

Office of Communication September 2019 Activities Update



California Coastal Cleanup Day



Valley Water Chair Linda J. LeZotte and San Jose Mayor Sam Liccardo were featured in a "Battle for the Bay" video, a call to the community to participate in California Coastal Cleanup Day.

As part of a collaborative effort to encourage more volunteers for the 35th annual event, staff spearheaded the production of a "Battle for the Bay" video featuring Chair LeZotte and San Jose Mayor Sam Liccardo. The promotion of the event was extensive and included staff creating four videos in English, Chinese, Vietnamese and Spanish, and a Facebook live video from Coyote Creek on the day of the event. The videos were viewed 37,141 times and we created 59 social media posts for the event.

Nextdoor posts inviting the community to participate in the event were sent out on behalf of each director. The board of directors was well represented at various sites throughout the county.

Staff also coordinated media interviews. NBC Bay Area and Telemundo had day-of-event coverage, and five other media outlets featured Valley Water's efforts.

Media, Communications and Social Media Activities

Staff wrote and posted six stories on Valleywaternews.org on the following subjects:

- Valley Water's Safe, Clean Water online grant portal
- Cities in North Santa Clara County explore water recycling technologies
- New law gives small businesses more bidding opportunities with Valley Water
- Preparation for extended power outages
- A record-breaking California Coastal Cleanup Day
- Water Ambassador program

Our public awareness campaign "We're Water People" launched on Sept. 13 as part of the ongoing effort to raise awareness about our mission, programs and services. The campaign highlights our new brand identity and features a diverse group of eight Valley Water employees in ads designed to showcase the important work we do every day. Ads are scheduled to be featured throughout the county on transit, in online platforms, and in local papers. The campaign was also promoted with the 49ers game on Oct. 7, which includes Valley Water being highlighted in the gameday magazine and LED in-stadium animation.

Staff worked on the upcoming flood awareness campaign, which will include a targeted mailing of the annual floodplain mailer in mid-November to nearly 53,000 homes and businesses in or near flood-prone areas. The mailer is written in English, Spanish, Vietnamese, and Chinese.

Director Santos and Project Manager Rechelle Blank were interviewed by ABC7 News regarding the South San Francisco Bay Shoreline Project in Alviso for "Building a Better Bay Area" segment.

A guest column was prepared and disseminated for Director Estremera on the completion of the flood protection project at Lake Cunningham Park.

Staff pitched media on Valley Water's proposed partnership with the cities of Palo Alto and Mountain View related to the expansion of our recycled water advanced purification efforts.

Staff wrote and distributed a press advisory regarding the Safe, Clean Water grants. ABC7 News did a story and interviewed Director Kremen. Telemundo also aired a segment.

A media advisory was issued for the Main and Madrone Pipelines Restoration Project community appreciation event, which was attended by about 28 people. The Morgan Hill Times covered the event. Director Varela presented a mock-up of the future project legacy sign.

Staff responded to media inquiries on the following topics: Algal blooms in reservoirs; budget adjustment for the Permanente Creek Flood Protection Project; PG&E extended power outages; an update on the Freedom Bridge in Santa Clara, with a statement from Director Santos.

Staff provided Director Varela talking points for a presentation on conservation.

Staff prepared Nextdoor messages for board members on the following topics: Safe, Clean Water grants; construction on the Upper Llagas Creek Flood Protection Project; hauling resumes for Shoreline Project; appreciation event for Main and Madrone Pipeline Project; Guadalupe River project from Tasman to I-880 community meeting; cleaning sediment ponds off McKean Road; Coastal Cleanup Day; revised encroachment remediation 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, click and more.

	48,000 video views in September	6 new videos posted
	2,891,557 impressions	13,601 engagements 9,279 clicks
	24,388 impressions	388 engagements 57 link clicks
	valleywaternews.org blog	12,934 views 988 visitors
	374,717 impressions	565 engagements 9 profile clicks
	September e-news	24% open rate 10% click through rate

Internal Communications

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

Community Outreach Activities

- **Santa Teresa Water Treatment Plant (Director Kremen)**
 - o Posted to Nextdoor information about pond work.
 - o Notified Challenger School of Almaden of pending work and truck traffic route.
- **Almaden Lake Improvement Project (Chair LeZotte)**
 - o Provided collateral for presentation to Bay Area Older Adults.

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- **Cunningham Lake (Director Varela)**
 - o Created road closure sign.
- **Rinconada Water Treatment Plant (Director Kremen)**
 - o Posted to Nextdoor information regarding plant safety drill.
 - o Notified neighbor of planned truck activity near Granada Way gate entrance.
- **South San Francisco Bay Shoreline Project (Director Santos)**
 - o Updated project shell for use at Santos family car show.
 - o Posted to Nextdoor information on change in truck hauling route.
 - o Completed and uploaded project shell for EIA 11 and insert for EIA 1-10 to web page.
- **Upper Guadalupe River Flood Protection Project (Chair LeZotte and Director Keegan)**
 - o Updated project shell and poster board, and Reach 6 insert, for VIP Water Tour.
- **Permanente Creek Flood Protection Project (Vice Chair Hsueh and Director Kremen)**
 - o Initiated graphics and design layout phase for the progress update mailer.
- **Main Ave. and Madrone Pipeline Project (Director Varela)**
 - o Hosted community appreciation and project legacy sign unveiling event at the Coyote Pumping Plant.
- **Upper Llagas Creek Flood Protection Project (Director Varela)**
 - o Designed and printed neighborhood liaison business card for contractor.
- **Cross Valley Calero Pipeline Inspection and Rehabilitation Project (Directors Varela and Kremen)**
 - o Wrote copy for project web page.
 - o Began work on mailer and Nextdoor post.
- **Pacheco Reservoir Expansion Project (Director Varela)**
 - o Completed four videos on key public benefits.
 - o Drafted blog post and project shell.
- **Guadalupe River Project: Tasman to I-880 (Director Santos)**
 - o Designed and mailed postcard, wrote Nextdoor post inviting residents, and hosted community meeting.
- **Stream Maintenance Program (Director Santos)**
 - o Posted weekly website project updates
- **Revised Encroachment Remediation Program (Chair LeZotte, Vice Chair Hsueh, and Director Kremen)**
 - o Mailed letters, posted to Nextdoor to all director districts information on Oct. 22 board discussion
- **Coyote Creek Flood Protection Project (Directors Estremera, Keegan, and Santos)**
 - o Secured November meeting locations and informed residents of levee survey work between Montague Expressway and Berryessa Road.

Graphics and Design Activities

Rebranding

- Business, purchase cards | Tents and canopy guidelines

Publications Created

- Safe, Clean Water Annual Report, Year 6: Book report and maps
- Safe, Clean Water Implementation, 5-Year Plan cover and tabs
- Budget report FY 2019-20 update
- FAQ sheet on PG&E's Public Safety Power Shutoff Program
- Desalination fact sheet update | Water Cycle booklet update

Mailer and Outreach Materials Created

- Main and Madrone Event: Invitation postcard, legacy sign display boards
- Upper Guadalupe River Flood Protection Project: postcard invite, shell update, display boards

- Upper Llagas Creek Flood Protection Project mailer and program agenda for groundbreaking ceremony
- Permanente Creek Flood Protection Project shell update
- Shoreline Project shell and insert update
- Water conservation: rebate program fact sheet update, school flyer, rack card update
- Neighborhood construction courtesy card
- Water Purification Center tour flyer, pride event
- Coastal Cleanup Day flyers | Volunteer activities postcard updates
- Water Ambassador Water 101 Academy flyer and social media graphics
- Mini-grants and partnerships flyer update and sticker label to promote 2020 Grant Cycle opening

Signage Created

- Construction sign for Upper Llagas Creek Flood Protection Project

Advertisements Created

- San Francisco 49ers collateral assets for Oct 7: Gameday magazine, television and LED stadium animation
- Public notice ads for public auction of property, Saratoga tree hazard removal, invitation to bid for capital projects
- Sponsorship ad for League of Women and foundation gala and auction
- 2019 Coastal Cleanup Day

Internal Support Materials Created

- Cover report for Watersheds Operations and Maintenance Plan and Engineers Report for South County Pipeline Access Improvement Projects
- Office of Government Relations giveaways: tote bags, carabiner clip and scratch pad
- Photo retouch for erosion repair on Coyote Creek Mobile Home Park
- Handout flyer for Senate Bill 268 | VIP Water Walk Tour 2019
- Valley Water golf logo | Employee Benefits Handbook
- 2020 calendar for Ethics and Inclusion Program
- Water Purification Center tour waiver form update
- Logo banners for Employee Resource Groups
- One-pager updates for Office of Communications, Civic Engagement and Office of Government Relations
- Certificate for Water Efficient Technology Rebate recipients
- Notepad for Ethics and Equal Opportunity Program
- Educational Outreach Annual Summary Report
- Education Outreach and Recycled Water postcard template

Digital Graphics Supported

- Public auction of Valley Water property postings in Zillow
- Webpage header for Districtwide Asset Management Unit
- PPT support for the Encroachment Remediation Program
- E-newsletter September thumbnail photos
- Social media photo for grants and H2Cool
- Spanish translation of the Coastal Cleanup Day social media ads

Upcoming October Activities

Almaden Lake Improvement Project (Chair LeZotte)

- Update project web page, project shell and inserts content

Coyote Creek Flood Protection Project (Directors Estremera, Keegan, and Santos)

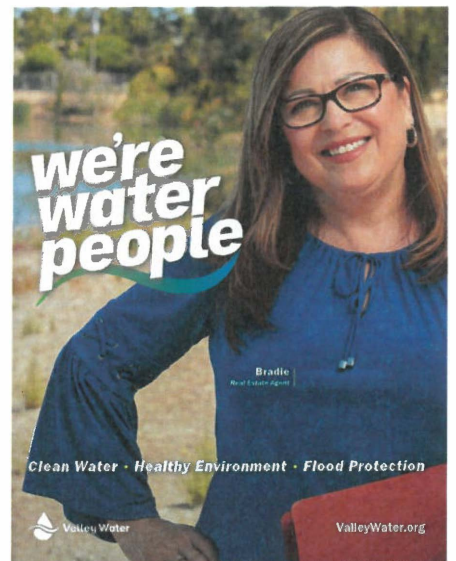
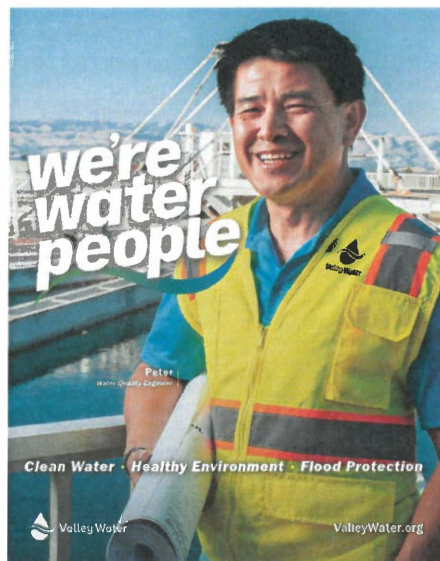
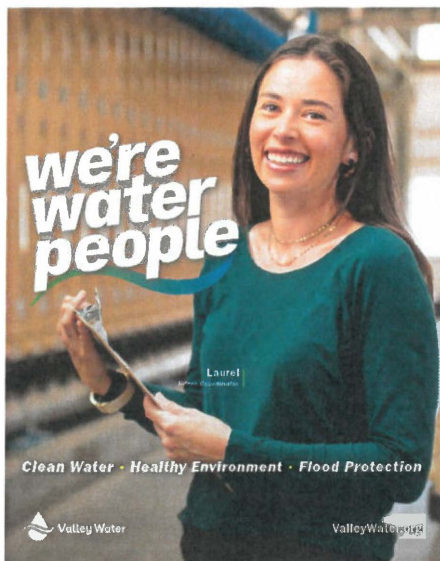
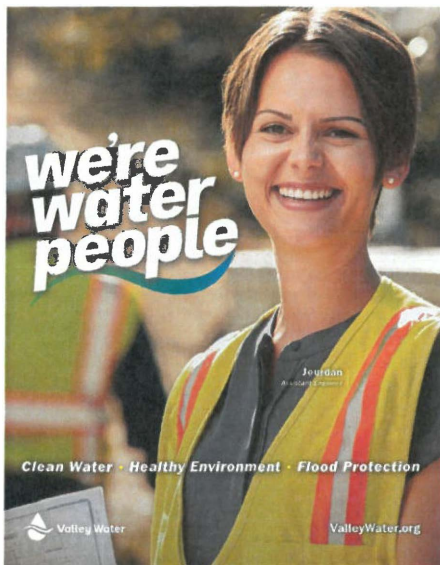
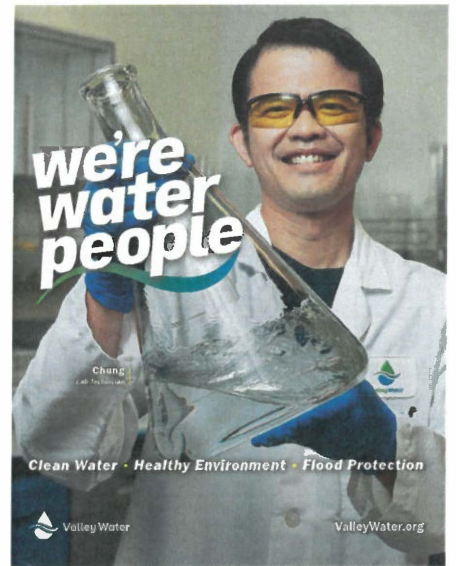
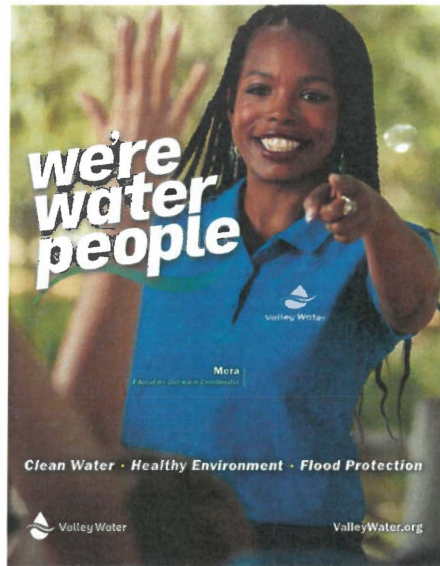
- Develop and mail meeting invitation; update project shell and project webpage; prepare for public meetings

Pacheco Reservoir Expansion (Director Varela)

- Post blog, publish four informational videos

Penitencia Water Treatment Plant Vault and Flow Meter Replacement (Director Santos)

- Develop and mail neighborhood work notice
- X-band Radar Ribbon Cutting October 30

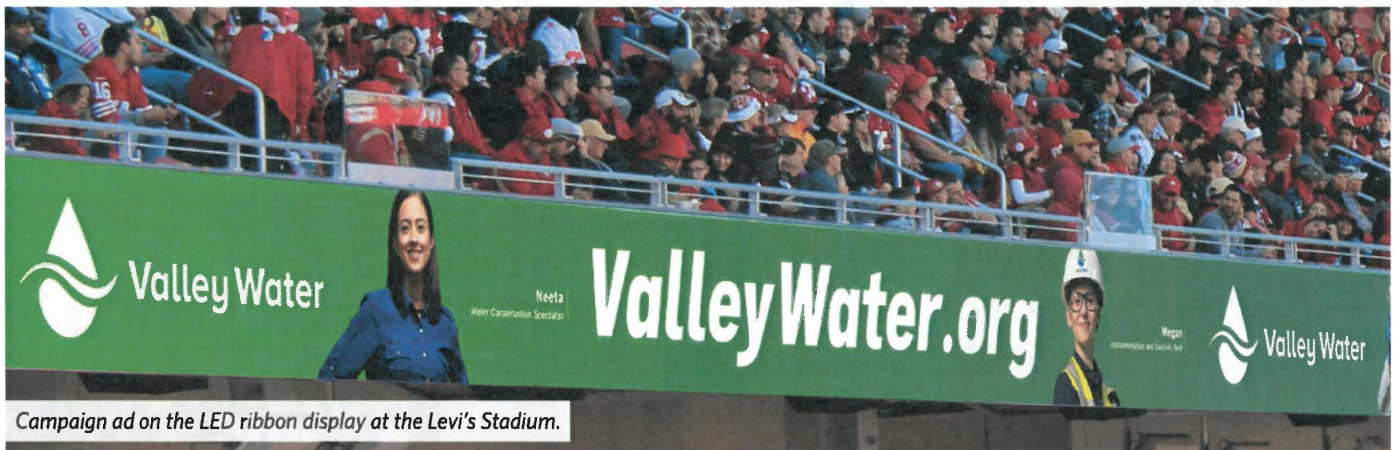




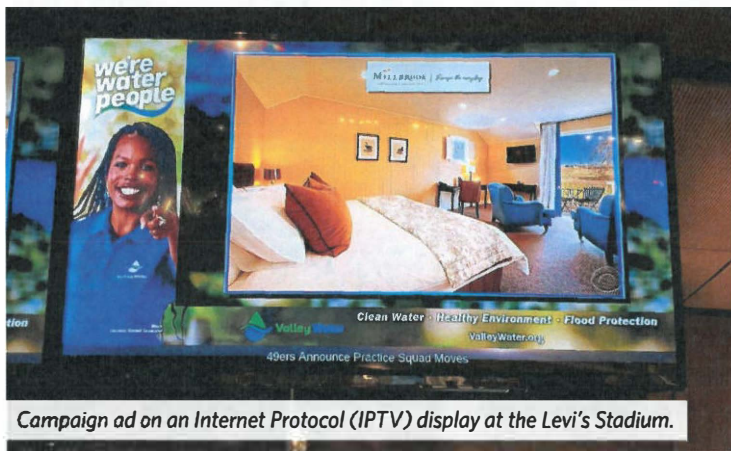
Campaign ad on the outside of a bus.



Campaign ad on the inside of a bus.



Campaign ad on the LED ribbon display at the Levi's Stadium.



Campaign ad on an Internet Protocol (IPTV) display at the Levi's Stadium.



Campaign ad on an online newspaper.



Campaign ad on a newspaper.



Campaign ad on a shopping cart.