



# Santa Clara Valley Water District

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**File No.:** 18-0640

**Agenda Date:** 9/11/2018

**Item No.:** 7.1.

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## BOARD AGENDA MEMORANDUM

### **SUBJECT:**

Update on Fiscal Year 2018 Public Education Campaign.

### **RECOMMENDATION:**

Receive an update on the public perception survey conducted June 30-July 2, 2018.

### **SUMMARY:**

For many years the District has conducted public perception surveys to provide the Board and the District with accurate data regarding what the public thinks of the organization and of our work, as well as to illuminate opportunities to improve the public's understanding of and access to District services.

In August 2017, staff provided an update to the Board that staff would lead a public education effort to increase the understanding of the critical services provided by the District, to accomplish its work and fulfill its mission to provide safe, clean water to Silicon Valley. Staff noted that to maintain the public's trust and confidence, it is important for residents and businesses to understand the District's commitment to protect water quality and supply, and to provide flood protection and stream stewardship.

For the latest survey, the District contracted with EMC Research to update previous survey questions, track trend data, and test the effectiveness of messaging about the District. The survey was conducted from June 30 to July 2, 2018.

This survey followed the Public Education Campaign, a 7-month campaign that began with an internal messaging effort. That effort included the development of a poster, distributed to all employees throughout the organization, that featured long and short versions of the messages that resonated with the public. Employees were asked to include the educational messages in all internal and external communications where appropriate.

Messaging for the Public Education Campaign fell under four topics of importance to the public that aligned with the District's work: water quality, flood protection, environmental protection and infrastructure. The messaging was successfully included in a variety of internal and public-facing communications, from videos to blog posts, web site content, eNews, social media posts,

presentations and mailers, the News You Can Use employee newsletter and more.

This effort was enhanced for the public through paid campaigns designed to improve the general understanding of the District and the services it offers. The paid campaigns included radio, print, social media and digital ads in English, Spanish, Chinese and Vietnamese.

To assist with the development of messages, ads, graphics and design, and to help draft a public education campaign to reach external parties, the District worked with local company PRxDigital. The total campaign cost, which included digital, radio and print advertising in the four previously mentioned languages, was approximately \$195,580.

As a result of the campaign, the District saw an overall positive understanding and perception of the District's work and its place in the community. The District's favorability rating has improved across demographic groups, and respondents' priorities continue to align with the District's mission and priorities as well. The results of the survey are attached in the PowerPoint presentation, and EMC Research will provide a brief overview of the results at the Sept. 11 Board meeting.

**FINANCIAL IMPACT:**

There is no financial impact associated with this update.

**CEQA:**

The recommended action does not constitute a project under CEQA because it does not have a potential for resulting in direct or reasonably foreseeable indirect physical change in the environment.

**ATTACHMENTS:**

Attachment 1: PowerPoint

**UNCLASSIFIED MANAGER:**

Rick Callender, 408-630-2017