



ALAMEDA COUNTY FLOOD CONTROL AND WATER CONSERVATION DISTRICT, ZONE 7

100 NORTH CANYONS PARKWAY, LIVERMORE, CA 94551 • PHONE (925) 454-5000 • FAX (925) 454-5727

ORIGINATING SECTION: ADMINISTRATION

CONTACT: Valerie Pryor

AGENDA DATE: November 14, 2018

ITEM NO. 13b

SUBJECT: October Outreach Activities

E-newsletters October 5, 11, 19, and 20, 2018

- The October 5, 2018, eNewsletter included three articles: 1) Join Us for a Flood Preparedness Open House, 2) Board to Consider Water Rates and Fees, and 3) Del Valle Water Treatment Plant Ozonation Project Construction Progress. The October 5, 2018, eNewsletter was opened by 35 percent of the 685 recipients.
- The October 11, 2018, eNewsletter included one article: 1) Reminder: Flood Protection Open House and Tour. The October 11, 2018, eNewsletter was opened by 32 percent of the 685 recipients.
- The October 19, 2018, eNewsletter included five articles: 1) Flood Preparedness Open House, 2) Board Adopts New Water Rates and Fees, 3) Wow, That's a Lot of Trash!, 4) Key Trail Connection Coming to Sycamore Grove Park, and 5) Zone 7 Open Positions. The October 19, 2018, eNewsletter was opened by 32 percent of the 686 recipients.
- The October 20, 2018, eNewsletter included two articles: 1) Board Approves Water Rate Increase, and 2) Zone 7 Open Positions. The October 20, 2018, eNewsletter was opened by 35 percent of the 685 recipients.

Public Workshops

Flood Preparedness Open House: October 23, 2018. Section staff successfully coordinated and conducted the Open House event, along with support and planning from staff from Integrated Planning and Administration, and Morrison and Associates. Representatives from six outside entities also participated in the event, including the Cities of Pleasanton and Livermore, Alameda County Public Works and Sheriff's Office of Emergency Services, California Department of Water Resources, the Livermore-Pleasanton Fire Department, and the Natural Resources Conservation Service. A lot of material was presented at several Zone 7 "stations", including a watershed overview, Zone 7's history in flood control, sandbag and plastic emergency measures, use of Storm Central, and an update on the repairs to bank damages caused in 2017. While attendance was light, the feedback from management, two directors, and those of the public who were present was very positive. Considerable internal interest has been generated in organizing a similar event on an annual basis, with additional advertisement and expanded preparation time.

Schools Program & Community Events

- Our teachers visited 122 classes during the month of October. This includes schools in all four districts that we serve, and just about every grade level.
- Over the three days of the Fall Home and Garden Show at the Alameda County Fairgrounds, representatives of Zone 7 visited with more than 600 show attendees. Attendees enjoyed receiving rebate information, toilet tabs, and sprinkler keys, amongst many useful items. To help draw people into discussions, a table displayed items that Zone 7 technicians use. This encouraged people to ask about and learn about some of the jobs that are done at Zone 7 Water Agency.

Website & E-news Subscription Activity

