



## 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:** May 15, 2019

ITEM NO. **18c**

**SUBJECT:** April Outreach Activities

### Schools Program & Community Events

- Our education program taught water related curriculum in 78 classrooms in April.
- Our teachers engaged Livermore third graders and their chaperones in an interactive watershed game at the annual Agriculture Adventure Day at Livermore High School on April 23. Students learned about our watershed and worked as a community to move water through the obstacles of drought, flood, endangered species and pollution.
- April 14 was a perfect spring day for the Sunol Wildflower Festival. Families streamed through the exhibit at a steady pace with barely a lull. Kids were overheard saying, "I want to go to the Zone 7 Water table!" Everyone enjoyed manipulating variables on the floodplain model. Staff reached 163 attendees at the festival.
- To celebrate Fix a Leak Week in March, Zone 7 invited elementary school classrooms to participate in a contest. Students took home the EPA Watersense Fix a Leak Week worksheet to learn how to fix leaks and save water at home. We had four classrooms participate in the contest and the two with the highest participation rate; John Green Elementary in Dublin and Hearst Elementary in Pleasanton were rewarded with Zone 7 pencils, and a pizza and soda party for the entire class. It was a great learning experience for kids and parents alike as they worked together to check their water meters, play leak detective and scavenge for drips throughout their home. The winning classes were thrilled to have hot pizza delivered by Zone 7 staff to their classrooms on April 25th.

### Upcoming Events

- *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, 9:00 am– 2:00 pm – Truck Time San Ramon.* This is an “interactive outdoor family festival that encourages children (and their adults) to explore the trucks and vehicles they see around them all the time.” Zone 7 will be represented with a truck and trailer as well as a table full of information and goodies. <http://trucktimesanramon.org/>
- *May 5, 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. In addition, 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**

- The April 19, 2019 eNewsletter included four articles: 1) Zone 7 Breaks Ground on Ozonation Project at Patterson Pass Water Treatment Plant, 2) Celebrating Water Awareness in May 3) Safe Drinking Water is a Human Right: Board Takes a Position Against the Proposed Tax on Drinking Water; and 4) The State of Zone 7’s Water Supply is Excellent. The eNewsletter was opened by 32 percent of the 678 recipients.

### **Cross-Agency Outreach & Cooperation**

- Staff attended a regional water agency PIO meeting hosted by Contra Costa Water District to discuss education programs, messaging for potential PG&E shutdowns during wildfire season and share communications best practices.
- Staff attended the Alameda County Emergency Managers Association Meeting.
- Staff attended the monthly regional Public Information Officers meeting at the City of Livermore to discuss emergency preparedness, social media success stories and upcoming community events.
- Staff attended the Baywork Executive Committee Meeting. Bylaws were updated and staff is working with Baywork to co-host a teacher externship with East Bay Municipal Utility District in July in order to further enrich our water education program.
- Staff attended the East Bay Leadership Task Force on Water. Featured speakers were Alex Coate, General Manager of East Bay Municipal Utilities District and Michael Carlin, Deputy General Manager/Chief Operating Officer of San Francisco Public Utilities Commission.
- Staff attended the Elected Women’s Luncheon and Dublin State of the City Luncheon.

### **Communications Plan Updates**

- Staff has been out taking photos of various Zone 7 properties and activities for use on future social media posts.
- Staff had a phone meeting with the State Water Project to discuss implementation of their outreach plan and tools for the legislative briefing in May.
- Staff has completed the external social media policy and is working on an internal social media policy in preparation of launching social media.
- Staff is working with Alameda County to set up a Nextdoor account. Staff attended a “Nextdoor 101 for Government Agencies” webinar and provided the County with GIS map files for the service area. Staff is waiting for Alameda County to create the service area and Nextdoor account for Zone 7.

### **Media Outreach**

- The Independent ran one story: “Zone 7 to Interview 14 Candidates for Seat.”
- The Pleasanton Weekly ran three stories: “Zone 7 Directors Oppose Governor's Plan to Tax Drinking Water”, “Zone 7 Poised to Pick New Director for Empty Seat”, and “Zone 7 Breaks Ground on \$110M Treatment Plant.”