



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

**EXTERNAL AFFAIRS COMMITTEE MEETING**  
**AGENDA**

**Monday, July 28, 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](mailto:administration@wvwd.org).**

**If you require additional assistance, please contact [administration@wvwd.org](mailto: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 Update (Verbal)
3. IEWorks Update
4. Prop 218 Communication Outreach Update
5. Updates to the External Affairs Committee
6. Social Media Report - June-July
7. 2025 Poster Contest

## **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](http://www.wvwd.org) subject to staff's ability to post the documents before the meeting.**

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

## **DECLARATION OF POSTING:**

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

*Elvia Dominguez*

**Elvia Dominguez, Board Secretary**

*Date Posted: July 24, 2025*



## STAFF REPORT

**DATE:** July 28, 2025  
**TO:** External Affairs Committee  
**FROM:** Socorro Pantaleon, Public Outreach & Government Affairs Manager  
**SUBJECT:** Social Media Report - June-July

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### **STRATEGIC GOAL:**

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

E. Promote Public Awareness of the Value of WVWD

### **MEETING HISTORY:**

N/A

### **BACKGROUND:**

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

### **DISCUSSION:**

During the June through July reporting period, POGA staff saw the following trends and highlights:

Water. Service. Community. Video Campaign

As we continue to see value in showcasing who we are and the service we provide to our communities, we wanted to see how to best highlight some of our recently unveiled videos in the Water. Service. Community. series. We are currently reviewing key videos of the series and boosting them across the Facebook and Instagram platforms to promote an increase in reach.

The first phase of the campaign highlighted the video on infrastructure which discussed the expansion and upgrade on Roemer. Results showed:

- Reach increase: 1,632
- Views: 4,958
- Thruplays: 4,761 - Over 96% of plays were played all the way through



These results are favorable and have led us to boost another video. We will share the results next month.

**FISCAL IMPACT:**

N/A

**REQUESTED ACTION:**

Receive and file.

**Attachments**

[Social Media Report - June -July 2025.pdf](#)

JUNE - JULY

2025

SOCIAL MEDIA

Report



## MAIN KPI'S



No. of Followers  
**1,166**



Reach  
**5,970**



Engagement  
**85**



No. of Posts  
**13 posts**

## TOP POST

*Now Hiring!*

Project Manager

West Valley Water District

LEARN MORE:  
[WWW.GOVERNMENTJOBS.COM/CAREERS/WESTVALLEYWD](http://WWW.GOVERNMENTJOBS.COM/CAREERS/WESTVALLEYWD)

### Post Impressions

307 Impressions

### Post Engagement

6 interactions

# Instagram

## MAIN KPI'S



No. of Followers

**1,433**

+5



Reach

**1,558**



Engagement

**238**



No. of Posts

**18 posts**

## TOP POST



### Post Impressions

669 Impressions

### Post Engagement

36 interactions

## MAIN KPI'S



No. of  
Followers  
**830**



Reach/Impressions  
**4,585**



Engagement  
**333**



No. of Posts  
**7 posts**

## TOP POST

*Now Hiring!*

Project Manager

West Valley Water District

LEARN MORE:  
[WWW.GOVERNMENTJOBS.COM/CAREERS/WESTVALLEYWD](http://WWW.GOVERNMENTJOBS.COM/CAREERS/WESTVALLEYWD)

### Post Impressions

1,238 Impressions

### Post Engagement

97 interactions



## MAIN KPI'S



No. of  
Followers  
**443**



Reach/Impressions  
**830**



Engagement  
**73**



No. of Posts  
**17 posts**

## TOP POST



### Post Impressions

92 Impressions

### Post Engagement

3 Interactions

# Insights

## MONTHLY INSIGHTS

During the June through July reporting period, POGA staff saw the following trends and highlights :

### Water. Service. Community. Video Campaign

As we continue to see value in showcasing who we are and the service we provide to our communities, we wanted to see how to best highlight some of our recently unveiled videos in the Water. Service. Community. series. We are currently reviewing key videos of the series and boosting them across the Facebook and Instagram platforms to promote an increase in reach.

The first phase of the campaign highlighted the video on infrastructure which discussed the expansion and upgrade on Roemer. Results showed:

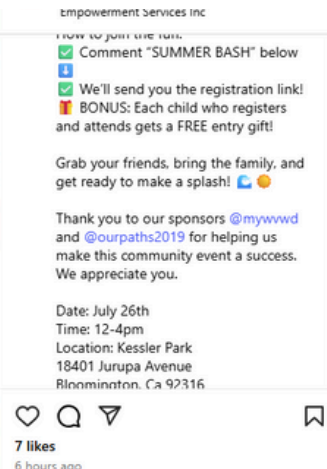
Reach increase: 1,632

Views: 4,958

Thruplays: 4,761 - Over 96% of plays were played all the way through

These results are favorable and have ;ed us to boost another video. We will share the results next month.

### Honorable Mentions



WVWD was mentioned by The Olive Branch as a sponsor to their summer event.



## STAFF REPORT

**DATE:** July 28, 2025  
**TO:** External Affairs Committee  
**FROM:** Socorro Pantaleon, Public Outreach & Government Affairs Manager  
**SUBJECT:** 2025 Poster Contest

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### **STRATEGIC GOAL:**

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices  
C. Grow Conservation Education and Marketing  
D. Expand Educational Outreach Programs

### **MEETING HISTORY:**

N/A

### **BACKGROUND:**

The West Valley Water District (WVWD) hosts an annual student poster contest to promote water conservation awareness among elementary-aged students and their families. The contest is open to students in grades 1 through 6 who live or attend school within WVWD's service area.

Each year, the contest is guided by a unique theme designed to inspire students to think critically and creatively about the importance of water in their daily lives. The winning posters are featured in the District's calendar and other educational outreach materials, making this an impactful initiative that combines youth engagement, community involvement, and environmental education.

### **DISCUSSION:**

This year's theme, "**Being in My Water Savings Era Means...**", leverages pop culture relevance while encouraging students to reflect on their personal role in protecting local water resources. By participating, students have an opportunity to express their understanding of water conservation in a way that's both fun and educational.

The contest also strengthens WVWD's outreach efforts by fostering relationships with schools, teachers, and families within the community. Recognizing students at a WVWD Board of Directors meeting further enhances community pride and builds a deeper connection between the District and its residents.

Staff will promote the contest through school partnerships, social media, the District's website, and direct outreach to educators. Winning entries will be selected by a panel and honored later this year.



**FISCAL IMPACT:**

None.

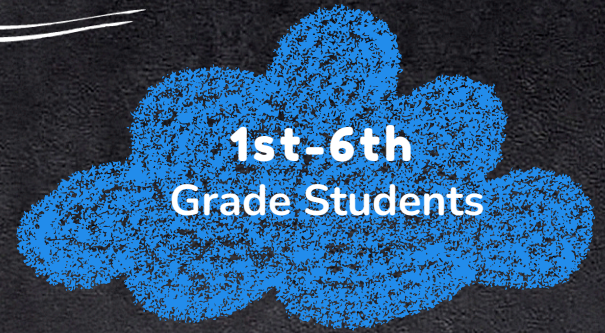
**REQUESTED ACTION:**

Receive and File.

**Attachments**

[2025 Poster Contest Flyer.pdf](#)





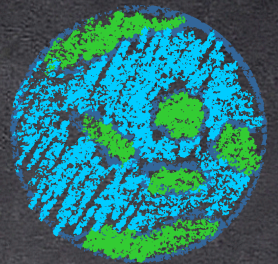
**1st-6th**  
Grade Students

**2025**



# POSTER CONTEST

West Valley Water District invites local students to submit a hand-drawn poster showing what it means to be a water saver.



## Prize

**\$100**

Barnes  
& Noble  
Gift  
Card



## Theme:

"BEING IN MY WATER  
SAVING ERA MEANS..."



## Entry Deadline:

WEDNESDAY, OCTOBER 8, 2025



Winning student entries and  
their teachers will receive a  
\$100 gift card.



\*Limit one gift card per teacher



West Valley Water District (WVWD) is excited to invite students in our service area to participate in this year's calendar contest!

The theme of this year's contest is **"Being in my water saving era means..."**, an opportunity for our young water conservation leaders to illustrate and educate others on the importance of saving water.

## Guidelines

Participants must:

- Use 11" x 17" white paper (WVWD will provide the drawing paper to each student)
- Leave a 1-inch white (blank) border all around drawing area
- Draw in landscape orientation only.
- Use only original artwork
- Attach a signed consent form by parent or guardian
- **Submit drawing by:**

**Wednesday, October 8, 2025 by  
5:30 p.m. at the District Office**

## Judging

Submitted work will be reviewed by a panel of judges. Poster designs will be judged on the following:

- **Expression of theme**
- **Originality/Creativity**
- **Neatness**



**All entries must be submitted to:**

West Valley Water District  
855 W Baseline Road  
Rialto, CA 92376  
Attn: POGA

## Winners and Prizes

Two winners will be chosen from each participating grade.

Selected posters and pictures of the winning artist will be used for the 2026 West Valley Water District Calendar. One additional student will be selected and showcased as our cover winner.

**The 13 winners and their teachers will receive a \$100 gift card to Barnes & Noble.** Limit one per teacher.

Students who are selected and their teachers will be invited to be recognized by the West Valley Board of Directors during a November board meeting.

## Questions?

Interested in signing up your school or have a question we haven't answered? Email [social@wvwd.org](mailto:social@wvwd.org) or call the Public Outreach and Government Affairs Department at 909-875-1804.



**West Valley  
Water District**