

SUMMARY FOR AUGUST 2021

Office of Communications Activities



Video comparison of Valley Water's reservoirs



Still image from the comparison video highlighting Valley Water reservoir levels.

Staff produced a video highlighting the impacts of the extreme and exceptional drought on Valley Water reservoirs. The video shows side-by-side aerial images and video of Valley Water reservoirs at their current water levels compared to 2017, when most reservoirs were nearly full. It was published on social media and distributed to local media. The video generated media interest and prompted significant coverage from local news outlets. Following the video's release, Vice Chair Kremen was interviewed by reporters from KTVU, KRON, KPIX and San Francisco Chronicle.

Summer water conservation campaign

Valley Water's multilingual summer conservation campaign continued to promote Valley Water's water conservation tools and programs for homeowners, multi-family unit residents and commercial institutions.

Staff launched a social media campaign featuring residential low-irrigation landscapes in Santa Clara County. The campaign provides a link to South Bay Green Gardens.

Staff also launched a social media competition to encourage residents to share their water savings tips; winners receive a free bucket with water savings tools included.

Countywide mailer on drought and conservation

The 2021 edition of the countywide mailer was distributed to every business and residence in Santa Clara County. The mailer highlighted the ways Valley Water can help our communities save water and money through our

various rebates and programs. The mailer included translations in Spanish, Vietnamese and Chinese.

Media, Communications and Social Media

Valley Water received 832 media mentions in August due to the continued high interest in the drought, water conservation and the water supply outlook.

Staff responded to media inquiries on the following topics:

- Water use and need for residents and businesses to save water
- Labor shortage and the infrastructure bill in Congress
- Drought, board resolution implementing mandatory reduction in water use, low reservoir levels and imported water
- Water commission's request regarding limited water resources for new development and the impact on water supplies during the Anderson Dam Seismic Retrofit Project.

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

- Is your home drought ready?
- Valley Water begins work on next phase of the Upper Llagas Creek Flood Protection Project in Morgan Hill
- Valley Water reaches milestone in work to improve fish habitat in Santa Clara County

The Speakers Bureau drought and water conservation presentations remained robust in August, with staff supporting board members at a total of 13 events throughout August.

Staff continued to produce and lead the monthly Town Halls to provide employees with updates and bring awareness of resources, engagement opportunities, and other relevant items. Staff also supported the Emergency Operations Center activation with a variety of communications and outreach efforts.






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

- You're invited to a virtual public meeting on Valley Water's Groundwater Management Plan
- Reminder: Lower Berryessa Creek Flood Protection Project – Work update on Lower Calera Creek

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- Free Covid-19 testing bus returns to Valley Water HQ + free shower timer
- Stream Maintenance Program – Bank protection work along Gulf Creek upstream of Redmond Avenue
- Reminder: You're invited to a virtual public meeting on Valley Water's Groundwater Management Plan
- FEMA Risk Rating 2.0 Webinar hosted by the San Francisquito Creek Joint Powers Authority
- Update on the Piedmont Creek U-frame Channel Repairs
- You're invited to a virtual public meeting about construction at the Rinconada Water Treatment Plant
- Free Covid-19 testing bus returns to Valley Water HQ + free shower timer or water-savings flapper
- Algae blooms at Almaden Lake
- Valley Water to haul dirt along Gold Street to Pond A8 for horizontal levee construction
- For public safety, walking path to be closed through December 2022
- Valley Water begins work on next phase of the Upper Llagas Creek Flood Protection Project in Morgan Hill
- Valley Water reaches milestone in work to improve fish habitat in Santa Clara County
- Learn how water is renewed on a virtual tour of the Silicon Valley Advanced Water Purification Center!

Statistics for Facebook, Twitter, valleywaternews.org blog, video, and eNews are below. Impressions are the number of

f 3,684,865 impressions 35,929 engagements 10,434 message clicks	 30,456 impressions 540 engagements 33 link clicks	 Valleywaternews Blog 13,538 views 2,353 visitors
 209,000 video views 14 videos posted	 78,751 impressions 306 engagements	 August e-Newsletter 29% open rate 18% click through rate

Community Outreach

Groundwater Management Plan update community meeting- A virtual community meeting was held on Aug. 12 to give an update to the Groundwater Management Plan.

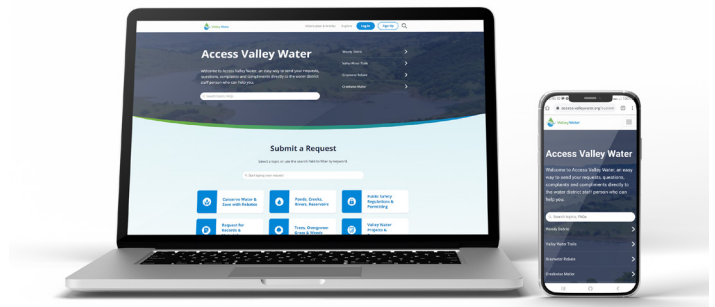
Rinconada Water Treatment Plant pre-construction update and community meeting- A virtual community meeting was held on Aug. 18 to provide an update on the project improving and modernizing the Rinconada Water Treatment Plant's residuals management system. The upgrades are one of many necessary to support the goal of expanding the production capacity of high-quality drinking water at this plant from 80 to 100 million gallons per day.

FEMA webinar- Valley Water and the San Francisquito Creek Joint Powers Authority held a virtual webinar with FEMA to update the National Flood Insurance Program's risk rating process.

Internal Communications

In August, Internal Comms worked with IT on final development of the upgraded, modernized intranet in advance of the Sept. 12 launch; and also began development of the KUDOS online engagement and recognition tool.









News You Can Use was sent to all employees each Tuesday and Thursday. Twenty-one all user emails were sent in August: three from the CEO, three general reminders and 15 from the EOC.



New Access Valley Water redesigned and improved. Easier to use, Up-to-date FAQs and Powered by Salesforce.

Graphics Services

The graphic team completed a total of 92 graphic case requests.

 3 rebranding items created or updated	 11 drought-related materials supported
 35 signage created	 5 publications created and supported
 11 mailer, event and outreach materials created	 9 Water Supply materials created
 5 digital graphics supported	 13 internal materials created and supported

Upcoming activities

A series of on-site public meetings on the Coyote Creek Flood Protection Project is scheduled in October.

- October 7 at Rocksprings Park
- October 13 at William Street Park and Selma Olinder Park
- October 14 at Watson Park

Participants will learn about the project's impacts to local parks.