



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

SPECIAL EXTERNAL AFFAIRS COMMITTEE MEETING
AGENDA

Monday, February 9, 2026, 12:00 PM

NOTICE IS HEREBY GIVEN that West Valley Water District has called a meeting of the Special 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. State Legislative Update (Verbal)
3. Updates to the External Affairs Committee
4. Minutes for the November 24, 2025, Regular Meeting
5. Quarterly Sponsorship Update
6. Social Media Report - Dec. - Jan. 2026

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, Kara Johnson, at least 72 hours in advance of the meeting to ensure availability of the requested service or accommodation. Ms. Johnson may be contacted by telephone at (909) 875-1804 ext. 703, or in writing at the West Valley Water District, P.O. Box 920, Rialto, CA 92377-0920.

DECLARATION OF POSTING:

I declare under penalty of perjury, that I am employed by the West Valley Water District and posted the foregoing Agenda at the District Offices on February 5, 2026

Kara Johnson

Kara Johnson, Acting Board Secretary

Date Posted: February 5, 2026

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

I. CALL TO ORDER

Chair Garcia called the meeting to order at 12:03 p.m.

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

II. PUBLIC PARTICIPATION

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

III. DISCUSSION ITEMS

1. Updates to the External Affairs Committee

Item #1 was discussed after Item #2.

Manager of Public Outreach and Government Affairs Pantaleon provided an update on the Public Outreach and Government Affairs intern recruitment, and indicated they are working with Fleet on procuring a Hydro Van and recently did some test drives to help select a vehicle. Additionally, Ms. Pantaleon reported that staff has been communicating with Cal State San Bernardino about a potential fellowship program and will be bringing information to the Human Resources Committee.

Human Resources and Risk Manager Sainz provided an update on IE Works.

2. Federal Update (Verbal)

David Turch & Associates representative Jones provided an update on the reopening of the government and the short-term Continuing Resolution.

Mr. Jones discussed potential D.C. advocacy trips and recommended splitting the trip into two separate trips with the Board to increase visibility, strengthen engagement, and create additional opportunities for Board members to directly interact with members of congress and federal agencies.

3. September 29, 2025 and October 27, 2025 Meeting Minutes

The Committee Approved the minutes.

4. Sponsorship Request

Manager of Public Outreach and Government Affairs Pantaleon presented two sponsorship requests from (1) Fontana Santa's Program, requesting \$2,500, and (2) Milor High School requesting funds to cover school bus cost to tour our facilities. The committee approved these sponsorship requests as per the Sponsorship Policy.

5. Social Media Report - Oct. - Nov.

Senior Public Outreach and Government Affairs Representative Hartley presented the report. The committee received and filed the report.

IV. ADJOURN

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

ATTEST:

Paola Lara, Acting Board Secretary



STAFF REPORT

DATE: February 9, 2026
TO: External Affairs Committee
FROM: Socorro Pantaleon, Public Outreach & Government Affairs Manager
SUBJECT: Quarterly Sponsorship Update

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices; Objective 3B - Present the District as a Proactive Community Partner; Objective 3E - Promote Public Awareness of the Value of WVWD

MEETING HISTORY:

N/A

BACKGROUND:

West Valley Water District (WVWD) is committed to supporting the communities it serves through education, outreach, and public engagement. As part of this commitment, the District regularly receives requests from local organizations seeking sponsorships for community events, programs, and public initiatives that align with District goals and values.

To ensure consistency, transparency, and responsible use of public funds, the District adopted a Sponsorship Policy that establishes criteria, guidelines, and approval processes for sponsorship requests. The policy also provides for regular reporting to maintain Board oversight and accountability.

DISCUSSION:

In accordance with the adopted Sponsorship Policy, staff evaluates sponsorship requests based on their alignment with District priorities, community benefit, and available resources. Approved sponsorships are intended to enhance public awareness, strengthen community partnerships, and support initiatives that promote water education, conservation, and public engagement.

As required by policy, quarterly updates summarizing sponsorship activities are presented to the External Affairs Committee. These updates provide information on approved sponsorships, associated costs, and community impact, allowing the Committee to review trends, ensure compliance with policy guidelines.

REVIEW:

- Exhibit A: Sponsorship Requests
- Exhibit B: Water Donations

FISCAL IMPACT:

None.

REQUESTED ACTION:

Receive and File

ATTACHMENTS:

[Exhibit A: 2026 Sponsorship
Requests.pdf](#)

[Exhibit B: 2026 WaterDonations.pdf](#)

2026 Sponsorship Requests

Fontana Chamber of Commerce - \$5,000

Empowering Success Sponsorship - \$2,500

Milor High School – \$2,500

Fontana Pop Warner - \$2,500

Senator Eloise Gomez Reyes 30 Under 30 Sponsorship - \$2,500

Rialto High School – MESA Program - \$2,500

| Organization | Event | Date | Cases | Method of Transportation | Service Area |
|--|---|------------|-------|--------------------------|--------------|
| Community Health Systems - Bloomington | Backpack giveaway | 7/25/2025 | 30 | TBD | Bloomington |
| San Bernardino County Second District Supervisor, Jesse Armendarez | Open House | 8/28/2025 | 20 | TBD | Fontana |
| Concerned Citizens for the Development of North Fontana | Chill N Grill | 9/13/2025 | 15 | Picked up 9/11 | Fontana |
| Mothers Against Drunk Driving | Move Like MADD | 10/4/2025 | 15 | TBD | Rialto |
| Fontana Community Center | Open Enrollment Health Fair | 10/17/2025 | 10 | Drop off 10/15 | Fontana |
| San Bernardino County Second District Supervisor, Jesse Armendarez | Youth Council Mental Health & Wellness Summit | 11/8/2025 | 20 | Drop Off 11/6 | Fontana |
| Working Dogs for Warriors | 5th Annual Thanksgiving Food Drive | 11/24/2025 | 10 | Dropped Off 11/24 | Fontana |
| Calvary Chapel Fontana | Harvest of Hope | 11/25/2025 | 12 | Picked up | Fontana |
| Slover Mountain High School | College and Career Fair | 12/3/2025 | 15 | Pick up | Bloomington |
| The Olive Branch | Senior Winter Masquerade | 12/7/2025 | 10 | Drop Off 11/10 | Bloomington |
| Empowering Success Now | Food and Toy Drive | 12/15/2025 | 10 | | Fontana |
| Summit High School | Boosters | Ongoing | 10 | | Fontana |
| Exchange Club of Fontana | MLK Day of Service | 1/19/2026 | 12 | Pick Up 1/15 | Fontana |
| Office of Senator Gomez Reyes | Community Swearing In | 2/28/2026 | 30 | | Service Area |



STAFF REPORT

DATE: February 9, 2026
TO: External Affairs Committee
FROM: Mary Jo Hartley, Senior Public Outreach & Government Affairs Rep
SUBJECT: Social Media Report - Dec. - Jan. 2026

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 Twitter. Key Performance Indicators (KPIs) including the reach, impressions and engagement of posts are condensed into one report to untangle audience insight, allowing staff to understand best practices for successful customer engagement.

DISCUSSION:

This month, the intentional use of the hashtag #GIS significantly boosted the visibility of our recruitment-related content on LinkedIn. Because of this strategic use, we saw a 1,100% increase in impressions compared to the previous reporting period.

Why is this important:

- **Expanded Reach:** The dramatic increase in impressions indicates that our content is being surfaced to a much broader audience beyond our existing followers, particularly to users actively searching for job opportunities or career-related content.
- **Improved Discoverability:** Hashtags function as a discovery tool on social platforms. By leveraging a relevant and searchable hashtag, our posts were more easily found by users who may not already follow the District but are interested in employment opportunities.
- **Cost-Effective Recruitment Marketing:** This growth was achieved organically, without paid promotion, demonstrating that strategic content tagging is a highly effective and low-cost way to increase awareness of

job openings.

On the other end of social media spectrum, we continue to see a dramatic decrease in engagement with content posted to X. This month, we posted 10 times, however we reached only an audience of 88 with no engagement at all. We will continue to have internal conversations about the efficacy of the platforms we use.

FISCAL IMPACT:

None.

REQUESTED ACTION:

Receive and File.

ATTACHMENTS:

[Social Media Report Dec. - Jan 2026 \(1\).pdf](#)

DEC. - JAN

25/26

SOCIAL MEDIA

Report



MAIN KPI'S



No. of Followers
1,185



Reach
2,232



Engagement
103



No. of Posts
11 posts

TOP POST



Post Impressions

256 Impressions

Post Engagement

10 interactions

Instagram

MAIN KPI'S



No. of Followers
1,533



Reach
719



Engagement
182



No. of Posts
11 posts

TOP POST



Post Impressions

628 Impressions

Post Engagement

35 interactions

MAIN KPI'S



No. of Followers

1315

+364



Reach/Impressions

36,846

1,106.5%



Engagement

211



No. of Posts

1 posts

TOP POST

Now Hiring!

CITY OF PORTLAND
CITY OF RIALTO

GIS Technician

West Valley Water District

LEARN MORE:
WWW.GOVERNMENTJOBS.COM/CAREERS/WESTVALLEYWD

Post Impressions

36,243 Impressions

Post Engagement

3,462 interactions



MAIN KPI'S



No. of Followers
444



Reach/Impressions
88



Engagement
0



No. of Posts
10 posts

TOP POST



Post Impressions

54 Impressions

Post Engagement

1 Interactions

MONTHLY INSIGHTS

This month, the intentional use of the hashtag #GIS significantly boosted the visibility of our recruitment-related content on LinkedIn. Because of this strategic use, we saw a 1,100% increase in impressions compared to the previous reporting period.

Why is this important:

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- **Improved Discoverability:** Hashtags function as a discovery tool on social platforms. By leveraging a relevant and searchable hashtag, our posts were more easily found by users who may not already follow the District but are interested in employment opportunities.
- **Cost-Effective Recruitment Marketing:** This growth was achieved organically, without paid promotion, demonstrating that strategic content tagging is a highly effective and low-cost way to increase awareness of job openings.

On the other end of social media spectrum, we continue to see a dramatic decrease in engagement with content posted to X. This month, we posted 10 times, however we reached only an audience of 88 with no engagement at all. We will continue to have internal conversations about the efficacy of the platforms we use.