AGENDA DATE: March 18, 2020

SUBJECT: February Outreach Activities

Communications Plan Updates

- Facebook analytics for February:
  - Staff made 22 posts to the Facebook page. Topics included: Water Operator job posting, Zone 7 Schools Program, PFAS, Fix-a-Leak week, conservation rebate messaging, Living Arroyos, and sustainable groundwater management.
    - 130 page views (a 325% increase month over month)
    - 21 page likes (a 420% increase month over month)
    - 5,497 post reaches (a 207% increase month over month)
    - 868 post engagements (a 438% increase month over month)

- Staff reviewed 10 Requests for Proposals for Website Redesign, Content Management System, Hosting and Security Services for the Agency. Staff is scheduling interviews with selected firms and will bring a recommendation to award a contract and begin work to the Board on April 15, 2020.

- Staff created a YouTube channel for Zone 7 to better share and track metrics on videos for the Agency.

- Staff met with Museum on Main staff in Pleasanton to discuss the joint efforts of promoting the Smithsonian Waterways Traveling Exhibit coming this summer.

- Staff held a PFAS briefing for legislators on February 27, 2020. In attendance were Lyanne Mendez for Assemblymember Quirk, Caitlin Meyer for Senator Feinstein, Jennifer Rizzo for State Senator Glazer, and Gabriela Jimenez for Assemblymember Bauer-Kahan.

E-newsletter

- Staff sent out a PFAS update via the eNewsletter on February 11, 2020, in response to the Division of Drinking Water’s newly released response levels for PFOA and PFOS. The update was also shared on the Facebook page and added to the website.
  
  1) The update had 642 total opens and resulted in 6 clicks to the Zone 7 website

The February 25, 2020, eNewsletter featured three articles:
1) Science Odyssey Students Recognized with “One Water Award”
2) Students Experience “Life as a Water Molecule”
3) Fourth Graders Invited to Become Leak Detectives for Fix-a-Leak Week!

- The hosted signup had 7 new subscribers
- The eNewsletter had 468 total opens and drove traffic to the following webpages:
  - 9 clicks to the Zone 7 homepage
  - 9 clicks to the EPA WaterSense Fix-a-Leak Week page
  - 4 clicks to the Fix-a-Leak Week Contest page
  - 2 clicks to the Zone 7 YouTube Channel

**Schools Program & Community Events**

- At this year’s Livermore Valley Joint Unified School District Science Odyssey, Zone 7 partnered with the Livermore Water Resources Division (WRD) to recognize students with the “One Water Award” for projects that raised awareness of water issues. Students who met the criteria for the award received a “Certificate of Achievement in Water Awareness” signed by WRD’s Water Resources Manager and Zone 7’s General Manager. The projects were judged by staff from Zone 7 and WRD. Winners received ribbons and gift certificates at the evening award ceremony. Zone 7 also had an educational table at the event featuring the floodplain model to help students and their families learn more about our watershed and flood safety.

- Zone 7 was represented at three high school apprenticeship and career fairs. Students visited the booth to learn about the variety of jobs and training opportunities in the field, and read the biographies of water industry professionals in materials furnished by BayWork. They also played a matching game to learn what the educational requirements are for various positions and about the salary potential that water industry careers hold.

- The career game was also utilized at the Tri-Valley Expanding Your Horizons event. Girls in grades 6 through 9 attended workshops and visited booths to learn about careers in science, technology, engineering, and math fields.

- Zone 7 teachers visited 99 classrooms with approximately 2,500 students getting standards-based instruction on our most precious resource.

**Upcoming Events**

- **Fix-a-Leak Week Contest** at participating fourth grade classrooms throughout the service area.

- This year the annual Sunol Wildflower Festival has been replaced by special activities each week of spring. Zone 7 will have a booth on April 4, 2020, 10:00 am - 4:00 pm at Sunol Regional Park in conjunction with the “April Showers” weekend.

- Pleasanton Earth Day Celebration, Saturday, April 18, 2020, 12:00 pm - 3:00 pm at Pleasanton Library, 400 Old Bernal Avenue.

- Earth Day Extravaganza at Las Positas College, April 22, 2020, time to be announced.