



**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, November 24, 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. Updates to the External Affairs Committee
2. Federal Update (Verbal)
3. September 29, 2025 and October 27, 2025 Meeting Minutes **Pg. 5**
4. Sponsorship Request **Pg. 11**
5. Social Media Report - Oct. - Nov. **Pg. 15**

ADJOURN

Please Note:

Material related to an item on this Agenda submitted to the Board 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 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 November 20, 2025.

Paola Lara

Paola Lara. Acting Board Secretary

Date Posted: November 20, 2025

MINUTES
EXTERNAL AFFAIRS COMMITTEE MEETING
of the
WEST VALLEY WATER DISTRICT
September 29, 2025

I. CALL TO ORDER

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

Attendee Name	Present	Absent	Arrived
Angela Garcia	☒	☐	
Kelvin Moore	☒	☐	
Socorro Pantaleon	☒	☐	
John Thiel	☒	☐	
Linda Jadeski	☒	☐	
Mary Jo Hartley	☒	☐	

II. PUBLIC PARTICIPATION

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

III. DISCUSSION ITEMS

1. Federal Update (Verbal)

David Turch & Associates representative Jones reported of a strong possibility of a government shutdown, and reported on ongoing communication with the Bureau of Reclamation regarding the District's grant applications.

2. State Legislative Update (Verbal)

California Strategies representative Olsen provided a recap of pending legislation and indicated Governor Newsom has until October 12th to sign or veto Bills. Ms. Olsen also provided an update that the California Air Resource Board extended the requirement for half of our vehicle purchases be zero emission vehicles to 2030 and directed staff to enhance the exemption pathways for public fleets. Additionally, California Strategies will be coordinating with staff to discuss the 2026 legislative proposals.

3. Updates to the External Affairs Committee

WVWD

Minutes: 9/29/25

Manager of Public Outreach and Government Affairs Pantaleon provided an update on upcoming Proposition 218 Outreach.

4. June 23, 2025 and July 28, 2025 Meeting Minutes

The Committee approved the minutes.

5. Social Media Report – July through September 2025

Senior Public Outreach and Government Affairs Representative Hartley presented the Social Media report.

6. Transition to Official .gov Website Domain

Manager of Public Outreach and Government Affairs Pantaleon reported that there has been legislation requiring cities to move to a .gov domain and there is a push to also require special districts to do the same. Staff will be working on an outreach plan for our future transition.

7. Branding Guidelines

Manager of Public Outreach and Government Affairs Pantaleon presented the Branding Guidelines. The committee reviewed the current proposed branding guidelines and discussed concepts for a secondary logo. Additional logo options will be presented at the next External Affairs Committee meeting for further feedback.

IV. ADJOURN

Director Garcia adjourned the meeting at 1:30 p.m.

ATTEST:

Paola Lara, Acting Board Secretary

WVWD

Minutes: 9/29/25

MINUTES
EXTERNAL AFFAIRS COMMITTEE MEETING
of the
WEST VALLEY WATER DISTRICT
October 27, 2025

I. CALL TO ORDER

Chair Garcia called the meeting to order at 12:05 p.m.

Attendee Name	Present	Absent	Arrived
Angela Garcia	☒	☐	
Kelvin Moore	☒	☐	
Socorro Pantaleon	☒	☐	
John Thiel	☒	☐	
Isabelle Medina	☒	☐	

II. PUBLIC PARTICIPATION

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

III. DISCUSSION ITEMS

1. Federal Update (Verbal)

David Turch & Associates representative Jones provided an update on the government shutdown, and discussed several key federal bills including H.R. 2656, Remove Nitrate and Arsenic in Drinking Water Act; H.R. 2269 / S.1092, WIPPES Act; H.R. 2344 / S.1118 Water Intelligence, Security, and Cyber Threat Protection Act; and H.R. 2766, Special District Fairness and Accessibility Act.

2. Legislative Proposal

California Strategies representative Olsen presented a year-end legislative recap, highlighting bills the district supported and opposed throughout the session. She noted that California Strategies will deliver a comprehensive year-end presentation to the Board of Directors on November 20th.

Additionally, Kristin introduced a legislative proposal brought forward by Director Young to amend the Water Code and increase the meeting compensation limit from 10 to 20 meetings per month. The Committee agreed to move the proposal forward to the Board of Directors for review at the November 20th Board meeting.

WVWD

Minutes: 10/27/25

3. San Bernardino Valley Regional Water Fellowship Presentation

Kelly Malloy, Strategic Communications Manager at San Bernardino Valley Water Municipal Water District, presented on the San Bernardino Valley Regional Water Fellowship Program in partnership with Cal State San Bernardino. The fellowship aims to engage and prepare participants by building their knowledge and skills to enter the workforce in water-related careers.

The Committee requested that Ms. Malloy provide a presentation to the full Board for consideration of funding a fellowship position at an upcoming Board meeting.

4. Updates to the External Affairs Committee

Manager of Public Outreach and Government Affairs Pantaleon provided an update on Proposition 218 outreach, including a draft informational video that will be added to the District's website to help customers better understand the need for a rate adjustment.

Additionally, the Public Outreach and Government Affairs Department was nominated for an award through the Public Relations Society of America (PRSA-IE) for Halle and Creek. The award ceremony will be held on November 13th.

5. Sponsorship Request

Manager of Public Outreach and Government Affairs Pantaleon presented two sponsorships that were received: (1) \$2,500 for the Rialto High School Mathematics, Engineering, Science Achievement (MESA) Program and (2) \$2,500 for Senator Eloise Gomez Reyes 30 for 30 event for which the district will have an opportunity to provide an ad about careers in water.

The committee approved these sponsorship requests as per the Sponsorship Policy, they are within the committee's authorized amount for approval.

6. Branding Guidelines

Manager of Public Outreach and Government Affairs Pantaleon presented the Branding Guidelines. The Committee reviewed secondary logos and requested minor changes. They approved the guidelines and proposed that the secondary logos move forward to the Board of Directors for review and approval.

7. Welcome Packet

Public Outreach and Government Affairs Representative Medina provided presented a modernized Welcome Packet to the committee to enhance the customer experience, promote water stewardship, and reduce customer service inquiries, and indicated that staff is currently completing the Spanish translation of the packet and will present it to the Board of Directors along with the Branding Guidelines.

8. Social Media Report Sept. – Oct.

Public Outreach and Government Affairs Representative Medina provided the social media report, indicating an increase in tags and mentions across its social media platforms. These engagements covered a variety of events, including the Bloomington Main Replacement Groundbreaking, as well as fun shoutouts and award recognitions. The shoutouts came from followers, local agencies, and professional associations.

IV. ADJOURN

Director Garcia adjourned the meeting at 1:25 p.m.

ATTEST:

Paola Lara, Acting Board Secretary

WVWD

Minutes: 10/27/25



STAFF REPORT

DATE: November 24, 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:

Milor High School (Aspires Program) - Cost of Transportation for February Field Trip at West Valley Water District
Empowering Success Now - Sponsorship for Fontana Santa's Parade.

FISCAL IMPACT:

Budgeted in FY 25/26

REQUESTED ACTION:

Provide direction on monetary requests.

Attachments

[Empowering Success Sponsorship 2025.pdf](#)

[Milor High School Sponsorship Request.pdf](#)

From: [printing](#)
To: [social](#)
Cc: [Socorro Pantaleon](#)
Subject: Webform submission from: West Valley Water District Sponsorship Application
Date: Tuesday, November 18, 2025 2:31:54 PM

Submitted on Thu, 11/13/2025 - 10:40

Submitted by: Anonymous

Submitted values are:

Type of Organization

Non-Profit

Organization Name

Empowering Success Now

Applicant Name and Title

K'Lynn Davis (Employment Specialist)

Address

7940 Cherry Ave Suite 201
Fontana, California. 92336

Email

klynnd@empoweringsuccess.org

Type of Request

Monetary Contribution

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

10

Event Program Location

Fontana School District

Event/Program Description

Empowering Success Now is proud to participate in this year's Food and Toy Drive to support families in need throughout Fontana. We are partnering with the Fontana Police Department and the Fontana Unified School District to help make the season brighter — providing food donations alongside the toy giveaway to ensure families receive both nourishment and joy.

Purpose of Sponsorship

Thanks to the generous support we've received from the West Valley Water District over the past few years, Empowering Success Now has been able to purchase and distribute nearly 200 hams to families in need. The West Valley Water District also kindly provided cases of water to include in our giveaways.

This year, we're asking for additional cases of water and monetary donations to help us continue serving our community and supporting families in need. Together, we can make a lasting difference!

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

Booth Table, Event/Social Media Recognition

Applicants Signature



Date

Thu, 11/13/2025 - 00:00

From: [printing](#)
To: [social](#)
Cc: [Socorro Pantaleon](#)
Subject: Webform submission from: West Valley Water District Sponsorship Application
Date: Tuesday, November 18, 2025 4:25:48 PM

Submitted on Thu, 10/09/2025 - 15:40

Submitted by: Anonymous

Submitted values are:

Type of Organization

School

Organization Name

Milor High School (Aspires Program)

Applicant Name and Title

Michael Esquivel (Workability Liaison)

Address

266 W Randall Ave
Rialto, California. 92376

Email

mesquive@rialtousd.org

Type of Request

Other

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

0

Event Program Location

West Valley Water District facility

Event/Program Description

West Valley Water district tour, It is for our Special education program. Our students are 18-22 years old. We are interested in learning how your facility works and to learn about some work opportunities.

Purpose of Sponsorship

To help provide Milor High school with bus reimbursements. We are in need of financial coverage for three school buses in order to tour your facilities. We are hoping to tour your water district facility in February 2026.

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

Written Recognition

Applicants Signature



Date

Thu, 10/09/2025 - 00:00



STAFF REPORT

DATE: November 24, 2025
TO: External Affairs Committee
FROM: Mary Jo Hartley, Senior Public Outreach & Government Affairs Rep
SUBJECT: Social Media Report - Oct. - Nov.

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:

Insights from Instagram indicate that our followers are most active around 12 p.m., Monday through Thursday. This trend likely aligns with typical "workday lunch" hours when users have a moment to check social media. Moving forward, we plan to test posting during this window to determine whether it leads to increased engagement and visibility.

By identifying and leveraging peak activity times, we can better optimize our posting schedule to reach followers when they are most likely to be online. This data-driven approach will help us enhance overall performance, improve engagement rates, and strengthen audience connection.

FISCAL IMPACT:

None.

REQUESTED ACTION: Receive and file the report.

Receive and file.

Attachments

[Social Media Report_Oct. - Nov. 2025.pdf](#)

OCT. - NOV.

2025

SOCIAL MEDIA

Report



MAIN KPI'S



No. of Followers
1,180



Reach
3,143



Engagement
202



No. of Posts
20 posts

TOP POST

**West Valley Water District Board Elects
Kelvin Moore as President and Angela Garcia as
Vice President for 2025-2026**



Kelvin Moore
PRESIDENT



Angela Garcia
VICE PRESIDENT

Post Impressions

1,093 Impressions

Post Engagement

38 interactions

Instagram

MAIN KPI'S



No. of Followers
1,521



Reach
1,193



Engagement
349



No. of Posts
20 posts

TOP POST



Post Impressions

889 Impressions

Post Engagement

38 interactions

MAIN KPI'S



No. of Followers
898



Reach/Impressions
5,159



Engagement
142



No. of Posts
7 posts

TOP POST



Post Impressions

1,552 Impressions

Post Engagement

72 interactions

MAIN KPI'S



No. of Followers
444



Reach/Impressions
566



Engagement
39



No. of Posts
18 posts

TOP POST

Investing in our Service Area Keeping Rates Affordable

Your Water Bill at Work

Resilient, Reliable, and Affordable Water

The district plans ahead for a resilient water system through expert planning, investment and teamwork.

Grants & Outside Funding

The district has secured over \$5 million in grants and low-interest loans over the past two years ensuring costs stay low.

Safeguarding Communities Through Fire Resiliency

Backup Generators

These efforts show WVWD's balanced approach: investing in critical projects, leveraging outside funding, and keeping rates stable for our community.

Post Impressions

57 Impressions

Post Engagement

4 Interactions

Insights

MONTHLY INSIGHTS

Insights from Instagram indicate that our followers are most active around 12 p.m., Monday through Thursday. This trend likely aligns with typical “workday lunch” hours when users have a moment to check social media. Moving forward, we plan to test posting during this window to determine whether it leads to increased engagement and visibility.

By identifying and leveraging peak activity times, we can better optimize our posting schedule to reach followers when they are most likely to be online. This data-driven approach will help us enhance overall performance, improve engagement rates, and strengthen audience connection.

Honorable Mentions

Rialto Unified School District collaborated with WVWD on a sweet post congratulating their winning students and thanking us for recognizing them.



The Olive Branch shouted out WVWD for a recent water bottle donation.



Insights

Honorable Mentions

The POGA intern position post got some needed attention with several industry colleagues and the ACWA foundation reposting WVWD's call out for applicants.

