

ALAMEDA COUNTY FLOOD CONTROL AND WATER CONSERVATION DISTRICT, ZONE 7

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ORIGINATING SECTION: Office of the General Manager**CONTACT:** Alexandra Bradley**AGENDA DATE:** October 21, 2020**SUBJECT:** September Outreach Activities**SUMMARY:**

To deliver on the Agency's 2020-2024 Strategic Plan Goal F which strives to engage our stakeholders to foster mutual understanding, staff implements and oversees a multi-faceted outreach and communications program to connect with and engage stakeholders. Through an open and transparent approach, the Agency seeks to deliver effective customer-centric communications, reaching constituents where, when, and how they prefer. Effective communication builds confidence, trust and awareness among constituents, increases participation to help with effective decision making, and helps strengthen Zone 7's commitment to its mission and vision. This monthly staff report provides timely updates on progress towards meeting the goal of engaging our stakeholders.

Communications Plan Updates:

- The Del Valle Ozonation Project campaign continues to promote the ozone treatment officially coming online at the Del Valle Water Treatment Plant. The promotional [video](#) is being shared on Facebook, Nextdoor and through a special eNewsletter announcement. The [webpage](#) was updated with current project info and an explanation of the ozone treatment process.
- Progress on the Agency's website redesign continues to move forward. Internal and external surveys were sent out to assist in the discovery phase, and Google analytics for the existing site are being reviewed to ensure the new site delivers a better user experience.
- Staff is co-leading efforts to build up Baywork's social media presence and public reach. These efforts will serve to support the Agency's Strategic Plan Initiative Goal E in maintaining effective operations through workforce development in the water industry.
- Newly designed recruitment decals for the Agency's fleet were received and will be applied to all vehicles to promote hiring.
- Staff attended the Department of Water Resources weekly partner calls in preparation for California's Flood Preparedness Week and the monthly Alameda County Emergency Managers meeting.

- A two-day video shoot was completed. The project included a refresh of Agency stock photography, a collection of staff interviews for an Agency-wide recruitment video, and a full shoot for the creation of a 10-part series on flood preparedness messaging to support Flood Preparedness Week 2020.
- In lieu of an in-person open house, a virtual flood preparedness campaign has been developed utilizing the new character "Flood Ready Freddy" to help educate Tri-Valley residents on how to be prepared year-round. The campaign will utilize paid, earned, owned and social media to reach local residents. Content includes:
 - Key messages
 - Social media posts
 - Series of (10) Flood Ready Freddy One-sheets
 - Series of (10) Flood Ready Freddy Videos
 - Newsletter Articles for General Announcement and Latest from Zone 7
 - Press Release
 - Website Landing Page
- Website Updates:
 - A pop-up was created for the website redesign survey
 - Menu tabs were reorganized to allow visitors to more easily access meeting agenda packets and the document archive. A separate page was also created to list all upcoming meeting with links to agenda packets that can be found in one place.
 - PFAS information was updated on the homepage to allow residents to more easily find information about the safety of their water.
- Facebook Updates:
 - Staff made 15 posts to the Facebook page. Highlights include:
 - The Wondrous World of Water Campaign
 - Arroyo Mocho Stanley Reach Stabilization Project
 - Sites Project Video
 - Website redesign public survey
 - Conservation messaging
 - California Coastal Clean-Up month
 - QWEL Water Efficient Landscape Certification Training
 - High Efficiency Washer Rebate
- Nextdoor Updates:
 - Entire Service Area
 - Website Redesign Survey Invitation: 6009 impressions
 - Ozonation Comes Online at Del Valle Water Treatment Plant: 8,358 impressions
 - Targeted Regions
 - Arroyo Mocho Stanley Reach Stabilization Project Public Meeting: 2102 impressions
 - Update on the Arroyo del Valle Partial Trail Closure: 351 impressions

E-newsletter:

- Staff sent out four eNewsletter updates:
 - [The Latest from Zone 7 - September](#): 720 total opens, 32 clicks
 - [Ozonation Comes Online at Del Valle Water Treatment Plant](#): 845 total opens, 20 clicks
 - [Arroyo Mocho Stanley Reach Stabilization Project Public Meeting](#): 515 total opens, 43 clicks
 - [Website Survey Announcement](#): 1,296 total opens, 87 clicks

Schools Program:

- Beta testing for the new virtual Schools' Program was completed. A soft launch of the new [website platform](#) was completed. The platform includes seven fully remote, standards-based lessons focusing on water education.
- Teachers in Livermore, Dublin, Pleasanton, and the Dougherty Valley were invited to sign up for the platform to utilize the lessons provided by Zone 7 with their students. To date, 162 classes have signed up for the virtual program.
- Staff will support teachers by delivering collateral materials when requested, being available for troubleshooting/clarifying, and delivering student and teacher giveaways. Teachers whose classes complete the lessons will be asked to complete an evaluation so the new platform can continue to be improved upon.
- Teachers who did not respond to the initial invitation will be contacted again at the end of the first trimester in an effort to increase participation and capture classrooms that may have been initially overwhelmed by the rush to move to distance learning.