

# Biannual COMMUNICATIONS Update

Alexandra Bradley, Communication Specialist

JULY 2023





# 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.

2020-2024

Zone 7 Water Agency

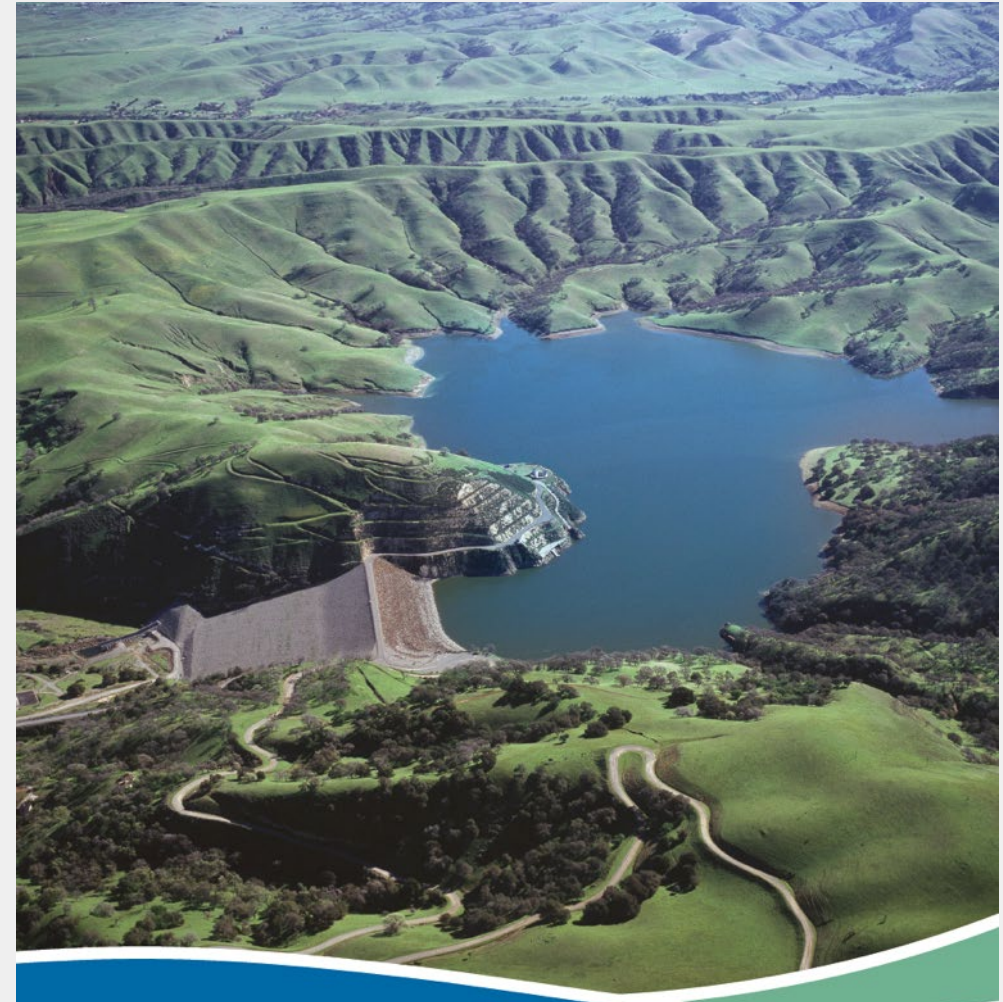
5-YEAR STRATEGIC PLAN





# Strategic Comm Plan Goals

- Unified branding
- Increase open, two-way communication
- Prioritize campaign development
- Provide strong, consistent messages that reinforce and reflect agency goals
- Build Zone 7's positive credibility



**WATER AGENCY**  
Delivering Quality, Reliability and Safety

STRATEGIC COMMUNICATIONS PLAN | 2020 – 2025



# 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



## OUTREACH AND CAMPAIGN UPDATES





# Nine News Releases in 2023 to date

NEWS RELEASE | JUNE 9, 2023

## Girl Scouts install Zone 7 Little Free Library WATER WISE LITERATURE NOW AVAILABLE TO COMMUNITY



Livermore, CA (June 9, 2023) – Girl Scout Troop's 31253 installed a new Zone 7 Little Free Library at a ribbon cutting ceremony on June 7, 2023 at 5997 Parkside Drive across from the Pleasanton Sports Park. The literature in the Zone 7 Little Free Library will highlight the importance of water, shed light on today's water issues and provide water-saving resources for the community. The Zone 7 Little Free library encourages kids to become water-wise at a young age by providing free books to anyone in the community.

[READ MORE](#)

NEWS RELEASE | JUNE 6, 2023

## Zone 7 partners with Girl Scouts to provide water-focused books to community LITTLE FREE LIBRARY RIBBON CUTTING CEREMONY WILL TAKE PLACE JUNE 7



Livermore, CA (June 6, 2023) – Girl Scout Troop 31253 will unveil a new Zone 7 Little Free Library at a ribbon cutting ceremony at 3:00 pm on June 7, 2023 at 5997 Parkside Dr., Pleasanton, CA. Little Free Libraries offers free books to anyone in the community, promoting reading and sharing. The literature in the Zone 7 Little Free Library will highlight the importance of water, shed light on today's water issues and provide water-saving resources for the community.

[READ MORE](#)

NEWS RELEASE | MAY 3, 2023

## Zone 7 brings back goats for another season of flood channel maintenance TEAM OF GOATS HELP CLEAR VEGETATION OVERGROWTH AND KEEP WATERWAYS CLEAR



LIVERMORE, Calif. (May 3, 2023) – Zone 7 Water Agency is using goats for a third season as part of their comprehensive mowing efforts to maintain local flood channels and reduce the risk of fire. The goats eat away overgrown vegetation along the banks of waterways, including overgrown trees and bushes with their 6 ft reach, as well as grasses and weeds along the ground. The goats hungrily chew away ragweed, poison oak, thistles, and even thorny vines like blackberry which controls brush and creates an effective fire break.

[READ MORE](#)

NEWS RELEASE | APRIL 25, 2023

## ANNAPOORANI AMARNATH AWARDED GRAND PRIZE IN THE 2023 LIVERMORE WATER CONSERVATION ART CONTEST



LIVERMORE, CA (April 25, 2023) – Ten Livermore students were recognized in this year's Livermore Water Conservation Art Contest at the April 24th Livermore City Council Meeting. This contest is an annual competition for Livermore's K – 12th-grade students to create original artwork that explains the importance of water conservation.

[READ MORE](#)

NEWS RELEASE | APRIL 20, 2023

## Zone 7 lifts mandatory conservation requirements for the Tri-Valley RESIDENTS ENCOURAGED TO ADOPT VOLUNTARY WATER-SAVING HABITS FOR LONG-TERM SUSTAINABILITY

LIVERMORE, Calif. (April 20, 2023) – The Zone 7 Board of Directors unanimously declared an end to the drought emergency and 15% mandatory conservation requirements at its regular board meeting on April 19, 2023.

[READ MORE](#)

NEWS RELEASE | APRIL 6, 2023

## Zone 7 Sponsors 19th Annual Bringing Back the Native Garden Tour SHOWCASE WILL FEATURE LOCAL NATIVE GARDENS ONLINE AND IN-PERSON

LIVERMORE, Calif. (April 6, 2023) – Zone 7 Water Agency is once again proud to be a sponsor for the annual Bringing Back the Natives Garden Tour & Green Homes Feature Showcase, which will include both online and virtual dates in 2023. Registration is now available at [BringingBacktheNatives.net](http://BringingBacktheNatives.net).

[READ MORE](#)

NEWS RELEASE | MARCH 16, 2023

## SEVEN LIVERMORE JOINT UNIFIED SCHOOL DISTRICT STUDENTS RECEIVE "ONE WATER AWARDS"



LIVERMORE, CA (March 16, 2023) – Seven Livermore students received special recognition from their local water agencies at last week's Livermore Joint Unified School District (LJUSD) Science Odyssey event for highlighting water in their science projects.

The City of Livermore has sponsored the "One Water Awards" for the past eight years at this 1st – 12th-grade district-wide science fair. Zone 7 Water Agency (Zone 7) became a cosponsor in 2020 and California Water Service (Cal Water) became a cosponsor in 2022.

[READ MORE](#)

NEWS RELEASE | JANUARY 27, 2023

## Zone 7 Water Agency Releases FY 2021-2022 Annual Report to the Tri-Valley Community



LIVERMORE, Calif. – Zone 7 Water Agency published its online Annual Report for the 2021-2022 fiscal year. Residents of the Tri-Valley can browse the interactive Annual Report through the website's accessible design to read highlights and achievements of the agency.

[READ MORE](#)

NEWS RELEASE | JANUARY 25, 2023

## Zone 7 Director Angela Ramirez Holmes to serve second term as Chair of Los Vaqueros Reservoir JPA



CONCORD, Calif. – Angela Ramirez Holmes of the Zone 7 Board of Directors will serve a second term as Chair of the recently formed Los Vaqueros Reservoir Joint Powers Authority (JPA). The JPA Board voted unanimously to retain the current leadership for the ensuing one-year term at their January 11, 2023, board meeting.

[READ MORE](#)



~~~~~  
Spring Storms brought  
Freddy out of retirement!

- Partner Agency  
Coordination
- Emergency Prep
- Emergency Messaging





# THE WONDROUS WORLD OF WATER



- Ongoing brand-aligned Water Quality campaign
- Goal is to educate the public
- Plain language, infographics, videos and outreach materials that help the community understand the complex world of water
- Promoted the Patterson Pass Water Treatment Plant upgrades and Ozonation Project
- Promoted the Stoneridge and Chain of Lakes projects for Ion Exchange Treatment





# Water Quality Report



## Consumer Confidence Report

- Features new infographic for Ion Exchange Treatment
- Promoted on social media
- Included in newsletter
- Posted on website
- Postcard with QR code

LEARN MORE ABOUT  
**THE WONDROUS  
WORLD OF WATER**

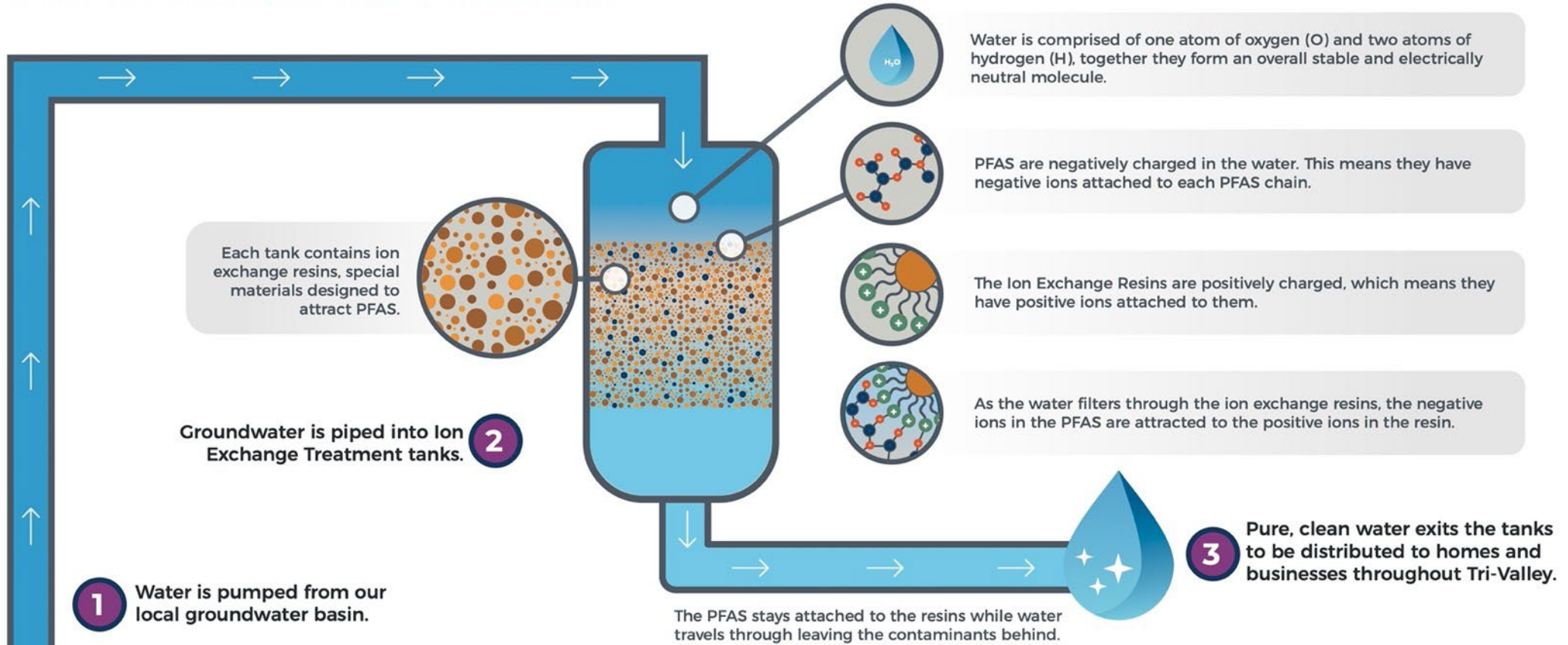


**2022  
Annual Consumer  
Confidence Report**

**Now available at  
[zone7water.com](http://zone7water.com)**

# ION EXCHANGE TREATMENT

## PFAS Removal Process





# Patterson Pass Water Treatment Plant Tours

6 time slots

67 attendees

Promoted on

- Social media
- Newsletter
- Website
- YouTube w/  
original video
- Retail partners



## Patterson Pass Water Treatment Plant Tours!

June 17 | Hourly 10 AM-2 PM

### LEARN HOW YOUR WATER IS TREATED!

Visit the upgraded Patterson Pass  
facility for FREE this summer.

[zone7water.com/pattersonpasstours](https://zone7water.com/pattersonpasstours)





# Water Treatment Plant Post-Tour Survey



- Overall experience
  - 83% excellent
- Organization
  - 83% excellent
- Staff
  - 92% extremely knowledgeable
- Attend another event
  - 67% extremely likely
- 100% learned something new





# Conservation as a way of Life



Drought restrictions lifted

- Back to general conservation messaging
- Fix-A-Leak
- Outdoor Conservation

Promoted with

- Social media
- Newsletter
- Website
- Postcards at events

A young girl dressed as a detective in a houndstooth coat and hat, holding a magnifying glass. Next to her is a blue bucket with a 'Fix-a-Leak' kit label. The label includes the text: 'INDOOR WATER SAVING TIPS: Use this bucket to collect the cold water while you wait for your shower. Then use the water inside your bucket to flush your toilet.' Above the bucket is a circular logo with 'ZONE 7' and the text 'BE Water Wise'.

**Celebrate  
Fix-a-Leak Week  
with a FREE  
Fix-a-Leak kit!  
March 20-26**

**Complimentary Water-Saving Bucket Available for Pick Up (only one per household).**



# New Pool Cover Rebate



- New online form
- Promoted with
  - Social media
  - Website
  - Newsletter
  - Postcards at events
- Reel featuring the rebate

## POOL COVER REBATE



Cover up and save!

Up to \$100 rebate\*





# Water Awareness Month in May



- Spring Irrigation Tune-Up Webinar
- Bringing Back the Natives Garden Tour
- Science Odyssey – One Water Awards
- Livermore Water Conservation Art Contest – “California Water: Back to its Roots”

A congratulatory banner for Anna Poorani Amarnath, a 2023 Water Conservation Art Contest Winner. The banner features a circular portrait of Anna, a paint palette icon, and the text 'Congratulations!' in a dark blue rounded rectangle. Below the portrait, it reads 'ANNAPOORANI AMARNATH' and '2023 Water Conservation Art Contest Winner'. At the bottom, there are logos for California Water Service, Livermore-Amador Valley Zone 7, and Livermore California. To the right of the banner is a photograph of a water conservation art project: a cutout of the state of California with yellow flowers and green stems growing from it, with brown roots extending into the ground below.



# Girl Scouts – Z7 Little Free Library



Troop #31253

Free literature

Focused on conservation and other water issues







# Measuring the Comm Efforts



## KEY PERFORMANCE METRICS






# Website Metrics

First half of 2023 combined stats:

24,523 users

40,300 sessions

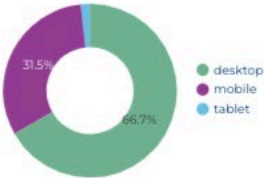
81,053 views


Website Analytics
Jan 1, 2023 - Jun 30, 2023

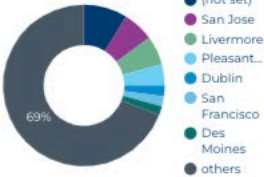
### Highlights:

|                   |                      |
|-------------------|----------------------|
| Total users       | Views                |
| 24,523<br>↓ -3.2% | 81,053<br>↑ 16.9%    |
| New users         | Engagement rate      |
| 24,110<br>↓ -4.1% | 60.20%<br>↑ 17.9%    |
| Sessions          | User engagement      |
| 40.3K<br>↑ 5.8%   | 587:50:20<br>↑ 24.5% |

### Total Users and Device



### Users by City



### Campaigns

| Campaign             | Users  |
|----------------------|--------|
| 1. (not set)         | 23,847 |
| 2. POOLCOVER         | 123    |
| 3. PATTERSON         | 86     |
| 4. meetedgar         | 57     |
| 5. LAWN              | 15     |
| 6. site_mail         | 13     |
| 7. REBATES           | 9      |
| 8. PANTHEON_STRIPPED | 9      |

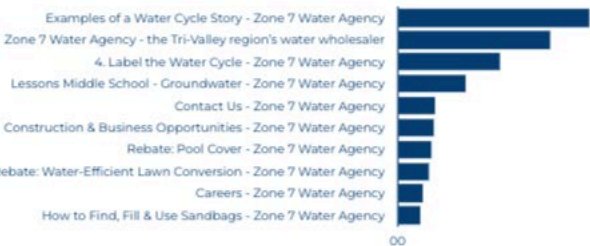
### Most visited pages on the website - users and pageviews

| Page title                                                        | Views  | Total users |
|-------------------------------------------------------------------|--------|-------------|
| 1. Zone 7 Water Agency - the Tri-Valley region's water wholesaler | 13,581 | 5,674       |
| 2. Examples of a Water Cycle Story - Zone 7 Water Agency          | 4,979  | 3,535       |
| 3. Construction & Business Opportunities - Zone 7 Water Agency    | 3,443  | 1,249       |
| 4. 4. Label the Water Cycle - Zone 7 Water Agency                 | 2,875  | 2,444       |
| 5. Careers - Zone 7 Water Agency                                  | 2,479  | 1,425       |
| 6. Lessons Middle School - Groundwater - Zone 7 Water Agency      | 1,981  | 1,106       |
| 7. Board Meetings - Zone 7 Water Agency                           | 1,911  | 625         |
| 8. Rebate: Pool Cover - Zone 7 Water Agency                       | 1,746  | 848         |
| 9. Contact Us - Zone 7 Water Agency                               | 1,466  | 811         |
| 10. Rebate Programs - Zone 7 Water Agency                         | 1,374  | 721         |

### Acquisition source/medium - where traffic sessions come from

| Session source                | Session medium | Sessions |
|-------------------------------|----------------|----------|
| 1. google                     | organic        | 19,719   |
| 2. (direct)                   | (none)         | 12,428   |
| 3. bing                       | organic        | 1,265    |
| 4. classroom.google.com       | referral       | 1,198    |
| 5. cityofpleasantonca.gov     | referral       | 687      |
| 6. dsrsd.com                  | referral       | 646      |
| 7. m.facebook.com             | referral       | 456      |
| 8. livermoreca.gov            | referral       | 360      |
| 9. wateragency.sharepoint.com | referral       | 281      |

### Pages with the most time spent by users

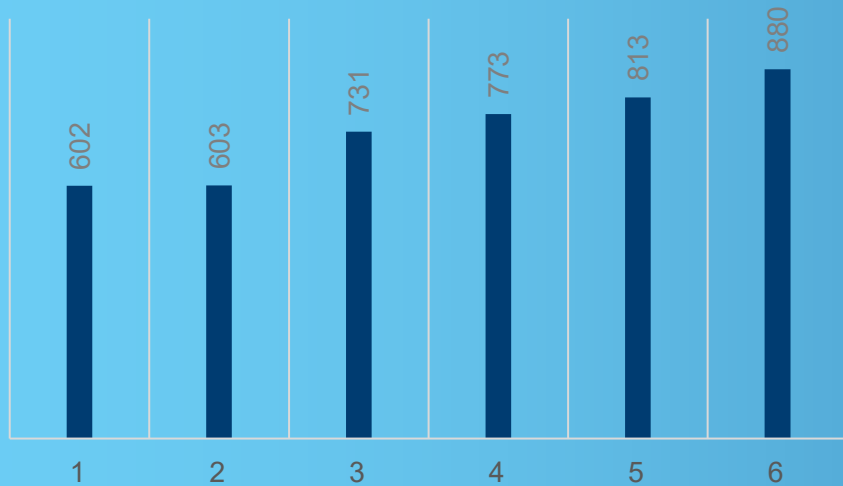




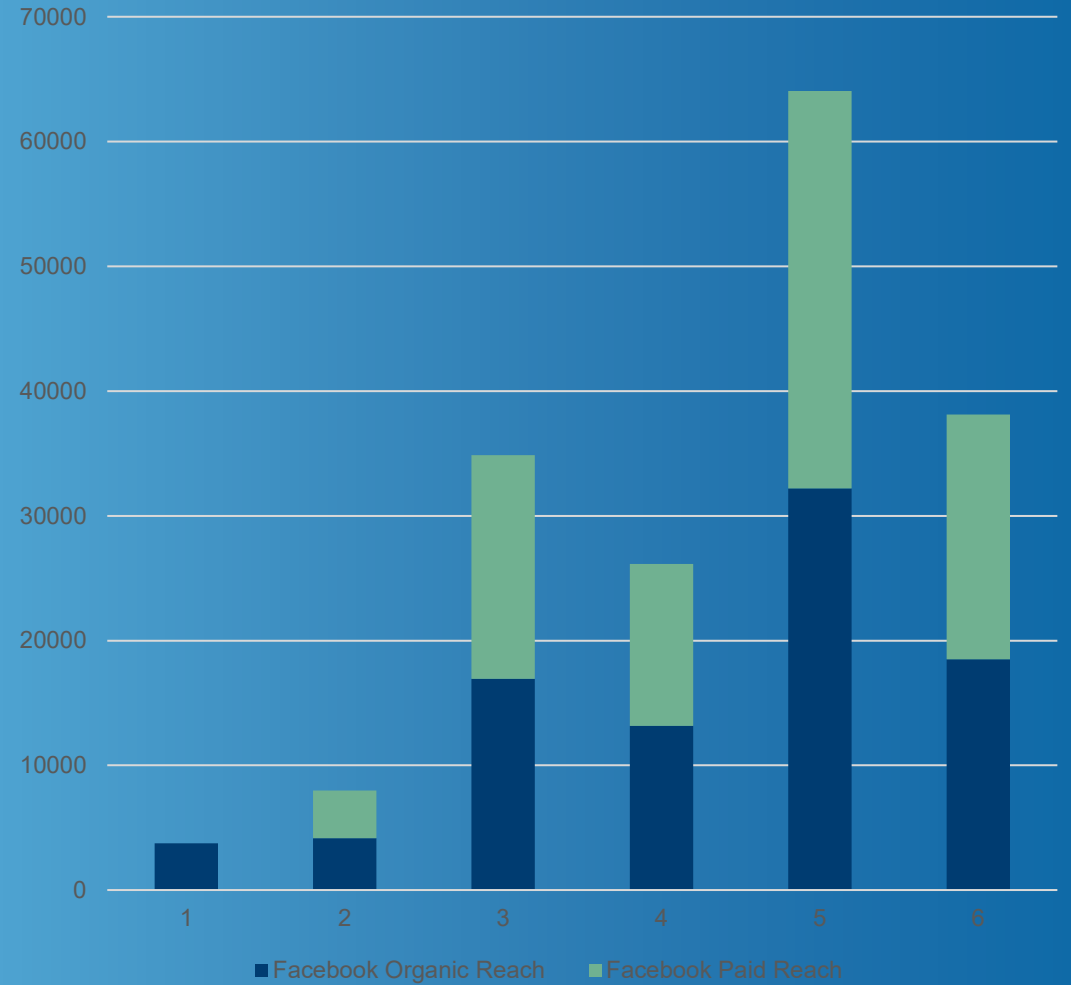
# Facebook Metrics



## FACEBOOK FOLLOWERS



## FACEBOOK REACH



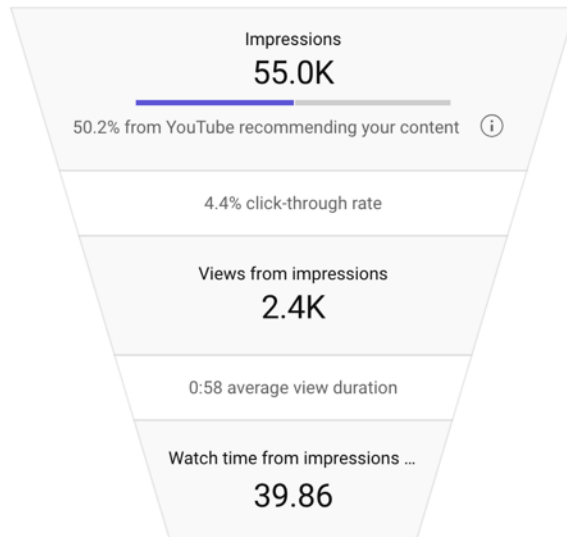


# YouTube Metrics





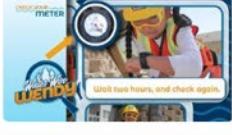

43,813 video views  
54,956 impressions

## Impressions and how they led to watch time

Data available Jan 1 – Jun 30, 2023 (181 days)



## Most viewed videos – Jan - June 2023

|   |                                                                                       |                                                              |               |        |
|---|---------------------------------------------------------------------------------------|--------------------------------------------------------------|---------------|--------|
| 1 |    | Patterson Pass Water Treatment Plant - Tr...<br>Sep 14, 2022 | 0:31 (96.9%)  | 16,028 |
| 2 |    | Water Wise Wendy Fix-a-Leak Tip #5 Don't ...<br>Mar 15, 2021 | 0:16 (98.0%)  | 4,643  |
| 3 |    | Water Wise Wendy Fix-a-Leak Tip #3 Listen...<br>Mar 16, 2021 | 0:16 (100.1%) | 3,609  |
| 4 |    | Water Wise Wendy Tip Fix-a-Leak #4 Look ...<br>Mar 16, 2021  | 0:16 (100.2%) | 3,508  |
| 5 |   | Water Wise Wendy Fix-a-Leak Tip #1 Chec...<br>Mar 15, 2021   | 0:28 (99.7%)  | 3,388  |
| 6 |  | Wondrous World of Water - Ozone Treatme...<br>Sep 2, 2020    | 0:55 (64.1%)  | 2,978  |



# Annual Report Metrics

First half of 2023 combined stats:

545 users

898 sessions

3,746 views

Total 2022 combined stats:

440 users

619 sessions

1,525 views

### Highlights:

|                        |                             |
|------------------------|-----------------------------|
| Total users            | Views                       |
| <b>545</b><br>↑ 216.9% | <b>3,746</b><br>↑ 284.6%    |
| New users              | Engaged sessions            |
| <b>529</b><br>↑ 220.6% | <b>459</b><br>↑ 200.0%      |
| Sessions               | User engagement             |
| <b>898</b><br>↑ 224.2% | <b>23:41:08</b><br>↑ 422.5% |

### Most visited pages on the website - users and pageviews

| Page title                                                           | Total users | Views |
|----------------------------------------------------------------------|-------------|-------|
| 1. Zone 7 Annual Report 2021-2022                                    | 305         | 563   |
| 2. Water Reliability (2022) — Zone 7 Annual Report 2021-2022         | 115         | 149   |
| 3. Zone 7 At a Glance (2022) — Zone 7 Annual Report 2021-2022        | 84          | 218   |
| 4. Water Quality (2022) — Zone 7 Annual Report 2021-2022             | 84          | 153   |
| 5. Flood Protection (2022) — Zone 7 Annual Report 2021-2022          | 62          | 91    |
| 6. President's Message (2022) — Zone 7 Annual Report 2021-2022       | 59          | 99    |
| 7. Zone 7 Annual Report 2020-2021                                    | 45          | 191   |
| 8. Strategic Goals Update (2022) — Zone 7 Annual Report 2021-2022    | 42          | 68    |
| 9. Groundwater (2022) — Zone 7 Annual Report 2021-2022               | 37          | 58    |
| 10. Drought and Conservation (2022) — Zone 7 Annual Report 2021-2022 | 35          | 59    |

### Total Users and Device

|         |       |
|---------|-------|
| desktop | 60.2% |
| mobile  | 33%   |
| tablet  | 6.7%  |

### Users by City

|               |       |
|---------------|-------|
| Livermore     | 9.8%  |
| (not set)     | 9.3%  |
| Chula Vista   | 9.3%  |
| San Diego     |       |
| San Jose      |       |
| San Francisco |       |
| Cheyenne      |       |
| others        | 58.2% |

### Traffic compared to last quarter

### Acquisition source/medium - where traffic sessions come from

| Session source                      | Sessions |
|-------------------------------------|----------|
| 1. (direct)                         | 436      |
| 2. zone7water.com                   | 129      |
| 3. FB                               | 88       |
| 4. bugherd.com                      | 60       |
| 5. google                           | 57       |
| 6. m.facebook.com                   | 24       |
| 7. baidu                            | 15       |
| 8. zone7waterreport.squarespace.com | 14       |
| 9. facebook.com                     | 12       |
| 10. l.facebook.com                  | 11       |

### Pages with the most time spent by users

| Page title                                                                | User eng... |
|---------------------------------------------------------------------------|-------------|
| 1. testing — Zone 7 Annual Report 2020-2021                               | 00:30:04    |
| 2. Zone 7 Water Agency - Annual Report — Zone 7 Annual Report 2020-20...  | 00:04:51    |
| 3. Zone 7 Water Agency - Annual Report Archive — Zone 7 Annual Report ... | 00:08:49    |
| 4. Zone 7 Water Agency - Annual Report Archive — Zone 7 Annual Report ... | 00:01:50    |
| 5. Zone 7 Water Agency - Annual Report 2021 — Zone 7 Annual Report 202... | 00:03:42    |



# MailChimp Metrics

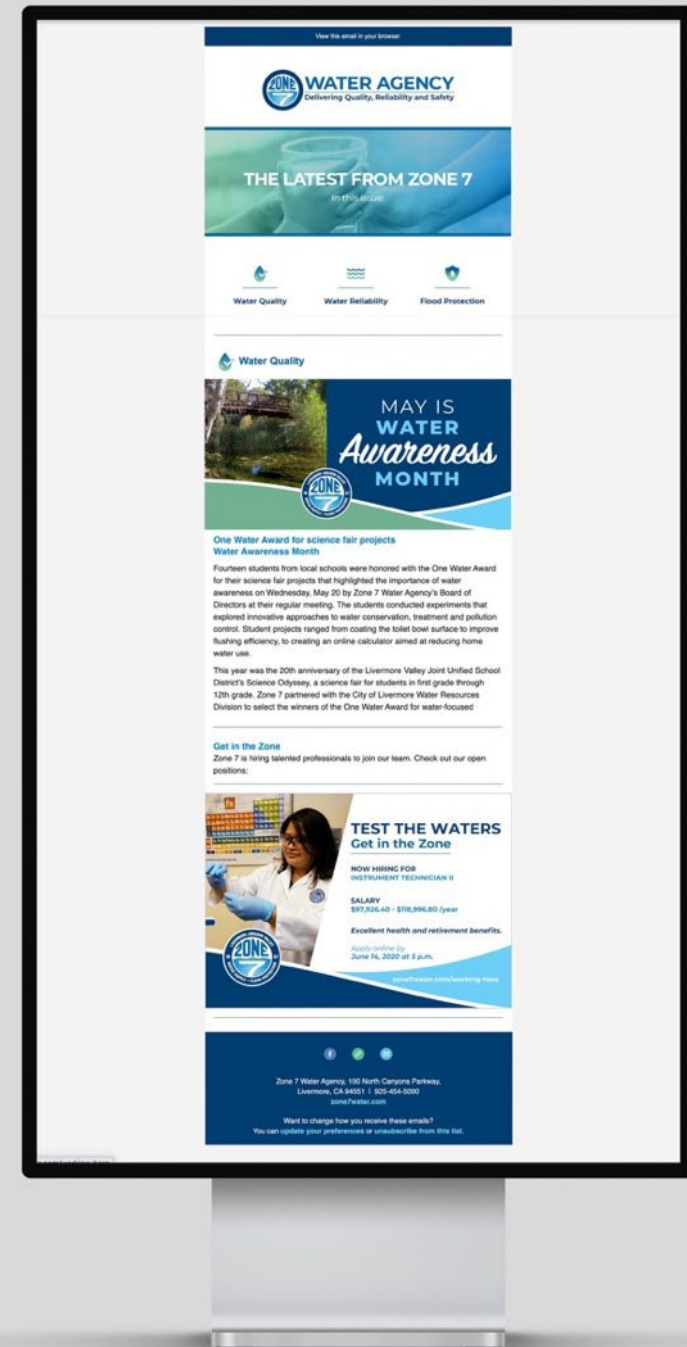


First half of 2023 combined stats:

13 newsletters/announcements sent

11,254 deliveries

860 clicks





# Public Event Metrics

- 18 public events in 2023
- Reached over 2,200
- Tailored to align with our messaging
- Fostering engagement

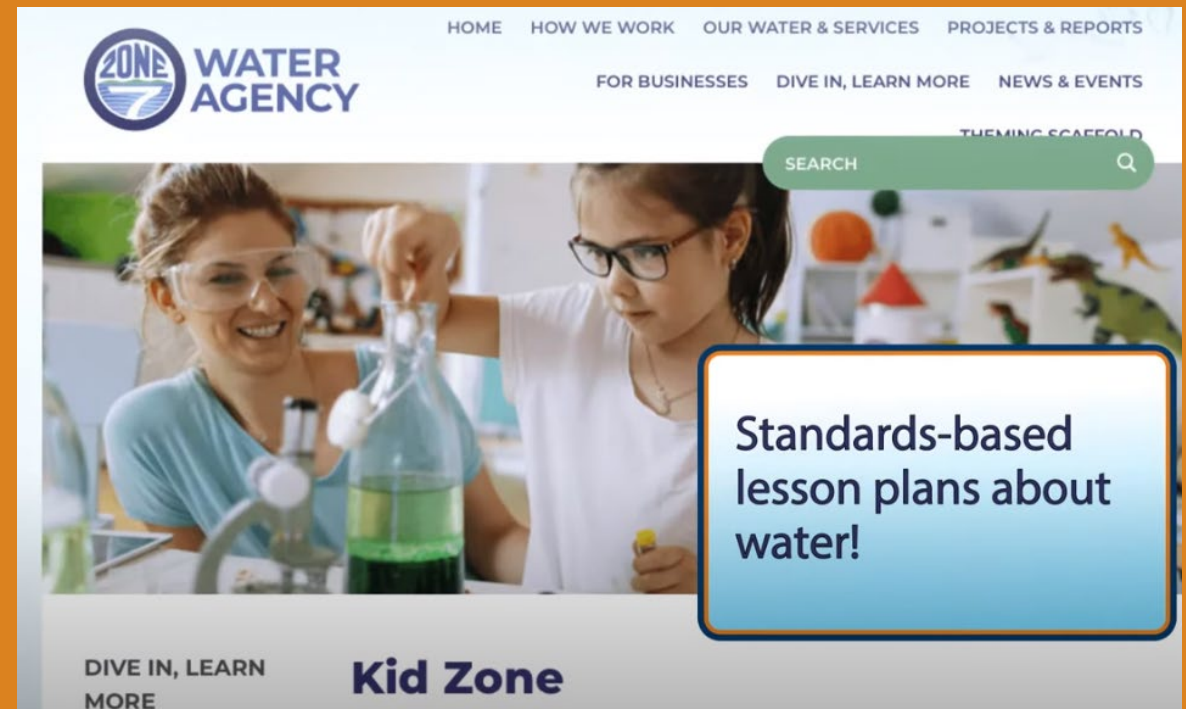




# School Program 2022-2023 Metrics



- 308 K-8<sup>th</sup> grade classes
- Approximately 8,100 students
- By town:
  - 87 Classes taught in Dublin
  - 122 Classes taught in Livermore
  - 77 Classes taught in Pleasanton
  - 19 Classes taught in Dougherty Valley







# Strategic Comm Plan in 2023



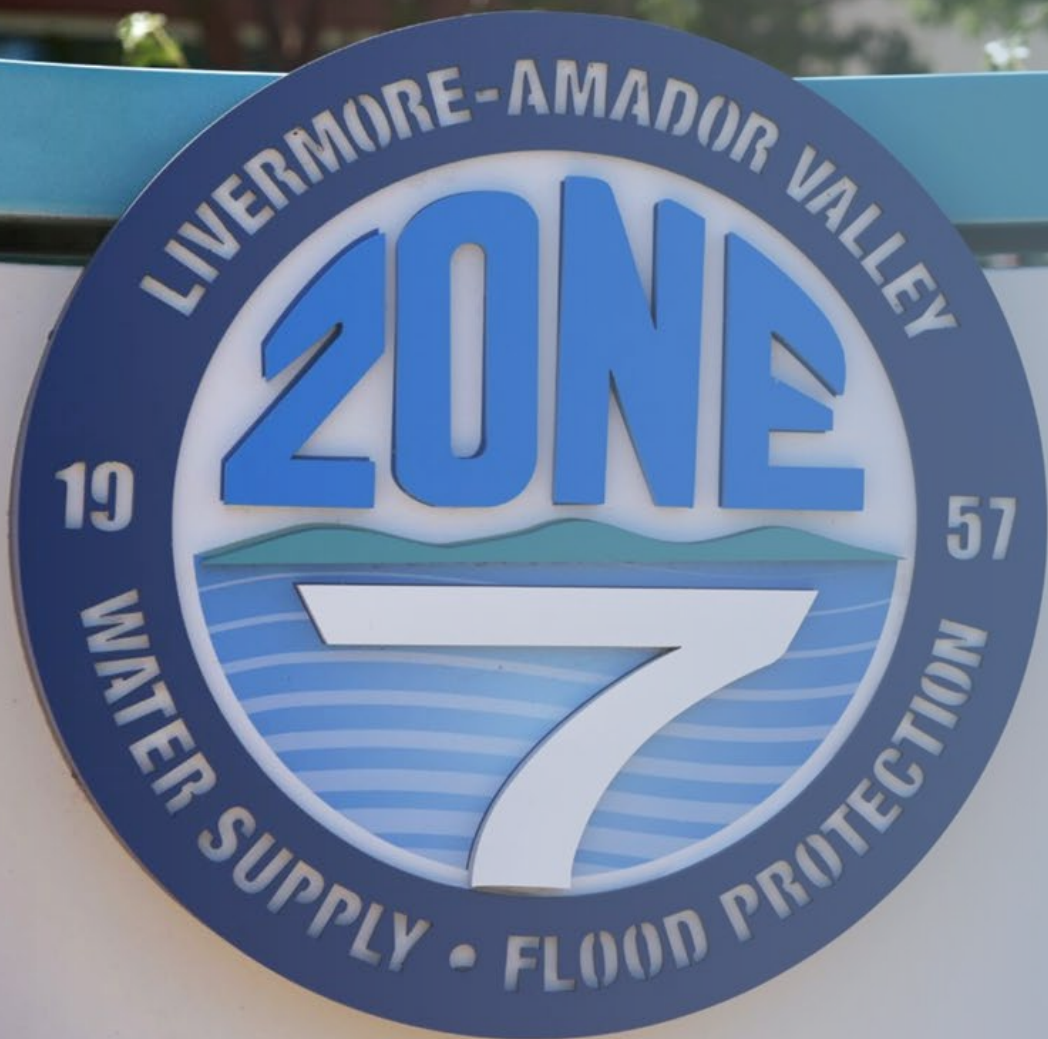
## Look Ahead





# Plans for second half of 2023

- Stoneridge Opening
  - Ribbon Cutting Event September
  - Ion Exchange Animated Video
- Education Program Rebrand
  - Water Academy
  - Renewed efforts to return to pre-pandemic classroom visit levels
- Flood Preparedness Open House
  - October



# QUESTIONS?



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