

Office of Communications Activities

Summary of August 2020



Staff transferring Steelhead during Valley Water's fish rescue and relocation effort at the end of August.

Steelhead Relocation Video

Staff produced a video capturing Valley Water biologist rescuing Central California Coast Steelhead from Coyote Creek in preparation for the lowering of water levels at Anderson Reservoir. The video, along with a press release, was shared with outlets, several of whom ran the story during their regular newscasts. Staff also viewed the footage during the town hall meeting on Aug. 20, which was followed by a presentation from Environmental Mitigation and Monitoring Manager, Lisa Porcella.

Media, Communications and Social Media

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

- Valley Water rescues, relocates threatened Steelhead in Coyote Creek ahead of Anderson Reservoir drawdown
- Wildfires and power outages: Valley Water is prepared
- Valley Water Board of Directors votes to place updated Safe, Clean Water and Flood Protection Program renewal measure on November ballot
- Valley Water refills ponds near Penitencia Creek Trail after repairs to concrete spillway
- Providing flood protection through the Stream Maintenance Program and Adopt-A-Creek Program

Staff continued to create outreach materials to support the Office of External Affairs' overall efforts to inform about a potential renewal of the Safe, Clean Water and Natural Flood Protection Program.

During the month of August, staff also began to produce and lead the biweekly townhalls to provide staff with updates and bring awareness of resources, engagement opportunities, and other relevant items.

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

Staff responded to media inquiries on the following topics: NBC Bay Area contacted Valley Water asking about residents losing water pressure; Mercury News published an article on the Board's approval sending the Safe, Clean Water and Natural Flood Protection Program to the ballot for renewal; Los Altos Town Crier contacted Valley Water after a small group of Los Altos and Mountain View residents were experiencing a sewage smell in the area; Mercury News requested information regarding the Safe, Clean Water resolutions passed by the Board of Directors and KPIX-TV and KCBS radio requested interviews in response to the Valley Water Coyote Creek Fish Rescue media advisory.

Staff prepared Nextdoor messages for board members on the following topics: Stream maintenance work along Calera Creek; Stream maintenance work along Thompson and Lower Silver Creeks; Stream maintenance work along Stevens Creek; Wildfires and power outages: Valley Water is prepared; Valley Water postpones Aug. 28 virtual meeting for Holiday Lake Estates neighborhood; Sediment removal next week at the Rinconada Water Treatment Plant; Valley Water to hold special virtual meeting on the Anderson Dam Seismic Retrofit Project for the Holiday Lake Estates neighborhood; Coyote Creek fish rescue planned for this week; Coastal Cleanup — Protect your happy place; Update: encampment cleanups and Saratoga Creek Hazard Tree Removal and Restoration 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.

	1,598 video views	5 videos posted
	364,086 impressions	13,791 engagements 3,201 message clicks
	16,669 impressions	264 engagements 30 link clicks
	valleywaternews.org blog	21,186 views 4,589 visitors
	21,186 impressions	426 engagements
	August e-news	32% open rate 15% click through rate

Internal Communications

News You Can Use was sent to all employees each Tuesday and Thursday, and 13 all user e-mails were sent in August. The monitors in the lobby and cafeteria were kept up to date, as was Aqua Go, the employee mobile app.

Community Outreach

Anderson Dam Seismic Retrofit Project (Director Varela)

- Created and produced on site signs to control public access when reservoir draining, and construction activities begin; Aug. 31
- Uploaded Nextdoor post on fish relocation effort in Coyote Creek; Aug. 14
- Uploaded Nextdoor post on virtual public meeting to Holiday Lake Estates; Aug. 19

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- Distributed letter to promote virtual public meeting to Holiday Lake Estates; Aug. 19
- Updated project web page; Aug. 19
- Uploaded Nextdoor post on postponement of virtual public meeting to Holiday Lake Estates; Aug. 24
- Distributed letter on the postponement of virtual public meeting to Holiday Lake Estates; Aug. 24
- Updated project web page; Aug. 24

Guadalupe River Tasman Dr. to I-880 Project (Director Santos)

- Updated project webpage with virtual meeting details
- Drafted virtual meeting mailer and project materials

Rinconada Water Treatment Plant (Director Kremen)

- Uploaded Nextdoor post on Sediment Removal Project: Aug. 20
- Updated project web page with information on Sediment Removal Project: Aug. 20

Upper Llagas Creek Flood Protection Project (Director Varela)

- Drafted informational signage to protect Lake Silveira mitigation plantings

Saratoga Creek Tree Removal (Chair Hsueh)

- Nextdoor post regarding upcoming tree removal work

Calabazas Creek Bank Rehabilitation Project (Chair Hsueh)

- Compose and send out mailer
- Develop project website
- NextDoor post regarding project

Stream Maintenance Program (SMP) Work

- Nextdoor post on Calera Creek sediment removal (Director Santos)
- Nextdoor post on Thompson and Lower Silver Creeks sediment removal (Director Varela)
- Nextdoor post on Stevens Creek sediment removal (Director Kremen)

Graphics and Design

Rebranding

- Social media mock-up templates for Facebook, Twitter, Instagram, and LinkedIn
- Access Valley Water business card update
- Graph paper template update in tabloid and letter size

Publications created

- FAQs sheet update for PFAS and PFOA
- Safe, Clean Water and Natural Flood Protection Program community-preferred report

Mailer, Event and Outreach Materials created

- Postcard mailer for Calabazas Creek Bank Rehabilitation Project and Cross Valley Calero Pipeline Project
- Bill inserts for the Get Flood Ready campaign, in collaboration with City of Sunnyvale
- Work notice mailer for Saratoga tree hazard removal

Signage created

- No fishing safety sign
- Field staff's vehicle dashboard sign
- Conference rooms' capacity limit
- Covid-19 facilities signages

Public Notice and Newspaper Advertisement created

- Anderson Dam Tunnel Project
- Central and Parallel East Pipelines Inspection Project
- Santa Teresa Water Treatment Plant Air Wash Pipeline Replacement Project
- 2020 Annual Local Hazard Mitigation Plan Report

Internal Support Materials created

- Infographic sheet for CRM Efforts
- One-pager update report, July 2020 for Office of Communications, Civic Engagement and Government Relations
- Legislative Guiding Principle 2021 cover page
- Recruitment brochure for Chief of External Affairs
- Engineer's report cover for Palo Alto Tide Gate
- Graphic elements for Security EH&S COVID-19 Safety Precautions video
- Office of Communications approval route cheat sheet
- 2020 Youth Commission Certificate of Appreciation
- Retirement flyer for Ngoc Nguyen
- Marketing strategy proposal sheet for Public Education Campaign
- Logo support for Creek Connection Action Group
- Poster template for National River Cleanup Day

Digital Graphics supported

- E-newsletter support for August 2020
- Water infrastructure virtual tour social media promo post
- Virtual background for Water Conservation Facebook meeting
- Employee Spotlight: Gina Adriano and Albert Le
- Social media graphics for virtual tours
- Social media graphics wall posts, headers, web carousel, screen displays and banner ads promoting 2020 California Coastal Cleanup Day

Anderson Dam and Coyote Creek Outreach Materials

- Santa Clara County Parks no recreational sign
- Fish relocation sign for Coyote Creek
- Coyote Creek 'work ahead' safety sign
- Postcard for Anderson Dam virtual public meeting
- Map showing mitigation impact on residential areas
- Virtual background for Anderson Dam and Holiday Lake Estates community public meetings

Upcoming September Activities

Almaden Lake Improvement Project (Director LeZotte)

- Develop Nextdoor post, letter, and signs

Anderson Dam Seismic Retrofit Project (Director Varela)

- Develop Nextdoor post, letter, and web page update

Central and Parallel East Pipeline (Vice Chair Estremera, Director Varela, Director Keegan, Director Santos, and Director LeZotte)

- Develop Nextdoor post and letter

Guadalupe River Tasman Dr. to I-880 Project (Director Santos)

- Mail Oct. 1 virtual public meeting postcard invitation
- Develop speaking points and finalize and project shell for virtual meeting

Santa Teresa Water Treatment Pipeline Replacement (Director Kremen)

- Develop Nextdoor post and letter

Cross Valley and Calero Pipeline (Director Varela)

- Develop Nextdoor post and letter

Snell Pipeline and Rehabilitation Project (Director LeZotte)

- Develop Nextdoor post

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

- Update the frequently asked questions document

Upper Llagas Creek Flood Protection Project (Director Varela)

- Install informational signage to protect Lake Silveira mitigation plantings
- Draft update on Upper Llagas Creek Flood Protection Project

Lower Penitencia Creek Stream Maintenance Program (SMP) Work (Director Santos)

- Develop Nextdoor post