

Office of Communications January 2020 Activities Update



Flood Awareness Campaign

The flood awareness advertising campaign continued with the delivery of the annual floodplain mailer to more than 50,000 homes and businesses in FEMA-designated flood zones. Several cities magnified our social media Get Flood Ready online campaign by sharing posts and videos on their social channels, along with newsletters. In addition, VTA has offered to post our Get Flood Ready message on their Tamien Station electronic sign through March 2020. Our videos in English, Spanish, Chinese and Vietnamese have been viewed about 260,000 times.

Staff created a winter preparedness guide and poster for residents and businesses located in high-risk flood zones. More than half of those recipients asked for electronic copies of those materials. So far, more than 300 of the fliers and 40 posters have been distributed. Outreach to these hot spots started in December and continued through January. Staff identified about 80 businesses, neighborhood organizations, schools, institutions, apartments and mobile home complexes in or near hot spots and conducted outreach to all prospective contacts.

X-Band Radar

Staff collaborated with local, regional, state and federal partners to coordinate a ribbon-cutting and media event unveiling the first permanent X-Band radar in the San Francisco Bay Advanced Quantitative Precipitation Information (AQPI) System. Staff prepared talking points for the event, which was emceed by CEO Norma Camacho and featured Director Richard Santos as a speaker. A joint press release was created with our partners and distributed to Bay Area media outlets, and the event received widespread coverage. Staff recorded a Facebook Live and posted a blog to Valleywaternews.org.



Director Richard P. Santos addresses the audience at the X-Band radar ribbon-cutting and media event, which was emceed by CEO Norma Camacho.

Media, Communications and Social Media

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

- Celebrating the permanent installation of the first X-Band radar
- Valley Water working to ensure groundwater users are fairly charged for benefits received
- Extreme weather forecasting in the Bay Area has a new high-tech tool
- 2019: A year in review

- How the Almaden Lake project will help the environment
- Expanding Pacheco Reservoir will ensure a more reliable supply of safe, clean drinking water for our region

Staff created a Division of External Affairs communication plan for the Safe, Clean Water and Flood Protection Renewal effort and wrote a CEO Message.

Guest columns were prepared for Director Kremen (water reuse agreement with the Cities of Palo Alto and Mountain View); Director LeZotte (highlighting some of Valley Water's work from 2019 and focusing on the environmental benefits of the Almaden Lake project); and Director Santos (celebrating the permanent installation of the first X-Band radar).

Staff created social media posts for an article from the U.S. Fish and Wildlife Service on Measure AA funds contributing to the "landmark effort," the South San Francisco Bay Shoreline Project. These posts are part of the Shoreline media plan highlighting the project.

Staff reached out to the Gilroy Dispatch and Gilroy Life about the completion of the Uvas Creek Levee Rehabilitation Project. The Dispatch requested photos and background information for a potential article.

Staff supported the Office of Civic Engagement by promoting online video and event post for the 2020 Career Job Shadow Day for Santa Clara County high school students.

The Gilroy Dispatch interviewed Director John Varela and Groundwater Management Manager Vanessa De La Piedra for a story on groundwater benefit zones.

Staff responded to media inquiries on the following topics: an artesian well underneath a condo in Santa Clara; the Anderson Dam Seismic Retrofit Project; work around the Anderson Dam spillway; Permanente Creek Flood Protection Project budget adjustment; instruments at dams that determine shifts or damage in an earthquake; and Sierra snowpack survey in relation to reservoir levels in Santa Clara County.

Staff prepared Nextdoor messages for board members on the following topics: Almaden Lake Draft Environmental Impact Report public meeting and community input; Emergency repairs coming to Almaden Valley Pipeline.

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.

	196,500 video views in January	9 new videos posted
	1,857,757 impressions	30,181 engagements 6,167 message clicks
	22,266 impressions	252 engagements 61 link clicks
	valleywaternews.org blog	19,269 views 2,459 visitors
	794,781 impressions	349 engagements
	January e-news	25% open rate 10% click through rate

Internal Communications

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

Community Outreach

- **Almaden Lake Improvement Project (Director LeZotte)**
 - Updated project page
 - Hosted public meeting on the draft Environmental Impact Report
 - Recorded Facebook Live of public meeting (264 views); uploaded video to YouTube
 - Conducted presentation on draft Environmental Impact Report to District 10 Leadership Coalition
- **Almaden Valley Pipeline (Director Kremen)**
 - Posted update on repair work to Nextdoor
 - Conducted door-to-door distribution of repair notification to homes near project area
- **Anderson Dam Seismic Retrofit Project (Director Varela)**
 - Completed Frequently Asked Questions document on the Anderson Dam Seismic Retrofit and Fish and Aquatic Habitat Collaborative Effort (FAHCE)
- **Coyote Creek Flood Protection Project (Vice Chair Estremera, Directors Keegan and Santos)**
 - Presented to the San Jose Parks Advocates group
 - Posted presentation to the project webpage
- **Permanente Creek Flood Protection Project (Chair Hsueh and Director Kremen)**
 - Completed invitation for ribbon-cutting event
- **Sunnyvale East/West Flood Protection Project (Director Santos)**
 - Scheduled project presentation to the Sunnyvale Neighbors Arbor La Linda neighborhood association on April 2, 2020
- **Upper Llagas Creek Flood Protection Project (Director Varela)**
 - Developing no trespassing signage

Graphics and Design Activities

Rebranding

- Vehicle signage
- Adopt-A-Creek signage template update

Publications created

- Annual Groundwater Report for Calendar Year 2018
- Cyanotoxins Frequently Asked Questions sheet
- Almaden Lake Improvement Project shell
- Expedited Dam Safety for Silicon Valley fact sheet

Mailer and Outreach Materials created

- Winter Preparedness Emergency Resources Guide: flyer update, social media and web resources
- Water Purification Center Tour Brochure translation update in Spanish, Vietnamese and Chinese
- Pacheco Reservoir Expansion Project newsletter header
- Landscape Rebate rack card
- Get Flood Ready campaign poster/flyer, English version and translation to Vietnamese, Spanish and Chinese
- Almaden Lake display board and comment card
- Anderson Dam public meeting badge name tags
- Job Shadow Day 2020 flyer and social media wall post
- Valley Water facilities bus tour promotional flyer

Signage created

- Logo signage for scoreboard at McKelvey Park

Advertisements created

- Public notice ads on Safe Clean Water Project, Almaden Lake Improvement Project and Shoreline State Cost Report

Internal support materials created

- X-Band radar event: Way-finding signage and program agenda
- Commemorative gavel gift for outgoing Board Chair 2019 Linda J. LeZotte
- One-Pager Update for Office of Communications and Civic Engagement, December 2019
- One-Pager update for Office of Government Relations, December 2020
- Safe, Clean Water and Natural Flood Protection community input survey translation review in Korean and Tagalog
- Custom logo sticker for admin paper shelf
- Strength Finder infographic chart update for External Affairs Division
- Photo print support on the X-Band radar for Director Santos and Annual Report/Calendar twitter feedback

Digital graphics supported

- Online flipbooks for 2020 calendar and annual report and "Get Flood Ready" flood mailer
- Trail closure map retouch for Palo Alto Flood Basin Tide Gates Replacement Project
- Pacheco map extraction for Cal Chamber of Commerce
- Digital banner for the uniform online store
- E-Newsletter support for December 2019
- E-Banner for Get Flood Ready campaign, VTA webpage
- PPT support for Coyote Creek Parks Advocates presentation
- PPT presentation slides for Graphics Request Process, Approval Route Workflow and Rebranding Update for Office of External Affairs Management; and the board room schedule template
- Employee Recognition Awards 2020 survey monkey digital banner

Upcoming February Activities

Permanente Creek Flood Protection Project (Chair Hsueh, Director Kremen)

- Host the Feb. 29, 2020 ribbon cutting and celebration for McKelvey Ball Park Detention Basin
- Mail project invitation and progress update mailer

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

- Complete and distribute the updated Frequently Asked Questions document

Sunnyvale East/West Flood Protection Project (Director Santos)

- Update project shell with new photos and updated timeline

Upper Llagas Creek Flood Protection Project (Director Varela)

- Develop and post a Nextdoor update on the project

Almaden Lake Improvement Project (Director LeZotte)

- Web page update

Cross Valley Calero Pipelines Inspection and Rehabilitation Project (Directors Varela and Kremen)

- Neighborhood update, Nextdoor post on pipeline work