

Annual COMMUNICATIONS Update – FY 2024

Alexandra Bradley, Communications Specialist

September 2024





2020-2024 Strategic Plan

- Goal F: Stakeholder engagement
- Engage our stakeholders to foster understanding of their needs, the agency, and its functions
- The 5-Year Strategic Plan drives the goals and objectives of the Strategic Communications Plan.





Strategic Comm Plan Goals



- Unified branding
- Increase two-way communication
- Prioritize campaign development
- Provide consistent messaging
- Reinforce agency goals
- Build positive credibility





Strategic Comm Plan Objectives

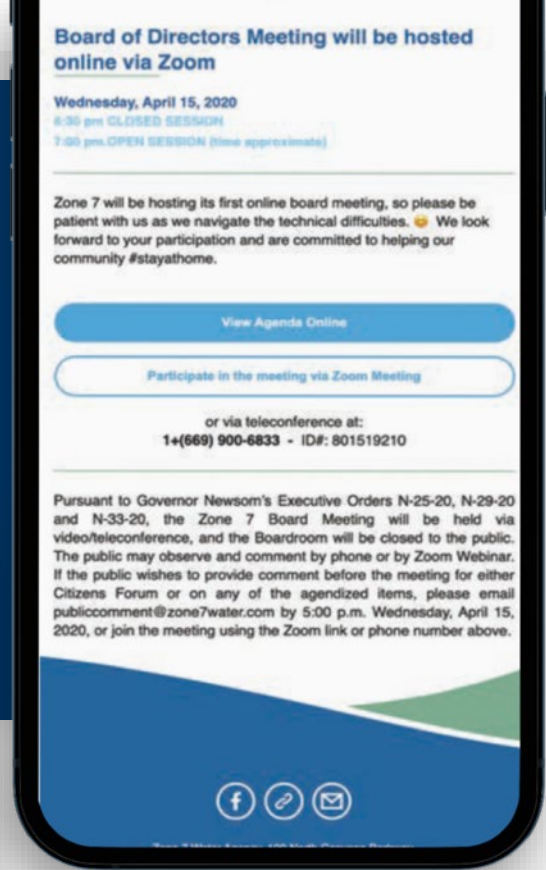
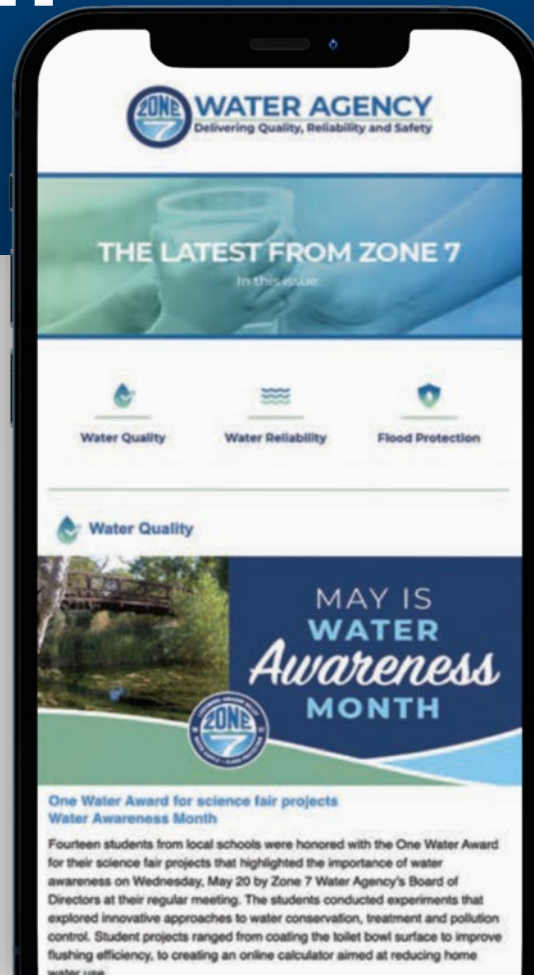
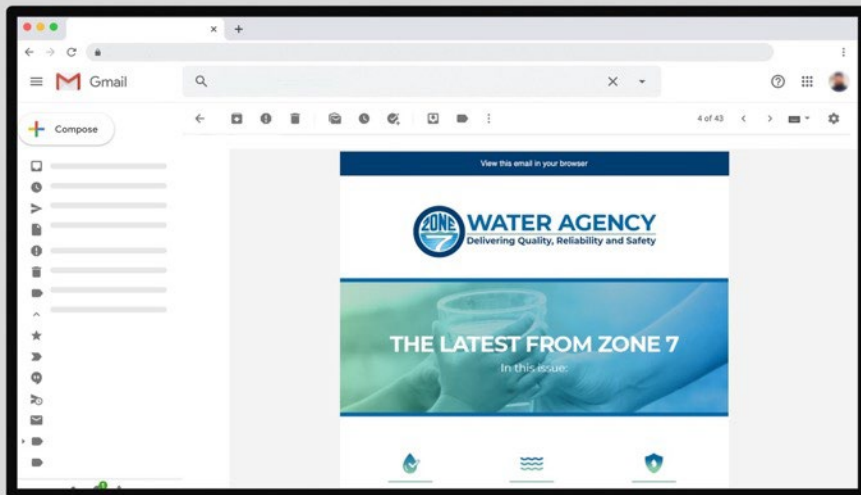


- Enhance water conservation and flood preparedness emphasis
- Promote public awareness of Zone 7's messages to the public
- Maintain an effective Schools' Program
- Enhance the use of technology to convey messages
- Align objectives with the 2020 Strategic Plan



Strategic Comm Plan in Action

HIGHLIGHTS





12 News Releases in FY 2024

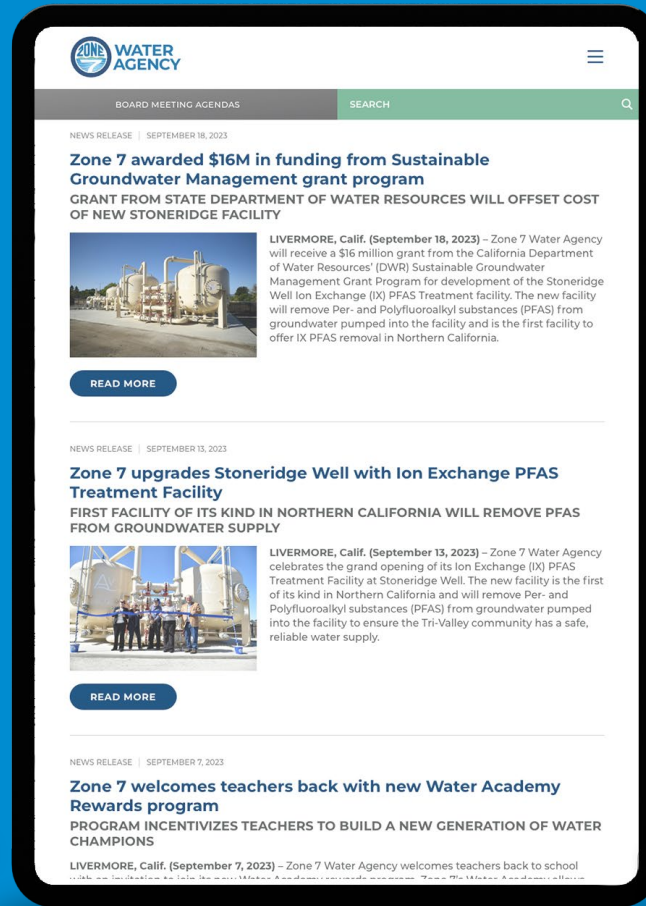
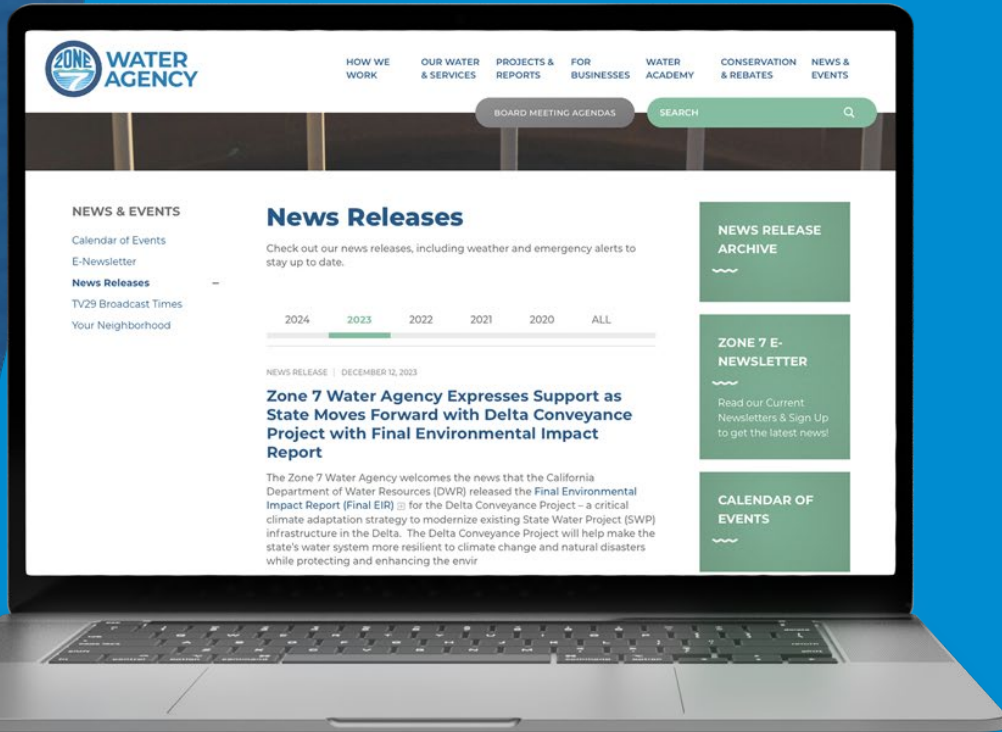


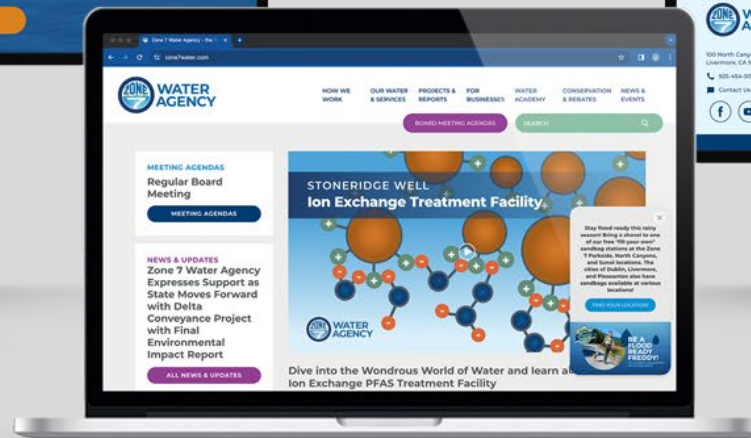
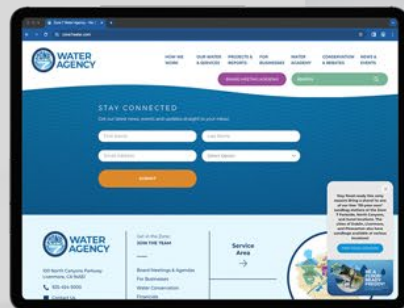
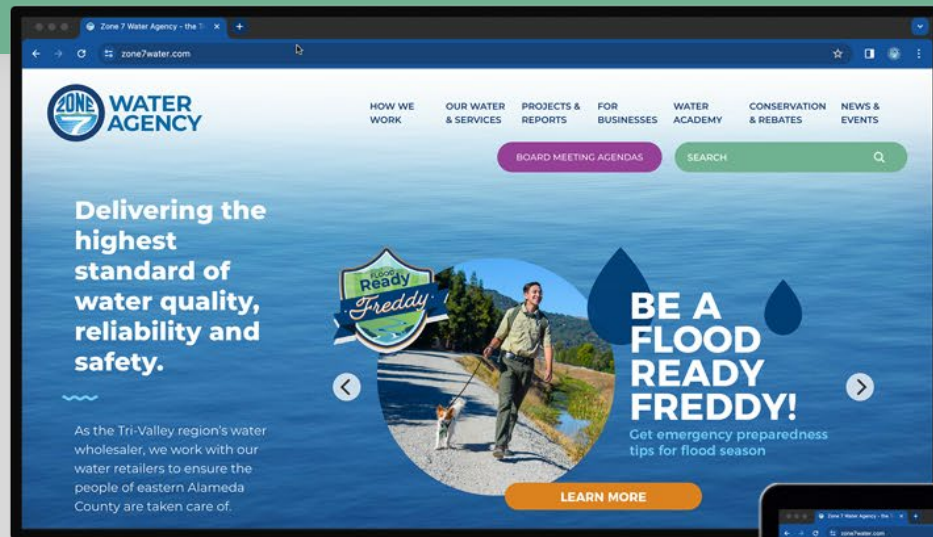
Image of the Zone 7 Board of Directors cutting the ribbon on the Ion Exchange (IX) PFAS Treatment Facility at Stoneridge Well on September 13, 2023 (L to R: Director Laurene Green, Director Sarah Palmer, President Sandy Figuers, Director Kathy Narum, and Vice-President Dennis Gamba)



Image of the Zone 7 General Manager Valerie Pryor recognizing the Board of Directors, and Zone 7 and contractor staff for their various contributions to project.



Website Homepage Refresh





Education Program Rebrand



TK-12 lessons available!

SIGN YOUR CLASS UP FOR FREE STANDARDS-BASED WATER LESSONS

Zone 7 Water Academy is the Tri-Valley area schools program sponsored by Zone 7 Water Agency that educates kids about how water works for all communities. Lesson topics are carefully researched and are automatically enrolled in our Water Academy Rewards program.

STUDENTS WILL

- Learn the importance of water in the community, economy and environment
- Participate in interactive, grade-specific, standards-based lessons
- Become water champions!

OUR EDUCATORS PROVIDE:

- Comprehensive in-classroom lessons aligned with Next Generation Science Standards
- 20+ years of program experience
- Rewards for teachers with each visit

Sign-up now for a presentation date any time this school year!

zone7water.com/teachers

Join the WATER ACADEMY Rewards Program

The Zone 7 Water Academy program will provide you with rewards as a token of our appreciation for helping us build a new generation of water champions.

Earn points for participating in the Water Academy including visiting lessons, providing referrals, and more. Use the same email address to submit reward program forms and our program will keep track of your level and send you incentives. Gift cards will be sent electronically and can be your choice of Amazon, Target or Starbucks.

HOW TO EARN POINTS:

- 1 POINT:** Sign up your entire grade level for lessons. Register online to earn points, visit the site
- 2 POINTS:** Host an in-classroom or virtual lesson from the Water Academy. Register online to earn points, visit the site
- 10 POINTS:** Receive one extra point for signing up before October 15, 2023. This presentation date can be any time this school year!
- 2 POINTS:** Provide a referral for another teacher interested in hosting a lesson. Submit via our online system to earn points, visit the site
- 2 POINTS:** Create a post or photo from your classroom visit with your Facebook or LinkedIn network and tag @Zone7Water. (Photos of work, rather than students, are fine!) Upload a screenshot to earn points, visit the site

Start earning points now!

Water Apprentice	EARN 5 POINTS	\$5 GIFT CERTIFICATE
Water Scholar	EARN 10 POINTS	\$10 GIFT CERTIFICATE
Water Teacher	EARN 15 POINTS	\$15 GIFT CERTIFICATE
Water Master	EARN 20 POINTS	\$20 GIFT CERTIFICATE
Water Academic	EARN 25 POINTS	\$25 GIFT CERTIFICATE

zone7water.com/rewards

WATER ACADEMY

The Zone 7 Water Communications team worked with our education program and communications contractors to rebrand our long-running schools program. The program has been teaching in-classroom visits since 2010, due to a variety of reasons including a site transition back to its parent visit and failure of teachers in the schools. The team wanted to reintroduce the program to local teachers, signifying a new era of the education program.

The new Zone 7 Water Academy launched for the 2023-2024 school year, replacing our former Kid Zone branding. The new program branding, along with a strategic collection plan and new rewards program was designed to help:

- Build awareness and excitement and increase the program's credibility
- Increase the number of in-classroom visits earned
- Incentivize teachers to sign up for lessons, particularly early in the year
- Drive more local traffic to the Water Academy section of the website

The new Water Academy Rewards program allows teachers to earn points that accumulate toward gift certificates from the teacher's choice of three vendors: Amazon, Target, or Starbucks. Teachers earn rewards for signing up for in-classroom visits, referring other teachers and sharing information about the program on social media. In addition, teachers can earn extra points for signing up at classes in their school's grade level, or signing up before October 15, 2023.

As part of this effort, a variety of new Water Academy assets were created. See examples on following pages including new program logos in color and black and white, letterhead in portrait and landscape, postcards for parents/teachers, flyers for teachers exploring the rewards program, social media graphics, a new e-newsletter template, website banners and homepage slider, and new presentation templates. The general program video is being updated with new branding and messaging, and a second video specific to the rewards program is in production. The team will be actively promoting the Water Academy and encouraging sign-up through a variety of outreach initiatives including direct school teacher outreach, newsletter, social media, earned media photos and video presentation.

ZONE 7 WATER AGENCY
10 NORTH CANYON ROADWAY
LIVERMORE, CA 94550 (925) 454-2000

The Wonder Down Under

A PRESENTATION BY ZONE 7 WATER AGENCY

What does Zone 7 do?

Water Reliability • Water Quality • Flood Protection

CA State Water Project

The California State Water Project (SWP) is a water storage and delivery system of reservoirs, aqueducts, power plants and pumping plants extending more than 700 miles—two-thirds the length of California

Access to Safe Water

POLLUTION CONTRIBUTES TO SCARCITY

864 million people don't have access to safe water. That's about one-third of the world's population.

Percolation

Water moving downward through openings in the soil

Lesson Overview

• Water is important

• Water is all around us, everyday

• Turn off the water when you _____

• Water on and off

WASHING YOUR HANDS, THE ZONE 7 WAY

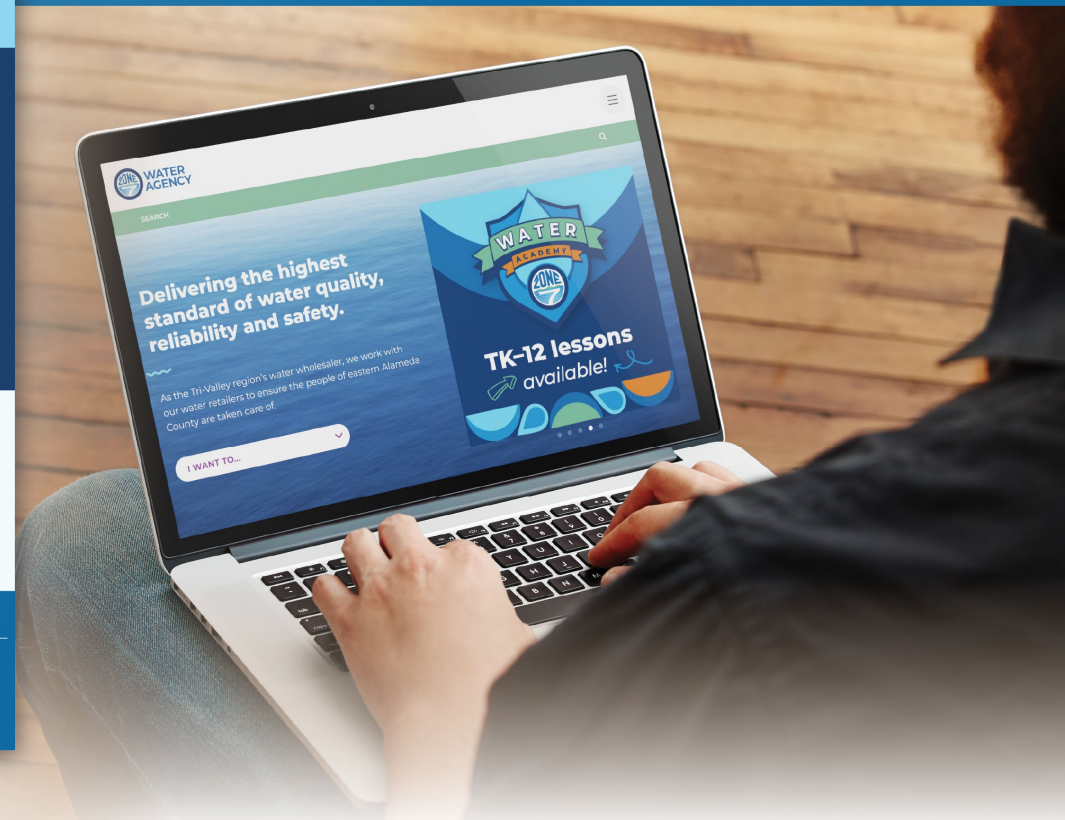
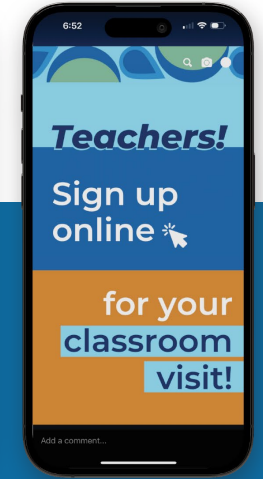
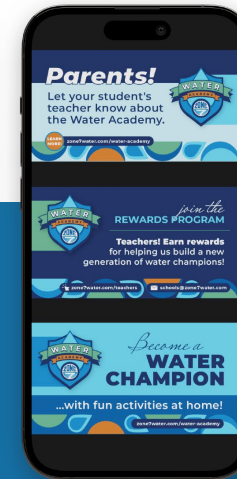
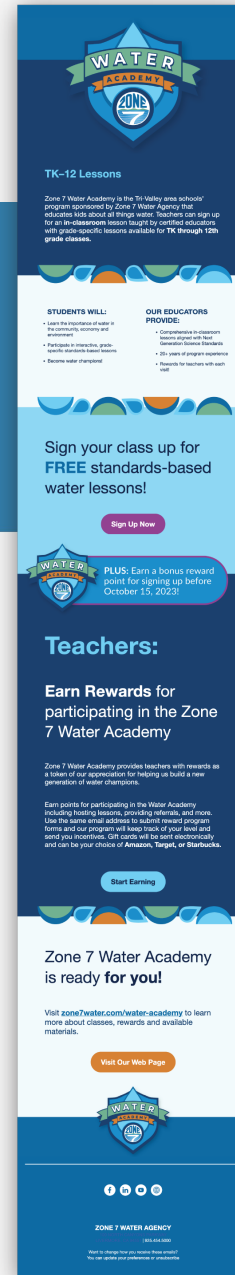
1. Soap
2. Scrub and sing
3. Rinse



Water Academy Relaunch Results

Rebranded Education Program
Added Rewards

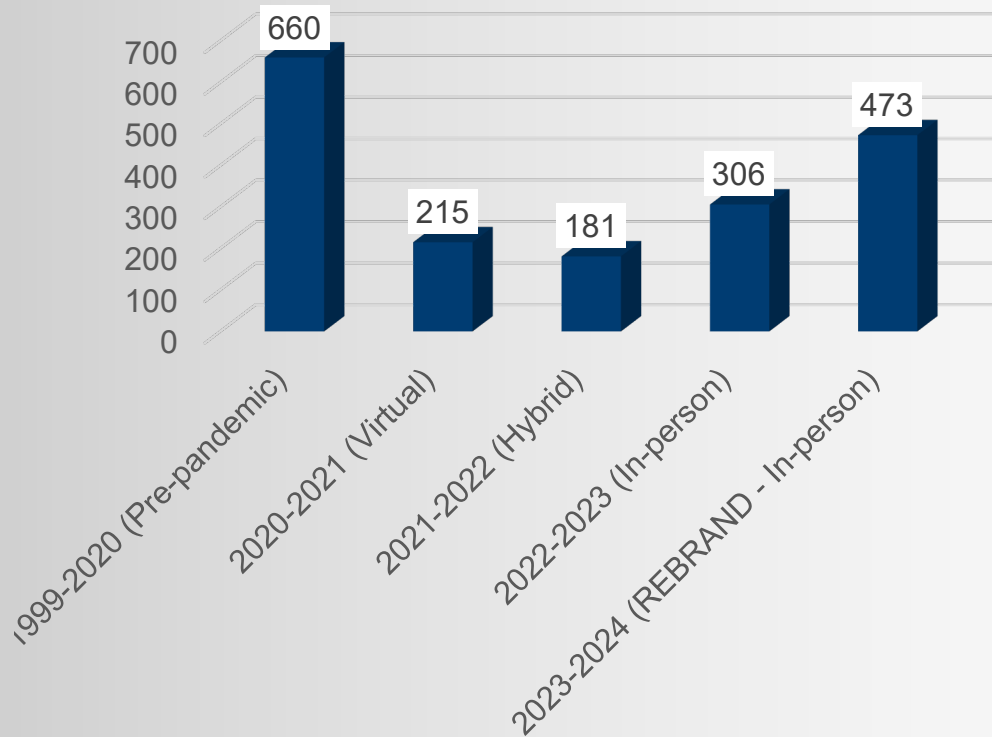
- Promoted with
- Social Media
 - Newsletter
 - Direct Outreach
 - Website Refresh



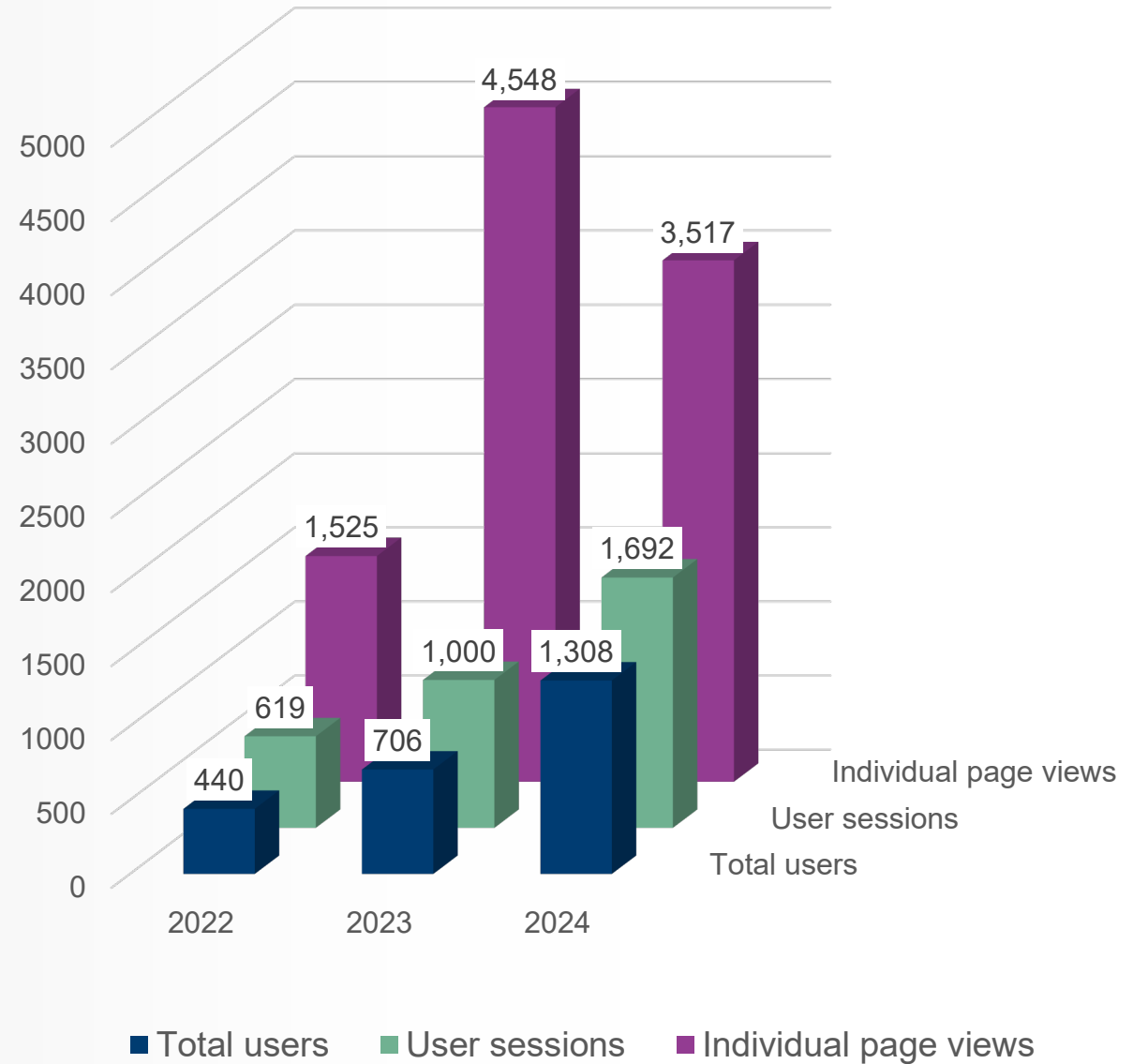


Water Academy Results

473 lessons scheduled in 23/24 school year!



Website Traffic

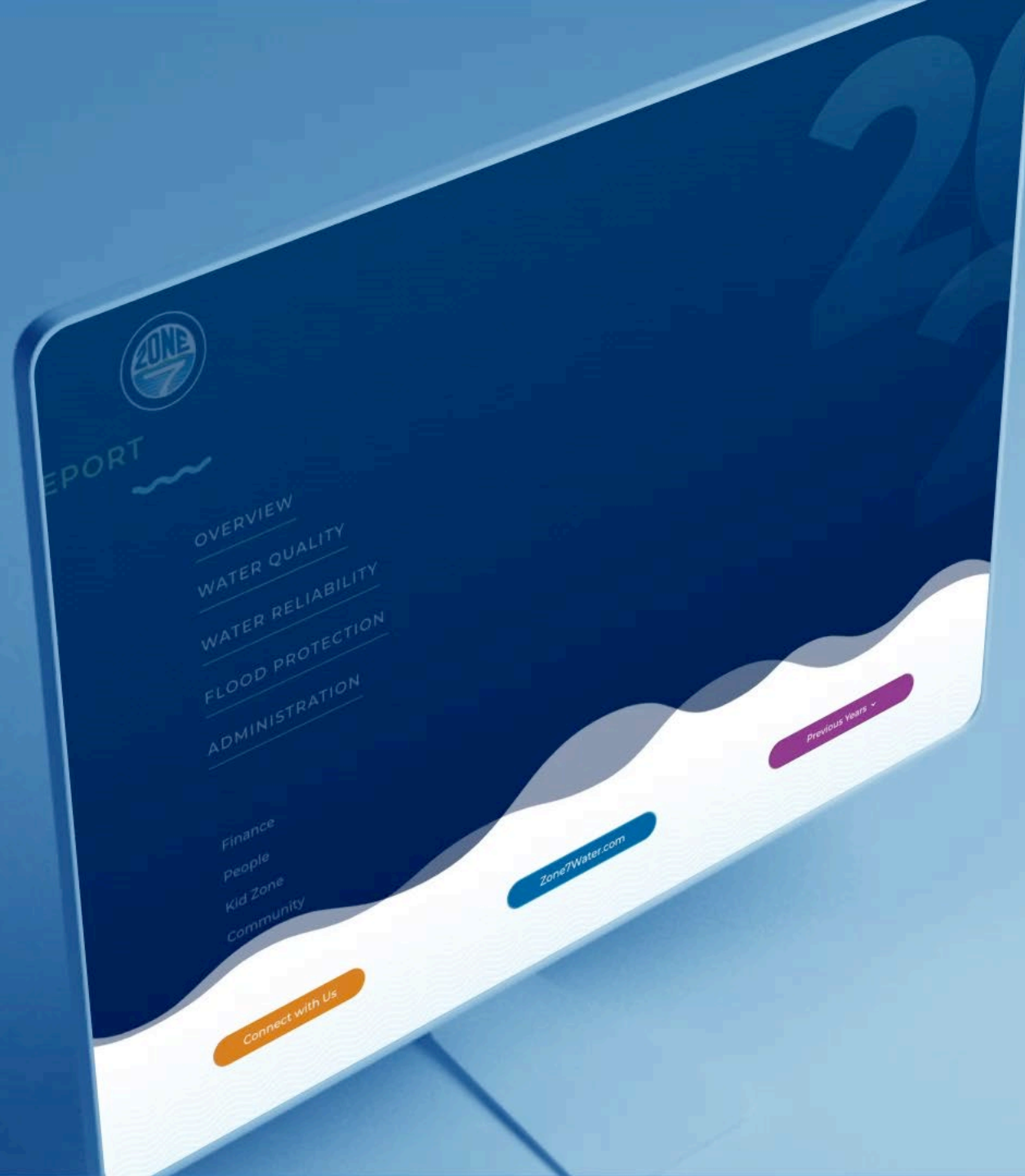


Note: 2023 CY includes traffic from the 2023/2024 school year



Online Annual Report Redesign





REPORT

- OVERVIEW
- WATER QUALITY
- WATER RELIABILITY
- FLOOD PROTECTION
- ADMINISTRATION

- Finance
- People
- Kid Zone
- Community

Connect with Us

Zone7Water.com

Previous Years ▾

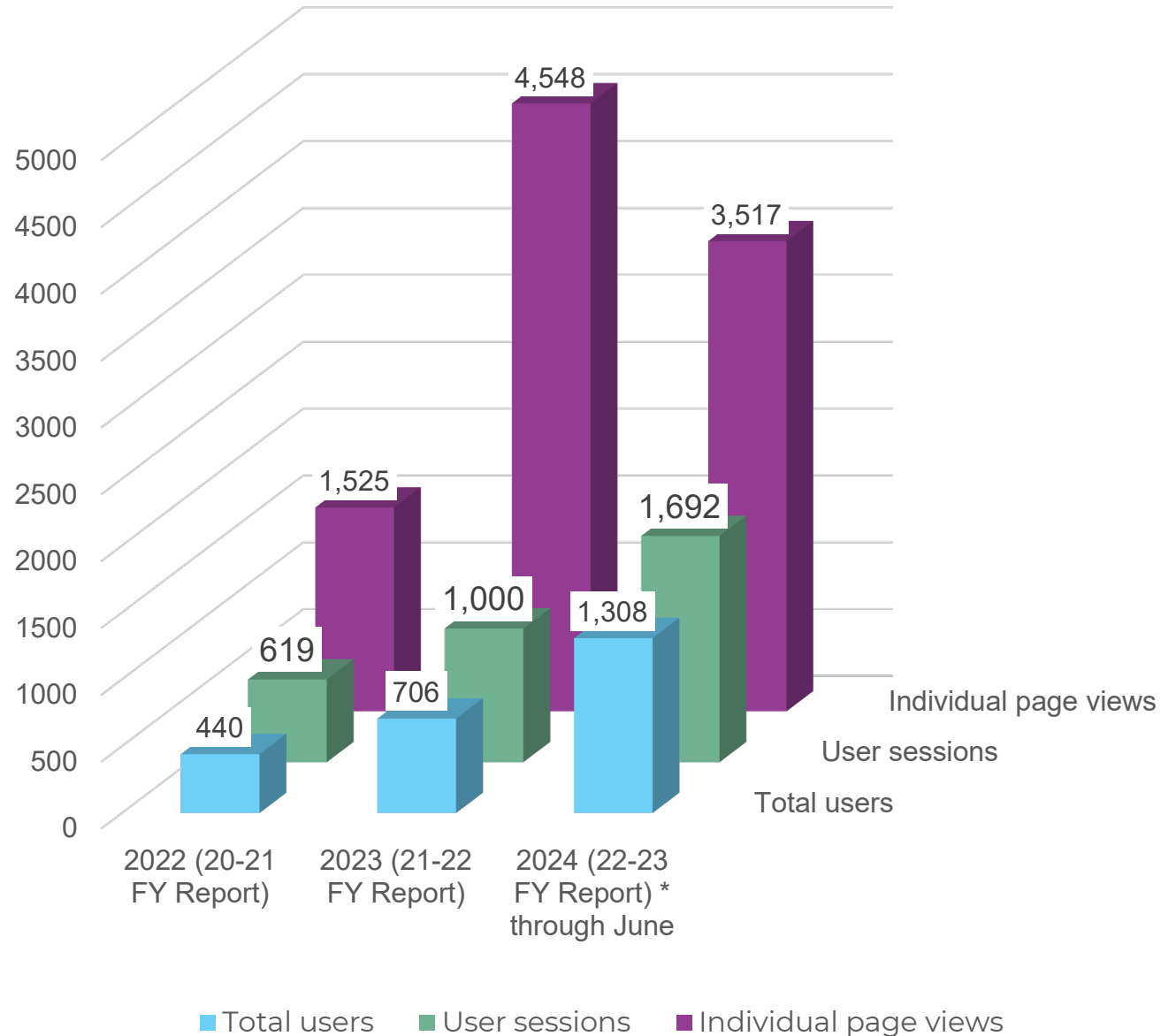


Annual Report Metrics

Redesigned report
(Online for 6 months)

- Increased users and user sessions
- Includes promotional investment to drive traffic
- Redesign includes less pages overall

Online Annual Report
Year-Over-Year Growth





Strategic Comm Plan in Action CAMPAIGN & EVENT UPDATES

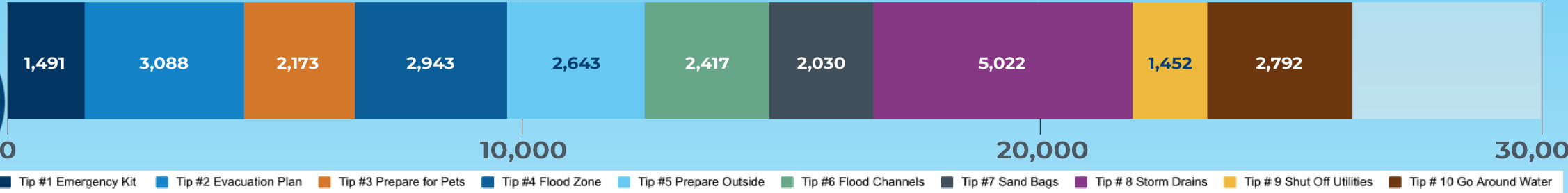




Flood Preparedness Week/Open House



FLOOD READY FREDDY YOUTUBE VIDEO VIEWS



Zone 7's flood protection authority was established by the District Act in 1949. The Agency's flood protection activities are summarized in the six bullets below:

1. Delivers safe, reliable, efficient, and sustainable flood protection services.
2. Maintains the integrity and operational quality and capacity of Zone 7's flood protection system.
3. Ensures stream banks and slopes are stable and manages sediment transport and deposition to maintain channel capacity.
4. Protects and enhances the natural environment within riparian corridors.
5. Conducts maintenance, repair, and improvements to maintain flood protection operations and reduce the risk of flooding within the service area.
6. Manages in-channel and riparian vegetation to maintain channel capacity, reduce risk of damage to adjacent facilities, and maximize habitat and recreational value.

Zone 7 owns and maintains about 37 miles of flood channels. Water generally moves east to west and north to south exiting the valley through Alameda Creek.

zone7water.com





Campaign Results

244,710 GROSS IMPRESSIONS

Flood Preparedness Open House
~100 guests

EventBrite Website
2,378 impressions/483 pageviews/49 RSVPs

YouTube Video Performance
61,695 impressions/26,051 combined views

Facebook Engagement
21,202 impressions/18,488 reach

MailChimp E-Newsletter
4,488 emails/41.5% avg. flood content click rate

NextDoor Posts
154,847 impressions





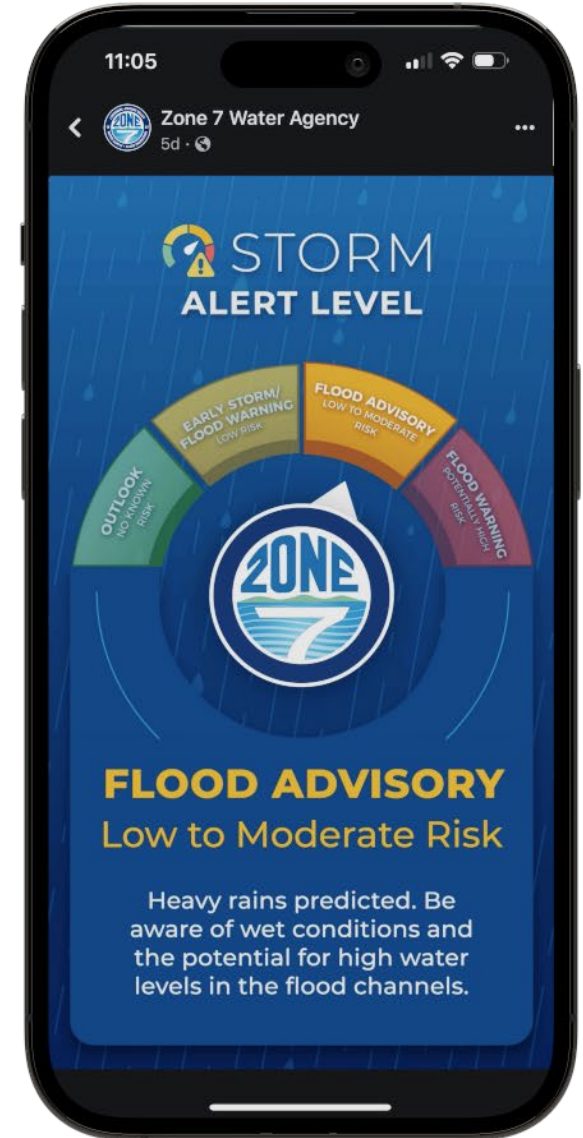
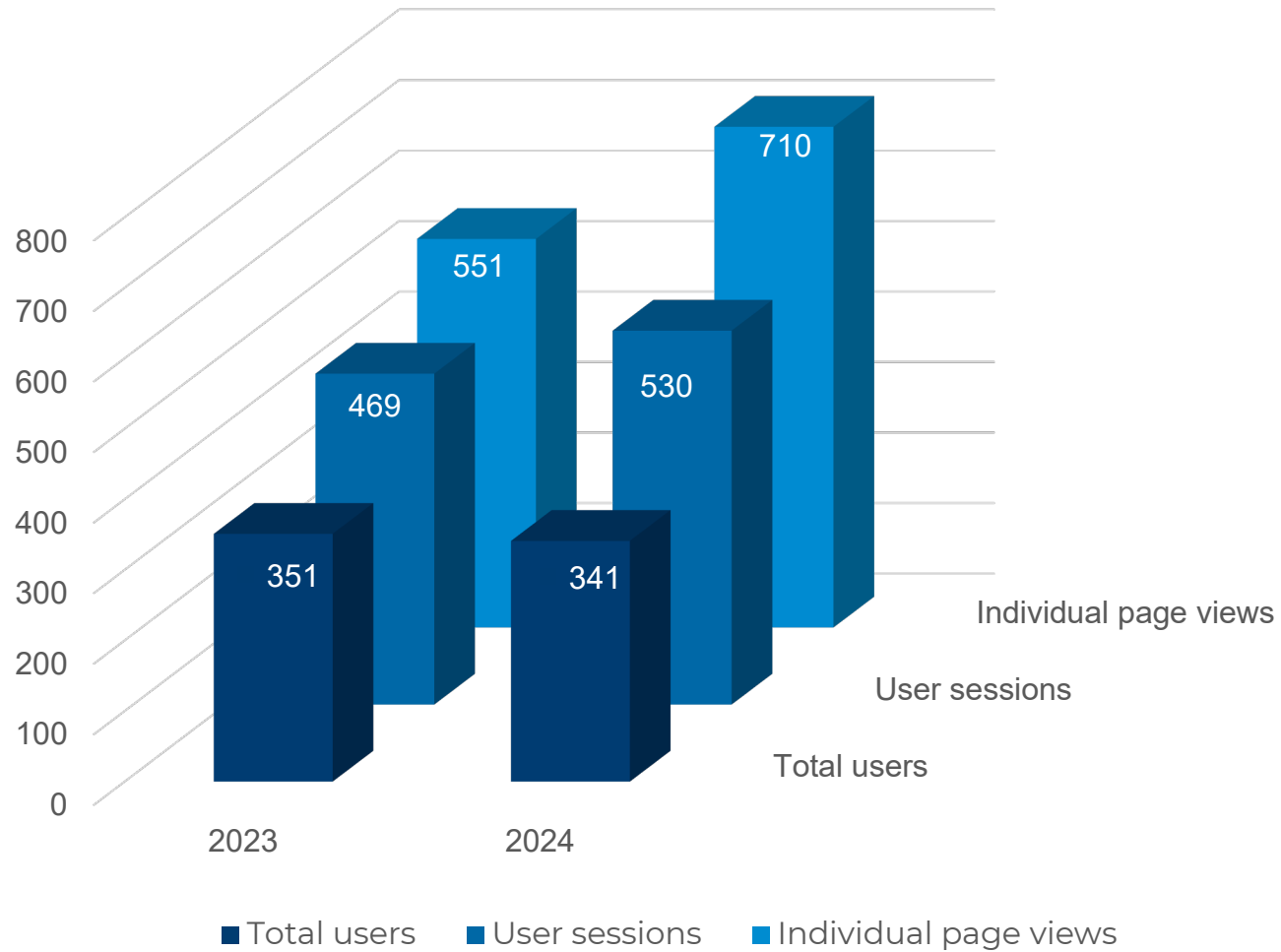
New Storm Level Alert Program

- Features new system for keeping community informed for flood preparedness
- Static and animated alert levels indicate current level of risk
- Posted on website and social media



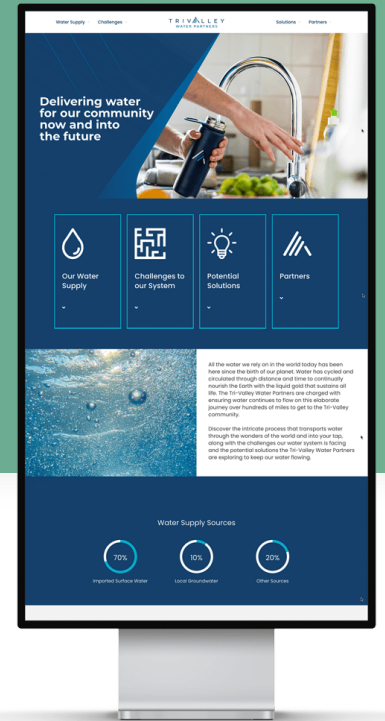
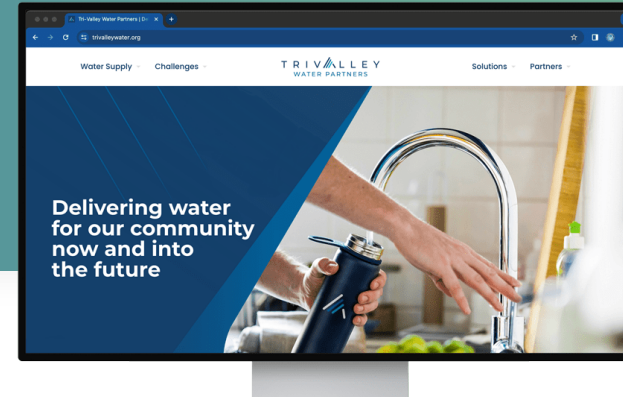


Flood Preparedness Web Page Visits

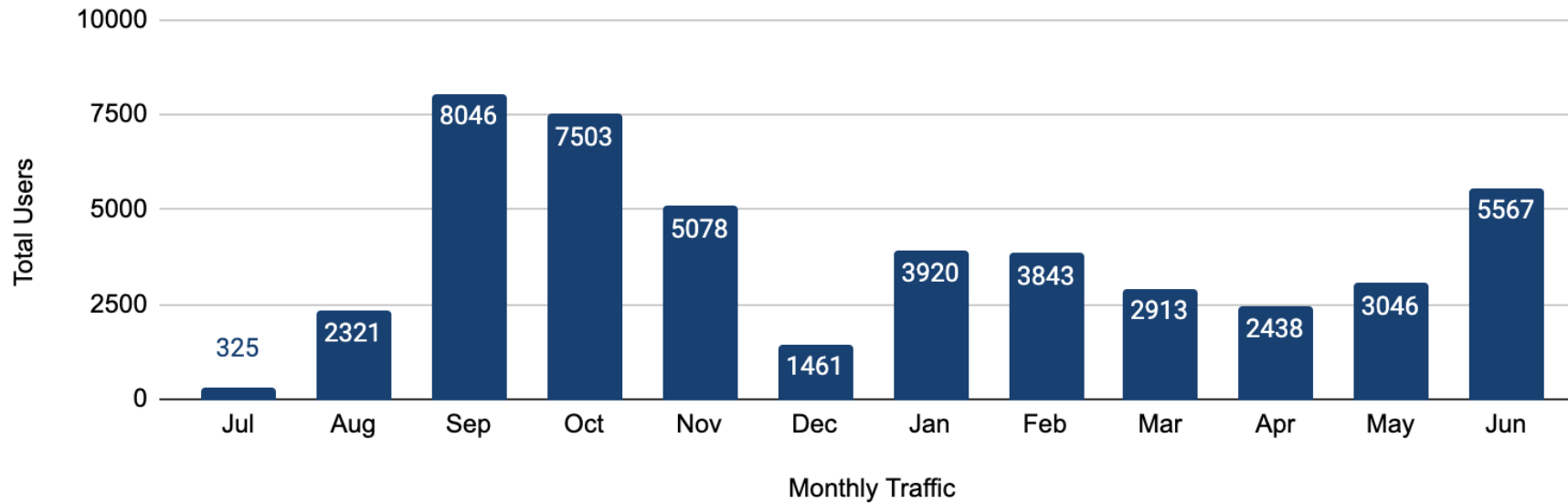




Tri-Valley Public Information Program



FY 2023-2024 Website Traffic - Total Users **46,461**



YouTube Video Views:
71,241

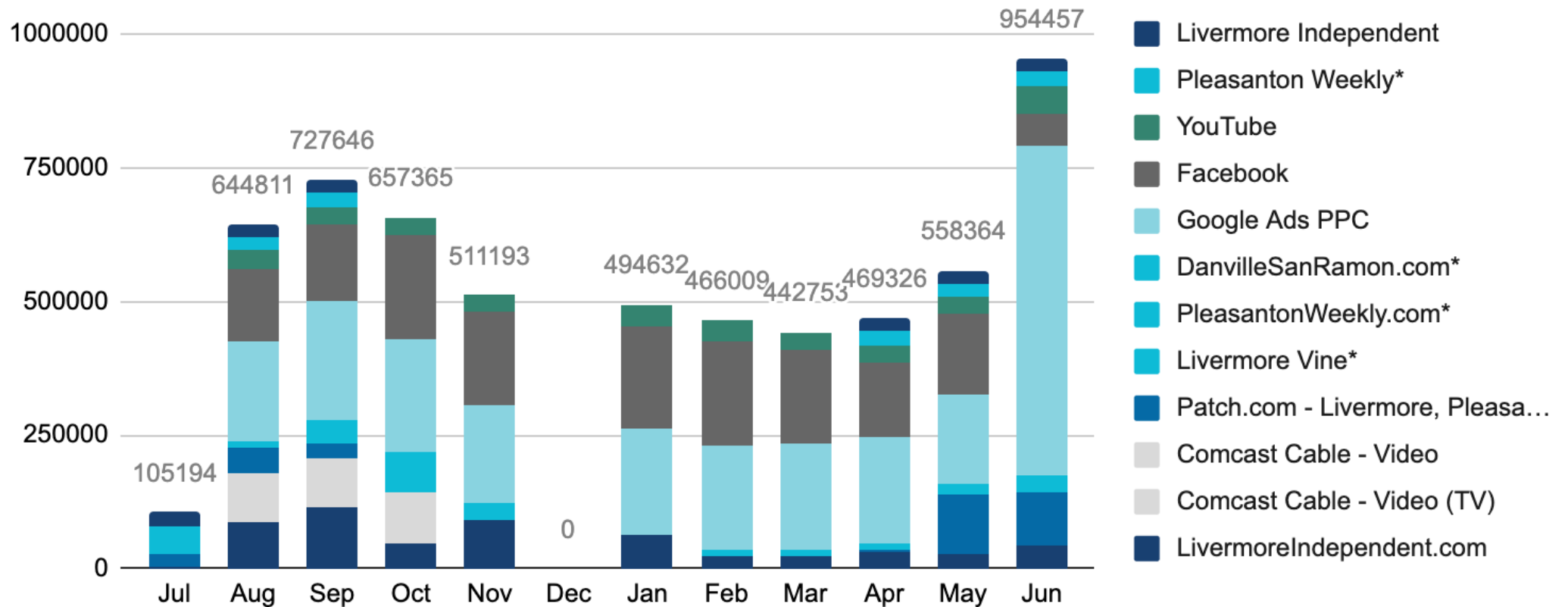
Click-Through from Media Partners:
41,863



Tri-Valley Media Campaign Results

GROSS IMPRESSIONS 6,849,080

FY 2023-2024 Gross Impressions (Actuals)





THE WONDROUS WORLD OF WATER

- Water Quality education campaign
- Plain language
- Infographics
- Videos/Animations
- 2023/2024 Promotion focused on
 - Annual Water Quality Report
 - Stoneridge Ion Exchange PFAS Treatment
 - General video promotion for series

ION EXCHANGE PFAS Removal

How in the world does Ion Exchange Treatment work?

Each tank contains exchange resins, special materials designed to attract and hold PFAS.

Groundwater is pumped into the Exchange Treatment tanks.

Water is pumped out of the local groundwater basin.

STONERIDGE WELL TREATMENT FACILITY

LOCATION: 3750 Stoneridge Drive, Pleasanton, CA
TREATMENT CAPACITY: 6.6 million gallons per day
TREATMENT PROCESSES: Ion Exchange Treatment

As part of Zone 7 Water Agency's continuing effort to supply the Tri-Valley with safe, reliable water that meets or exceeds the state and federal drinking water standards, Zone 7 has upgraded the Stoneridge Well Ion Exchange Treatment. This new water treatment system, the first installed in Northern California, will remove Per- and Polyfluoroalkyl substances (PFAS) found in the groundwater pumped at Stoneridge Well.

Zone 7 has actively monitored new regulatory requirements from the U.S. Environmental Protection Agency (EPA) and the State Division of Drinking Water (DDW) to address PFAS as a contaminant of emerging concern. Stoneridge Well was temporarily taken out of service in October 2022 while treatment facilities were constructed to address PFAS removal.

The new treatment facility was proactively constructed under one year from project authorization to water delivery to ensure the Tri-Valley community receives only the highest levels of water quality. Stoneridge Well will pump approximately 4600 gallons per minute of treated, safe water to the homes and businesses of our community.

STONERIDGE WELL UPGRADE TIMELINE

- August 17, 2022: Ion exchange vessels purchased
- October 19, 2022: Zone 7 Board of Directors approves project
- February 2, 2023: Construction begins
- May 23, 2023: Ion exchange vessels and equipment are installed at Stoneridge
- September 2023: Stoneridge Well begins delivering ion exchange treated water to the Tri-Valley community
- September 13, 2023: Grand opening ceremony commemorates new treatment facility
- Spring 2024: Final construction expected to be complete

About PFAS

PFAS are a group of synthetic chemicals widely used in manufacturing multiple products present in our daily lives. People can be exposed to them through food, packaging, dust, air pollution, and drinking water. Scientific studies have shown that exposure to some PFAS in the environment may be linked to harmful health effects in humans and animals.

Although certain PFAS are no longer manufactured in the U.S., these chemicals are still produced internationally and imported into the U.S. in consumer goods. Zone 7 has been monitoring State and following guidance on PFAS since 2019, because public health and safety is our highest priority.

response levels for PFAS

- Updates on regulatory standards and water quality samples can be found on our website.

zone7water.com/pfas

zone7water.com/stoneridge

WATER

PFAS

WATER AGENCY



Stoneridge Ion Exchange PFAS Treatment Project



STONERIDGE WELL TREATMENT FACILITY
1700 Stoneridge Drive
Pleasanton, CA
TREATMENT CAPACITY: 5.6 million gallons per day
TREATMENT PROCESSES: Ion Exchange Treatment

zone7water.com/stoneridge

THE WONDROUS WORLD OF WATER

As part of Zone 7 Water Agency's continuing effort to supply the Tri-Valley with safe, reliable water that meets or exceeds the state and federal drinking water standards, Zone 7 has upgraded the Stoneridge Well Facility to add state-of-the-art Ion Exchange Treatment. The new water treatment system, the first installed in Northern California, will remove Per- and Polyfluoroalkyl substances (PFAS) found in the groundwater pumped at Stoneridge Well.

Zone 7 has actively monitored new regulatory requirements from the U.S. Environmental Protection Agency (EPA) and the State Division of Drinking Water (SDDW) to address PFAS as a contaminant of emerging concern. Stoneridge Well was temporarily taken out of service in October 2022 while treatment facilities were constructed to address PFAS removal.


The new treatment facility will officially open in under one year from project completion to water delivery to ensure the Tri-Valley Community receives only the highest quality water quality. Stoneridge Well will provide approximately 4000 gallons per minute of treated safe water to the homes and businesses of our community!

STONERIDGE WELL UPDATE TIMELINE

- August 17, 2022 Ion exchange vessels purchased
- October 18, 2022 Zone 7 Board of Directors approves project
- February 2, 2023 Construction begins
- May 21, 2023 Ion exchange vessels and equipment are installed at Stoneridge
- September 2023 Stoneridge well begins delivering ion exchange treated water to the Tri-Valley community
- September 15, 2023 Ground opening construction near treatment facility
- Spring 2024 Final construction expected to be complete

WATER AGENCY

ION EXCHANGE TREATMENT PFAS Removal Process




How in the world does ion exchange treatment remove PFAS from groundwater?

1. Water is pumped from our local groundwater basin.
2. Each tank contains ion exchange resins, special materials designed to attract PFAS.
3. The clean water exits the tanks to be delivered to homes and businesses throughout Tri-Valley.

About PFAS
PFAS are a group of synthetic chemical molecules used in multiple products around us every day. They are found in our daily lives, helping us with everything from food packaging and electronics to car parts and toys. Some PFAS are used in firefighting foams, which are used in firefighting operations. PFAS are used in many consumer products, such as stain-resistant clothing, non-stick cookware, and some food packaging. PFAS are also found in some household items like carpeting, wallpaper, and paint.

How do PFAS get into the drinking water?
Since PFAS are used in so many industrial and consumer products, there could be many sources of contamination in our water supplies. Common pathways for PFAS to enter our water supplies include through leachates where PFAS are manufactured or used, areas where firefighting foam was used, wastewater treatment plants, and landfills.

Sources of PFAS in the Environment



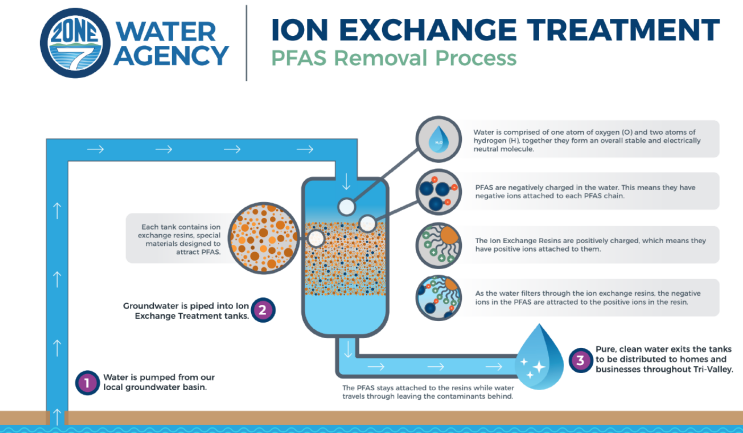
Learn more about PFAS
- An expert supplier to our customers means that regulatory standards set by the state and federal governments in terms of water quality was significantly better than required.

- Zone 7 continues to deliver all water before the California Division of Drinking Water's response levels for PFAS.

- Updates on regulatory standards and water quality samples can be found on our website.

zone7water.com/pfas

WATER AGENCY ION EXCHANGE TREATMENT PFAS Removal Process



1. Water is pumped from our local groundwater basin.
2. Groundwater is piped into Ion Exchange Treatment tanks.
3. Pure, clean water exits the tanks to be distributed to homes and businesses throughout Tri-Valley.

Water is comprised of one atom of oxygen (O) and two atoms of hydrogen (H) together they form an overall stable and electrically neutral molecule.

PFAS are negatively charged in the water. This means they have negative ions attached to each PFAS chain.

The Ion Exchange Resins are positively charged, which means they have positive ions attached to them.

As the water filters through the ion exchange resins, the negative ions in the PFAS are attracted to the positive ions in the resin.

The PFAS stays attached to the resins while water travels through leaving the contaminants behind.

2 THE PROCESS

Opposites Attract





Stoneridge Campaign Results

zone7water.com/stoneridge
476 views/2.17 average views per user
1:02 minutes average time on page

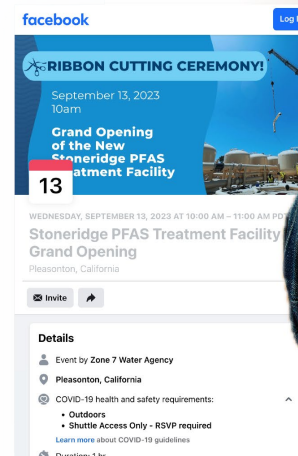
zone7water.com/pfas
941 views/2.41 average views per user
1:14 minutes average time on page

4,639 combined YouTube views
11,110 YouTube impressions

662 combined Facebook video views
3,751 Facebook Impressions

Media Coverage

- KCBS Radio On-Demand
- Pleasanton Weekly
- TV30





THE WONDROUS WORLD OF WATER



Outreach Campaign Results

42,934 gross impressions

Groundwater Web Pages Traffic

115 users/115 page views

YouTube Video Performance

36,694 impressions/17,661 views

MailChimp E-Newsletter

937 sends/637 opens

Facebook Engagement

5,188 impressions/5,156 reach/59 clicks

Groundwater Awareness Week





THE WONDROUS WORLD OF WATER



Water Quality Video Views on YouTube

Video Title	2023/2024 FY Views	All Time Views
Wondrous World of Water - Groundwater Recharge	18,113	21,921
Wondrous World of Water - Ozone Treatment	9,269	26,321
Wondrous World of Water - Ion Exchange PFAS Treatment	8,522	8,839
Wondrous World of Water - Patterson Pass Upgrades	4,973	21,121
Wondrous World of Water - Surface Water Treatment	3,228	4,015
Wondrous World of Water - Del Valle Ozone Grand Opening	270	994
Wondrous World of Water - Patterson Pass Grand Opening	56	166
Stoneridge Well - Ion Exchange PFAS Treatment Facility Now Open (Slide show)	26,022	33,896
Stoneridge Well - Ion Exchange Vessel Installation	5,536	5,556
Total Views	75,933	122,829



Fix-A-Leak Week Challenge

Results

5,444,281 gross impressions

Website Landing Page Traffic
1,991 users/2,745 page views

Google Ad Performance
5,189,616 impressions/1,437 interactions

YouTube Video Performance
43,783 impressions/
23,204 combined views

Social Media Engagement
Facebook: 73,295 impressions/31,774 reach/510 clicks
NextDoor: 33,365 impressions

MailChimp E-Newsletter
2,231 sends/1,215 opens

Patch.com Ads
100,000 impressions

Water Wiser Wendy

Fix-A-Leak Challenge 2024

ZONE 7 WATER AGENCY

LIVERMORE CALIFORNIA

THE CITY OF **PLEASANTON**

CALIFORNIA WATER SERVICE

Dublin San Ramon Services District
Water, wastewater, recycled water



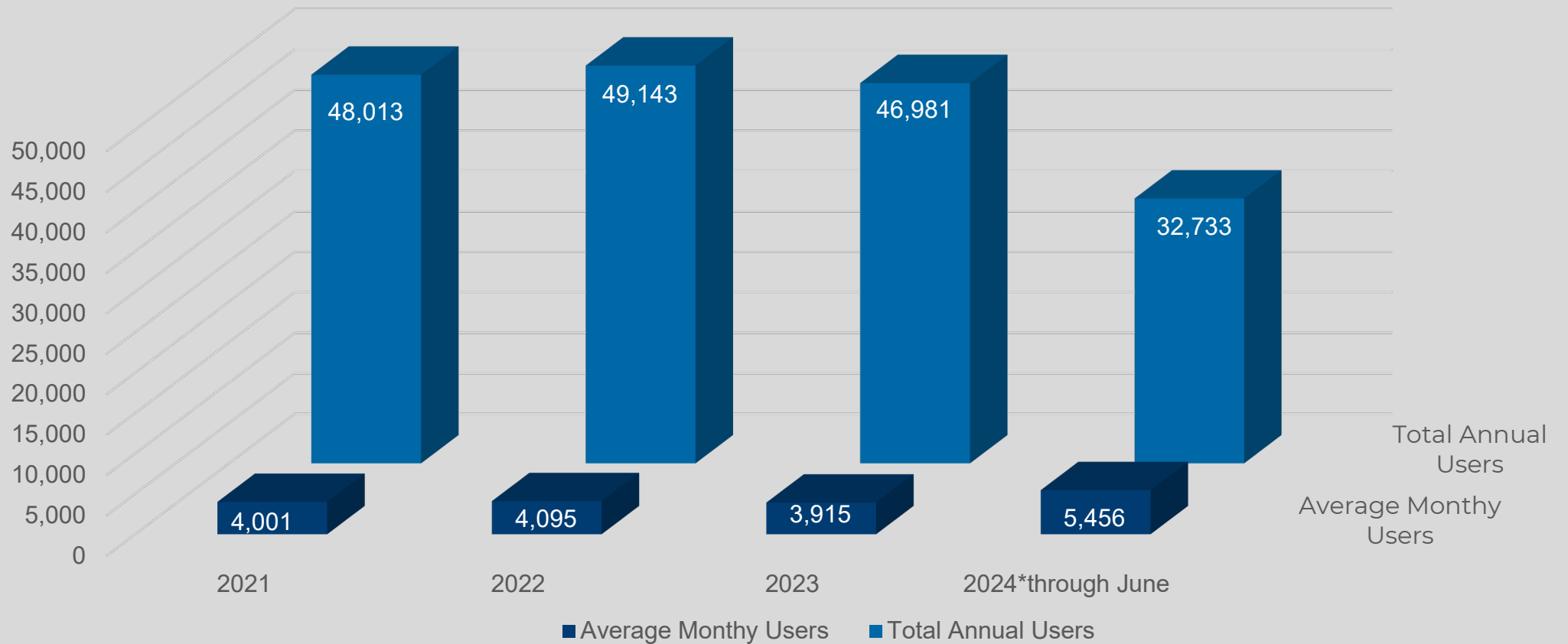
Measuring Comm Efforts

KEY PERFORMANCE METRICS





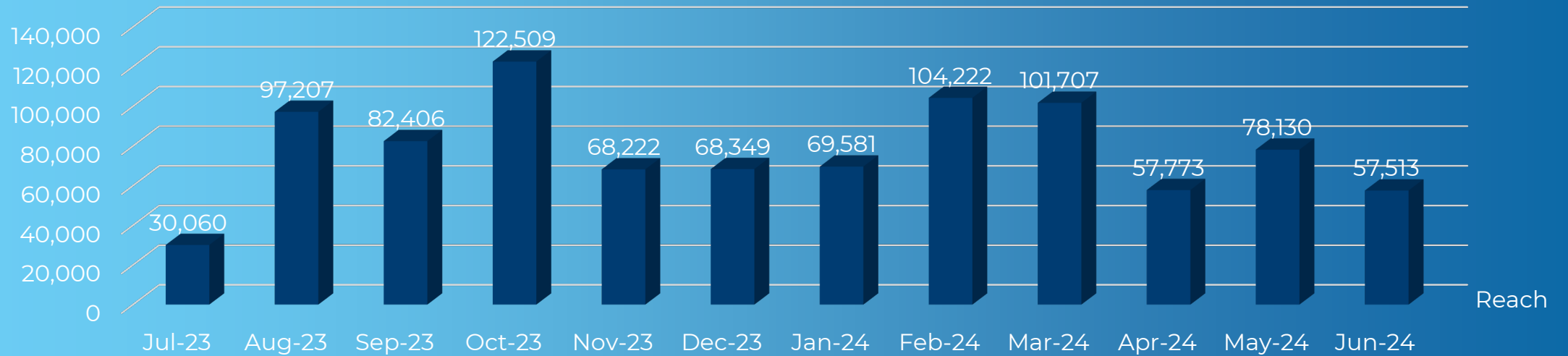
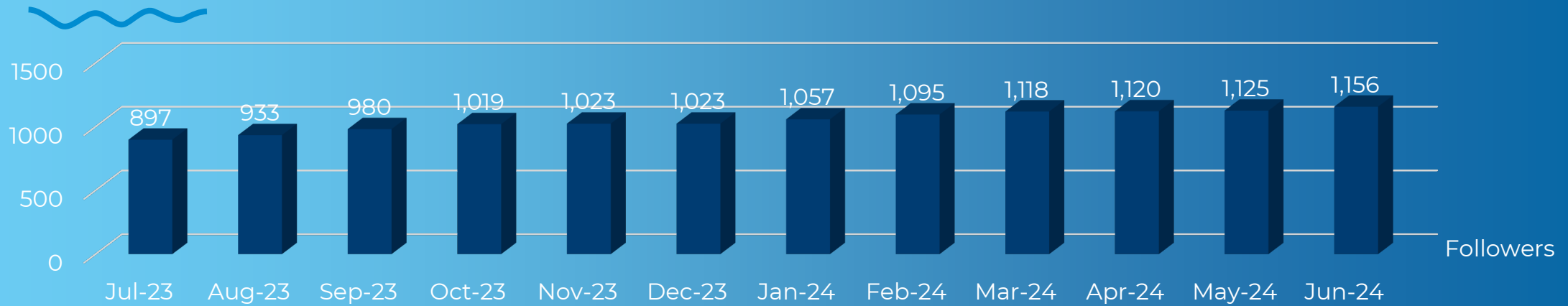
Website Metrics – YOY Growth





Facebook FY 24 Metrics

Monthly Followers & Reach

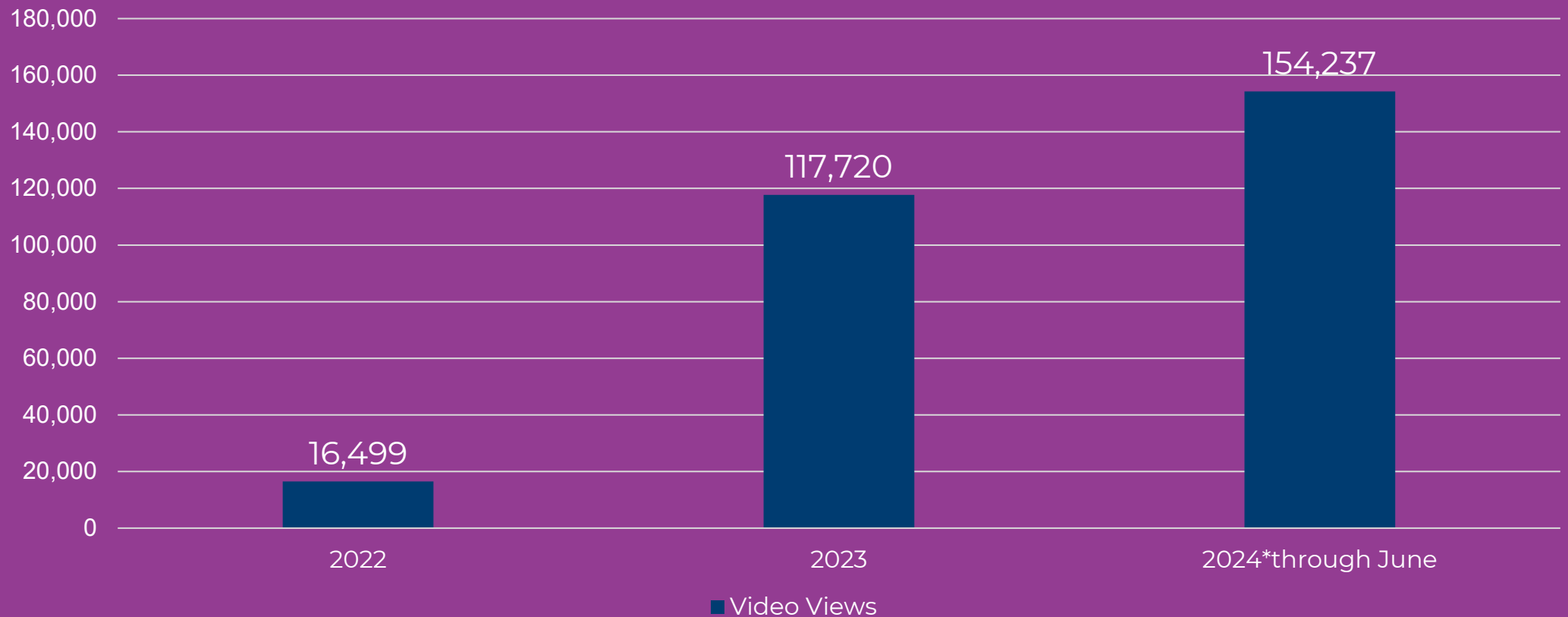




YouTube Metrics – YOY Growth



Combined Video Views Year-Over-Year



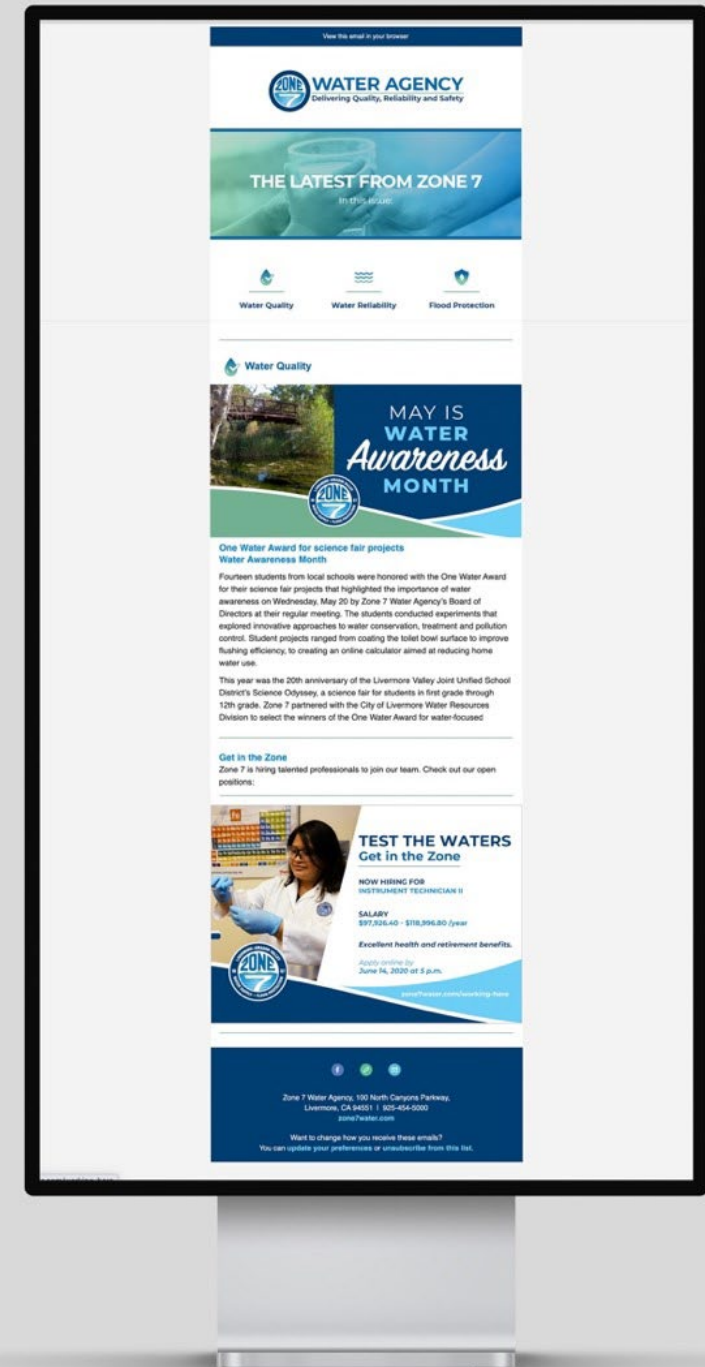


MailChimp Metrics

FY 23-24 Results

	Monthly Average	Cumulative Total
E-blasts	3	30
Clicks	423	5,073
Open Rate	44%	44%*
Total Sends	2,489	29,872

*Monthly Average





Strategic Comm Plan in 2024

Look Ahead





Plans for Fall 2024



- Update community on PFAS – new video
- Water Conservation Art Contest
- Alameda County Science and Engineering Fair
- Flood Preparedness Open House



FLOOD PREPAREDNESS OPEN HOUSE

SATURDAY, OCTOBER 19TH, 2024

Join us for:

- 12 trick or treat stations!
- Flood safety tips and resources
- Hotdogs, cookies, refreshments
- Sandbag stations



RSVP for an extra raffle ticket!

DRESS YOUR CHILDREN UP IN THEIR COSTUMES FOR A DAY OF SPOOKTACULAR, FLOOD-READY FUN!



QUESTIONS?



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