



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: April 17, 2019

ITEM NO. 26c

SUBJECT: March Outreach Activities

Schools Program & Community Events

- Our education program taught water related curriculum in 103 classrooms in March.
- “Fix-a-Leak Week” was celebrated by offering students in the third, fourth, and fifth grades an opportunity to work with their families to check their homes for leaks and compete win a pizza party for their class. Students took home a four-page worksheet that they completed with adults and learned hands-on about their water usage and how to test for and prevent leaks. The activity was very well received. Both kids and parents learned from the experience. We received entries from four classrooms with 47 families participating. Winning classrooms and pizza party date to be announced.
- Zone 7 was represented at Amador High School’s Health Quest through an interactive booth for students. Students took home shower timers and decals after quizzing each other about water facts. Feedback from staff was that this was the most successful outreach event they had attended. Students were interested in Zone 7, its function and they loved the shower timers and stickers. There were an estimated 1,000 in attendance. Staff distributed 194 shower timers, 400 shower decals, 48 bookmarks and 10 booklets with for total of 377 interactions.

Upcoming Events

- *April 10, 2 pm – PPWTP Upgrades and Ozonation Project Groundbreaking Ceremony.* Zone 7 will celebrate the project groundbreaking with a special ceremony.
- *April 14, 11:00 am-4:00 pm – Sunol Wildflower Festival* **Stop** by to enjoy the regional park and visit the Zone 7 booth to see the floodplain model.
- *April 23 – Ag and Enviro Day,* Livermore High School. Zone 7 will engage Livermore third graders and their chaperones with an interactive watershed game at the annual Ag Adventure Day at Livermore High School. Students will run through a playing field set up with stops designed to teach how water moves throughout our watershed (and the obstacles in the way).
- *May 4, 10:00 am-3:00 pm – Livermore Innovation Fair.* This a project targeted to bring STEM + Arts excitement in the Tri-Valley area. It is a free, family-friendly showcase of discovery and imagination that is equal parts science fair, high-tech exhibition, art show, and community carnival. Zone 7 will have a booth with STEM related activities for kids.

- *May 4, 10:00 am-5:00 pm – Bringing Back the Natives Garden Tour.* This is a self-guided tour and online registration is open. Zone 7 is a past and current sponsor of this event. <https://www.bringingbackthenatives.net/>
- *May 5, 2019, 9:30 am – 1:00 pm – Dublin Pride Week: Lawn to Garden Party.* This inspiring and informative one-day workshop is designed for homeowners interested in replacing their water-thirsty lawns with beautiful water-efficient landscaping. Experts will provide advice on landscape design, plants, and drip irrigation. Also, participants will learn about Zone 7’s Water Efficient Rebate Program. Online registration will be open the last week of March. Co-sponsors are promoting this event on social media websites, their websites and at public events. <http://www.trivalleywaterwise.com/events/>
- *May 15, 9:30 am-Zone 7’s 2019 Service Awards.* The ceremony will be held in the Board Room. Zone 7 will be recognizing 15 employees for various service milestones.

E-newsletter

- Upcoming events with live links have been added as a feature of the newsletter to inform residents about Zone 7 sponsored events and to make it easy for them to get involved.
- The March 22, 2019 eNewsletter included three articles: 1) Celebrating Director William “Bill” Stevens, 2) Board of Directors Vacancy and, 3) Upcoming Events. The eNewsletter was opened by 33 percent of the 679 recipients.
- The March 29, 2019 eNewsletter included three articles: 1) Zone 7 Board of Directors Get a Firsthand Look at Local Water Storage Project, 2) Free Lawn to Garden Party and, 3) Upcoming Events. The eNewsletter was opened by 29 percent of the 678 recipients.

Cross-Agency Outreach & Cooperation

- Staff met with Dublin San Ramon Services District communications staff for an agency overview and site tour.
- Staff met with Contra Costa Water District communication staff for an agency overview and tour of the Los Vaqueros Dam.
- Staff had a phone meeting with Cal Water for an agency overview and introduction.
- Staff attended the monthly regional Public Information Officers meeting at the City of Livermore to discuss emergency preparedness in the Tri-Valley area.

Communications Plan Updates

- Staff attended the California Public Information Officers Social Media Workshop.
- Staff is in process of researching options and vendors for a website redesign, Americans with Disabilities Act compliance and security upgrades.

- Staff has compiled examples of local agency social media policies and is working on a draft policy for Zone 7 in preparation of launching social media.
- Staff is working with our communications consultant ICF to obtain the necessary permissions to allow for posting on NextDoor, which will allow for emergency updates and important regional information to be disseminated; it is currently awaiting approval with the County of Alameda.

Media Outreach

- Zone 7 promoted “Fix-a-Leak Week” with a special EPA WaterSense animated banner and announcement on the Zone 7 homepage with tools to help identify and fix leaks.
- Staff sent press releases to The Independent and The Pleasanton Weekly regarding the board vacancy. The vacancy was posted on three local Patch sites. Vacancies flyers were shared with retailers and local agencies to post on social media and share with networks.
- The Independent ran one story: “[Zone 7 to Appoint Successor to Stevens.](#)”
- The Pleasanton Weekly ran two stories: “[Water Planning for the Future](#)” and “[Zone 7 Director Bill Stevens Resigns, Creating Vacancy On Board.](#)”
- Staff was contacted by ABC7 News and arranged for an interview with the Integrated Water Resources Manager: “[Wet Winter Helps Replenish Groundwater Supplies.](#)”
- Stanford University ran a story on groundwater management, which noted Zone 7 for its Groundwater Management Plan: “[Measuring Success in Groundwater Management.](#)”