

# Communications & Media

## 2023 Annual Update

**Charlotte Graham, Public Information Officer**

**Annamarie Pilon, Multimedia Communications Specialist**

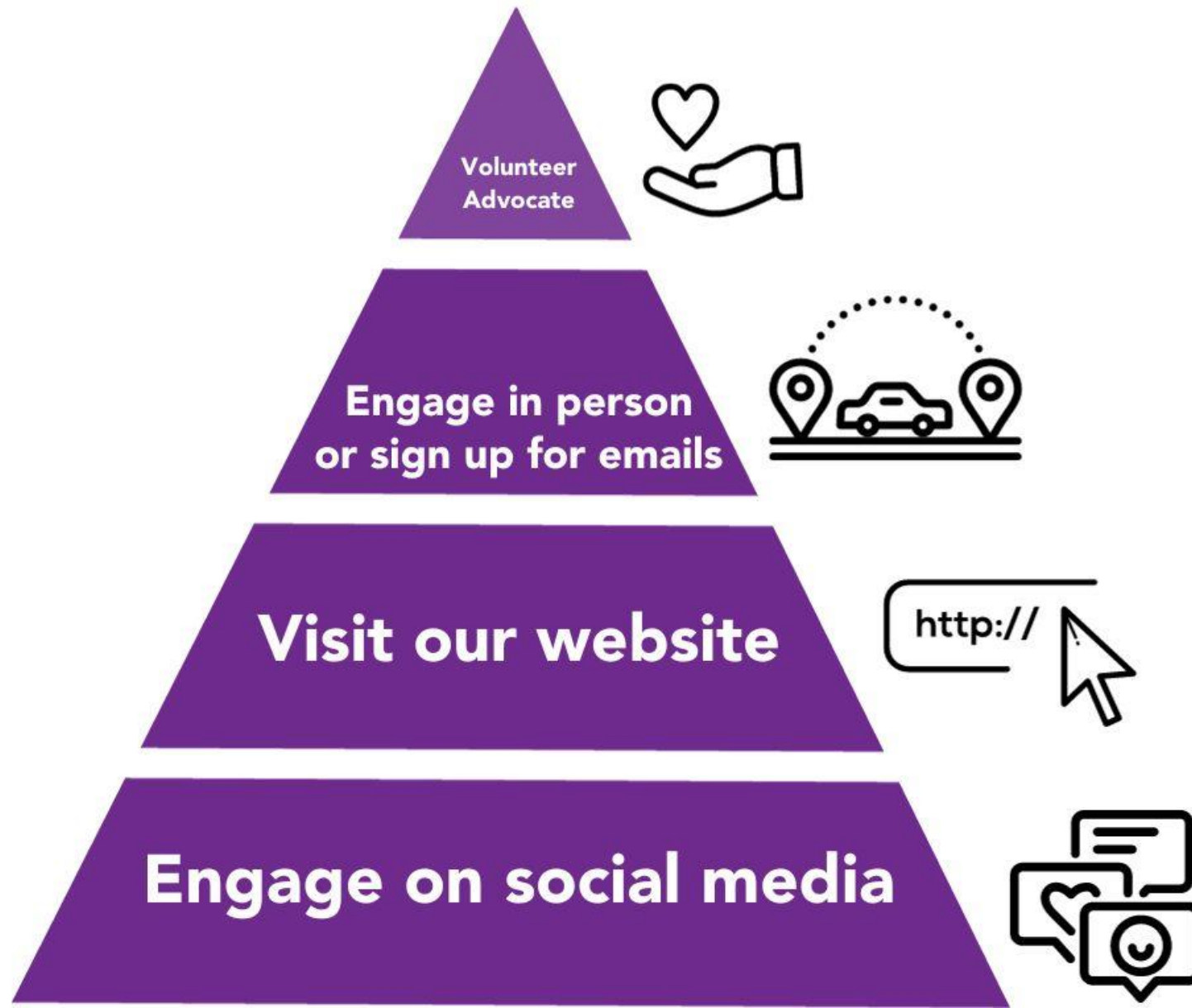
**Katie Simon, Communications Coordinator**

**Adeline Huddy, Public Affairs Intern**

**Board of Directors Meeting**

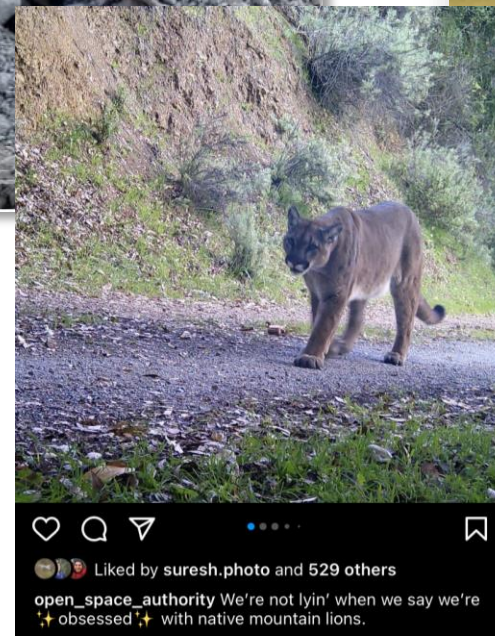
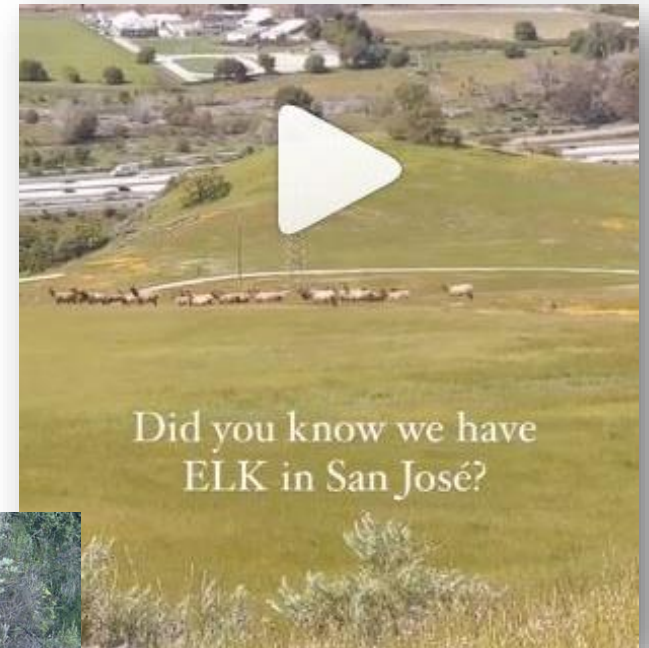
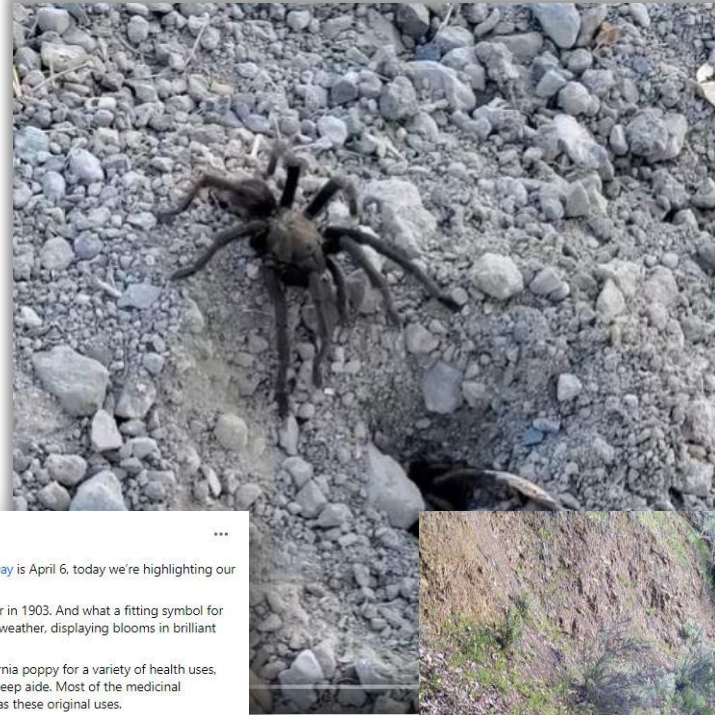
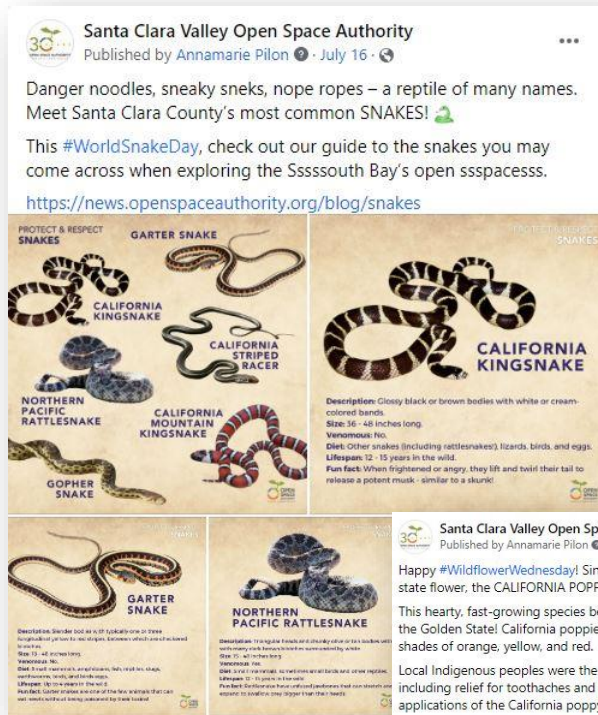
**October 12, 2023**

# LADDER OF ENGAGEMENT





# SOCIAL MEDIA HIGHLIGHTS





# SOCIAL MEDIA HIGHLIGHTS



**naturenurd** Yeeesssss! More protected open spaces please.

37w 2 likes Reply ...



**khphotos\_** 🍌🍌🍌🍌

37w 1 like Reply



**\_j.y.n\_** Yey Coyote valley! Keep it wild!

32w 2 likes Reply



**freshairhiking** Love seeing this!!!

32w Reply



**agmelini** Thank you for all you guys do for our environment

38w 2 likes Reply



**idugit** That's fantastic! 🍌

37w 2 likes Reply



**ellevanburen** Yeah super critical to not develop over these lands

39w 3 likes Reply ...



**\_j.y.n\_** This! Coyote Valley saved us all

37w 1 like Reply



**naturenurd** Thank goodness for our wetlands. Bay Area would have been much worse off

39w 4 likes Reply



**zvartanian** Wow!

32w 1 like Reply



**la\_marimorena** Flood mitigation and recharging underground aquifers. A win-win!

38w 4 likes Reply



**mattchesebrough** AMAZING!

37w 1 like Reply



**men\_yo\_es** Keep it wild!

32w 1 like Reply



**aprice\_compass** Right on! Let's keep these!

38w 2 likes Reply



**freshairhiking** So so so thankful this area is protected in the South Bay. 🙏

38w 6 likes Reply



**tango\_chap** Yes! Yes! Yes!

38w 1 like Reply



**grognd** @bibi\_gee\_grogn @mrsajudge @kgrogz @kcluvlotr - good example of how keeping open spaces helps prevent flooding and supplies water to our underground aquifer

37w 2 likes Reply ...



**disch\_outdoors** Because Mother Nature knows what she doing.

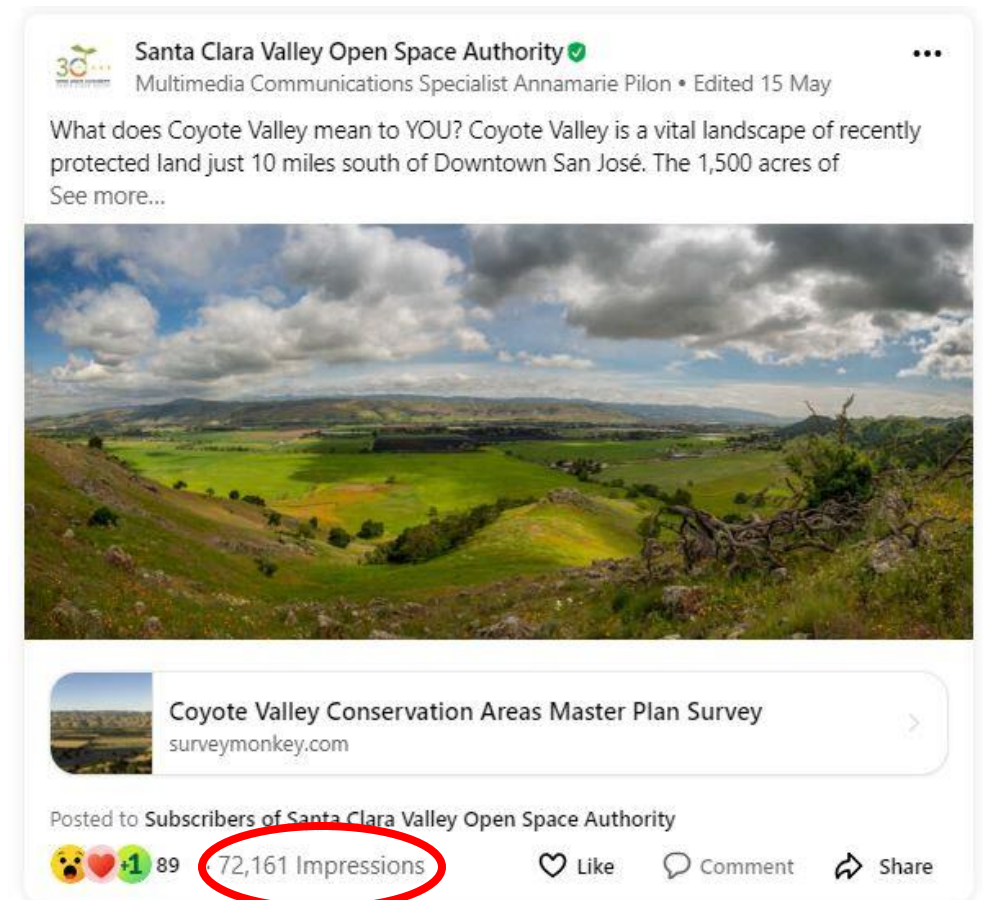
37w Reply

# SOCIAL MEDIA



- Unique goals, audiences, and strategies for each platform
- Strategy updates
  - Scaling back Twitter
  - Added NextDoor
  - Social media ambassadors (influencers)

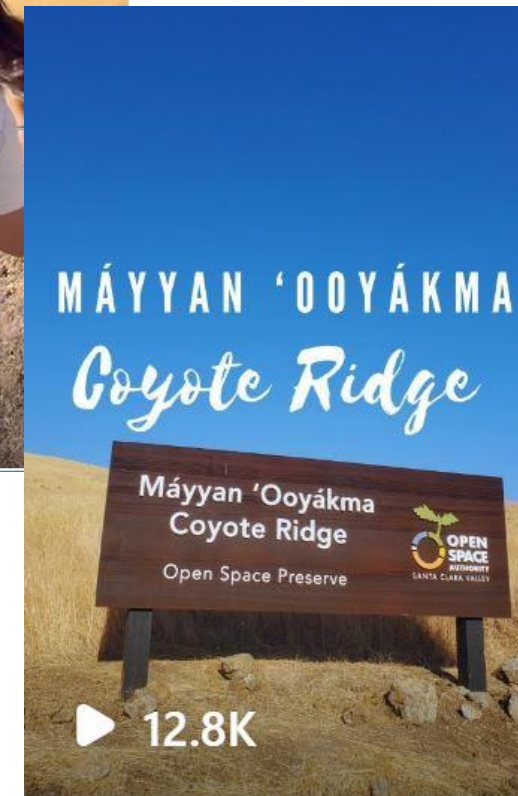
nextdoor





# PILOT: SOCIAL MEDIA AMBASSADOR PROGRAM

- Event at Máyyan 'Ooyákma – Coyote Ridge – September 7
- Results
  - 14 influencers attended!!
- Looking ahead
  - Wildflower season and beyond



# WEBSITE

## KNOW BEFORE YOU GO

WHEN CAN I VISIT MÁYYAN 'OYÁKMA – COYOTE RIDGE? ▾

WHAT TYPES OF RECREATION ARE ALLOWED? ▾

AMENITY INFORMATION ▾

WHAT IS A BUTTERFLY PASS? ▴

A free annual Butterfly Pass is required year-round to access the trails inside the Habitat Protection Area. This system was designed to educate the public about the importance of protecting habitats for endangered plants and animals and helping them adapt to a changing climate. When you obtain a Butterfly Pass, you agree that you have read and agree to follow the preserve rules. Passes are available [here](#).

WHAT IS THE HABITAT PROTECTION AREA? ▾

WHY DO I NEED TO CLEAN MY SHOES TO? ▾



### Análisis del año 2022

La naturaleza está aquí para su familia

Cerrar

Abrir

[Home](#) / [Public Information](#)

## TỔNG KẾT NĂM 2022

### THIÊN NHIÊN BAN TẶNG: ĐẦU TƯ VÀO TƯƠNG LAI CỦA CHÚNG TA

[Nhìn lại năm qua](#)

[Dự án & Sáng kiến](#)

[Tài Chính](#)

[Công Nhận](#)



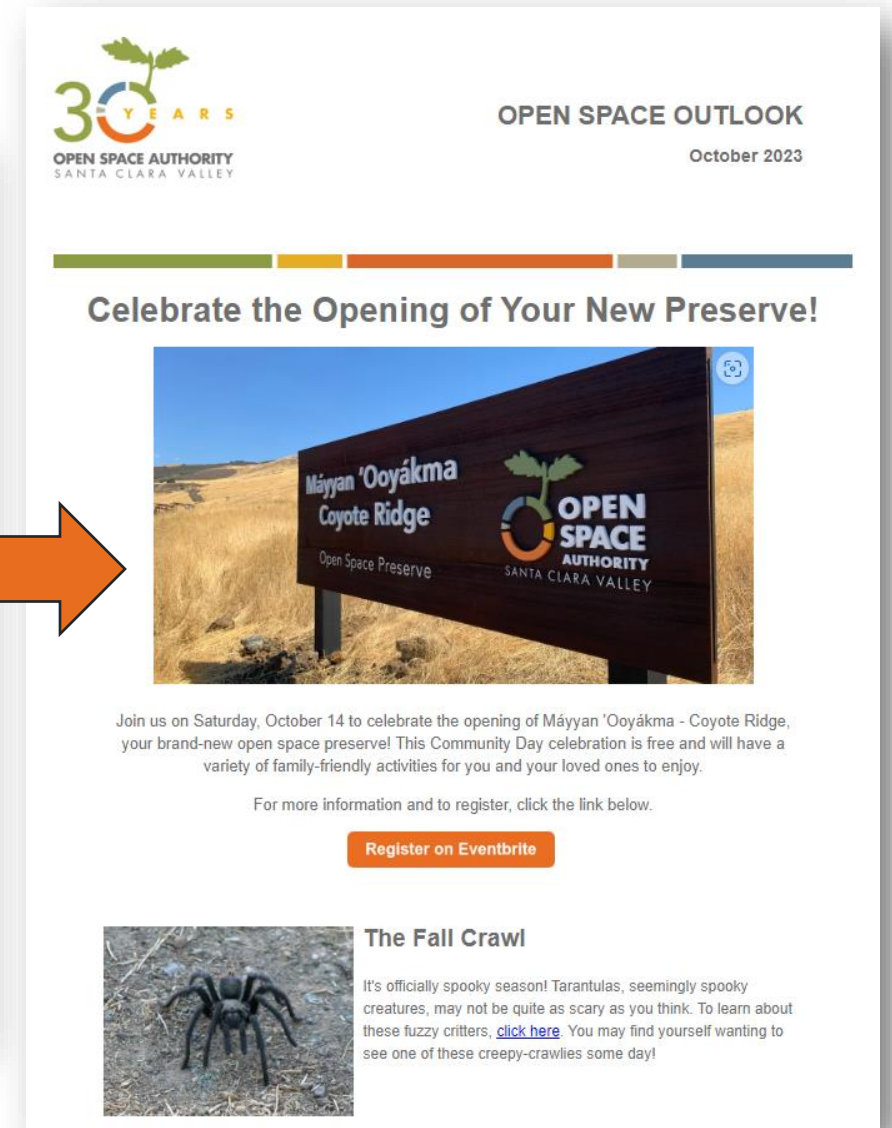
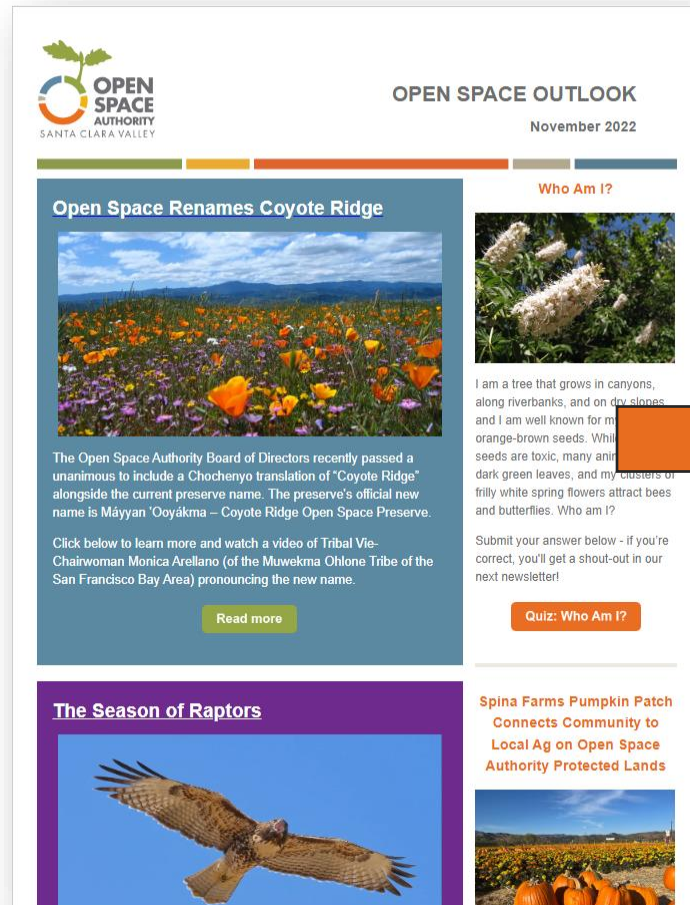
Chúng tôi xác nhận rằng Santa Clara Valley Open Space Authority đang hoạt động trong các vùng đất ban đầu được quản lý bởi các dân tộc nói tiếng Awaswas-, Chochenyo-, Mutsun- và Thámien. Hôm nay, chúng tôi rất vinh dự được hợp tác với Amah Mutsun Tribal Band và Muwekma Ohlone Tribe của San Francisco Bay Area trong công việc chung của chúng tôi nhằm bảo vệ và phục hồi môi trường cũng như kết nối con người với vùng đất.

- Total page views: 170k
- User Experience Audit
- ADA Compliance
- Other updates
  - “Know Before You Go” preserve FAQ section
  - New Urban Grant Success Stories
  - 2022 Year in Review



# EMAIL OUTREACH

- New Layout
- General trends
- Themes of focus
  - Land stewardship, climate resilience, wildlife, agriculture, recreation, community





# NEWS BLOG

- Most popular posts
- Accessibility & Transcreation

## UNA GUÍA PARA MANTENER A SALVO A LA VIDA SILVESTRE (Y A TI MISMO)

[Inclús](#)

### HƯỚNG DẪN BẢO VỆ ĐỘNG VẬT HOANG DÃ (VÀ BÀN THÂN)

[Tiếng Anh](#)

Khi quý vị đến tham quan một công viên hoặc không gian mở, quý vị đã bước vào ngôi nhà của nhiều loại động thực vật. Ngoài những sinh vật nhỏ như chim, sóc đất, côn trùng có thể quan sát tại lối đi, quý vị cũng có thể nhìn thấy những sinh vật khó quan sát, thường bị nhầm lẫn hơn như sói đồng cỏ, linh miêu đuôi cộc, sư tử núi và rắn đuôi chuông. Nhưng hãy yên tâm, những sinh vật này không ra ngoài để tấn công quý vị. Hãy tiếp tục đọc để tìm hiểu cách quý vị có thể bảo vệ động vật hoang dã địa phương (và bản thân) trên đường mòn.



...to, entras en la casa de una variedad de plantas y animales. Mientras  
s como pájaros, ardillas de tierra, e insectos, podrias encontrarte con  
(de ver como coyotes, gatos monteses, leones de montaña, y serpientes  
ales no están ahí para atacarte. Sigue leyendo para aprender cómo tú  
ismo) cuando estás caminando en los senderos.



monteses, leones de montaña, y serpientes de cascabel harán todo lo  
ntribuyentes importantes al ecosistema, pero desafortunadamente, se

Điều quan trọng cần nhớ là sói đồng cỏ, linh miêu đuôi cộc, sư tử núi và rắn đuôi chuông sẽ cố gắng lảng tránh quý vị bất cứ khi nào có thể. Những loài động vật này vốn không quan trọng nào cả sinh thái của chúng, nhưng đáng

## SNAKES OF THE SSSSSOUTH BAY

[Back to Home](#)



The Santa Clara Valley is home to a variety of snakes. They are ectothermic, meaning they are cold-blooded and rely on their external environment to regulate their body temperature. So as it warms up in the spring and summer months, they come up from underground to soak up the heat and breed soon after. Like them, or not, snakes are vital to their ecosystems. Keep reading to learn why it's important for us to respect and protect snakes.

While some people are afraid of snakes, most species are harmless, and some are even kept as pets. (*Note: We thank you for NEVER removing snakes - or any animal - from the wild as this can harm local populations.*) Snakes help control populations of harmful rodents and insects and they also provide food for other animals on the food chain. We hope the more you learn about snakes, the more you will appreciate how special and important they are to Santa Clara Valley's parks and open

### CATEGORIES

[Coyote Valley](#)

[Wildlife](#)

[Urban Open Spaces](#)

[Agriculture](#)

[Open Space Authority Initiatives](#)

[Green Infrastructure](#)

[Events](#)

[Land Acquisitions](#)

[Urban Open Space Corner](#)

[Policy](#)

[Restoration](#)

[Environmental Justice](#)

[Community Connections](#)

[Staff Spotlight](#)

# PRESS & MEDIA RELATIONS

## STRATEGIES

- Press Releases
- Media Advisories
- Ethnic Media
- Pitching
- Media Kits



A pair of tule elk bulls on the hills of Máayaa 'Coyote Ridge' Open Space Preserve. (Derek Neumann, courtesy of the Santa Clara Valley Open Space Authority)

Biodiversity

### A Jewel of the South Bay's Serpentine Grasslands Is Now Protected (and Open to the Public)

*"Coyote Ridge is the mother lode for serpentine habitat," says  
Andrea Mackenzie*

### OpenRoad: Protecting nature at the edge of Silicon Valley (Episode 88)

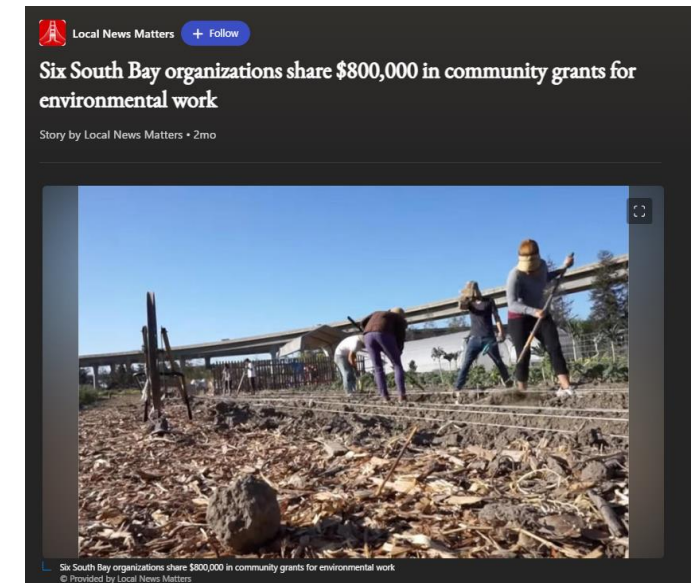
Published July 30, 2023 • Updated on July 30, 2023 at 9:15 pm



Visit Santa Clara County's newest preserve, a place of beauty and butterflies and honor for the original stewards.



A sign urges drivers to slow down on Santa Teresa Boulevard in the Coyote Valley, near where a young mountain lion was found dead along the roadway. (July 13, 2023)







## OTHER PROJECTS & INITIATIVES

- ADA Transition
- Brochures & collateral updates
- Butterfly Passes / 2024 wildflower season
- Coyote Valley Open Space Preserve Public Access Improvement Project
- CVCAMP Community Engagement
- Environmental education event promotions
- Land stewardship project support
- Language access
- Llagas Creek Bridge and Day Use Area Project
- Máyyan 'Ooyákma – Coyote Ridge
- One-way trail (CVAL)
- Preserve "Neighbor Newsletters" & communications
- Preserve signage
- Public access planning projects
- "Slow & Say Hello" bike bells
- Staff Recruitment
- Urban Grant Awards
- Wildlife awareness

# LOOKING AHEAD...

- **30 Year Story Map**
- **2024 Butterfly Pass & Wildflower Season**
- **Expanded public access**





A landscape photograph of rolling hills and mountains at sunset or sunrise. The sky is a mix of orange, yellow, and blue, with soft clouds. The mountains in the background are silhouetted against the bright sky. In the foreground, there are dark, silhouetted trees and a hillside with some dry grass. The word "QUESTIONS?" is overlaid in large, white, sans-serif capital letters in the center of the image.

QUESTIONS?