

## SUMMARY FOR OCTOBER 2021 Office of Communications Activities



### DROUGHT AND CONSERVATION OUTREACH



*Chair Tony Estremera conveying our water conservation message in an Imagine a Day Without Water video.*

During the month of October, staff continued to use several outreach tools to raise awareness of the extreme drought emergency and the need to reduce water use in Santa Clara County. Chair Estremera was featured in the annual “Imagine a Day Without Water” video and emphasized water conservation for our communities during this extreme drought. Chair Estremera also highlighted Valley Water’s effort to expand our county’s use of advanced purified water.

Staff also prepared two Nextdoor posts for all Board members, with the first emphasizing that despite the atmospheric river storm in October, Santa Clara County remains in a drought emergency. The post also provided information on Valley Water’s effort to expand the use of purified water in Santa Clara County and included links to [watersavings.org](http://watersavings.org), our Get Flood Ready page and the Purified Water Project page. The second post invited the public to request a Speakers Bureau presentation on the drought and conservation.

Staff continued to utilize social media platforms to emphasize water conservation, with reminders to reduce watering during fall and continuing to promote our various social media conservation campaigns.

### COYOTE CREEK FLOOD PROTECTION PROJECT PUBLIC MEETINGS

On Oct. 7, 13, and 14, Valley Water hosted public meetings at three parks in San Jose to update community members and gather their feedback on the park elements

of the proposed preferred alternatives for the Coyote Creek Flood Protection Project.

Chair Estremera provided opening remarks at the first meeting, held at Rocksprings Park/Coyote Meadows. Director Keegan provided opening remarks at the Selma Olinder/William Street Park and the Watson Park meetings. The public meeting series attracted a total of 88 in-person attendees and 26 participants joining via Facebook Live.

Valley Water staff responded to questions related to berm heights and locations, creek maintenance, property ownership, preservation of existing trees, and future maintenance of the completed project. Staff from the City of San Jose’s Parks, Recreation, and Neighborhood Services also attended each of the meetings and responded to inquiries related to city efforts.

### MEDIA, COMMUNICATIONS AND SOCIAL MEDIA

Valley Water received 598 media mentions in October due to the first big storm of the season, the continuing drought, call for more water conservation and the latest water supply outlook.

Staff responded to media inquiries on the following topics:

- The San Francisco Bay Shoreline Project, sea level rise and the impacts on Alviso, infrastructure and businesses.
- The October atmospheric river storm; we’re still in a drought emergency despite the rain and the need for conservation.
- Valley Water’s preparations for the atmospheric river storm.
- San Jose Water Company’s proposed drought surcharges .
- The water use numbers from August.

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

- Photo slideshow: Valley Water performs annual work in creeks for flood protection
- An Olympic sized California Coastal Cleanup Day
- Saratoga’s water supply comes from groundwater and imported supplies
- Valley Water Board of Directors adopts plan to address climate change






Staff continued to support board members in the Speakers Bureau for drought and conservation presentations. Valley Water gave four presentations to the community in October.

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:

- Valley Water to drill for soil samples near Alviso Marina
- Why are our recharge ponds dry?
- Neighborhood input on the proposed flood protection elements at Rocksprings and Coyote Meadows on Oct. 7
- Valley Water Board to discuss Public Trails on Valley Water Lands: Draft Policy Criteria and Guidance recommendations
- Take a virtual tour of the Silicon Valley Advanced Water Purification Center to discover the drought solution
- Valley Water to drill for soil samples to protect levees in Palo Alto Baylands Nature Preserve
- Valley Water set for second phase of pipeline work at Santa Teresa Water Treatment Plant
- Celebrating our California Coastal Cleanup Day Volunteers
- Valley Water's October Newsletter
- Oct. 20 Drop-In Vaccination Clinic at Valley Water HQ Cancelled
- It's great to see rain, but Santa Clara County remains in a drought emergency
- Wild pigs near Anderson Reservoir
- Schedule a Valley Water presentation today to learn more about the drought and ways to save water
- Where does Saratoga get its water?

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>2,727,810</b> impressions <b>32,573</b> engagements <b>7,883</b> message clicks	 <b>18,915</b> impressions <b>411</b> engagements <b>63</b> link clicks	 Valleywaternews Blog <b>24,031</b> views <b>2,821</b> visitors
 <b>507,920</b> video views <b>21</b> videos posted	 <b>240,326</b> impressions <b>207</b> engagements	 October e-Newsletter <b>35%</b> open rate <b>4%</b> click through rate

## INTERNAL COMMUNICATIONS

Working with HR and Workforce Development staff, the Internal Communications team is preparing to launch a new employee recognition tool called "Kudos." The online Kudos portal will make it easy to thank and recognize our employees, both peer-to-peer and manager to staff.

Also in October, in addition to the 39th Employee Virtual Town Hall, Internal Communications sent out 16 all user emails and the News You Can Use twice each week.

## COMMUNITY OUTREACH

### Lower Silver Creek Letter of Map Revision (LOMR) -

Valley Water staff is coordinating with the City of San Jose and Santa Clara County to send a letter to property owners informing them of the change in flood zone designation for their property. Staff is also developing a project webpage with materials and information on how property owners can begin the process to have their flood insurance requirement removed by their lender.

## GRAPHICS SERVICES

Staff completed a total of 53 graphic case requests.



3 rebranding items created or updated



7 drought-related materials supported



4 public notice and newspaper advertisement created



8 internal materials created and supported



7 signage created



8 publications created and supported



5 mailer, event and outreach materials created



4 digital graphics supported



5 Coyote Creek materials created



2 Employee Service Awards materials supported

## Upcoming activities

Virtual public meetings on Surface Water Program on November 16 and 18, 2021.