

SUMMARY FOR JUNE 2021

## Office of Communications Activities



### Rancho San Antonio flood detention basins virtual ribbon cutting



Vice Chair Kremen and Director Hsueh participated in the June 4 virtual ribbon cutting ceremony celebrating the completion of the Rancho San Antonio flood detention basins. Fifty-four participants joined the webinar event via Zoom and Facebook Live. The project was the last remaining element of the greater Permanente Creek Flood Protection Project, which will provide flood protection for at least 2,200 properties in Mountain View and Los Altos.

### Lower Penitencia Creek and Lower Calera Creek Project Updates

In mid-June, Valley Water hosted two virtual public meetings to inform community members of upcoming pre-construction activities. Director Santos provided opening and closing remarks at both webinar events. Information about planned work on Lower Calera Creek, which is part of the Lower Berryessa Creek Flood Protection Project, was shared on June 9 to ten participants. Sixteen meeting participants were informed on June 15 about upcoming construction at Lower Penitencia Creek. Valley Water will continue to outreach to community members as work on these projects progress.

### Media, Communications and Social Media

Valley Water received 1,828 media mentions in June due to the high interest in the drought and actions taken by the Board of Directors. Chair Estremera and Vice Chair Kremen were interviewed by several national, state and local media outlets, including MSNBC, CNN, Los Angeles Times, Sacramento Bee and The Black News Channel (BNC).

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

- Valley Water working to complete draft environmental impact report for proposed expansion of Pacheco Reservoir
- A new group of water ambassadors ready to make an impact

Staff posted three statements from Chair Estremera regarding actions related to the drought on the Valley Water website. Staff also 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 about 30 media inquiries and coordinated interviews on the following topics:

- The extreme drought, water supply outlook, water conservation tips and Valley Water's robust conservation rebates and programs
- The Board of Directors declaration of a water supply emergency condition and call for mandatory conservation
- Valley Water's work at Anderson Dam and the impacts to the water supply outlook
- Santa Clara County's emergency declaration
- The San Francisco Bay Shoreline Protection Project
- The San Luis low point and potential taste and odor issues
- The importance of imported water to Santa Clara County
- Valley Water's efforts related to recycled water and advanced purified water
- Policy issues surrounding the Delta
- The Pacheco Reservoir Expansion Project
- The Low-Income Residential Water Rate Assistance Program






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

- Potholing work for Almaden Lake Improvement Project.
- Drought is here. Learn how you can save water and help protect our water supply.
- Fish Habitat Restoration on the Upper Guadalupe River.
- Valley Water to begin work on the Upper Llagas Creek Flood Protection Project in Morgan Hill.
- Have your voice heard in Valley Water's redistricting process.

**continued on back →**

- Application reminder - Join the Valley Water Youth Commission. Apply by June 18!
- Reminder: Lower Calera Creek Flood Protection Construction.
- Stream Maintenance Program - Valley Water.
- Reminder to join us for the Lower Penitencia Creek pre-construction meeting.
- Reminder: Rancho San Antonio Detention Basin virtual ribbon cutting on June 4.

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>1,183,131</b> impressions <b>33,265</b> engagements <b>8,328</b> message clicks	 <b>18,036</b> impressions <b>335</b> engagements <b>93</b> link clicks	 Valleywaternews Blog <b>15,408</b> views <b>4,722</b> visitors
 <b>136,211</b> video views <b>13</b> videos posted	 <b>72,807</b> impressions <b>183</b> engagements	 May e-Newsletter <b>43%</b> open rate <b>23%</b> click through rate

## Internal Communications

News You Can Use was sent to all employees each Tuesday and Thursday, and 10 all user emails were sent in June: 8 from Health & Safety, REDI, IT and Office of Budget; and 2 from the CEO.

## Community Outreach

**Rancho San Antonio/Permanent Creek Flood Protection project (Vice-Chair Kremen and Director Hsueh)**  
Mailer for June 4 virtual ribbon cutting

**Lower Penitencia Creek Flood Protection project (Director Santos)**  
Mailer for June 9 pre-construction meeting

**Lower Calera Creek Flood Protection project (Director Santos)**  
Mailer for June 15 virtual pre-construction meeting

**BeHeard Drought webpage (All Directors)**  
Webpage went live to the public on June 18

**Anderson Dam Tunnel Project (Director Varela)**  
Planned for the groundbreaking event on July 7.

**Coyote Creek Flood Protection Project**  
Planning for July 22 meeting.













**Piedmont Creek U-Frame Channel Repair Project (Director Santos)**  
Mailer with details on the upcoming repair work in June.

**Upper Llagas Creek Flood Protection Project**

- Mailed project notice to the residents
- Nextdoor post providing project update

## Graphics Services

The graphic team has resolved a total of 47 graphic case requests.

 1 rebranding items created or updated	 9 drought-related materials supported
 2 signage created	 6 publications created and supported
 7 mailer, event and outreach materials created	 2 public notice and newspaper advertisement created
 2 digital graphics supported	 6 internal materials created and supported
 3 social media graphics supported	 4 virtual background created
 3 PowerPoint presentation supported	 2 Employee Recognition Awards materials supported

## Upcoming activities in July



- Anderson Dam Tunnel Project Groundbreaking event July 7.
- Coyote Creek Virtual Community meeting July 22.