

Office of Communications Activities Summary of December 2020



Virtual News Conference - Update on Anderson Dam Project

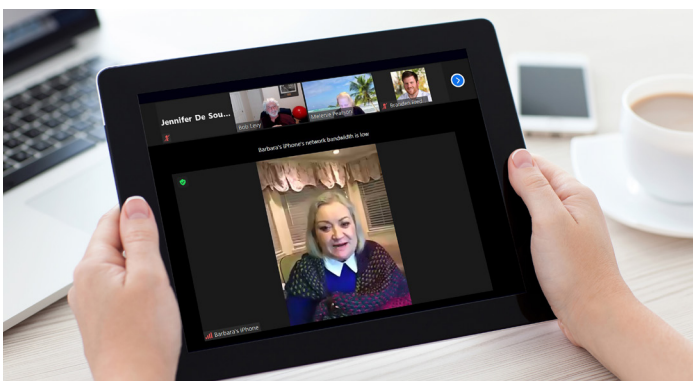


Director Varela participating in our virtual news conference with local media members.

On December 16, staff hosted a virtual news conference regarding Anderson Dam and the Reservoir's lower water level. Director Varela provided opening remarks, Chief Operating Officer Aaron Baker discussed the water level reaching 3% capacity per the FERC order and Deputy Operating Officer of Dam Safety and Capital Delivery Chris Hakes gave a presentation on what's next for construction on the new outlet tunnel. Media in attendance included Morgan Hill and Gilroy Life, NBC Bay Area, KTVU and KQED.

Speaker Bureau Presentations

Two speaker bureau presentations were provided to organizations from District 2. On December 2, Director Keegan hosted a presentation to members of the Temple Emanu-El, providing an overview of Valley Water's mission and goals. On December 14, Director Keegan offered opening remarks to the Kiwanis Club of San Jose, followed by a staff presentation.



Director Keegan presenting to members from Temple Emanu-El.

Media, Communications and Social Media

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

- Valley Water is prepared for a potentially dry winter
- The numbers are in for Valley Water's Great Sign Hunt 2020
- Water level in Anderson Reservoir reaches 3% capacity
- Valley Water prepared to continue ensuring a reliable water supply to Santa Clara County during the project to strengthen Anderson Dam
- Valley Water's McKelvey Park Flood Detention Project receives Project of the Year Award and Project Excellence Award

During December, 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 Mercury News reporter Paul Rogers request for an update on the Pacheco Reservoir Expansion Project plan. A media advisory on the virtual news conference on the lowering of water levels in Anderson Reservoir was sent to news outlets. Staff also responded to freelance reporter Jason Waver regarding sensor technologies used by water agencies to monitor and maintain their system.

Staff prepared Nextdoor messages for board members on the following topics:

- Valley Water preparing to continue ensuring a reliable water supply to Santa Clara County during the project to strengthen Anderson Dam
- Pipeline work in your neighborhood coming in January 2021
- Voters overwhelmingly approve Measure S
- Water infrastructure virtual bus tour series
- South Bay Aqueduct maintenance will impact local groundwater ponds
- McKelvey Park Flood Detention Project receives Project of the Year Award and Project Excellence Award
- The Public Trails Policy Criteria and Guidance virtual input meeting
- Announcement of the grand prize winners of Valley Water's Great Sign Hunt 2020

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

	276,200 video views	16 videos posted
	558,678 impressions	31,628 engagements 2,304 message clicks
	8,802 impressions	165 engagements 22 link click
	Valleywaternews Blog	18,275 views 2,729 visitors
	64,609 impressions	319 engagements
	October e-Newsletter	25% open rate 16% click through rate

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Internal Communications

News You Can Use was sent to all employees each Tuesday and Thursday, and 30 all user e-mails were sent in December.

Community Outreach

Cross Valley and Calero Pipeline (Director Valera)

- Distributed neighborhood notice

IAP4 Pipeline (Director Santos)

- Posted to Nextdoor
- Distributed neighborhood notice

Public Trails on Valley Water Lands: Draft Policy Criteria and Guidance Virtual Public Meeting (All directors)

- Held the virtual public meeting on December 17
- Posted meeting invitation to Nextdoor, Constant Contact, and Valley Water social media platforms

Reliability Improvement Project (Director Kremen)

- Distributed neighborhood update

Robert Gross Spillway Project (Director Santos)

- Posted to Nextdoor
- Distributed neighborhood update

San Francisquito Creek Joint Powers Authority (Director Kremen)

- Attended City Managers meeting on December 10

Anderson Dam FERC Order Compliance Project (Director Varela)

- Technical Zoom Support for the Anderson news conference on December 16

Graphics and Design

Publications Created

- Anderson Dam Flyer

Mailer, Event and Outreach Materials Created

- 2020 Flood Awareness Mailer
- Neighborhood notice for Rinconada Water Treatment Plant
- Workflow diagram for Coyote Creek project

Signage Created

- Trail Sign for Los Gatos Creek

Public Notice and Newspaper Advertisements

- We're Water People Campaign Ad for Almaden Times
- Penitencia Water Treatment Plant Rehabilitation of Flocculation and Sedimentation Basins Project

Internal Support Materials Created

- One-pager for Office of Government Relations, Dec. 2020
- One-pager for Office of Communications and Civic Engagement, Nov. 2020
- Groundwater map on seawater infusion diagram
- Feasibility report figures and map support for A8 Pond
- Water Conservation DIY Water Survey Kit, translation update to Chinese, Vietnamese, and Spanish
- Budget outlay donut chart texture
- One Water umbrella diagram update
- Cover report for the FY2022-26 Water Utility Operations and Maintenance Plan

- Virtual backgrounds created: Volunteer recognition event 2020, Public trails policy criteria and guidelines, Valley Water 2020 service award, and Watersheds five-year service award

Social Media Graphics Supported

- Adopt-A-Creek Volunteer Recognition, Jeff Prickett
- Save The Date for the Landscape Summit 2021
- Employee spotlight for Karen Kopett, Climate Change Champion
- SCW grants promoting new trails
- Great Sign Hunt winners

2020 Virtual Business Open House Event

- Newspaper ads
- Webpage digital banners
- Google ads banners

Digital graphics supported

- E-Newsletter support for Nov. and Dec. 2020
- PowerPoint Presentation support for Anderson Dam Seismic Retrofit Project timeline
- PowerPoint Presentation support for Trails Policy watersheds map

San Francisco 49ers Digital Assets for 2020

- LED Animation, Levis Stadium
- LED Animation, State Farm Stadium
- Internet Protocol Television
- Digital banners for the e-newsletter and mobile app
- Digital Magazine

Upcoming January Activities

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

- Complete webpage updates with new images, graphs, and cross-sections

Central Pipeline Maintenance and Upgrade To Cause Dry Ponds Along Los Gatos Creek Trail (Director LeZotte)

- Nextdoor postings and distribution of neighborhood letters

Rancho San Antonio (Chair Hsueh and Director Kremen)

- Identify dates for a virtual ribbon-cutting event

Lower Penitencia Creek Flood Improvements Project (Director Santos)

- A complete update of the project shell and project webpage

West Pipeline Geotechnical Work (Director Kremen)

- Nextdoor postings and distribution of neighborhood letters

Randol Creek signage for the California red-legged frog (Director Kremen)

- Install signage to inform neighbors of the fencing to protect the endangered California red-legged frog

Speaker Bureau Presentation (Director Varela)

- Morgan Hill Kiwanis Club presentation has been requested and confirmed for January 19