



**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, October 27, 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

**Vice President Angela Garcia, Chair
President 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. Legislative Proposal **PG. 4**
3. San Bernardino Valley Regional Water Fellowship Presentation
4. Updates to the External Affairs Committee
5. Sponsorship Request **PG. 9**
6. Branding Guidelines **PG. 17**
7. Welcome Packet **PG. 58**
8. Social Media Report: Sept. - Oct. **PG. 82**

ADJOURN

Please Note:

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

Pursuant to Government Code Section 54954.2(a), any request for a disability-related modification or accommodation, including auxiliary aids or services, in order to attend or participate in the above-agendized public meeting should be directed to the Acting Board Secretary, Paola Lara, at least 72 hours in advance of the meeting to ensure availability of the requested service or accommodation. Ms. Lara may be contacted by telephone at (909) 875-1804 ext. 702, 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 October 23, 2025.

Paola Lara

Paola Lara, Acting Board Secretary

Date Posted: October 23, 2025



STAFF REPORT

DATE: October 27, 2025
TO: External Affairs Committee
FROM: Socorro Pantaleon, Public Outreach & Government Affairs Manager
SUBJECT: Legislative Proposal

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices; Objective 3F - Increase Efficacy of Advocacy Efforts at the Local, State, and National Level

MEETING HISTORY:

N/A

BACKGROUND:

Under current California Water Code Section 20202, water board member compensation is capped at 10 meetings per month. While originally intended to control costs, this cap does not reflect the modern demands placed on water district boards.

Board members frequently participate in:

- Standing committees (finance, engineering, operations, personnel)
- Ad hoc or advisory committees for specific projects
- Joint Powers Authorities (JPAs) and regional partnerships
- Intra- and interagency coordination with cities, counties, or other districts
- Industry conferences and trainings

Additionally, complex regulatory, financial, and environmental challenges—such as drought planning, recycled water initiatives, groundwater sustainability under SGMA, and state/federal compliance—require board members to engage in frequent technical briefings, stakeholder consultations, and emergency meetings. These responsibilities often result in attendance at more than the statutory 10 compensated meetings per month.

Because board compensation is modest, current limits can unintentionally restrict the diversity of candidates able to serve. UC Davis research shows women occupy only 27% of water board positions, Latinos 15%, and other people of color just 5%. Expanding meeting compensation could help attract a broader, more diverse pool of board members.

DISCUSSION:

The West Valley Water District (WVWD) plans to propose an amendment to Section 20202. This amendment aims to increase the limit on compensated meetings from 10 to 20 per month. The proposal will be submitted through esteemed organizations, including the Association of California Water Agencies (ACWA), the California Special Districts Association (CSDA), the California Municipal Utilities Association (CMUA), and other pertinent entities. Additionally, WVWD will seek a legislative author to advance this initiative.

FISCAL IMPACT:

None.

REQUESTED ACTION:

Refer to the Board of Directors for consideration and formal resolution

Attachments

[ACWA Legislative Proposal Form WVWD_10-18-25.pdf](#)

ACWA Legislative Proposal from West Valley Water District

Subject: Increasing Meeting Caps for Board Members

The Committee evaluates the proposals and determines whether to sponsor or support legislation based on ACWA's Strategic and Business Plan, policy principles and priorities. In order to have your agency's proposal considered this year, please complete this form and submit a copy of a resolution passed by your governing body in support of the proposal (or at a minimum confirm that your agency has noticed consideration of the resolution by the deadline).

A. Submitting ACWA Member Agency: West Valley Water District

B. ACWA Region: Region 9

C. Title of Proposal (Subject Area): Increasing Meeting Caps for Board Members

Background

A. What is the problem or deficiency in existing law that your proposal seeks to fix?

Currently, California Water Code caps compensation for water board members at 10 meetings per month. This statutory cap, originally intended to ensure fiscal restraint, no longer reflects the operational realities and governance demands faced by modern water agencies.

Most water districts hold one or two regular board meetings per month, but directors are also expected to participate in other events, including but not limited to:

- *Standing committees (e.g., finance, engineering, operations, personnel)*
- *Ad hoc or advisory committees (formed for specific projects or negotiations)*
- *Joint powers authorities (JPAs) or regional partnerships*
- *Intra and Interagency coordination (with cities, counties, or other special districts)*
- *Industry Conferences*

These additional meetings can easily exceed the statutory cap on compensated meetings. Board members attending extra sessions to fulfill governance duties often must do so without compensation, even when their participation is essential.

Further, water districts today face complex regulatory, financial, and environmental challenges — such as drought planning, recycled water projects, groundwater management (under SGMA), and compliance with state/federal mandates. This complexity often requires:

- *Frequent technical briefings and stakeholder consultations*
- *Multi-agency coordination on shared infrastructure or basin plans*
- *Emergency or special meetings during droughts, wildfires, or system failures*

The statutory cap doesn't account for these expanded modern responsibilities, which can demand more active governance than when the cap was first enacted.

Because board member compensation is low, board positions tend to attract candidates who are either independently wealthy, retired, or in a financial position to devote their time. Allowing for more days a month for which board members are able to receive compensation may open the door to allow more

diversity on boards across the state. A recent UC Davis [study](#) revealed that women occupy only about 27% of water board positions, Latinos hold 15% of board seats, and other people of color account for just 5% of board positions.

The current framework in statute can constrain effective governance and reduce accountability. Updating the statute to reflect the expanded workload of water district directors would help ensure equitable participation, stronger oversight, and more responsive local water management.

B. What are you trying to accomplish or prevent through this proposal?

WVWD would like to change California Water Code 20202 to increase the cap on compensated meetings to 20 per month, instead of the current 10 per month cap. Specifically: "No ordinance adopted pursuant to this chapter shall authorize compensation for more than a total of 20 days in any calendar month."

C. Has a similar bill ever been previously introduced? If so, please identify the bill, the legislative session, year, and outcome, if known.

No bill has been introduced recently on this exact subject. Similar legislation by Asm Solache increasing school board compensation passed in 2025 (AB 1390).

D. Could this bill have an impact on more than one agency? Would this proposal affect only your agency? Which ACWA member agencies and what type(s) of agency (e.g. county water district, municipal water district, flood control agency, etc.) is likely to be impacted by this legislation?

We are looking for the bill to be permissive in increasing the number of meetings for which board members can be compensated, so the bill would provide the authority for all water districts to increase the number of compensated monthly meetings but would only impact water districts who are interested in doing so.

Actions

A. What type of action would you like ACWA to take regarding this proposal if it moves through the legislative process?

Sponsor; if ACWA decides against sponsoring, then Support.

B. Please list statewide or local organizations that are likely to support or oppose your legislative proposal and why (include specific reasons).

Support: water agencies & districts across the state whose boards are interested in increasing board member compensation to better reflect the number of meetings attended by board members each month.

Oppose: taxpayer and consumer advocates who may have concerns about water rates increasing as a result of additional payment to board members. Possible solution could be including language to ensure that water rates can't be increased due to this increase in funding, specifying instead that the money has to come from non ratepayer-based administrative costs.

C. Who are your local State Legislators? Have you ever contacted them regarding this proposal? If so, who, when, and what was the outcome of the discussion? Have they indicated a willingness to author or support this proposal, or conversely, could they oppose it?

Local Representatives are: Asm James Ramos, Asm Robert Garcia, Senator Reyes. No outreach has been made to their offices yet, but we plan to do so before the Legislature reconvenes in January.

D. Have you informed other water agencies in your region regarding this proposal?

We are currently working on outreach to others in the area; some are aware that our Board is interested in this idea and are supportive.

If Yes, please state which districts. If No, which districts border your water agency?

Cucamonga Valley Water District, East Valley Water District, City of Rialto, Jurupa Community Services District, Monte Vista Water District.

E. List witnesses who would be available to testify before legislative committees in Sacramento, accompanied by an ACWA Legislative Advocate, on behalf of this proposal. Include the organization each witness represents with his or her name, phone number, email address, and other contact information.

President Kelvin Moore and Director Greg Young, WVWD Manager of Public Outreach and Government Affairs, WVWD General Manager John Thiel.

Proposal

A. California Code Sections to be amended or added:

Water Code, Division 10, Chapter 2 (Compensation of Water District Directors), Section 20202

B. Please attach the proposed bill language and any additional background information that could assist the State Legislative Committee in assessing your proposal, such as newspaper articles, internal water agency correspondence, newsletters, and legal advice or opinions.

No ordinance adopted pursuant to this chapter shall authorize compensation for more than a total of ~~10~~ 20 days in any calendar month.

https://leginfo.legislature.ca.gov/faces/codes_displayText.xhtml?lawCode=WAT&division=10.&title=&part=&chapter=2.&article=

As linked above, UC Davis [study](#) about lack of diversity on water boards

C. Describe specific examples illustrating the problem you are trying to fix.

Often, WVWD board members will have attended 10 meetings by the 15th to 20th of the month, especially during legislative sessions and periods of increased community outreach and engagement.

D. Attach a copy of a resolution passed by your agency's governing body in support of this proposal.

Attach after November mtg



STAFF REPORT

DATE: October 27, 2025
TO: External Affairs Committee
FROM: Socorro Pantaleon, Public Outreach & Government Affairs Manager
SUBJECT: Sponsorship Request

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices; Objective 3B - Present the District as a Proactive Community Partner

MEETING HISTORY:

N/A

BACKGROUND:

The West Valley Water District (WVWD or the District) recognizes the value of community and industry related sponsorship that advance the District's name, brand, water efficiency initiatives, water education efforts, and its mission to provide high-quality and reliable water services in a sustainable manner.

DISCUSSION:

Two Submissions for review:

Senator Eloise Gomez Reyes 30 Under 30 Sponsorship
Rialto High School - MESA Program

FISCAL IMPACT:

Budgeted in FY 25/26

REQUESTED ACTION:

Provide direction on monetary requests.

Attachments

[2025 30 Under 30 Sponsorship.pdf](#)

[Rialto High School Webform submission from_ West Valley Water District Sponsorship Application.pdf](#)



Eloise Gómez Reyes

REPRESENTING SENATE DISTRICT 29

2025 SPONSORSHIP

30 UNDER 30



November 13, 2025

IN-PERSON AWARD CEREMONY

Maria.Brunner@sen.ca.gov
Maha.Rizvi@sen.ca.gov
(909) 888-5360

eloise gómez
REYES

— CALIFORNIA STATE SENATOR | DISTRICT 29 —

Dear Community Partner,

It is with great excitement and enthusiasm that I announce my 9th Annual 30 Under 30 Awards Ceremony!

This signature event is one of the highlights of the year for our office and the Inland Empire community — a celebration of the incredible young leaders who are shaping our region's future.

Each year, we recognize 30 outstanding individuals under the age of 30 whose innovation, dedication, and service inspire us all. By uplifting their achievements, we aim to empower an entire generation to dream bigger, lead boldly, and continue driving positive change across our communities.

To make this celebration truly special, our office is proud to partner with the Inland Empire Community Collaborative (IECC) as our fiscal partner. Together, we are offering event sponsorship opportunities for local organizations who wish to help us honor these remarkable young professionals. Your partnership helps us create an evening worthy of their accomplishments and their bright futures.

For more information on how you can support this inspiring event, please contact Maria Brunner at (909) 888-5360 or Maria.Brunner@sen.ca.gov.



With gratitude,

**Eloise Gómez Reyes
Senator, 29th District**

Event Highlights



Sponsorship Level

Community Champion

\$2,500

- Logo on Sponsor Page of Event Program
- Full Page Ad in Program
- 10 Tickets
- VIP

Supporter

\$1,500

- Half Page Ad in Program
- Logo on Sponsor Page
- 5 Tickets

Community Advocate

\$500

- Quarter Page Ad in Program
- Logo on Sponsor Page
- 2 Tickets

Business Supporter

\$250

- Business Card Ad
- 1 Ticket

Contact Maria Brunner for Sponsorship information:
Maria.Brunner@sen.ca.gov
(909) 888-5360

THANK YOU!

Thank you for your interest in helping make the
2025 30 under 30 Award Ceremony spectacular!

We look forward to seeing you this Fall,
as we come together on a beautiful night
for a great cause.



30 UNDER 30

Maria.Brunner@sen.ca.gov
(909) 888-5360

From: [printing](#)
To: [social](#)
Subject: Webform submission from: West Valley Water District Sponsorship Application
Date: Monday, October 6, 2025 3:28:54 PM

Submitted on Mon, 10/06/2025 - 15:28

Submitted by: Anonymous

Submitted values are:

Type of Organization

School

Organization Name

Rialto High School - MESA Program

Applicant Name and Title

Mikal Thompson - Teacher

Address

595 S. Eucalyptus Ave
Rialto, California. 92376

Email

mthomps2@rialtousd.org

Type of Request

Monetary Contribution

Number of Cases of Water ("0" if not applicable)

0

If Request if Monetary - WVWD Staff will reach out to requester

2500

Event Program Location

Rialto High School

Event/Program Description

The Rube-A-Thon is a fun, hands-on competition where students build elaborate, chain-reaction machines, known as Rube Goldberg machines, to complete simple tasks in the most creative and complex way possible. Students in 3rd through 12th grade compete in three different divisions which include about 20 schools from throughout San Bernardino and Riverside county. Of the total, about 9 schools in the Rialto Unified School district are expected to compete in the event.

Purpose of Sponsorship

The is an all day event taking place from 8am to about 6pm. We are seeking the sponsorship to be able to provide a healthy breakfast and lunch to our teams and to the industry judges.

I acknowledge submission eligibility and requirements

Yes

I agree to provide proof of sponsorship recognition (please select one or more below) to West Valley within 30 days following the event. I understand that if I do not provide proof of recognition, West Valley reserves the right to deny future sponsorship requests.

Yes

I understand and agree that the sale of donated water bottles is strictly prohibited. I acknowledge that if donated water is sold, West Valley reserves the right to deny future sponsorship requests.

Yes

Proof of Sponsorship Acknowledgement

Event/Social Media Recognition, Logo on Event Materials, Sign Placement at Event

Applicants Signature



Date

Mon, 10/06/2025 - 00:00



STAFF REPORT

DATE: October 27, 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. Objective 3A - Advance Effective Internal and External Communication Processes

Strategic Goal 8 - Deliver Superior Customer Service. Objective 8D - Communicate Effectively with Customers

MEETING HISTORY:

09/30/2024 External Affairs Committee
04/28/2025 External Affairs Committee
05/22/2025 External Affairs Committee
09/22/2025 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 FY 25/26.

REQUESTED ACTION:

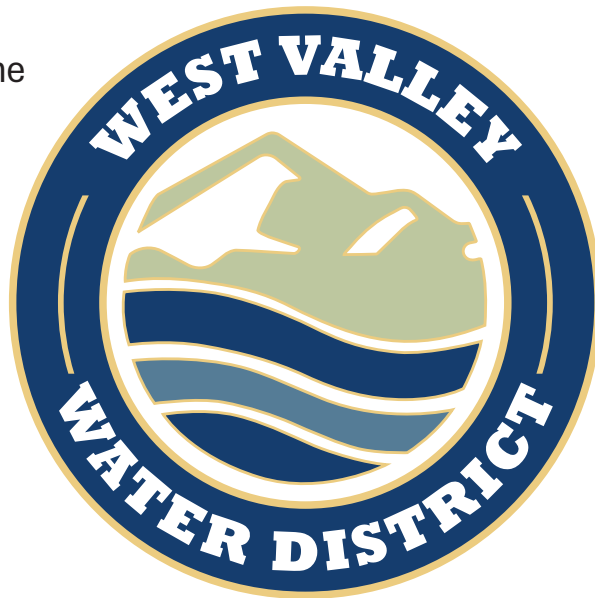
Review Working Draft. Provide Direction.

Attachments

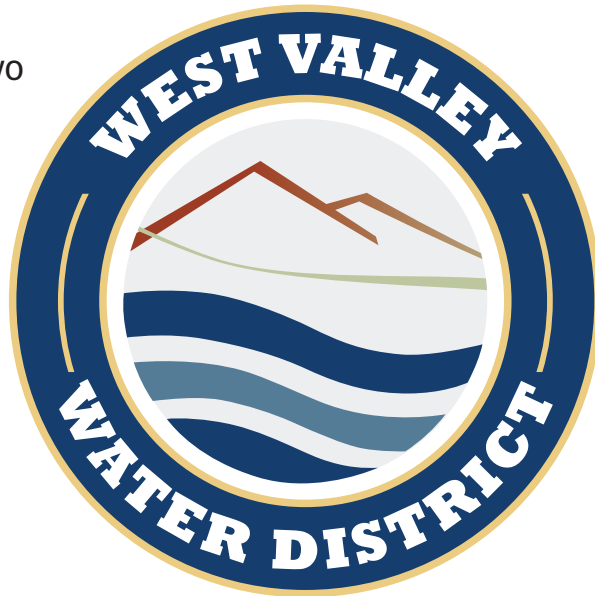
[Secondary Logo](#)

[WVWD Brand Guide Final.pdf.pdf](#)

Option One



Option Two



Option Three



Option Four

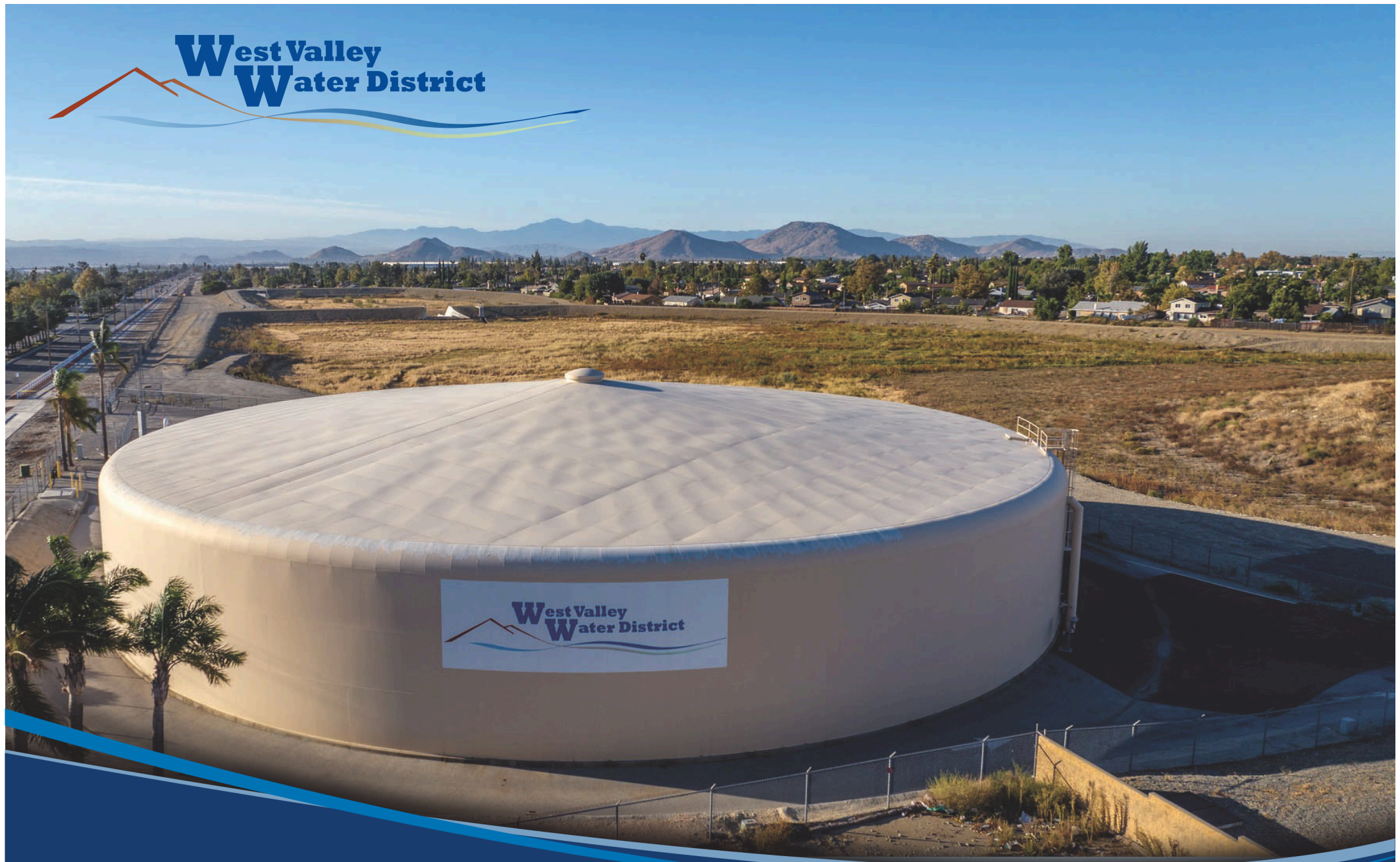


Option Five



Option Six





BRAND GUIDELINES

CREATED 08 / 2025

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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.

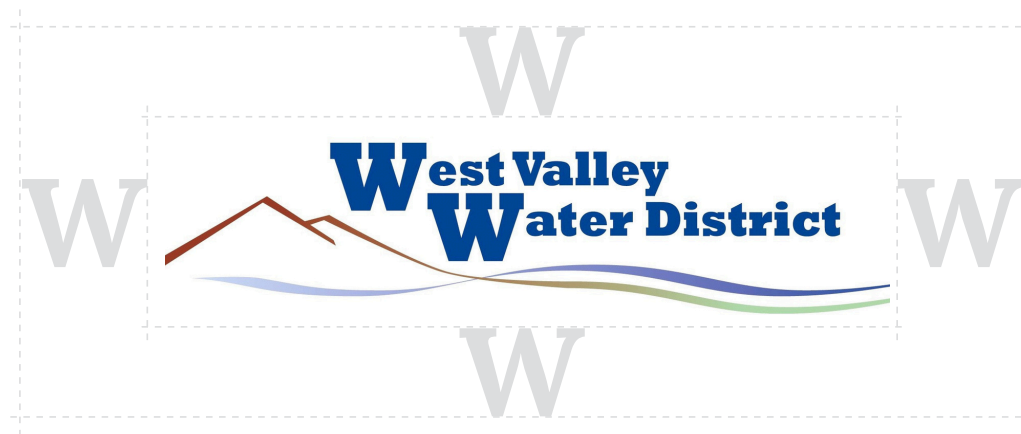


LOGO USAGE AND INTEGRITY

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.



INCORRECT LOGO USE

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



LOGO COLOR VARIATIONS

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

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

4 Color



Grayscale



1 Color Blue



1 Color Black



1 Color White



SUB-BRANDS LOGOS

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

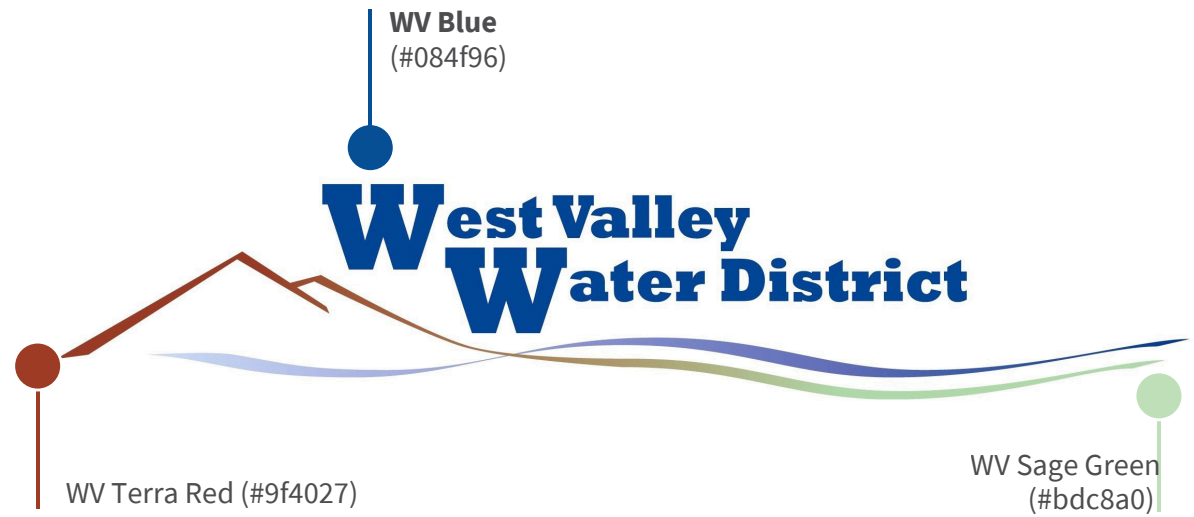
Design and Creation:

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



COLOR

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



LOGO BASE COLORS



WV Blue

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

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



WV Sage Green

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

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



WV Terra Red

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

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

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

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

CMYK and PMS Used for printed materials, such as magazines and newspapers

RGB and or HEX Used for digital media



COLOR STRATEGY

PRIMARY APPLICATION

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

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

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

Accessibility Considerations

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

DEEP BLUE

SECONDARY BLUE

EARTH BROWN

TERRA COTTA

PRIMARY PALETTE

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

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

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

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

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

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

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

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

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

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

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

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

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

BODY COPY

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

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



SECONDARY PALETTE

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

Hex

#577B95

RGB

87, 123, 149

HSB

205, 42%, 58%

CMYK

71, 44, 29, 4

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

Hex

#ECCC80

RGB

236, 204, 128

HSB

42, 46%, 93%

CMYK

8, 18, 58, 0

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

Hex

#DCDDDE

RGB

220, 221, 222

HSB

210, 1%, 87%

CMYK

0, 0, 0, 15

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

WEBSITE PALETTE

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

Header Background Hex #005B8F RGB 0, 91, 143 HSB 202, 100%, 56% CMYK 96, 66, 21, 5	Header Bottom Hex #1D84C3 RGB 29, 132, 195 HSB 203, 85%, 76% CMYK 81, 39, 2, 0	Main Background Hex #FFFFFF RGB 255, 255, 255 HSB 0, 0%, 100% CMYK 0, 0, 0, 0	Sidebar Background Hex #f6f6f2 RGB 247, 246, 242 HSB 48, 2%, 97% CMYK 2, 1, 3, 0	Footer Background Hex #292929 RGB 41, 41, 41 HSB 0, 0%, 16% CMYK 71, 65, 64, 67
Text Hex #3B3B3B RGB 59, 59, 59 HSB 0, 0%, 23% CMYK 68, 62, 61, 51	Link Hex #0171B3 RGB 1, 113, 179 HSB 202, 99%, 70% CMYK 89, 52, 4, 0			



TINTS AND GRADIENTS

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

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



Sample Gradients to create depth and additional visual interest



TYPOGRAPHY

WestValley'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

SOURCESANS

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 typography 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.

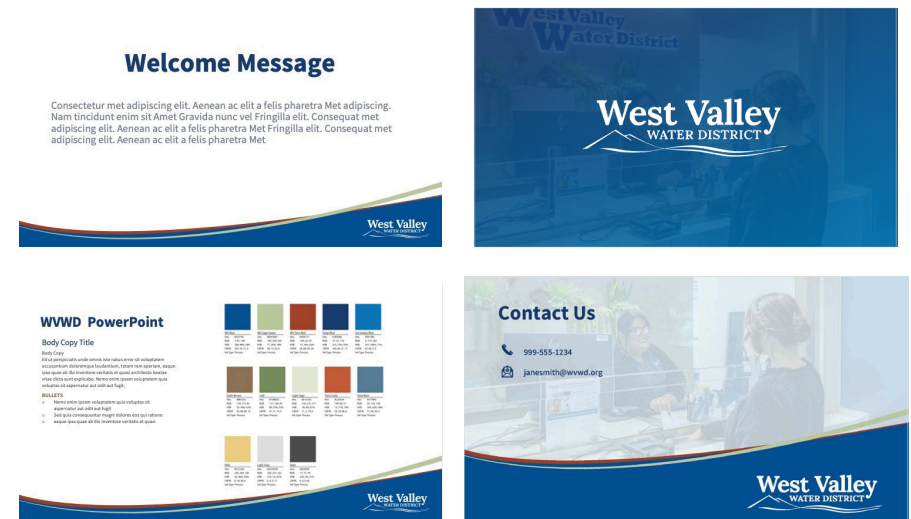
Lighting Consideration: Consider the presentation room's lighting when choosing colors and backgrounds.

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

WestValley 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

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

Tone and Voice:

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

AP Style:

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

Consistency Across Departments:

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

Readability and Comprehension:

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

Engagement:

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

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



WRITING STYLE GUIDELINES: AP STYLE QUICK REFERENCE TIPS

Acronyms:

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

Addresses:

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

Ex: 125 West Valley Water St.

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

Ex: West Valley Water Street

Citizen:

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

West Valley Water District:

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

Ex: West Valley Water District

Ex: West Valley

DEPARTMENTS AND DIVISIONS USAGE:

Departments:

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

Proper names:

West Valley Water District Customer Service Department

The department (when not specifying the name)

The Customer Service Department (when specifying)

Divisions:

Divisions are units within Departments.

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

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

The division (when not specifying the name)

The Water Quality Division (when specifying)

Capitalization:

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

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

Commas:

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

Dates:

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

Days of the Week:

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

Hours:

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

Numbers:

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

Percentage:

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

Phone Numbers:

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

Titles:

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

Web Addresses:

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



BOARD AND COMMITTEE MEMORANDUM WRITING TIPS

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





Boilerplate Paragraph

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

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

About West Valley Water District

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

TRANSLATION GUIDELINES

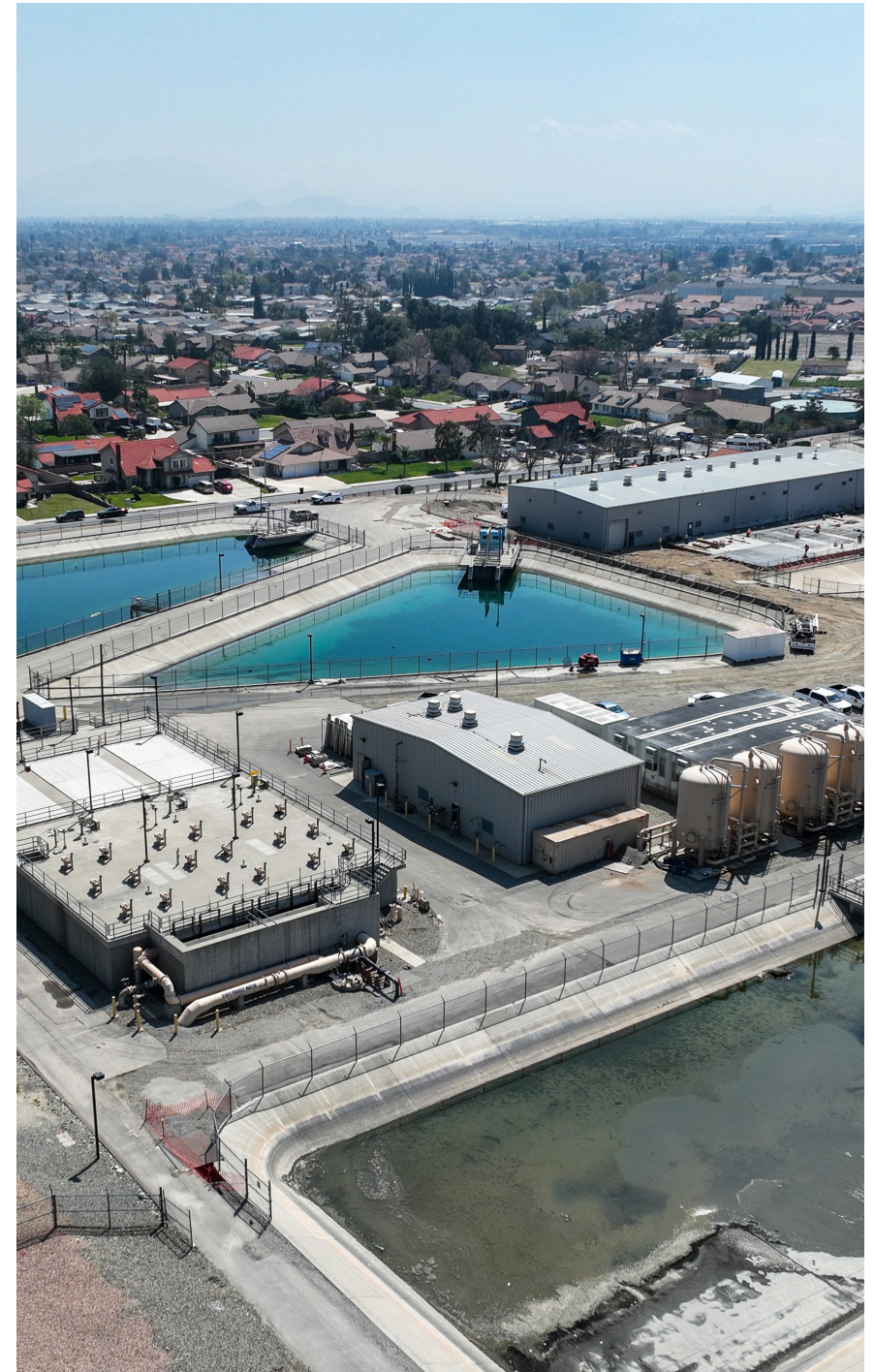
Our translation guidelines ensure that customers have meaningful access to our programs, services, and information.

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

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

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

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



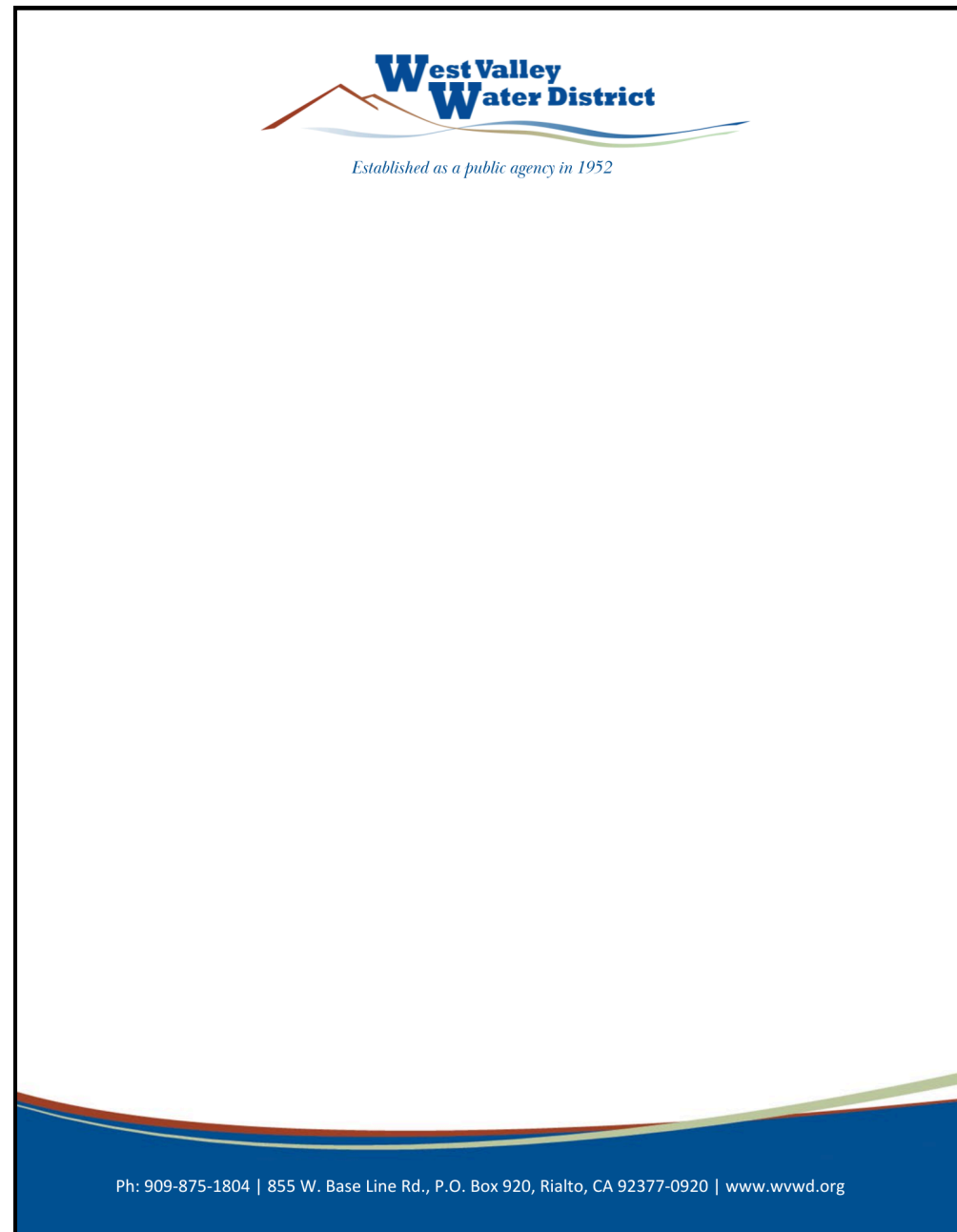
APPLICATIONS

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



STATIONERY: LETTERHEAD

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



LETTERHEAD TEMPLATES

Board of Directors



Established as a public agency in 1952

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

John Thiel, P.E., General Manager

Dear [CUSTOMER],

Welcome to the West Valley Water District (West Valley)! We are pleased to have you as a new customer and look forward to providing you with reliable, high-quality water service. As you get started with your new account, we'd like to share a few key details to help you make the most of your service.

Your water meter will be read once a month, and you will receive a bill each month around the same time. We offer several convenient options for making payments. You may pay online at www.wvwd.org, by phone anytime at (909) 875-1804 (press 2), or by mailing a check using the return envelope included with your bill. In-person payments can be made by cash or check at any of our satellite locations (a map is enclosed for your reference). You can also make payments at participating PayNearMe locations such as 7-Eleven, CVS Pharmacy, and Family Dollar.

We encourage all customers to use water wisely, not only to protect our environment, but to ensure a sustainable water supply for our community now and into the future. At West Valley, we want to be your resource for all things water. From conservation tips to drought-tolerant landscaping ideas, we offer a variety of tools and information to help you make smart water choices.

If you have any questions or need assistance, our Customer Service team is here to help! You can reach us at (909) 875-1804 (press 3).

Our office hours are Monday, Wednesday, Thursday, and Friday from 8:00 a.m. to 5:30 p.m., and Tuesday from 9:00 a.m. to 5:30 p.m.

We appreciate the opportunity to serve you and are committed to delivering exceptional service now and in the future.

Sincerely,

Customer Service Department
West Valley Water District

BOARD OF DIRECTORS

Gregory Young
President, Division 5

Dan Jenkins
Vice President, Division 2

Angela García
Director, Division 1

Kelvin Moore
Director, Division 3

Estevan Bennett
Director, Division 4



TEMPLATES: AGENDAS



Established as a public agency in 1952

AGENDA

ADJOURNED REGULAR BOARD MEETING
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.

Connect with us online!



DIGITAL BUSINESS CARD

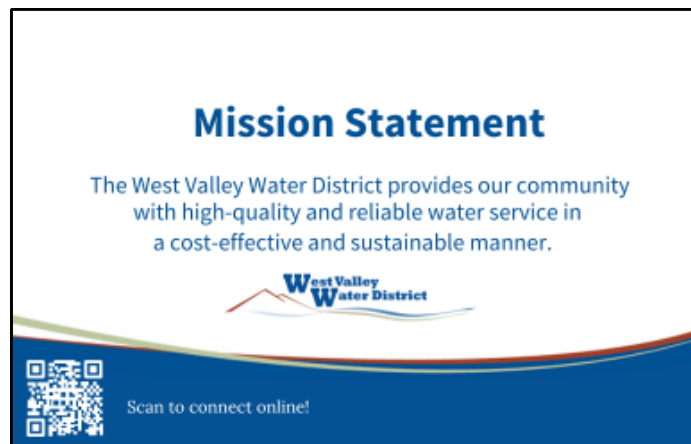
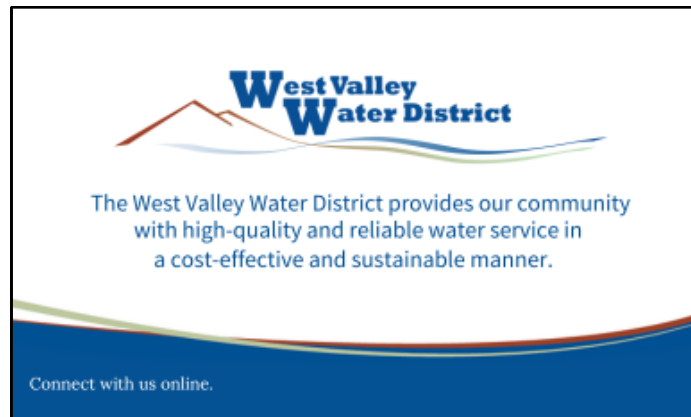
SAMPLE LAYOUTS

Each DigitalBusiness 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.

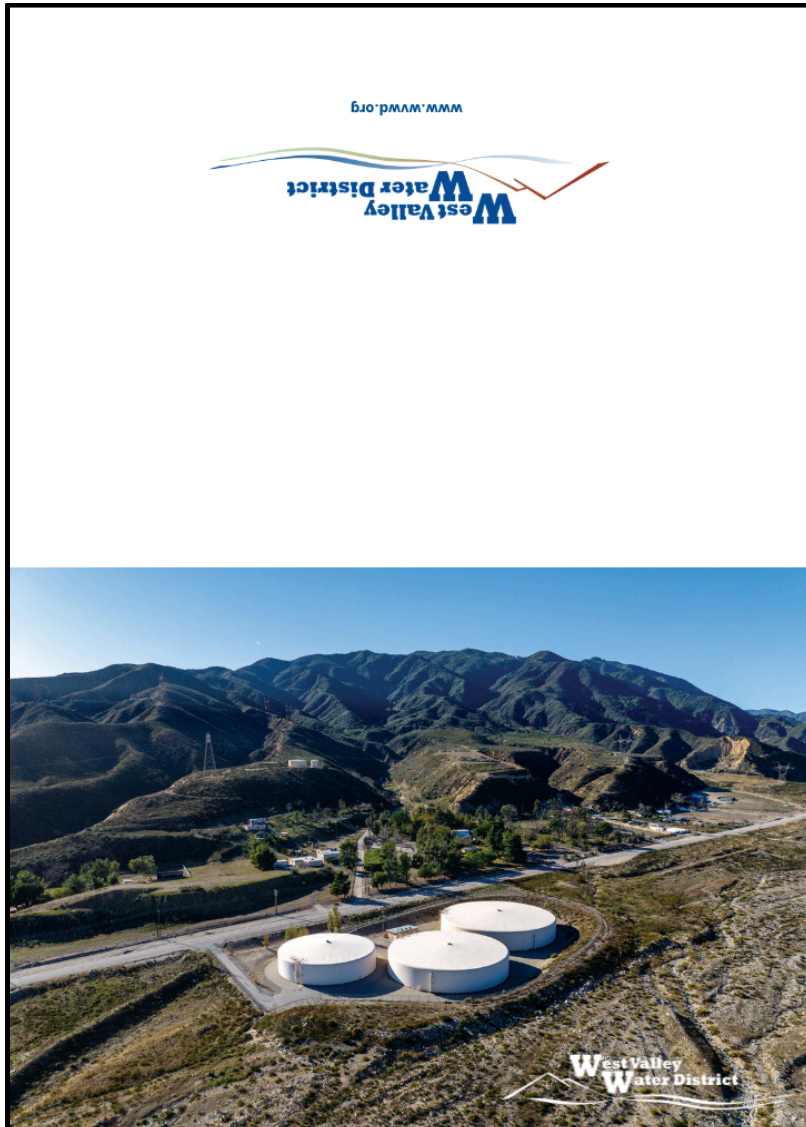


BUSINESS CARD

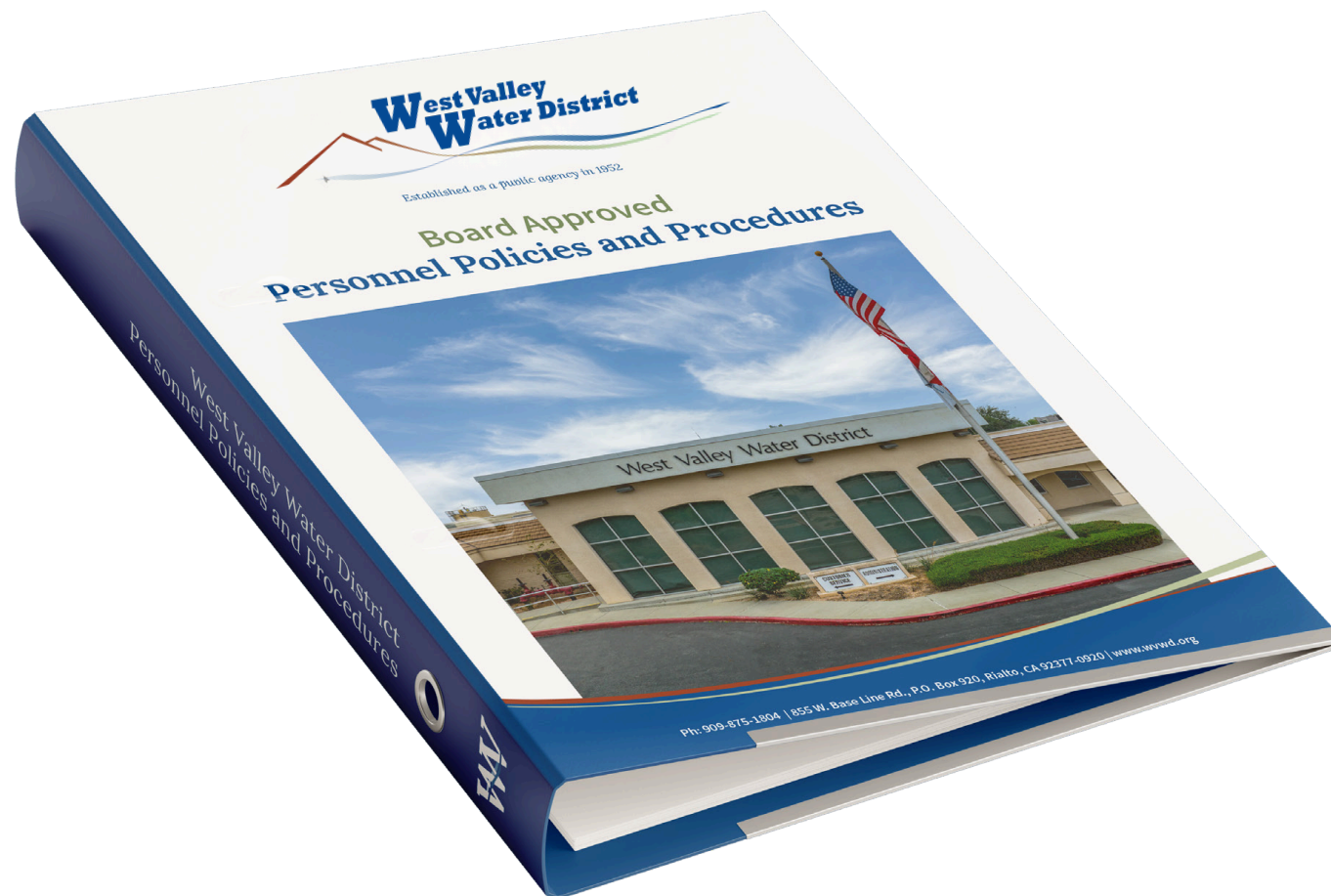
SAMPLE LAYOUTS



STATIONERY: CORRESPONDENCE CARDS AND ENVELOPES

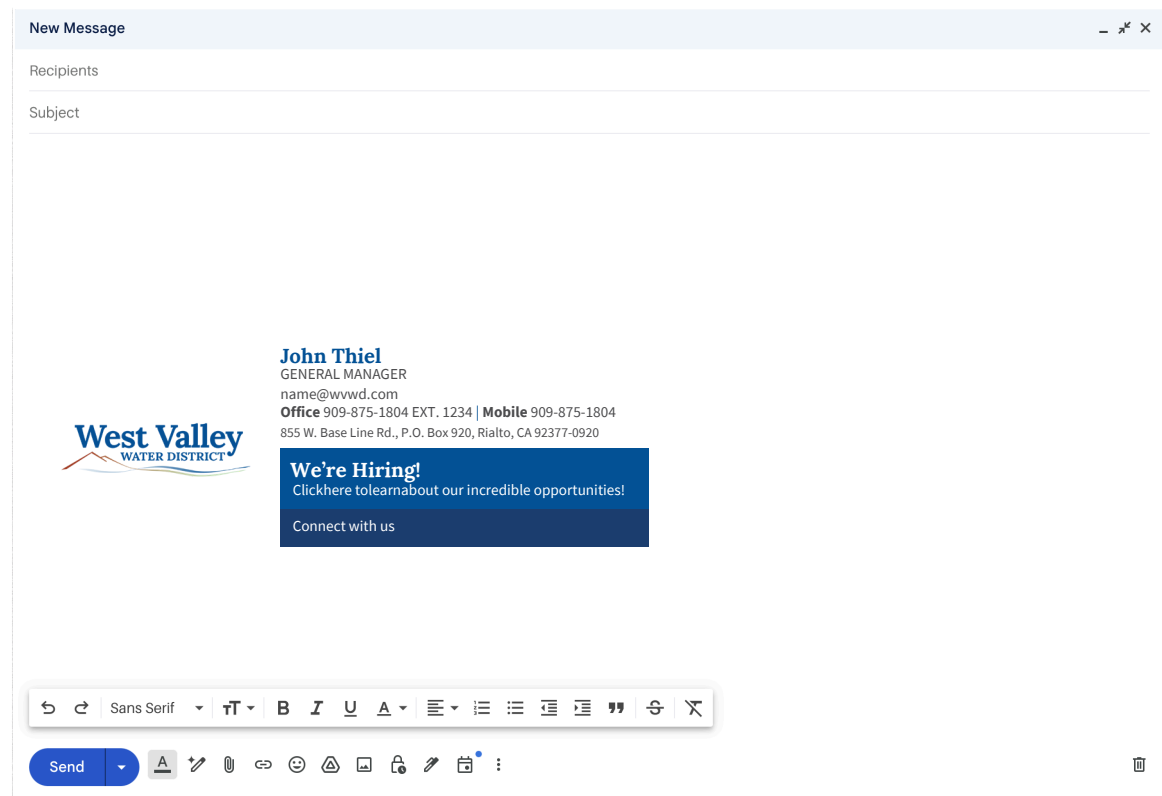


TEMPLATES: EMPLOYEE MANUAL



DIGITAL: EMAIL SIGNATURE

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



DIGITAL: ZOOM





WWW.WVWD.ORG

855 W. BASE LINE ROAD RIALTO, CA 92376

PHONE: (909) 875-1804



STAFF REPORT

DATE: October 27, 2025
TO: External Affairs Committee
FROM: Socorro Pantaleon, Public Outreach & Government Affairs Manager
SUBJECT: Welcome Packet

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices; Objective 3B - Present the District as a Proactive Community Partner.

Strategic Goal 8 - Deliver Superior Customer Service; Objective 8D - Communicate Effectively with Customers

MEETING HISTORY:

N/A

BACKGROUND:

The West Valley Water District (WVWD) provides new customers with a welcome packet designed to introduce them to District services, billing procedures, water efficiency practices, and other essential information. While this packet has served its purpose, it is now outdated in design and content and has provided limited engagement with our customers as the first sources of customer engagement and interaction.

DISCUSSION:

A modernized welcome packet will improve customer experience, support water stewardship, and reduce customer service inquiries. Key benefits include:

- **Professional First Impression:** Reflects WVWD's brand and commitment to transparency.
- **Comprehensive Information:** Updated content ensures customers have all necessary resources at their fingertips.
- **Customer Engagement:** Encourages customers to learn about district programs and community initiatives.
- **Operational Efficiency:** Reduces customer inquiries by providing clear information.

FISCAL IMPACT:

N/A

REQUESTED ACTION:

Upgrade the packet following branding guidelines as directed by the External Affairs Committee.

Attachments

[2025 Welcome Packet.pdf](#)

Welcome





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WELCOME TO WEST VALLEY WATER

Serving High Quality, Reliable Water.

Whether you're new to the area or a long-time member of the community, we're proud to serve as your trusted water provider. The West Valley Water District (WVWD) is a Special District governed by a five-member Board of Directors, dedicated to delivering reliable, high-quality drinking water to over 100,000 customers.

WVWD proudly serves portions of Rialto, Colton, Fontana, Bloomington, unincorporated areas of San Bernardino County, and part of Jurupa Valley in Riverside County. Our highest priority is ensuring that you have access to clean and dependable water every day.

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.



Our Guiding Document

West Valley Water District is proud to have a guiding document to provide future direction as our communities continue to grow.



On January 18th, 2024, the West Valley Water District Board approved a new **Strategic Plan** that was built in collaboration with the District’s Executive team. This plan provides focus and direction for all the District’s efforts moving forward. It helps mobilize resources and drive what we do, when we do it, and how we do it. The main goals:

- 💧 Manage and Deliver a Safe, Reliable, and Sustainable Water Supply
- 💧 Be an Exemplary Employer
- 💧 Develop and Grow Effective Communication and Advocacy Practices
- 💧 Strengthen Partnerships with Outside Agencies
- 💧 Sound Planning, Innovation, and Best Practices
- 💧 Effective Financial Stewardship
- 💧 Health, Safety, and Regulatory Compliance
- 💧 Superior Customer Service

OUR MISSION

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

OUR VISION

The West Valley Water District will be a model for innovation and sustainability, with a commitment to our growing communities and our employees.

WVWD Water Portfolio

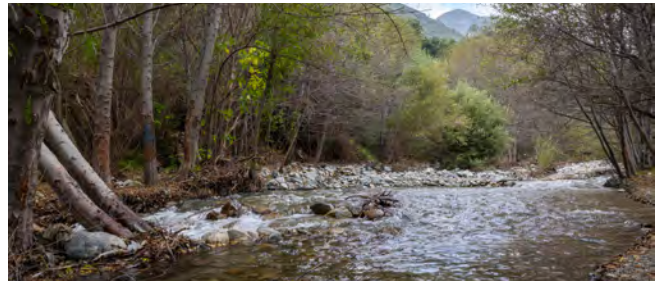
West Valley Water District's (WVWD) diverse water portfolio includes obtaining water from both local and imported sources to serve its customers.

Where Does Your Water Come From?

Local and Imported Sources:

- **Groundwater (60%)**
 - District wells
 - Regional wells

- **Surface water (40%)**
 - Lytle Creek
 - State Water Project



Questions about our water quality or want to read our latest reports? Visit: www.wvwd.org/waterquality.



Knowing Your Water

Your trust in the safety and reliability of your drinking water is something we take very seriously at West Valley Water District.

Sources of drinking water include rivers, lakes, streams, ponds, reservoirs, springs, and wells. As water moves over the land or through the ground, it can dissolve naturally occurring minerals and, in some cases, radioactive material, as well as substances resulting from the presence of animals or human activity. 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 establish strict regulations that limit the amount of certain contaminants in public water systems.

Locally, WVWD sources its water from a blend of local groundwater wells and imported surface water. This water undergoes a thorough treatment process that may include filtration, disinfection with chlorine or chloramine, and, in some areas, fluoridation. These treatment steps are essential to removing or inactivating harmful contaminants and ensuring your water meets or exceeds all federal and state standards.

Each year, we publish a **Water Quality Report, also known as a Consumer Confidence Report (CCR)**, which details testing results and provides full transparency about what's in your water.



CLOUDY/MILKY WATER?

Some of the most common water quality calls that our Customer Service Department receives are regarding “cloudy” water. If your tap water has a slightly “milky” appearance, you’re probably experiencing an interesting but harmless phenomenon known as “entrained air.”

If you think you are experiencing entrained air, rinse out a clear glass twice and then fill it with cold tap water. After a few moments, the water should begin to clear from the bottom of the glass to the top as the bubbles rise to the surface.



Did the bubbles clear? Then it's safe to drink!
Now all that's left to do is enjoy your glass of high quality and reliable WVWD tap water!

District at a Glance

Our employees are at the heart of everything we do! Enjoy some fun facts about our District.

Over 70 years in service
to our communities

More than 100,000
customers served

32 square miles
of service area

402 miles of
pipeline



24,414 service
connections



7 treatment
sites



3,825 fire
hydrants



26 Storage
tanks



23 groundwater
wells



The Perfect Water Experience

At West Valley Water District (WVWD), we believe that we can work together to create the perfect water experience, and keep your water bill low!

Some of the devices that keep water flowing efficiently to and through your home are maintained by WVWD. Some are maintained by you. Here is a breakdown:

MANAGED BY YOU

- The pipe from the water meter to your home.
- Water pressure regulator.
- The amount of water used inside and outside of your home.
- Leaks (faucets, sprinklers, toilets, etc.).

MANAGED BY WVWD

- All equipment and pipes used to get water to your water meter.
- Water pressure within WVWD's main delivery pipeline.
- The pipe from the water main to your water meter.
- Water meter maintenance and readings.

THE FACES BEHIND THE FLOW

Our Meter Services Operators are often the first boots on the ground when it comes to water meters. Whether they're reading meters, identifying leaks, or checking for unusual usage patterns, they help keep your service smooth and accurate. They're trained, experienced, and always working to ensure your water experience is the best it can be.

So if you see them in the field, don't be alarmed, they're working hard for you!





Your Water Meter:



Is the best detective and can tell whether or not you have leaks.



Is typically located near the street under a metal, plastic, or concrete lid.



Records water in cubic feet, your consumption is displayed much like the odometer in your car. One cubic foot of water equals 7.48 gallons of water.



For every 748 gallons of water used, the dial listed as hundred will move one digit which is equal to one billing unit of water.

How to Read Your Meter:

WVWD's Valve, Do Not Touch



Odometer: Reads in cubic feet. Read meter from left to right.

Decimal Point: Illustrates tenths and hundredths cubic feet.

Flow Indicator: Used to indicate low flow down to .001 cubic feet. Can be used to detect small leaks.

**Your meter may not be identical to the picture shown.*

Main Shut-off Valve

How to Detect Leaks:

As your water purveyor, West Valley Water District (WVWD) works hard to eliminate leaks in our distribution system. However, many leaks occur inside the home, beyond our control. Here are some tips to help determine if you have any leaks in your home:

Checking for a Leak:

1

Locate your water meter.

2

Make sure all water (inside and out) has been turned off. Leave shut-off valves open.

3

Read your meter and write down the figure. While reading your meter, find the flow indication; if it is moving, there is a leak.

4

Wait at least 1 hour and read your meter again.

5

If the figure has changed then there is a leak.

Is your leak inside or outside?

6

Turn water off at house valve.

7

Repeat steps 3 and 4.

8

If the figure has not changed. The leak is past the house valve and likely inside your home. Check your toilets, faucets, etc.

9

If the figure has changed again, the leak is most likely in the service line or within your irrigation system (depending on where your irrigation system ties in to your home's water system).

10

You can fix it yourself or contact a plumber.

Understanding Your Bill

Reviewing your water bill will help you make informed choices about water use.



855 West Base Line Road • PO BOX 920
Rialto CA 92377-0920
wwvd.org

WEST VALLEY WATER DISTRICT • OFFICE HOURS
Mon • Wed • Thu • Fri 8:00 am - 5:30 pm
Tue 9:00 am - 5:30 pm
Customer Service/After Hours (909) 875-1804 • customerservice@wwvd.org

VALUED WWVD CUSTOMER
855 BASELINE RD
RIALTO, CA 92377

ACCOUNT INFORMATION

CUSTOMER NAME: VALUED WWVD CUSTOMER
SERVICE ADDRESS: 855 W. BASELINE RD.
CITY: RIALTO
ACCOUNT NUMBER: 1- 2 345678-90

BILLING INFORMATION

SERVICE PERIOD: 06/13/24 to 07/18/24
BILL DATE: 07/18/24
CURRENT BILL DUE DATE: 08/08/24

YOUR ACCOUNT SUMMARY

PREVIOUS BALANCE	0.00
PAYMENTS	0.00
LATE FEE/ADJUSTMENTS	0.00
PRIOR BALANCE -	0.00

CONSUMPTION HISTORY

CURRENT ACCOUNT DETAIL

CURRENT CHARGES	UNITS	RATE	TOTAL
TOTAL CURRENT CHARGES			0.00

SPECIAL MESSAGE FROM WWVD

WWVD will begin delinquent bill processing in accordance with Senate Bill 998 (Discontinuation of Residential Water Service). Ratepayers must pay outstanding balances to avoid possible disconnections. WWVD understands that some ratepayers may be experiencing hardships and our goal is to work with you. Please contact the Customer Service Team at (909) 875-1804 to assist you in managing your bill and avoiding disruption of service.

TOTAL BALANCE DUE 0.00

SERVICE PERIOD	METER NUMBER	SERVICE TYPE	PREVIOUS READ	CURRENT READ	UNITS USED	GALLONS USED
06/13/23 to 07/18/23	1234567	HY	34446	34446	0	0

PLEASE RETURN THIS PORTION WITH YOUR PAYMENT AND MAKE YOUR CHECK PAYABLE TO WEST VALLEY WATER DISTRICT

PAYMENT COUPON FOR WWVD CUSTOMER



Want to pay your bill online?
Scan this QR code or visit us online at the link below:
[tps://www.municipalonlinepayments.com/westvalleywdca](https://www.municipalonlinepayments.com/westvalleywdca)



ACCOUNT NUMBER: 1- 2 345678-90
PRIOR BALANCE: 0.00
CURRENT CHARGES DUE BY: 08/08/24
TOTAL AMOUNT DUE: 0.00
AMOUNT PAID: \$ _____

WEST VALLEY WATER DISTRICT
P.O. BOX 102060
PASADENA, CA 91189-2060

1020601303477001000000000002

The Account Information Section Contains:

- The **Account Number**, (which should be included on all payments and/or correspondence).
- The **Service Period** which indicates the period covered by the bill.
- The **Service Address** where the water is provided.
- The **Billing Date** which indicates the date the bill was prepared.
- The **Due Date** which indicates the date that payment is due.

Your Account Summary:

- The amount of the **Last Bill**.
- The total amount of payments received since the **Last Bill**.
- Any late **Fees/Adjustments** charged or credited to your account since your last bill.
- Prior Balance.

Current Account Detail:

- The amount of the **City Tax** if one has been established by your community.
- The amount of the **Monthly Service Charge** which is based on your meter size. This covers costs associated with meter reading, billing, customer service, and other administrative support functions.
- The amount of the **Consumption Charge** which is based on your actual water usage.
- Tier 1 = 0-10 Units, Tier 2 = 11-50 Units, and Tier 3 = 51+ Units.
- The amount of the **Total Current Charges**, (this does NOT include previous charges, fees, adjustments, or balances).

Payment Coupon:

- The **Total Amount Due** which includes the current charges plus any previous charges, fees, adjustments, and balances.
- The **Due Date** of the bill. If payment is not received by this date, a delinquent fee may be applied to your account.

Consumption History contains:

- A graph showing your **Water Consumption** history for Base Year 2013.
- Your **Current Consumption**.
- **Target Consumption Goal**: how much we would like for you to conserve.

The Meter Information Section contains:

- The serial number of your **Meter**.
- The type of billing **Units** for your account. Most accounts are billed for each unit of CCF, (1 CCF = 100 cubic feet which is equivalent to 748 gallons).
- The **Service Period** which indicates the period covered by the bill.
- The **Current Reading** of your **Meter**.
- The **Previous Reading** of your **Meter**.
- The total water **Usage** which is calculated by subtracting the **Previous Reading** from the **Current Reading**.
- The total **Usage** is used to calculate the **Consumption Charge**.
- The approximate number of **Gallons** used during the service period.

WVWD Water Rates

We are here to help you understand how your water bill is calculated.



Your monthly bill contains at least two types of charges: a monthly service charge, and a charge for the amount of water you use (consumption). You may also have other charges, such as your city's utility users' tax.

Here's a breakdown:



Monthly Service Charges

The monthly service charge is a ready-to-serve charge applicable to all metered services. Once a meter is installed, the ready-to-serve monthly service charge begins and only ends when the meter is removed or the water service to the location is terminated. The charge is based on the size of the water meter installed at the location.

Water Consumption Charges “Tiered Rates”

You are charged according to the amount of water you use. The more you use, the higher your water bill. Tiered rates reward those customers using less water by charging less per unit of water. A unit of water is 748 gallons.

Tier One includes 1 to 10 units of water charged at \$2.13 per unit.

Tier Two includes the next 11 to 50 units of water charged at \$2.30 per unit.

Tier Three includes everything above 51 units of water charged at \$2.53 per unit.



Property Owner Responsibilities

During the past several years, WVWD has experienced a large increase in population, many of which are tenants who move on without paying their water charges. Historically, these unpaid charges must be passed on to other users in the district.

To avoid this inequity, the Board of Directors has adopted the following policy.



Section 31701 of the California Water Code

Pursuant to the California Water Code, Section 31701, and WVWD's Water Service Regulations, Article 13, the property owner shall be held responsible for all charges owed to the District, whether or not the property owner lives on the premises or signs the application for water service.

All unpaid bills shall be made a lien against the property for which service was requested pursuant to the California Water Code, Section 31701.5 Et Seq., and WVWD's Water Service Regulations, Article 13.



Where Can I Get More Information?

We are here for you! If you have any questions regarding our billing rates system, visit our website at **www.wvwd.org/billing-rates** or contact our Customer Service Department five days a week (Monday through Friday, excluding holidays) by phone at 909-875-1804.



Online Payment Portal

Designed with your convenience in mind, iPAY Smart is a safe and secure way to pay your bill!

We want to make your billing experience as easy and convenient as possible. That's why we're proud to introduce our new online payment portal – iPay Smart.

iPay Smart is a simple, secure, and user-friendly way to manage your account anytime, anywhere. Whether you're at home or on the go, this new system puts you in control of your billing with just a few clicks. Visit wwwd.ipaysmart.ai/Portal/login to learn more.



With iPay Smart, you can:



Set up autopay to automatically pay your bill on or before the due date.



Pay and view statements from the convenience of your home.



Safe and secure form of payment.



Receive text notifications & have the option to pay through text.



Questions about your portal?

Visit our dedicated resource page at www.wvwd.org/paymentportal or visit our Customer Service Department to learn how to set up your account!

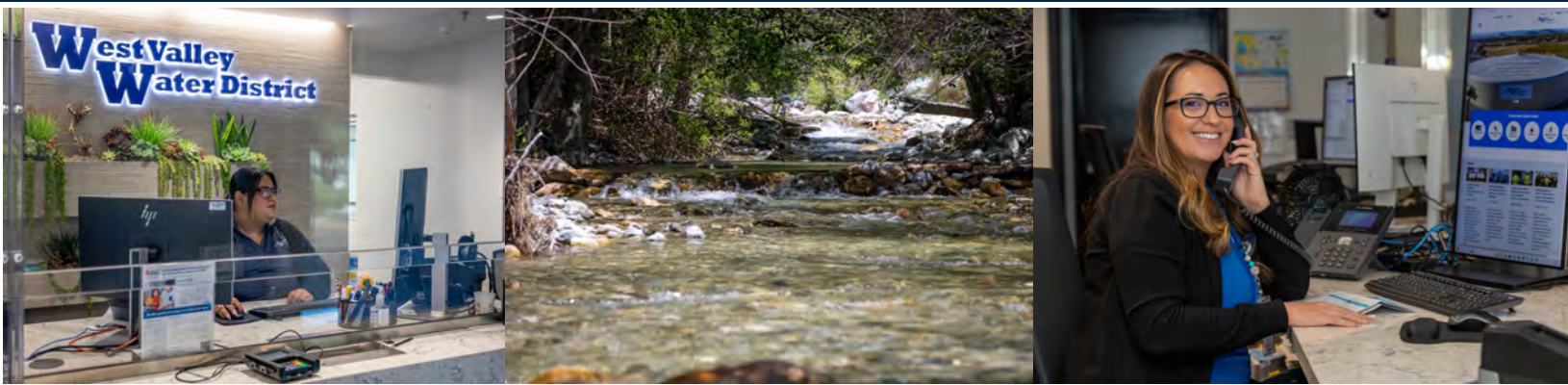
Contact Us:



(909) 875-1804

Other Payment Options

We believe in clean, abundant water, and making your life easier. That's why we offer many different ways to pay your water bill.



ONLINE BANKING BILL PAY

Sign up online through your bank to have utility payments deducted from your bank account on the bill due date.

PAY BY MAIL

Send your payments to:
West Valley Water District
PO Box 102060
Pasadena, CA 91189

PAY NEAR ME

Use the PayCode on your monthly statement. Bring your PayCode to any participating store (CVS Pharmacy, 7-Eleven, and Family Dollar), hand it to the cashier and pay with cash. There are no processing fees.

FURTHER QUESTIONS?

Visit www.wvwd.org/biling-rates or call our Customer Service Department at (909) 875-1804.

AUTOMATED TELEPHONE PAYMENT

This allows you to pay over the phone, safely and securely. You can pay with your VISA or MasterCard. Any type of gift cards is not accepted. First, find your account number on your bill. Next, dial our CS number (909) 875-1804, and press "2" to be connected to the system. Follow the instructions you hear and enter your responses on your touch-tone phone (available in spanish).

IN-PERSON PAYMENT

Monday 8:00 a.m. – 5:30 p.m.
Tuesday 9:00 a.m. – 5:30 p.m.
Wednesday 8:00 a.m. – 5:30 p.m.
Thursday 8:00 a.m. – 5:30 p.m.
Friday 8:00 a.m. – 5:30 p.m.
Saturday & Sunday CLOSED

For your convenience, a payment drop box is located at our District Office in front of our Customer Service entrance.

SATELLITE LOCATIONS

Available at J Check Cashing
11391 Cedar Ave. Unit A
Bloomington, CA 92316
Monday – Sunday 9:30 a.m. – 6:00 p.m.

Please note, it takes two days for your payment to reach the District office from J Check Cashing.

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 you need to help reduce at-home water usage! This **FREE** water conservation kit provides tools and devices that can improve your water efficiency at home. Visit www.wvwd.org/waterconservationkit to get yours today!

Tips and Tricks to Save

Small changes can make a big difference! From quick fixes around the house to smarter outdoor watering, there are tons of simple ways to save. Check out wvwd.org/conservation for easy tips to help you use water wisely.



Find Us at a Community Event Near You!

Our team of water professionals are here to provide resources! You can normally find us at your local community event, answering questions, sharing information, and passing out FREE water saving devices. Stop by and say hi the next time you see us out!

MEET YOUR BOARD OF DIRECTORS:



Division 3

Kelvin Moore
President



Division 1

Angela Garcia
Vice President



Division 2

Dan Jenkins
Director



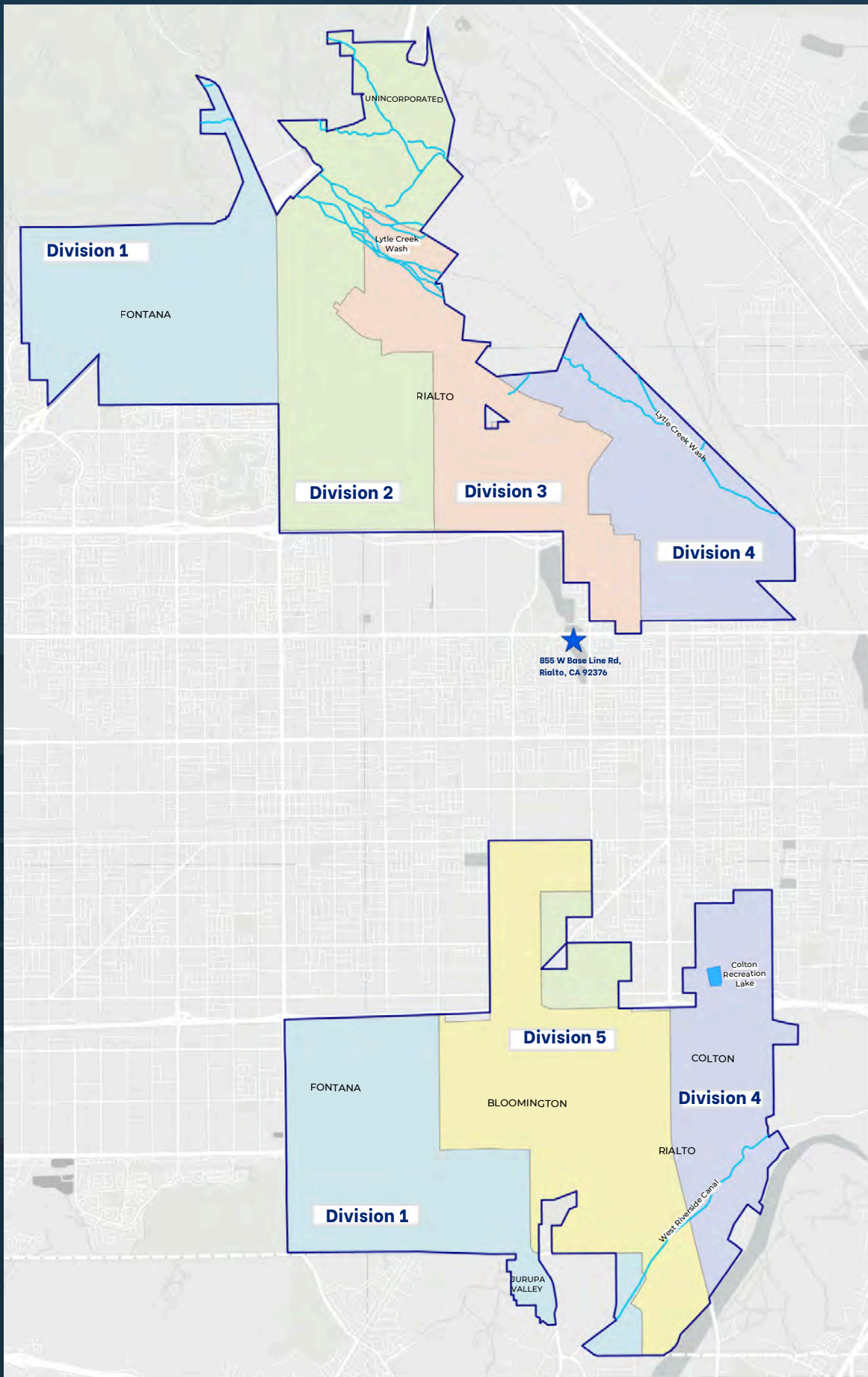
Division 4

Estevan Bennett
Director



Division 5

Greg Young
Director



Oliver P. Roemer Expansion Project

WVWD is expanding the treatment capacity at the Oliver P. Roemer Water Filtration Facility (Roemer WFF) through an ambitious capital improvement project.

PROJECT INFORMATION

West Valley Water District 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 WFF 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 of the region.

OLIVER P. ROEMER Expansion and Upgrade Project



PROJECT HIGHLIGHTS:



Infrastructure Update

Replaces aging infrastructure; brings the existing facilities and equipment up to today's standards.



Water Reliability

The project will allow the District to balance the use of groundwater, local surface water, and imported water supplies based on availability, water quality, treatment costs, and water demands.



Capacity of Treating Water

Expands treatment capacity from 14.4 Million Gallons per Day (MGD) to 21.6 MGD which provides operational flexibility; balances the use of groundwater, local surface water, and imported water supply.

To learn more about how WVWD is investing for the communities it serves, visit: www.wvwd.org/roemer.

Educational Resources

West Valley Water District is proud to invest in our community and young water stewards by teaching the importance of water.

EDUCATIONAL INVESTMENTS

We proudly partner with local educators and school districts across our service area to inspire the next generation of water stewards. Our outreach includes classroom visits featuring engaging water education lessons, as well as programs like our annual Poster Contest, which invites students in grades 1–6 to creatively explore the importance of water in daily life. Through hands-on learning and interactive activities, we cultivate awareness and foster a lasting connection to water.



COMMUNITY ENGAGEMENT

Recognizing the importance of community engagement, WVWD participates in local community events as part of its outreach initiatives. These events serve as a platform to interact directly with the community it serves, by providing essential resources such as water-saving devices, educational materials, and information. WVWD aims to raise awareness about the importance of responsible water usage during these events.



ANNUAL EARTH DAY EVENT

As part of our ongoing commitment to community outreach and education, WVWD hosts events like our annual Earth Day celebration. This year, we welcomed over 200 second-grade students from Colton Joint Unified School District to our headquarters for a fun and educational day. Through a variety of interactive stations led by WVWD staff, students learned about water conservation, environmental stewardship, and careers in the water industry, all while having a great time!



Because water isn't just essential.....it's fascinating too!

- 💧 Your body is about 60% water – That's why staying hydrated is so important!
- 💧 A leaky faucet that drips once per second can waste over 3,000 gallons a year. That's enough to take over 180 showers!
- 💧 The same water on Earth today has been here for over 4 billion years. The water you drink could have once been sipped by a dinosaur!
- 💧 It takes about 2 gallons of water to brush your teeth—if you leave the tap running. Turn it off and save water!
- 💧 Water expands when it freezes. That's why frozen pipes can burst—keep them insulated in cold weather!





DISTRICT OFFICE

855 W Baseline Road
Rialto, CA 92376

MAILING ADDRESS

P.O. Box 920
Rialto, CA 92377

OFFICE HOURS

Mon: 8:00 am – 5:30 pm
Tues: 9:00 am – 5:30 pm
Wed: 8:00 am – 5:30 pm
Thur: 9:00 am – 5:30 pm
Fri: 8:00 am – 5:30 pm

CONTACT

Phone: 909-875-1804
Website: www.wvwd.org

IMPORTANT LOCAL NUMBERS

West Valley Water District provides water service only. Please contact the appropriate agency below based on your location for more information about wastewater and utilities.

City of Colton

City of Fontana

City of Rialto

Rialto Water Services

City of San Bernardino

City of Jurupa Valley

SoCal Gas

Southern California Edison

Burrtec Corporate Office

(909) 370-5099

(909) 350-7600

(909) 820-2525

(909) 820-2546

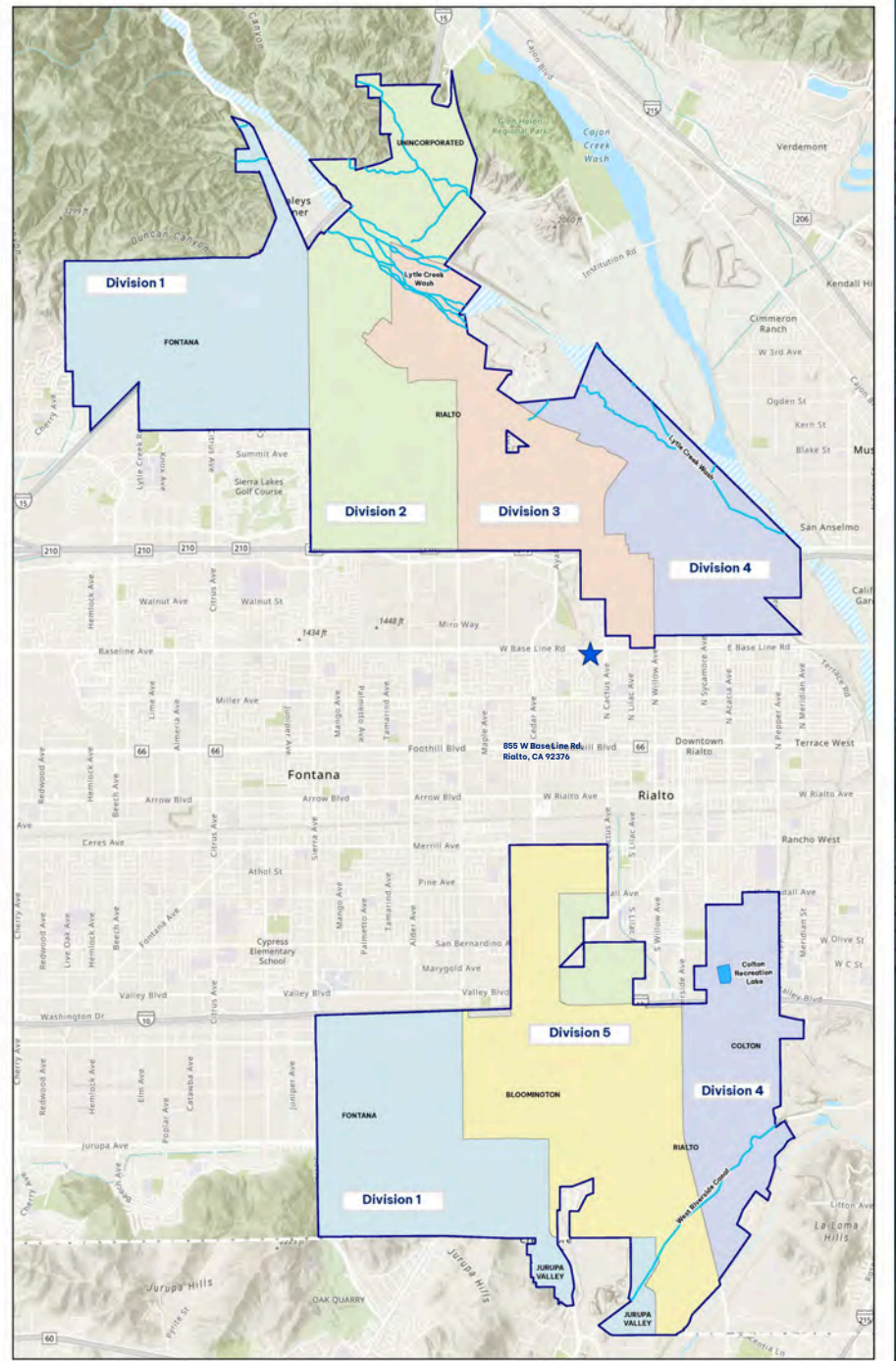
(909) 384-5211

(951) 332-6464

(877) 238-0092

(800) 655-4555

(909) 429-4200



As your trusted water provider, West Valley Water District is committed to supporting you every step of the way. Whether you have questions about your water service, need help understanding your bill, or want to learn more about water conservation, we're here to help!



STAFF REPORT

DATE: October 27, 2025
TO: External Affairs Committee
FROM: Mary Jo Hartley, Senior Public Outreach & Government Affairs Rep
SUBJECT: Social Media Report: Sept. - Oct.

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices; Objective 3E - Promote Public Awareness of the Value of WVWD

MEETING HISTORY:

N/A

BACKGROUND:

The social media report provides updates on West Valley Water District's (WVWD) social media profile activity on Facebook, Instagram, LinkedIn and X. 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 September through October reporting period, POGA staff saw the following trends and highlights: This month we saw another increase in tags and mentions across the District's social media platforms. These ranged across different events such as the Bloomington Main Replacement Groundbreaking, fun shoutouts and award recognition and came from followers, local agencies and associations.

FISCAL IMPACT:

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

REQUESTED ACTION:

Receive and file the report.

Attachments

[Social Media Report - Sept. - Oct. 2025.pdf](#)

SEPT. - OCT.

2025

SOCIAL MEDIA

Report



MAIN KPI'S



No. of Followers
1,175



Reach
5,924



Engagement
951



No. of Posts
20 posts

TOP POST



Post Impressions

829 Impressions

Post Engagement

165 interactions

Instagram

MAIN KPI'S



No. of Followers
1,509



Reach
2,322



Engagement
441



No. of Posts
20 posts

TOP POST



Post Impressions

1,211 Impressions

Post Engagement

29 interactions

MAIN KPI'S



No. of Followers
863



Reach/Impressions
2,810

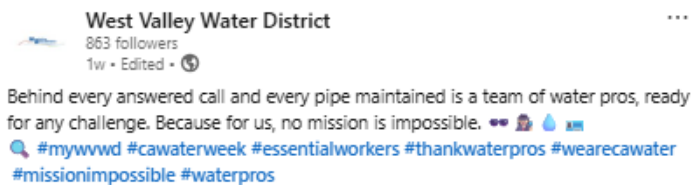


Engagement
403



No. of Posts
5 posts

TOP POST



Post Impressions

600 Impressions

Post Engagement

76 interactions

MAIN KPI'S



No. of Followers
443



Reach/Impressions
529



Engagement
56



No. of Posts
15 posts

TOP POST



Post Impressions

53 Impressions

Post Engagement

3 Interactions

MONTHLY INSIGHTS

During the September through October reporting period, POGA staff saw the following trends and highlights :

This month we saw another increase in tags and mentions across the District's social media platforms. These ranged across different events such as the Bloomington Main Replacement Groundbreaking, fun shoutouts and award recognition and came from followers, local agencies and associations.

Honorable Mentions

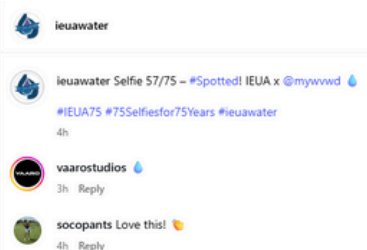


rebeccablumedia Lowkey you guys are my favorite account to follow. Your social team needs a raise 🤖 😊

6d Reply

A sweet message from a follower.

Our very own IEUA alum made a surprise appearance in IEUA's 75 Selfies for 75 years social media campaign!



Honorable Mentions



California Association of Public Information Officials (C...

3,233 followers

1w • Edited •

💧 It's [#WaterProfessionalsAppreciationWeek](#), and we love seeing the engaging posts from government agencies highlighting the people who make safe, reliable water possible across California. 💧

As communicators, we know these campaigns don't happen on their own — they're crafted by dedicated government communications professionals who are, themselves... water professionals. Much of our work happens behind the scenes, shaping stories that honor our colleagues, educate our communities, and build public trust. It's time for YOU to get a shoutout this week, too!

Today, we're shining a light on those storytellers, especially our recent 2025 STAR Award winners in the Water Video category. STAR Awards were given out last week to the best in government video production.

[West Valley Water District](#) took home top honors for their video series, "Water. Service. Community." Produced by the WVWD Public Outreach and Government Affairs team in collaboration with [J Comm, Inc.](#), this series shares candid stories from the trusted voices of employees who serve on the front lines every day, along with heartfelt community testimonials that reflect trust, care, and a shared commitment to service. Watch the full video series and learn more at www.wvwd.org/ourcommitment

Congratulations to all our STAR Award winners continuing to inspire Californians through creative storytelling, including WVWD staff and CAPIO members [Socorro Pantaleon](#), [Mary Jo Hartley](#), [Isabelle Medina](#) and Amber Cuevas, and to all of the water professionals across California — in every role — who keep our communities flowing.

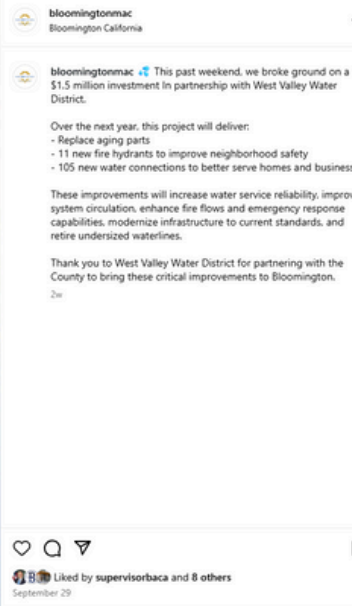
Discover the whole list of STAR Award winners at <https://lnkd.in/gvMEEcty>



POGA was honored to receive a STAR award from the California Association of Public Information Officials (CAPIO) at the Annual Star Awards. After, CAPIO highlighted the POGA team for their commitment to elevate the voices of others.

Insights

Honorable Mentions



Both Supervisor Baca's office and Bloomington MAC posted about the Bloomington Main Replacement Project.

