

# Office of Communications Activities Summary of September 2020



## Community Engagement – CEO and Board of Directors



Chair Hsueh and CEO Rick Callender welcoming participants to the Ask the CEO virtual meeting.

On Sept. 21, Valley Water launched the “Ask the CEO” series to inform the public on current and future Valley Water projects. Composed of seven virtual meetings, each meeting provides an opportunity for the CEO and a board member to connect with their district. Three virtual meetings were hosted this month; on Sept. 21 with Director Santos (District 3), on Sept. 25 with Chair Hsueh (District 5) and on Sept. 30 with Director Varela (District 1).

- Valley Water makes green investments today for a cleaner tomorrow
- Water matters: a family affair
- Valley Water to discuss impacts of lowering Anderson Reservoir at virtual community meeting
- Valley Water prepared for fires, potential power outages
- Valley Water rescues, relocates threatened Steelhead in Coyote Creek ahead of Anderson Reservoir drawdown

Staff created and published two videos promoting the Coastal Cleanup events taking place every weekend in September. A media advisory highlighting the event was distributed. KCBS interviewed staff about the event.

During the month of September, staff continued 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: Request of information on Safe, Clean Water and Natural Flood Protection Program from Ethnic Media Services regarding a story on Measure S; Mercury News contacted staff regarding Safe, Clean Water renewal; Interview request from KCBS and Metro/San Jose Inside regarding the Coyote Creek Fish Rescue.

Staff prepared Nextdoor messages for board members on the following topics: The Great Sign Hunt extended to October 29; Soil work at Almaden Lake Park; Guadalupe River – Tasman Drive to Interstate 880 Project virtual meeting; Ask the CEO invitation; Apply to join a Valley Water Committee; Lowering Anderson Reservoir water levels – virtual public meeting; Quimby Creek Well removal work notice; Join the Valley Water Safe, Clean Water and Natural Flood Protection Program Committee; Join the Valley Water Environmental and Water Resources Committee; Join the Valley Water Agricultural Water Advisory Committee; Reminder – Holiday Lake Estates virtual meeting; Dirt Hauling for the Rancho San Antonio County Park Flood Detention Basin Project; Youth Commission application reminder; Stream Maintenance Program work along Lower Penitencia Creek; New water infrastructure virtual bus tour series, the Anderson Dam Seismic Retrofit Project and the Holiday Lake Estates Neighborhood virtual meeting.

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.

|  |                          |   |
|--|--------------------------|---|
|  | 34,300 video views       | 19 videos posted                        |
|  | 819,127 impressions      | 19,575 engagements 6,114 message clicks |
|  | 9,243 impressions        | 115 engagements 23 link clicks          |
|  | valleywaternews.org blog | 18,507 views 3,263 visitors             |
|  | 213,147 impressions      | 549 engagements                         |
|  | September e-news         | 28% open rate 23% click through rate    |

## Internal Communications

News You Can Use was sent to all employees each Tuesday and Thursday, and 17 all user e-mails were sent in September.

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## Public Education Campaign

Valley Water’s public education campaign launched in September. The first phase of the campaign continues the successful run of the We’re Water People ads featuring Valley Water employees. Ads in four languages are running on digital, print, social media and radio platforms through November.



## Media, Communications and Social Media

Valley Water hosted its first-ever virtual news conference on the lowering of Anderson Reservoir and activities surrounding it. A media advisory in attendance included Mercury News, ABC7 News, NBC Bay Area, and KCBS radio.

Staff sent out media advisory with Santa Clara County Parks on the recreation closures around Anderson Reservoir and Dam.

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

- What to expect when valley water begins lowering water levels in Anderson Reservoir

## Community Outreach

### Pacheco Reservoir Expansion Project (Director Varela)

- Updated project shell
- Drafted invitation and newspaper ads for virtual public scoping meeting
- Working to finalize new dates for virtual public scoping meetings

### Guadalupe River Tasman Drive to I-880 Project (Director Santos)

- Mailed Oct. 1 virtual meeting invitation
- Posted meeting details for Oct. 1 via Nextdoor and Constant Contact
- Update project shell

### Upper Llagas Creek Flood Protection Project (Director Varela)

- Drafted content and collected images for the fall progress mailer

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

- Hosted Holiday Estates Virtual Public Meeting on Sept. 9 and the FERC Virtual Meeting on Sept. 17

### Quimby Creek Well Removal (Director Varela)

- Posted a public notice on Nextdoor the week of Sept. 7

### Palo Alto Flood Basin Tide Gate Structure Replacement Project (Director Kremen)

- Updated project website and uploaded project video to the project website
- Sent Constant Contact Newsletter week of Sept. 14

### Calabazas Creek Bank Rehabilitation Project (Chair Hsueh)

- Updated project website
- Follow up with resident inquiries on the project scope

### Stream Maintenance Program (SMP) work (All Directors)

- Posted weekly status updates made to the SMP website

### Ask the CEO Virtual Meeting series (All Directors)

- Produced and drafted speaking points for Valley Water CEO for Sept. 21, 25, and 30 virtual meetings and for Directors Santos, Chair Hsueh, and Director Varela
- Hosted virtual meetings on Sep 21, 25, and 30 for Districts 3, 5, and 1 respectively

### Water Conservation

- Zoom and Facebook technical support to Water Conservation Education series - "How to Lose Your Lawn with Valley Water's Landscape Rebate Program" on Sept. 23

## Graphics and Design

### Rebranding

- FY 2021-22 book report cover design template
- Tabs template

### Publications created

- Board Work Plan for FY 2020-21
- Recycled and Purified Water Program Accomplishments report
- Brochure for Threat Response on Board Room
- 2019 Annual Groundwater report
- Fluoridation-at-a-Glance flyer update

### Mailer, Event and Outreach Materials created

- Mailers for 2020 Countywide Mailer, Quimby Creek Well Removal and Central and Parallel East Pipeline
- Rancho San Antonio trail map closure
- Lower Guadalupe, Tasman Drive public meeting postcard
- Get Flood Ready Campaign proposal plan

### Signage created

- Almaden Lake Signage (Guadalupe River)
- COVID-19 Posters for Facilities
- Rancho San Antonio Trail Closure update patch
- Native planting banners for Creek Restoration

### Public Notice and Newspaper Advertisement created

- We're Water People newspaper ad for Bay Area Monitor
- 2020 California Coastal Cleanup Day newspaper ad
- Anderson Dam public meeting notice
- Calabazas Creek Bank Rehabilitation project public notice

### Internal Support Materials created

- Water 101 Academy Flyer for 2021
- Youth Commission Flyer update and appreciation certificates
- Budget long-term forecasting datasheet and infographics
- Logo Support for IT
- Community programs & resources flyer for the Office of Civic Engagement program
- SCW draft community-preferred program report polishing, postcard graphic element and fact sheet update
- Fact sheet for Ask the CEO Zoom/Facebook virtual event
- One-pager update for Office of Communications and Civic Engagement, August 2020
- One-Pager update for Office of Government Relations, September 2020
- Water infrastructure tour flyer update
- American Red Cross card print/crop mark settings

### Digital Graphics supported

- Flipbook for FY 2021-25 CIP report
- Social Media posts for the Ask the CEO, Water Infrastructure tour series and Water Purification Center Virtual Tour
- Valley Water and Santa Clara County Park media advisory release
- E-Newsletter support for September and October 2020
- Education outreach E-newsletter
- Grants Table update
- Budget Report PDF hyperlink feature
- Water Ambassador spotlight for Q2
- SCW Grants photo for social media

### Virtual Background supported

- California Flood Preparedness Week
- Water Conservation Facebook Events public meeting
- Ask the CEO Facebook event
- Holiday Lake Estates
- Guadalupe River - Tasman Drive to Interstate 880 project

## Upcoming October Activities

### Pacheco Reservoir Expansion Project

- Develop blog post, Nextdoor post, social media content for virtual public scoping meetings
- Create flipbook for updated project shell and post to project page

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

- Complete the development of the frequently asked questions document (FAQ #3)

### Guadalupe River - Tasman Drive to Interstate 880 Project (Director Santos)

- Host virtual public meeting

### Upper Llagas Creek Flood Protection Project (Director Varela)

- Mail the fall progress mailer to neighbors

### Rancho San Antonio Detention Basin (Chair Hsueh and Director Kremen)

- Post updated project trail signage and website update

### Ask the CEO series

- Virtual meetings on Oct. 2, 6, 7 and 14

### Water Conservation

- Technical support for conservation education webinar