



WEST VALLEY WATER DISTRICT
855 W. BASE LINE ROAD, RIALTO, CA 92376
PH: (909) 875-1804 FAX: (909) 875-1849

REGULAR BOARD MEETING
AGENDA

THURSDAY, JANUARY 18, 2024
CLOSED SESSION - 6:00 P.M. • OPEN SESSION – 6:30 P.M.

BOARD OF DIRECTORS

Gregory Young, President
Daniel Jenkins, Vice President
Angela Garcia, Director
Kelvin Moore, Director
Channing Hawkins, 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.

OPENING CEREMONIES

Call to Order
Roll Call of Board Members
Approval of Any Board Member Requests for Remote Participation
Pledge of Allegiance
Opening Prayer

Public Participation on closed session matters

CLOSED SESSION

- PUBLIC EMPLOYEE PERFORMANCE EVALUATION
Government Code Section 54957
Title: Board Secretary
- PUBLIC EMPLOYEE PERFORMANCE EVALUATION
Government Code Section 54957
Title: Chief Financial Officer, Board Secretary
- CONFERENCE WITH LEGAL COUNSEL-EXISTING LITIGATION
Paragraph (1) of subdivision (d) of Government Code Section 54956.9
Name of case: Naseem Farooqi v. West Valley Water District et al.

Report out of Closed Session

ADOPT AGENDA

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.

PRESENTATIONS

None.

CONSENT CALENDAR

None.

All matters listed under the Consent Calendar are considered routine and will be enacted by one vote. There will be no separate discussion of these items unless a member of the Board of Directors, Staff Member, or any member of the public request a specific item(s) be removed for separate action.

Consideration of:

BUSINESS MATTERS

Consideration of:

1. Well 42 Rehabilitation.
2. Public Outreach and Governmental Affairs Department Restructure.
3. Strategic Plan.

REPORTS - LIMITED TO 5 MINUTES MAXIMUM (Presentations or handouts must be provided to Board Members in advance of the Board Meeting).

1. **Meeting Attendance Reports**
2. **Board Committee Reports**
3. **Board Members**
4. **General Manager**
5. **Legal Counsel**
 - Updates on current legal topics/best practice

UPCOMING MEETINGS

- January 24, 2024 - Finance Committee Meeting at 6:00 p.m.
- January 25, 2024 - Board of Directors Special Meeting at 6:00 p.m.
- January 30, 2024 - External Affairs Committee Meeting at 6:00 p.m.
- February 1, 2024 - Board of Directors Special Meeting at 6:00 p.m.

- February 5, 2024 - Safety & Technology Committee Meeting at 6:00 p.m.
- February 6, 2024 - Policy Review & Oversight Committee Meeting at 6:00 p.m.
- February 12, 2024 - Human Resources Committee Meeting at 6:00 p.m.

UPCOMING COMMUNITY EVENTS

- January 11th -11:30 a.m. - 1 p.m. - Fontana Chamber Luncheon
- January 26th - 12 p.m. - 2 p.m. - Southern California Water Coalition Luncheon at the Mission Inn
- February 15th - 4 p.m. - 7 p.m. - Fontana State of the City
- February 24th - 10 a.m. - Fontana Black History Parade & Expo
- March 2, 2024 - 18th Annual State of the Women Event
- March 16th - 10 a.m. - 3 p.m. - Rialto Annual Passport Day
- March 30th - 10 a.m. - 2p.m. - Rialto Spring Eggstravaganza
- March 30th - 9 a.m. - 12 p.m. - City of Colton - Spring Celebration

UPCOMING EDUCATIONAL & TRAINING OPPORTUNITIES

- January 19th - Upper Santa River Division 1 Water Forum (with Director June Hayes of San Bernardino Valley Municipal Water District) - Hilton Garden Inn Fontana
- January 30th - 9:30 am - 3:00 pm- ACWA REGION 9 BOARD MEETING AND TOUR
- February 28th - March 2nd : ACWA DC 2023 - Washington D.C.
- March 23th - ACWA 2023 Legislative Symposium - Sacramento, CA
- April 10th - ACWA 2024 Legislative Symposium
- April 22nd - Earth Day 2024 - Information to come
- May 16 – 17 - CSDA Special Districts Legislative Days - Sacramento, CA

ADJOURN

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 January 11, 2024.

Elvia Dominguez

Elvia Dominguez, Board Secretary

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



**BOARD OF DIRECTORS
STAFF REPORT**

DATE: January 18, 2024
TO: Board of Directors
FROM: Joanne Chan, Director of Operations
SUBJECT: WELL 42 REHABILITATION

MEETING HISTORY:

01/16/24 Engineering, Operations and Planning Committee REFERRED TO BOARD

BACKGROUND:

Well 42 represents a third of the West Valley Water District's (District) groundwater resources in the North Riverside Basin and is the major source of the District's domestic water supply in the southern service area. It has a capacity of approximately 2.6 million gallons per day. In October 2023, Well 42 was pulled for inspection due to loud noises generated by the pump motor and vibrations observed from the pump shaft.

As the well components were disassembled, it was discovered that the pump bowl assembly, multiple sections of the pump shaft, and the motor bearing had worn out. The well casing shows moderate to heavy plugging with both physical and microbial materials. Attached as **Exhibit A** is the Well Survey Report. To rehabilitate the well, the project consists of using high-energy pressure pulses to aggressively break up mineral scales and biofilms from well screen and surrounding gravel pack, performing dual air swab to airlift debris to the surface, replacing the pump bowl assembly and approximately 90 feet of pump shaft, rebuilding the motor, pumping and surging test, performing post-rehabilitation video survey, and disposing of all debris.

DISCUSSION:

On March 8, 2021, a Request for Proposal (RFP) was issued and publicly advertised on PlanetBids to solicit a qualified, experienced contractor to provide as-needed pump maintenance services. Four (4) firms – General Pump Company, Inc., Layne Christensen Company, Weber Water Resources CA LLC and Well Tec Services – submitted proposals for as-need maintenance and repair services. The District awarded the contract to General Pump and executed the agreement on May 6, 2021.

General Pump has the entire well pump assembly and motor in their shop and has assembled a quote totaling \$273,138.49 for the Well 42 rehabilitation project. Attached as **Exhibit B** is the quote. Going forward and completing the repair and replacement with General Pump will ensure the well is back in service in the shortest possible timeline, providing much needed production capacity in Zone 2.

FISCAL IMPACT:

This item is not included in the Fiscal Year 2023/24 Capital Budget and will be funded from a project that will initiate next fiscal year, project No. W24000 titled “Reservoir 5-2 Rehabilitation” with a budget of \$1,000,000.00. A summary of the requested budget transfer is as follows:

Project	Current Budget	Transfer From/To	Remaining Budget
Reservoir 5-2 Rehabilitation	\$1,000,000.00	-\$280,000.00	\$720,000.00
Well 42 Rehabilitation	\$0.00	+\$280,000.00	\$280,000.00

STAFF RECOMMENDATION:

Staff recommends that the Board of Directors to:

1. Approve the Well 42 rehabilitation project with General Pump in the amount of \$273,138.49 and;
2. Authorize the General Manager to execute all necessary documents.

JT:jc

ATTACHMENT(S):

1. Exhibit A - Well Survey Report
2. Exhibit B - Quote

EXHIBIT A



COMPANY NAME: General Pump
 WELL INSPECTED: Well 42
 FIELD NAME: Conton
 STATE: California

DATE: 11/9/2023
 RUN NO: One
 JOB TICKET: 23119
 TOTAL DEPTH: 611.2 ft.
 WATER LEVEL: 263.4 ft.
 OIL ON WATER: No AMT: None
 OPERATOR: Nelson
 GUIDE SET: 17.00 in
 CHRIS NELSON @ (909) 809-9815

WELL ADDRESS: 491 N Wildrose Ave
 GPS LOCATION: N34o4'33"
 W117o21'58"

Superior Well Surveys

DEPTH	OBSERVATIONS	PERFORATION	FROM SURVEY
0.0 ft.	Start survey at top of casing.		
100.0ft	Scaling on casing.	Ful-Flo Louvers	353.5 ft. to ?
263.4ft	SWL; water clear, visibility Fair.		
353.5ft	Top of louvers; material on lips.		
375.0ft	Louvers appear fairly open.		
421.0ft	Louvers appear open.		
423.4ft	Bio-fouling on lips of louvers.		
450.0ft	Fine material on lips.	CASING SIZE	FROM SURVEY
465.0ft	Heavy build-up on lips.	20.00 in	0.0 ft. to 611.2 ft.
500.0ft	Louvers appear partly open with down view.		
550.0ft	Louvers appear normal.		
600.0ft	Hard scaling on casing.		
611.2ft	Fill; still in louvers. End survey.		

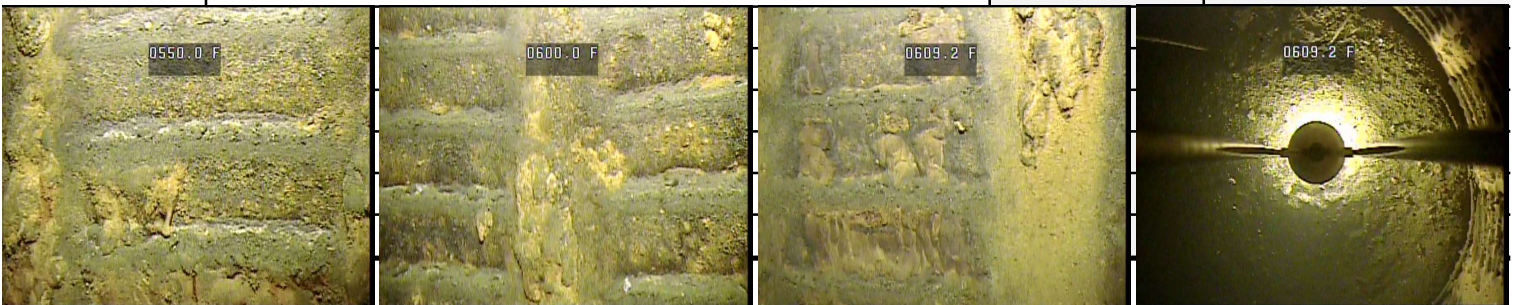
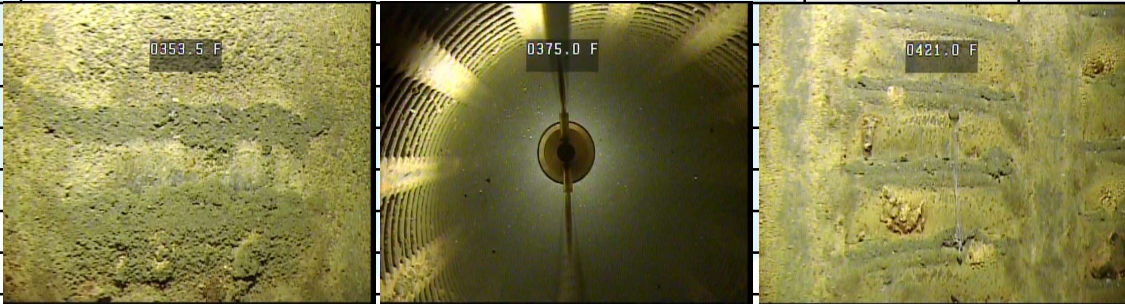


EXHIBIT B



159 N. ACACIA STREET * SAN DIMAS, CA 91773
PHONE: (909) 599-9606 * FAX: (909) 599-6238

CAMARILLO, CA 93010 * PHONE: (805) 482-1215
www.genpump.com

WELL & PUMP SERVICE SINCE 1952

Lic. #496765

Serving Southern California and Central Coast

January 4, 2024

Job # 16044

West Valley Water District
855 West Baseline Road
Rialto, California 92337
Attn: Joe Schaack

Subject: Well 42

General Pump Company is pleased to provide our quote to repair and reinstall the pump equipment and motor recently pulled from the above referenced site. The bowl assembly suffered catastrophic failure at the bowl suction impeller and worked its way up the bowl assembly. This is normally caused by the well breaking suction and or a combination of entrained air. Since the well pumps directly under pressure into the system, it is very difficult to alleviate air under pressure. I do believe bowl failure is more a problem of well pugging than entrained air. We can plan to combat these wear issues using harder materials such as 201SS impellers and 17-4 PH hardened bowl shaft such as I have quoted here. The well indicates moderate to heavy plugging with both physical and microbial materials present. This quote includes all well cleaning and pump repairs, plus installation and start up.

Engineering Inspection Notes

- The bowl shaft is hour glassed. The seal rings on the impeller and suction case are worn and damaged. The 1st impeller is heavily damaged, the impeller has no hydraulic seal ring remaining, the impeller has worn itself into the bowl casing. The 2nd impeller has damaged vanes possibly from the 1st impeller seal ring. All the bowl bearings are worn. The bowl seal rings are oversized and worn. These castings are damaged by the casing. Impellers # 1-5 are damaged/ worn. The bowls assembly needs to be replaced.
- The pump is equipped with a 10"x10' suction pipe with a 10" galvanized steel cone strainer. The cone strainer is corroding, a SS cone stainer is recommended.
- The 10" column pipe has been cut out and requires replacing.
- All new 10" BWS retainers are required.
- 4 out of the 23 1-15/16 carbon steel shafts are not reusable, the shafts are stuck in the tubes. The remaining shafts are showing wear on the bearing journals. The shafts require to be flipped and cleaned prior to reinstallation, new coupling test fitted and prepped for installation. Four out of 23 tubes are in bad condition and require replacing, the remainder 3" tubes are in serviceable condition after extensive reconditioning which include pressure washing the tube and shafts, wire wheeling the internal threads, test fit threads and prep for installation. Replacement of the tube and shaft assemblies is recommended.
- The 10"x10' top pipe is corroded around the exposed threads, the pipe also has a large amount of chain tongs marks caused by the removed of the pump. A new top pipe is required
- The head is in good condition. The head needs to steam cleaned, all the threads chased and cleaned, all machined surfaces wire wheeled, remove old top pipe, recondition the top flange, cut new top flange gasket.
- The tube tension assembly is reusable after reconditioning which includes removing the top tube segment, sand blasting the assembly, test fitting the threads, prep for installation. The head shaft is worn and requires replacement.
- The motor was sent out to Delta. Internally the motor is extremely dirty. Testing shows readings to be low but in satisfactory condition. Bearings show signs of wear.
- The pump is equipped with 463' of 1/4" SS Tubing w/ PVC Jacket. A new spool of air is required.



Cost Proposal

Shop Labor

	<u>Hours</u>
• Unload and stage new pump materials; quality assurance	6
• Check proper fit of new suction pipe and strainer; weld lugs and prepare for installation	2
• Tear down and inspect new bowls; reassemble and prepare for installation	8
• Check proper fit of new column pipe; steam-clean and tighten couplings	2
• Uncrate, stage, and check proper fit of new line shafts	3
• Unbox new line shaft couplings; apply antiseize on threads and install on shafts	1
• Check all new T&S assemblies test fit with bearing	3
• Set-up and stab shafting assemblies in column pipe; stage equipment	3
• Unbox and check proper fit of new retainers; palletize and prepare for installation	2
• Remove top column flange and nipple from discharge head	2
• Machine new top column pipe and install flange	5
• Make top flange gasket and install top nipple/flange assembly on discharge head	2
• Retap holes on discharge head, paint to finish, and prepare for installation	3
• Fit and fabricate new SS CAL-OSHA Window Screens	2
• Rebuild existing tube tension assembly to manufacturer's standards	5
• Set-up, plumb, and install stainless-steel high-pressure by-pass line	1
• Machine new head shaft; install nut & key and prepare for installation	6
• Handle client's motor; load, unload, stage, and prepare for installation	1
• Check proper fit of new Airline assembly; gather bracket & fittings and prep for installation	2
• Clean and recondition components in parts bucket/Replace as necessary	2
• Gather necessary gaskets, fittings, and bolting to accommodate pump installation	2
• Dispose leftover junk materials	2
• Pressure-wash and prepare bowls for disassembly	2
• Tear down and inspect bowls; provide report and recommendations	6
• Pressure-wash and inspect T&S assemblies	2
• Engineering inspection and report	<i>(Included)</i>

Est. 75 Hrs. @ \$118/Hr. **\$ 8,850.00**

Materials

• 10" 316SS Cone Strainer	\$ 928.00
• 10" X 10' X .279" TOE NPT Suction Pipe	633.00
• 14ML 7 stage O/L Bowl Assembly	26,301.00
• 10" X 20' X .365" TNC Butt Pipe	45,928.00
• 10" X 5' X .500" TBE Butt Nipple	922.00
• 3" x 5' Oil Tube	147.00
• 3" X 1-15/16" X 20' T&S Assembly	35,618.00
• 1-15/16" X 10' TBE C-1045 Line Shaft - HS	1,248.00
• 1-15/16" C-1215 Shaft Coupling	82.00
• 10" BWS Centralizer	184.00
• Top Column Flange Gasket & Bolt Kit	142.00



Materials – (Con't)

• Materials to Refurbish 10" Discharge Head	189.00	
• Stainless-Steel Material for CAL-OSHA Screens	118.00	
• Materials to Rebuild 1-15/16" tube tension assembly	342.00	
• Material for Stainless-Steel High-Pressure By-Pass Line	45.00	
• 1/4" SS Airline Assembly w/ Gauge, Bracket, and Fittings	1,678.00	
• 3/4" Banding and Buckles for Airline Assembly	320.00	
• 10", 150# Discharge Gasket w/ Nut & GRD 5 Bolt Kit	82.00	
• J-Box Electrical Connection Kit	282.00	
• ISO Oil for Electric Motor	62.00	
• Consumables (Grease, Sealer, Solvent, Etc...)	225.00	
• Estimated Shipping & Handling	574.00	
• Sales Tax @ 8.75%	<u>10,154.38</u>	\$ 126,204.38

Motor Repair

Delta Motor Scope of Work

- Disassemble, inspect, testing and measurements.
- Recondition, clean, dip and bake the stator windings.
- Clean and bake rotor assembly.
- Dynamically balance rotor assembly.
- Reseal oil level stand pipe.
- Install new Skf bearings (1-29426 Spherical Roller & 1-6219).
- Install new 115-volt space heaters (Qty. 2).
- Install new oil level sight glass and oil fill plug.
- Install oil breather vent.
- Clean, prime and paint all parts.
- Reassemble and perform a full voltage no load test.

	Labor	\$ 5,162.00	
	Materials	7,184.00	
	Sales Tax @ 8.75%	<u>628.60</u>	\$ 12,974.60

Phase 1 – Wire Brush

- Mob to site, conduct brief tailgate safety meeting
- Rig up equipment
- Wire brush well with stiff wire brush, use two (2) brushes to ensure proper brushing
- Use brush with chlorine basket during brushing
- Bail accumulated fill into roll-off bin
- Prep well for video

Mobilization & Demobilization	200.00	
Two Men Rig & Service Truck		
<i>Est.</i> 30 Hrs. @ \$469/Hr.	14,070.00	
<i>Est.</i> OT – 6 Hrs. @ \$130/Hr.	780.00	



Outside Service

- Video log well 1,000.00

Shop Labor

- Load / unload brushes/bailor
 - Fabricate two (2) wire brushes
- Est. 20 Hrs. @ \$118/Hr. 2,360.00

Materials

- HTH granular chlorine 228.00
- Freight 75.00
- Sales Tax @ 8.75% 26.51

Rentals

- (2) Steel brushes with chlorine chambers – 2 @ \$600/Ea. 1,200.00
- (1) 18 cu/yrd roll-off, includes analytical, disposal. 1,800.00 \$ 21,739.51

Phase 2 (Airburst)

Airburst Technician & Equipment
 (2) 10 Hr./day 1st day @ \$12,800 / 2nd day @ \$6,800 19,600.00

Support equipment

Two Men Rig & Service Truck
 Est. 20 Hrs. @ \$469/Hr. 9,380.00
 Est. OT 4 Hrs. @ \$130/Hr. 520.00

Dual Swab Airlift

- Airlift perforations from 445'-980' to remove detached tubercle and biological growth

Three Men Rig & Service Truck
 Est. 50 Hrs. @ \$570/Hr. 28,500.00
 Est. OT 12 Hrs. @ \$195/Hr. 2,340.00

Outside Service

- Video log 1,250.00



Joe Schaack
West Valley Water District
January 4, 2024
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Rentals

- Air compressor & fuel
Est. 50 Hrs. @ \$220/Hr. 11,000.00 \$ 72,590.00

Phase 3 – Pump Installation

- Confirm lockout, tagout of electrical service
- Install complete pump and motor
- Wire motor, check rotation
- Clean site and demobilize

Three Men Rig & Service Truck
Est. 40 Hrs. @ \$670/Hr. 26,800.00

Start up:

Start up and record data.
Service Truck & Electrician
Est. 8 Hours @ \$185/Hr. 1,480.00 \$ 28,280.00

Performance and Payment Bonds \$ 2,500.00

Estimated Grand Total \$ 273,138.49

Should you have any questions or need additional information regarding the above summary and associated costs, please do not hesitate to contact us. Thank you for the opportunity to provide a quote for our services and we look forward to working with you on this important project.

GENERAL PUMP COMPANY, INC.

Tom Nanchy

Tom Nanchy
Senior Project Manager



**BOARD OF DIRECTORS
STAFF REPORT**

DATE: January 18, 2024
TO: Board of Directors
FROM: Haydee Sainz, Human Resources and Risk Manager
SUBJECT: PUBLIC OUTREACH AND GOVERNMENTAL AFFAIRS DEPARTMENT
 RESTRUCTURE

MEETING HISTORY:

10/09/23 Human Resources Committee REFERRED TO BOARD
 11/16/23 Board of Directors REFERRED TO COMMITTEE
 12/11/23 Human Resources Committee REFERRED TO COMMITTEE
 12/12/23 External Affairs Committee
 01/08/24 Human Resources Committee REFERRED TO BOARD

BACKGROUND:

West Valley Water District (WVWD) recognizes the need to enhance its presence in the community and strengthen relationships with government entities and stakeholders. To facilitate this, a restructuring of the Government and Legislative Affairs Department into a new department named "Public Outreach and Government Affairs" is proposed. By creating the new Public Outreach and Government Affairs Department, we signal an emphasis on the following:

- Strengthen public outreach and effectively engage with the community, educate them about WVWD's initiatives, projects, conservation programs and respond to their concerns, which is one of the elements cited in the Strategic Plan.
- Work with our school districts to work with our local schools to increase classroom education and highlight the water industry and water careers. This allows us to educate the children on the importance of water conservation and allows them to visit the District to get first-hand experience of the water system and its various elements to produce and provide water.
- Enhance the Government Affairs aspect of the department by maintaining positive relationships with government agencies, policymakers, and relevant stakeholders to facilitate effective collaboration and advocacy for District goals.
- Monitor legislative and regulatory developments and work with our state and federal lobbyists to advocate for the interests of the District.

Additionally, this plan will improve efficiencies within the department and also develop an internal succession plan within the department, encouraging professional growth to ensure readiness of internal staff for future leadership roles while maintaining the department's continuity.

DISCUSSION:

Staff has created the proposed department restructuring and title change which reflects a comprehensive plan to prioritize public outreach, enhance government affairs effectiveness, and provide for efficiencies and career growth within the department, all in line with Board direction and strategic goals.

CPS Consulting developed proposed job specifications for Public Outreach & Government Affairs Representative I/II, which reflect the requirements, duties, and responsibilities of the position as listed below:

The established and adopted annual salary range for these classifications is as follows:

- Public Outreach & Government Affairs Representative I - Range 42 \$65,881 - \$92,602
- Public Outreach & Government Affairs Representative II – Range 46 \$72,571 - \$102,107
- Senior Public Outreach & Government Affairs Representative – Range 114 \$67,808-\$111,238
- Public Outreach & Government Affairs Manager – Range 123 \$102,128 – \$167,565

Committee Review - This item was presented to the Human Resources Committee on October 9, 2023, and the External Affairs Committee on October 16, 2023. On November 16, 2023, the item was presented to the Board of Directors for discussion. This item was returned to the HR Committee for further discussion and was presented on November 21, 2023. Staff was directed to bring the item back to the next HR Committee on December 11, 2023, to discuss the item again in greater detail on the functionality of each position, and the structure, goals, and objectives of the department. Staff received comments to be addressed and incorporated in a revised proposal. With some revisions, this item was then presented to the External Affairs Committee on December 12, 2023, for discussion. Support was received for this item, as amended. Staff is now returning to the HR Committee and seeking support for this item as amended. Thereafter, this item will proceed to the Board of Directors for approval.

The item is being presented with the additional information regarding the requests of the Committee. The first request was to include elements of the handling of grants and coordination with the District's lobbyists. This has been addressed and the job descriptions for all positions in the department have an element that corresponds to the handling of grants. The second request was to include churches (all denominations) as a target audience. Staff has explored this, has some legal analysis to share, and would like to discuss this with the committee in more detail.

FISCAL IMPACT:

There is no fiscal impact. These are not new positions they exist and are already authorized and funded in FY 2023/24 Budget.

STAFF RECOMMENDATION:

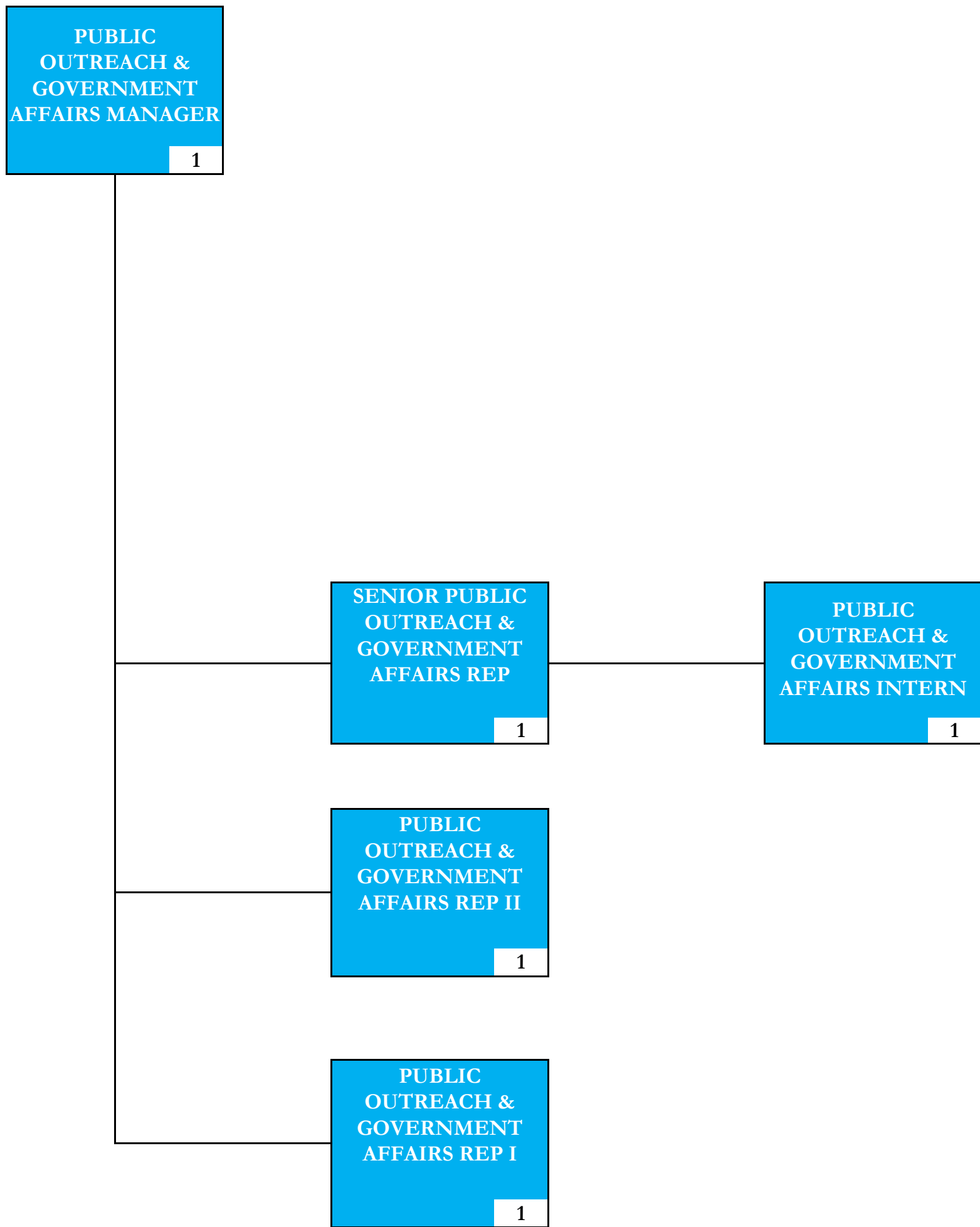
Staff recommends that this item be submitted for Committee consideration, and forwarded to the Board of Directors to approve and adopt the Authorized Full Time Positions and Salary Schedule that includes the following changes: reclassify two positions by removing one Public Affairs Analyst, and one Community Affairs Representative, and adding one Public Outreach and Government Affairs Representative 1, and one Public Outreach and Government Affairs Representative 2; and reclassify a third position by removing one Government and Legislative Affairs Analyst, and adding one Senior Public Outreach and Government Affairs Representative; and authorize the General Manager to execute all necessary documents.

JT:hs

ATTACHMENT(S):

1. FY 2023-2024 Proposed Budget Organizational Chart Public Affairs
2. Public Outreach and Government Affairs Representative I final
3. Public Outreach Government Affairs Representative II final
4. Senior Public Outreach and Government Affairs Representative final
5. Salary Schedule 11.16.2023
6. Key Messages - Public Outreach and Government Affairs
7. Public Outreach and Government Affairs
8. REVIEW OF CURRENT POSITION AND PROPOSED RESTRUCTURE
9. Current Chart Public Affairs Chart

**WEST VALLEY WATER DISTRICT
FISCAL YEAR 2023-2024 PROPOSED
PUBLIC OUTREACH & GOVERNMENT AFFAIRS DEPARTMENT**





Public Outreach and Government Affairs Representative I

Department/Division:	Public Affairs
Reports To:	Manager of Strategic Communications and Legislative Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Non-Exempt
Date Prepared:	11/16/2023

GENERAL PURPOSE

Under close supervision, performs a variety of professional and administrative activities in support of District public affairs and community involvement programs; serves as a liaison between the District and other public agencies, community and industry groups; creates and develops a wide variety of printed and electronic materials and other services for use in public information programs and social media communications; helps develop water conservation messaging and education for the community; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

The Public Outreach and Government Affairs Representative I is the entry-level classification in the Public Outreach and Government Affairs Representative series. Incumbents learn and perform routine duties related to the development, preparation, and implementation of strategic communications, including public information and customer and community engagement activities. Positions within this classification initially work under close supervision with frequent review of work, however the level of review lessens as an incumbent demonstrates the ability to perform the work independently. As experience is gained, assignments become more varied and complex. The Public Outreach and Government Affairs Representative I is distinguished from the Public Outreach and Government Affairs Representative II in that the Public Outreach and Government Affairs Representative I functions under closer supervision as skills are developed and are not required to exercise the same level of independence and judgement related to work procedures and methods. Work is usually supervised while in progress and fits an established structure or pattern.

ESSENTIAL FUNCTIONS

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.

- Serves as a liaison and represents the District with designated governmental agencies and elected officials; industry, business, professional, education, and community groups and organizations; key stakeholders; and the general public.
- Initiates, develops, and maintains positive relationships and represents the District with elected officials, consultants, governmental, business, civic, education, industry, community representatives and groups, and the general public.
- Provides and presents information on District programs and projects before professional/community organizations, at schools and education events, and in public forums.
- Organizes and facilitates public meetings and develops related exhibits.
- Participates in a variety of strategic communications, public information, and community engagement activities, events, and programs for the dissemination of information regarding the District's operations, systems, policies, programs, and procedures.
- Supports District water education, conservation, and rebate programs designed to improve water conservation efforts across the District.
- Develops and coordinates public awareness campaigns, information or community involvement programs or internal communication projects; designs and develops supporting materials; organizes and coordinates deadlines and production schedules to carry out program responsibilities.
- Leads field visits, presentations and tours for various clubs, schools, and community groups of District facilities and operations.
- Coordinates and schedules community events and meetings, including invitations/notifications, agendas, and material preparation and dissemination.
- Respond to customer/stakeholder inquiries and work with District staff to develop the appropriate response.
- Tracks District projects and provides proper and timely information to members of the impacted communities and/or District customers.
- Create, coordinate, edit, and provide content to technical reports, staff reports, correspondence, newsletters, fact sheets, brochures, annual reports, presentations, newspapers, magazines, public information materials, speeches, educational programs, and other written materials.
- Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.
- Participates in the development, update, and implementation of the District's short- and long-term communications plans.
- Plans, develops, and creates graphic materials, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, news releases, feature articles, photographs, and other print/graphic materials for community groups and broadcast media; aligns work products with WVWD's strategic priorities, the District's Strategic Communications Implementation Plan, and key messaging.
- Oversees and supports outreach and support for customers in impacted areas; responds to inquiries and complaints from the general public and works with various departments to resolve issues.
- Attend and participate in professional group meetings, staying on top of new trends and innovations in the industry.
- Act as project manager as assigned, coordinating special projects and studies.
- Submits budget recommendations, supports purchasing guidelines and processes and monitors project expenditures.
- Maintain prompt and regular attendance.

- Performs other related duties, as assigned.

QUALIFICATION GUIDELINES:

Knowledge of:

- Concepts, principles, practices, methods, procedures, and techniques used in public affairs, community engagement, education, public information, marketing, branding, outreach, public speaking, and communications.
- Principles and practices of program development, management, analysis, and administration.
- Methods and techniques used to collect and analyze data and prepare reports on findings.
- District organization, functions, programs, policies, procedures, and initiatives.
- Basic water use-efficiency principles and program communications commonly used by water utilities.
- Principles, methods, and techniques of graphic design, layout, and print production.
- Basic functions and authorities of public agencies and special districts, including the roles and responsibilities of a public governing board.
- Modern office procedures, methods, and equipment.
- Basic principles and practices of management, finance, budgeting, and accounting.
- Research techniques, methodology, analysis and interpretation.
- Safe work practices

Ability to:

- Communicate clearly, concisely, and effectively, both orally and in writing, adapting writing and presentation styles and techniques in order to engage diverse audiences.
- Effectively organize and prioritize work.
- Identify and interpret technical information in order to effectively communicate the information with various audiences.
- Use sound judgment in applying principles, practices, methods, and techniques used on public affairs, community outreach, water conservation and education, public relations, and communications programs.
- Perform highly detailed work under changing and intensive deadlines on multiple concurrent tasks.
- Analyze issues, research, and identify solutions, project consequences of proposed actions, and make and implement recommendations in support of District goals.
- Think creatively with the ability to develop innovative approaches to meet the communications needs of the District.
- Effectively represent the District in a professional manner.
- Establish and maintain cooperative working relationships with others.
- Respond to requests and inquiries from the general public.
- Provide premier customer service at all times to internal and external stakeholders and customers.
- Participate in job related activities at times other than normal business hours at locations throughout the community or region.
- Understand, interpret, and apply general and specific administrative and office policies and procedures, as well as pertinent laws and regulations.
- Develop and maintain accurate records and files.

- Operate standard office equipment, personal computers, internet, Microsoft Office products, and audio/visual equipment.
- Observe proper safety precautions.

Minimum Qualifications:

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Education: Possession of an Associate degree with major coursework in public relations, marketing, communications, education, environmental sciences, or related field. Bachelor's Degree is desirable.

AND

Experience: One (1) year of experience providing professional support to a public information program.

Licenses, Certificates, Special Requirements:

Possession of a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the District's Vehicle Insurance Policy standards.

Desirable Licenses/Certifications:

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions on a case-by-case basis.

While performing the duties of this classification, an incumbent is regularly required to use hands and fingers to handle or feel. The employee is frequently required to talk, hear, and to sit and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance and stoop, kneel, crouch or crawl. The employee must regularly lift and/or move up to twenty-five (25) pounds or sixty (60) pounds with assistance. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

THE GENERAL SITION MAY BE ELIMINATED, OR THE DUTIES, QUALIFICATIONS AND TRAINING REQUIRED CHANGED BY THE BOARD OF DIRECTORS AND/OR THE GENERAL MANAGER, WHEN IN THEIR JUDGEMENT, IT IS CONSIDERED NECESSARY AND PROPER FOR THE EFFICIENT OPERATION OF THE DISTRICT.



Public Outreach & Government Affairs Representative II

Department/Division:	Government and Public Affairs
Reports To:	Manager of Government and Public Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Non-Exempt
Date Prepared:	11/16/2023

GENERAL PURPOSE

Under general direction, this position performs a variety of professional and administrative activities in support of District public affairs and community involvement programs; serves as a liaison between the District and other public agencies, community and industry groups; creates and develops a wide variety of printed and electronic materials and other services for use in public information programs and social media communications; helps develop water conservation messaging and education for the community; and performs other related duties as required.

DISTINGUISHING CHARACTERISTICS

The Public Outreach and Government Affairs Representative II is the fully qualified, journey-level classification in the Public Outreach and Government Affairs Representative series. Incumbents perform a full range of routine and complex duties related to the development, preparation, and implementation of strategic communications, including public information and customer and community engagement activities, as well as supporting the Department's crisis and emergency communication efforts. An incumbent exercises independent project management skills, and has responsibility for planning, developing, and evaluating the District's strategic communications program and outreach efforts. Incumbents at this level receive only occasional instruction or assistance as new situations arise and are expected to be fully aware of the established systems, operating procedures, and policies of the Department and District. The Public Outreach and Government Affairs Representative II is distinguished from the Public Outreach and Government Affairs Representative I in that the Public Outreach and Government Affairs Representative II independently performs the full range of strategic communication duties and regularly exercises independent judgment and initiative. The Public Outreach & Government Affairs Representative II is distinguished from the Senior Public Outreach and Government Affairs in that the Senior Public Outreach and Government Affairs Representative is a lead level classification and provides technical and functional direction to other staff.

ESSENTIAL FUNCTIONS

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.

- Serves as a liaison and represents the District with designated governmental agencies and elected officials; industry, business, professional, education, and community groups and organizations; key stakeholders; and the general public.

- Initiates, develops, and maintains positive relationships and represents the District with elected officials, consultants, governmental, business, civic, education, industry, community representatives and groups, and the general public.
- Participates in a variety of strategic communications, public information, and community engagement activities, events, and programs for the dissemination of information regarding the District's operations, systems, policies, programs, and procedures.
- Coordinates assigned public awareness campaigns, information or community involvement programs, or internal communication projects, organizing and coordinating deadlines and production schedules.
- Coordinates and schedules community events and meetings, including invitations
- Coordinates and assists with media activities and events; develop press releases, media advisories, and public service announcements; and support the Director of Government & Legislative Affairs in emergency situations including working with the public and media to convey critical District information, monitor events, and develop updates as appropriate.
- Plans, develops, and creates graphic material, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other print/graphic materials; aligns work products with WVWD's strategic priorities, the District's Strategic Communications Implementation Plan, and key messaging; coordinates timelines and schedules as well as the production and printing of materials.
- Administers the District's social media pages and other electronic communications including developing content, determining the optimal timing and placement of messaging, and development of new digital engagement tools.
- Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.
- Participates in the development, update and implementation of the District's short and long-term communication plans.
- Oversees and supports outreach and support for customers in impacted areas; responds to inquiries and complaints from the general public and works with various departments to resolve issues.
- Acts as project manager as assigned, coordinating special projects and studies.
- Submits budget recommendations, supports purchasing guidelines and processes and monitors project expenditures.
- Supports District water education, conservation, and rebate programs designed to improve water conservation efforts across the District.
- Attend and participate in professional group meetings, staying on top of new trends and innovations in the industry.
- Maintain prompt and regular attendance.
- Performs other related duties, as assigned.

QUALIFICATIONS GUIDELINES

Knowledge of:

- Concepts, principles, practices, methods, procedures, and techniques used in public affairs, community engagement, education, public information, marketing, branding, outreach, public speaking, and communications.
- Principles and practices of program development, management, analysis, and administration.
- Methods and techniques used to collect and analyze data and prepare reports on findings.
- District organization, functions, programs, policies, procedures, and initiatives.

- Basic water use-efficiency principles and program communications commonly used by water utilities.
- Principles, methods, and techniques of graphic design, layout, and print production.
- Basic functions and authorities of public agencies and special districts, including the roles and responsibilities of a public governing board.
- Modern office procedures, methods, and equipment.
- Basic principles and practices of management, finance, budgeting, and accounting.
- Research techniques, methodology, analysis, and interpretation.
- Safe work practices.

Ability to:

- Demonstrate ability to create graphic materials, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other print/graphic materials;
- Coordinates timelines and schedules as well as the production and printing of materials;
- Communicate clearly, concisely, and effectively, both orally and in writing, adapting writing and presentation styles and techniques in order to engage diverse audiences;
- Effectively organize and prioritize work;
- Identify and interpret technical information in order to effectively communicate the information with various audiences;
- Use sound judgment in applying principles, practices, methods, and techniques used on public affairs, community outreach, water conservation and education, public relations, and communications programs;
- Perform highly detailed work under changing and intensive deadlines on multiple concurrent tasks;
- Analyze issues, research, and identify solutions, project consequences of proposed actions, and make and implement recommendations in support of District goals;
- Think creatively with the ability to develop innovative approaches to meet the communication needs of the District;
- Effectively represent the District in a professional manner; establish and maintain cooperative working relationships with others;
- Respond to requests and inquiries from the general public;
- Provide premier customer service at all times to internal and external stakeholders and customers;
- Participate in job related activities at times other than normal business hours at locations throughout the community or region;
- Understand, interpret, and apply general and specific administrative and office policies and procedures, as well as pertinent laws and regulations;
- Develop and maintain accurate records and files;
- Operate standard office equipment, personal computers, internet, Microsoft Office products, and audio/visual equipment;
- Observe proper safety precautions.

Minimum Qualifications:

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Education: Equivalent to a bachelor's degree from an accredited college or university with major coursework in public relations, marketing, communications, education, environmental sciences. Master's degree in a related field may substitute for one year of experience.

AND

Experience: Three (3) years of progressively responsible experience providing professional support to a public information program, preferably in the public sector.

Licenses, Certificates, Special Requirements:

Possession of a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the District's Vehicle Insurance Policy standards is required.

Desirable Licenses/Certifications:

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this classification, an incumbent is regularly required to use hands and fingers to handle or feel. The employee is frequently required to talk, hear, and to sit and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance and stoop, kneel, crouch or crawl. The employee must regularly lift and/or move up to ten (10) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

THIS POSITION MAY BE ELIMINATED, OR THE DUTIES, QUALIFICATIONS AND TRAINING REQUIRED CHANGED BY THE BOARD OF DIRECTORS AND/OR THE GENERAL MANAGER, WHEN IN THEIR JUDGEMENT, IT IS CONSIDERED NECESSARY AND PROPER FOR THE EFFICIENT OPERATION OF THE DISTRICT.



Senior Public Outreach and Government Affairs Representative

Department/Division:	Government and Public Affairs
Reports To:	Manager of Government and Public Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Exempt
Date Prepared:	11/16/2023

GENERAL PURPOSE

Under general direction, this position will assist in developing, administering, facilitating and monitoring the implementation of the District's federal, state and local legislative and regulatory advocacy program, assist in developing District policy positions and perform a variety of professional and technical duties in support of the District's external affairs activities, including implementation of special projects.

DISTINGUISHING CHARACTERISTICS

This single position class reports to the Manager of Government and Public Affairs and is responsible for developing and executing a successful public relations component to the overall Public Affairs strategy and plan. The incumbent shall function as an integral part of the District's public and government affairs activities. The Senior Public Outreach and Government Affairs Representative is a lead level classification and provides technical and functional direction to other staff.

ESSENTIAL FUNCTIONS

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.

- Monitor the activities of federal, state, and local government agencies/bodies including legislative and regulatory hearings and policy developments; provide summaries of hearings and other events.
- Research, review and analyze federal, state, and local legislative and regulatory proposals and policy discussions.
- Track and review proposed legislation and regulations and evaluate their potential impact to District operations including analyzing and interpreting pending legislation and regulation to determine which District department and operations may be impacted.
- Assist in the development of key messages and distribution of key publications and other materials, including presentations.
- Prepare correspondence and other written communications as needed related to policy issues of interest to the District including developing fact sheets, comment letters, testimony, and other written advocacy materials.

- Communicate orally and in writing with consultants, legislative offices, regulatory agencies, and other internal and external audiences regarding a variety of issues related to legislation, regulations, and District operations.
- Compile records and complete reports regarding tracked legislative proposals and FPPC filings.
- Participate in meetings to update and educate internal and external audiences, including elected officials, on District activities, operations, and position on a variety of legislative and regulatory proposals.
- Represent the District on committees, outside organizations and subcommittees as directed, coordinate review and analysis of legislative proposals and related activities with other departments and outside agencies. Attend meetings and functions outside the normal workday. Travel outside of the District including travel to Sacramento and Washington, DC on a regular basis.
- Organize public awareness, information, community involvement, internal communication and legislative impact analysis to customers and stakeholders. Designs and develops supporting materials, coordinates deadlines and production schedules to carry out program responsibilities.
- Monitor, analyze and comment on proposed state and federal legislation and regulatory changes that may affect the District. Assist in the preparation of legislative summaries, position papers and policy principles on legislation and regulations.
- Makes presentations to community, industry, school and other groups on Government and Public information issues affecting the District, its customers, and stakeholders. Serve as a liaison and represents the District at meetings with community, industry, and advocacy groups. Arrange and attend meetings with legislators and their staff.
- Prepare various correspondence, letters and memoranda in response to customer, stakeholder and legislator inquiries.
- Maintain prompt and regular attendance.
- Formulates communication strategies for addressing community and agency concerns;
- provides strategic planning for executives and/or other departments WWWD programs, projects, and initiatives Provides support to the Public and Governmental Affairs Department.
- Coordinates with other departments and organizations regarding information and presentations on pertinent topics, legislation, policy, and regulations, and WWWD programs and projects.
- Maintain prompt and regular attendance.
- Perform other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- The legislative process, its steps, and influence points; principles and practices of legislative analyses;
- District water quality and water operations, practices, and procedures; applicable federal, state, and regional environmental laws, regulations, and court decisions and their impacts on District operations;
- District and mandated safety rules, regulations, and protocols;
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff;
- The structures and content of the English language, including the meaning and spelling of words, rules of composition, and grammar;

- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

Ability to:

- Research, analyze, interpret, explain, and make recommendations on environmental, legislative, and inter-governmental issues;
- Identify problems, evaluate alternatives, and develop sound recommendations in areas of assigned responsibility;
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies, and procedures, and standards relevant to work performed;
- Effectively represent the department and the District in meetings with governmental agencies, community groups, various business, professional, and regulatory organizations, and in meetings with individuals;
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments;
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines;
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks;
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax;
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Minimum Qualifications:

Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:

Education: Equivalent to a bachelor's degree in public relations, public policy, political science, public administration, communications, journalism, or related field. Master's degree in a related field may substitute for one year of experience.

And

Experience: Three (3) years' of increasingly responsible work-related experience working for a legislator, interest group, education group, or public policy entity and/or performing related tasks in a water and/or utility industry is highly desirable.

Licenses, Certificates, Special Requirements:

Possession of a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the District's Vehicle Insurance Policy standards is required.

Desirable Licenses/Certifications:

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

PHYSICAL DEMANDS AND ENVIRONMENTAL CONDITIONS

The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this class, the employee is constantly required to sit and occasionally to stand and walk. Finger dexterity and light grasping is required to handle, feel, or operate computer hardware and standard office equipment; and reach with hands and arms above and below shoulder level. The employee occasionally bends, stoops, lifts, and carries records and documents, typically weighing less than 25 pounds.

Sensory demands include the ability to see within the normal range, talk, and hear, and use electronic touch keypads.

Environmental Conditions

The employee frequently works in an office environment with controlled temperature settings. The noise level is moderate, typically below 70 decibels.

The employee occasionally drives a vehicle to attend off-site meetings and functions and is exposed to traffic and variable weather conditions.

WEST VALLEY WATER DISTRICT
JOB CLASSIFICATIONS - EFFECTIVE 11/16/2023

Job Classification Title	Range No	Annual Salary		Exempt
		Minimum	Maximum	Y = Yes N = No
GIS STUDENT INTERN (LIMITED TERM <1000 HOURS)	22	\$ 20.78		N
STUDENT INTERN (LIMITED TERM <1000 HOURS)	22	\$ 20.78		N
CUSTOMER SERVICE REP I	24	\$ 45,386	\$ 63,898	N
ASSISTANT WATER SYSTEMS OPERATOR	26	\$ 47,694	\$ 67,080	N
CUSTOMER SERVICE REP II	28	\$ 50,086	\$ 70,408	N
PURCHASING / INVENTORY SPECIALIST I	28	\$ 50,086	\$ 70,408	N
* PURCHASING / INVENTORY SPECIALIST I	Y		\$ 78,090	N
WATER SYSTEMS OPERATOR I	30	\$ 52,562	\$ 73,944	N
ACCOUNTING SPECIALIST II	32	\$ 55,182	\$ 77,646	N
CUSTOMER SERVICE REP III	32	\$ 55,182	\$ 77,646	N
ENGINEERING SPECIALIST II	32	\$ 55,182	\$ 77,464	N
FIELD OPERATIONS SPECIALIST II	32	\$ 55,182	\$ 77,464	N
FACILITIES MAINTENANCE TECHNICIAN	33	\$ 56,576	\$ 79,581	N
ACCOUNTING SPECIALIST III	34	\$ 57,928	\$ 81,536	N
CUSTOMER SERVICE LEAD	36	\$ 60,840	\$ 85,613	N
WATER SYSTEMS OPERATOR II	36	\$ 60,840	\$ 85,613	N
ENGINEERING TECHNICIAN II	38	\$ 63,898	\$ 89,877	N
ELECTRICAL & INSTRUMENT TECHNICIAN	40	\$ 67,080	\$ 94,349	N
WATER SYSTEMS OPERATOR III	40	\$ 67,080	\$ 94,349	N
ACCOUNTING SPECIALIST LEAD	42	\$ 70,408	\$ 99,091	N
PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE I	42	\$ 70,408	\$ 99,091	N
ENGINEERING TECHNICIAN III	42	\$ 70,408	\$ 99,091	N
ASSISTANT ENGINEER	42	\$ 70,408	\$ 99,091	N
LEAD WATER SYSTEMS OPERATOR	44	\$ 73,944	\$ 104,000	N
WATER QUALITY SPECIALIST	44	\$ 73,944	\$ 104,000	N
ACCOUNTANT	46	\$ 77,646	\$ 109,262	N
DEVELOPMENT COORDINATOR I	46	\$ 77,646	\$ 109,262	N
ELECTRICAL & INSTRUMENT SPECIALIST	46	\$ 77,646	\$ 109,262	N
INFO TECH. SUPPORT SPECIALIST	46	\$ 77,646	\$ 109,262	N
PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE II	46	\$ 77,646	\$ 109,262	N
PURCHASING ANALYST	46	\$ 77,646	\$ 109,262	N
DEVELOPMENT COORDINATOR II	52	\$ 89,877	\$ 126,485	Y
GIS ADMINISTRATOR	54	\$ 94,349	\$ 132,808	N
INFO TECHNOLOGY ADMINISTRATOR	54	\$ 94,349	\$ 132,808	N
HUMAN RESOURCES ANALYST	113	\$ 69,077	\$ 113,360	N
HUMAN RESOURCES SPECIALIST/CONFIDENTIAL	113	\$ 69,077	\$ 113,360	N
SENIOR PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE	114	\$ 72,550	\$ 119,018	N
EXECUTIVE ASSISTANT/CONFIDENTIAL	114	\$ 72,550	\$ 119,018	N
CUSTOMER SERVICE SUPERVISOR	115	\$ 76,190	\$ 124,987	N
PURCHASING SUPERVISOR	115	\$ 76,190	\$ 124,987	Y
SUPERVISING WATER SYSTEM OPERATOR	115	\$ 76,190	\$ 124,987	Y
ASSOCIATE ENGINEER W/ P.E.	117	\$ 83,990	\$ 137,779	Y

WEST VALLEY WATER DISTRICT
JOB CLASSIFICATIONS - EFFECTIVE 11/16/2023

Job Classification Title	Range No	Annual Salary		Exempt
		Minimum	Maximum	Y = Yes N = No
CHIEF WATER SYSTEMS OPERATOR	117	\$ 83,990	\$ 137,779	Y
BOARD SECRETARY	119	\$ 89,898	\$ 147,493	Y
PUBLIC OUTREACH & GOVERNMENT AFFAIRS MANAGER	123	\$ 109,283	\$ 179,296	Y
BUSINESS SYSTEMS MANAGER	124	\$ 114,733	\$ 188,219	Y
SENIOR ENGINEER	124	\$ 114,733	\$ 188,219	Y
FINANCE MANAGER	125	\$ 120,474	\$ 197,662	Y
HUMAN RESOURCES & RISK MANAGER	125	\$ 120,474	\$ 197,662	Y
DIRECTOR OF ENGINEERING	126	\$ 126,506	\$ 207,563	Y
DIRECTOR OF GENERAL SERVICES	126	\$ 126,506	\$ 207,563	Y
DIRECTOR OF OPERATIONS	126	\$ 126,506	\$ 207,563	Y
CHIEF FINANCIAL OFFICER	130	\$ 153,754	\$ 252,262	Y
ASSISTANT GENERAL MANAGER	130	\$ 153,754	\$ 252,262	Y
GENERAL MANAGER	GM	\$ 285,085	\$ 310,294	Y
BOARD OF DIRECTORS (10 MEETINGS MAXIMUM) as of 10/15/2022			\$ 196.55	
BOARD OF DIRECTORS (10 MEETINGS MAXIMUM) as of 10/15/2023			\$ 206.38	

* =Y-Rate (base salary is set above the maximum for the range assigned, due to elimination of prior position effective 7/1/2020)

Key Messages



Commitment to Quality

- Our team ensures that water gets to customers 24/7.
- Our water is tested thousands of times per year to ensure that it meets or exceeds all state and federal water quality standards.



Commitment to Reliability

- Establish community confidence in WVWD infrastructure.
- Highlight the construction of new infrastructure.
- Respond to customer emergencies.
- Implement new technology.



Commitment to Stewardship

- WVWD offers customers numerous workshops and programs to help save water.
- Publicize regional partnerships that ensure we have reliable source of water for years to come.



Commitment to Transparency

- Committed to communicating with customers and stakeholders.
- Update the community on issues that are important to them through a full range of outreach.
- Engage the District's growing and diverse population with a wide range of techniques.

Key Messages



Commitment to Efficient Water Use

- In 2021 WWD completed its Water Shortage Contingency Plan.
- The District is moving forward with the implementation of water-efficient tools and programs to revolutionize water conservation for customers.



Partnership Expansion

- The District is finding opportunities with local entities to build partnership opportunities.
- District participation in local community events both in-person and virtually, communication with City and School District personnel, and consistent outreach to community organizations and agencies that the District can partner with in the future.



Commitment to Green Energy

- Highlight clean-powered energy to improve District's water energy nexus.
- WWD is building a clean energy fleet as part of its effort toward both reducing its carbon footprint and adapting to a changing regulatory environment for vehicle emissions.



Statewide Presence

- Advocacy and engagement at the state level is vital in ensuring sound water policy that focuses on equitable water access, affordability, and system resilience for all Californians.

TARGET AUDIENCES

External - Primary

WVWD CUSTOMERS

- Single-family property owners
- Multi-tenant property owners
- Multi-family property owners
- Large-user, commercial
- Landlords

COMMERCIAL

- Business
- Restaurants
- Retails
- Large-Volume Users
- Irrigation-only customers
- Hotels/Motels

HARD TO REACH AUDIENCES

- Renters
- Limited English Speakers
- Seniors
- Underserved communities
- No Digital Access
- The "happy silent majority"

TARGET AUDIENCES

External - Secondary

GOVERNMENT – REGIONAL, STATE AND LOCAL

- Educational institutions (local elementary, high schools and colleges)
- Elected officials and community leaders
- State and federal representatives and staff representing WVWD’s service area
- Cities of Rialto, Fontana, Colton, Bloomington and Jurupa
- San Bernardino and Riverside Counties
- Regulatory agencies (State Water Resources Control Board, Regional Water Quality Board, etc.)
- San Bernardino Valley Water District
- Inland Empire Utilities Agency
- Metropolitan Water District

BUSINESS ASSOCIATIONS

- Commercial/Industrial/Institutional
- Homeowner associations
- Building Industry Association
- Developers
- Chambers of Commerce (Fontana, Rialto, Colton)

EDUCATION

- Rialto Unified, Fontana Unified. Colton Unified
- San Bernardino Valley College, Chaffey College
- Cal State San Bernardino, Cal Poly Pomona, Redlands University
- Boys and Girls Club of Fontana
- Boys/Girl Scouts
- IE Works

ASSOCIATION AND GROUPS

- Association of California Water Agencies
- California Special District Association
- American Water Works Association
- Southern California Water Coalition
- Statewide advocacy groups
- Community-based organizations (CBOs):
- Non-profits, service clubs and fraternal organizations
- HOAs/Community groups
- Environmental groups and agencies: Sierra Club

TARGET AUDIENCES -Internal

INTERNAL AUDIENCE

- Board Members
- Employees
- Professional Consultants
- Construction Contractors (working on behalf of the District)

West Valley Water District Communication Goals

This is our plan as we communicate effectively with our ratepayers, staff, and community partners.

<p>To transparently, proactively, and effectively inform and educate customers and stakeholders through a two-way dialogue about WVWD and its programs, projects, and initiatives while maintaining a high level of trust and satisfaction in the District.</p>	<p>Deliver proactive, approachable, and transparent communication.</p>	<p>Increase public awareness of WVWD and its spectrum of services to build positive perception and support of the District and its mission.</p>	<p>Advocate for sound water policy and seek funding opportunities through partnerships.</p>
<p>Shape water policy and policy development surrounding key water issues at a regional, statewide, and national level.</p>	<p>Improve communication with harder to reach customers.</p>	<p>To position WVWD as an industry leader through by creating dynamic, relevant communications content, partnerships, and opportunities.</p>	

Public Outreach and Government Affairs:

Develops multimedia materials and campaigns to provide information to our community through a variety of methods to help our customers learn about and understand local water supply, infrastructure, and water conservation.

The team conducts weekly meetings for staff to update the team on projects. The manager will conduct every two week – IXI (manager and staff member) meetings to ensure that team has the correct tools for a successful career at West Valley Water District.

On Message and Engaging:

- Create a master narrative that explains who the District is and its mission - "safe, high quality and reliable water" - across all communication efforts, both internally and externally.
- Build a consistent brand and voice for the District to ensure the success of future communication efforts to WVWD's core audiences.
- Establish WVWD as a reputable source of information. A consistent visual look, messaging, and tone will help WVWD build awareness, satisfaction, trust, and support for services, projects and programs.

Be Responsive, Be Data Driven

- Keep audiences up to date and be the resource they can go to for timely and accurate news.
- Quantitatively approach communications to build trust and confidence in the department by executive leadership and Board of Directors

Connecting with Harder to Reach Audiences:

- Engage harder to reach audiences by creating customized outreach and communications: **Renters, seniors, disadvantaged communities, the Happy Silent Majority**
- Pop Up Outreach Events to provide information about department programs and services
 1. Community Events
 2. City Events
 3. Local Markets (Cardenas, Stater Brothers ...)
 4. Home Depot
 5. Swap meet

Manger of Public Outreach and Government Affairs

- Liaison to Federal/State and County elected and staff
- Work with State and Federal Lobbyist to meet legislative priorities.
- Develops and manages legislative and policy advocacy programs and projects; monitors, tracks, and analyzes legislation affecting the District's programs, projects, and activities; communicates information and develops status reports for the Board and General Manager; in concert with the District Lobbyist, represents the District's position regarding legislation to special interests.
- Works with other departments to identify and support grant and appropriations requests.
- Coordinate appointments with targeted local, state and federal legislative representative and their senior staff members on a periodic basis.
- Liaison to CSDA Legislative Meetings /ACWA Region 9 Legislative Meetings/ SCWC Legislative Meetings
- Liaison on ACWA Water Use Efficiency Meetings
- Work with California Water Efficiency Partnership to ensure we are engaged in the proposed regulation from the state and work with Engineering and Operations
- Oversee the development and implementation of District-wide communications program including customer outreach, stakeholder development programs, strategic initiatives, legislative affairs and media relations to meet District goals and objectives.
- Work with stakeholders to ensure we are implementing Water Conservation Way of Life Legislation.
- Coordinate water use efficiency programs that support the District's best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.
- Liaison to BTAC Subcommittee
- Liaison to IEUA Water Use Efficiency Meetings
- Liaison to IE Works Program
- Liaison to California Association Information Public Officers (CAPIO) - Foster relationships to integrate WWWD into the community and work with other agency Public Information Officers (PIOs).
- Prepares and manages contracts for consultants and vendors providing conservation and communications services.

	<ul style="list-style-type: none">• Participates in the preparation and administration of the District budget for assigned area; submits budget recommendations and monitors expenses.• Supervises, plans, organizes, coordinates, directs or conducts administrative work relating to the District's Water Conservation Program activities.• Leverage relationships with community-based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library• Lead on hosting tours with local elected and other stakeholders• Lead on Earth Day• Strategically plan content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life.• Lead on Community Meetings/Presentation – HOA's, Renter-focused• Coordinate a Speakers Bureau Community Presentation with the GM/AGM• Lead a program to engage our harder to reach audiences by creating customized outreach and communications:• Lead on communication on infrastructure investments and Value of Water to stakeholders via newsletters, briefings, meetings and receptions• Coordinate and implement marketing using constant contact• Coordinate a WVWD story telling program – podcast/blog: build appreciation for staff and the human element of the district.• Engage through Education (Strategize Program to increase baseline knowledge):<ul style="list-style-type: none">- Explainer Videos on Rates- Explainer Videos on where WVWD water Comes from• Lead on 75th Anniversary of WVWD – Event Celebration/History Book• Lead on Staff Reports for Committee/Board of Directors Meetings• Lead on Legislative Reports• Lead on the strategic coordination of customer service handouts, public notices and construction notices• Press Release Review and Approval• Social Media Approval• Crisis Communication – PIO Lead
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	<ul style="list-style-type: none">• Provide strategic guidance to Executive Managers, Board members, and other departments on complex media relations and related matters.• Lead in increasing sponsorship program.• Supports the coordination and set up of displays and exhibits for community and civic events.
Senior Public Outreach and Government Affairs	<ul style="list-style-type: none">• Liaison to City of Rialto• Assist with the implementation of the legislative program to achieve the ACWA Region 9 recognition (2024)• Assist with the collateral material and talking points for legislative visits to Sacramento/Washington D.C.• Alternate for Manager at ACWA/CSDA/SCWC events• Lead on Earth Day• Lead on Inland Solar Challenge• Press Releases/Op-Eds: lead/review• Work with other departments to improve WWWD website interface.• Assist in the development and implementation of District-wide communications program including customer outreach, stakeholder development programs, strategic initiatives, legislative affairs and media relations to meet District goals and objectives.• Assist with the appointments with targeted local, state and federal legislative representative and their senior staff members on a periodic basis.• Assist in preparing correspondence and other written communications as needed related to policy issues of interest to the District including developing fact sheets, comment letters, testimony, and other written advocacy materials• Assist in planning and evaluating the performance of assigned staff and manage professional service contracts and consultants.• Lead on 75th Anniversary of WWWD – Event Celebration/History Book

	<ul style="list-style-type: none">• Plan/Support content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life. (Spanish Collateral)• lead the program to encourage water use efficiency through the website, social media, and general marketing. Use of example stories, testimonials and how-tos• Assist with Legislative Reports• Department Story-Telling• Lead on Water Quality Report Design• Lead on the strategic coordination of customer service handouts, public notices and construction notices• Lead facility tours• Leverage relationships with community based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library• Lead Market Program• Assist manager in coordinating water use efficiency programs that support the District's best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.• Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.• California Association of PIO's• Social Media (Weekly Rotation)• Assist with the coordination and set up of displays and exhibits for community and civic events.• Direct supervisor to the Public Outreach and Government Affairs Intern
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<p>Public Outreach and Government Affairs Representative I/II</p>	<ul style="list-style-type: none">• Liaison to City of Fontana/Jurupa• Compose District Internal Communication: Employee Newsletter, Employee Committee Handouts, Board of Directors Report• Support External Communication: Bill Inserts, Newsletters, Flyer, Budget Book, CAFR, PAFR, Water Quality Report, fact sheets, brochures. Presentations, magazines, public information materials, speeches, educational programs, and other written materials• Supports Earth Day Efforts – Social Media, marketing material, sponsorships, event planning• Social Media (Weekly Rotation)• Press Release• Assist with website updates• Water Professionals Appreciation Campaign• Lead on the Water Education Water Awareness Committee• Lead on Landscape Workshops – Development, Logistics and Implementation• Assist in planning content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life. (Spanish Collateral)• Assist in preparing correspondence and other written communications as needed related to policy issues of interest to the District including developing fact sheets, comment letters, testimony, and other written advocacy materials• Assist in the Water Quality Report – Bill Inserts/Postcards• Assist in the coordination of customer service handouts, public notices and construction notices• Assist with the Sponsorship Program• Plans, organizes, and implements water use efficiency programs that support the District’s best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.• Lead on Smart Irrigation Month• Lead on the Summer High School Experience – water education• Lead facility tours• Lead Clean -Up day at Lytle Creek• Leverage relationships with community based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library
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	<ul style="list-style-type: none">• Lead on Customer Service Week• Assist with tabling at local grocery stores to share resources – West Valley Water District in the community program• California Association of PIO's• Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.• Supports the department in analyzing and tracking legislative and regulatory issues affecting the District at the state and federal levels to have a better understanding of current and future impacts related to water use efficiency messaging.• Alternate for Social Media• Assist with the coordination and set up of displays and exhibits for community and civic events.
<p>Public Outreach and Government Affairs Representative I/II</p>	<ul style="list-style-type: none">• Liaison to City of Colton/Bloomington• Researches, develops, and implements program specific curriculum and educational support materials for water education programs in the classroom and outdoor settings that align with California State Science Standards.• Designs, promotes, and implements staff development workshops for educators, to train, support, and prepare them for delivering water-related education curriculum and classroom activities.• Prepares reports, documents, and surveys as required to monitor education program accomplishments and annually analyzes and interprets program data.• Lead on K-12 Education: Build local relationships with school districts (Rialto, Colton, Fontana)• Conduct relationships with local educators and build on key curriculum to implement to when the Roemer Facility is open in school year 2025.• Lead with Girl Scouts/Boy Scouts• Lead on 2024 Poster Contest/Calendar Development• Alternate with the Water Education Water Awareness Committee• Lead on the Scholarship Contest• Leverage relationships with community based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library• Assist with facility tours• Assist with website updates

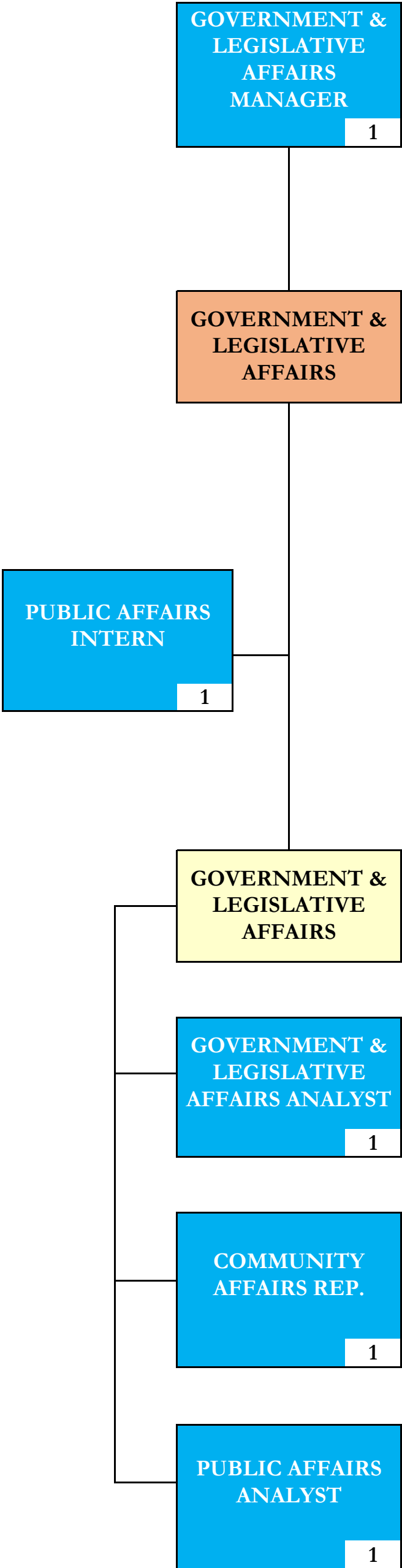
	<ul style="list-style-type: none">• Assist with the Sponsorship Program• Supports Earth Day Efforts – Social Media, Collateral, Sponsorships, Community Contacts, Logistics• Water Professional Appreciation Campaign• Briefing books, talking points, and updates to Board Members and employees to help them stay informed of important issues.• Support External Communication: Bill Inserts, Newsletters, Flyer, Budget Book, CAFR, PAFR, Water Quality Report• Support in planning content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life.• Assist with all event and report collateral material when needed Water Quality Report – Bill Inserts/Postcards, customer service handouts, public notices and construction notices• Assist with tabling at local grocery stores to share resources – West Valley Water District in the community program• Assists, organizes, and implements water use efficiency programs that support the District’s best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.• Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.• Member of the California Association of PIO’s• Assist with the coordination and set up of displays and exhibits for community and civic events.• Supports the department in analyzing and tracking legislative and regulatory issues affecting the District at the state and federal levels to have a better understanding of current and future impacts related to water use efficiency messaging.• Assist with the coordination and set up of displays and exhibits for community and civic events.• Social Media (Weekly Rotation)
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Intern	<ul style="list-style-type: none">• Assist with the tracking of customer who receive the water conservation starts with you boxes• Assist with tracking of the email data base of subscriptions – newsletter. Landscape classes, tours, event sign ups• Assist with the legislative handbook• Assist with the development of the conservation boxes• Assist with social media on small project designs• Assist with the pre-set up of events• Assist with the water mascot• Assist with Water Quality Month/Smart Irrigation Month/Earth Day/Water Professionals Appreciation Week• Assist with the updated list for the sponsorship program – identifying non profits and community groups• Assist with the coordination and set up of displays and exhibits for community and civic events.• Assist with projects as needed
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Current Position		Proposed Restructure	
<p>Manager of Government and Legislative Affairs</p>	<p>The manager oversees all the activities under the Public Outreach and Government Affairs, including public information, community relations, governmental affairs, legislative and regulatory affairs, water-use efficiency and education programs. Plans, organizes and implements comprehensive District communication, both for public outreach and legislative affairs. Represents the District on public and media relations and serves as the chief spokesperson for the District on public and legislative affairs, as needed.</p>	<p>Manager of Public Outreach and Government Affairs</p>	<p>The manager oversees all the activities under the Public Outreach and Government Affairs, including public information, community relations, governmental affairs, legislative and regulatory affairs, water-use efficiency and education programs. Plans, organizes and implements comprehensive District communication, both for public outreach and legislative affairs. Represents the District on public and media relations and serves as the chief spokesperson for the District on public and legislative affairs, as needed.</p>
<p>Government and Legislative Affairs Analyst</p>	<p>Not filled</p> <p>Strictly works in assisting in the development, administering, facilitating, and implementing a legislative program.</p>	<p>Senior Public Outreach and Government Affairs</p>	<p>This position aims to engage the public and establish strong relationships with government entities and the public.</p> <ul style="list-style-type: none"> • The position involves developing and executing strategic plans to raise awareness and understanding of the organization's mission and initiatives within the broader community. • The incumbent will work closely with government officials, community leaders, and various stakeholders to advocate for the organization's interests and build productive partnerships. Responsibilities may include organizing public events, coordinating lobbying efforts, preparing briefing materials, monitoring policy developments, and ensuring compliance with regulatory requirements.

Current Positions		Proposed Restructure	
<p>Public Affairs Analyst</p>	<p>Creates and develops a wide variety of printed materials and other services for use in public information programs.</p>	<p>Public Outreach and Government Affairs Representative I/II</p>	<p>This position plays a crucial role in bridging the gap between WWWD and the public.</p> <p>Their primary responsibility is to engage with various stakeholders, including community members, organizations, and other government entities, to ensure effective communication and participation.</p> <p>They coordinate events, workshops, and public consultations to gather feedback and address concerns. Through various communication channels, such as social media, press releases, and newsletters, they disseminate relevant information to the public and foster transparency.</p> <p>Additionally, the government affairs aspect of their role involves building relationships with legislators, regulatory bodies, and other government agencies. They monitor legislative activities, analyze proposed policies, and develop advocacy strategies to align WWWD objectives with public interests..</p>
<p>Community Affairs Representative</p>	<p>Not filled</p> <ul style="list-style-type: none"> • The only liaison in the community to other public agencies, community, and industry group. • Supports district water district education, conservation and education programs. <p>Leads field visits, presentation and tours.</p>		

**WEST VALLEY WATER DISTRICT
FISCAL YEAR 2023-2024 APPROVED
GOVERNMENT & LEGISLATIVE AFFAIRS DEPARTMENT**





**BOARD OF DIRECTORS
STAFF REPORT**

DATE: January 18, 2024
TO: Board of Directors
FROM: John Thiel, General Manager
SUBJECT: STRATEGIC PLAN

MEETING HISTORY:

01/04/24 Board of Directors REFERRED TO BOARD

BACKGROUND:

The strategic planning initiative aims to align the District's goals and objectives to meet the evolving needs of the water industry, the District, and the community, and to ensure continued, long-term efficiency, effectiveness, resiliency, and sustainability.

A Board Workshop for Strategic Plan development was held on October 28th. The Board was provided with a working draft via email on December 22nd. At the January 4th meeting, the draft was presented. The Board made comments and edits and directed staff to incorporate changes and bring the plan back to today's meeting.

DISCUSSION:

The latest working draft will be brought forward at today's meeting for review and discussion. The Board can make changes during the meeting. If the Board is then satisfied with the plan, the Board may approve the plan and direct the General Manager to begin implementing the plan. The Board may also determine that more work is needed on the draft and direct staff accordingly.

The Strategic Plan, once completed, will lead to the development of detailed Work Plans, with work items at the department level. Together, these plans will set priorities, mobilize resources, drive what we do, when and how we do it, and provide focus and direction for our efforts moving forward as one District team. We are also planning to add a module to our ClearGov budget software to help manage the plan, set goals and key performance indicators, track progress, and effectively report out on results, both internally and externally.

FISCAL IMPACT:

None.

FISCAL IMPACT:

None.

STAFF RECOMMENDATION:

Review Draft Strategic Plan. Revise as necessary. Approve Strategic Plan or Direct staff on the completion of the Strategic Plan.

Respectfully Submitted,

John Thiel, General Manager

JT

ATTACHMENT(S):

1. Strategic Plan



Strategic Plan





Vision

The West Valley Water District will be a model for innovation and sustainability, with a relentless commitment to our employees and the growing community we serve.

Mission

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

Values



Innovation

West Valley Water District fosters innovation, creativity, and ingenuity as we constantly seek to strengthen our services, programs, and practices.



Regional Partner

West Valley Water District is a proactive leader and partner in regional collaboration projects and programs that improve our community and the water supply.



Preferred Workplace

West Valley Water District offers an empowering work environment where employees can succeed.



Public Trust & Integrity

West Valley Water District fosters a culture of openness, transparency, and accountability to our community and stakeholders.



Sustainability

West Valley Water District is committed to innovative solutions that support the long-term success of our organization.



Goals & Strategies

1. Manage and Deliver a Safe, Reliable, and Sustainable Water Supply

- a) Increase System Capacity for Anticipated Growth
- b) Repair and Replace Aging Infrastructure
- c) Provide Effective Source Water Treatment
- d) Fortify a Resilient Water Supply
- e) Ensure Operational Continuity through Comprehensive Physical and Cyber Security

2. Be an Exemplary Employer

- a) Attract and Retain High Performing Employees
- b) Prioritize Staff Development and Career Opportunities
- c) Develop a Succession Planning Process
- d) Foster a One District Team Collaboration
- e) Foster an Empowering and Supportive Culture
- f) Upgrade and Modernize Facilities

3. Develop and Grow Effective Communication and Advocacy Practices

- a) Advance Effective Internal and External Communication Processes
- b) Present the District as a Proactive Community Partner
- c) Grow Conservation Education and Marketing
- d) Expand Educational Outreach Programs
- e) Promote Public Awareness of the Value of WVWD
- f) Increase Efficacy of Advocacy Efforts at the Local, State, and National Level
- g) Seek New Partnerships to Address Existing and Future Opportunities and Changes



4. Strengthen Partnerships with Outside Agencies

- a) Engage in Regional Projects, Advocacy, and Grant Pursuits
- b) Be Recognized as a Leader and Effective Regional Collaborator
- c) Develop and Maintain Strong Relationships with Local Governments

5. Sound Planning, Innovation and Best Practices

- a) Increase Operational Efficiency, Resiliency, and Reliability
- b) Explore Innovative Solutions and Implement When Feasible and Cost-Effective
- c) Identify Long-Term Water Supply, Infrastructure, and Facility Needs
- d) Explore Feasibility of Sustainable Energy Alternatives
- e) Identify, Develop, and Implement Best Policies and Practices

6. Effective Financial Stewardship

- a) Develop an Effective Ongoing Grants Program
- b) Explore and Implement Cost-Saving Initiatives in a Continuous Improvement Cycle
- c) Maintain Long-Term Financial Stability
- d) Pursue a Data Driven Approach and Financial-Based Decision-Making

7. Health, Safety & Regulatory Compliance

- a) Prepare For and Comply with Evolving Water Regulations
- b) Establish Compliance Programs for Staff
- c) Effectively Manage Employee Risk and Environmental Health
- d) Meet Water Use Efficiency Objectives
- e) Develop and Implement a Robust Emergency Preparedness Plan

8. Superior Customer Service

- a) Define and Measure Internal and External Customer Service
- b) Empower Employees to Provide Caring, Individualized, Outstanding Customer Service
- c) Provide Easy and Transparent Access to Public Records and Information
- d) Communicate Effectively with Customers



