



# Communications Update

Board of Directors  
August 12, 2025

Kelly Zito, Public Affairs Manager

# Agenda

- Communications Vision and Goals
- Summary and Outlook for:
  - Press, Social Media, Digital and Print Publications
  - Local Government, Upcountry, and Community Outreach
  - Education Program
- Next Steps

# Communications Vision

Public Affairs serves as the voice of the District.

- **Goal 1:** Raise awareness of EBMUD as a vital and innovative part of the community.
- **Goal 2:** Unify and streamline communications across EBMUD.



*EBMUD engaged with thousands of community members at community events, including the Cinco de Mayo celebration in Richmond.*

# Public Affairs Overview

- **Press, social media, digital and print**
  - Media relations, messaging, crisis comms
  - Publications (online, print, video, digital) and internal communications
  - Exhibits
- **Community and government outreach**
  - Board outreach and constituent support
  - Local government engagement
  - Capital project outreach
- **Education program**
  - Community partnerships
  - Tours
  - K-12, continuing education



*EBMUD staff connect with customers and provide resources during in-person outreach events.*

# Communications Priorities

## Fiscal Year 2025

- Budget and Rates
- Capital Projects
- New Board Member Onboarding
- New Community Partnerships
- Workforce Development Campaign
- Fire Preparedness
- Golden Mussel Response

## Fiscal Year 2026

- Emergency Preparedness and System Readiness
- Infrastructure Investment and the Value of Water
- Water Quality/Drink Tap
- Customer Survey Follow-up
- Strengthen Community Partnerships
- Emerging Issues

# Press, Social Media, Digital and Print Publications



# Press

- Infrastructure investment
- Budget and rates
- World Water Day
- Governance
- Record salmon returns
- Residential Non-Payment
- Invasive mussels
- Emergency preparedness



## Key Takeaways

- 108 interviews
- 14 press releases
- 1,100 media mentions
- 137M reach
- \$900K publicity value

# Social Media

## Performance

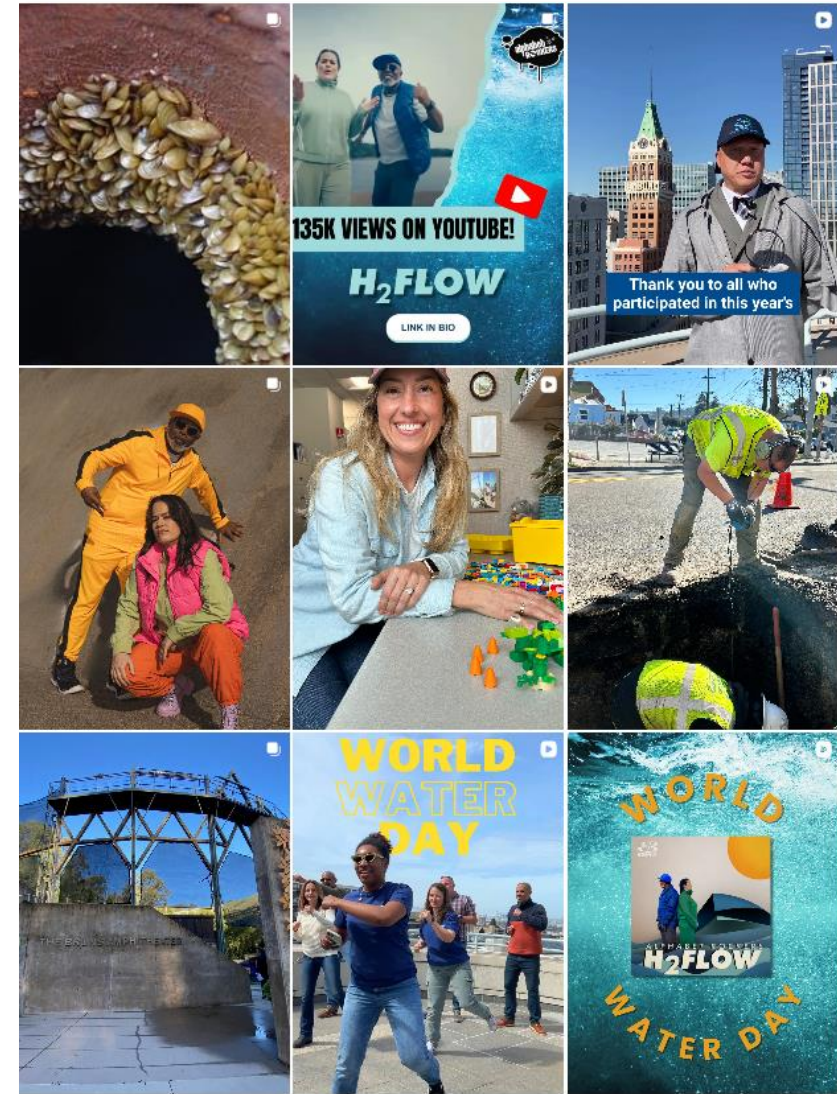
- 1K posts, 640K impressions, 53K video views, added 3K followers (16% growth)

## Hot topics

- Environment – Boat launch closure
- Emergency Preparedness – Fire concerns
- Careers – Job opportunities
- Conservation – Leak detection

## Broadened reach

- Collaborated with fire agencies, local sports teams, conservation and industry partners



Social media channels communicate EBMUD's values to new audiences.

# Videos

## Clean energy highlights

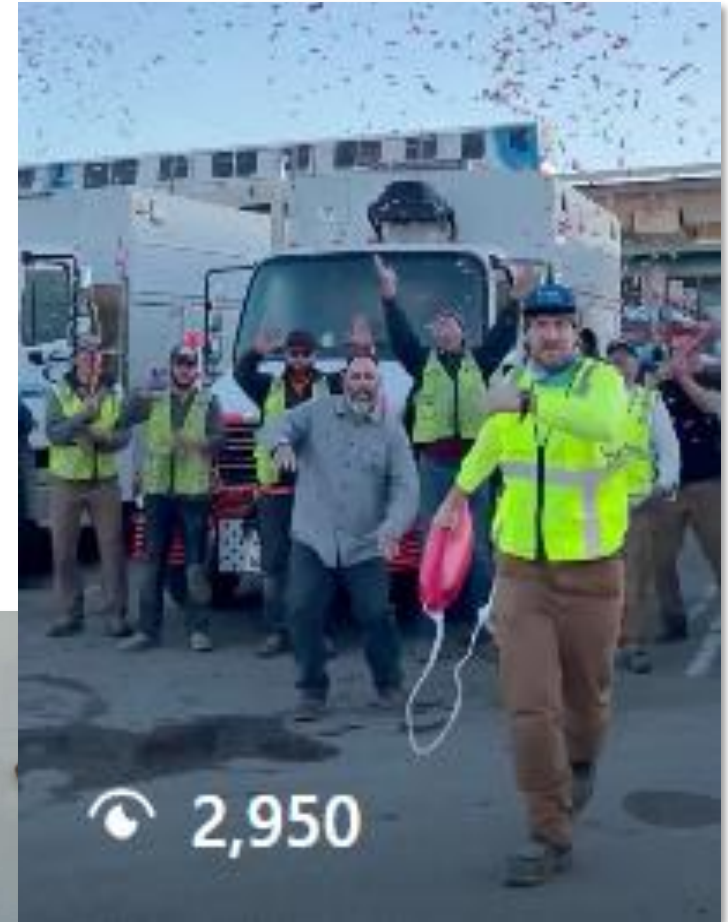
- AWWA national feature
- TotalEnergies partnership

## Content that connects

- Imagine a Day Without Water
- Sher-LEAK Holmes
- LEGO challenges
- H2Flow dance challenges



AWWA video highlights EBMUD's innovative work



District maintenance staff dance to H2Flow by the Alphabet Rockers

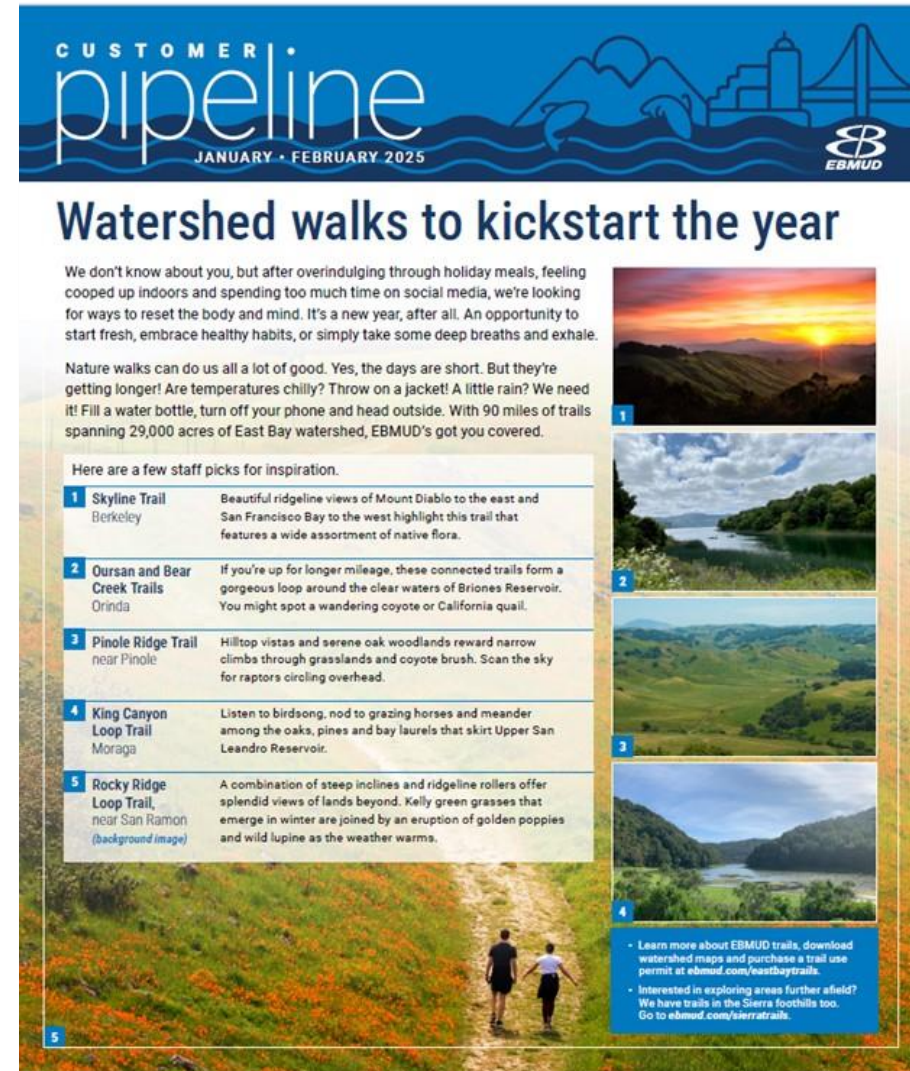
# Print Communications

## Internal communications

- Splashes (biweekly)
- New Senior Management Team Spotlights

## Customer communications

- Customer Pipeline (bimonthly)
- Annual Water Quality Report
- Residential non-payment materials
- Proposition 218 notice, budget and rates



January's issue of Customer Pipeline highlighted EBMUD trails.

# Flowing into the Future

## Flipbook

- Digital publication showing century of service

## Lobby

- Self-guided exhibits with interactive media

## Brand refresh

- New PowerPoint template
- New mastheads (press releases, Splashes, and Customer Pipeline)



Administration Building Lobby displays EBMUD's water and wastewater services.



New masthead for Splashes, the employee and retiree newsletter.

# Workforce Campaign

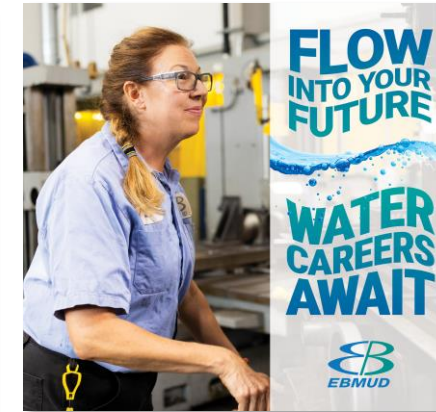
- Multi-channel campaign
- Generated 35,000 clicks to careers page
- 5.6 million impressions
- 1,524 applications
- Exceptional click-thru rates, exceeded industry benchmarks



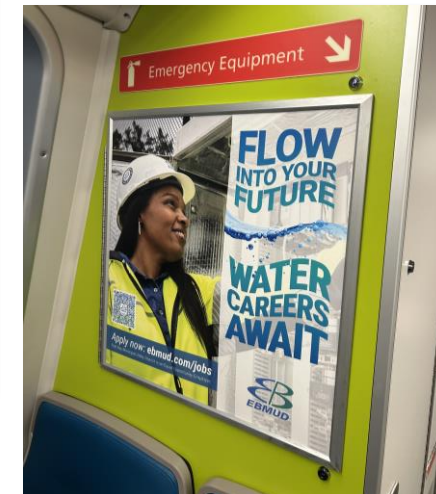
Billboards



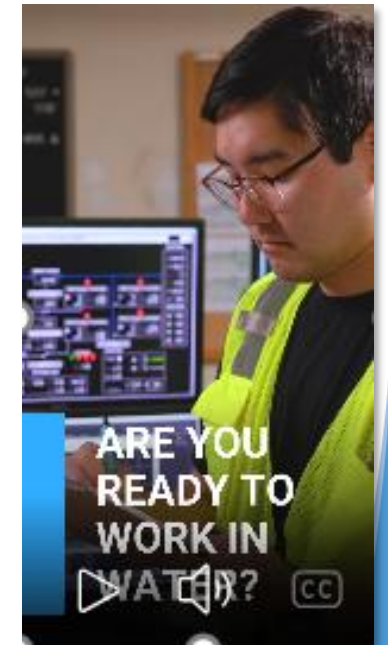
Digital Ads



Social Media



BART Ads



Video Reels

# Public Information – FY 2026 Look Ahead

- **Media pitches**
  - Infrastructure and habitat
- **Drink Tap campaign**
  - Water quality and environmental protection
- **Workforce campaign phase 2**
  - Process and hard-to-fill positions
- **Social media and publications**
  - Emergency preparedness and wildfire prevention
  - Crisis communications



*The Water on Wheels trailer brings EBMUD tap water to community events throughout the year.*

# Local Government, Upcountry and Community Outreach



# Local Government, Upcountry, Community Outreach

Varied activities and initiatives to raise awareness of the District within service area and Upcountry.

- 82** Community meetings
- 60** Neighborhood organization meetings
- 51** Public agency meetings
- 49** Municipal Advisory Council meetings
- 39** City Council meetings
- 28** Mayors Conferences and Meetings
- 25** Chamber and business associations
- 8** Ward events



## Key Outreach Efforts

- New Board member introductions
- Budget & Rates
- Residential non-payment policy
- Wildfire preparedness
- FERC re-licensing\*
- Golden mussels
- EBMUD Imposters

# Upcountry Outreach

## FERC relicensing

- Open house, early engagement meetings to gather community input

## Key issue outreach

- Recreation changes, invasive mussel prevention, boat launch closures

## Stakeholder engagement

- Tours (e.g., farmers, water districts, landowners)

## Annual Pardee BBQ



Staff presents the Frank Beeler award at the Pardee BBQ.

# Capital and Maintenance Projects

- Water Treatment Plant Upgrades (Orinda, Upper San Leandro, Walnut Creek)
- Lafayette Tower Retrofit
- Emeryville North Sewer Interceptor Pipeline Rehabilitation
- Pipeline replacements (25 miles)
- Coordination with counties, cities, and communities on planning, projects, and maintenance



*Frontage Rd pipeline installation, Berkeley, 2024*

# Board Support

- 54 presentations and speaking engagements
- New Board member introductions
- Managed communications with local elected officials
- Presented to Municipal Advisory Councils (MACs) on projects, programs, and budget and rates
- Notification of main breaks, outages, and community concerns



*Dr. Kenichi Soga provides an update on the UC Berkeley Center for Smart Infrastructure at the Ward 7 Briefing.*

# Sponsorships

- 100 Sponsorships that support District goals and mission
- Emphasis on education, social services, and job development
- 4 new Customer Assistance Program (CAP) partnerships
- 25 festivals and events, including 14 Water on Wheels events



# Community Outreach – FY 2026 Look Ahead

## Outreach on major capital projects:

- Lafayette Tower Retrofit
- Central Reservoir Demolition
- San Leandro Channel Crossing, others

## Collaborate with wildfire coalitions:

- East Bay Wildfire Coalition
- West Contra Costa Fire Safe Council, others

## Coordinate 7 Ward Events

## Expand community-based organization (CBO) partnerships

## 24 planned public events (e.g., festivals, fairs)



*Richmond Salmon Release*

# Education Program



# Youth Education

- 27 5th grade water field trips (~75% Title I Schools)
- 12 high school wastewater field trips
  - Reduced barriers for Title I schools with transportation reimbursement
- School assemblies and presentations
- Teacher trainings



*5th graders visit Sobrante Water Treatment Plant.*

# Water Wednesdays / Water Walks

## Water Wednesday

- Webinars focused on "hot topics" (fire preparedness, golden mussels, earthquakes)

## Water Walks

- Focused on infrastructure and watershed stewardship
- Partnered with Lindsay Wildlife Museum on watershed hikes; one led in Spanish



*Water Walk tour of Skyline Gardens with Lindsay Wildlife, April 2025*

# Community Water Academy (CWA)

## Spring 2026

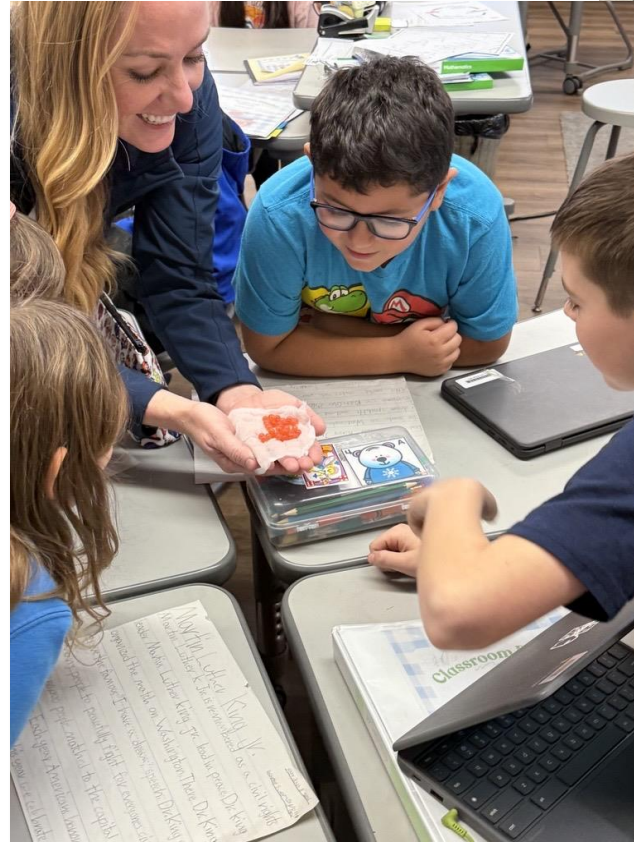
- 30 participants from backgrounds including local government, non-profits, and education
- 5 in-person sessions, including full-day Pardee/Hatchery tour



*Community Water Academy tour at Walnut Creek Water Treatment Plant, April 2025*

# Upcountry Education

- Integrated EBMUD messaging into **Salmon in the Classroom** program (San Joaquin, Calaveras and Amador Counties)
- Participated in **NorCal Science Festival** in Lodi
- Field trips through the City of Lodi **Outdoor Equity Grant** at Camanche and Pardee
- Partnered with Lodi's **World of Wonders Science Museum** to host fossil event



*Students visit the Mokelumne Fish Hatchery.*

# Strategic Partnerships

- **Alphabet Rockers**
  - "H2Flow" song and video
  - Over 181,000 YouTube views
  - YouTube Kids on World Water Day
- **Oakland Roots Soccer Club**
  - Live performance and Board member introduction
- **Oakland Ballers**
  - Recycled water signage



*Alphabet Rockers at San Pablo Reservoir filming "H2FLOW"*



*EBMUD and Oakland Ballers promote recycled water*

# Partnership Messaging

- **Oakland Zoo:**
  - EBMUD signage installed at four water bottle refill stations
- **Lindsay Wildlife Experience:**
  - Two EBMUD-sponsored water bottle refill stations with signage in development



EBMUD sponsored signage at the Oakland Zoo.

# Education Program – FY 2026 Look Ahead

- **Enhanced resources:**
  - Hire two part-time Outreach and Education Specialists to support programming
  - Expand 5th grade field trip program
- **Science Technology Engineering Arts and Math (STEAM) kits:**
  - Roll out STEAM activities kit with water lessons for educators
- **Additional partnerships and events:**
  - Recognition of "World Water Day" in March
  - New partnership opportunities, museum exhibits

# Next Steps

- Enhance media outreach, community engagement, and education efforts to support District's strategic goals
- Incorporate Customer Opinion Survey results into communication plans
- Update Board with annual summary of communications and outreach activities



*East Bay National Skyline Recreation Trail*



# Questions?

EBMUD staff are on hand to answer questions at community events.