



**WEST VALLEY WATER DISTRICT
855 W. BASE LINE ROAD, RIALTO, CA 92376
PH: (909) 875-1804
WWW.WVWD.ORG**

**EXTERNAL AFFAIRS COMMITTEE MEETING
AGENDA**

Monday, April 28, 2025, 6:00 PM

NOTICE IS HEREBY GIVEN that West Valley Water District has called a meeting of the Engineering, Operations and Planning Committee to meet in the Administrative Conference Room, 855 W. Base Line Road, Rialto, CA 92376.

BOARD OF DIRECTORS

**Director Angela Garcia, Chair
Director Kelvin Moore**

Members of the public may attend the meeting in person at 855 W. Base Line Road, Rialto, CA 92376, or you may join the meeting using Zoom by clicking this link: <https://us02web.zoom.us/j/8402937790>. Public comment may be submitted via Zoom, by telephone by calling the following number and access code: Dial: (888) 475-4499, Access Code: 840-293-7790, or via email to administration@wvwd.org.

If you require additional assistance, please contact administration@wvwd.org.

CALL TO ORDER

PUBLIC PARTICIPATION

Any person wishing to speak to the Board of Directors on matters listed or not listed on the agenda, within its jurisdiction, is asked to complete a Speaker Card and submit it to the Board Secretary, if you are attending in person. For anyone joining on Zoom, please wait for the Board President's instruction to indicate that you would like to speak. Each speaker is limited to three (3) minutes. Under the State of California Brown Act, the Board of Directors is prohibited from discussing or taking action on any item not listed on the posted agenda. Comments related to noticed Public Hearing(s) and Business Matters will be heard during the occurrence of the item.

Public communication is the time for anyone to address the Board on any agenda item or anything under the jurisdiction of the District. Also, please remember that no disruptions from the crowd will be tolerated. If someone disrupts the meeting, they will be removed.

DISCUSSION ITEMS

1. Federal Update (Verbal)
2. State Legislative Update (Verbal)
3. 2025 April Federal/State Legislative Update
4. Updates to the External Affairs Committee
5. February 10, 2025 and March 24, 2025 Meeting Minutes
6. March/April Social Media Report
7. Branding Guidelines

ADJOURN

Please Note:

Material related to an item on this Agenda submitted to the Committee after distribution of the agenda packet are available for public inspection in the District's office located at 855 W. Baseline, Rialto, during normal business hours. Also, such documents are available on the District's website at www.wvwd.org subject to staff's ability to post the documents before the meeting.

Pursuant to Government Code Section 54954.2(a), any request for a disability-related modification or accommodation, including auxiliary aids or services, in order to attend or participate in the above-agendized public meeting should be directed to the Board Secretary, Elvia Dominguez, at least 72 hours in advance of the meeting to ensure availability of the requested service or accommodation. Ms. Dominguez may be contacted by telephone at (909) 875-1804 ext. 703, or in writing at the West Valley Water District, P.O. Box 920, Rialto, CA 92377-0920.

DECLARATION OF POSTING:

I declare under penalty of perjury, that I am employed by the West Valley Water District and posted the foregoing Agenda at the District Offices on April 24, 2025.

Elvia Dominguez

Elvia Dominguez, Board Secretary



STAFF REPORT

DATE: April 28, 2025
TO: External Affairs Committee
FROM: Socorro Pantaleon, Public Outreach & Government Affairs Manager
SUBJECT: 2025 April Federal/State Legislative Update

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices

F. Increase Efficacy of Advocacy Efforts at the Local, State, and National Level

Strategic Goal 4 - Strengthen Partnerships with Outside Agencies

A. Engage in Regional Projects, Advocacy, and Grant Pursuits

MEETING HISTORY:

BACKGROUND:

DISCUSSION:

FISCAL IMPACT:

None.

REQUESTED ACTION:

Receive and file the report.

Attachments

[WVWD April Legislative Update.pdf](#)



MONTHLY LEGISLATIVE REPORT

April 2025

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2025 Legislative Deadlines

April 10, 2025	Spring Recess
April 21, 2025	Legislature reconvenes from Spring Recess
May 2, 2025	Last day for policy committees to hear and report to fiscal committees fiscal bills introduced in their house
May 9, 2025	Last day for policy committees to hear and report to the floor nonfiscal bills introduced in their house
May 16, 2025	Last day for policy committees to meet prior to June 9
May 23, 2025	Last day for fiscal committees to hear and report to the floor bills introduced in their house
June 6, 2025	Last day for each house to pass bills introduced in the house
June 9, 2025	Committee meetings may resume
June 15, 2025	Budget bill must be passed by midnight
July 18, 2025	Summer Recess begins (provided Budget Bill has been passed)
August 18, 2025	Legislature reconvenes from Summer Recess
August 29, 2025	Last day for fiscal committees to meet and report bills
September 5, 2025	Last day to amend bills on the floor
September 12, 2025	Interim Recess begins, last day for each house to pass bills
October 12, 2025	Last day for Governor to sign or veto bills passed by the Legislature before Sept. 12 and in the Governor's possession on or after Sept. 12

Below is a high-level look at recent ACWA Priority issues, including key legislation that ACWA has advocated for on behalf of its members:

ACWA-sponsored SB 394 – Water Theft:

SB 394 (Allen, D-Santa Monica), co-sponsored by ACWA and Las Virgenes Municipal Water District, passed unanimously out of the Senate Judiciary Committee on April 1 and advances to the Senate Appropriations Committee. The bill would allow local agencies providing water services to adopt an ordinance with enhanced penalties for water theft from a fire hydrant. Additionally, SB 394 would remove the one-year reset on existing penalties for the third and additional violations for water theft committed via meter tampering and other methods. This bill would also help agencies recover damages by authorizing utilities to pursue civil remedies against any person who tampers with or diverts water from a fire hydrant without authorization.

SB 454 – PFAS Cleanup:

SB 454 (McNerney, D-Stockton), co-sponsored by ACWA and the League of California Cities, passed unanimously out of the Senate Environmental Quality Committee on April 2 and advances to the Senate Appropriations Committee. The bill would create a statewide PFAS Mitigation Fund to help local agencies provide safe drinking water and treated wastewater for their communities.

SB 601 – Wastewater Discharge Bill:

ACWA is leading a coalition in opposition of SB 601 (Allen, D-Santa Monica), which would needlessly complicate the state's wastewater discharge permitting system, potentially lead to frivolous litigation and likely result in higher water bills for Californians. The bill passed out of the Senate Environmental Quality Committee with a 5-3 vote April 2 and will next be heard in the Senate Judiciary Committee. The bill was introduced with the intent of safeguarding California's water quality protection regime from federal rollbacks; however, its approach would go far beyond simply maintaining the status quo. It would expand upon federal permitting requirements and exposing water agencies to significant liability, ultimately restricting progress toward overcoming the state's severe housing shortage while answering water supply reliability challenges.

Water Measurement and Reporting Regulation:

Last month, the State Water Resources Control Board initiated the formal rulemaking for the draft Water Measurement and Reporting Regulation (Regulation). The Regulation proposes updates for measuring and reporting requirements for water rights holders that divert over 10 acre-feet per year. ACWA has convened a working group and plans to attend the public hearing on April 16 and submit comments by the April 23 deadline.

Low-Income Rate Assistance (LIRA) Program:

SB 350, introduced by Senator María Elena Durazo (D-Los Angeles), would require the State Water Board to create a Water Rate Assistance Program to provide financial assistance for both drinking water and wastewater services to low-income residential ratepayers. ACWA believes a water and wastewater low-income rate assistance program — if designed in a reasonable, efficient and effective manner — is an appropriate approach. While SB 350 is a good starting point, the bill can be improved to maximize the funding spent on direct assistance to ratepayers, enhance public process, and reduce unreasonable burdens on water providers. ACWA is urging member agencies to join an association-led coalition to oppose SB 350 unless the bill is appropriately amended to create a workable and efficient LIRA program. The bill has been double referred to the Senate Environmental Quality and Energy, Utilities and Communications committees.

WOTUS Update:

On March 24, the U.S. Environmental Protection Agency and U.S. Army Corps of Engineers published a request to solicit feedback on a revised “Waters of the United States” (WOTUS) definition. This stems from various litigation and uncertainty surrounding the Sackett v. EPA decision that the Clean Water Act encompasses waters that are “relatively permanent, standing, or continuously flowing” and that wetlands are only covered when having a “continuous surface connection” with a WOTUS such that they are indistinguishable from those waters (rejecting the “significant nexus” approach). ACWA staff will be engaging with the WOTUS working group and plans to submit comments by the April 23 deadline.

Bay-Delta Plan Updates:

Earlier this year, ACWA submitted written comments to the State Water Board on the draft of potential updates for the Sacramento River watershed, Delta eastside tributaries and Delta portions of the Bay-Delta Plan. ACWA’s letters express strong support for the Healthy Rivers and Landscapes (HRL) Program as the preferred pathway for updating the Bay-Delta Plan. The State Water Board is expected to consider approval of the draft final Sacramento/Delta updates as early as the second quarter of 2025.

Designate Voter for ACWA’s 2026-’27 Elections:

ACWA has launched the election process for the 2026-’27 term for President, Vice President, and region board members. This year, the election process for officers and region boards is now combined. Voting for both sets of candidates will be done electronically by each member agency’s designated voter on a single ballot. Agencies can now designate their voting representative by visiting acwa.com/elections and submitting the Authorized Representative and Information Form by the June 20 deadline.

POGA's Legislative Efforts

05

Since the Start of the new legislative session, POGA has been sat in on calls from:

Date	Meeting	Comments
3/20/25	Metropolitan Member Agency Legislative Coordinators Meeting	Reviewed SB 72, AB 263, AB 269, AB 293, AB 362 and SB 367 for positions
3/26/25	ACWA 2025 Legislative Symposium	California Senator McNerney spoke on SB 454, Explored current water issues and SB 72, discussed the effects of wildfires and SB 367
4/7/25	SCWC Legislative Task Force Meeting	Discussed bills for position: AB 295, AB 362, AB 367, AB 794, AB 1146, AB 1232, SB 454, SB 601, AB 532, and SB 350
4/10/25	CMUA Legislative Committee	Discussed SB 72, AB 532, AB 1146, SB 350 and various groundwater adjudicated bills
4/17/25	Metropolitan Member Agency Legislative Coordinators Meeting	Reviewed bills AB 580, AB 259, AB 523, SB 394, AB 794, AB 1146, AB 1319, SB 601, AB 810

WVWD LEGISLATIVE POSITIONS

06

The next few pages provide high level summaries on both Federal and State legislation that is critical to our district, along with positions and coalitions taken/led by other agencies.

Acronym List:

- **ACWA – Associations of Clean Water Agencies**
- **CMUA – California Municipal Utilities Association**
- **CSDA – California Special Districts Association**
- **SBVMWD – San Bernardino Valley Municipal Water District**
- **EVWD – East Valley Water District**
- **WMVWD – Western Municipal Water District**
- **EMWD – Eastern Municipal Water District**
- **IEUA – Inland Empire Utilities Agency**

Federal Legislation – High Priority

Bill	Summary	Positions taken by other agencies	WVWD Position	WVWD Impact
<p>H.R 2656 Nitrate and Arsenic in Drinking Water Act</p> <p>Introduced by: Congresswoman Torres and Congressman Valado</p>	<p>Congresswoman Torres and Congressman Valadao are reintroducing the "Nitrate and Arsenic in Drinking Water Act", a historic bill focused on addressing excessive nitrate and arsenic contamination in drinking water, particularly in California's Inland Empire. The bill seeks to combat the public health crisis caused by these contaminants by amending the Safe Drinking Water Act. It would provide grants for the reduction of nitrate and arsenic levels, proposing \$15 million in funding for FY26 and each subsequent fiscal year. Additionally, the bill directs the Environmental Protection Agency (EPA) to prioritize the needs of economically disadvantaged populations most impacted by these contaminants.</p>	<p>TVMWD – Support Coachella Valley Water District – Support CVWD – Support Elsinore Valley- Support</p>	<p>Ratification of Support taken on</p>	<p>Nitrate and arsenic contamination in drinking water is a significant concern across California, especially in the Inland Empire. Counties such as Los Angeles, San Bernardino, Riverside, Kern, and Monterey are heavily affected. The bill received support in the 118th Congress (23-24) from several organizations, including West Valley Water District. West Valley Water District hosted Norma Torres at the Association the San Bernardino County Special Districts membership meeting to discuss this bill.</p> <p>Bill Location: Introduced 4/3/2025</p>

<p>H.R. 2344/S. 1118 Water Intelligence, Security, and Cyber Threat Protection Act</p> <p>Introduced by: U.S. Representative Jan Schakowsky</p>	<p>The bill aims to strengthen cybersecurity for drinking water and wastewater utilities by expanding access to the Water Information Sharing and Analysis Center (WaterISAC), a vital hub for threat intelligence, risk mitigation, and emergency response, by providing \$10 million for fiscal years 2026 and 2027. ACWA supported this legislation in the previous Congress.</p>		<p>Watch</p>	<p>Will be reaching out to Jamie to see his thoughts.</p> <p>Bill Location: Read twice and referred to the Committee on Environment and Public Works.</p>
<p>H.R. 2766 Special District Fairness and Accessibility Act</p> <p>Introduced by: Pat Fall (R-TX) and Brittany Petterson (D-CO)</p>	<p>This bill would establish a first-ever formal definition of “special district” in federal law. The bipartisan bill – which is National Special District Association (NSDA) number one federal legislative priority – also would direct the White House Office of Management and Budget (OMB) to issue guidance to federal agencies requiring special districts to be recognized as local governments for purposes of ensuring that districts have access to all appropriate forms of federal financial assistance.</p>		<p>Support position taken on 4/21.</p>	<p>H.R. 2766 is identical to legislation that was overwhelmingly approved by the full House of Representatives last year, with the exception of the title. This year’s bill is known as the Special District Fairness and Accessibility Act (WVWD Supported).</p> <p>Location: 4/09/2025 Referred to the House Committee on Oversight and Government Reform</p>

State Legislation – High Priority

Bill	Summary	Positions taken by other agencies	WVWD Position	WVWD Impact
Assembly Bills				
<p>AB 259 Open meetings: local agencies: teleconferences.</p> <p>Introduced by: Assemblymember Rubio</p>	<p>In 2022, Assemblymember Blanca Rubio (AD-48, Baldwin Park) authored AB 2449, which took effect on January 1, 2023. AB 2249 allows local agencies to use alternative Brown Act meeting procedures in the event a board member is absent due to “just cause” or “emergency circumstances.” The bill allows board members affected by illness, travel, or emergencies to participate remotely. Although AB 2449’s provisions have been amended since its enactment, its sunset date has remained unchanged, and these “just cause” and “emergency” provisions are set to expire at the end of 2025. AB 259, which is sponsored by the California Special Districts Association (CSDA), would eliminate the sunset.</p>	<p>CSDA – Sponsor ACWA – Support IEUA – Support TVMD – Support IRWD – Support SCWC – Support</p>	<p>Took a support position on 3/13/25.</p>	<p>This bill will preserve the meeting flexibility provided by AB 2449 and remove the sunset date.</p> <p>Bill Location: Assembly Local Government; Hearing 4/9/2025</p>

<p>AB 362 Water Policy: California tribal communities</p> <p>Introduced by: Ramos</p>	<p>This bill is a reintroduction of AB 2614 and is related to California tribal communities and water policy. In short, this bill ensures that tribal water uses are officially recognized as part of the state's "beneficial uses" for water quality protection. This means that tribal water uses must be considered when managing and protecting water quality in the state. Any project or program that affects water quality and requires approval by the State Water Quality Control Board or regional boards must assess its impact on tribal water uses, both with data (quantitative) and descriptions (qualitative). The state must then publish a report on this every two years starting December 2026.</p>	<p>ACWA – Oppose unless Amended CMUA- Oppose unless amended</p>	<p>Watch</p>	<p>Water agencies voiced their concerns on AB 2614 and this bill has similar issues. ACWA's main concerns with this bill are as follows: The definition of "Tribal Water Uses" is too broad, the exemption from CEQA is highly problematic, this bill would be duplicating existing laws, there's a short timeline for compliance, there is an unclear impact assessment, and this bill would expand the responsibilities of the California Water Quality Monitoring Council beyond its original purpose.</p> <p>Bill Location: Assembly Water, Parks and Wildlife Committee</p>
<p>AB 532 Water rate assistance program</p>	<p>This bill allows urban retail water suppliers to offer water rate assistance to eligible ratepayers, including reducing water fees, offering discounts, providing credits, or helping with arrears through crisis assistance. The assistance would be available to low-income households, specifically those with an annual income at or below 200% of the federal poverty level. Suppliers can use their own funding or voluntary contributions from other ratepayers to support this program. Starting January 1, 2028, suppliers must include information</p>	<p>ACWA – Favor CMUA – Sponsored CSDA – Favor IEUA – Watch</p>	<p>Support position taken on 3/11/2025</p>	<p>Last session, there was much controversy over a LIRA bill that would require an OPT out for voluntary contributions. Bill was not supported by us or water community since it did not have a strong funding mechanism. This bill seeks to establish a funding mechanism for this LIRA program.</p> <p>Bill Location: Environment Safety and Toxic Materials</p> <p>Hearing 4/8/2025</p>

	about their water rate assistance program in their technical report to the state board.			
<p>AB 794 California Safe Drinking Water Act: emergency regulations.</p> <p>Introduced by: Assembly Member Gabriel</p>	<p>This bill would authorize the State Water Board to adopt as an emergency regulation, a regulation that is not more stringent than, and is not materially different in substance and effect than the requirements of a regulation promulgated pursuant to the Federal Act. The authority of the State Water Board to adopt an emergency regulation consistent with this authority would include the authority to adopt a federal regulation that is in effect on January 19, 2025, regardless of whether the requirements were repealed or amended to be less stringent. The bill would prohibit an emergency regulation adopted pursuant to these provisions from implementing less stringent drinking water standards, as provided, and would authorize the emergency regulation to include requirements that are more stringent than the requirements of the federal regulation to the extent that the more stringent requirements are not materially different in substance and effect from the requirements of this or the regulations implementing this chapter.</p>	<p>ACWA- Oppose unless Amended</p> <p>CMUA- Oppose</p> <p>SCWC – Oppose</p>	<p>Oppose position taken on 4/15</p>	<p>The bill's push to adopt PFAS MCLs is seen as unnecessary at this stage. The State Water Board has already prioritized adopting federal PFAS MCLs as the state standard and plans to follow the regular rulemaking process starting in 2025.</p> <p>The bill also involves the legislature in ongoing legal challenges to the federal PFAS standard. The bill's sponsors argue it aims to protect PFAS treatment efforts amid potential changes to the federal standard, but this could complicate ongoing legal matters.</p> <p>** This can also apply to other containment levels!</p> <p>Bill Location: Environment Safety and Toxic Materials</p> <p>Hearing 4/8/2025</p>

<p>AB 810: Local government: in internet websites and email addresses</p> <p>Introduced by: Assemblymember Irwin</p>	<p>The bill would require that a local agency that maintains an internet website for use by the public to ensure that the internet website uses a “.gov” top-level domain or a “.ca.gov” second-level domain no later than January 1, 2029. The bill would require a local agency that maintains a website that is noncompliant with that requirement to redirect that website to a domain name that does utilize a “.gov” or “.ca.gov” domain. The bill would also require that a local agency that maintains public email addresses ensures that each email address provided to its employees uses a “.gov” domain name or a “.ca.gov” domain name no later than January 1, 2029.</p>	<p>ACWA – Not favor</p>	<p>Watch</p>	<p>While applying for and obtaining a “.gov” and “.ca.gov” domain has no fees, there are significant costs that would fall on an agency and staff time needed for this transition. Water agencies may need to hire information technology professionals; rebrand, including updating social media platforms, business cards, signage, and other materials; redirect emails from the old email addresses to the new ones; conduct public outreach to notify customers where to go for information or to pay their bills; and more.</p> <p>Bill Location: Asm Local Government</p> <p>Hearing: 4/9/2025</p>
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<p>AB 1146: Water infrastructure: dams and reservoirs: water release: false pretenses</p> <p>Introduced by: Assemblymember Papan</p>	<p>This bill would prohibit the release of stored water from a reservoir if the release is done under “false pretenses.” This bill would define “false pretenses” as a release of water from a reservoir in a manner that is knowingly and designedly under a false or fraudulent representation or assumption as to the purpose and intended use of the water. The bill would authorize the State Water Resources Control Board (State Water Board) to issue an interim relief order to a reservoir operator to prohibit the release of stored water that violates “false pretenses.” This bill would authorize the State Water Board to commence an interim relief proceeding on its own motion or upon the petition of an interested party.</p>	<p>ACWA – Oppose</p>	<p>Watch</p>	<p>AB 1146 would prohibit the release of stored water from a reservoir if the release is done under false pretenses. This bill would define “false pretenses” as a release of stored water that is knowingly and designedly under any false or fraudulent representation or assumption as to the purpose and intended use of water. This definition is unclear and does not specify what conditions, statements, or misrepresentations would qualify as “false or fraudulent representation,” nor does it indicate how intent would be determined. Given that water management decisions often involve complex considerations, including environmental needs, agricultural demands, and urban consumption, ACWA is concerned that this definition of “false pretenses” would hinder the flexibility required by water agencies to make timely decisions, especially during emergencies or unforeseen circumstances.</p> <p>Bill Location: Asm Water, Parks and Wildlife</p> <p>Hearing: 4/29/25</p>
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<p><u>AB 1413</u></p> <p>Sustainable Groundwater Management Act: groundwater adjudication.</p> <p>Introduced by: Assemblymember Papan</p>	<p>The Sustainable Groundwater Management Act (SGMA) currently requires all high- and medium-priority groundwater basins, as designated by the Department of Water Resources (DWR), to be managed under a groundwater sustainability plan (GSP) or coordinated GSPs. SGMA authorizes local agencies to form a groundwater sustainability agency (GSA) and imposes specific duties on those agencies. Currently, GSAs may file a court action to determine the validity of a GSP no sooner than 180 days after adoption. AB 1413 would allow GSAs to file such actions within 180 days following adoption. Additionally, the bill would prevent courts, in these validation actions, from adjudicating certain matters delegated to the DWR. A key provision of AB 1413 is the requirement for any action against a GSA located in an adjudicated basin to be consolidated with a comprehensive adjudication if the action concerns the adoption, substance, or implementation of a GSP, or the GSA's compliance with SGMA timelines. The court hearing the consolidated action would first address the determination of a basin's sustainable yield before addressing any other issue.</p>	<p>ACWA – Not favor unless amended</p>	<p>Watch</p>	<p>Reached out to Staff to see if this impacts the District's basins.</p> <p>Bill Location: Asm Water, Parks and Wildlife</p> <p>Hearing: 4/29/25</p>
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Senate Bills				
<p><u>SB 72</u> The California Water Plan: long-term supply targets.</p> <p>Introduced by: Senator Caballero</p>	<p>Senator Anna Caballero (SD-14, Merced) has introduced SB 72. SB 72 would establish long-term water supply targets and call for the Department of Water Resources to use those targets in future updates to the California Water Plan. The bill is a reintroduced version of SB 366 (2024) unanimously pass by both houses of the legislature, and then vetoed by the Governor. SB 366 was supported by the District along with a broad coalition of water agencies, special districts, and associations. According to SB 366's veto message, the bill was vetoed by the Governor due to fiscal concerns at the end of the last legislative session. Since then, the coalition has refined the bill's language to reduce costs associated with its implementation.</p>	<p>CMUA – Sponsor ACWA – Support IEUA – Support CVWD – Support EMWD – Support IRWD – Support JCSD – Support SCWC- Support MVWD – Support Valley – Support WMWD – Leading Regional Efforts</p>	<p>Took a support position on 3/11/2025</p>	<p>Previously known as SB 366, which garnered huge support from water agencies in Southern California. SB 72 speaks to any future weather extremes that threaten our current state of water management.</p> <p>Bill Location: Senate Natural Resources and Water</p> <p>Hearing: 4/8/25</p>
<p><u>SB 350</u> Water Rate Assistance Program</p> <p>Introduced by: Senator Durazo</p>	<p>SB 350, proposes the establishment of the Water Rate Assistance Program to provide water affordability assistance to low-income residential ratepayers for both drinking water and wastewater services. The bill establishes this fund within the State Treasury to support the program and specifies how it will be administered by the State Water Resources Control Board.</p>	<p>ACWA – Oppose unless amended CMUA – Seeking amendments CSDA – Watch IEUA – Watch</p>	<p>Watch</p>	<p>This bill is a reintroduction of SB 222 (Dodd 2021). SB 222 was vetoed because there was no funding source for the program. SB 350 seeks to pick up the conversation to create a state-funded and state-implemented low-income water rate assistance program. Still no funding source.</p> <p>Bill Location: Senate Energy, Utilities and Communications</p>

<p>SB 394 Enhanced Penalties for Water Theft from Fire Hydrants</p> <p>Introduced by: Senator Allen</p>	<p>Co-sponsored by ACWA, this legislative proposal would authorize local agencies that provide water service to adopt an ordinance with enhanced penalties for water theft committed via the unauthorized connection to a fire hydrant. The bill would also include amendments to the Civil Code to allow a utility to bring a civil action for damages against any person who tampers with or diverts water from a fire hydrant.</p>	<p>ACWA – Co Sponsor</p> <p>Las Virgenes Water District – Sponsor</p> <p>CMUA – Support and amend</p>	<p>Took position on 3/11/2025</p>	<p>West Valley Water District was able to provide data on this bill since we suffer an estimated loss of 45 to 60 million gallons of water annually, equating to a revenue loss of approximately \$200,000 to \$300,000 due to theft.</p> <p>Bill Location: Senate Appropriations</p>
<p>SB 454 State Water Resources Control Board: PFAS Mitigation Program</p> <p>Introduced by: Senator McNerney</p>	<p>Sponsored by ACWA, this bill which would create a statewide PFAS Mitigation Fund intended to help local agencies pay for manmade PFAS contamination cleanup in drinking water and wastewater. If approved, the bill would create a much-needed funding tool to help water and wastewater agencies pay for costs that would otherwise be covered by local ratepayers on their water and wastewater bills. There are currently multiple sources of funding aimed at addressing PFAS contamination (current and potentially future legal settlements, federal funding, state bond funding, etc.) that could be directed to fund.</p>	<p>ACWA – Sponsor</p> <p>CMUA – Support</p> <p>CSDA – Support</p> <p>CVWD – Support</p> <p>MWD – Support</p> <p>WMWD – Support</p> <p>EMWD – Support</p> <p>MVWD – Support</p> <p>JCSD – Support</p> <p>Desert Water – Support</p> <p>CVWD – Support</p> <p>EVWD – Support</p>	<p>Support position taken on 4/15</p>	<p>Although PFAS is not a huge issue for the District, it's good to stand in support with other water agencies and support this concept. Drinking water standards can have significant financial impacts on public water agencies, so supporting a mitigation fund is a positive.</p> <p>Bill location: Senate Appropriations</p>

<p>SB 496 Advanced Clean Fleets Regulation: appeals advisory committee: exemptions.</p> <p>Introduced by: Senator Hurtado</p>	<p>Co-sponsored by CSDA, this bill addresses concerns related to the Advanced Clean Fleets Regulations, which mandates the transition of local and state government fleets to zero-emission vehicles. This regulation has created operational and financial burdens for public agencies. SB 496 proposes to establish an Appeals Advisory Committee to review denied exemption requests, adding necessary flexibility. Additionally, the bill would expand the emergency vehicle exemption to vehicles reasonably anticipated to be used by disaster service workers.</p>	<p>CSDA – Co Sponsor</p> <p>CMUA – Watch</p> <p>IEUA – Support</p>	<p>Took position on 3/24</p>	<p>Reached out to Cal Strats on taking a position: “I do think SB 496 will likely be a bill we will recommend WWWD taking a position on, but I think it may be wise to hold off for a few weeks. The issue is a moving target in the agency right now, especially given everything going on between the feds and the state on this issue. I anticipate the language in the bill may continue to evolve as well. My recommendation is to wait and see how the first policy committee hearing goes before registering formal Support as WWWD.”</p> <p>Bill Location: Senate Environment Committee Hearing 4/2/2025</p>
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<p>SB 601 Water: waste discharge.</p> <p>Introduced by:</p> <p>Senator Allen</p>	<p>This bill would require industries that are regulated under Section 402(p) of the Clean Water Act that are applying to local governments for building or construction permits to prove their enrollment under applicable NPDES permits or Waste Discharge Requirements. This bill would also require the State Water Board Division of Drinking Water to adopt a primary drinking water standard that is at least as stringent as that adopted and in effect by the U.S. Environmental Protection Agency on January 19, 2025, while giving the State Water Board authority to adopt through emergency regulation. This bill amends the Porter-Cologne Water Quality Control Act to apply more stringent federal Clean Water Act permitting regulations to former waters of the United States, including incorporating a new category of waters in Porter-Cologne. The bill defines “nexus waters” as essentially any water of the state unless specifically excepted in statute. For newly categorized nexus waters, the state and regional boards would be required to apply state and federal water quality standards and determine if they are impaired pursuant to section 303(d) of the Clean Water Act. This bill also adds Citizen Suit Enforcement provisions for nexus waters.</p>	<p>ACWA: Oppose CMUA: Oppose</p>	<p>Oppose position taken on 4/10</p>	<p>There is expected to be a large coalition against this bill. Here are some concerns:</p> <p>Increased Costs for Local Governments: The bill expands local government business licensing procedures.</p> <p>Confusion and Delays in Construction Permits: The inclusion of construction general permits may cause delays in granting building and development permits.</p> <p>Expanded Authority for Emergency Regulations on PFAS: Similar concerns as AB 794 regarding the State Water Board’s increased authority to adopt emergency regulations on PFAS.</p> <p>Impact of Nexus Waters on Clean Water Act Permits: The bill aims to undo the U.S. Supreme Court’s Sackett v. EPA decision, broadening the Clean Water Act's reach to state waters, increasing federal permitting requirements.</p> <p>Increased Liability for Dischargers: The citizen suit provision and federal civil penalty provisions would raise dischargers’ liabilities.</p> <p>Removal of Economic Considerations for Regional Boards: Removing Water Code section 13241 would eliminate the requirement for regional boards to consider factors like economics, water quality conditions, and housing needs when setting waste discharge requirements.</p>
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APRIL 03, 2025

REPRESENTATIVES TORRES & VALADAO REINTRODUCE BIPARTISAN REMOVING NITRATE AND ARSENIC IN DRINKING WATER ACT

EXPANDING FUNDING AND PROTECTING SAFE DRINKING WATER IN CALIFORNIA

Washington, D.C. – Today, Congresswoman Norma Torres (D-CA) and Congressman David Valadao (R-CA), both members of the House Appropriations Committee, unveiled a bipartisan initiative aimed at tackling the widespread contamination of drinking water by harmful substances like nitrates and arsenic. The ***Removing Nitrate and Arsenic in Drinking Water Act*** represents a step forward in addressing a growing public health crisis affecting the drinking water of communities across the country.

The bill proposes a crucial amendment to the Safe Drinking Water Act, providing \$15 million in grants for fiscal year 2026 and every year thereafter to fund nitrate and arsenic reduction efforts. This landmark legislation also directs the Environmental Protection Agency (EPA) to prioritize the needs of economically disadvantaged populations who are most impacted by this contamination.

“This is a public health emergency in the Inland Empire and across the country. The contamination of our water supply with nitrate and arsenic is a direct threat to the health and safety of my constituents,” **said Congresswoman Torres.** “I’m

committed to securing the resources needed to address this crisis, especially for the most vulnerable—infants, pregnant women, and individuals with enzyme deficiencies. The Inland Empire, particularly former agricultural areas, faces some of the worst contamination levels in the state, and we cannot wait any longer to ensure we make clean drinking water accessible for everyone.”

“Access to clean drinking water is essential for the health and well-being of every American—especially in rural and underserved communities like the Central Valley,” **said Congressman Valadao.** “This bipartisan bill gives rural communities that rely on groundwater the resources they need to reduce harmful contaminants and ensure our water supply is safe. I’m proud to join Rep. Torres to help our small towns throughout the Valley fix this ongoing issue.”

The Removing Nitrate and Arsenic in Drinking Water Act is supported by Three Valleys Municipal Water District, Coachella Valley Water District (CVWD), West Valley Water District, Cucamonga Valley Water District, and Elsinore Valley.

[Full bill text](#)

###

PRESS RELEASES

Rep. Fallon Introduces Special District Fairness Act

Washington, April 11, 2025

Tags: [Education](#) , [Health](#) , [Transportation and Public Works](#) , [Energy](#) , [Taxation](#)

WASHINGTON, D.C. – Rep. Pat Fallon (TX-04) introduced the [Special District Fairness Act](#), a bill that would codify a first-ever definition of “special district” in federal law and ensure that districts are eligible for all appropriate forms of federal financial assistance.

“The consequence of current law is that some communities served by special districts—more than 3,350 of which are located in the State of Texas alone—cannot access certain federal funding opportunities, which has a huge impact on the ability of special districts to provide vital services and meet community needs,” Rep. Fallon said. “Importantly, this bill does not increase government spending. Rather, it levels the playing field by allowing special districts equal access to the same federal funds authorized by Congress that have been made available to other local governments.”

“This piece of legislation resets the board and ensures special districts have the resources, autonomy, and flexibility to address the unique challenges and opportunities facing their communities.”

This bill would require the White House Office of Management and Budget to issue guidance to federal agencies requiring special districts to be recognized as local governments for the purpose of federal financial assistance determinations. Specifically, it would establish the following definition in federal law:

“The term ‘special district’ means a political subdivision of a State, with specified boundaries and significant budgetary autonomy or control, created by or pursuant to the laws of the State, for the purpose of performing limited and specific governmental or proprietary functions that distinguish it as a significantly separate entity from the administrative governance structure of any other form of local government unit within a State.”



Washington DC Office

2416 Rayburn HOB
Washington, DC 20515
Phone: (202) 225_6673

Grayson County Office

100 West Houston Street
Suite 14
Sherman, TX 75090
Phone: (903) 820_5170

Bowie County Office

MINUTES
EXTERNAL AFFAIRS COMMITTEE MEETING
of the
WEST VALLEY WATER DISTRICT
February 10, 2025

I. CALL TO ORDER

Chair Garcia called the meeting to order at 12:00 p.m.

Attendee Name	Present	Absent	Arrived
Angela Garcia	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Kelvin Moore	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Socorro Pantaleon	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
John Thiel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Mary Jo Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Kimberly Ceron	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Isabelle Medina	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

II. PUBLIC PARTICIPATION

Director Garcia inquired if anyone from the public would like to speak. No requests were received, therefore Director Garcia closed the public comment period.

III. DISCUSSION ITEMS

1. Federal Update.

David Turch & Associates representative Jones provided an update on the current political climate in Washington and discussed the appropriations process and how it may impact the District's funding. Mr. Jones also provided an update on the upcoming ACWA D.C. conference and meetings that will be held with various congressional offices and agencies, and noted the suspension of environmental justice programs at the EPA.

2. State Legislative Update

California Strategies representative Brulte provided an update on the recent Sacramento Legislative trip, noting how well the District was prepared and as a result was well received, and discussed follow-up items.

Additionally, updates were provided on Assemblyman Ramos' bill related to tribal communities for which ACWA took an oppose-unless-amended position; SB 72, relating to the State Water

WVWD

Minutes: 2/10/25

Resource Management Plan; and the Water Theft Bill, for which we provided information to ACWA, and they have used our information in their handout.

3. WVWD Legislative Report

Public Outreach and Government Affairs Representative Medina provided a Legislative Report that included: ACWA updates, high-priority issues and legislative positions on various bills, and the potential for funding zero-emission vehicles and benefits of pre-purchasing large vehicles to meet potential regulations.

4. Updates to External Affairs Committee

Manager of Public Outreach and Government Affairs Pantaleon provided an Update on Earth Day 2025, which will include a collaboration with Colton Unified School District and will include hosting over 200 local second graders here at the District Headquarters; staff is planning to host a stakeholder tour of District facilities in May or June for local organizations including our local Chambers of Commerce; and the importance of community outreach was discussed to ensure we are communicating to the public our efforts to enhance our infrastructure and fire hydrant capabilities.

Additionally, the West Valley Water District Video was presented which highlights the District and services provided. The video will be used for workshops, community events, social media, and website.

5. Social Media Report

Senior Public Affairs Representative Hartley provided the Social Media Report and reported on the efforts by the District to grow our social media presence, noting a big part of this endeavor was including our mascots in an array of videos and posts. Overall, our social media presence has grown on all of the platforms last year and we continue to see engagement with posts about our community, initiatives, and continuing to invest in our infrastructure.

IV. ADJOURN

Director Garcia adjourned the meeting at 1:10 p.m.

ATTEST:

Elvia Dominguez, Board Secretary

MINUTES
EXTERNAL AFFAIRS COMMITTEE MEETING
of the
WEST VALLEY WATER DISTRICT
March 24, 2025

I. CALL TO ORDER

Chair Garcia called the meeting to order at 6:04 p.m.

Attendee Name	Present	Absent	Arrived
Angela Garcia	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Kelvin Moore	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Socorro Pantaleon	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
John Thiel	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Linda Jadeski	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Mary Jo Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Isabelle Medina	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

II. PUBLIC PARTICIPATION

Director Garcia inquired if anyone from the public would like to speak. No requests were received, therefore Director Garcia closed the public comment period.

III. DISCUSSION ITEMS

1. State/Federal Verbal Updates

David Turch & Associates representative Jones provided an update on the submittals for project funding that have been made to the Office of Congressman Pete Aguilar being Enhancing Cyber Security for a Reliable future, Emergency Generators, and Strengthening Water Supply by Enhancing Storage for Fire Protection, and indicated additional project submittals will still be made to Senator Alex Padilla and Senator Adam Schiff. Additionally, he provided an overview that Congress passed a long-term Continuing Resolution through September 30, 2025, but it does not include any Community Project Funding earmarks for FY 25 and they will work with staff for FY 26 submissions.

California Strategies representative MacKay provided an update on various legislative bills including bills of concern such as AB 794: CA Safe Drinking Water Act: Emergency Regulations and SB 601: Water: Waste Discharge; and provided an updated on next steps to support Prop 4 water allocations, the importance of submitting a letter to the Assembly and Senate Budget Committees, and spoke on a potential advocacy trip to Sacramento.

WVWD

Minutes: 3/24/25

2. 2025 March Federal/State Legislative Report

Public Affairs and Government Outreach Representative Medina presented the report. The committee reviewed the legislative packet of all the legislation and letters tracked.

3. Updates to the External Affairs Committee

Manager of Public Outreach and Government Affairs Pantaleon provided an update on the Turf Rebate Program indicating current funds have been exhausted for this fiscal year due to a high demand from commercial customers, staff has applied for grants and will be proposing revisions to next year's program; Public Affairs will be coordinating with the Board Secretary to schedule individual interviews with each Board Member for the District's 75th anniversary history book; the new branding guidelines will be ready for committee review next month; and staff is coordinating with the Office of Assemblymember Robert Garcia to schedule a tour of district facilities.

4. September 30, 2024, October 28, 2024, November 11, 2025, and December 16, 2024 Minutes

The committee approved the minutes.

5. February/March Social Media Report

Senior Public Affairs and Government Outreach Representative Hartley provided the Social Media Report and indicated this month's highest engagement and views were for posts about employment opportunities, and the District's social media audience grew on all platforms with the highest increase from LinkedIn.

6. WVWD Customer Survey

Manager of Public Outreach and Government Affairs Pantaleon presented the survey that staff has been working on in collaboration with JPW Communications. The purpose of the survey is to gain a better understanding of the community's expectations, enhance the quality of services provided, and strengthen the relationship between the District and its customers. The survey will be conducted by a survey partner, Cenitment, who will use a variety of mechanisms to drive survey responses. The committee reviewed the survey questions and no changes were made.

7. Education Update

Manager of Public Outreach and Government Affairs Pantaleon presented the report and provided an update on upcoming education outreach events and a California Project WET Facilitators training that Public Affairs staff is scheduled to attend.

8. Outreach Events Update

Senior Public Affairs and Government Outreach Representative Hartley provided updates on community workshops being held in the Spring at District Headquarters and in Bloomington, and informed the committee that staff is working on a tour to educate local stakeholders about our water supply and treatment process.

IV. ADJOURN

Director Garcia adjourned the meeting at 8:15 p.m.

ATTEST:

Elvia Dominguez, Board Secretary

WVWD

Minutes: 3/24/25



STAFF REPORT

DATE: April 28, 2025
TO: External Affairs Committee
FROM: Mary Jo Hartley, Senior Public Outreach & Government Affairs Rep
SUBJECT: March/April Social Media Report

STRATEGIC GOAL:

E. Promote Public Awareness of the Value of WVWD

MEETING HISTORY:

N/A

BACKGROUND:

The social media report (Exhibit A) provides updates on West Valley Water District's (WVWD) social media profile activity on Facebook, Instagram, LinkedIn and Twitter. Key Performance Indicators (KPIs) including the reach, impressions and engagement of posts are condensed into one report to untangle audience insight, allowing staff to understand best practices for successful customer engagement.

DISCUSSION:

During the March through April reporting period, POGA staff saw the following trends and highlights:

Content

- This month, platform insights show a variance in the posts that were port interacted with and viewed. Despite the difference though, it does give us good insights into the types of posts that align with each platform. For instance, LinkedIn's most like post was of our new employee, Leo; while Instagram's most liked was a video of our team and investment in the community.

Audience

- Audience grew across all social media platforms with the exception of Facebook where we saw a net decrease by 3 followers. We are discussing internally the possible causes and looking for trends on how to recapture those follows.

Upcoming Series

- POGA has begun a video series called Water. Service. Community. It showcases the investment that our staff and District are making in the community. A new video will be featured every Tuesday on our Social Media channels. Our hope is that through this series, our customers will see the value of what we do and why we do it.

FISCAL IMPACT:

There is no fiscal impact for producing the Monthly Social Media Report.

REQUESTED ACTION:

Receive and File Report.

Attachments

[Social Media Report - March-April 2025.pdf](#)

MARCH - APRIL

2025

SOCIAL MEDIA

Report



MAIN KPI'S



No. of Followers
1,159



Reach
1,093

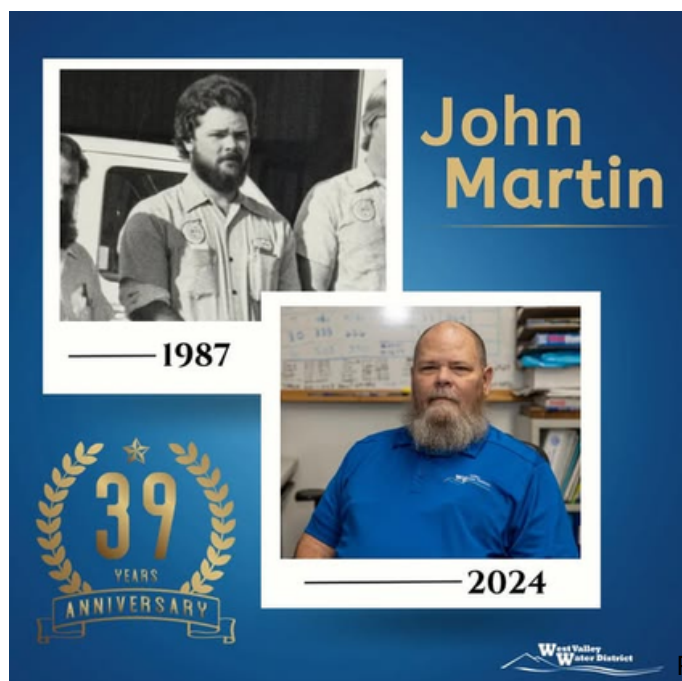


Engagement
137



No. of Posts
21 posts

TOP POST



Post Impressions

438 Impressions

Post Engagement

31 interactions

Instagram

MAIN KPI'S



No. of Followers
1,395



Reach
3,090



Engagement
511



No. of Posts
21 posts

TOP POST



Post Impressions

1,905 Impressions

Post Engagement

71 interactions

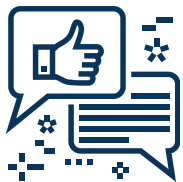
MAIN KPI'S



No. of Followers
783



Reach/Impressions
5.090



Engagement
149



No. of Posts
7 posts

TOP POST



Post Impressions

1,118 Impressions

Post Engagement

95 interactions

MAIN KPI'S



No. of Followers
441



No. of Posts
21 posts

TOP POST



Post Impressions

130 Impressions

Post Engagement

13 interactions

MONTHLY INSIGHTS

During the March through April reporting period, POGA staff saw the following trends and highlights :

Content

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Audience

- Audience grew across all social media platforms with the exception of Facebook where we saw a net decrease by 3 followers. We are discussing internally the possible causes and looking for trends on how to recapture those follows.

Upcoming Series

- POGA has begun a video series called Water. Service. Community. It showcases the investment that our staff and District are making in the community. A new video will be featured every Tuesday on our Social Media channels. Our hope is that through this series, our customers will see the value of what we do and why we do it.



STAFF REPORT

DATE: April 28, 2025
TO: External Affairs Committee
FROM: Socorro Pantaleon, Public Outreach & Government Affairs Manager
SUBJECT: Branding Guidelines

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices

A. Advance Effective Internal and External Communication Processes

Strategic Goal 8 - Deliver Superior Customer Service

D. Communicate Effectively with Customers

MEETING HISTORY:

Presented at External Affairs 9/30/2025

BACKGROUND:

West Valley Water District's (West Valley) brand is the face West Valley presents to our community. It encompasses the total effect of our logo, services, programs, and all other key touch points representing us. Our mission is to provide our community with high-quality and reliable water service in a cost-effective and sustainable manner. These standards allow West Valley to present a unified voice to our customers and community, strengthening and enhancing our reputation. By adhering to these guidelines, our customers and other key audiences will better recognize the vital services we provide, reflecting our commitment to our values.

DISCUSSION:

The Public Outreach and Government Affairs Department has been working with RGM communication to create the WVWD first "Branding Guideline", this guideline that will enhance a professionalism internally and externally and create a cohesive look and messaging.

FISCAL IMPACT:

Budgeted in FY24/25

REQUESTED ACTION:

Forward the recommendation to the Board of Directors to approve the Branding Guidelines.

Attachments

[Branding Guidelines](#)



BRAND GUIDELINES

CREATED 01 2025

Page 42 of 87

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OVERVIEW

West Valley Water District's (West Valley) brand is the face West Valley presents to our community. It encompasses the total effect of our logo, services, programs, and all other key touch points representing us.

Our mission is to provide our community with high-quality and reliable water service in a cost-effective and sustainable manner.

These standards allow West Valley to present a unified voice to our customers and community, strengthening and enhancing our reputation. By adhering to these guidelines, our customers and other key audiences will better recognize the vital services we provide, reflecting our commitment to our values:

INNOVATION

We foster innovation, creativity, and ingenuity in all our services, programs and practices.

REGIONAL PARTNERSHIP

As a proactive leader, we engage in regional collaborations that improve our community and water supply.

PREFERRED WORKPLACE

We strive to be a model employer, providing an environment that supports professional growth and well-being.

PUBLIC TRUST & INTEGRITY

We maintain a culture of openness, transparency, and accountability, ensuring our community trusts in our actions and decisions.

SUSTAINABILITY

We are dedicated to sustainable practices that ensure the long-term success of our organization and the community we serve.

CONSISTENCY IS KEY

Consistency across all platforms, including digital media, social interactions and customer service, is crucial. Whether through our website, social media, or printed materials, maintaining a unified voice ensures that our community perceives a cohesive and trustworthy image of West Valley.

WE ALL REPRESENT WEST VALLEY'S BRAND

Every West Valley employee serves as a brand ambassador. This role isn't confined to how we present our visual identity but extends to how we embody our values in our daily interactions. From administrative duties to field services, each action reflects our commitment to quality, innovation and community welfare.

OUR BRAND IN ACTION

Our brand is also about community engagement, where our actions speak as loudly as our words. We participate actively in community initiatives, reinforcing our role as a vital regional partner.

THESE GUIDELINES ARE NOT STATIC; THEY EVOLVE

As our community's needs change, so too will our brand, ensuring it remains relevant and effective. We encourage feedback on these guidelines, as continuous improvement is intrinsic to our brand promise.

WE VALUE YOUR FEEDBACK

We value your input. Please contact our Public Outreach and Government Affairs team for suggestions on improving our brand representation or these guidelines.

BRAND GUIDELINES MANAGEMENT

The Public Outreach and Government Affairs Manager or designee has the ultimate responsibility and authority for implementing this Brand Guide and all its design considerations. Any questions regarding logo use, fonts, colors, PowerPoint templates, and other elements should be directed to the Public Outreach and Government Affairs team.



LOGO

PRIMARY LOGO

The West Valley primary logo serves as the principal brand identifier, capturing the essence of integrity and environmental stewardship through its thoughtful design elements. The mountain range, flowing river, and natural grasslands reflect West Valley's deep connection to the regional landscape and commitment to water resource management. As the cornerstone of brand identity, the primary logo must maintain consistent presence across all internal and external communications, community engagement initiatives, and outreach efforts.



SECONDARY LOGO

The simplified logo system features a distinctive monogram that combines the 'W' and 'V' in the brand's signature blue and brown, accented by a flowing multicolor wave element. Available in both stacked and horizontal layouts, these variations maintain the brand's visual integrity while providing versatile options for various applications. The typography has been thoughtfully retained from the primary logo, with 'West Valley' in a serif style and 'WATER DISTRICT' in a clean sans serif, creating consistent brand recognition across all formats.



LOGO MARK

The simplified logo mark elegantly merges the dual 'W' forms in West Valley's signature blue with a stylized 'V' in earthy brown, creating a dynamic monogram. The mark is completed by the distinctive wave element that flows beneath the letterforms in gradated blues and green, echoing the water and land elements from the primary logo. This refined version maintains the essence of the brand while offering a compact, versatile solution for applications where space is limited.



LOGO USAGE AND INTEGRITY

When selecting which logo version to use, consider the size and orientation of the space available. To maintain its integrity, the logo should not be altered.

Clear Space

The logo should be surrounded by clear space to ensure its visibility and impact and the proportional relationship between the logo. Clear space is determined by the height of the “W” in West. No graphic elements should appear inside the clear space area.



MINIMUM SIZE

The main logo should not appear smaller than .5” tall. If the logo needs to be presented smaller, Logo Type should be used instead.

.5”



.25”



INCORRECT LOGO USE

The West Valley logo should only appear in the primary or secondary logo formats noted in this guide. It should not include changed colors or fonts or be stretched, condensed, or redrawn.



LOGO COLOR VARIATIONS

From time to time, the West Valley logo may be used in white, black or specific color logo for specific campaigns, joint collaborations or other similar endeavors.

These color variations are at the discretion of the public outreach and government affairs manager and must be approved by the public outreach and government affairs manager or designee before use.

4 Color



Grayscale



1 Color Blue



1 Color Black



1 Color White



SUB-BRANDS LOGOS

West Valley employs “living” sub logos to celebrate seasonal themes or observances, enhancing community engagement and reflecting the district’s dynamic role in the community. These sub logos are inspired by the approach of changing themes akin to Google’s homepage doodles.

Design and Creation:

- These logos are crafted by the Public Outreach and Government Affairs team, ensuring they align with community events, holidays, or environmental themes relevant to the district’s mission.
- Themes can include but are not limited to:
 - Winter, Spring, Summer, Autumn, Halloween, Thanksgiving , Christmas
 - Observances like Earth Day, Water Professionals Appreciation Week, etc.
- Guidelines for Use: Sub logos should only be used in appropriate contexts:
 - Digital Platforms: Suitable for social media, the district’s website, and electronic communications where a dynamic or festive appearance is desired.
 - Print: Can be used on promotional materials, community event flyers, or educational materials where the thematic element enhances the message or event.
 - Approval Process: Before public release, each sub logo must go through an internal review process to ensure it adheres to our branding standards, message integrity, and appropriateness for the occasion.



COLOR

Our color palette combines trusted professionalism with environmental stewardship. Led by our foundational WV Blue, which represents reliability and expertise, the palette flows through fresh water-inspired blues and natural sage greens. Warm terra cotta and earth tones ground us in our local landscape, while modern supporting colors ensure clear communication. This balanced system reflects our dual commitment: delivering exceptional water service while protecting natural resources for future generations.



LOGO BASE COLORS



WV Blue
Hex #035194
RGB 3, 81, 148
HSB 208, 98%, 58%
CMYK 100, 76, 12, 2

WV Blue serves as our foundational color, representing the authority and stability of water management. It projects trustworthiness while establishing a strong institutional presence that speaks to our legacy of reliable service.



WV Sage Green
Hex #BDC8A0
RGB 189, 200, 160
HSB 77, 20%, 78%
CMYK 28, 12, 43, 0

WV Sage Green This natural green tone embodies our commitment to environmental stewardship while maintaining a professional demeanor. It creates a bridge between our infrastructure responsibilities and our role as environmental custodians.



WV Terra Red
Hex #A04127
RGB 160, 65, 39
HSB 13, 76%, 63%
CMYK 26, 84, 95, 20

WV Terra Red Drawing from the local landscape, this warm red connects our brand to the region's natural geography and heritage. It grounds our visual identity in the community we serve.

West Valley's color palette is the visual component of our brand. These colors were thoughtfully chosen for our logo and represent our brand identity.

The colors of our logo should not be changed (except our one-color, grayscale, or reversed-out white logos). The medium (print or electronic) in which the logo and colors will be used will dictate the color specifications.

CMYK and PMS Used for printed materials, such as magazines and newspapers
RGB and or HEX Used for digital media

COLOR STRATEGY

PRIMARY APPLICATION

Our color system works as an integrated whole to tell our story. The deep blue leads our communications, supported by secondary blue for supporting elements, while terra cotta and earth brown colors serve as sparingly used accent colors. Light and deep blues can be applied for interactive elements and data visualization, while earth tones add warmth and approachability to communications. Gray and steel blue tones provide balance through supporting elements and text applications.

- Primary brand messages lead with deep blue
- Secondary information utilizes secondary blue and supporting earth tones
- Tertiary elements incorporate earth brown, steel blue and leaf
- Call-to-action elements can feature accent colors
- Body copy maintains clarity with slate black

This thoughtful color system creates a cohesive visual language that honors our heritage, demonstrates authority, shows environmental commitment, and projects innovation while maintaining strong community connections. The careful balance of professional blues, natural greens, and warm earth tones ensures our communications remain both engaging and trustworthy.

Accessibility Considerations

When combining colors, maintain strong contrast for optimal readability. Pair lighter backgrounds with darker text colors, and ensure interactive elements stand out clearly. Consider color-blind users by not relying solely on color to convey critical information.

DEEP BLUE

SECONDARY BLUE

EARTH BROWN

TERRA COTTA

PRIMARY PALETTE

These primary colors are the core colors to West Valley's brand and are incorporated into the official West Valley logo.

Hex	#1B3D6E
RGB	27, 61, 110
HSB	215, 75%, 43%
CMYK	100, 84, 31, 17

Deep Blue This vibrant blue represents our forward-thinking approach and technological advancement in water management. It signals our commitment to innovation while maintaining connection to our core service.

Hex	#0077B6
RGB	0, 119, 182
HSB	201, 100%, 71%
CMYK	87, 48, 5, 0

Secondary Blue Representing water purity and transparency, this fresh blue tone communicates clarity in both our operations and communications. It brings a sense of cleanliness and accessibility to our visual language.

Hex	#8B7355
RGB	139, 115, 85
HSB	33, 39%, 55%
CMYK	42, 48, 69, 16

Earth Brown This grounding brown represents our commitment to soil conservation and groundwater protection.

Hex	#758B5D
RGB	117, 139, 93
HSB	89, 33%, 55%
CMYK	57, 31, 74, 9

Leaf This green symbolizes our dedication to watershed protection and sustainable practices. It reinforces our role as stewards of both water resources and the broader environment.

Hex	#E1E7D3
RGB	225, 231, 211
HSB	78, 9%, 91%
CMYK	11, 3, 18, 0

Light Sage This subtle green creates a fresh, natural atmosphere in our communications while maintaining professionalism. It serves as a gentle reminder of our environmental responsibilities.

Hex	#C25A39
RGB	194, 90, 57
HSB	14, 71%, 76%
CMYK	18, 76, 86, 6

Terra Cotta Echoing the region's natural tones, this warm color connects our brand to local geology and historical infrastructure, reinforcing our deep community roots.

BODY COPY

Hex	#4D4D4F
RGB	77, 77, 79
HSB	240, 3%, 31%
CMYK	0, 0, 0, 85

Slate Black Our primary text color achieves perfect readability while avoiding the harshness of pure black. It maintains professionalism while ensuring accessibility across all materials.

SECONDARY PALETTE

Our secondary colors highlight and complement West Valley’s primary brand colors, creating depth and visual interest while maintaining sophistication. These colors should always accompany, never overshadow, our primary palette. When thoughtfully applied as accents, they enhance our visual communications while ensuring consistent, elevated design across all materials.

Hex	#577B95
RGB	87, 123, 149
HSB	205, 42%, 58%
CMYK	71, 44, 29, 4

Steel Blue This versatile blue bridges our traditional service role with modern operations. It communicates technical expertise while remaining approachable.

Hex	#ECCC80
RGB	236, 204, 128
HSB	42, 46%, 93%
CMYK	8, 18, 58, 0

Nilla This warm neutral tone reflects the urban environment, bridging natural and built landscapes. As an accent color, Nilla brings architectural warmth to the palette

Hex	#DCDDDE
RGB	220, 221, 222
HSB	210, 1%, 87%
CMYK	0, 0, 0, 15

Light Gray This clean, neutral gray provides balance in our communications. It offers visual rest while maintaining a modern, professional appearance.

WEBSITE PALETTE

West Valley’s digital color palette has been thoughtfully adapted from our primary brand colors, optimized specifically for screen display and accessibility. This carefully selected range ensures excellent legibility and visual harmony across our digital presence while maintaining our brand integrity.

Header Background

Hex	#005B8F
RGB	0, 91, 143
HSB	202, 100%, 56%
CMYK	96, 66, 21, 5

Header Bottom

Hex	#1D84C3
RGB	29, 132, 195
HSB	203, 85%, 76%
CMYK	81, 39, 2, 0

Main Background

Hex	#FFFFFF
RGB	255, 255, 255
HSB	0, 0%, 100%
CMYK	0, 0, 0, 0

Sidebar Background

Hex	#f6f6f2
RGB	247, 246, 242
HSB	48, 2%, 97%
CMYK	2, 1, 3, 0

Footer Background

Hex	#292929
RGB	41, 41, 41
HSB	0, 0%, 16%
CMYK	71, 65, 64, 67

Text

Hex	#3B3B3B
RGB	59, 59, 59
HSB	0, 0%, 23%
CMYK	68, 62, 61, 51

Link

Hex	#0171B3
RGB	1, 113, 179
HSB	202, 99%, 70%
CMYK	89, 52, 4, 0

TINTS AND GRADIENTS

Our carefully curated selection of sample tints and Gradients extends West Valley’s core palette, providing depth and versatility while maintaining brand integrity. These variations ensure visual harmony across all communications, delivering cohesive designs that reinforce our professional identity. Please note that not all branded colors should be utilized as a tint or shade.

Secondary Blue	80%	60%	40%	20%
Sage Green	80%	60%	40%	20%
Leaf	80%	60%	40%	20%
Earth	80%	60%	40%	20%
Nilla	80%	60%	40%	20%



Sample Gradients to create depth and additional visual interest



TYPOGRAPHY

West Valley's typography system balances professional authority with contemporary accessibility. Our typefaces combine traditional slab serifs, which anchor our heritage and reliability, with modern sans-serif fonts that ensure clarity across all communications.

West Valley provides dedicated fonts for both employee communications and professional design applications, ensuring consistent brand expression while accommodating various user needs. This thoughtful typographic approach reinforces our identity as a trusted, forward-thinking water district.

LORA

Lora anchors our visual identity, establishing presence in our logo and extending through our communications as a subtitle font. By thoughtfully implementing this typeface across various weights, we maintain a consistent thread of our brand identity throughout all marketing materials, creating a cohesive and recognizable presence.

Lora is the preferred typeface. For desktops where Lora is not available, Baskerville is the preferred substitution.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

SOURCE SANS

Source Sans Pro delivers modern clarity and versatility across all platforms, ensuring excellent readability in both digital and printed materials. This contemporary typeface serves as our primary font for content, with light and bold weights carrying our headlines (H1), while regular and bold weights maintain clarity in body copy. Its extensive family of weights provides flexibility for creative applications. While italic versions are available for all weights, they should be used only when necessary for emphasis in body copy and titles.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

TYPOGRAPHY GUIDELINES

Clear typographic hierarchy reinforces West Valley's commitment to accessible communication, ensuring our message reaches every audience effectively. Our approach to typography emphasizes clarity and readability across all materials.

TYPE SETTINGS

Leading

Headlines benefit from tighter leading, creating unified, space-efficient statements. Body copy uses more generous leading to enhance readability and bring openness to our communications.

Kerning

Set kerning to "Optical" as our standard. Manual adjustments should be limited to specific letter pairings in large-scale headlines where necessary.

Alignment

Left alignment serves as our primary choice, offering natural readability and clean visual structure. While centered or right alignment may suit specific design needs, avoid forced justification to maintain optimal legibility.

Spacing and Tracking

Apply professional judgment to spacing and tracking decisions based on specific applications, always prioritizing clarity and readability.

ADDITIONAL TYPOGRAPHY TIPS

Headings are in bold

Make sure the size is legible. For printed items, font size should be no smaller than 10.5 pt. For digital items, font size should be no smaller than 18px.

Pixels and Points

Pixels (px) relates to a computer-specific measurement. Each monitor or screen has a certain number of pixels it can display.

A point (pt) is a measurement of size commonly used to measure the height of a font.

H1: 30/60 TITLE

PREFERRED COLORS:



H2: SUBTITLE

PREFERRED COLORS:



H3: Body Bold

PREFERRED COLORS:



Body preferred copy size 10.5/12.6

Lorem Ipsum. Sed eget dolor eros. Praesent suscipit diam non risus laoreet tempor. In blandit quam ut tellus mattis malesuada. Duis ut libero quis mi porta ultrices. Mauris ullamcorper consectetur diam, consectetur lacinia enim rutrum et. Nam a aliquet neque. Mauris euismod vitae mauris vitae venenatis. Suspendisse eu efficitur leo,

PREFERRED COLORS:



DESIGN BEST PRACTICES

Brand consistency and accuracy are key to success. Please follow these design practices to maintain our West Valley's brand.

LOGO

Do not alter the logo in any way. This includes, but is not limited to changing the color, rotating it, stretching it or adding a drop shadow.

The logo should have ample white space around it to ensure readability.

Always put the logo on a white background. The white logo should be used if a white background is unavailable. Light backgrounds should use the gradient or full color logo to ensure contrast.

COLOR

The colors in this brand guide can be used for digital and print. The RGB and HEX codes are digital colors, and the CMYK codes are print colors.

When in doubt, keep it simple. Black text on a white background always looks good.

PRINT COLLATERAL

Always ask for a physical printed proof before approval when working with a professional printer.

Please contact West Valley's Public Outreach and Government Affairs team if an .eps or vector file is needed for commercial printing.



POWERPOINT/SLIDES BEST PRACTICES

DESIGN PRINCIPLES

Use West Valley Templates: Always use the provided West Valley templates. They are designed with our branding, including logos, color palettes, and approved fonts.

Template Size: Opt for widescreen (16:9) templates to avoid content being cut off on modern displays.

CONTENT CLARITY

Text Minimalism: Follow the 5/5/5 rule: at most five words per line, five lines per slide, and avoid more than five text-heavy slides in succession. Limit to 3 bullet points per slide.

Font Size: Use 40 pt for headings and 20 pt for body text minimum. Adjust for readability in different viewing conditions.

Contrast: Ensure high contrast between text and background for readability. Avoid colors like orange or yellow for text.

QUALITY OVER QUANTITY

Use high-resolution images from Adobe Stock or approved sources.

Effective Use of Visuals: Use images, charts, and maps to support your message, not overshadow it. If a chart or map is too small to read, split it into overview and detailed views across slides.

Avoid Overuse: Limit images with text to two or three per slide.

PRESENTATION DYNAMICS

Keep it Simple: Avoid animations and sounds to maintain focus on your content.

Engagement: Your presentation should complement your spoken content. Slides should not be read verbatim but enhance understanding.

GENERAL TIPS

Proofread: Review your slides for errors or, better yet, get a colleague to check them. Typos can distract from your message.

Lighting Consideration: Consider the presentation room's lighting when choosing colors and backgrounds.

FORMATTING

Alignment: Use PowerPoint's alignment tools (Shift + Select, then Arrange) to align text and graphics for a clean look.

White Space: Allow for white space on each slide for visual breathing room.

By adhering to these guidelines, your presentations will reflect the professionalism and identity of West Valley and ensure your message is communicated effectively and engagingly. Remember, the goal is to present content that supports your narrative, not to create a document to be read.



PHOTOGRAPHY AND VIDEOGRAPHY GUIDELINES

When choosing imagery for video or photography, images should reflect West Valley's diverse community, vibrant culture, natural beauty, and unique character.

It is always recommended that West Valley use images and videos featuring West Valley's service area, staff, and its community when available.



PHOTOGRAPHY AND VIDEOGRAPHY GUIDELINES

The Public Outreach and Government Affairs team maintains subscriptions to stock photo and video resources and a library of West Valley images. If in doubt, contact the Public Outreach and Government Affairs team for assistance in photo selection.

LICENSING AND IMAGE CREDITS

If stock photos, videos or music should be used, it must be appropriately licensed from a site such as Adobe Stock or Canva. Please contact the Public Outreach and Government Affairs team for assistance in selecting an image.

Image/video credit is used when the image/video user gives attribution to the image owner. If you are sharing a photo/video by a videographer/photographer or different agency, you must get permission from the rights-holder and/or secure a license before using the image/video.

Giving credit to an image/video does not entitle West Valley to use the image. Images that include "all rights reserved" means no rights are granted for use.

Example of a photo credit: Photo by Sam Jones.

IMAGE AND VIDEO QUALITY

Images and videos should convey a message and be contextually relevant. They should also reflect a level of professional quality. Refrain from using clip art and poor-quality images that will diminish West Valley's brand.

SOCIAL MEDIA IMAGE/VIDEO REQUIREMENTS

Social media images/videos should adhere to West Valley's image/ video standards above and consider other general platform-specific requirements.

ACCESSIBLE DESIGN GUIDELINES

West Valley is committed to making our brand available and enjoyable to everyone.

Text Size, Fonts, and Readability:

- Websites should have a minimum font size of 18px; print and digital files, 10.5pt.
- Use approved, simple, readable fonts throughout all West Valley materials.
- Hyperlinks should be descriptive (e.g., “Learn more about our conservation programs”).
- Use short, simple sentences and bullet points to break up text.

Color:

- Ensure high color contrast between text and background (use tools like WebAIM’s color contrast checker).
- Avoid using color alone to convey meaning (e.g., “follow the signs with the water drop symbol”).

Images and Multimedia:

- Images: Always provide descriptive alt text for images.
- Videos: Include captions and provide transcripts for audio content.

Navigation and Interaction:

- Enable keyboard navigation for all interactive elements.
- Use “Skip to Main Content” links on web pages.
- Ensure form fields have clear labels and instructions.

General Accessibility:

- Use language tags in digital content.
- Test content with readability tools for comprehension level.
- Ensure consistency in applying these guidelines across all platforms.

Testing and Feedback:

- Regularly test materials using disability simulation tools.
- Provide a feedback mechanism for users to report accessibility issues.

By incorporating these practices, West Valley can ensure that its communications are accessible to all community members, reinforcing our commitment to inclusivity and public trust.

WRITING STYLE GUIDELINES

West Valley has established a preferred writing style to maintain our brand's consistency across all communications.

Tone and Voice:

Our tone is approachable, informative, and friendly, akin to a knowledgeable friend explaining complex topics. We aim for clarity, positivity, and straightforwardness, avoiding overly formal language.

AP Style:

We adhere to the Associated Press Style for consistency, with deviations to enhance clarity.

Consistency Across Departments:

While each department may adapt the tone slightly to suit its audience, the core principles of clarity, conciseness, and approachability remain constant. Engineering, for instance, might explain technical details but should still aim for accessibility.

Readability and Comprehension:

Use short paragraphs active voice, and break information into digestible chunks. Start with simple explanations before delving into complexity.

Engagement:

Engage readers through techniques like rhetorical questions, anecdotes, or direct address. Enhance content with visual aids like infographics or videos.

These guidelines should be applied flexibly based on the context and audience of the communication, ensuring that all West Valley material is engaging, easy to read, and transparent, while maintaining our professional image.



WRITING STYLE GUIDELINES:

AP STYLE QUICK REFERENCE TIPS

Acronyms:

- Avoid acronyms and abbreviations.
- If using them, the first reference to the organization or industry-specific term abbreviation or acronym should be the entire term.

Addresses:

- Only abbreviate Avenue, Boulevard, and Street when used with numbered addresses. Similar words such as Drive, Road, Circle, or Terrace are always spelled out and capitalized.

Ex: 125 West Valley Water St.

- When a formal street name appears without a numbered address, spell out the full name and capitalize it.

Ex: West Valley Water Street

Citizen:

- Water Districts do not have citizens. Only countries can have citizens.
- The people we serve should be called customers, public, residents, community members or other similar terms.
- Refrain from using the term “ratepayer” in any customer-facing documents or communications. Instead, opt for more inclusive and straightforward terms like “customer” or “resident” to ensure clarity and enhance the personal connection with our service users.

West Valley Water District:

- General Usage: The term West Valley should be used in most forward-facing communications for branding consistency and recognition. The first mention should always be West Valley Water District.
- Legal Documents: In specific legal documents where clarity or formality is required, District may be used in lieu of West Valley.
- Capitalization: Always capitalize when referring to the organization by its full or abbreviated name:

Ex: West Valley Water District

Ex: West Valley

DEPARTMENTS AND DIVISIONS USAGE:

Departments:

Departments within West Valley Water District should be capitalized when used as:

Proper names:

West Valley Water District Customer Service Department

The department (when not specifying the name)

The Customer Service Department (when specifying)

Divisions:

Divisions are units within Departments.

Similar to Departments, Divisions should follow the same capitalization standards:

Ex: The Operations Department is home to the Water Quality Division.

The division (when not specifying the name)

The Water Quality Division (when specifying)

Capitalization:

Always capitalize Department and Division when they are part of the proper name of the unit.

Use lowercase for 'department' or 'division' when used in a general context without specifying which one.

Commas:

- Do not use a comma before the conjunction in a simple series.
Ex: The flag is red, white and blue.
- Use a comma before the conjunction in a complex series.
Ex: He likes turkey, peanut butter and jelly, and ham sandwiches.

Dates:

- Write out the month entirely if there is no specific date.
Ex: January 2025
- Abbreviate the month if there is a specific date.
Ex: Jan. 31, 2025
- Months should be capitalized.
- Dates should not include st, nd, rd after the date.
Ex: Jan. 2, not Jan. 2nd
- Spell out dates when using alone, within a day or a year.
Ex: There are two council meetings in October.

Days of the Week:

- Capitalize the days of the week.
- Spell out days of the week.

Hours:

- Use figures except for noon and midnight.
Ex: 8 a.m. to noon
- Use a colon to separate hours from minutes.
Ex: 8:20 a.m.
- Use the following format for times that start on the hour.
Ex: 8 a.m. to 5 p.m.
- Use a.m. or p.m. once within the same day for a time range.
Ex: 8 to 11 a.m.

Numbers:

- Spell out figures one through nine, except for the ages of people and animals.
- Use digits for 10 and over.
- For millions, use a figure followed by "million"
Ex: 13 million, 3 million
- Ordinal numbers one through nine (i.e., first, second, third, etc.) should be spelled out. Figures should be used for one through 9. The exceptions are geographic, military or political (ex: 7th Street or 9th U.S. Circuit Court of Appeals)
Ex: He took home first place in the art contest.
Ex: The office was located on the 76th floor.

Percentage:

- Use % not “percent”.
Ex: 50% or 0.7%
- Spell out the percentage when used at the beginning of a sentence
Ex: Ninety-nine percent of West Valley’s customers are satisfied with our service.

Phone Numbers:

- Use the area code with phone numbers.
- Area code should be set off with dashes.
Ex: 909-875-1804

Titles:

- All titles should be uppercase when they come before a person’s name.
Ex: West Valley General Manager John Smith
- All titles should be lower case after a person’s name.
Ex: John Smith, West Valley general manager

Web Addresses:

- When able, use “www” in reference to website addresses. However, exceptions can be made when needed to save space or for simplicity (e.g. on promotional items).
Ex: Press release boilerplate: Visit www.wvwd.org



BOARD AND COMMITTEE MEMORANDUM WRITING TIPS

West Valley staff regularly uses board and committee memorandum to provide information on agenda items. These memos should be clear and concise.





Boilerplate Paragraph

The District uses a boilerplate paragraph highlighting key information at the end of its news releases. This standardized information should be at the bottom of all news releases.

Prior to publishing your press release, please check with the Public Outreach and Government Affairs team to verify the number of service connections. As we grow, this number changes, and we want to be consistent and accurate.

About West Valley Water District

Since 1952, West Valley Water District has been dedicated to serving the Southern California communities of Bloomington, Colton, Fontana, Rialto, Jurupa Valley and Unincorporated San Bernardino County. Providing water to over 100,000 customers, West Valley is committed to delivering a cost-effective, high-quality water supply. Governed by a five-member, publicly elected board of directors, our mission encompasses strategic water resource planning, effective management, and the development of regional partnerships to ensure sustainable water solutions.

TRANSLATION GUIDELINES

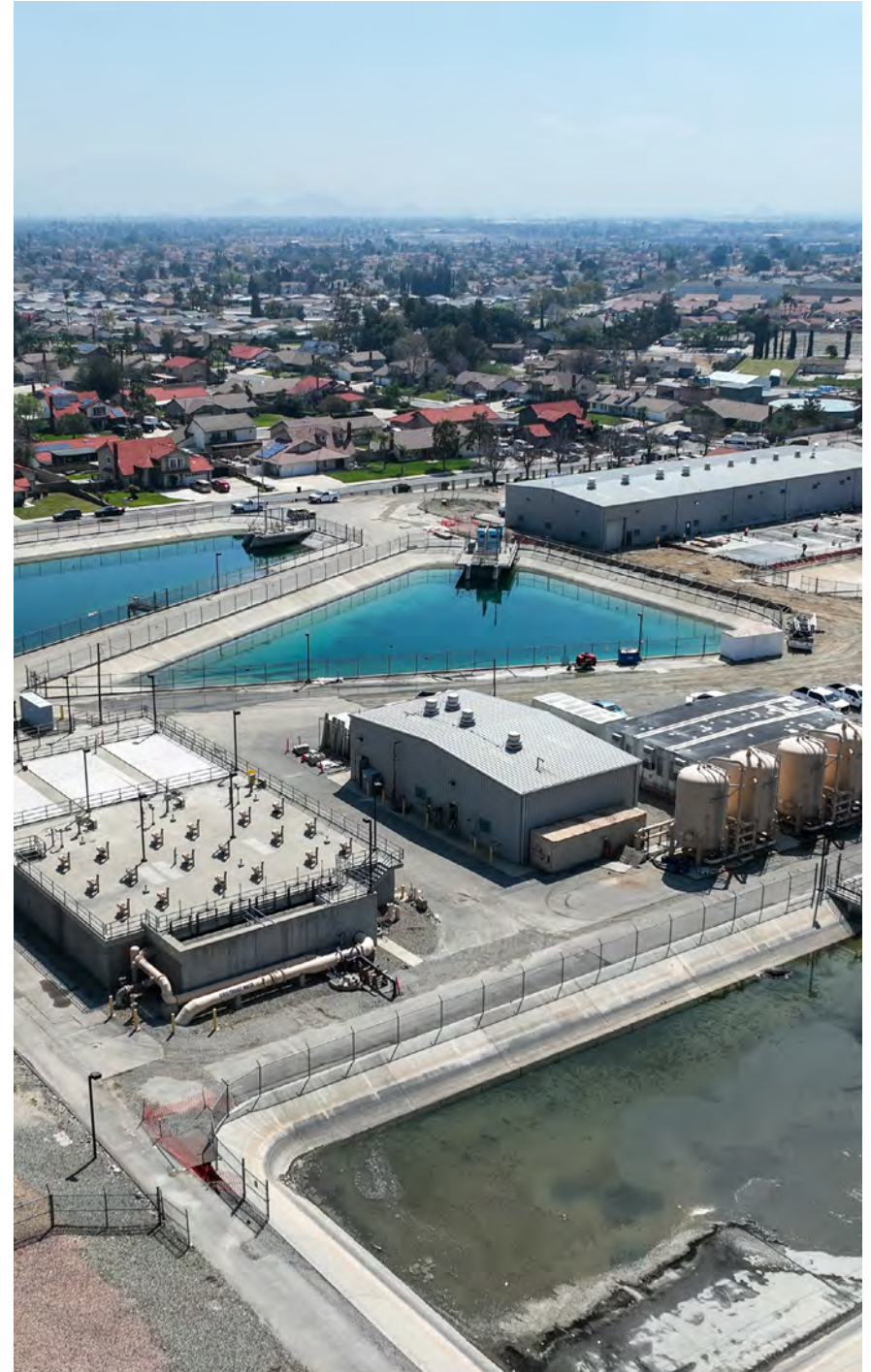
Our translation guidelines ensure that customers have meaningful access to our programs, services, and information.

West Valley's service area has a diverse population and residents who speak many languages. Data shows that the majority of customers in our service area speak English, followed by Spanish.

Our translation guidelines ensure that the our customers have meaningful access to our programs, services and information. To achieve this goal, West Valley provides translation services for vital information using the following protocol:

- Our Public Outreach and Government Affairs team has determined a list of documents/ publications vital to customers obtaining services and/or benefits provided by West Valley.
 - Vital documents may include service applications, notice of rights, public notices, Consumer Confidence Reports or program specific outreach/community education materials.
- The West Valley Public Outreach and Government Affairs team assesses whether vital documents are translated into all relevant languages. They determine if these translations are provided in full, in a condensed summary form, or upon specific customer request.
- Documents not critical to West Valley services and/or benefits will not automatically be translated. Further assessment of the document's nature, need for and importance will be determined on a case-by-case basis.

Please contact the Public Outreach and Government Affairs team for translation assistance.



APPLICATIONS

The following applications and sample usage are common touch points for West Valley to communicate with customers and the community. These items include specific branding and aesthetic for consistency.



STATIONERY: LETTERHEAD

West Valley has developed digital and print letterhead for each department. Please make sure to use the “Print” version of letterhead for items that need to be printed.

John Thiel
GENERAL MANAGER

 909-875-1804

 909-875-1804

 name@wvwd.org

 855 W. Baseline Rd.
Rialto, CA 92376



www.wvwd.org





The West Valley Water District provides our community with high-quality and reliable water service in a cost-effective and sustainable manner.

Connect with us online.



Established as a public agency in 1952

Ph: 909-875-1804 | 855 W. Base Line Rd., P.O. Box 920, Rialto, CA 92377-0920 | www.wvwd.org

LETTERHEAD TEMPLATES

Board of Directors



Established as a public agency in 1952

855 W. Base Line Rd., P.O. Box 920, Rialto, CA 92377-0920
Ph: 909-875-1804 | www.wvwd.org

John Thiel, General Manager

BOARD OF DIRECTORS

Gregory Young
President, Division 5

Dan Jenkins
Vice President, Division 2

Angela Garcia
Director, Division 1

Kelvin Moore
Director, Division 3

Estevan Bennett
Director, Division 4

STATIONERY: ENVELOPE

(SIZE NO. 10)



DIGITAL BUSINESS CARD

SAMPLE LAYOUTS

Each Digital Business Card App has various templates to choose from, please pick simple design layouts and utilize are main brand colors. If you can use a background image, please use company approved images of West Valley Water District locations.



STATIONERY: CORRESPONDENCE CARDS AND ENVELOPES





NOVEMBER 2024

NEWS

Serving our communities since 1952

WVWD Appoints New Member to Board of Directors

The West Valley Water District (WVWD) Board of Directors is excited to announce the unanimous appointment of long-time water professional and 30-year Rialto resident Estevan Bennett to fill its Division 4 board vacancy.

With his appointment, Director Bennett will represent the communities of Rialto and Colton for the remainder of the seat's term that was recently left vacant in August with the resignation of Director Channing Hawkins.

Director Bennett currently serves as the Executive Director of Rialto Family Health Services, a non-profit that works to strengthen community support services.

If you would like to read the full press release of Director Bennett's appointment please visit, www.wvwd.org/news.




5 Tips for the Holiday Season

In fast approaches, West Valley Water District encourages customers to practice easy-to-follow water systems from harmful contaminants such as (FOG).

- Use a strainer to keep food out of the disposal and collect food waste into the green waste bin.
- Do not pour cooking oil, grease, or fat (FOG) into a container and put the trash in the trash.
- When washing, use a paper napkin or paper towel to wipe grease from dishes and dispose of it in the trash.
- Be mindful of water usage to ensure our most valuable resource is conserved for future generations to come.

WVWD's Service Line Inventory Completed!

West Valley Water District (WVWD) is committed to safeguarding its community water system from harmful contaminants. In compliance with the Lead and Copper Rule Improvements (LCRI) issued by the Environmental Protection Agency (EPA), WVWD staff recently completed a detailed inventory of our entire water service line system and is proud to announce that its water lines are lead-free.

Now, we need your help! WVWD is encouraging customers to check their waterlines. Want to participate or learn more?

Find out how by visiting www.wvwd.org/servicelineinventory.



WVWD CLOSURES

Due to the holiday season, the following offices will be closed on:

- Monday, November 11, 2024
- Tuesday, November 12, 2024
- Wednesday, November 13, 2024
- Thursday, November 14, 2024
- Friday, November 15, 2024

HOLIDAY

November 28, 2024
November 29, 2024

BOARD OF DIRECTOR MEETINGS

The public is invited to join us at our Board Meetings, so come on out if you can. Meetings are held on the first and third Thursday of each month at 6 pm in the District Board Room located at 855 W. Base Line Road in Rialto, CA.

WVWD BOARD OF DIRECTORS

Gregory Young President, Division 5	Angela Garcia Director, Division 1	Estevan Bennett Director, Division 4
Dan Jenkins Vice President, Division 2	Kelvin Moore Director, Division 3	

Thank You!

TO OUR WVWD SERVICE MEMBERS AND ALL THOSE WHO HAVE SERVED



VETERANS DAY

HONORING ALL WHO SERVED

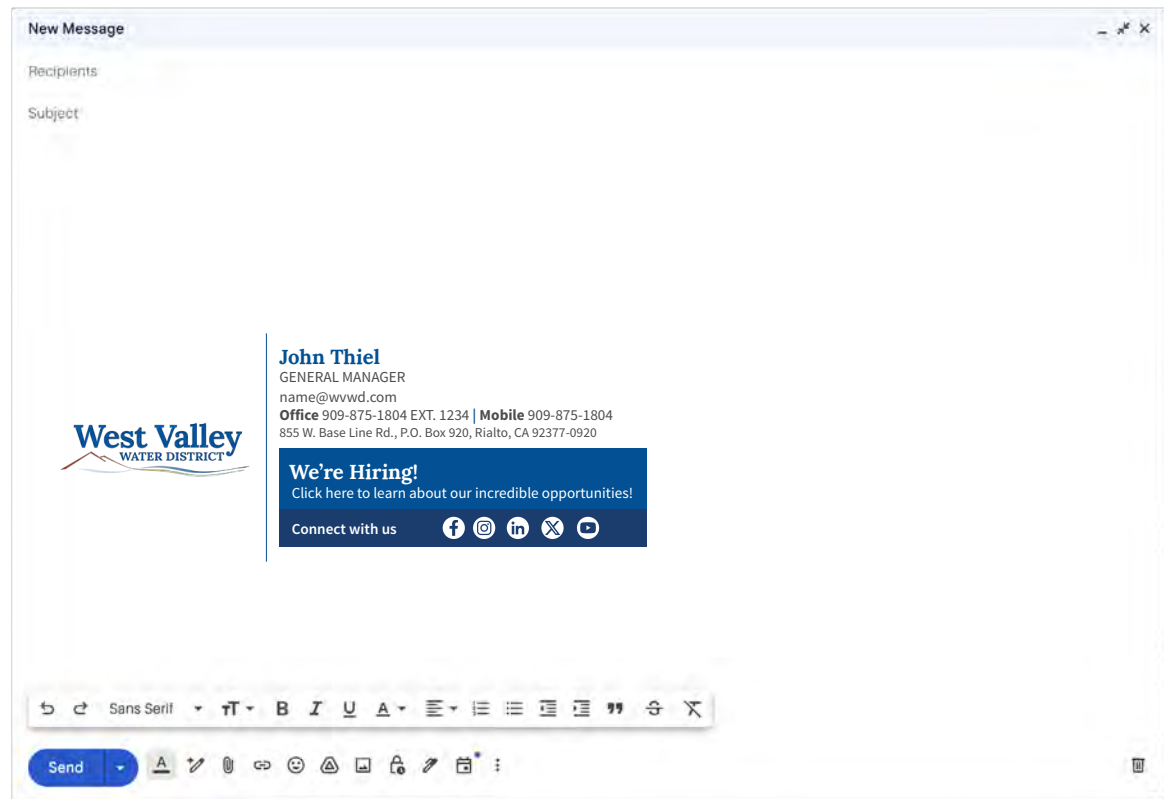
FOLLOW US ONLINE

Facebook, Twitter, YouTube, Instagram, LinkedIn

Ph: (909) 875-1804 | 855 W. Base Line Rd., Rialto, CA 92377-0920

DIGITAL: EMAIL SIGNATURE

Name in larger Bold font, in WV Blue. Lora typeface is preferred if unavailable use Baskerville. For Title and contact details use Source Sans in 95% black.



DIGITAL: ZOOM



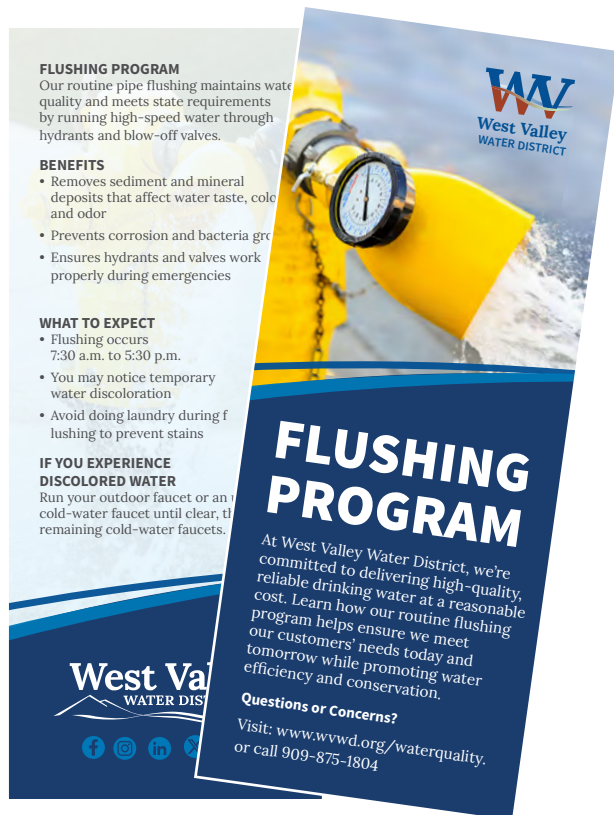
DIGITAL: SOCIAL MEDIA

Social media templates incorporate the signature wave elements enhanced by overlaid colors and subtle gradients. The simplified logo mark is thoughtfully integrated, maintaining brand presence while allowing featured images and content to take center stage. Typography plays a crucial role in the hierarchy: Bold Source Sans Pro headlines ensure maximum readability and contemporary appeal, while Lora body copy creates an elegant balance between modern and traditional elements.



COLLATERAL: FLYERS

Fliers maintain visual consistency with the social media templates through the use of color overlays and signature wave elements. The typography hierarchy employs Source Sans Pro for headlines, creating immediate visual impact, while thoughtfully combining Lora and Source Sans Pro for body copy to establish clear information hierarchy and enhance readability.



MAKE EVERY DROP COUNT

Small changes today create big savings tomorrow. At West Valley Water District, we're partnering with you to protect our most precious resource. Ready to make a difference? Start saving with these money-saving rebates!

GET PAID TO REMOVE YOUR LAWN	MODERNIZE YOUR LAUNDRY
<ul style="list-style-type: none">• \$1 per square foot to replace water-thirsty turf	<ul style="list-style-type: none">• \$100 rebate on high-efficiency washers
UPGRADE YOUR BATHROOM	SMART IRRIGATION SOLUTIONS
<ul style="list-style-type: none">• \$50 rebate on high-efficiency toilets• Up to 2 toilets per household	<ul style="list-style-type: none">• \$100 rebate on weather-based "Smart" controllers• \$4 rebate per high-efficiency sprinkler nozzle

Ready to start saving?
Visit: www.wvwd.org/conservation
Questions? Call us: 909-875-1804

West Valley
WATER DISTRICT

TEMPLATES: POWERPOINT



One Column



Image Slide



2-Column | Text and Image



One Column | Call Out White



One Column | Call Out Blue



2-Column | Text and Chart



Custom Contact Slide

TEMPLATES: NEWS RELEASES





Established as a public agency in 1952

PRESS RELEASE

FOR IMMEDIATE RELEASE: October 7, 2024
MEDIA CONTACT: Socorro Pantaleon, spantaleon@wvwd.org

West Valley Water District Celebrates Water Professionals Appreciation Week October 5-13

Water District spotlights the unwavering commitment of West Valley's Water Professionals

RIALTO, Calif. - In recognition of Water Professionals Appreciation Week (WPAW), West Valley Water District is highlighting the dedicated staff who provide critical water services to its communities each and every day.

Established by Senate Concurrent Resolution (SCR) 80 in 2017, this week recognizes the dedication and expertise of water professionals statewide. It is celebrated every year, beginning on the first Saturday of October and ending on the following Sunday.

"Our talented staff works tirelessly behind the scenes to bring this essential service to your homes, schools, and businesses," said West Valley General Manager John Thiel. "As both the General Manager and a customer of West Valley, I am witness to the difficult and important work that goes into making our water supply safe, reliable, and affordable."

From District engineers and operations personnel to customer service representatives and accounting specialists, West Valley staff exemplifies the wide range of skills vital to the operation of the district. This team of experts in their respective fields, play an important role within the organization to ensure high-quality water gets to your faucets, appliances, toilets, sprinklers, and fire hydrants when and where it's needed.

"It's wonderful to see our team work together for a common good," said West Valley Human Resources and Risk Manager Haydee Sainz. "We encourage the community to learn more about the rewarding careers available in this vital field by visiting the West Valley career page on our website."

This week is the perfect time to thank a water pro! Join the celebration by following West Valley on Instagram, Facebook, and X and use the hashtag #ThankWaterPros.

###

The West Valley Water District has proudly served the Southern California communities of Bloomington, Colton, Fontana, Rialto, San Bernardino, and Jurupa Valley since 1952. Through name changes and consolidation, the mission has always remained the same: to provide customers with safe, high quality, and reliable water service at a reasonable rate and in a sustainable manner. The District provides water for over 100,000 customers and is overseen by a five-member, publicly elected Board of Directors.

Connect with us online!



TEMPLATES: AGENDAS



Established as a public agency in 1952

Ph: 909-875-1804 | 855 W. Base Line Rd., P.O. Box 920, Rialto, CA 92377-0920 | www.wvwd.org

ADJOURNED REGULAR BOARD MEETING AGENDA

Thursday, February 13, 2025, 6:00 PM

BOARD OF DIRECTORS

Gregory Young, President
Daniel Jenkins, Vice President
Angela Garcia, Director
Kelvin Moore, Director
Estevan Bennett, Director

"In order to comply with legal requirements for posting of agendas, only those items filed with the Board Secretary's office by noon, on Wednesday a week prior to the following Thursday meeting, not requiring departmental investigation, will be considered by the Board of Directors."

Members of the public may attend the meeting in person at 855 W. Base Line Road, Rialto, CA 92376, or you may join the meeting using Zoom by clicking this link: <https://us02web.zoom.us/j/8402937790>. Public comment may be submitted via Zoom, by telephone by calling the following number and access code: Dial:(888) 475-4499, Access Code: 840-293-7790, or via email to administration@wvwd.org.

If you require additional assistance, please contact administration@wvwd.org.

TEMPLATES: RESOLUTIONS

WEST VALLEY WATER DISTRICT

Resolution

WHEREAS, in addition to his community organization work, he was an avowed advocate for minority participation in the Boy Scouts of America,

WHEREAS, he honorably served his Country as a member of the United States Armed Forces,

WHEREAS, he dedicated his final years to improving and engaging in policy discussion to protect, preserve, and heal the West Valley Water District,

WHEREAS, we hope to mark the sad occasion of his passing by honoring his life and legacy of leadership and service to the community he loved,

WHEREAS, we hope to mark the sad occasion of his passing by honoring his life and legacy of leadership and service to the community he loved,

NOW, THEREFORE, BE IT RESOLVED, by the West Valley Water District Board of Directors that we hereby honor Donald Griggs on this 1st day of October, 2020 for all his years of service to the City of Rialto and the larger community.

Board Member, President

Board Member, Vice President

Board Member, Director

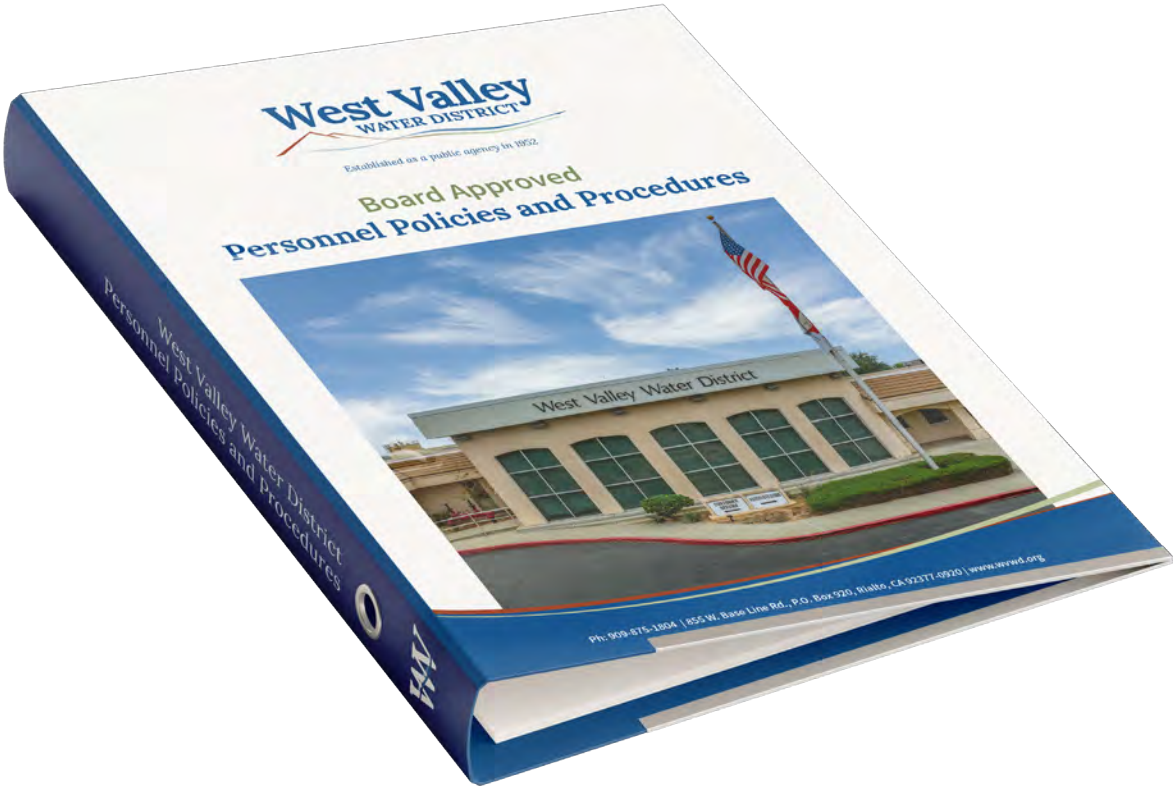
Board Member, Director

Board Member, Director

West Valley

WATER DISTRICT

TEMPLATES: EMPLOYEE MANUAL



FLEET VEHICLE IDENTIFICATION



APPAREL



PROMO ITEMS

Promotional items should use the logo that best fits the size and shape of the imprint area. The primary and secondary West Valley logos are the most commonly used. Single-color versions are often appropriate. If including the West Valley website, be sure it is correctly used as www.wvwd.org or wvwd.org (when minimal space is available).





www.wvwd.org

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