

Office of Communications November 2019



At the ribbon-cutting ceremony for the Cunningham Flood Detention Facility Certification Project, Director John L. Varela (center) is joined by Jonathan Perez, representing State Senator Jim Beall, District 15; Valley Water Chief Operating Officer Melanie Richardson; San Jose City Councilmember Sylvia Arenas, District 8; and Karl Neuman, Valley Water Project Manager.

Lake Cunningham dedication

Staff coordinated the ribbon-cutting ceremony to commemorate the completion of the Cunningham Flood Detention Facility Certification Project. Chief Melanie Richardson served as emcee, and Director Varela and San José City Councilmember Sylvia Arenas made remarks. Staff from the National Resources Conservation Service and the City of San José attended the event, which was broadcast on Facebook Live and has garnered 787 views. The second Valley Water project legacy sign was unveiled, along with recommended locations. The event concluded with a walking tour of the project for event attendees.

Coyote Creek cleanup

As part of a collaborative effort to encourage more volunteers to participate in the event, staff organized the production of a video featuring Director Santos, San José Mayor Sam Liccardo and Santa Clara County Supervisor Dave Cortese. The video, which was posted on Valley Water's social media platforms and was shared with our partner agencies, has been viewed 5,564 times. The promotion of the event included social media posts and mentions on social media platforms of partner agencies. Staff prepared a joint press release for the event with the City of San José and Santa Clara County, which included quotes from Director Santos and Mayor Liccardo. Staff posted a notice on our social media platforms alerting the public that the event was cancelled due to inclement weather, and will be rescheduled for Spring 2020.



Valley Water Director Richard P. Santos, San José Mayor Sam Liccardo, and Santa Clara County Supervisor Dave Cortese were featured in a Valley Water produced promotional video of the Coyote Creek cleanup event originally scheduled on December 7.

Media, Communications and Social Media

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

- Teaching students about water.
- Valley Water and community partner develop a water reuse master plan for water supply sustainability.
- Valley Water's internship program recognized as industry leader.
- Lake Cunningham flood protection project completed.
- Our story is about 90 years old.

Staff is preparing to launch our upcoming flood awareness campaign and distribute the annual floodplain mailer to homes and businesses in FEMA-designated flood zones. The flood awareness advertising campaign is set to launch in December; this year's theme is "Get Flood Ready."

Staff wrote a message on behalf of Chair LeZotte regarding Valley Water's preparedness efforts leading up to the first storms of the season. The statement was posted on the Valley Water homepage and promoted on social media.

Staff documented the installation of the Main and Madrone Legacy sign, which was completed in mid-November.

Staff supported Director Kremen during his appearance on KZSU Stanford 90.1 FM radio.

Staff wrote a post regarding Valley Water's education outreach team that was published verbatim in the Campbell Express.

Staff provided updates to the community via social media regarding the South Bay Aqueduct leak which resulted in a temporary shutdown of imported water to Valley Water.

Staff responded to media inquiries on the following topics: groundwater on Highway 101; the agreement between Valley Water and cities of Palo Alto and Mountain View related to water reuse opportunities; the Anderson Dam Seismic Retrofit Project; Valley Water's preparations for the first storm of the season.

Staff prepared Nextdoor messages for board members on the following topics: Input needed on the flood risk reduction measures for the Coyote Creek Flood Protection Project; Be a water expert; Deadline extended for 2020 Water 101 Academy application; Celebrate veterans and take a free tour of the Silicon Valley Advanced Water Purification Center; Cross Valley and Calero Pipelines Inspection and Rehabilitation Project.

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.

10,365 video views in November 12 new videos posted
 404,202 impressions 3,313 engagements 1,138 clicks
 21,349 impressions 153 engagements 25 link clicks

valleywaternews.org blog 21,407 views 1,811 visitors
 15,118 impressions 334 engagements
 November e-news 25% open rate 8% click through rate

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Internal Communications

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

Community Outreach

Coyote Creek Public Meetings

Staff coordinated three public meetings to obtain the community's input on the Coyote Creek Flood Protection Project. Directors Estremera, Keegan and Santos attended the meetings and gave remarks to the audience. About 75 people participated in the three meetings. A guest column written on behalf of Director Keegan was submitted to various media outlets and published by San José Inside, and the Valley Water news blog. The three meetings were all broadcast on Facebook Live and collected 782 views.

Other Valley Water activities

- **Permanente Creek Flood Protection Project** (Vice Chair Hsueh and Director Kremen)
 - Updated progress mailer with director comments
- **Rinconada Water Treatment Plant** (Director Kremen)
 - Updated project web page regarding routine plant shutdown and for start of oak tree planting work
- **Penitencia Water Treatment Plant Vault and Flow Meter Replacement** (Director Santos)
 - Drafted Nextdoor post informing neighbors of the meter replacement work

Graphics and Design Activities

Publications created

- Valley Water Overview and Sunnyvale Fast Facts one-pager for Director Santos meeting
- Safe, Clean Water and Flood Protection Project, FY 2020-24, 5-Year Implementation Plan
- Safe, Clean Water and Flood Protection Project, Year 6, FY 2018-19 annual report
- PFAS FAQ sheet
- Federal Delegation Report for Washington D.C. trip

Mailer and Outreach Materials created

- Display boards for Coyote Creek public meeting
- Poster for Coyote Creek clean-up day
- Cross Valley and Calero Pipeline Inspection mailer
- Water Efficient Technology, Submeter and Commercial Rebate rack card update
- Cunningham Flood Detention Facility Certification Project's ribbon-cutting ceremony mailer invite
- Water Purification Center tour flyer, veteran-themed
- Water Purification Center Tour brochure translations to Spanish

Signage created

- Cunningham Flood Detention Facility Certification Project habitat signage
- Main Ave. and Madrone Pipelines Restoration Project (District 1 Director Varela) legacy sign
- Cunningham Flood Detention Facility Certification Project (District 1 Director Varela), legacy sign display board mock-up
- Upper Llagas Creek Safety signages
- West Little Llagas Creek and San Tomas Aquino Creek Adopt-A-Creek signages

Advertisements created

- Senator Wiener Q&A event program for San José Spotlight
- Sponsorship ad for Bay Area Monitor League of Woman

Internal support materials created

- Continual Improvement Program infographic
- QEMS fact sheet update
- One-pager, November 2019 update for Office of Communications, Civic Engagement and Government Relations
- Facility campus map updates
- Program agenda for X-Band radar ribbon-cutting event
- Name badge for Almaden Lake
- Name tags for Reliability Improvement Project at the Rinconada Water Treatment Plant
- Cover report for the Water Supply Master Plan
- Holiday gift reminder flyer
- Nitrate Rebate application form

Digital graphics supported

- 2020 calendar thumbnail graphic for countywide mailer
- October e-newsletter thumbnail graphic support
- Landscape Summit 2020 Constant Contact graphic
- Web graphic for external careers webpage
- InForAll logo design for IT project

Upcoming December Activities

Almaden Lake Improvement Project (Chair LeZotte)

- Update project web page
- Nextdoor post, neighborhood update, public ad to promote next public meeting
- Update project shell and inserts for Reliability Improvement Project
- Promotional video for next public meeting

Anderson Dam Seismic Retrofit Project (Director Varela)

- Update project web page

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

- Post the frequently asked questions document from the November public meetings

Oak Tree Planting Project (Director Kremen)

- Nextdoor post to promote tree planting at Rinconada Water Treatment Plant

Pacheco Reservoir Expansion Project (Director Varela)

- Post blog introducing four videos highlighting public benefits
- Initiate social media strategy for the videos

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

- Mail progress update to neighbors

Rinconada Reliability Improvement Project (Director Kremen)

- Update project web page
- Nextdoor post, neighborhood update, public ad to promote next public meeting
- Update project shell and inserts
- Promotional video for next public meeting

South San Francisco Bay Shoreline Project (Director Santos)

- Update project web page

Uvas Creek Levee Rehabilitation Project (Director Varela)

- Nextdoor post to announce project completion
- Post project survey