



Santa Clara Valley Water District

File No.: 19-0931

Agenda Date: 1/14/2020
Item No.: 7.2.

BOARD AGENDA MEMORANDUM

SUBJECT:

Receive Update on Office of Communications.

RECOMMENDATION:

- A. Receive information on the Office of Communication's accomplishments and planned activities; and
- B. Provide input on current and future efforts, goals, and accomplishments since the last presentation to the Board.

SUMMARY:

Per Ends Policy No. E-1, Mission and General Policies, 1.2, Santa Clara Valley Water District's (Valley Water) communications goal is to communicate our programs, projects, and challenges to the community, effectively and transparently, in order to foster public engagement.

During this Board agenda item, staff will present a short video summarizing the highlights of the last year.

Since January 2012, staff has presented the Board with regular updates on Valley Water's communications and community engagement activities.

This update gives the Board an opportunity to receive further information and provide input on how staff can better enable the Board to act as a key linkage between Valley Water and the community in order to accomplish Board Governance Process, Policy GP-3.1. which states: "The Board will produce the link between the District [Valley Water] and the public."

Staff continues its ongoing efforts to publicize Valley Water activities and bring more awareness about our commitment to provide Santa Clara County residents with safe, clean water for a healthy life, environment, and economy.

Since our last update, staff has continued to support media and community outreach events focusing on highlighting Valley Water accomplishments, milestones, and progress. Each month, a summary of the unit's activities is provided in the Board's non-agenda packet.

FINANCIAL IMPACT:

There is no financial impact associated with this item.

CEQA:

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

ATTACHMENTS:

Attachment 1: PowerPoint

UNCLASSIFIED MANAGER:

Rick L. Callender, 408-630-2017