

## Office of Communications

# December 2019 Activities Update



The Valley Water Board of Directors is joined by CEO Norma Camacho and representatives of the cities of Palo Alto and Mountain View for a toast to the water reuse agreement.

## Water Reuse Agreement

Staff coordinated a media event to commemorate Valley Water's Board of Directors approving the partnership with the cities of Palo Alto and Mountain View regarding efforts to expand recycled and advanced purified water in Santa Clara County. Staff prepared talking points for the event, which was emceed by CEO Norma Camacho. Director Gary Kremen gave remarks, along with Palo Alto City Council Member Tom DuBois and Mountain View Mayor Lisa Matichak. A joint press release with the cities of Palo Alto and Mountain View, which included quotes from Director Kremen, Palo Alto Mayor Eric Filseth and Mayor Matichak, was written by staff and posted on Facebook and Twitter. The press release resulted in several media inquiries, and staff coordinated press interviews before, during and after the event. Staff recorded a Facebook Live during the event and wrote and posted a blog to [valleywaternews.org](http://valleywaternews.org).

## Media, Communications and Social Media

Staff wrote and posted five stories on [valleywaternews.org](http://valleywaternews.org) on the following subjects:

- Valley Water celebrates five years of advanced purified water
- Your Safe, Clean Water and Natural Flood Protection tax dollars at work
- Valley Water CEO Norma Camacho leads delegation on advocacy trip to Washington D.C.
- Valley Water, Palo Alto and Mountain View approve historic water agreement
- Valley Water working to expand reservoir near Highway 152 in southern Santa Clara County

The flood awareness advertising campaign launched in December with ads running in print, radio and online digital media channels in four different languages: English, Spanish, Chinese and Vietnamese. Ads were also strategically placed on billboards and transit shelters in flood prone areas throughout the county. This year's theme is "Get Flood Ready" with three key messages: know your risk, prepare your home and get insured. Staff produced "Get Flood Ready" videos in English, Spanish, Chinese and Vietnamese and posted them to Valley Water's social media channels. The videos have been viewed 98,731 times. The annual floodplain mailer is scheduled to be delivered to homes and businesses in FEMA-designated flood zones in January.

Staff coordinated the production and distribution of the 2019 countywide mailer, which was sent to residences and businesses in Santa Clara County.

Staff also coordinated the production of the 2020 Valley Water calendar and fiscal year 2018-19 annual report, which is made available upon request to residents of Santa Clara County.

Valley Water was highlighted in the Imagine a Day Without Water summary memo from the Value of Water Campaign. Under the Social Media Highlights, Valley Water's video with Chair LeZotte was mentioned along with a photo of the post.

Valley Water participated in a joint news release with several Bay Area water agencies entitled "How Water Agencies Delivered Reliable Water Service During Power Shutoffs."

Staff responded to media inquiries on the following topics: storm-related inquiries; rain and reservoir levels; Valley Water's response to a news story on U.S. Drought Monitor reporting California was completely drought free for first time since 2011; the importance of emergency preparedness; updates on reservoir levels, a timetable for the Anderson Dam Seismic Retrofit Project; and an update on the Upper Llagas Creek Flood Protection Project.

Staff prepared Nextdoor messages for board members on the following topics: Upper Llagas Creek Flood Protection Project at Lake Silveira construction update; Levee repairs complete at Uvas Creek; Early morning construction - Coyote Pumping Warehouse Project; Planting taking place at Rinconada Water Treatment Plant.

Statistics for Facebook, Twitter, [valleywaternews.org](http://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.

	107,781 video views in December	22 new videos posted
	1,100,354 impressions	18,320 engagements 5,624 message clicks
	16,546 impressions	145 engagements 27 link clicks
	<a href="http://valleywaternews.org">valleywaternews.org</a> blog	24,505 views 2,066 visitors
	532,601 impressions	443 engagements
	December e-news	27% open rate 14% 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 December. The monitors in the lobby and cafeteria were kept up to date, as was Aqua Go, the employee mobile app.

## Community Outreach

- Almaden Lake Improvement Project (Chair LeZotte)**
  - Published public notice for release of draft Environmental Impact Report (EIR)
  - Posted Facebook notice related to release of draft EIR
  - Updated project web page, public review document page on Valley Water's web page
  - Mailed neighborhood update to promote public meeting and draft EIR release

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- **Anderson Dam Seismic Retrofit Project (Director Varela)**
  - Secured Feb. 27, 2020 for public meeting to update the community about the project
- **Coyote Creek Flood Protection Project (Directors Estremera, Keegan, and Santos)**
  - Uploaded meeting videos to website
  - Secured date for the passive flood barrier neighborhood demonstration
  - Secured date for staff to present at the San Jose Parks Advocates meeting
- **Penitencia Water Treatment Plant (Director Santos)**
  - Posted Nextdoor item regarding meter replacement work
- **Permanente Creek Flood Protection Project (Vice Chair Hsueh and Director Kremen)**
  - Secured Feb. 29, 2020 for the ribbon cutting and community celebration
- **Rinconada Water Treatment Plant (Director Kremen)**
  - Posted to Nextdoor item on planting effort of oak woodland seedlings
- **Upper Llagas Creek Flood Protection Project (Director Varela)**
  - Mailed a notice, posted to Nextdoor and social media a neighborhood reminder not to enter project's construction area
- **Uvas Creek Levee Rehabilitation Project (Director Varela)**
  - Posted Nextdoor post promoting project completion
  - Updated project page to reflect current status

## Graphics and Design Activities

### Rebranding

- Logo update on check statement; graph paper notepads
- Front and back cover template design for all book reports in 2020

### Publications created

- Valley Water Annual Report for FY 2018-19
- 2020 calendar, print and web version
- 2019 countywide mailer, including translated versions in Chinese, Spanish and Vietnamese
- Potable water reuse demonstration test plan update
- Large Woody Debris fact sheet

### Mailer and Outreach Materials created

- Flyer for Winter Preparedness Social Media and Web Resources
- Upper Llagas Creek Flood Protection Project: Phase 1 construction update mailer
- X-Band Radar ribbon cutting ceremony postcard Invite
- Almaden Lake Improvement Project public meeting mailer
- Bolsa Road Fish Passage fact sheet
- The Three Little Pigs and The Bad Weather Wolf education outreach book update

### Signage created

- Adopt-A-Creek Signages for Guadalupe, Saratoga, Sierra and Randol creeks
- Sandwich board sign for Herbicide Vegetation management

### Internal support materials created

- 2019 Volunteer Recognition Event certificates, banners, presentation slides, invites, program, name badge, photo backdrop and easel board displays
- Business card update for Board Directors
- Cover report for Water Utility Enterprise Operations and Management Plan and Watersheds Operations and Maintenance Plan for FY 2021-25
- Water Reuse signing event program agenda and tabletop sign
- Safe, Clean Water and Natural Flood Protection template in MS Word

- Access Valley Water and neighborhood construction update, business card reprint
- Engineer's Report for Water Conservation Report
- Coyote Creek Environment December Cleanup card stock flyer and social media graphics
- November 2019 one-pager update for Office of Communications and Civic Engagement
- 90 Years of Valley Water Service timeline
- Flyer for water policy internship for Sacramento office
- Logo support for Technical Review Committee, Continues Improvement Program and Water Revenue Form
- Work instructions for flipbook production

### Digital graphics supported

- Flipbooks for 2019 countywide mailer, including translations in Chinese, Spanish and Vietnamese
- PowerPoint for Winter Preparedness campaign
- E-Newsletter graphic thumbnails for November 2019

## Upcoming January Activities

### Almaden Lake Improvement Project (Chair LeZotte)

- Update project web page
- Nextdoor post to promote public meeting
- Publish public notice for release of draft EIR
- Hold public meeting
- Record Facebook Live video, post to Valley Water YouTube channel
- Conduct project presentation to District 10 Leadership Coalition
- Publish neighborhood update recapping public meeting

### Anderson Dam Seismic Retrofit Project (Director Varela)

- Update project web page
- Create speaking points for director role at public meeting
- Update materials for public meeting
- Finalize Frequently Asked Questions document

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

- Post the Frequently Asked Questions document from the November public meetings
- Mail invitation for the passive flood barrier neighborhood demonstration
- Present at the San Jose Parks Advocates January meeting

### Pacheco Reservoir Expansion (Director Varela)

- Post blog, initiate social media strategy for videos highlighting public benefits

### Permanente Creek Flood Protection Project (Vice Chair Hsueh, Director Kremen)

- Mail progress update to neighbors
- Coordinate with the City of Mountain for ribbon cutting and community celebration event scheduled for Feb. 29, 2020

### Rinconada Reliability Improvement Project (Director Kremen)

- Finalize date for public meeting

### South San Francisco Bay Shoreline Project (Director Santos)

- Update project web page
- Post construction signs for Reach 1 work

### X-band radar (Director Santos)

- Finalize logistics for multi-agency ribbon-cutting public event on Jan. 15
- Distribute media press release and invitations to community/partner agencies