

## SUMMARY FOR MAY 2021

# Office of Communications Activities



### Anderson Dam Tunnel Project Pre-construction Update

On May 19, Valley Water hosted a virtual pre-construction meeting for the Anderson Dam Tunnel Project. Director Varela provided opening and closing remarks to the 75 people in attendance through Zoom and an additional 13 people via Facebook Live. The virtual meeting also included Valley Water staff who provided updates on the water supply, public safety and other aspects. The project is scheduled to start this summer.

### Launch of Drought Speakers Bureau

On May 20, Vice Chair Kremen launched the speakers bureau drought tour with a presentation to the Palo Alto Kiwanis Club. The presentation's focus is to provide information on the county's current drought condition, water supply outlook, water conservation programs and rebates, and updates on related projects, such as the Anderson Dam Seismic Retrofit. Vice Chair Kremen also presented to the Los Altos Kiwanis Club on May 25, and more presentations are in the process of being scheduled this summer.

### Leadership Morgan Hill Speakers Bureau Presentation

On May 20, Director Varela provided opening remarks and an overview of water supply in South County to the Leadership Morgan Hill group. The presentation provided information on current drought conditions, conservation efforts, and other projects. The presentation also included Vanessa De La Piedra, who discussed groundwater management; Stephen Ferranti and Melissa Moore, who provided information on the Upper Llagas Creek Flood Protection Project; and Chris Hakes, who presented an update on the Anderson Dam Seismic Retrofit Project to the group.

### Media, Communications and Social Media

Staff wrote and posted seven stories on [valleywaternews.org](http://valleywaternews.org) on the following subjects:

- Valley Water completes Flood Protection Project for Mountain View, Los Altos
- Valley Water delegation participates in successful virtual advocacy visits with federal leaders
- Is your yard drought ready? Valley Water rebates can help make the change!
- Coyote Creek cleanup
- Keeping trees healthy during a drought
- Valley Water Board of Directors calls for a 25% voluntary reduction in water use
- Investing today for a safe, reliable water supply in the future

During May, staff continued to produce the monthly Town Halls to provide 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:

- Cal Matters reporter Rachel Becker and Politico reporter Debra Kahn requested info on the Central Valley Project allocation reduction's impact on Valley Water's water supply outlook.
- NPR climate correspondent Lauren Sommer interviewed Director Santos and Deputy Operating Officer Rechelle Blank on the South San Francisco Bay Shoreline Project.
- KCBS reporter Jim Taylor interviewed Media and Public Relations Supervisor Matt Keller about the Central Valley Project allocation reduction.
- Paul Rogers contacted Valley Water regarding the announcement of Central Valley Project allocations being reduced from 55% to 25% and the impact to Valley Water.
- Director Varela and Deputy Operating Officer Chris Hakes were interviewed by ABC7 News reporter David Louie and KPIX reporter Len Ramirez in response to the media advisory on the Anderson Dam Tunnel Project meeting.
- Bay City News reporter Jana Kadah requested details on the Low-Income Residential Water Rate Assistance Program.
- Univision interviewed Chief Financial Officer Darin Taylor regarding the approval of the FY22 water rate increase.
- KTVU reporter Emma Goss requested information about Governor Newsom's drought emergency declaration.
- Several media agencies requested interviews regarding the proposed expansion of Pacheco Reservoir and water rates. A panel of Valley Water experts, including Chief Executive Officer Rick Callender, Chief Financial Officer Darin Taylor, Chief Operating Officer Aaron Baker, Assistant Officer Kirsten Struve, Deputy Operating Officer Chris Hakes and Communications Manager Linh Hoang, did interviews with KPIX, KCBS, Telemundo, NBC Bay Area, Silicon Valley News Desk and Bay City News.
- Staff responded to written questions from Mercury News reporter Paul Rogers regarding the proposed expansion of Pacheco Reservoir and water rates.
- KQED reporter Ezra Romero interviewed Valley Water Media and Public Relations Supervisor Matt Keller about potential water restrictions for Santa Clara County.
- KPIX reporter Devin Fehely interviewed Assistant Officer Kirsten Struve to discuss recycled purified water and water conservation






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

- Valley Water to make repairs to Piedmont Creek's U-frame channel
- Do you have questions about the extreme drought and our water supply? Schedule a special presentation from the Vice Chair of Valley Water's Board of Directors to get the answers

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- Purified Water Project - Geotechnical Study at Palo Alto site
- Valley Water completes Rancho San Antonio Detention Basin, the final element to providing flood protection to 2,200 properties
- Wonders of Water Wednesday for 4th to 7th Graders - Free Virtual Class
- San Martin Trash Bash 2021
- Lower Berryessa Creek Flood Protection Project Public Update on Work at Calera Creek
- Learn more about the Pacheco Reservoir Expansion Project
- Join us virtually to learn more about the upcoming Lower Penitencia Creek construction
- Water Infrastructure Tours in May - Stop #1 - #4
- National River Cleanup Month - Every Saturday in May, 9 a.m. to noon

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.

<b>f</b> <b>1,138,031</b> impressions <b>26,711</b> engagements <b>8,377</b> message clicks	 <b>15,182</b> impressions <b>251</b> engagements <b>56</b> link clicks	 Valleywaternews Blog <b>13,483</b> views <b>4,023</b> visitors
 <b>93,960</b> video views <b>11</b> videos posted	 <b>74,833</b> impressions <b>325</b> engagements	 May e-Newsletter <b>35%</b> open rate <b>22%</b> click through rate

## Internal Communications

News You Can Use was sent to all employees each Tuesday and Thursday, and 20 all user e-mails were sent in May: eight from the EOC; eight from HR, Health & Safety, and Office of REDI; and four CEO messages.

## Community Outreach

### Anderson Dam Tunnel Project (Director Varela)

Nextdoor post, Constant Contact email and postcards sent with details on the virtual public meeting for the upcoming start of construction in June

### Lower Berryessa Creek Flood Protection Project, Phase 2: Calera Creek (Director Santos)

- Nextdoor post for the June 15 virtual pre-construction meeting
- Mailed meeting invitation

### Lower Penitencia Creek Improvements Project (Director Santos)

- Nextdoor post for the June 9 virtual pre-construction meeting
- Mailed meeting invitation

### Piedmont Creek Interim Concrete Repair Project (Director Santos)

Nextdoor post with details on the upcoming repair work in June

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

Nextdoor invitation post for the June 4 virtual ribbon-cutting event

### Purified Water Project (Chair Estremera, Vice Chair Kremen, Director Santos)

Nextdoor post during the week of May 17 on Geotechnical Work at Palo Alto site

## Graphics and Design

The graphic team has resolved a total of 51 graphic case requests.

 2 rebranding items created or updated	 2 newsletters supported
 1 signage created	 7 publications created and supported
 12 mailer, event and outreach Materials created	 5 public notice and newspaper advertisement created
 4 digital graphics supported	 6 internal materials created and supported
 3 social media graphics supported	 4 virtual background created
 2 PowerPoint presentation and video slideshow supported	 3 Employee Recognition Awards materials supported

## Upcoming Community Outreach Activities for June

### Lower Berryessa Creek Flood Protection Project, Phase 2: Calera Creek (Director Santos)

Post reminder for the pre-construction meeting on Nextdoor

### Lower Penitencia Creek Improvements Project (Director Santos)

Post reminder for the pre-construction meeting on Nextdoor

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

Post reminder for the virtual ribbon-cutting event on Nextdoor

### Anderson Dam Tunnel Project (Director Varela)

Nextdoor and Facebook post for the Groundbreaking Ceremony

### Aquatic Habitat Improvement Project (Chair Estremera and Director Keegan)

Nextdoor post, Facebook post and postcard delivery to promote the start of construction

### San Francisco Shoreline Project Phase 1 construction (Director Santos)

- Nextdoor and Facebook post to promote the start of construction
- Postcard to be mailed to promote the start of construction
- Construction sign to be placed on-site regarding traffic routes for the start of construction

### US Army Corps of Engineers General Re-evaluation Study (Chair Estremera, Director Keegan and Director LeZotte)

Nextdoor and Facebook post to promote virtual public scoping meeting

### Stream Maintenance Program (All Directors)

- Drafting and delivering general project mailer
- Nextdoor post providing project update

### Uvas Creek Fish Habitat Improvement Project (Director Varela)

- Drafting and delivering general project mailer
- Nextdoor post providing project update

### Speaker Bureau Presentation (Director Santos)

Milpitas Rotary Club presentation on June 21