

Office of Communications Activities Summary of February 2020



McKelvey Park Ribbon Cutting Event



Photo shown from left to right: Former Mountain View Councilmember Pat Showalter, Mountain View Councilmember Lisa Matchak, Former Mountain View Councilmember Lenny Siegel, Mountain View Councilmember Alison Hicks, Mountain View Mayor Margaret Abe-Koga, Mountain View Councilmember John McAlister, Valley Water Director Gary Kremen, Valley Water Chief of External Affairs Rick Callender, Mrs. Jere Schaefer, Mountain View Vice-Mayor Ellen Kamei, and Valley Water CEO Norma Camacho.

Staff collaborated with City of Mountain View on a ribbon cutting ceremony to celebrate the completion of Valley Water's flood protection project at McKelvey Park. Staff prepared talking points for the event, which was emceed by Valley Water CEO Norma and featured Valley Water Director Gary Kremen as a speaker. Both Mountain View Mayor Margaret Abe-Koga and Director Kremen threw out the ceremonial first pitches to dedicate the new little league fields.

A guest column highlighting the project benefits and inviting the community to join the celebration was written on behalf of Director Kremen. It was submitted to local publications and was published by the Mountain View Voice. An invitation was posted on Nextdoor and sent via Constant Contact. Hundreds of community members attended.

A joint press release about the event was created with City of Mountain View and distributed to Bay Area media outlets—it received widespread coverage. Staff recorded a Facebook Live, posted a blog to Valleywaternews.org and promoted the event on our social media channels.

Anderson Dam Seismic Retrofit Project

Staff released a statement from CEO Camacho related to the Anderson Dam Seismic Retrofit Project, along with letters from FERC, to Paul Rogers of the San Jose Mercury News and Jennifer Wadsworth of San Jose Metro.

The story by Paul Rogers generated several requests for the statement and FERC request. The Office of Communications was contacted and provided the statement and letters to KPIX, KTVU, KNTV, KGO-TV, KCBS Radio, KRON, San Francisco Chronicle, Patch, Silicon Valley Business Journal and New SV Media (South County publications).

Staff also posted the link of CEO Camacho's statement on our website.

Several media agencies requested interviews on the potential water supply impacts due to the FERC demand for Valley Water to empty Anderson Reservoir. Valley Water Chief Operating Officer Nina Hawk did interviews with ABC7, KRON, KPIX, KNTV, Telemundo, KTVU, Univision, Mercury News, New SV Media, Silicon Valley Business Journal, Fox News Radio and the LA Times. Staff supported Director Varela during an interview with ABC7 News reporter David

Louie at Anderson Dam.

Staff posted a news item on valleywater.org which included the video that was referenced during the board meeting on Feb. 25 of a worst-case scenario should a filled-to-capacity Anderson Dam fail in the event of a major earthquake.

Media, Communications and Social Media

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

- Safe, Clean Water and Natural Flood Protection: Valley Water completes work in Mountain View
- Valley Water's free program offers Santa Clara County residents tips, resources to save water

Staff created outreach materials to support the Office of External Affairs' overall effort to educate the public, foster community input into a potential renewal of the Safe Clean Water and Natural Flood Protection Program and exploratory efforts.

Staff also produced a video highlighting the benefits of the proposed Pacheco Reservoir Expansion Project, which included testimonials from Director Kremen, Congressman Jimmy Panetta and others. The video will be viewed by members of the public on the Water Infrastructure Bus Tour organized by the Office of Civic Engagement.

Staff supported Director Santos during an interview for Open Road with Doug McConnell, where the importance and funding of the South San Francisco Bay Shoreline Protection Project was discussed.

Staff supported Director Varela during a Speakers Bureau presentation to the Gilroy Sons in Retirement.

Staff responded to media inquiries on the following topics: permission to use photo of bobcat posted to our Facebook page; below average January rainfall and its impact on water storage; and the Coyote Creek flood of 2017.

Staff also prepared Nextdoor messages for board members on the following topics: Coyote Pumping Plant Warehouse Project, early hours work on Feb. 20, and Pipeline repairs in Mission Avenida neighborhood.

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. The monthly e-news was distributed in early March to allow for a community update on the Anderson Dam Seismic Retrofit project.

	373,000 video views	19 new videos posted
	1,840,427 impressions	51,526 engagements 4,290 clicks
	18,461 impressions	204 engagements 26 link clicks
	valleywaternews.org blog	21,744 views 2,631 visitors
	214,478 impressions	636 engagements

Internal Communications

News You Can Use was sent to all employees each Tuesday and Thursday, and 16 all user e-mails were sent in February. The monitors in the lobby and cafeteria were kept up to date, as was Aqua Go, the employee mobile app.

Community Outreach

- **Coyote Creek Flood Protection Project (Vice Chair Estremera, Directors Keegan and Santos)**
 - Updated frequently asked questions document
- **Cross Valley Calero Pipelines Inspection and Rehabilitation Project (Directors Varela and Kremen)**
 - Posted project update to Nextdoor (203 impressions)
 - Distributed letter to update neighboring HOAs
- **Permanente Creek Flood Protection (Chair Hsueh and Director Kremen)**
 - Mailed project progress mailer, ribbon cutting invitation
- **Sunnyvale East/West Flood Protection Project (Director Santos)**
 - Update project's shell with new photos, timeline
- **Upper Llagas Creek Flood Protection Project (Director Varela)**
 - Develop a project update to post on Nextdoor and Constant Contact
- **Pacheco Reservoir Expansion Project (Director Varela)**
 - Distributed e-newsletter update to Constant Contact subscribers
 - Completed project shell

Graphics and Design

Rebranding

- Water truck
- Corporate pocket folder

Publications created

- PAWS report, FY 2020-21
- CIP report, FY 2021-25
- Nitrate rebate fact sheet and FAQ sheet
- Cover page for Local Hazard Mitigation Plan annual report and Santa Clara and Pacheco conduits engineer's report

Mailer and Outreach Materials created

- McKelvey Project ballpark ribbon cutting ceremony: invite card, fence banner, baseball giveaway and display boards
- Groundwater and surface mailer and inserts for North and South County
- North and South County groundwater benefit zone map
- Creekwise mailer 2020 update
- Banners for summer internship recruitment outreach
- Anderson Dam Seismic Retrofit Project mailer
- Bill insert for the Get Flood Ready ad
- Project mailer for the Permanente Creek
- Recruitment flyer for New Youth Commissioners

Safe, Clean Water and Natural Flood Protection Program Marketing

- Brand Guidelines
- Graphic kit artwork package
- PPT support for Speaker's Bureau
- Photo Slides for the community input survey video promotion
- Facebook and Twitter page timeline banner
- Facebook Wall Post for Social Media
- e-Banner Ad Campaign
- Survey Monkey support, translations Spanish, Chinese, Vietnamese, Korean and Tagalog
- Google Sheet Banner
- Community input survey, paper copy English version
- Community input survey translations to Spanish, Chinese, Vietnamese, Korean and Tagalog

Advertisements created

- Public notice hearing for Board Directors compensation
- Sponsorship ad for the WELL conference
- Keycard ad plugin for WaterUse conference

Signage created

- Warehouse services work hours sign

Internal support materials created

- Maps for 2020-21 PAWS report
- Pacheco Expansion Project e-news thumbnail photo support for 1st Quarter, 2020
- 2020 Job Shadow Day Certificate
- Flyer for SCW Grantee
- Audio-visual guide tabletop sign
- One-pager update for Office of Communications and Civic Engagement, January 2020
- One-pager update for Office of Government Relations, February 2020
- One-Pager update for sponsored state bill on Expedited Dam Safety
- Updates to the facilities campus map
- Water Utility polo shirt
- EOC org chart update
- Almaden Lake photo rendering and project update
- Infographic display on South San Francisco Bay Shoreline Project cost-share breakdown by partners
- Employee recognition awards 2020: postcard, lobby sandwich board, slide for cafeteria monitor and poster
- Groundwater-At-A-Glance infographic update
- Safe, clean water Priority B, template in MS Word

Digital Graphic Support

- E-newsletter support for February and March 2020
- Interactive PDF for Annual Groundwater Report

Upcoming March Activities

- **Anderson Dam Seismic Retrofit Project (Director Varela)**
 - Nextdoor post to promote Special Board of Directors meeting on March 18
 - Update webpage, collateral, and handouts in anticipation of a future community meeting
- **Almaden Lake Improvement Project (Director LeZotte)**
 - Webpage update
- **Coyote Creek Flood Protection Project (Vice Chair Estremera, Directors Keegan and Santos)**
 - Complete an updated frequently asked questions document
- **Upper Llagas Creek Flood Protection Project (Director Varela)**
 - Post to Nextdoor, update Constant Contact, and request for City of Morgan Hill to distribute via their community eNewsletter.
- **Almaden Valley Pipeline (Director Kremen)**
 - Nextdoor post on project completion
- **Pacheco Reservoir Expansion Project (Director Varela)**
 - Webpage update
- **Robert Gross Spillway Rehabilitation Project (Director Santos)**
 - Nextdoor post, neighborhood update on upcoming work
- **South San Francisco Bay Shoreline Project (Director Santos)**
 - Construction sign posted
- **Sunnyvale East/West Flood Protection Project (Director Santos)**
 - Complete update to the project's shell