

Office of Communications Activities Summary of April 2020



Employee Spotlight Stories

EMPLOYEE SPOTLIGHT

Hello! I'm Rachel Guerrero

My team at the Rinconada Water Treatment Plant continues to work around the clock during this public health crisis to **make sure water keeps flowing throughout Santa Clara County.**

EMPLOYEE SPOTLIGHT

Hello! I'm Tyson Enzweiler

As a senior water treatment plant operator, I continue to work to make sure that the water being produced at the Santa Teresa Water Treatment Plant is, and **continues to be, reliable, safe and uninterrupted.**

The work of Valley Water employees during the COVID-19 crisis is highlighted through a new series that is shared on the Valley Water News blog and our social media channels.

Staff launched a series of Spotlight Stories highlighting the work Valley Water employees are continuing to do during the COVID-19 public health crisis. Beginning April 13, Valley Water has spotlighted one Valley Water employee every week on the Valley Water News blog and through our social media platforms. The series will continue throughout the stay-at-home order issued by the county and state. Staff is writing about employees across different divisions who continue to serve the community during this emergency. Staff has reached out to employees at the water treatment plants, water quality lab, the stream maintenance team, Winfield warehouse and Milpitas Pipeline team, as well as hydrologists and biologists, among others, to gather a diverse group of profiles.

Media, Communications and Social Media

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

- Yards have evolved: Our rebates can help make the change!
- Valley Water employees remain committed to Santa Clara County during public health crisis
- This Earth Day is like no other
- Valley Water goes virtual with learning opportunities for all ages
- Valley Water Board Chair outlines 2020 priorities
- Expanding Pacheco Reservoir would help provide emergency supply of safe, clean drinking water
- Positive spring, summer water supply outlook for Santa Clara County, but Anderson Dam storage issues linger

- Hungry goats help keep residents and businesses safe from fire hazards
- A firsthand look at how Valley Water provides safe, clean drinking water to Santa Clara County

Staff continued to create outreach materials to support the Office of External Affairs' overall effort to educate the public and foster community input into a potential renewal of the Safe Clean Water and Natural Flood Protection program.

Staff supported the Emergency Operations Center activation with a variety of communications and outreach efforts.

Staff responded to media inquiries on the following topics: Sites Reservoir and Valley Water's partnership in the project; salmon in the Guadalupe River and water usage trends during the COVID-19 health crisis.

Staff prepared Nextdoor messages for board members on the following topics: How we are ensuring COVID-19 does not impact Valley Water's Operations; Upcoming repair work on the Milpitas Pipeline; Valley Water continues to provide essential services to the community, a safe working environment, and wants your opinion; Valley Water is accepting applications for our Youth Commission; Upper Llagas Creek Flood Protection Project: Public and Worker Safety During Construction.

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.



Goats grazing on Coyote Creek, San Jose, CA.

	220,319 video views	11 new videos posted
	18,610 impressions	275 engagements 56 link clicks
	3,610,777 impressions	27,139 engagements 16,517 clicks
	valleywaternews.org blog	26,562 views 3,075 visitors
	1,725,493 impressions	8 engagements
	April e-news	28% open rate 18% click through rate

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Internal Communications

News You Can Use was sent to all employees each Tuesday and Thursday and 24 all user e-mails were sent in April. The monitors in the lobby and cafeteria were kept up to date, as was Aqua Go, the employee mobile app.

Community Outreach

Pipeline Emergency Repair Project (Director Santos)

- Posted information regarding construction work to Nextdoor
- Mailed information regarding construction work to neighboring residences

Robert Gross Spillway Rehabilitation Project (Director Santos)

- Posted information regarding upcoming construction work to Nextdoor
- Mailed information regarding upcoming construction work to neighboring residences

Stairway Repair for the Snell Pipeline Rehabilitation Project (Director LeZotte)

- Mailed information regarding upcoming construction work to neighboring residences

Graphics and Design

Rebranding

- Project mailer template
- Sticker labels for HQ address
- H2Cool mascot illustrations

Publications created

- FY 2020-21 Budget Report compilation for online post and print binder
- PFAS FAQ fact sheet update
- Graywater FAQ sheet update
- Wholesale water rate FAQ handout*
- Lower Penitencia project shell

Mailer, Event and Outreach Materials created

- Postcard for water rates, benefit zones, and CIP
- Landscape rebate postcards*
- Landscape rebate program rack card translation
- Neighborhood update on the Robert Gross Spillway Project
- Upper Llagas Mailer Flood Protection project
- Education outreach brochure shell update

Safe, Clean Water and Natural Flood Protection

Informational Materials

- Digital version of survey thermometer
- Community input survey translation services update
- Static cling
- Brochure for a blue-ribbon forum
- Newspaper advertorials translation to Spanish, Vietnamese and Chinese

Public Notice and Newspaper Advertisements created

- Public notice ad on PAWS report
- Public notice hearing to consider adopting modified groundwater benefit zones

Signage created

- Sandwich board poster for goat grazing

Internal Support Materials created

- Social distancing flyer
- COVID-19 safety tips poster
- Cover for 2019 report for the Santa Clara and Llagas Sub basins

- One-pager update for Office of Communications and Civic Engagement, March 2020
- One-pager update for Office of Government Relations, April 2020
- HR recruitment brochure for Executive Director of the SFCJPA
- Youth Commission recruitment flyer update
- T-Shirt design for volunteers*
- Raw water operational annual report templates
- Graphic services terms of agreement sheet
- Fanny pack for education outreach*
- Redistricting director map update to widescreen

Digital Graphic Support

- Employee spotlight for Tyson Enzweiler, Alex Torres, Katie Vigil, and Rachel Guerrero
- Interactive flipbook for compilation of 2019 Civic Engagement, Office of Government Relations One-Pagers
- Interactive PDF flipbook for SCW brochure Blue Ribbon Committee
- E-newsletter support for April 2020
- PowerPoint (PPT) support for the budget study session
- PPT support for Education campaign: Distance Learning - Hidden Water
- PPT support for Education campaign: Watersheds Maps
- PPT support for a collage showing External Affairs Divisions' efforts during the Covid-19
- PPT slide support for budget workshop
- Valley Water greeting card

Water Conservation Campaign: Yards Have Evolved

- Main artwork creative concept in English with translations to Spanish, Vietnamese, and Chinese
- Newspaper advertorials, English
- Social media in English with translations to Spanish, Vietnamese, and Chinese
- E-Banners in English with translations to Spanish, Vietnamese, and Chinese
- TV screen ad in English with translations to Spanish, Vietnamese, and Chinese
- Radio ads

* Design has been completed but this material has been discontinued or has been merged into another material.

Upcoming May Activities

Anderson Dam Seismic Retrofit Project (Director Varela)

- Nextdoor post to promote public meeting
- Neighborhood mailer to promote public meeting
- Web page update
- Updated collateral and handouts

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

- Complete an updated frequently asked questions document

Reliability Improvement Project at Rinconada Water Treatment Plant (Director Kremen)

- Project Shell

Sunnyvale East/West Flood Protection Project (Director Santos)

- Complete update to the project's shell

Upper Llagas Creek Flood Protection Project (Director Varela)

- Post to Nextdoor and Constant Contact a project update and request for City of Morgan Hill to distribute via their community eNewsletter.

Pacheco Reservoir Expansion Project (Director Varela)

- Distribute quarterly eNewsletter