

Communications update

Summary of June 2019

Office of Communications activities



Valley Water

Water Conservation Campaign

The summer Water Conservation campaign launched on June 28 with ads featured in online platforms, billboards, radio and social media. The campaign includes multi-lingual ads in English, Spanish, Chinese and Vietnamese. This year's campaign focuses on promoting Valley Water's Landscape Rebate Program with a holistic message that includes not only water conservation but also environmental stewardship.

Internal Communications

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

Media, Communications and Social Media Activities

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

- Vice Chair Hsueh leads delegation on Washington, D.C. advocacy trip
- Valley Water monitors nest of threatened bird species during pre-construction activities at South San Francisco Bay Shoreline Project
- Valley Water Capital Engineering Manager receives public service commendation medal
- We're not in a drought, so why the dry ponds?
- Bridging nature at the Bear Creek Redwoods Open Space Preserve

A guest column was prepared for Director Varela on the completion of the Main & Madrone Pipeline Restoration Project.

Staff prepared and distributed a news release on the adoption of the budget. Staff was interviewed about encountering snakes on the job. Staff prepared two statements for Chair LeZotte; one regarding the award of \$57 million in Measure AA funding for the South San Francisco Bay Shoreline Project and the other regarding a potential property acquisition in Merced County. Staff hosted a media event to highlight the conservation rebate program. A statement on the resumption of work on the Rancho San Antonio County Park Flood Detention Basin was also prepared for Vice Chair Hsueh and Director Kremen.

Staff prepared Nextdoor messages for Board members on the following topics: Resuming levee fill for the South San Francisco Bay Shoreline Project, Stream Maintenance Program work, the Barron Creek Concrete Repair project, the San Tomás Aquino Creek Erosion Repair Project, fish habitat improvement in Los Gatos Creek, Uvas Creek levee repair work, monitoring western snowy plover nests, temporary lane reductions in Mountain View, Rinconada community meeting, graywater direct installation, and Water Wise Outdoor Surveys.

Statistics for Facebook, Twitter, valleywaternews.org blog, video and eNews are referenced above. 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.



WESTERN SNOWY PLOVER. Valley Water crews paused pre-construction activities for the South San Francisco Bay Shoreline Project in early June and staff wrote a blog post worth "tweeting" about as work crews let nature take its course.

f	48,261 impressions 1,036 engagements 550 link clicks
t	12,049 impressions 345 engagements 40 link clicks
valleywaternews.org blog	17,735 views and 1,330 visitors
	24% open rate and 14% click through rate (both are preliminary results)

Community Outreach Activities

- **Rinconada Water Treatment Plant (Director Kremen)**
 - Posted to Nextdoor information on June 12 public meeting, June 6
 - Updated PowerPoint presentation and public meeting survey, June 6 and 11
 - Hosted public meeting, June 12
 - Uploaded public meeting video to YouTube, June 18
 - Reactivated project blog, June 24
- **Almaden Lake Improvement Project (Chair LeZotte)**
 - Updated outreach and engagement plan for fiscal year 2019-2020, June 12
- **South San Francisco Bay Shoreline Project (Director Santos)**
 - Posted to Nextdoor information on postponed dirt hauling activity, June 11
 - Posted to Nextdoor information on resumption of dirt hauling, June 24
- **Uvas Creek Levee Rehabilitation Project (Director Varela)**
 - Posted to Nextdoor project update, June 18
- **Lower Silver Creek (Director Estremera):** Create content for the project's legacy sign
- **Upper Guadalupe River Flood Protection Project, Reach 6 (Director Keegan)**
 - Uploaded Final mitigated negative declaration to project web page, June 5
- **Groundwater Recharge Pond One-Pager (Director Santos)**
 - Developed blog post
- **Coyote Creek Flood Protection Project (Directors Estremera, Keegan, and Santos)**
 - Distributed meeting reminders door-to-door prior to June meeting
 - Held June 3 public input meeting and posted all meeting materials to project webpage
- **Permanente Creek Flood Protection Project (Director Kremen)**
 - Posted Nextdoor notice on temporary lane reductions and sidewalk closures

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- **Rancho San Antonio County Park Flood Detention Basin (Vice Chair Hsueh and Director Kremen)**
 - Developed and posted Nextdoor notice informing neighbors that work resumed on the project
 - Updated project webpage with work start details
 - Coordinated noticing with County Parks and Midpeninsula Regional Open Space District
- **Saratoga Creek Hazardous Tree Removal and Vegetation Enhancement Project (Vice Chair Hsueh)**
 - Updated frequently asked questions (FAQ) document
- **San Francisquito Creek (SFC) Upstream of 101 Project (Director Kremen)**
 - Supported SFC Joint Powers Authority Draft Environmental Impact Report Meeting in Palo Alto, June 5
- **Groundwater Benefit Zone Study (Directors Kremen, Varela, and Vice Chair Hsueh)**
 - Produced letters to well owners and elected officials to inform of updated staff recommendations
 - Updated the study FAQ to reflect staff recommendations
 - Conducted director briefings to update all seven directors on the staff recommendations
- **Lower Berryessa and Lower Calera Creek Flood Protection Project (Director Santos)**
 - Produced and mailed Design Update Mailer for Lower Calera Creek
- **Upper Llagas Flood Protection Project (Director Varela)**
 - Secured Aug. 5 for the pre-construction meeting and Aug. 28 for the project's ground breaking event
 - Drafted project shell and reach inserts
- **Stream Maintenance Program (SMP)**
 - Produced and mailed general countywide program notice
 - Posted general NextDoor notices for all directors
 - Updated website for SMP 2019 work
 - Produced goat grazing Nextdoor posts and general mailer
 - Mailed Barron Creek Concrete Repair Project notice and posted to NextDoor
 - Mailed San Tomas Aquino Creek Erosion Repair Project notice and posted to NextDoor
 - Mailed Los Gatos Creek (Gravel Augmentation) notice and posted to NextDoor

Graphics and Design Activities

Rebranding

- Safety signage 'No Trespassing' sign
- Safety apparel and Rain coat guidelines
- Employee note pad, 8.5 x 11

Publications created

- South San Francisco Bay Shoreline Project update
- Preserving trees and right of way fact sheet
- Where Does Your Water Come From update
- Coyote Creek project shell and insert translations in Spanish, Vietnamese and Chinese
- Glyphosate use fact sheet update
- Desalination fact sheet update
- Let's Take a Tour Brochure fact sheet update

Mailer and Outreach Materials created

- Infographics for 2019 National River Cleanup Day
- Lawn sign and social media graphic for graywater program
- Post survey for Rinconada public meeting
- Stream Maintenance Program mailer for Barron and San Tomas Aquino creeks
- Stream Maintenance Program countywide mailer
- Uvas Creek levee rehabilitation mailer
- Neighborhood notice for Parallel East Pipeline project
- Mailer for Los Gatos Creek Gravel Augmentation and Large Woody Debris project

- Mailer for goat grazing
- Lower Berryessa Creek remediation mailer

Signage created

- No Parking sign for Los Gatos Creek Gravel Augmentation and Large Woody Debris project
- Display signs for goat grazing

Advertisements created

- Public notice ad: RFP on-call construction scheduling services
- Public notice ad: Local Hazard Mitigation Plan annual progress report

Internal support materials created

- PowerPoint presentation for Public Affairs and Government Summit
- Unit logo for Emergency Services and Security
- Logo support for the CEO
- One-pager update for Office of Communications, Civic Engagement and Office of Government Relations
- Valley Water campus map updates
- Boardroom placard notice template
- Field incident report conversion in booklet format
- Flyer and digital ads for webpage registration for the 2019 Business Open House
- Tour survey form for Water Purification Center
- Digital graphic for Continual Improvement webpage
- Thank you card for the 2019 Employee Recognition Awards
- Icons for watersavings.org webpage
- Public Notice CEQA template header update
- Logo support for professional reimbursement form, FC 680

Upcoming July Activities:

- **Anderson Dam Seismic Retrofit Project (Director Varela)**
 - Neighborhood update and traffic notice signage
- **Reliability Improvement Project (Director Kremen)**
 - Outreach and engagement plan for fiscal year 2019-2020
- **Almaden Lake Improvement Project (Chair LeZotte)**
 - Nextdoor post and public meeting on draft EIR on Aug. 21
- **South San Francisco Bay Shoreline Project (Director Santos)**
 - Outreach and engagement plan for fiscal year 2019-2020
- **Permanente Creek Flood Protection Project (Director Kremen)**
 - Draft content for the legacy project sign
- **Saratoga Creek Hazardous Tree Removal and Vegetation Enhancement Project (Vice Chair Hsueh)**
 - Mail the updated frequently asked questions document with thank you letter to meeting attendees
- **Upper Llagas Creek Flood Protection Project (Director Varela)**
 - Prepare for Aug. 28 groundbreaking ceremony
 - Provide project updates to stakeholders, homeowners associations, and neighborhood groups
- **San Francisquito Creek Bay to 101 Project (Director Kremen)**
 - Route legacy sign content and determine site candidates.
- **Upper Penitencia Creek (Directors Estremera and Santos)**
 - Post meeting recording and input to project webpage
- **Pacheco Reservoir Expansion (Director Varela):** Produce the video tour
- **Stream Maintenance Program (SMP):** Develop neighborhood work mailer, Nextdoor and blog posts
- **Main Ave and Madrone Pipeline Restoration Project (Director Varela)**
 - Mark project completion via NextDoor, e-mail to subscribers, and video posted to YouTube, social media, blog, and City of Morgan Hill weekly e-news
- **Parallel East Pipeline Project (Director Estremera)**
 - Mail neighborhood update
- **Uvas Creek Levee Rehabilitation Project (Director Varela)**
 - Mail neighborhood update