

## Office of Communications

## Summary of October 2019



Chair LeZotte was featured in a video for "Imagine a Day Without Water."

## Flood Awareness Campaign

As a precursor to our upcoming flood awareness campaign, a blog titled "Is your family flood ready?" was posted to Valley Water news, and social media posts were done via Facebook, Twitter and Instagram. The social media efforts will continue through the rainy season. Flood awareness videos were produced in English, Spanish, Chinese and Vietnamese and will be published soon.

We are preparing to distribute the annual floodplain mailer to homes and businesses in FEMA-designated flood zones. The flood awareness advertising campaign is set to launch in November or December; this year's theme is "Get Flood Ready."

As part of our overall flood awareness efforts, social media posts were created to support California Flood Preparedness Week and the proclamation from the Board of Directors declaring Oct. 19-26 as California Flood Preparedness Week in Santa Clara County.

## Water Conservation Campaign

The "Yards Have Evolved" water conservation campaign, which launched June 28, concluded in October. The goal of the campaign was to raise awareness about the importance and benefits of landscape transformation, discourage high-water use lawns, and increase participation in the Landscape Rebate Program. A robust media effort included a bolstered ad buy in social media and online platforms, and included ads in English, Chinese, Vietnamese and Spanish. Valley Water's water conservation rebate web pages recorded 157,662 page views during the campaign.

## Media, Communications and Social Media

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

- Valley Water adopts new policy to address encroachment concerns
- Valley Water named healthiest workplace in Bay Area for second consecutive year
- Is your family flood ready?
- Valley Water resumes normal operations after public safety power shutoff
- Flood protection project in East San Jose nearly complete

Staff produced a video featuring Chair LeZotte for "Imagine a Day Without Water" and promoted it on our social media channels.

Staff coordinated logistics with several partner agencies and prepared media materials for the X-Band Radar ribbon cutting/ media event at the Penitencia Water Treatment Plant, which was

scheduled for Oct. 30. The event was postponed by the wildfire in Northern California and power shutoffs, which impacted several of our partner agencies. Staff is working with our partner agencies to reschedule the event.

Staff was interviewed on water conservation topics for a five-minute segment that aired on NBC/Telemundo's "Comunidad del Valle." Topics touched upon included graywater and landscape rebates, water-wise surveys and kits, and green gardener trainings.

Staff prepared talking points for board members regarding the encroachment remediation program.

A quote was prepared on behalf of Chair LeZotte and was included in a blog post to Valley Water news related to Valley Water being named the healthiest workplace in the Bay Area.

Staff responded to media inquiries on the following topics: EWG report on chemicals in tap water; the Anderson Dam Seismic Retrofit Project; timelines for McKelvey Park and Rancho San Antonio Detention Basin projects; encroachment remediation program; Environmental Cleanup Day.

Staff prepared Nextdoor messages for board members on the following topics: Update to Valley Water Board of Directors encroachment program discussion; survey work along Coyote Creek; Be a water champion – apply to Water 101 academy; Upcoming meetings to support water reuse efforts in North County; Update cancelling X-Band radar ribbon-cutting event due to wildfires and impacts from power shutoffs; deadline extended for 2020 Water 101 Academy; Input needed on the flood risk reduction measures for the Coyote Creek Flood Protection 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.

	9,365 video views in October	7 new videos posted
	1,084,250 impressions	5,162 engagements 2,861 clicks
	20,060 impressions	202 engagements 57 link clicks
	valleywaternews.org blog	21,039 views 1,635 visitors
	73,273 impressions	317 engagements 0 profile clicks
	October e-news	28% open rate 7% click through rate

## Internal Communications

News You Can Use was sent to all employees each Tuesday and Thursday, and 23 all-user e-mails were sent in October. The monitors in the lobby and cafeteria were kept up to date, as was Aqua Go, the employee mobile app.

## Community Outreach Activities

- **Cunningham Lake (Director Varela)**
  - o Secured ribbon cutting event site.
  - o Worked with Office of Government Relations to invite a City of San Jose councilmember.

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- **Rinconada Water Treatment Plant (Director Kremen)**
  - o Posted/distributed information related to plant safety drill to project web page, Campbell School District/Rolling Hills Middle School, and neighbors via Constant Contact.
  - o Sent letter regarding truck traffic to parents at Rolling Hills Middle School via Campbell Union School District.
- **Upper Guadalupe River Flood Protection Project (Chair LeZotte and Director Keegan)**
  - o Provided updated poster board and handout content used in VIP tour stop at Reach 6.
- **Upper Llagas Creek Flood Protection Project (Director Varela)**
  - o Designed and printed neighborhood liaison business card for contractor.
  - o Purchased and printed six construction informational signs.
  - o Designed and routed for purchase 160 signs.
- **Cross Valley Calero Pipeline Inspection and Rehabilitation Project (Directors Varela and Kremen)**
  - o Project mailer completed and approved by directors.
  - o Wrote and delivered letters regarding red-legged frog biologist surveys.
  - o Wrote and routed Nextdoor post.
- **Stream Maintenance Program (SMP)**
  - o Posted weekly website project updates.
- **Revised Encroachment Remediation Program (Chair LeZotte, Vice Chair Hsueh, and Director Kremen)**
  - o Mailed letters informing interested constituents of Oct. 22 board discussion.
  - o Posted to Nextdoor information about the Oct. 22 meeting to all director districts.
- **Coyote Creek Flood Protection Project (Directors Estremera, Keegan, and Santos)**
  - o Mailed and posted to Nextdoor information on three public input meetings for Nov. 6, 7 and 13.
- **Anderson Dam Seismic Retrofit Project (Director Varela)**
  - o Draft project goals for consideration by board of directors.
  - o Developed a frequently asked questions document.

## Graphics and Design Activities

### Rebranding

- Logo embroidery for uniform program
- Name tent desk sign

### Publications Created

- Safe, Clean Water FY 2018-19 annual report update
- Safe, Clean Water 5-Year Implementation Plan update
- Fast Facts brochure for Oct. 4 Water Walk Tour
- Federal delegation report, fall and winter 2019: front and back cover

### Mailer and Outreach Materials Created

- Upper Guadalupe River Flood Protection Project: fact sheet and display boards
- Rancho San Antonio construction sign sticker label
- Vasona Reservoir and Los Gatos Creek mailer
- Coyote Creek Flood Protection Project: public meeting invitation
- Neighborhood notice for Permanente Creek Erosion Repair Project
- Display boards for the X-Band Radar event
- Water Conservation Flyer Rebate Program translations to Spanish, Chinese and Vietnamese
- Photo editing for Nextdoor post on water conservation
- Display boards for potable reuse in Palo Alto
- Legacy Sign mockup display board for Madrone
- Door hanger for Land Surveying and Mapping Unit
- Education outreach internship flyer

- Landscape Rebate Program: Lawn signs and postcards for Morgan Hill, Mountain View, Los Altos and Willow Glen
- Fact sheet for Dr. Robert Gross Ponds
- Parallel East Pipeline Project flyer and map update

### Advertisements Created

- Public Notice Ad for Vasona pumping station fence and gates replacement contract
- Sponsorship Ad for Association of Women in Water, Energy and Environment
- Sponsorship Ad for Hispanic Chamber Access Magazine
- Sponsorship Ad for California State Conference NAACP
- Public Notice Ad for the Pajaro IRWM Plan Adoption Meeting
- Sponsorship Ad for Diwali Festival 2019
- Thank You Ad for State Sen. Scott Wiener

### Internal Support Materials Created

- CA Flood Preparedness Week: Lobby banner display, table display sign, social media graphics and webpage header
- Direct potable reuse one-page flyer for CEO
- Fast facts facility tour map
- Workforce Development class certificate
- We're Water People annex page to Sept. 2019 one-pager
- Safe Clean Water logo header support in MS Word
- Shoreline map project enhancement
- Sen. Dianne Feinstein display frame for HQ lobby hallway
- Certificate for staff credit and retailers participation in events
- Team building Invite for IT and Admin Services
- Oct. 2019 one-pager updates for Offices of Communications, Government Relations and Civic Engagement
- Emergency Preparedness backpack logo print
- Giveaway items: Spray pen, hand sanitizer and five-minute sand timer
- Summer intern 2020 Flyer
- Veteran-themed recycled water sticker

### Digital Graphics Supported

- PowerPoint support for Advance Resilient Water Reuse Programs, US Water Alliance Rebranding Implementation, California Flood Preparedness Week and PRSA Summit Presentation for San Diego
- Constant Contact banner for Encroachment Program
- Valley Water banner for new business card store
- 2019 Coastal Cleanup Day infographics: pounds and miles
- Contact Us footer boiler plate template update
- Icons update for watersavings.org webpage

## Upcoming November Activities

### Coyote Creek Flood Protection Project

(Directors Estremera, Keegan, and Santos)

- Host public meetings on Nov. 6, 7 and 13.

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

- Update project web page.

### Permanente Creek Flood Protection Project

(Vice Chair Hsueh, Director Kremen)

- Mail progress update to neighbors.

### Almaden Lake Improvement Project (Chair LeZotte)

- Update project web page.
- Update project shell content and inserts content.
- Begin plans for coordinating January public meetings.

### Cunningham Lake (Director Varela)

- Prepare for ribbon cutting event on Nov. 20.