



ALAMEDA COUNTY FLOOD CONTROL AND WATER CONSERVATION DISTRICT, ZONE 7

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ORIGINATING SECTION: ADMINISTRATION
CONTACT: JILL DUERIG

AGENDA DATE: August 16, 2017

ITEM NO. 14c

SUBJECT: July Outreach Activities

E-newsletter July 20, 2017

The July 20, 2017 eNewsletter included two articles: 1) Tri-Valley Potable Reuse Investigations and New Board President and Vice President Named for FY 2017-18. The eNewsletter was opened by 31.9 percent of the 649 recipients (22.5% is the industry average).

Schools Program & Community Events

As is typical, July was a quiet month for Zone 7’s schools and outreach programs. Zone 7’s consultant, Morrison & Associates, has spent the month gearing up for launching another year of teaching complete with adding a new teacher, identifying new student gifts and updating curriculum. They are also updating some of the outreach materials including the well-used “Perfect Plant” piece designed to help local residents choose the right drought tolerant and native plants when replacing their lawns.

Website & E-news Subscription Activity

