ORIGINATING SECTION: Office of the General Manager  
CONTACT: Alexandra Bradley  
AGENDA DATE: July 15, 2020  
SUBJECT: June Outreach Activities  

Communications Plan Updates  
  • Staff completed the contract for the website redesign. The project will kick-off in July with an expected 8-month timeline for completion.  
  • Staff completed the contract for the Water Supply Reliability Public Information Program. The project will begin with a kick-off in July.  
  • Staff sent out two press releases:  
    o 2019 Annual Consumer Confidence Report Confirms High Quality of Zone 7 Water  
    o Zone 7 Board Rolls Back 6.7% Rate Increase  
  • Staff posted the 2019 Consumer Confidence Report to the website and notified Zone 7 direct customers and retailers. The report was also shared on Facebook, Nextdoor and through the eNews. It can be found at www.zone7water.com/CCR2019.  
  • Staff attended the Baywork Annual Signatory meeting. Communications Specialist Alexandra Bradley was voted in as a Board Director within the newly formed 501c3 structure of Baywork and will represent Zone 7’s voting interest on the Board, serving a one-year term. Staff continues to serve on the Candidate Development Committee and as Co-Chair of the Social Media Committee; attending meetings on behalf of the Agency and assisting in developing programs to build a more robust workforce for the industry.  
  • Zone 7 was invited to participate in Career Bytes, a one-hour discussion on career opportunities hosted by Ohlone College in partnership with Mission College and the Tri-Valley Career Center. Staff gave a presentation to educate the public about the Agency and to promote current open positions alongside other Baywork partner agencies Valley Water and EBMUD. The recording can be viewed on Ohlone College’s YouTube Channel.  
  • Facebook updates for June:  
    o Staff made 16 posts to the Facebook page. Highlights include:  
      ▪ Promotion of four open recruitments  
      ▪ Promotion of the Alameda County Clean Water Program  
      ▪ Promotion of Zone 7 on Career Bytes  
      ▪ Communication on virtual Board and Special meetings  
      ▪ Promotion of the 2019 Consumer Confidence Report
E-newsletter

- Staff sent out four eNewsletter updates:
  - Special Board Meeting Announcement: 439 total opens, 56 clicks.
  - Regular Board Meeting Announcement: 351 total opens, 34 clicks.
  - The 2019 Consumer Confidence Report is Here: 495 total opens, 251 clicks.
  - The Latest from Zone 7: 462 total opens, 18 clicks.

Schools Program & Community Events

- Staff has drafted the new three-year contract for the Schools and Outreach Program, it is being processed by procurement.

- Staff is coordinating with the education consultant on strategy for the coming school year. The next school year will present some challenges as the program will need to shift and adapt nimbly to changes and new requirements as a result of COVID-19. The consultant has been putting in time to research best practices for online learning in this new climate. Efforts include:
  - Attending the Equitable Engagement Webinar hosted by Cal EPA and the California Natural Resources Agency. The three-day event included instruction on using different platforms such as Zoom, BlueJeans, and Go to Meeting. The webinar provided best practices on how agencies can best reach and interact with all members of the public virtually.
  - A webinar for educators hosted by an educational game platform called Kahoot. This included extensive resources for teaching online.
  - Regular attendance of Water Educators Committee (WEC) Zoom meetings put on by Department of Water Resources which brings together water educators throughout the state of California to share their experiences and resources.

- Education consultant staff will spend July putting all this knowledge gained from research to use in creating “taped” and live online lessons for the coming school year.

- A teacher panel has been formed for feedback and assistance in ensuring the new online learning tools are effective and useful. Teachers on the panel from all four school districts will help the Agency understand how schools will function once they open in August. They will also guide the Agency on what platforms will be easier for teachers to use and share. When material is ready, they will test the lessons and provide feedback.

Upcoming Events

- Native Plants Workshop (via Zoom), July 28th, 4:00 pm - 5:00 pm