
- Lake Cunningham shell logo and content updates

Mailer and Outreach Materials Created

- 2019 National River Cleanup Day materials: Digital graphics for TV monitor and web carousel, digital graphics for social media, post card, poster.
- Anderson Dam postcard, schedule updates and Constant Contact digital banner
- Recycled water supporter card, booklets update
- Mailer for Coyote Creek
- Graywater rack card update
- Public water tour survey
- Upper Penitencia Creek meeting invitation
- Pre-construction mailer for Coyote Warehouse project

Signs Created

- Red Cross flood app table top signage
- Trail sign for Rancho San Antonio
- Trail closure sign for the SF Shoreline Project

Advertisements Created

- Newspaper ads on how your money is invested
- Public notice for FY 2020-2025 Capital Improvement Program
- Public notice ad: Watershed Asset Rehabilitation Program, WARP Uvas Creek Levee Rehabilitation Project Phase 2
- Public notice ads on Protection and Augmentation of Water Supply hearing

Internal Support Materials Created

- Water Tracker for April 2019
- PPT slide support for budget presentation and Anderson Dam
- Display boards for maps, groundwater-at-a-glance, water supply, water rates
- Graywater translations for program marketing and participation materials
- Business cards for Director Kremen
- Pantone library work instruction in Adobe CC
- April 2019 one-page update for Office of Communications, Government Relations and Civic Engagement
- Logo support for the CADD Team
- Board and unclassified phone card update
- Employee recognition awards materials: sandwich boards, save-the-date posters
- Zone of benefit study Powerpoint graphics
- Earth Day social media graphic

Upcoming May Activities

- Coyote Creek Flood Protection Project: Develop and post Nextdoor and Constant Contact notice for public meetings and draft postcard meeting invite. (Directors Estremera, Keegan and Santos)
- Saratoga Creek Hazardous Tree Removal and Vegetation Enhancement Project: Host informational meeting with residents. (Vice Chair Hsueh)
- North County Open House for the Groundwater Zone of Benefit Study. (Vice Chair Hsueh)
- Almaden Lake Improvement Project: May 9 presentation to Lakeview Estates Homeowners Association. (Chair LeZotte)
- San Francisquito Creek Upstream of 101 Project: Host Environmental Impact Report meetings in East Palo Alto and Menlo Park. (Director Kremen)
- Uvas Creek Levee Rehabilitation Project: Mail neighborhood notice, update project web page and develop Nextdoor post. (Director Kremen)
- Parallel East Pipeline Appurtenance Refurbishment Project: Mail neighborhood notice and post to Nextdoor. (Directors Estremera and Varela)