

## SUMMARY FOR SEPTEMBER 2021 Office of Communications Activities



### PURIFIED WATER NEWS CONFERENCE



News conference key speakers at the Silicon Valley Purification Center in San Jose on September 23, 2021.

Staff organized a news conference to highlight Valley Water's efforts to expand the use of purified water in Santa Clara County. The event drew a great turnout of Bay Area media, as reporters and photographers from KPIX, KRON, ABC7, KQED and Univision attended, along with documentary filmmakers for German Public Television and Netflix.

The news conference was live streamed on Facebook. The video on Facebook has reached more than 72,000 people, with 48,000 video views through Sept. 30.

### 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. Featuring the "Drought Ready" slogan, multilingual ads and videos are running on digital, social media, radio and print. Ads promoting water conservation through behavioral changes are running on KCBS, Telemundo and NBC Bay Area. The spots are presented by well-known radio and television personalities.

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.

### GRAYWATER MEDIA EVENT

Staff held a media event at a home in Cupertino on Sept. 1 to showcase a laundry-to-landscape graywater system and how it can help people conserve water. KPIX, KGO-TV, KRON, NBC Bay Area, Telemundo, Univision and the Bay Area News Group (Mercury News) attended. Staff gave interviews in English and Spanish and discussed the expected water savings from a graywater system, Valley Water rebates, the drought, the board's call for a 15% mandatory reduction in water use and why conservation is important.

### MEDIA, COMMUNICATIONS AND SOCIAL MEDIA

Valley Water received 912 media mentions in September due to the continued high interest in the drought, water conservation, purified water and the water supply outlook.

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

- Expert panel guides Valley Water's path to expanding purified water
- We are in extreme drought. Is your business ready?

Staff responded to media inquiries on the following topics:

- Valley Water's reservoir comparison video
- July water use numbers in Santa Clara County and conservation efforts
- Coastal Cleanup Day
- Oroville Dam and Reservoir, local reservoir levels, the Anderson Dam Seismic Retrofit Project and the Pacheco Reservoir Expansion Project
- Statewide water conservation numbers

Staff continued to support the Vice Chair and several Directors during 10 presentations on the drought to various community groups and municipalities over the month of September.

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.

**continued on back →**

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

- Valley Water upgrades its customer service portal, Access Valley Water, to better serve you
- Saturday work for the Piedmont Creek U-frame Channel Repairs Project
- Coastal Cleanup Day - Find your happy place
- Have your voice in heard in Valley Water's Redistricting process
- Valley Water completes emergency repairs on pipeline that serves Rinconada Water Treatment Plant
- Free Drop-in COVID Vaccination Clinic and COVID Testing at Valley Water
- Neighborhood input on the proposed flood protection elements at Rocksprings, Coyote Meadows, William Street, Selma Olinder, and Watson parks

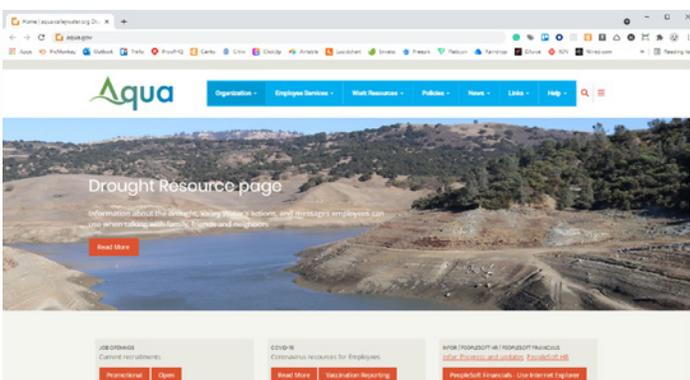
Statistics for Facebook, Twitter, valleywaternews.org blog, video, and eNews are below. Impressions are the number of times a post is displayed in a newsfeed, Twitter stream, etc. Engagement is the number of times a user interacts with a post, such as a retweet, click, and more.

<p><b>f</b></p> <p><b>3,899,252</b> impressions</p> <p><b>42,221</b> engagements</p> <p><b>12,522</b> message clicks</p>	<p></p> <p><b>16,001</b> impressions</p> <p><b>308</b> engagements</p> <p><b>74</b> link clicks</p>	<p></p> <p>Valleywaternews Blog</p> <p><b>20,282</b> views</p> <p><b>2,479</b> visitors</p>
<p></p> <p><b>607,195</b> video views</p> <p><b>11</b> videos posted</p>	<p></p> <p><b>183,857</b> impressions</p> <p><b>256</b> engagements</p>	<p></p> <p>September e-Newsletter</p> <p><b>42%</b> open rate</p> <p><b>18%</b> click through rate</p>

## INTERNAL COMMUNICATIONS

Working in partnership with IT, staff launched the new, upgraded Aqua intranet site. It is cloud-hosted and mobile-friendly, and accessible from any device for employees of Valley Water.

The 38th Employee Virtual Town Hall was held on Sept. 9. News You Can Use was sent to all employees each Tuesday and Thursday, and 8 "All User" emails were sent in September.



The upgraded Aqua intranet site received a major makeover and went live on Sept. 13.

## COMMUNITY OUTREACH

**Coyote Creek Flood Protection Project** - The invitation for the three in-person meetings to present and get feedback on the park elements from the preferred alternatives was mailed along with other outreach and social media efforts.

**Lower Penitencia Creek Improvements Project** - A letter was sent to 50 properties along the creek requesting permission to conduct survey assessments on the exterior conditions of their properties.

**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.

## GRAPHICS SERVICES

Staff completed a total of 57 graphic case requests.

 7 rebranding items created or updated	 11 drought-related materials supported
 5 signage created	 7 publications created and supported
 5 mailer, event and outreach materials created	 5 digital graphics supported
 5 public notice and newspaper advertisement created	 12 internal materials created and supported

## Upcoming activities

A series of on-site public meetings on the Coyote Creek Flood Protection Project are scheduled for 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 and provide feedback on the flood protection elements that are part of the preferred alternatives for the parks.