

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

SPECIAL EXTERNAL AFFAIRS COMMITTEE MEETING AGENDA

Thursday, May 22, 2025, 12:00 PM

NOTICE IS HEREBY GIVEN that West Valley Water District has called a meeting of the External Affairs 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. Updates to the External Affairs Committee
- 4. Annual Water Quality Report PG. 3
- 5. Branding Guidelines PG. 34

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 aboveagendized 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 May 15, 2025.

Elvia Dominguez

Elvia Dominguez, Board Secretary



STAFF REPORT

DATE: May 22, 2025

TO: External Affairs Committee

- **FROM:** Joanne Chan, Director of Operations
- SUBJECT: Annual Water Quality Report

STRATEGIC GOAL:

Strategic Goal 7 – Realize Health, Safety, and Regulatory Compliance A. Prepare for and Comply with Evolving Water Regulations

MEETING HISTORY:

N/A

BACKGROUND:

In 1996, Congress amended the Safe Drinking Water Act (SDWA), adding a requirement that water systems deliver to their customers a brief annual water quality report, similar to the Annual Water Quality Report (AWQR) that California water systems began distributing in 1990. However, the Consumer Confidence Report, also known as the Water Quality Report (WQR), consists of regulatory requirements that are more specific and detailed in terms of content and format than those for the AWQR. These WQRs summarize information that the West Valley Water District's (District) water system already collects to comply with regulations.

The State Water Resources Control Board (SWRCB), Division of Drinking Water (DDW) provides a reference manual for preparing the WQR annually. It explains the requirements for report content, format and distribution required for conformance with the California Code of Regulations Title 22, Chapter 15, Article 20 and California Health and Safety Code (HSC) §116470.

DISCUSSION:

The District is responsible for providing high quality drinking water supply to the communities the District serves. Customers have the right to know what is in their drinking water and where it comes from. WQRs help consumers make informed choices that affect the health of themselves and their families. This report also encourages consumers to consider and appreciate the challenges of delivering safe drinking water. Educated consumers are more likely to help protect their drinking water sources and to understand the true costs of safe drinking water.

Data collected between January 1 and December 31, 2024 must be reported in the 2024 WQR, which is due to customers by July 1, 2025. Attached as **Exhibit A** is the 2024 Water Quality Report. Good faith efforts must be made to reach each customer, including non-paying customers such as apartment renters. In order to meet this requirement, the District will have the WQR posted on the website, notified customers by email, social media and/or mailers by July 1, 2025.

FISCAL IMPACT:

This item is included in the Fiscal Year 2024/25 Operating Budget GL 100-5615-536-5473 title "Miscellaneous/Permits & Fees" for printing.

REQUESTED ACTION:

Forward a recommendation to the Board of Directors to receive and file the report.

Attachments

Exhibit A - 2024 Water Quality Report.pdf

EXHIBIT A



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2024 WATER QUALITY REPORT

This is a Consumer Confidence Report that summarizes the quality of the water that West Valley Water District provided in 2024.

This report was prepared May 2025.

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John Thiel General Manager



Dear Neighbor,

Your trust in the safety and reliability of your drinking water is something we take very seriously at West Valley Water District (WVWD). As General Manager, I want you to know that providing clean, high-quality water to you and your family is not just our mission–it's our commitment.

I'm proud to share that, once again, WVWD met or exceeded all state regulatory standards for water quality in 2024. This achievement reflects the hard work and dedication of our entire team and our ongoing commitment to maintaining a reliable and resilient water system. As a public utility, this is your water system-and we are honored to manage it on your behalf.

At WVWD, our mission is to provide clean, high-quality, reliable, cost-effective, and sustainable water services to every community we serve. Looking ahead, we will continue to invest in our infrastructure, our workforce, and our region to ensure we meet the evolving needs of our customers today and for generations to come.

I invite you to review our **2024 Annual Water Quality Report,** which details our water quality performance, treatment processes, sources of supply, and community programs-including conservation, education, and system improvements. If you have any questions about the report or your water, please contact our Water Quality Department at (909) 875-1804.

Thank you for placing your trust in us and for taking an interest in your water and your community.

DISTRICT MANAGEMENT

John Thiel General Manager

Linda Jadeski Assistant General Manager

Joanne Chan Director of Operations

Rocky Welborn Director of Engineering

Jon Stephenson Director of General Services

BOARD OF DIRECTORS

Greg 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

OUR COMMITMENT

MISSION

VISION

The West Valley Water District provides our community with high-quality and reliable water service in a cost-effective and sustainable manner. The West Valley Water District will be a model for innovation and sustainability, with a commitment to our growing communities and our employees.

West Valley Water District Staff





Our Values

Innovation	WVWD fosters innovation, creativity, and ingenuity as we constantly seek to strengthen our services, programs, and practices.
Regional Partner	WVWD is a proactive leader and partner in regional collaboration projects and programs that improve our community and the water supply.
Preferred Workplace	WVWD offers an empowering work environment that promotes diversity, equity, and inclusion where employees can succeed.
Public Trust & Integrity	WVWD fosters a culture of openness, transparency, and accountability to our community and stakeholders.
Sustainability	WVWD is committed to innovative solutions that support the long-term success of our organization.
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Serving the communities of:

Bloomington, Colton, Fontana, Jurupa Valley, Rialto and Unincorporated San Bernardino County

Water Systems Information



Contact Information

If you have any questions regarding the contents of this report or regarding water quality, please contact:

> Janet Harmon Water Quality Supervisor (909) 875-1804 ext. 371

Jesse Becerra Water Quality Specialist (909) 875-1804 ext. 372. At West Valley Water District (WVWD), our mission is to provide our our community with high-quality and reliable water service in a cost-effective and sustainable manner.

WVWD is a Special District governed by a five-member Board of Directors providing retail water to approximately 104,498 customers with over 25,800 commercial and residential service connections. WVWD serves quality drinking water to portions of Rialto, Colton, Fontana, Bloomington, and portions of the unincorporated area of San Bernardino County and a portion of city of Jurupa Valley in Riverside County.

The goal of our Annual Water Quality Report (WQR) is to inform our customers about the quality of our drinking water, the sources of our water, any monitored contaminants found in drinking water, and whether our system meets state and federal drinking water standards. Our water quality data is submitted to the State Water Resources Control Board, Division of Drinking Water (DDW), in order to monitor our compliance for all regulatory standards and assure high quality drinking water is consistently delivered directly to our customers.

Last year, as in years past, your tap water met all U.S. EPA and State drinking water health standards. West Valley Water District vigilantly safeguards its water supplies and, once again, we are proud to report that our system has never violated a maximum contaminant level or any other water quality standard.

This brochure is a snapshot of last year's water quality. Included are details about where your water comes from, what it contains, and how it compares to State standards. We are committed to providing you with information because informed customers are our best allies.

Public Participation

Public involvement is central to ensuring that we are meeting the highest water supply, water quality, and customer service standards. We welcome your input; please see below for ways you can be involved with West Valley Water District.

Click on the links below to view content and schedules.

MEETINGS | www.wvwd.org/meetings SITIO WEB | www.wvwd.org

Información para personas que no hablan inglés

Este informe contiene información muy importante sobre su agua para beber. Favor de comunicarse West Valley Water District a 855 W. Base Line Rd., Rialto, CA 92376 para asistirlo en español.

SOURCE WATER ASSESSMENT

Between 2002 and 2008, WVWD, the California Department of Public Health conducted Source Water Assessments (SWA) of all our drinking water wells and surface water received at the Oliver P. Roemer Surface Water Treatment Plant.

As a result of the SWA, the following six water quality characteristics are being closely monitored; however, no contaminants have been detected above the Maximum Contaminant Levels (MCL) set by the State Water Resources Control Board (State Water Board).



Fecal Coliform and E. Coli Bacteria

Heavy recreational activities in both Lytle Creek and Lake Silverwood during warm summer months increase the vulnerability.

<u>Methyl Tert- Butyl Ether (MTBE)</u>

Sources located near gasoline service stations and underground gas storage tanks are vulnerable. A MTBE plume is leaching from the Colton Gasoline Storage Terminal.

<u>Volatile Organic Chemicals (VOCs) and</u> <u>Synthetic Organic Chemicals (SOCs)</u>

All WVWD groundwater wells were determined to be vulnerable to both VOCs and SOCs.

Perchlorate

Detected at low levels in four groundwater wells (Wells 11, 18A, 41, 42). All of these wells are primary water sources and have treatment systems installed. It is believed that the likely sources for perchlorate originate from former manufactures of rocket fuel/fireworks and fertilizer. The effected wells have ion exchange systems installed for perchlorate removal.

<u>Nitrate</u>

Some groundwater wells are vulnerable. Nitrate contamination is the result of leaching septic systems and past citrus farming.

Cryptosporidium

Microbial pathogen found in surface water throughout the U.S.

To view completed source water assessments, you may visit our District office located at: 855 W Base Line Rd. Rialto, California, 92376 or call (909) 875-1804.



West Valley Water District obtains water from both local and imported sources to serve its customers and routinely tests for contaminants from these sources in accordance with Federal and State Regulations.

LOCAL WATER

Groundwater

39.1% of WVWD's water supply is from its own groundwater wells, located in four local basins:

- Bunker Hill Basin
- Lytle Creek Basin
- North Riverside Basin
- Rialto-Colton Basin

21.6% of WVWD's water supply consists of additional groundwater purchased from San Bernardino Valley Municipal Water District through the Baseline Feeder Project. This water also comes from local wells in the Bunker Hill Basin.

Surface Water

28.2% of WVWD's water supply is surface water from Lytle Creek in the San Bernardino Mountains. This water is treated through WVWD's Oliver P. Roemer Water Filtration Facility.

IMPORTED WATER

State Water Project

11.1% of WVWD's water supply is surface water purchased from the State Water Project through San Bernardino Valley Municipal Water District.

This water is also treated through WVWD's Oliver P. Roemer Water Filtration Facility.



DEFINITIONS

Maximum Contaminant Level (MCL): The highest level of a contaminant that is allowed in drinking water. Primary MCLs are set as close to the PHGs (or MCLGs) as is economically and technologically feasible. Secondary MCLs are set to protect the odor, taste, and appearance of drinking water.

Maximum Contaminant Level Goal (MCLG): This level of a contaminant in drinking water below which there is no known or expected risk to health. MCLGs are set by the U.S. Environmental Protection Agency.

Public Health Goal (PHG): The level of a contaminant in drinking water below, which there is no known or expected risk to health. PHGs are set by the California Environmental Protection Agency.

Maximum Residual Disinfectant Level (MRDL): The highest level of a disinfectant allowed in drinking water. There is convincing evidence that addition of a disinfectant is necessary for control of microbial contaminants.

Maximum Residual Disinfectant Level Goal (MRDLG): The level of a drinking water disinfectant below which there is no known or expected risk to health. MRDLGs do not reflect the benefits of the use of disinfectants to control microbial contaminants.

Primary Drinking Water Standard (PDWS): MCLs, MRDLs and treatment techniques (TTs) for contaminants that affect health, along with their monitoring and reporting requirements.

Treatment Technique (TT): A required process intended to reduce the level of a contaminant in drinking water.

Nephelometric Turbidity Unit (NTU): A measure of clarity of water. Turbidity greater than 5 NTU is just noticeable to the average person.

Milligrams per Liter (mg/L): Or parts per million (ppm) corresponds to 1 second in 11.5 days.

Micrograms per Liter (µg/L): Or parts per billion (ppb) corresponds to 1 second in nearly 32 years.

Nanograms per Liter (ng/L): Or parts per trillion (ppt) corresponds to 1 second in nearly 32,000 years.

Picograms per Liter (pg/L): Or parts per quadrillion (ppq) corresponds to 1 second in nearly 32,000,000 years.

Picocuries per Liter (pCi/L): Measurement commonly used to measure radionuclides in water.

Microsiemens per centimeter (µS/cm): A measure of conductivity.

Threshold Odor Number (TON): A measure of odor.

Regulatory Action Level (AL): The concentration of a contaminant which, if exceeded, triggers treatment or other requirements that a water system must follow.

Running Annual Average (RAA): The yearly average which is calculated every 3 months using the previous 12 months' data.

Local Running Annual Average (LRAA): The RAA at one sample location.

Disinfection By-Product: Compounds which are formed from mixing of organic or mineral precursors in the water with ozone, chlorine, or chloramine. Total Trihalomethanes and Haloacetic Acids are disinfection by-products.

Secondary Drinking Water Standard (Secondary Standard): MCLs for contaminants that do not affect health but are used to monitor the aesthetics of the water.

Notification Level (NL): Health-based advisory levels established by the State Water Board for chemicals in drinking water that lack MCLs.

90th Percentile: The value in a data set in which 90 percent of the set is less than or equal to this value. The Lead and Copper Rule uses the 90th percentile to comply with the Action Level.

2024 West Valley Water District Water Quality Report - Distribution System

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Parameter	Sample Date	Units	MCL	PHG (MCLG)	Result Type	Results	Violation Yes/No	Major Sources in Drinking Water	Health Effects
PRIMARY STA	NDARDS	- Manda	atory Heal ⁻	th-Related	l Standards				
Microbiologi	cal Conta	aminant	s						
Total Coliform Bacteria	2024	%	5	(0)	Maximum Monthly Positive Samples	1	No	Naturally present in the environment.	Coliforms are bacteria that are naturally present in the environment and are used as an indicator that other, potentially harmful, waterborne pathogens may be present or that a potential pathway exists through which contamination may enter the drinking water distribution system. We found coliforms indicating the need to look for potential problems in water treatment or distribution. When this occurs, we are required to conduct assessment(s) to identify problems and to correct any problems that were found.
Disinfection	Byproduc	cts, Disi	nfectant R	esiduals, a	and Disinfectio	on Byproe	duct Prec	ursors	
Haloacetic Acid	s 2024	µg/L	LRAA = 60	N/A	Range Highest LRAA	ND - 16.6 10.0	No	Byproduct of drinking water disinfection.	Some people who drink water containing haloacetic acids in excess of the MCL over many years may have an increased risk of getting cancer.
Total Trihalomethane	2024 s	μg/L	LRAA = 80	N/A	Range Highest LRAA	ND - 46.4 31.0	No	Byproduct of drinking water disinfection.	Some people who drink water containing trihalomethanes in excess of the MCL over many years may experience liver, kidney or central nervous system problems and have an increased risk of getting cancer.
Chlorine	2024	mg/L	MRDL = 4.0 (as Cl) 2	MRDLG = 4.0 (as Cl) 2	Range Highest RAA	0.33 -2.14 1.25	No	Drinking water disinfectant added for treatment.	Some people who use water containing chlorine well in excess of the MRDL could experience irritating effects to their eyes and nose. Some people who drink water containing chlorine well in excess of the MRDL could experience stomach discomfort.
Lead and Co	pper								
Lead	2024	μg/L	AL=15	0.2	# of Sites Sampled # of Sites Over AL 90th Percentile (µg/L)	40 0 ND	No	Internal corrosion of household water plumbing systems; discharges from industrial manufacturers; erosion of natural deposits.	Infants and children who drink water containing lead in excess of the action level may experience delays in their physical or mental development. Children may show slight deficits in attention span and learning abilities. Adults who drink this water over many years may develop kidney problems or high blood pressure.
Copper	2024	mg/L	AL=1.3	0.3	# of Sites Sampled # of Sites Over AL 90th Percentile (mg/L)	40 0 0.18	No	Internal corrosion of household plumbing systems; erosion of natural deposits; leaching from wood preservatives.	Copper is an essential nutrient, but some people who drink water containing copper in excess of the action level over a relative short amount of time may experience gastrointestinal distress. Some people who drink water containing copper in excess of the action level over many years may suffer liver or kidney damage. People with Wilson's Disease should consult their personal doctor.
Lead in Scho	ols —								
	515							Internal composition	
								Internal corrosion	

Lead	2019	µg/L	AL = 15	0.2	# of Sites Sampled # of Sites Over AL 90th Percentile (μg/L) # of Schools Sampled	6 0 ND 1	No	Internal corrosion of household water plumbing systems; discharges from industrial manufacturers; erosion of natural deposits.	Infants and children who drink water containing lead in excess of the action level may experience delays in their physical or mental development. Children may show slight deficits in attention span and learning abilities. Adults who drink this water over many years may develop kidney problems or high blood pressure.
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2024 West Valley Water District Water Quality Report - Distribution System

Parameter	Sample Date	Units	MCL	PHG (MCLG)	Result Type	Results	Violation Yes/No	Major Sources in Drinking Water
SECONDARY ST	ANDARDS	6 - Aesthe	tic Standar	ds ¹				
Color	2024	Units	15	N/A	Range Average	NR ND	No	Naturally-occurring organic materials.
Specific Conductance	2024	μS/cm	1,600	N/A	Range Average	300-540 375	No	Substances that form ions when in water; seawater influence.
Odor Threshold	2024	TON	3	N/A	Range Average	NR 1	No	Naturally-occurring organic materials.
Turbidity	2024	NTU	5	N/A	Range Average	ND - 1.8 0.23	Νο	Soil runoff.
OTHER PARAM	ETERS							
рН	2024	pH Units	No Standard	N/A	Range Average	7.1 - 8.2 7.8	No	Characteristic of water.
Total Alkalinity (as CaCO ₃)	2024	mg/L	No Standard	N/A	Range Average	120 - 200 149	No	Naturally occurring.
Calcium	2024	mg/L	No Standard	N/A	Range Average	18-82 53	No	Erosion of salt deposits in soil and rock.

1. Compliance with secondary standards are based on a annual average. Values above the MCL are acceptable, as long as the average is below the MCL.

AL - Regulatory Action Level; LRAA - Locational Running Annual Average; MCL - Maximum Contaminant Level; MCLG - Maximum Contaminant Level Goal; MRDL - Maximum Residual Disinfectant Level; MRDLG - Maximum Residual Disinfectant Level Goal; ND - Non-Detected; NL - Notification Level; NR - No Range; N/A - Not Applicable; NTU - Nephelometric Turbidity Units; PHG - Public Health Goal; RAA - Running Annual Average; TON - Threshold Odor Number

Note: This Water Quality Report (WQR) reflects changes in drinking water regulatory requirements during 2024. These revisions add the requirements of the federal Revised Total Coliform Rule, effective since April 1, 2016, to the existing state Total Coliform Rule. The revised rule maintains the purpose to protect public health by ensuring the integrity of the drinking water distribution system and monitoring for the presence of microbials (i.e., total coliform and E.coli bacteria). The U.S. EPA anticipates greater public health protection as the rule requires water systems that are vulnerable to microbial contamination to identify and fix problems. Water systems that exceed a specified frequency of total coliform docurrences are required to conduct an assessment to determine if any sanitary defects exist. If found, these must be corrected by the water system. The state Revised Total Coliform Rule became effective July 1, 2021.



Parameter	Sample ¹ Date	Units	MCL	РНG (MCLG)	Result Type	RES Baseline Feeder ³	Wells	Violation Yes/No	Major Sources in Drinking Water	Health Effects
PRIMARY ST	ANDARDS	- Mandato	ory Health	-Related St	andards					
Microbiolog	jical Conta	minants								
Total Coliform Bacteria	2024	%	5	(0)	Maximum Monthly Positive Samples	0	o	No	Naturally present in the environment.	Coliforms are bacteria that are naturally present in the environment and are used as an indicator that other, potentially harmful, waterborne pathogens may be present or that a potential pathway exists through which contamination may enter the drinking water distribution system. We found coliforms indicating the need to look for potential problems in water treatment or distribution. When this occurs, we are required to conduct assessment(s) to identify problems and to correct any problems that were found.
Radioactive	Contamin	ants								
Gross Alpha Particle Activity	2021-2024	pCi/L	15	(0)	Range Average	3.3 -3.5 3.4	ND-2.6 1.3	No	Erosion of natural deposits.	Certain minerals are radioactive and may emit a form of radiation known as alpha radiation. Some people who drink water containing alpha emitters in excess of the MCL over many years may have an increased risk of getting cancer.
Radium-226	2021-2022	pCi/L	5.0	0.05	Range Average	NR ND	NR 0.89	No	Erosion of natural deposits.	Some people who drink water containing radium 226 or radium 228 in excess of the MCL over
Radium-228	2021-2022	pCi/L	5.0	0.019	Range Average	NR 2.4	NR 0.32	No	Erosion of natural deposits.	many years may have an increased risk of getting cancer
Uranium	2021-2022	pCi/L	20	0.43	Range Average	1.8-3.2 2.5	NR 2.0	Νο	Erosion of natural deposits.	Some people who drink water containing uranium in excess of the MCL over many years may have kidney problems or an increased risk of getting cancer.
Inorganic Contaminants										
Arsenic	2024	µg/L	10	0.004	Range Average	ND-2.6 1.4	0.38 -7.6 ⁴ 3.6	No	Erosion of natural deposits; runoff from orchards; glass and electronics production wastes.	Some people who drink water containing arsenic in excess of the MCL over many years may experience skin damage or circulatory system problems, and may have an increased risk of getting cancer.
Chromium (hexavalent)	2024	μg/L	10	0.02	Range Average	0.58-3.1 1.8	1.6-1.7 1.7	No	Erosion of natural deposits; transformation of naturally occurring trivalent chromium to hexavalent chromium to hexavalent chromium by natural processes and human activities such as discharges from electroplating factories, leather tanneries, wood preservation, chemical synthesis, refractory production, and textile manufacturing facilities.	Some people who drink water containing helavalent chromium in excess of the MCL over many years may have an increased risk of getting cancer.
Flouride	2023-2024	mg/L	2.0	1.0	Range Average	0.29-0.34 0.32	0.29-0.34 0.30	No	Erosion of natural deposits; water additive that promotes strong teeth; discharge from fertilizer and aluminum factories.	Some people who drink water containing fluoride in excess of the federal MCL of 4 mg/L over many years may get bone disease, including pain and tenderness of the bones. Children who drink water containing fluoride in excess of the state MCL of 2 mg/L may get d teeth.
Nitrate as Nitrogen	2024	mg/L	10	10	Range Average	1.1-4.6 3.3	0.47-3.5 1.7	Νο	Runoff and leaching from fertilizer use; leaching from septic tanks and sewage; erosion of natural deposits.	Infants below the age of six months who drink water containing nitrate in excess of the MCL may quickly become seriously ill and, if untreated, may die because high nitrate levels can interfere with the capacity of the infant's blood to carry oxygen. Symptoms include shortness of breath and blueness of the skin. High nitrate levels may also affect the oxygen- carrying ability of the blood of pregnant women.

Parameter	Sample ¹ Date	Units		PHG (MCLG)	Result Type	RES Baseline Feeder ³	Wells	Violation Yes/No	Major Sources in Drinking Water	Health Effects
Inorganic C	ontamina	nte	ny ne arth-	Related	stanuart					
Janio G									Poroblorato is an	
Percholrate	2023- 2024	µg/L	6.0	1.0	Range Average	ND - 0.59 ND	NR ND	No	inorganic chemical used in solid rocket propellant, fireworks, explosives, flares, matches and a variety of industries. It usually gets into drinking water as a result of environmental contamination from historic aerospace or other industrial operations that used or use, store, or dispose of perchlorate	Perchlorate has been shown to interfere with uptake of iodide by the thyroid gland, and to thereby reduce the production of thyroid hormones, leading to adverse effects associated with inadequate hormone levels. Thyroid hormones are needed for normal prenatal growth and development of the fetus, as well as for normal growth and development in the infant and child. In adults thyroid hormones are needed for normal metabolism and mental function.
Disinfection	Byprodu	cts, Disinfe	ectant Resi	iduals, an	d Disinfe	ection Bypr	oduct Pred	cursors		
Chlorine	2024	Mg/L 4	IRDL = MR .0 = 4	RDLG	Range Average	0.90-1.78 1.40	N/A N/A	No	Drinking water disinfectant added for	Some people who use water containing chlorine in excess of the MRDL could experience irritating effects to their eyes and nose. Some people who

treatment.

drink water containing chlorine well in excess of the MRDL could experience stomach discomfort.

D	Sample	11		РНС	Result	RESU	JLTS	Violation	Maine Courses in Drinking Water	
Parameter	Date	Units	MCL	(MCLG)	Туре	Baseline Feeder ³	Wells	Yes/No	Major Sources in Drinking Water	
SECONDARY ST	ANDARDS -	Aesthetic Standa	rds²						Typical Source of Contaminant	
Chloride	2023-2024	mg/L	500	N/A	Range Average	6.3 -21 12	2.5-8.2 4.5	No	Runoff/leaching from natural deposits; seawater influence.	
Specific Conductance	2023-2024	µ\$/cm	1,600	N/A	Range Average	490-550 523	300-510 376	No	Substances that form ions when in water; seawater influence.	
Color	2024	Units	15	N/A	Range Average	NR ND	ND-7.5 ND	No	Naturally-occurring organic materials.	
Methyl tert-butyl ether (MTBE)	2024	µg/L	5	N/A	Range Average	NR ND	ND-7.3 ⁴ 0.88	No	Leaking underground storage tanks; discharge from petroleum and chemical factories.	
Odor Threshold	2024	TON	3	N/A	Range Average	ND-1 1	NR 1	No	Naturally-occurring organic materials.	
Sulfate	2023-2024	mg/L	500	N/A	Range Average	49-52 51	10-47 21	No	Runoff/leaching from natural deposits; industrial wastes.	
Total Dissolved Solids	2023-2024	mg/L	1,000	N/A	Range Average	260-360 317	190-330 240	No	Runoff/leaching from natural deposits.	
Turbidity	2024	NTU	5	N/A	Range Average	ND-1.2 0.28	ND - 2.7 0.18	No	Soil runoff.	

OTHER PARAMETERS Range 2023-2024 pH Units No Standard N/A рΗ Average **Total Alkalinity** Range 2023-2024 mg/L No Standard N/A (as CaCO₃) Average Range Calcium 2023-2024 mg/L No Standard N/A Average

(as Cl₂)

(as Cl2)

No Characteristic of water. 7.9 7.7 190-210 140-200 No Naturally occurring. 200 159 76-79 47-78 No Erosion of salt deposits in soil and rock. 77 58 Hardness is the sum of polyvalent cations present 240-250 140-240 Range Hardness 2023-2024 mg/L No Standard N/A No in the water, generally magnesium and calcium. Average 247 177 The cations are usually naturally occurring. Range 12-15 6.1-12 2023-2024 No Standard ma/L N/A No Erosion of salt deposits in soil and rock. Magnesium 13 8.1 Average 14-18 9.2-16 Range Sodium refers to the salt present in the water and Sodium 2023-2024 mg/L No Standard N/A No Average 16 12 is generally naturally occurring.

7.8-7.9

7.5-8.0

Sample						RESULTS					
Parameter	Sample Date ¹	Units	Notification Level	Response Level	Result Type	Baseline Feeder ³	Wells	Violation Yes/No	Major Sources in Drinking Water	Health Effects	
PFAS											
Perfluorobutane sulfonic acid [PFBS] ⁷	2024	ng/L	500	N/A	Range Average	NR ND	ND -3.6 1.5	No	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorobutane sulfonic acid exposures resulted in decreased thyroid hormone in pregnant female mice.	
Perfluorohexane Sulfonic Acid [PFHxS] ⁷	2024	ng/L	3.0	N/A	Range Average	NR ND	ND-0.68 0.22	No	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorohexane sulfonic acid exposures resulted in decreased total thyroid hormone in male rats.	
Perfluorooctanoic Acid [PFOA]	2024	ng/L	5.1	0.007	Range Average	NR ND	ND-2.5 ND	No	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorooctanoic acid exposures resulted in increased liver weight and cancer in laboratory animals.	
Perfluorooctanesulfonic Acid [PFOS]	2024	ng/L	6.5	1.0	Range Average	NR ND	ND-1.5 ND	No	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorooctanesulfonic acid exposures resulted in immune suppression and cancer in laboratory animals.	

DDW General Order 202	DDW General Order 2022-0001-DDW PFAS Monitoring ⁶										
Department of Drinking	Water PF	AS Moni	toring								
Perfluorobutane sulfonic acid [PFBS] ⁷	2024	ng/L	500	5,000	Range Average	ND-4.8 2.1	Νο	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorobutane sulfonic acid exposures resulted in decreased thyroid hormone in pregnant female mice.		
Perfluorohexane Sulfonic Acid [PFHxS] ⁷	2024	ng/L	3.0	20	Range Average	ND-22° 8.0	Νο	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorohexane sulfonic acid exposures resulted in decreased total thyroid hormone in male rats.		
Perfluorooctanoic Acid [PFOA]	2024	ng/L	QRAA = 5.1	QRAA = 10	Range QRAA	ND-5.1 3.9	No	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorooctanoic acid exposures resulted in increased liver weight and cancer in laboratory animals.		
Perfluorooctanesulfonic Acid [PFOS]	° 2024	ng/L	QRAA = 6.5	QRAA = 40	Range QRAA	ND-3.0 2.6	No	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorooctanesulfonic acid exposures resulted in immune suppression and cancer in laboratory animals.		
EPA National Primary Dri	inking Wa	iter Prop	oosal Hazard I	ndex							

PFAS Compounds- 2024 N/A HI=1 N/A Range ND-2.5 Hazard Index⁸ 2024 N/A HI=1 N/A RAA ND

No

						RESULT	rs		
Parameter	Sample Date ¹	Units	Notification Level	Response Level	Result Type	Baseline Feeder ³	Wells	Violation Yes/No	Major Sources in Drinking Water
UNREGULATED CONTAMI	NANT MON	ITORIN	G⁵						
Fifth Unregulated Contai	minant Mo	nitoring	Rule (UCMR	5)					
Lithium	2023	µg/L	N/A	N/A	Range Average	NR ND	NR ND	No	Lithium can be obtained from brine deposits in salt lakes and is used in the cathodes of lithium-ion batteries.
PFAS Compounds	2023	µg/L	N/A	N/A	Range Average	NR ND	NR ND	No	Industrial facilities, landfills, treatment plants, stain-resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.

1. The State allows us to monitor for some contaminants less than once per year because the concentrations of these contaminants do not change frequently. Some of our data, though representative, are more than one year old. For sample points that were monitored during the current reporting year, the current reporting year data was used. If a sampling point did not have monitoring data for the reporting year, the most current data was used. Contaminant results are based on the most current data for each sampling point.

2. Compliance with secondary standards are based on a annual average. Values above the MCL are acceptable, as long as the average is below the MCL.

3. Baseline Feeder includes sample stations, North and South Wells, Rialto Well 4A and Encanto Booster.

4. Well was flushed to waste during this reporting period.

5. Unregulated contaminant monitoring helps U.S. EPA and the State Water Resources Control Board to determine where certain contaminants occur and whether the contaminants need to be regulated.

6. State Water Resources Control Board Department of Drinking Water, DDW General Order 2022-0001-DDW, effective January 1, 2023, requires PFAS monitoring for Wells 11, 18A, 42 and Rialto Well 6 prior to treatment.

7. Single or confirmed sample.

8. EPA proposes the Hazard Index (HI) be calculated based on the following calculation: Hazard Index = ([GenXwater][10 ppt]) + ([PFBSwater][2000 ppt]) + ([PFNAwater][10 ppt])+ ([PFHxSwater][9.0 ppt]).

9. Well flushed to waste. Average of confirmation samples = 18.25 ng/L.

AL - Regulatory Action Level; LRAA - Locational Running Annual Average; MCL - Maximum Contaminant Level; MCLG - Maximum Contaminant Level Goal; MRDL - Maximum Residual Disinfectant Level Goal; ND - Non-Detected; NL - Notification Level; NR - No Range; N/A - Not Applicable; NTU - Nephelometric Turbidity Units; PHG - Public Health Goal; QRAA - Quarterly Running Annual Average; RAA - Running Annual Average; TON - Threshold Odor Number



2024 West Valley Water District Water Quality Report - Surface Water

Parameter Sample ¹				PHG	Result	RESULTS		Violation	Maior Sources in	
Parameter	Date	Units	MCL	(MCLG)	Туре	Lytle Cre <u>ek</u>	State Water Project	Yes/No	Drinking Water	Health Effects
PRIMARY ST	ANDARDS -	Mandato	ı ry Health-	Related Sta	andards					
Microbiologi	ical Contar	ninants								
Total Coliform Bacteria ³	2024	%	5	(0)	Maximum Monthly Positive Samples	o	o	No	Naturally present in the environment.	Coliforms are bacteria that are naturally present in the environment and are used as an indicator that other, potentially harmful, waterborne pathogens may be present or that a potential pathway exists through which contamination may enter the drinking water distribution system. We found coliforms indicating the need to look for potential problems in water treatment or distribution. When this occurs, we are required to conduct assessment(s) to identify problems and to correct any problems that were found.
Radioactive	Contamina	ants								
Gross Alpha Particle Activity	2022	pCi/L	15	(0)	Range Average	NR 2.8	NR 2.6	No	Erosion of natural deposits.	Certain minerals are radioactive and may emit a form of radiation known as alpha radiation. Some people who drink water containing alpha emitters in excess of the MCL over many years may have an increased risk of getting cancer.
Inorganic Co	ontaminan	ts								
Arsenic	2024	µg/L	10	0.004	Range Average	NR 1.9	1.2-2.8 1.9	No	Erosion of natural deposits; runoff from orchards; glass and electronics production wastes.	Some people who drink water containing arsenic in excess of the MCL over many years may experience skin damage or circulatory system problems, and may have an increased risk of getting cancer.
Chromium (hexavalent)	2024	μg/L	10	0.02	Range Average	NR 0.19	NR ND	Νο	Erosion of natural deposits; transformation of naturally occurring trivalent chromium to hexavalent chromium by natural processes and human activities such as discharges from electroplating factories, leather tanneries, wood preservation, chemical synthesis, refractory production, and textile manufacturing facilities.	Some people who drink water containing helavalent chromium in excess of the MCL over many years may have an increased risk of getting cancer.
Flouride	2024	mg/L	2.0	1.0	Range Average	NR 0.27	NR 0.076	No	Erosion of natural deposits; water additive that promotes strong teeth; discharge from fertilizer and aluminum factories.	Some people who drink water containing fluoride in excess of the federal MCL of 4 mg/L over many years may get bone disease, including pain and tenderness of the bones. Children who drink water containing fluoride in excess of the state MCL of 2 mg/L may get mottled teeth.
Nitrate as Nitrogen	2024	mg/L	10	10	Range Average	0.20-0.32 0.26	0.16-0.65 0.38	No	Runoff and leaching from fertilizer use; leaching from septic tanks and sewage; erosion of natural deposits.	Infants below the age of six months who drink water containing nitrate in excess of the MCL may quickly become seriously ill and, if untreated, may die because high nitrate levels can interfere with the capacity of the infant's blood to carry oxygen. Symptoms include shortness of breath and blueness of the skin. High nitrate levels may also affect the oxygen-



2024 West Valley Water District Water Quality Report - Surface Water

Samp	Sampla ¹			DHC	Popult	RESULTS		Violat <u>ion</u>	
Parameter	Date	Units	MCL	(MCLG)	Туре	Lytle Creek	State Water Project	Yes/No	Major Sources in Drinking Water
SECONDARY	STANDAR	DS - Aesth	ietic Stan	dards²					Typical Source of Contaminant
Aluminum	2024	µg/L	200	N/A	Range Average	NR 39	46 - 380 ⁴ 104	No	Erosion of natural deposits; residual from some surface water treatment processes.
Chloride	2024	mg/L	500	N/A	Range Average	NR 1.2	NR 43	No	Runoff/leaching from natural deposits; seawater influence.
Specific Conductance	2024	µ\$/cm	1,600	N/A	Range Average	NR 330	NR 360	No	Substances that form ions when in water; seawater influence.
Color	2024	Units	15	N/A	Range Average	NR ND	NR 5	No	Naturally-occurring organic materials.
Manganese	2024	mg/L	50	N/A	Range Average	NR 1.2	7.4-34 18	No	Leaching from natural deposits.
Odor Threshold	2024	TON	3	N/A	Range Average	NR 1	NR 1	No	Naturally-occurring organic materials.
Sulfate	2024	mg/L	500	N/A	Range Average	NR 16	NR 29	No	Runoff/leaching from natural deposits; industrial wastes.
Total Dissolved Solids	2024	mg/L	1,000	N/A	Range Average	NR 220	NR 200	No	Runoff/leaching from natural deposits.
Turbidity	2024	NTU	5	N/A	Range Average	NR 0.54	NR 1.8	No	Soil runoff.

OTHER PARAMETERS											
рН	2024	pH Units	No Standard	N/A	Range Average	7.1-7.8 7.4	7.1-7.8 7.6	No	Characteristic of water.		
Total Alkalinity (as CaCO₃)	2024	mg/L	No Standard	N/A	Range Average	130-170 151	61-76 69	No	Naturally occurring.		
Calcium	2024	mg/L	No Standard	N/A	Range Average	NR 48	NR 20	No	Erosion of salt deposits in soil and rock.		
Hardness	2024	mg/L	No Standard	N/A	Range Average	NR 150	NR 84	No	Hardness is the sum of polyvalent cations present in the water, generally magnesium and calcium. The cations are usually naturally occurring.		
Magnesium	2024	mg/L	No Standard	N/A	Range Average	NR 6.7	NR 8.6	No	Erosion of salt deposits in soil and rock.		
Sodium	2024	mg/L	No Standard	N/A	Range Average	NR 6.7	NR 38	No	Sodium refers to the salt present in the water and is generally naturally occurring.		

2024 West Valley Water District Water Quality Report - Surface Water

	Sample				Desult	RE	SULTS				
Parameter	Sample Date ¹	Units	Notification Level	Response Level	Result Type	Lytle Creek	State Water Project	Violation Yes/No	Major Sources in Drinking Water	Health Effects	
PFAS											
Perfluorobutane sulfonic acid [PFBS]⁵	2024	ng/L	500	N/A	Range Average	NR ND	NR ND	No	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorobutane sulfonic acid exposures resulted in decreased thyroid hormone in pregnant female mice.	
Perfluorohexane Sulfonic Acid [PFHxS] ⁵	2024	ng/L	3.0	N/A	Range Average	NR ND	NR ND	No	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorohexane sulfonic acid exposures resulted in decreased total thyroid hormone in male rats.	
Perfluorooctanoic Acid [PFOA]	2024	ng/L	5.1	0.007	Range Average	NR ND	NR ND	No	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorooctanoic acid exposures resulted in increased liver weight and cancer in laboratory animals.	
Perfluorooctanesulfonic Acid [PFOS]	2024	ng/L	6.5	1.0	Range Average	NR ND	NR ND	No	Industrial facilities, landfills, treatment plants, stain- resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorooctanesulfonic acid exposures resulted in immune suppression and cancer in laboratory animals.	

1. The State allows us to monitor for some contaminants less than once per year because the concentrations of these contaminants do not change frequently. Some of our data, though representative, are more than one year old. For sample points that were monitored during the current reporting year, the current reporting year data was used. If a sampling point did not have monitoring data for the reporting year, the most current data was used. Contaminant results are based on the most current data for each sampling point.

2. Compliance with secondary standards are based on a annual average. Values above the MCL are acceptable, as long as the average is below the MCL.

3. Coliform is after treatment through West Valley Water Distrrict's Oliver P. Roemer Surface Water Treatment Plant.

4. Aluminum is reduced through West Valley Water District's Oliver P. Roemer Surface Water Treatment Plant.

5. Single or confirmed sample.

AL - Regulatory Action Level; LRAA - Locational Running Annual Average; MCL - Maximum Contaminant Level; MCLG - Maximum Contaminant Level Goal; MRDL - Maximum Residual Disinfectant Level; MRDLG - Maximum Residual Disinfectant Level Goal; ND - Non-Detected; NL - Notification Level; NR - No Range; N/A - Not Applicable; NTU - Nephelometric Turbidity Units; PHG - Public Health Goal; QRAA - Quarterly Running Annual Average; RAA - Running Annual Average; TON - Threshold Odor Number





							RESULT	S			
Parameter	Sample Date ¹	Units	MCL	PHG (MCLG)	Result Type	Fluidized Bed Reactors (FBR) ³	Oliver P. Roemer Filtration Facility ⁴	lon Exchange Perchlorate Treatment ^s	Violation Yes/No	Major Sources in Drinking Water	Health Effects
PRIMARY STANDARDS - N	landator	y Healt	h-Rel	ated Sta	ndards						
Microbiological Contam	inants										
Total Coliform Bacteria	2024	%	5	(0)	Maximum Monthly Positive Samples	O	0	o	No	Naturally present in the environment.	Coliforms are used as an indicator that other, potentially harmful, waterborne pathogens may be present or that a potential pathway exists through which contamination may enter the drinking water distribution system.
Radiological											
Gross Alpha Particle Activity	2023- 2024	pCi/L	15	(0)	Range Average	1.9-2.2 2.1	N/A N/A	NR 3.7	No	Erosion of natural deposits.	Certain minerals are radioactive and may emit a form of radiation known as alpha radiation. Some people who drink water containing alpha emitters in excess of the MCL over many years may have an increased risk of getting cancer.
Radium-226	2024	pCi/L	5	0.05	Range Average	0.20-0.51 0.36	N/A N/A	N/A N/A	No	Erosion of natural deposits.	Some people who drink water containing radium 226 or radium 228 in excess of the
Radium-228	2024	pCi/L	5	0.019	Range Average	0.58-1.8 1.2	N/A N/A	N/A N/A	No	Erosion of natural deposits.	MCL over many years may have an increased risk of getting cancer
Uranium	2023	pCi/L	20	0.43	Range Average	2.4-3.1 2.8	N/A N/A	N/A N/A	No	Erosion of natural deposits.	Some people who drink water containing uranium in excess of the MCL over many years may have kidney problems or an increased risk of getting cancer.

In a ma	Oh ar	
	uner	

Arsenic	2024	µg/L	10	0.004	Range Average	NR 0.48	0.71-1.4 1.1	0.54-1.2 0.87	No	Erosion of natural deposits; runoff from orchards; glass and electronics production wastes.	Some people who drink water containing arsenic in excess of the MCL over many years may experience skin damage or circulatory system problems, and may have an increased risk of getting cancer.
Chromium (hexavalent)	2024	μg/L	10	0.02	Range Average	0.92-1.6 1.4	NR 0.18	2.1-2.3 2.2	Νο	Erosion of natural deposits; transformation of naturally occurring trivalent chromium to hexavalent chromium by natural processes and human activities such as discharges from electroplating factories, leather tanneries, wood preservation, chemical synthesis, refractory production, and textile manufacturing facilities.	Some people who drink water containing helavalent chromium in excess of the MCL over many years may have an increased risk of getting cancer.

							RESULTS				
Parameter Inorganic Chemio	Sample Date ¹ cals	Units	MCL	PHG (MCLG)	Result Type	Fluidized Bed Reactors (FBR) ³	Oliver P. Roemer Filtration Facility ⁴	Ion Exchange Perchlorate Treatment ⁵	Violation Yes/No	Major Sources in Drinking Water	Health Effects
Fluoride	2024	mg/L	2.0	1.0	Range Average	0.22-0.36 0.29	N/A N/A	NR 0.20	No	Erosion of natural deposits; water additive that promotes strong teeth; discharge from fertilizer and aluminum factories	Some people who drink water containing fluoride in excess of the Federal MCL of 4 mg/L over many years may get bone disease, including pain and tenderness of the bones. Children who drink water containing fluoride in excess of the state MCL of 2 mg/L may get mottled teeth.
Nitrate as Nitrogen	2024	mg/L	10	10	Range Average	ND-3.9 0.98	N/A N/A	2.0-7.4 5.5	No	Runoff and leaching from fertilizer use; leaching from septic tanks and sewage; erosion of natural deposits.	Infants below the age of six months who drink water containing nitrate in excess of the MCL may quickly become seriously ill and, if untreated, may die because high nitrate levels can interfere with the capacity of the infant's blood to carry oxygen. Symptoms include shortness of breath and blueness of the skin. High nitrate levels may also affect the oxygen-carrying ability of the blood of pregnant women.
Perchlorate	2024	μg/L	6.0	1.0	Range Average	NR ND	N/A N/A	NR ND	No	Perchlorate is an inorganic chemical used in solid rocket propellant, fireworks, explosives, flares, matches and a variety of industries. It usually gets into drinking water as a result of environmental contamination from historic aerospace or other industrial operations that used or use, store, or dispose of perchlorate and its salts.	Perchlorate has been shown to interfere with uptake of iodide by the thyroid gland, and to thereby reduce the production of thyroid hormones, leading to adverse effects associated with inadequate hormone levels. Thyroid hormones are needed for normal prenatal growth and development of the fetus, as well as for normal growth and development in the infant and child. In adults thyroid hormones are needed for normal metabolism and mental function.
Volatile Organic (Chemica	als									
Methyl tert-butyl ether (MTBE)	2024	µg/L	13	13	Range Average	ND-0.83 ND	N/A N/A	NR ND	Νο	Leaking underground storage tanks; discharge from petroleum and chemical factories.	Some people who use water containing methyl-tert-butyl ether in excess of the MCL may, over many years, have an increased risk of getting cancer.
Tetrachloroethylend (PCE)	⁹ 2024	µg/L	5.0	0.06	Range Average	NR ND	N/A N/A	ND- 0.51 ND	No	Discharge from factories, dry cleaners, and auto shops (metal degreaser).	Some people who use water containing methyl-tert-butyl ether in excess of the MCL may, over many years, have an increased risk of getting cancer.
Trichloroethylene (TCE)	2024	μg/L	5.0	9 1.7	Range Average	ND-0.31 ND	N/A N/A	NR ND	No	Discharge from metal degreasing sites and other factories.	Some people who use water containing trichloroethylene in excess of the MCL over many years may experience liver problems and may have an increased risk of getting cancer.

							RESULTS				
Parameter	Sample Date ¹	Units	MCL	PHG (MCLG)	Result Type	Fluidized Bed Reactors (FBR) ³	Oliver P. Roemer Filtration Facility ⁴	lon Exchange Perchlorate Treatment ⁵	Violation Yes/No	Major Sources in Drinking Water	Health Effects
Disinfection By	products	(DBP) a	and Disinf	fection Byp	oroduct	Precursors					
Chlorine	2024	mg/L	MRDL = 4.0 (as Cl ₂)	MRDLG = 4.0 (as Cl₂)	Range Average	1.08-2.51 1.51	1.29-2.10 1.57	0.33-2.14 1.25°	Νο	Drinking water disinfectant added for treatment.	Some people who use water containing chlorine in excess of the MRDL could experience irritating effects to their eyes and nose. Some people who drink water containing chlorine well in excess of the MRDL could experience stomach discomfort.
Haloacetic Acids 5	2024	µg/L	80	N/A	Range Highest LRAA	NR ND	ND-6.0 3.3	N/A N/A	No	Byproduct of drinking water disinfection.	Some people who drink water containing haloacetic acids in excess of the MCL may, over many years, have an increased risk of getting cancer.
Total Trihalomethanes	2024	µg/L	60	N/A	Range Highest LRAA	NR ND	3.1-17.8 11	NR ND	No	Byproduct of drinking water disinfection.	Some people who drink water containing trihalomethanes in excess of the MCL may, over many years, experience liver, kidney or central nervous system problems and have an increased risk of getting cancer.
Control of DBP Precursors Total Organic Carbon (TOC)	2024	mg/L	тт	N/A	Range Average	ND-0.54 0.23	0.26-2.0 0.75	N/A N/A	No	Various Natural and manmade sources.	Total organic carbon has no health effects. However, total organic carbon provides a medium for the formation of disinfection byproducts. These byproducts include trihalomethanes (THMs) and haloacetic acids (HAAs).

							RESULTS			
Parameter	Sample Date ¹	Units	MCL	PHG (MCLG)	Result Type	Fluidized Bed Reactors (FBR) ³	Oliver P. Roemer Filtration Facility ⁴	lon Exchange Perchlorate Treatment ⁵	Violation Yes/No	Major Sources in Drinking Water
SECONDARY ST	ANDARDS	- Aestheti	c Standar	ds²						Typical Source of Contaminant
Aluminum	2024	μg/L	200	N/A	Range Average	ND-42 ND	ND-29 12.2	NR ND	No	Erosion of natural deposits; residual from some surface water treatment processes.
Chloride	2024	mg/L	500	N/A	Range Average	3.8-5.9 4.8	2.7-16 9.0	7.6-66 37	No	Runoff/leaching from natural deposits; seawater influence.
Color	2024	Units	15	N/A	Range Average	NR ND	NR ND	ND-7.5 ND	No	Naturally-occurring organic materials.
Specific Conductance	2024	µ\$/cm	1,600	N/A	Range Average	340-390 363	N/A N/A	450-490 470	No	Substances that form ions when in water; seawater influence.
Copper	2024	mg/L	1.0	N/A	Range Average	ND-0.010 ND	ND-0.015 ND	NR ND	No	Internal corrosion of household plumbing systems; erosion of natural deposits; leaching from wood preservatives.
Foaming Agents (MBAS)	2024	mg/L	500	N/A	Range Average	ND-140 42	N/A N/A	ND-47 ND	No	Municipal and industrial waste discharges.
Iron	2024	μg/L	300	N/A	Range Average	ND-110 28	NR ND	ND-33 16	No	Leaching from natural deposits.
Manganese	2024	μg/L	50	N/A	Range Average	ND-63 4.9	NR ND	0.90-1.1 1.0	No	Leaching from natural deposits.
Methyl tert-butyl ether (MTBE)	2024	µg/L	5.0	N/A	Range Average	ND-0.83 ND	N/A N/A	NR ND	No	Leaking underground storage tanks; discharge from petroleum and chemical factories.
Odor Threshold	2024	TON	3	N/A	Range Average	NR 1	NR 1	ND-1 1	No	Naturally-occurring organic materials.
Sulfate	2024	mg/L	500	N/A	Range Average	9.0-18 14	N/A N/A	9.1-27 18	No	Runoff/leaching from natural deposits; industrial wastes.
Total Dissolved Solids	2024	mg/L	1,000	N/A	Range Average	170-260 220	N/A N/A	270-290 280	No	Runoff/leaching from natural deposits.
Turbidity	2024	NTU	5	N/A	Range Average	ND-1.8 0.12	ND-2.2 0.10	ND-0.55 0.12	No	Soil runoff.

							RESULTS				
Parameter	Sample Date ¹	Units	MCL	PHG (MCLG)	Result Type	Fluidized Bed Reactors (FBR) ³	Oliver P. Roemer Filtration Facility ⁴	lon Exchange Perchlorate Treatment ⁵	Violation Yes/No	Major Sources in	Drinking Water
OTHER PARAMET	FERS										
рН	2024	pH Units	No Standard	N/A	Range Average	7.2-8.1 7.7	6.9-8.1 7.4	7.7-7.8 7.8	No	Characteristic of water	
Total Alkalinity (as CaCO3)	2024	mg/L	No Standard	N/A	Range Average	140-170 159	72-160 128	120-160 140	No	Naturally occurring.	
Calcium	2024	mg/L	No Standard	N/A	Range Average	40-66 53	N/A N/A	66-68 67	No	Erosion of salt deposi rock.	ts in soil and
Hardness	2024	mg/L	No Standard	N/A	Range Average	130-190 162	N/A N/A	190-200 195	No	cations present in generally magnesium The cations are usu occurring.	the water, and calcium. ally naturally
Magnesium	2024	mg/L	No Standard	N/A	Range Average	6.2-8.5 7.5	N/A N/A	6.8-6.9 6.8	No	Erosion of salt deposi rock.	ts in soil and
Sodium	2024	mg/L	No Standard	N/A	Range Average	10-12 11	N/A N/A	NR 15	No	Sodium refers to the s the water and is gene occurring.	salt present in erally naturally
Parameter	Sample Date ¹	Units	Notificatio Level	on PH (MCI	G Resu LG) Typ	Fluidized ult Bed Reactors (FBR) ³	Oliver P. Roemer Filtration Facility ⁴	lon Exchange Perchlorate Treatment ^s	Violation Yes/No	Major Sources in Drinking Water	Health Effects
PFAS											
Perfluorobutane sulfonic acid [PFBS] ⁵	2024	ng/L	500	N//	Ranı A Avera	ge 2.5-13 age 4.3	N/A N/A	ND-4.0 1.0	No	Industrial facilities, landfills, treatment plants, stain-resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorobutane sulfonic acid exposures resulted in decreased thyroid hormone in pregnant female mice.
Perfluorohexane Sulfonic Acid [PFHxS] ⁵	2024	ng/L	3.0	N//	A Ran A Avera	ge ND-22 age 11.3	N/A N/A	ND-3.1 0.87	No	Industrial facilities, landfills, treatment plants, stain-resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorohexane sulfonic acid exposures resulted in decreased total thyroid hormone in male rats.
Perfluorooctanoic Acid [PFOA]	2024	ng/L	5.1	0.00	Ranı 07 Avera	ge 2.1-5.1 age 3.3	N/A N/A	ND-5.3 1.5	No	Industrial facilities, landfills, treatment plants, stain-resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorooctanoic acid exposures resulted in increased liver weight and cancer in laboratory animals.
Perfluorooctanes- ulfonic Acid [PFOS]	2024	ng/L	6.5	1.0) Ran Avera	ge ND-3.0 age 1.2	N/A N/A	ND-8.3 2.3	No	Industrial facilities, landfills, treatment plants, stain-resistant carpeting, nonstick cookware, grease and waterproof food packaging, fabric softeners, waterproof clothing, cosmetics.	Perfluorooctanesul- fonic acid exposures resulted in immune suppression and cancer in laboratory animals.

1. The State allows us to monitor for some contaminants less than once per year because the concentrations of these contaminants do not change frequently. Some of our data, though representative, are more than one year old. For sample points that were monitored during the current reporting year, the current reporting year data was used. If a sampling point did not have monitoring data for the reporting year, the most current data was used. Contaminant results are based on the most current data for each sampling point.

2. Compliance with secondary standards are based on a annual average. Values above the MCL are acceptable, as long as the average is below the MCL.

3. FBR includes Plant Effluent, Rialto Well 6 and WVWD Well 11.

4. Roemer includes Plant Effluent, Combined Filter Effluent, State Project Water, Lytle Creek and Zone 5-3 Reservoir.

5. Ion Exchange includes Well 41 and Well 42 raw and treated water.

6. Results are from the distribution system.

AL - Regulatory Action Level; LRAA - Locational Running Annual Average; MCL - Maximum Contaminant Level; MCLG - Maximum Contaminant Level Goal; MRDL - Maximum Residual Disinfectant Level; MRDLG - Maximum Residual Disinfectant Level Goal; ND - Non-Detected; NL - Notification Level; NR - No Range; N/A - Not Applicable; NTU - Nephelometric Turbidity Units; PHG - Public Health Goal; RAA - Running Annual Average; TON - Threshold Odor Number

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Educational Information



In order to ensure that tap water is safe to drink, the U.S. Environmental Protection Agency (U.S. EPA) and the State Water Resources Control Board (State Water Board) prescribe regulations that limit the amount of certain contaminants in water provided by public water systems. U.S. Food and Drug Administration regulations and California law also establish limits for contaminants in bottled water that provide the same protection for public health. The sources of drinking water (both tap water and bottled water) include rivers, lakes, streams, ponds, reservoirs, springs, and wells. As water travels over the surface of the land or through the ground, it dissolves naturally-occurring minerals and, in some cases, radioactive material, and can pick up substances resulting from the presence of animals or from human activity.

Contaminants and Their Presence in Drinking Water

- Microbial contaminants, such as viruses and bacteria that may come from sewage treatment plants, septic systems, agricultural livestock operations, and wildlife.
- Inorganic contaminants, such as salts and metals, that can be naturally-occurring or result from urban stormwater runoff, industrial or domestic wastewater discharges, oil and gas production, mining, or farming.
- Pesticides and herbicides that may come from a variety of sources such as agriculture, urban stormwater runoff, and residential uses.
- Organic chemical contaminants, including synthetic and volatile organic chemicals, that are byproducts of industrial processes and petroleum production, and can also come from gas stations, urban stormwater runoff, agricultural application, and septic systems.
- Radioactive contaminants that can be naturally-occurring or be the result of oil and gas production and mining activities.

Contaminants and Their Presence in Drinking Water

Drinking water, including bottled water, may reasonably be expected to contain at least small amounts of some contaminants. The presence of contaminants does not necessarily indicate that water poses a health risk. More information about contaminants and potential health effects can be obtained by calling the U.S. EPA's Safe Drinking Water Hotline (1-800-426-4791).



People Most Vulnerable to Contaminants

Some people may be more vulnerable to contaminants in drinking water than the general population. Immuno-compromised people such as persons with cancer undergoing chemotherapy, persons who have undergone organ transplants, persons with HIV/AIDS or other immune system disorders, some elderly, and infants can be particularly at risk from infections. These people should seek advice about drinking water from their health care providers. U.S. EPA/Centers for Disease Control (CDC) guidelines on appropriate means to lessen the risk of infection by Cryptosporidium and other microbial contaminants are available from the Safe Drinking Water Hotline (1-800-426-4791).

Contaminant Information

Nitrate in drinking water at levels above 10 mg/L is a health risk for infants of less than six months of age. Such nitrate levels in drinking water can interfere with the capacity of the infant's blood to carry oxygen, resulting in a serious illness; symptoms include shortness of breath and blueness of the skin. Nitrate levels above 10 mg/L may also affect the ability of the blood to carry oxygen in other individuals, such as pregnant women and those with certain specific enzyme deficiencies. If you are caring for an infant, or you are pregnant, you should ask advice from your health care provider. Nitrate levels may rise quickly for short periods of time because of rainfall or agricultural activity.

While your drinking water meets the federal and state standard for arsenic, it does contain low levels of arsenic. The arsenic standard balances the current understanding of arsenic's possible health effects against the costs of removing arsenic from drinking water. The U.S. Environmental Protection Agency continues to research the health effects of low levels of arsenic, which is a mineral known to cause cancer in humans at high concentrations and is linked to other health effects, such as skin damage and circulatory problems.

If present, elevated levels of lead can cause serious health problems, especially for pregnant women and young children. Lead in drinking water is primarily from materials and components associated with service lines and home plumbing. West Valley Water District is responsible for providing high quality drinking water but cannot control the variety of materials used in plumbing components. When your water has been sitting for several hours, you can minimize the potential for lead exposure by flushing your tap for 30 seconds to 2 minutes before using water for drinking or cooking. If you do so, you may wish to collect the flushed water and reuse it for another beneficial purpose, such as watering plants. If you are concerned about lead in your water, you may wish to have your water tested. Information on lead in drinking water, testing methods, and steps you can take to minimize exposure is available from the Safe Drinking Water Hotline or at www.epa.gov/lead.



OUR COMMITMENT TO COMMUNITY



Earth Day 2025

WVWD welcomed our community's youngest water stewards to get a behind-the-scenes look at all things water! Our team of water pros taught them about a range of topics from how the District treats and deliver water to their homes to learning about the water cycle and taking care of drought-tolerant plants.



Tours and Field Trips

Through field trips and tours, students and community members gain valuable insights into the inner workings of water treatment facilities, understanding the processes involved in providing clean and safe water. The tours not only offer a behind-the-scenes look at the District's operations but also serve as practical means to educate students about the importance of water conservation.



SoCal STEAM Challenge

Formerly known as Inland Solar Challenge, SoCal STEAM is dedicated to cultivating a sustainable future by empowering the next generation of sustainability leaders in Southern California. Its mission is to provide students with comprehensive information and resources, igniting their passion for careers in STEAM fields.



Community Engagement

West Valley Water District (WVWD) actively participates in local events to engage directly with the community and support its outreach efforts. These events provide opportunities to share water-saving devices, educational materials, and important information, while promoting awareness about the value of responsible water use.



OUR COMMITMENT TO THE FUTURE

Oliver P. Roemer Expansion and Upgrade Project

West Valley Water District (WVWD) is upgrading their surface water treatment plant and expanding treatment capacity at the Oliver P. Roemer Water Filtration Facility (Roemer WFF). WVWD is expanding the Roemer facility to treat an additional 7.2 million gallons per day of California State Water Project (SWP) water. With this expansion, WVWD is seeking to implement a conjunctive use strategy which is critical for the long-term sustainable water management for the region.



Bloomington Alleyway Main Replacement Project



The Bloomington Alleyway Main Replacement Project will replace waterlines within the community of Bloomington that were constructed many years ago within the alleyways behind homes. Over the course of many decades, fences, buildings, and other structures have been constructed within the alleyways limiting the ability to read meters, locate shut off valves and perform regular and emergency maintenance.

New waterlines constructed within street right of way will improve fire flow and emergency response capabilities and provide a more dependable and reliable water service.

Community Resources

West Valley Water District is proud to offer our customers free resources that promote water conservation in our community!







Hands-on and Technical Workshops

Community members are encouraged to join us for our Spring and Fall workshops. Topics include how to care for drought-tolerant plants, turf conversion and much more!



Water Conservation Kit

Get the tools to help reduce at-home water usage! This **FREE** water conservation kit provides tools and devices that can improve water efficiency



Residential and Commercial Rebates Available

Upgrade to water-efficient appliances and landscape devices to reduce water use, lower bills, and support long-term sustainability.

For the Kids!





Be a Leak Detective!

Some leaks are harder to find than others. They can be sneaky and silent. Here is an experiment to help you track them down.

Check for toilet leaks

For this activity you will need:

- Food coloring or dye tablets
- A clock or watch
- A helpful grown-up
- A toilet



Instructions

- 1. Remove the lid off the toilet tank. (Ask an adult for help-the lid can be heavy and hard to move.)
- 2. Add a few drops of food coloring or a dye tablet into the tank. Do not flush the toilet.
- 3. Wait 10 minutes. If color appears in the toilet bowl without flushing, it has a leak.
- 4. Flush the toilet immediately after the experiment ends to avoid staining inside of the tank.

TAKE THE WATER SAVER PLEDGE! WITH CREEK AND HALLE!

I pledge to conserve water every day, use it wisely, not waste it away. I will save every drop I can, every day of the week, Here is my plan!

I promise to:







If you have any questions about this report, please contact our Water Quality Department at 909-875-1804. Thank you!

OFFICE HOURS

Monday 8:00 am - 5:30 pm Tuesday 9:00 am - 5:30 pm Wednesday 8:00 am - 5:30 pm Thursday 8:00 am - 5:30 pm Friday 8:00 am - 5:30 pm

CUSTOMER SERVICE

(909) 875-1804, option 3 customerservice@wvwd.org

EMERGENCY SERVICES:

(909) 875-1804, option 7





STAFF REPORT

- **DATE**: May 22, 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:

9/30/2024 External Affairs Committee 4/28/2025 External Affairs Committee

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 WVWD's first ever "Branding Guideline" as a guide to enhance a professionalism, internally and externally, and create a cohesive look and messaging.

FISCAL IMPACT:

Budgeted in FY24/25.

REQUESTED ACTION:

Review working draft. Provide comments.

Attachments

WVVD Branding Guidelines.pdf


BRAND GUIDELINES

CREATED 01 2025

West Valley

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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"





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



1 Color Blue

1 Color Black



West Valley WATER DISTRICT





West Valley





West Valley WATER DISTRICT

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

#035194 Hex RGB 3,81,148 208,98%,58% HSB 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 #BDC8A0 Hex 189, 200, 160 RGB 77, 20%, 78% **HSB** 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 Ter	ra Red
Hex	#A04127
RGB	160,65,39
HSB	13, 76%, 63%
СМҮК	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.





PRIMARY PALETTE

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

Hex#1B3D6ERGB27, 61, 110HSB215, 75%, 43%CMYK100, 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
ISB	201, 100%, 71%
СМҮК	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%
СМҮК	42, 48, 69, 16

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

Hex	#758B5D	Hex
RGB	117, 139, 93	RGE
HSB	89, 33%, 55%	HSE
СМҮК	57, 31, 74, 9	CM

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%
СМҮК	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%
СМҮК	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.

#ECCC80
236, 204, 128
42,46%,93%
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%		
СМҮК	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.

Heade	r Background	Heade	r Bottom	Main E	Background	Sideb	ar Background	Fo	oter Background
Hex	#005B8F	Hex	#1D84C3	Hex	#FFFFFF	Hex	#f6f6f2	Hex	#292929
RGB	0, 91, 143	RGB	29, 132, 195	RGB	255, 255, 255	RGB	247, 246, 242	RGB	41,41,41
HSB	202, 100%, 56%	HSB	203, 85%, 76%	HSB	0, 0%, 100%	HSB	48, 2%, 97%	HSB	0,0%,16%
CMYK	96, 66, 21, 5	CMYK	81, 39, 2, 0	CMYK	0, 0, 0, 0	CMYK	2, 1, 3, 0	CMY	K 71,65,64,67

Text		Link	
Hex	#3B3B3B	Hex	#0171B3
RGB	59, 59, 59	RGB	1, 113, 179
HSB	0,0%,23%	HSB	202, 99%, 70%
СМҮК	68, 62, 61, 51	СМҮК	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.





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 industryspecific 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 forwardfacing 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.





LETTERHEAD TEMPLATES

Board of Directors



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

John Thiel, General Manager



Kelvin Moore Director, Division 3

Angela Garcia Director, Division 1 Estevan Bennett Director, Division 4

BOARD OF

DIRECTORS

Gregory Young President, Division 5 Dan Jenkins Vice President, Division 2

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





NEWSLETTER



WVWD Appoints New Member to **Board of Directors**

excited to announce the unanimous appointment of longtime water professional and 30- year Rialto resident Estevan strengthen community support services. 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.

The West Valley Water District (WVWD) Board of Directors is Director Bennett currently serves as the Executive Director of Rialto Family Health Services, a non-profit that works to If you would like to read the full press release of Director

Bennett's appointment please visit, www.wvwd.org/news.



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.



FOLLOW US ONLINE 🚯 🖸 🞯 讷

their waterlines. Want to participate or learn more?





TO OUR WVWD SERVICE MEMBERS AND ALL THOSE WHO HAVE SERVED





from dishes and dispose of it in the trash. ensure our most valuable resource is ions to come.

y Season

(FOG)

r in the trash.

Y CLOSURES

er 11, 2024

n fast approaches, West Valley Water District

k strainer to keep food out of the disposal and

lected food waste into the green waste bin.

ashing, use a paper napkin or paper towel to

led FOG into a container and put the

o encourage customers to practice easy-to- follow

vater systems from harmful contaminants such as

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

Kelvin Moore

HOLIDAY Gregory Young ber 28, 2024 ber 29, 2024 Dan Jenkins

Angela Garcia Estevan Bennett



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.





NOW HIRING Water Maintenance Technician I Learn More at www.governmentjobs.com/careers/westvalleywd



Sustainable, Reponsible, and Transparent Financial Reporting

Our 2024 Popular Annual Financial Report is now available online:

wvwd.org/transparency

West Valley WATER DISTRICT

Popular Annual Financial Report


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.

FLUSHING PROGRAM

Our routine pipe flushing maintains wate quality and meets state requirements by running high-speed water through hydrants and blow-off valves.

BENEFITS

- Removes sediment and mineral deposits that affect water taste, colo and odor
- Prevents corrosion and bacteria gro
 Ensures hydrants and valves work
- properly during emergencies

WHAT TO EXPECT

- Flushing occurs 7:30 a.m. to 5:30 p.m.
- You may notice temporary water discoloration
- Avoid doing laundry during f lushing to prevent stains

IF YOU EXPERIENCE DISCOLORED WATER Run your outdoor faucet or an cold-water faucet until clear, th remaining cold-water faucets.





FLUSHING PROGRAM

At West Valley Water District, we're committed to delivering high-quality, reliable drinking water at a reasonable cost. Learn how our routine flushing program helps ensure we meet our customers' needs today and tomorrow while promoting water efficiency and conservation.

Questions or Concerns? Visit: www.wvwd.org/waterquality. or call 909-875-1804

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

 \$1 per square foot to replace water-thirsty turf

UPGRADE YOUR BATHROOM

- \$50 rebate on high-efficiency toilets
- Up to 2 toilets per household

MODERNIZE YOUR LAUNDRY

• \$100 rebate on high-efficiency washers

SMART IRRIGATION SOLUTIONS

- \$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





TEMPLATES: POWERPOINT



One Column | Call Out White

One Column | Call Out Blue

2-Column | Text and Chart



Custom Contact Slide



TEMPLATES: NEWS RELEASES



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.





TEMPLATES: AGENDAS



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





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

855 W. BASE LINE ROAD RIALTO, CA 92376

PHONE: 909-875-1804