

Office of Communication

August 2019 Activities Update



Upper Llagas Creek Flood Protection Project Groundbreaking and Media Event



Valley Water Board of Director John L. Varela, U.S. Congressional Representative Zoe Lofgren, U.S. Army Corps of Engineers John Cunningham, Santa Clara County Board of Supervisors Mike Wasserman, Mayor of Morgan Hill Rich Constantine, Valley Water CEO Norma Camacho, and other leaders with shovels in the ground in Morgan Hill.

Staff coordinated the groundbreaking ceremony/media event for the Upper Llagas Creek Flood Protection Project. Staff drafted talking points for speakers, wrote and distributed a media advisory, and crafted and distributed project collateral materials. KGO Radio, the Mercury News, ABC7 News, Univision 14, and Morgan Hill Life covered the event, with several reporters conducting interviews with Director Varela.

Media, Communications and Social Media Activities

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

- Valley Water's capital improvement and conservation work
- Virtual graywater workshop now available
- Valley Water recognized for flood awareness outreach
- Make insects your garden partners
- Protecting East San Jose from flooding while safeguarding the environment
- South County's groundwater is getting a boost that will benefit farms, residents and businesses
- Volunteer profile for California Coastal Cleanup Day
- Groundbreaking for Upper Llagas Creek Flood Protection Project

Valley Water Night at the San Jose Giants was held on Aug. 16 and was a great success with more than 500 volunteers and employees in attendance. Staff produced three videos related to the event: a thank you to employees and volunteers from Valley Water Board Chair Linda J. LeZotte and CEO Norma Camacho that was displayed on the scoreboard monitor; Chair LeZotte and CEO Camacho inviting employees to the game; and an internal thank you/highlights of the event. Staff posted photos and videos to social media platforms of game-day activities, including the first pitch thrown by Chair LeZotte.

The summer water conservation campaign continued in multiple languages including English, Chinese, Vietnamese and Spanish. A robust media effort this year includes a bolstered ad buy in social media and online platforms. Since the launch on June 28, the water conservation rebate web pages have seen a major increase in visits with 99,909 page views, compared to 1,000 in

June. Work has started on the flood awareness campaign for the upcoming winter season.

A guest column was prepared and disseminated for Director Santos on the Upper Penitencia Creek Flood Protection Project.

Director Varela, along with Deputy Operating Officer Chris Hakes, participated in a recorded interview on Aug. 15 with the League of Women Voters via CreaTV to discuss the Anderson Dam Seismic Retrofit Project. Staff provided talking points for Director Varela and Chris Hakes in an effort to highlight the project's benefits. The interview is scheduled to be aired in September.

Staff prepared talking points for the San Luis Low Point Improvement Project and its connection with the Pacheco Reservoir Expansion Project and provided them to Chair LeZotte for an interview with the Mercury News.

Staff responded to media inquiries on the following topics: Beavers in our local waterways; update on the new timeline for construction of the McKelvey Park Flood Detention Facility; potential of algae blooms posing risks to dogs; climate change's impact on water quality in Santa Clara County; stolen packages that were discarded on Valley Water property (staff pointed to Valley Water's Stream Maintenance Program and created a case on Access Valley Water).

Staff prepared Nextdoor messages for Board members on the following topics: Stream maintenance work on the Guadalupe River, update on the Penitencia Creek Flood Protection Project, Upper Llagas Creek Flood Protection Project, and Valley Water's Stream Maintenance Program.

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.

	2,045 video views in August	6 new videos posted
	2,336,548 impressions	8,871 engagements 6,594 clicks
	29,722 impressions	283 engagements 30 link clicks
	valleywaternews.org blog	13,355 views 2,267 visitors
	321,468 impressions	949 engagements 6 profile clicks
	August e-news	28% open rate 13% click through rate

Internal Communications

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

Community Outreach Activities

- **Anderson Dam Seismic Retrofit Project (Director Varela)**
 - Distributed neighborhood update and traffic management signs.
- **Permanente Creek Flood Protection Project (Vice Chair Hsueh and Director Kremen)**
 - Drafted project update mailer.

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- **Saratoga Creek Hazardous Tree Removal and Vegetation Enhancement Project (Vice Chair Hsueh)**
 - o Mailed Mitigated Negative Declaration notice to neighbors.
 - o Posted Mitigated Negative Declaration ad in Mercury News and Saratoga Times.
- **Groundwater Benefit Zone Study (Directors Kremen, Varela, Hsueh)**
 - o Sent Constant Contact reminder for Aug. 27 Board Meeting.
- **Main Avenue and Madrone Pipeline Project (Director Varela)**
 - o Draft Constant Contact, Nextdoor posts and invitation postcard to mark project completion and appreciation event.
 - o Post project completion video to YouTube, Twitter, Facebook and website.
- **Annual Groundwater Report and Well Owner Survey**
 - o Intake and record well owner survey responses.
- **Upper Llagas Creek Flood Protection Project (Director Varela)**
 - o Created project shell and inserts for Phase 1.
 - o Held community meeting in Morgan Hill.
 - o Worked with Office of Government Relations to secure guest speakers for groundbreaking ceremony.
- **Calabazas Creek Erosion Repair Project (Vice Chair Hsueh)**
 - o Sent letters to property owners requesting meetings to discuss project efforts along Valley Water property.
- **Cross Valley Calero Pipeline Inspection and Rehabilitation Project (Director Varela)**
 - o Developed written copy for Nextdoor notice (mailer to be posted/mailed in late October/early November).
- **Guadalupe River Project: Tasman to I-880**
 - o Selected date for community meeting.
 - o Developed written copy for Nextdoor notice and invite postcard to be posted/mailed in mid-September.
- **Pacheco Reservoir Expansion Project (Director Varela)**
 - o Held onsite video shoot to produce project videos.
 - o Updated project benefits one-pager.
- **Stream Maintenance Program (Director Santos)**
 - o Produce and mailed Guadalupe River SMP notice.

Graphics and Design Activities

Rebranding

- Safety Signage guidelines
- Hats and polo shirts
- Sacramento office sticker label
- Tablecloth, canopy for booth events
- Directional and parking signs
- Letterhead in landscape format

Publications Created

- Budget report, FY 2019-20 adopted version
- Design theme templates for FY 2019-20 book and binder for front and back cover report
- Book cover for the FY 2019-20 legislative policies and proposals planning session
- CAFR report, FY 2019-20
- Cover report for Hazard Management accomplishment report
- Budget-in-Brief, FY 2019-20 booklet
- Graywater rack card update
- Wholesale water rates fact sheet update

Mailer and Outreach Materials Created

- Pacheco Reservoir infographic sheet update
- Volunteer activities postcard translation for Chinese, Vietnamese and Spanish
- Anderson Dam neighborhood notice, July 2019
- Permanent Creek Flood Protection Project update
- Coastal Cleanup Day 2019 materials: poster, postcard
- Flood campaign bill insert update in collaboration with City of Sunnyvale
- Upper Llagas Flood Protection Project postcard, display boards, tabletop signage, flyer, mailer and inserts
- Guadalupe River maintenance work Stream Maintenance Program mailer

Signage Created

- Anderson Dam traffic management signs
- Stream maintenance program temporary trail closure sign
- Table name signs for 2019 Business Open House
- Youth Commission banner

Advertisements Created

- Newspaper ads for 2019 Business Open House
- Sponsorship ads for Black Chamber of Commerce
- Sponsorship ad for WaterReuse symposium brochure

Internal Support Materials Created

- Valley Water Night flyer
- Grants support on logo, One Water Plan Objective Chart
- Strength Finder Chart 2019
- Logo update for Checks
- I love recycled water PRIDE sticker
- Flyer update for Civic Engagement internship
- One pager for Office of Communication and Civic Engagement

Digital Graphics Supported

- Government Relations VIP tour digital graphic header for Constant Contact
- Water Wise Indoor Survey kit interactive flipbook
- Coastal Cleanup Day 2019 materials: social media ads for Facebook, Instagram and Twitter
- Valley Water Night web carousel
- Tour survey PowerPoint slide
- Multiple social media support for Flood Campaign, Workshop for Gardener and coastal sea-level rising
- Social media image template and images for National Water Quality Month, Purple Pipe and 'What am I?' contests
- Cover report for the Chiefs' meeting

Upcoming September Activities

- **Anderson Dam Seismic Retrofit Project (Director Varela)**
 - o Draft content for neighborhood update and Nextdoor post
- **Almaden Lake Improvement Project (Chair LeZotte)**
 - o Host public presentation for Bay Area Older Adults group
 - o Distribute neighborhood update, create Facebook video, upload CEO bulletin for October public meeting
- **Permanent Creek Flood Protection Project (Director Kremen)**
 - o Draft content for the Legacy Project Sign
- **Saratoga Creek Hazardous Tree Removal and Vegetation Enhancement Project (Vice Chair Hsueh)**
 - o Draft content for the tree removal work notice (pending permit approval from regulatory agencies)
- **Cross Valley Calero Pipeline Inspection and Rehabilitation Project**
 - o Write Nextdoor post, prepare mailer and begin outreach to key stakeholders
- **Coyote Creek Flood Protection Project (Directors Estremera, Keegan, and Santos)**
 - o Identify potential November public meeting dates (pending updated project alternatives)
- **Pacheco Reservoir Expansion Project (Director Varela)**
 - o Complete video production for the video tours
 - o Finalize project shell and post ad on waterwrights.net
 - o Identify dates for potential scoping meetings in Gilroy and Hollister (pending legal review)
- **Guadalupe River Project: Tasman to I-880 (Director Santos)**
 - o Host community project alternatives input meeting (Sept. 23)
- **Stream Maintenance Program (Directors Kremen and LeZotte)**
 - o Produce and mail Vasona Reservoir/Los Gatos Creek Vegetation SMP notice
- **Main Avenue and Madrone Pipeline Restoration Project (Director Varela)**
 - o Host community appreciation event on Sept. 19
- **Cunningham Lake (Director Varela)**
 - o Identify date for ribbon cutting and legacy sign unveiling event in November.