

# Bi-Annual Communications & Outreach Update



Alexandra Bradley, Communications Specialist  
January 15, 2025



# Strategic Alignment 2020-2024





# Agency Wide Campaigns & Initiatives

|                       | J | F | M | A | M | J | J | A | S | O | N | D |
|-----------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Corporate Branding    | → |   |   |   |   |   |   |   |   |   |   |   |
| Annual Report         | → |   |   |   |   |   |   |   |   |   |   |   |
| Water Academy         | → |   |   |   |   |   |   |   |   | → |   |   |
| Water Awareness Month |   |   |   |   | ★ |   |   |   |   |   |   |   |

■ Major Multi-Media Campaigns   ■ Proactive Outreach Campaigns   ■ Messaging and Materials





# Water Quality Campaigns & Initiatives

|                            | J | F | M | A | M | J | J | A | S | O | N | D |
|----------------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Consumer Confidence Report |   |   |   |   |   |   | ■ | ■ | ■ | ■ | ■ | ■ |
| Water Treatment / WWoW     | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| Plant Outreach             |   |   |   |   | ★ |   |   |   |   |   |   |   |

■ Major Multi-Media Campaigns   ■ Proactive Outreach Campaigns   ■ Messaging and Materials





# Water Reliability Campaigns & Initiatives

|                                       | J   | F | M | A | M | J | J | A | S | O | N | D |  |
|---------------------------------------|-----|---|---|---|---|---|---|---|---|---|---|---|--|
| Tri-Valley Water Reliability Campaign | ← → |   |   |   |   |   |   |   |   |   |   |   |  |
| Groundwater Week                      |     |   | ★ |   |   | → |   |   |   |   |   |   |  |
| Conservation Campaign                 | ← → |   |   |   |   |   |   |   |   |   |   |   |  |
| Rebate Programs                       | ←   | ★ |   | ★ | → |   |   |   |   |   |   |   |  |
| Drought Messaging                     |     |   |   | → |   |   |   |   |   |   |   |   |  |
| Fix-A-Leak Week                       |     |   | ★ |   |   |   |   |   |   |   |   |   |  |

■ Major Multi-Media Campaigns ■ Proactive Outreach Campaigns ■ Messaging and Materials





# Flood Protection Campaigns & Initiatives

|                            | J       | F | M | A | M | J | J | A | S | O | N      | D |
|----------------------------|---------|---|---|---|---|---|---|---|---|---|--------|---|
| Flood Channel Maintenance  | ←—————→ |   |   |   |   |   |   |   |   |   |        |   |
| Emergency Preparedness     | —————→  |   |   |   |   |   |   |   |   | ↑ | —————→ |   |
| Flood Awareness Week       |         |   |   |   |   |   |   |   |   | ★ |        |   |
| Watershed / Living Arroyos | ←—————→ |   |   |   |   |   |   |   |   |   |        |   |

■ Major Multi-Media Campaigns   ■ Proactive Outreach Campaigns   ■ Messaging and Materials





# Agency-wide Outreach



2024 Highlights & Results  
July - December



# Zone7Water.com Site Traffic Year over Year



**26% increase  
this year!**

**48,013 total  
annual users**

**49,143 total  
annual users**

**46,981 total  
annual users**

**59,230 total  
annual users**

**4,001  
Avg/month**

**4,095  
Avg/month**

**3,915  
Avg/month**

**4,936  
Avg/month**

**2021**

**2022**

**2023**

**2024**





# Zone7Water.Report Online Annual Report



New year-round promotional efforts

- Google Display Ads
- Facebook Advertising
- YouTube Promotion

Plus, standard outreach

- Website
- Social media
- Newsletter



# Zone7Water.Report Online Annual Report



## Annual Site Traffic Year over Year



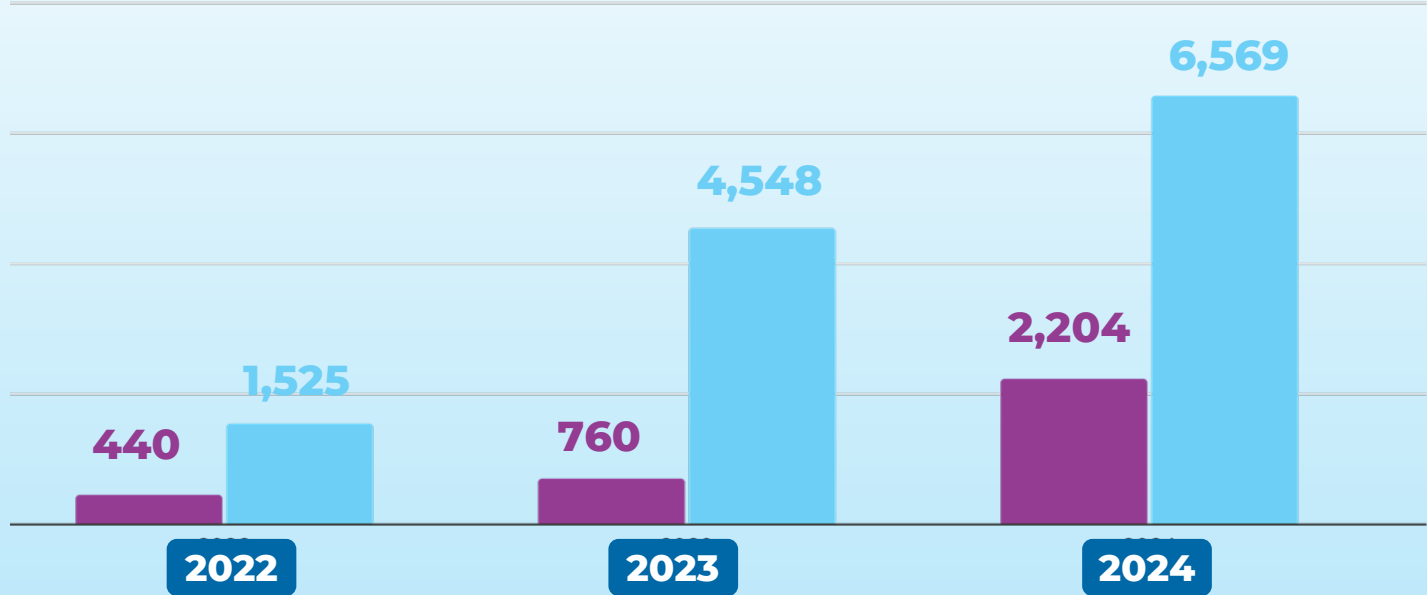
Users

**212% increase  
this year!**



Page Views

**44% increase  
this year!**



# Facebook Performance - Jan - Dec 2024

261



843,604  
Impressions



223,898  
Accounts  
Reached

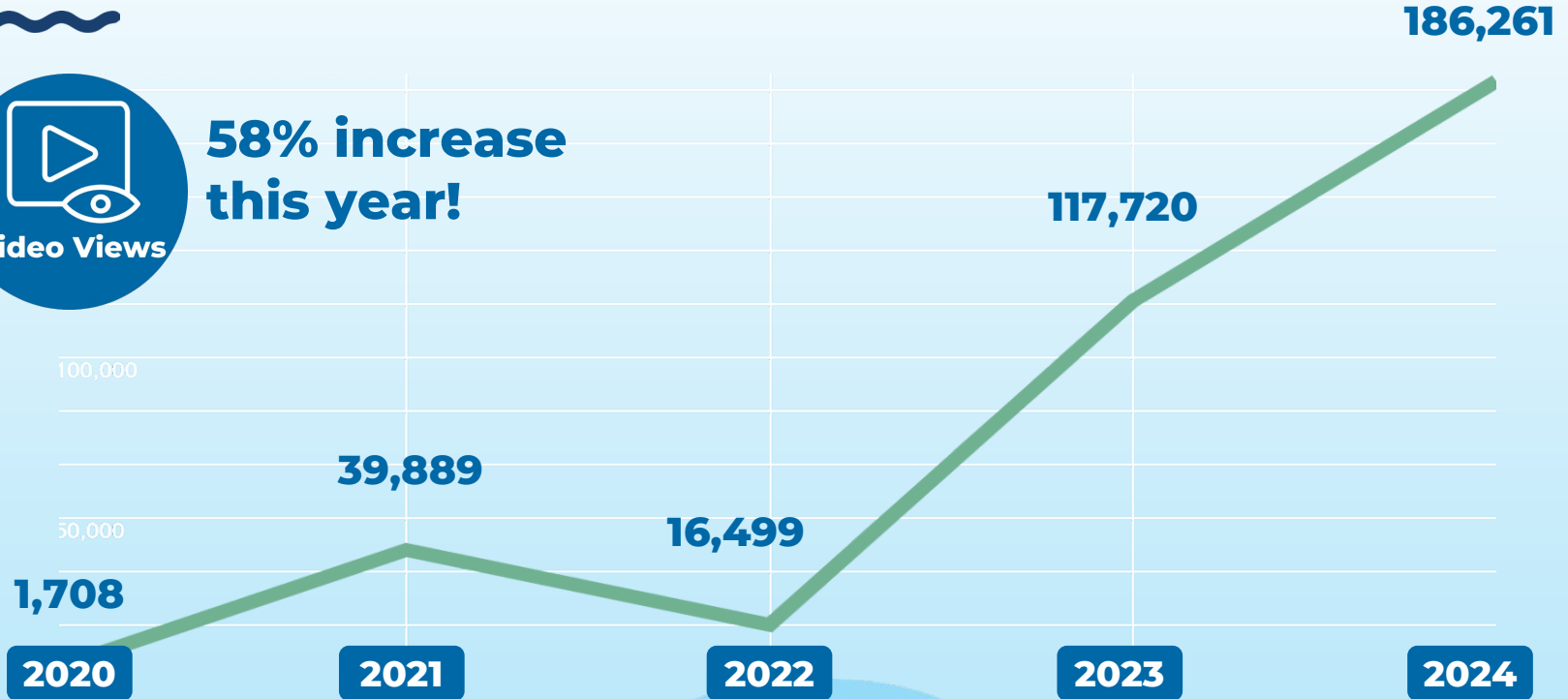


1,285  
Follows

# YouTube Total Annual Views - YOY



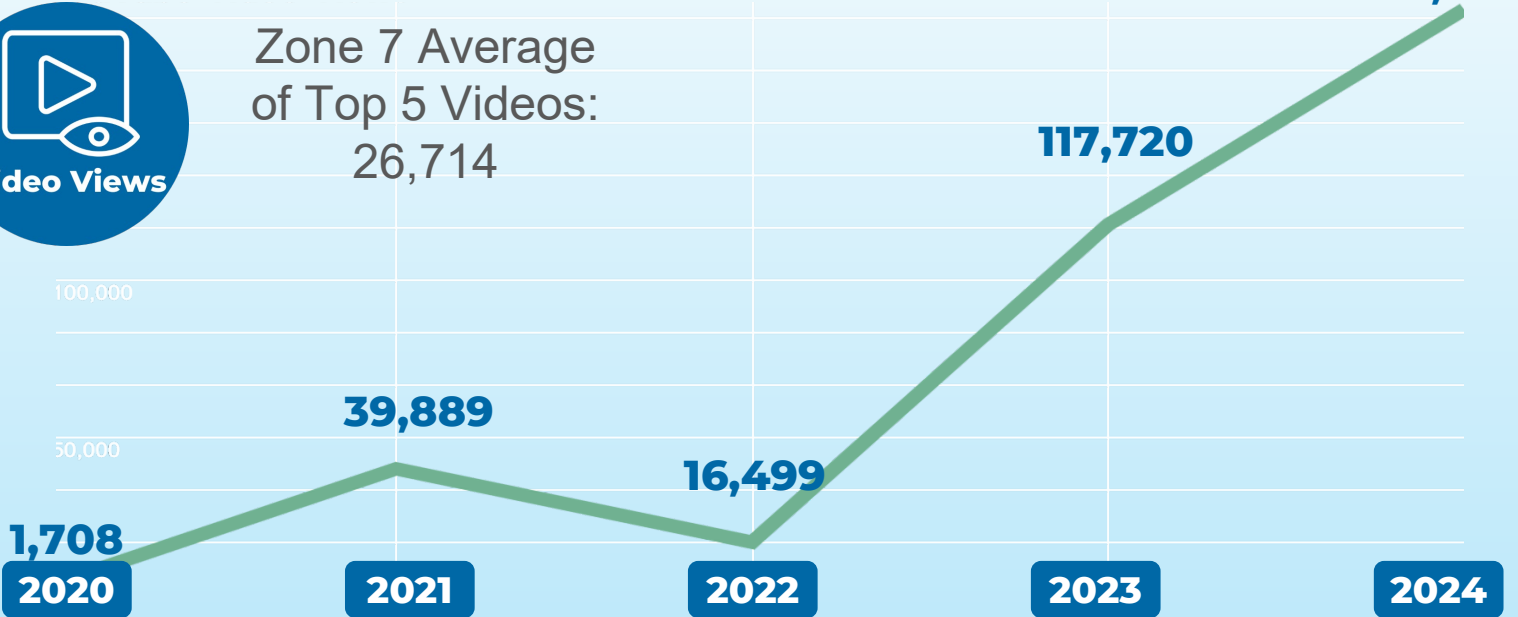
**58% increase  
this year!**



# YouTube Total Annual Views - YOY



Zone 7 Average  
of Top 5 Videos:  
26,714



106,134



62,516



26,197



9,289



5,589



2,545



1,633



915



\*Avg of Top 5 videos

# Newsletter Performance - 2024



# Water Professionals Week

## Appreciation Reel



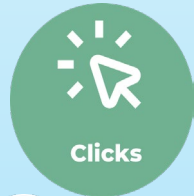
**3,370**

Reach



**990**

Video Views



**15**

Clicks



Achieved with one week of promotion!



# Budget Brief



- NEW! Companion piece to provide an overview of the budget
- Created in collaboration with finance team
- Inserted as an executive summary to introduce budget highlights

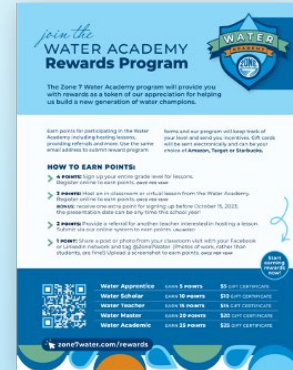
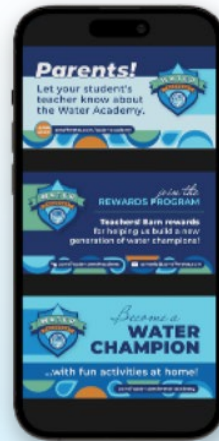




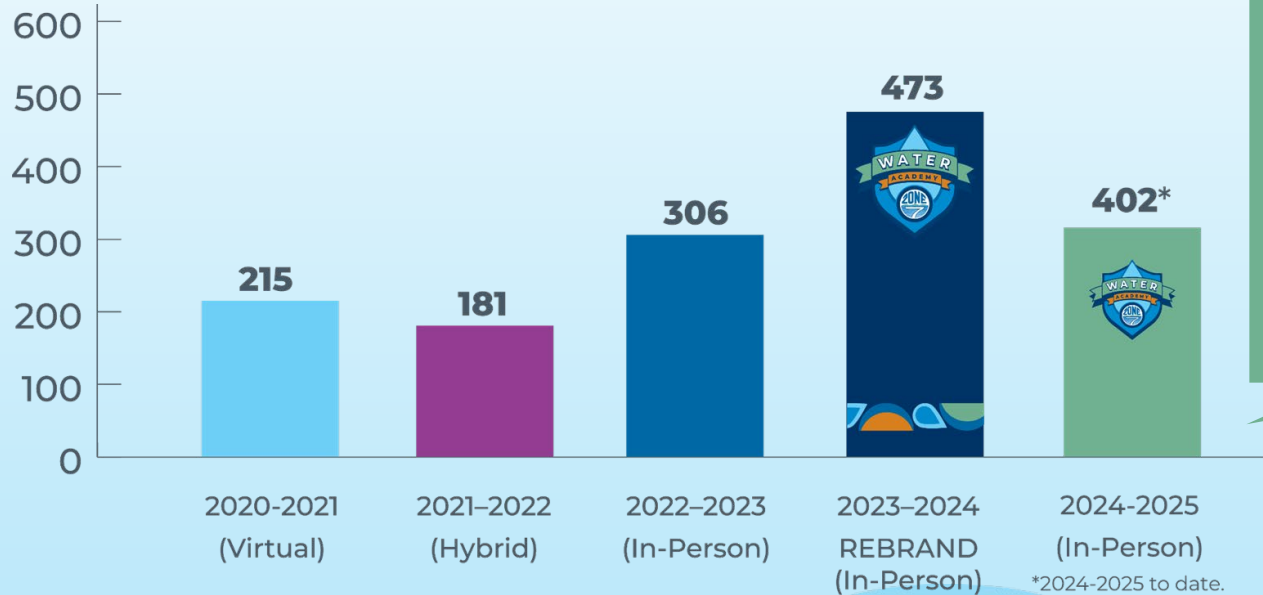
# Water Academy



Launched second school year of rebranded program with incentive program



# Water Academy Program



Jul - Dec 2024  
Website traffic:

**Water Academy Page**

- Page Views 502
- Users 272

**Teachers Page**

- Page Views 657
- Users 397





# Water Quality



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2024 Highlights & Results  
July - December

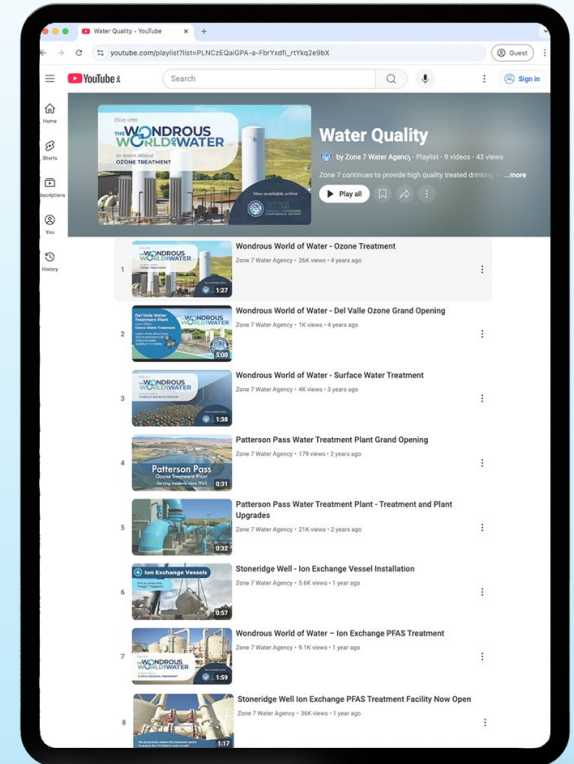
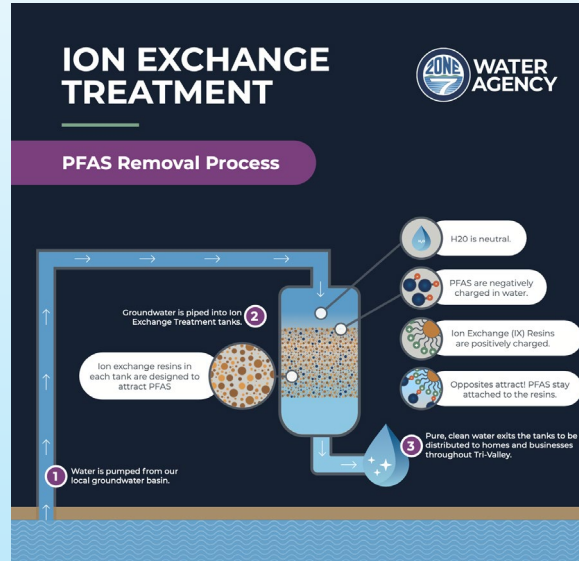


# Wondrous World of Water

## Educational Materials

Campaign Launched in 2020

Includes all water quality treatment related efforts



# NEW! PFAS Timeline Video



Jul-Dec 2024



**6,394**  
combined  
new views

Lifetime



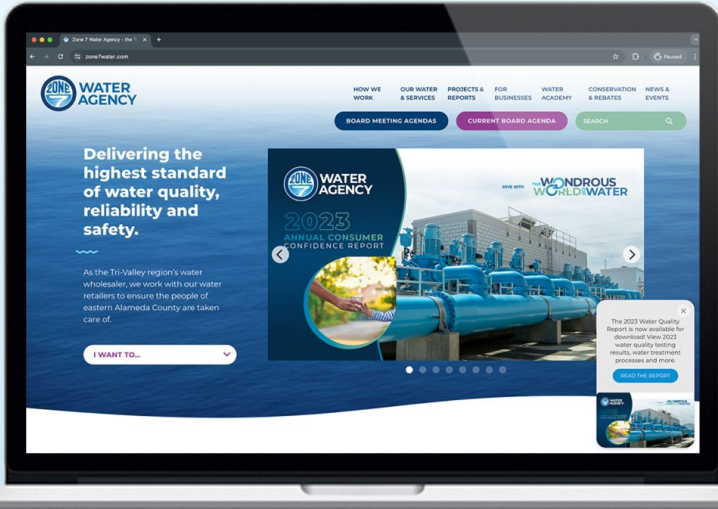
**84,672**  
total  
combined  
views

Lifetime



**1.6k**  
hours of  
combined  
watch time

# 2023 Annual Water Quality Report (CCR)



### SOURCE WATER ASSESSMENT

Zone 7 Water Agency draws from a variety of sources to provide water to our customers. This report provides information on the quality of our water supply.

#### IMPORTED SURFACE WATER

The majority of our water originates from the State Water Project and the Delta and Conner Diversion.

#### GROUNDWATER

Our water supply is also supplemented by groundwater from the Livermore and Elgin Groundwater Fields.

#### LEGAL SURFACE WATER

Our water supply is also supplemented by water from the State Water Project and the Delta and Conner Diversion.

### WHAT'S IN YOUR WATER?

#### Water Quality Testing

As part of regular quality control, Zone 7 Water Agency routinely tests for a range of substances in our water supply to ensure we can deliver safe and clean water to customers. The results table shows the average level and range of each chemical substance found in our water supply. These results are compared to federal and state drinking water quality standards.

#### Where Do Contaminants Come From?

The source of drinking water (both tap and bottled water) can be naturally contaminated. Natural sources of groundwater, surface water, and rainwater can contain naturally occurring minerals and, in some cases, radioactive materials. It can also be contaminated by human activities, such as agriculture, industry, and urban runoff. Contaminants can also be introduced to water during distribution, such as through leaks in pipes and service lines.

#### ORGANIC CHEMICAL CONTAMINANTS

Organic chemical contaminants, including synthetic and naturally occurring chemicals, can be found in water. These include pesticides, herbicides, and pharmaceuticals. Some of these chemicals can be broken down into smaller molecules, which can be more difficult to remove during water treatment.

#### RADIOACTIVE CONTAMINANTS

Radioactive contaminants, which can be naturally occurring or the result of human activities, can be found in water. These include radon, uranium, and other minerals. Radon is a naturally occurring gas that can be found in water. It can be removed during water treatment.

#### TERMS TO KNOW

- Maximum Contaminant Level (MCL):** The highest level of a contaminant that is allowed in drinking water.
- Maximum Contaminant Level Goal (MCLG):** The level of a contaminant in drinking water below which there is no known or expected health risk.
- Maximum Residual Disinfectant Level (MRDL):** The maximum level of a disinfectant allowed in drinking water. This level is set to balance the benefits of drinking water with disinfection against the potential health risks of disinfection byproducts.
- Public Health Goal (PHG):** The level of a contaminant in drinking water below which there is no known or expected health risk.
- Priority Drinking Water Contaminants:** Contaminants that are known to be harmful to human health and are found in drinking water.
- Remediation Action Level (RAL):** The level of a contaminant in drinking water at which remedial action should be taken.
- Secondary Maximum Contaminant Level (SMCL):** The level of a contaminant in drinking water that is not expected to cause health problems but may cause aesthetic problems, such as taste and odor.
- Secondary Maximum Contaminant Level Goal (SMCLG):** The level of a contaminant in drinking water below which there is no known or expected health risk.

# Water Quality Report

## Jul-Dec Page Traffic



Users

362

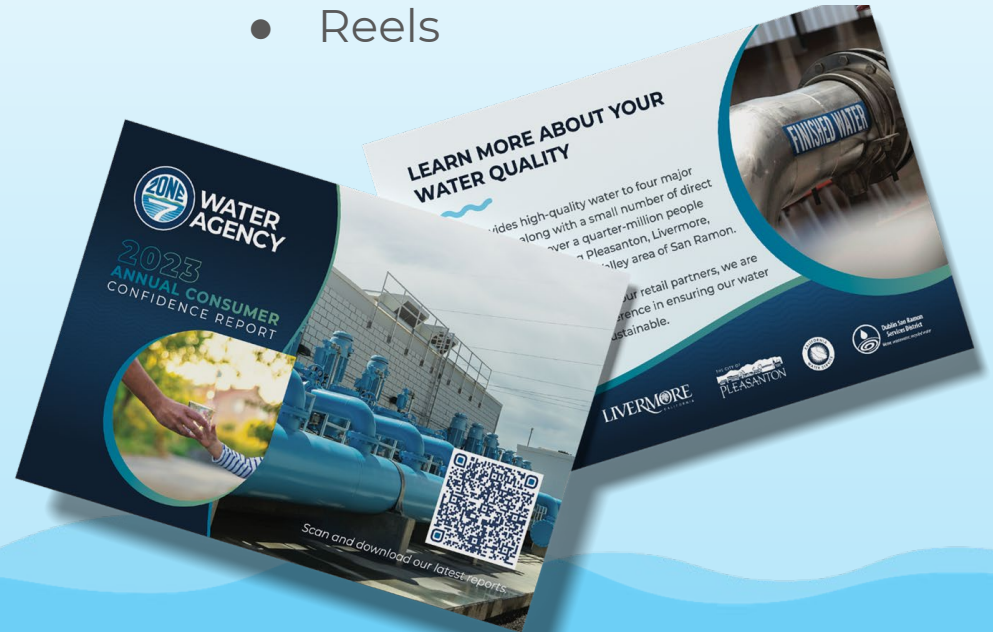


Page Views

511

Added outreach efforts in 2024:

- Social media
- Website
- Newsletter
- Postcards
- Reels





# Stoneridge Well PFAS Treatment Facility

## Project Page & Slideshow Video



**155**

Users

Most  
watched  
video on  
YouTube!



**213**

Page Views



Video Views

Jul-Dec 2024

**10,490**  
new views

Lifetime

**36,512**  
total views





# Water Reliability



2024 Highlights & Results  
July - December



# Conservation Zone Rebate Promotions

## Rebate specific outreach Jul-Dec 2024:

- Irrigation Management Workshop
- Social media
- 8 Community events
- Postcard distribution



Users

425



Page Views

738



7 Water Efficient Lawn Conversions



91 High Efficiency Washer Rebates



51 Smart Irrigation Controller Rebates



11 Pool Cover Rebates



# Water Wise Wendy videos and outreach



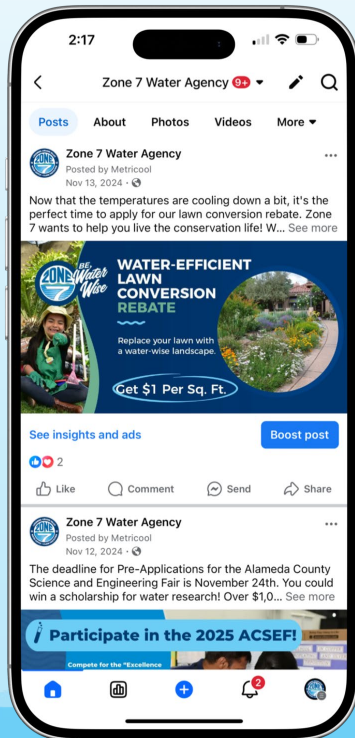
Users

79



Page Views

112



# TriValleyWaterWise.com



Separate microsite  
focused on native gardens



**7,503**



**25,960**



# TriValleyWater.org Public Information Program

## Phase II - Challenges & Solutions

TRIVALLEY  
WATER PARTNERS


Learn more about one of the Tri-Valley's potential water reliability solutions:



THE DELTA CONVEYANCE

TRIVALLEY  
WATER PARTNERS

Water reliability requires long-term planning.




LEARN MORE

Water reliability requires long-term planning.




LEARN MORE

Learn more about the Tri-Valley's potential long-term water reliability solutions.



TRIVALLEY  
WATER PARTNERS

Learn more about one of the Tri-Valley's potential water reliability solutions:




SITES RESERVOIR

TRIVALLEY  
WATER PARTNERS

Learn more about the Tri-Valley's potential long-term water reliability solutions.

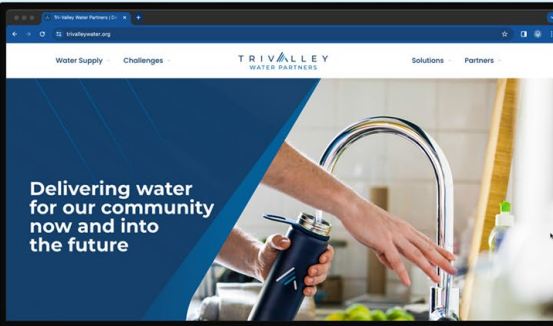


TRIVALLEY  
WATER PARTNERS



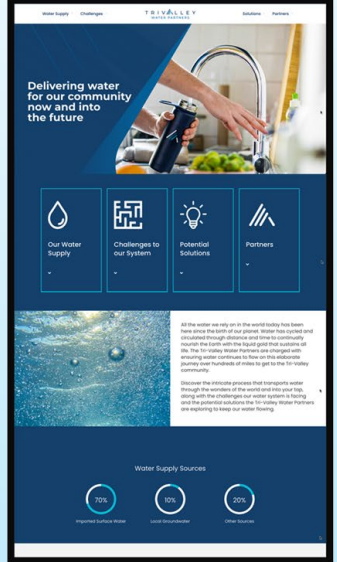
Learn more about one of the Tri-Valley's potential water reliability solutions:

THE DELTA CONVEYANCE



Water Supply Challenges TRIVALLEY WATER PARTNERS Solutions Partners

Delivering water for our community now and into the future



Water Supply Challenges TRIVALLEY WATER PARTNERS Solutions Partners

Delivering water for our community now and into the future

Our Water Supply Challenges to our System Potential Solutions Partners

All the water we rely on in the world today has been here since the earth was first formed. Water has never not circulated through oceans and rivers to continents, and the water with the least salt and most oxygen on the planet is the Tri-Valley Water Partners' water. Along with the challenges our water system is facing and the growing population, Tri-Valley Water Partners are exploring ways to keep our water flowing.

Discover the flexible process that transports water through the services of the world and into our tap, along with the challenges our water system is facing and the growing population, Tri-Valley Water Partners are exploring ways to keep our water flowing.

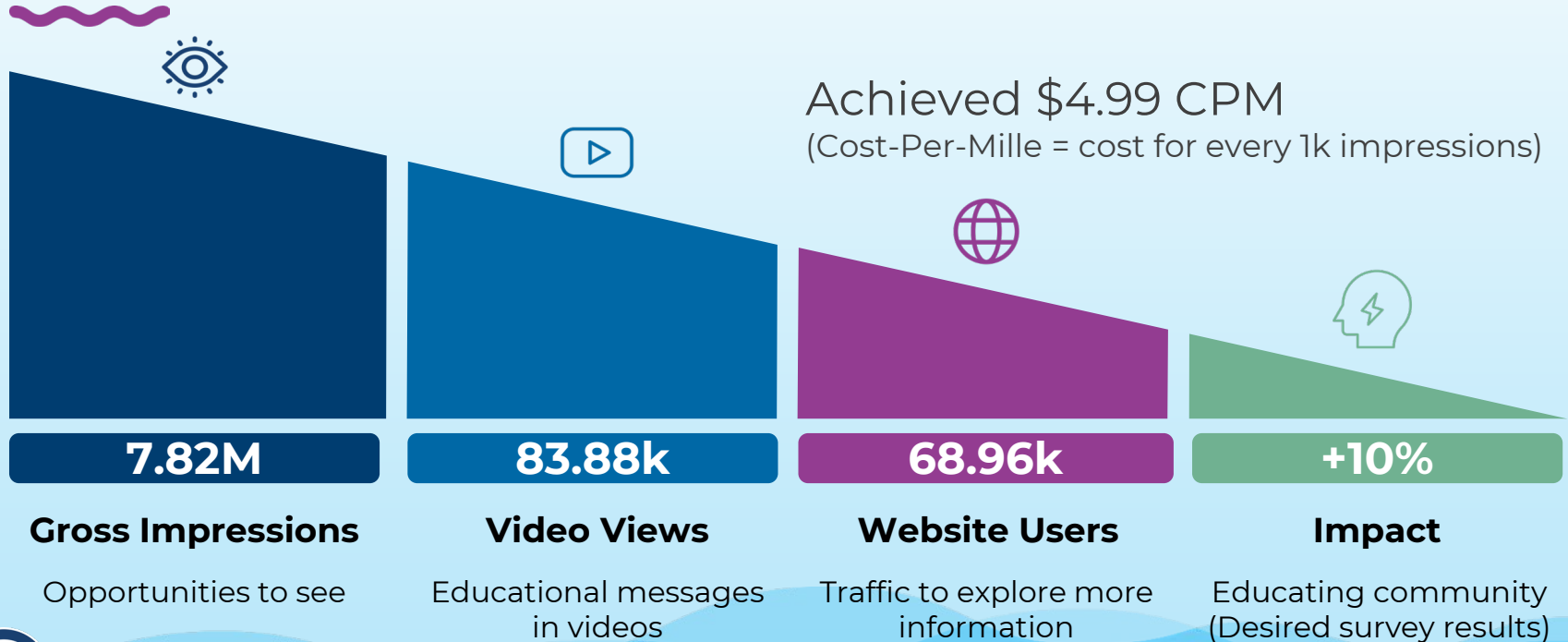
Water Supply Sources

- 100% Improved Surface Water
- 100% Local Groundwater
- 100% Other Sources



# Tri-Valley Public Information Program

## Overall Campaign Results



# Tri-Valley Public Information Program

## Survey Results - Highlights



**20.08%** increase in people who know imported water originates in the Feather River watershed from the Northern Sierra Nevada  
*(from 39.22% → 59.30%)*



**16.82%** increase in people understanding the biggest expense is to purchase and import water  
*(from 22.88% → 39.22%)*



**14.11%** increase in willingness to pay \$15 more per month to ensure water reliability  
*(from 16.99% → 31.10%)*

**Detailed summary  
report in progress!**







# Flood Protection



2024 Highlights & Results  
July - December



# Flood Preparedness Open House

- Social media
- Website
- Newsletter
- Display Ads
- Kiosks
- Flyers/Postcards
- Eventbrite
- YouTube
- Post Event  
Thank You Reel



# Flood Ready Freddy Aligned Promotion



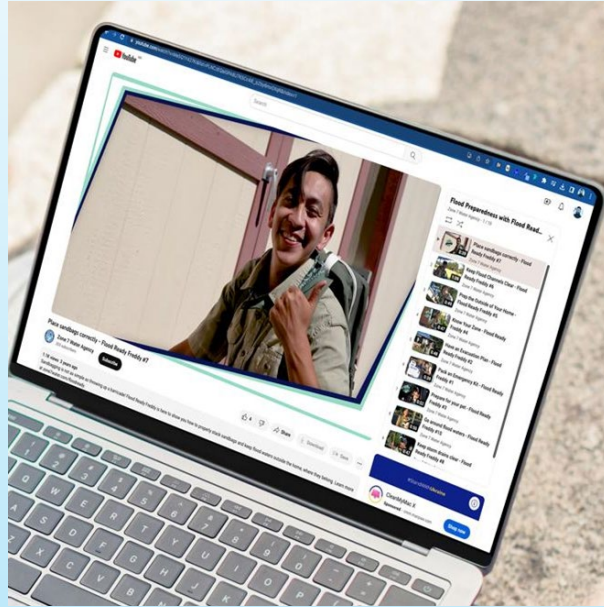
Users

176



Page Views

361





# YouTube Video Views

**Jul-Dec 2024**



**Video Views**

**25,463**  
combined  
new views

**Lifetime**



**Video Views**

**53,306**  
total  
combined  
views

**Lifetime**



**Time  
Watching**

**678**  
hours of  
combined  
watch time



# Storm Alert Level Program Jul - Dec 2024



87



178



# Up next . . .



2025 Plans  
January - June



# 6 MONTH LOOK AHEAD

- 2024 Annual Report Launch
- Tri-Valley Art Contest
- Chain of Lakes PFAS Facility
- Groundwater Awareness Week
- Fix-A-Leak Week Challenge
- Water Awareness Month/Tours
- Annual Water Quality Report



# Review Objectives & Strategies

## from 2020-2025 Strategic Communications Plan

### OBJECTIVES

- ✓ Enhance water conservation and flood preparedness
- ✓ Promote public awareness of Zone 7's messages to the public
- ✓ Maintain an effective Schools' Program
- ✓ Enhance the use of technology to convey messages
- ✓ Align objectives with the 2020 Strategic Plan

### STRATEGIES

- ✓ Build out the Zone 7 brand
- ✓ Develop a baseline for benchmarking
- ✓ Consolidate messaging under service delivery focus areas
- ✓ Create compelling outreach campaigns
- ✓ Produce branded creative content
- ✓ Outline outreach plans in a master content calendar





# Review Key Tactics

## from 2020-2025 Strategic Communications Plan



### PAID MEDIA

- ✓ Use digital display advertising networks and optimize search engine marketing (SEM)
- ✓ Boost Social Media posts and utilize Pay-Per-Click ads
- ✓ Promote videos on YouTube channel
- ✓ Advertise in community papers

### EARNED MEDIA

- ✓ Develop key message library
- ✓ Distribute press releases regularly
- ✓ Pitch media proactively

### SHARED MEDIA

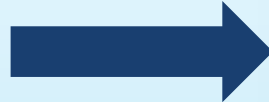
- ✓ Increase Facebook followers and engagement
- Develop Instagram page
- ✓ Continue NextDoor presence

### OWNED MEDIA

- ✓ Redesign website
- ✓ Redesign The Latest from Zone 7 Newsletter
- ✓ Create campaign specific collateral
- ✓ Host annual events
- ✓ Partner with program staff on community engagement
- Leverage Baywork membership
- ✓ Develop tour program
- Develop experiential signage and public art



# Update the Strategic Communications Plan to align with the new Zone 7 Strategic Plan



**Next!**



# 2024 Online Annual Report

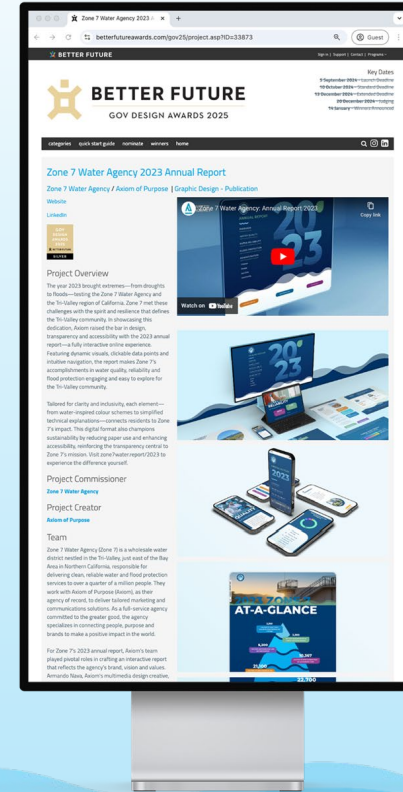
## Launching next week!

- More videos
- Interactive features
- Added sections
- Extended plan for promotion throughout the year



# A New Award Recognizing Zone 7's Excellence on the Global Stage

- **BETTER FUTURE GOV Design Award Winner!**
- 1st Time Nominee
- **2025 Silver Award for Graphic Design in the Publication category**
- Globally recognized program
- Celebrates excellence in government design projects
- Among **46 Award winners**
- Joining esteemed projects from **City of Sydney** and **Los Angeles City Planning**





# Questions?



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