

Office of Communications Activities

Summary of October 2020



Chair Hsueh reminds the public Valley Water is committed to providing safe, clean water now and in the future.

Imagine a Day Without Water

The sixth annual Imagine a Day Without Water occurred on October 21 and staff highlighted it by producing three videos in advance of the Value of Water national campaign effort. Chair Hsueh delivered a message to bring awareness about the water infrastructure and personnel needed to provide safe, clean water to Santa Clara County. All three videos were shared on social media platforms prior to the event.

Preparation for the 2020 Flood Awareness Campaign

Staff worked on finalizing this year's flood awareness campaign, which is composed of multilingual flood preparedness messaging for Santa Clara County residents. It focuses on informing property owners and tenants of businesses and homes located in prone areas of flood preparedness. The 2020 Flood Awareness Campaign was presented to our partner cities during the recent Winter Preparedness Workshop on October 28. The campaign will begin in November 2020.

Media, Communications and Social Media

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

- Partnering to clean up Santa Clara County
- Valley Water getting Sunnyvale flood protection project ready for construction
- Do you know if you live in a flood zone?
- Flood protection: Create your own emergency backpack
- Valley Water prepared for potential power outages
- Water champions wanted – join Valley Water ambassador program!

During October, staff continued to produce and lead the biweekly town halls to provide staff with updates and bring awareness of resources, engagement opportunities, and other relevant items. In addition, staff supported the Emergency Operations Center activation with a variety of communications and outreach efforts.

Staff responded to media inquiries on the following topics: External Affairs Assistant Officer Marta Lugo was interviewed by KCBS in

response to a media advisory on the NAACP Sea Level Rise and Flood Management Response Certification training; La Oferta published the media advisory on Valley Water's preparation for PG&E's Public Safety Power Shutoffs (PSPS); KTVU reporter requested information on the impact of wildfires on Valley Water's treatment process; San Jose Spotlight interviewed Deputy Operating Officer Rechelle Blank and Engineering Unit Manager Sunshine Julian about the Almaden Lake Improvement Project; KQED submitted a media inquiry regarding the large release of recycled water into a storm drain that leads to San Tomas Aquino Creek; and ABC7 News requested records of the boundaries of the 1985 Lexington Reservoir fire for an insurance rates story.

Staff prepared Nextdoor messages for board members on the following topics: Learn how to apply for a Valley Water Safe, Clean Water grant; Become a water ambassador – apply today to our new Water 101 Academy; Have a question for Valley Water? Ask the CEO; Make sure your voice is heard and vote; Sea level rise & flood management certification training; Measure S: Renewal of Safe, Clean Water Program funding; and all aboard, new water infrastructure virtual bus tour series.

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.

	44,900 video views	13 videos posted
	838,209 impressions	11,533 engagements 2,893 message clicks
	14,285 impressions	172 engagements 26 link clicks
	Valleywaternews Blog	16,541 views 2,917 visitors
	197,157 impressions	500 engagements
	October e-Newsletter	33% open rate 19.7% 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 October.

Community Outreach

Air Wash Project, Santa Teresa Water Treatment Plant (Director Varela)

- Posted to Nextdoor promoting work activities
- Submitted letter promoting work activities to mail center

Anderson Dam Seismic Retrofit Project (Director Varela)

- Worked in tandem with graphics to develop multiple signs, including construction, site condition, no recreational, and trail signs

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Pacheco Reservoir Expansion Project (Director Varela)

- Drafted invitation and newspaper ads for virtual public scoping meetings planned for later this winter season
- Developed content for social media, Nextdoor, blog post promoting the meeting

Coyote Creek Flood Protection Project

(Vice Chair Estremera, Directors Keegan and Santos)

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

Lower Berryessa Creek Flood Protection Project (Director Santos)

- Update to the project shell and project webpage

Lower Penitencia Creek Improvements Project (Director Santos)

- Update to the project shell and project webpage

Upper Llagas Creek Flood Protection Project (Director Varela)

- Finalized the fall mailer
- Post a project story to the blog focused on Lake Silveira

V-Ditch and Sediment Removal work at Rinconada Water Treatment Plant (Director Kremen)

- Posted to Nextdoor promoting completion of work

Graphics and Design

Rebranding

- Social media templates
- Signage summary update PowerPoint presentation for the Santa Clara County Park
- Style guide on sticker labels for Sacramento office

Publications created

- Guadalupe River Project shell update
- Pacheco Reservoir Expansion Project shell update

Mailer, Event and Outreach Materials created

- Water conservation fall bill insert update
- Anderson Dam flyer
- 2020 grants media handout

Signage created

- Anderson Dam construction sign
- Adopt-A-Creek signage for Guadalupe River, Sunnyvale East Channel, Los Gatos Creek, Thompson Creek, Saratoga Creek, Permanente Creek Diversion Channel, Calabazas Creek, Adobe Creek, Ross Creek, San Tomas Aquino, Canoas Creek, Oka Lane Groundwater Recharge Pond, Berryessa Creek, Llagas Creek, Regnart and Alamos Creek.
- Safe, Clean Water stickers patch for Adopt-A-Creek signages
- Trail sign for fish relocation from Anderson Dam

Public Notice and Newspaper Advertisement created

- Newspaper ad for Cupertino, We Are Water People
- NAACP sponsorship ad: We Are Water People
- Digital ad for Milpitas Beat, We Are Water People Campaign

Internal Support Materials created

- One-pager update for Office of Government Relations (October 2020), Office of Communications, and Civic Engagement (September 2020)
- Emergency wallet card for field staff
- Digital signature live trace for Deputy Chief Aaron Baker

- Cover report for 2020 Monitoring and Assessment Program and FY 2020-21 Federal Delegation Report
- VIP Water Walk Tour 2020 book compilation
- NAACP event flyer and letterhead event agenda
- DSW preparedness FAQ guide brochure
- SCW Handout Translation Request for Countywide Benefits and FAQs; and Labor Benefits and Social Environmental Justice Benefits
- Water conservation DIY water survey kit
- Project InForAll polo shirt

Digital Graphics supported

- Virtual background for the 2020 winter preparedness, Watersheds service award, and Anderson Dam workshop
- Coastal Cleanup efforts infographic showing the weight of trash and length of creek cleaned by volunteers
- Facebook event social media cover for Water Purification Center tour
- Pacheco Reservoir Expansion Project shell interactive flipbook
- Social media graphics for Facebook and Twitter, We Are Water People Campaign
- PowerPoint support for Anderson Dam, public meeting at Guadalupe River Project, and ACWA
- Social media supporter badge for Water Purification outreach program

2020 Flood Awareness Campaign

- Get Flood Ready creative design and elements
- Slides for HD screens
- Final creative compilation for video vendor
- Digital banners (English)

Upcoming November Activities

Pacheco Reservoir Expansion Project (Director Varela)

- Working with project team to identify new dates for the virtual public scoping meetings. Meeting dates scheduled in November were postponed.

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

- Distribute the frequently asked questions document (FAQ #3)

Upper Llagas Creek Flood Protection Project (Director Varela)

- Mail the fall progress mailer to neighbors

Stevens Creek Steelhead Fish Passage Study Brown Bag meeting (Chair Hsueh and Director Kremen)

- Present the findings from the study to stakeholders

Trials Policy Public Input Meeting (All Directors)

- Identify a meeting date and develop and distribute meeting invitation

Reliability Improvement Project (Director Kremen)

- Distribute neighborhood project update