



WEST VALLEY WATER DISTRICT
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**EXTERNAL AFFAIRS COMMITTEE MEETING
AGENDA**

THURSDAY, JUNE 13, 2024 - 6:00 PM

NOTICE IS HEREBY GIVEN that West Valley Water District has called a meeting of the External Affairs Committee to meet in the Administrative Conference Room, 855 W. Base Line Road, Rialto, CA 92376.

BOARD OF DIRECTORS

Director Angela Garcia, Chair
Director Channing Hawkins

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.

I. CALL TO ORDER

II. PUBLIC PARTICIPATION

The public may address the Board on matters within its jurisdiction. Speakers are requested to keep their comments to no more than three (3) minutes. However, the Board of Directors is prohibited by State Law to take action on items not included on the printed agenda.

III. DISCUSSION ITEMS

1. Updates to the External Affairs Committee
2. March 25, 2024 Regular Meeting Minutes.
3. Legislative Update.
4. April-May 2024 Social Media Report.
5. Quarterly Sponsorship Update.

IV. ADJOURN

DECLARATION OF POSTING:

I declare under penalty of perjury, that I am employed by the West Valley Water District and posted the foregoing External Affairs Committee Agenda at the District Offices on June 6, 2024.p

Elvia Dominguez

Elvia Dominguez, Board Secretary

MINUTES
EXTERNAL AFFAIRS COMMITTEE MEETING
of the
WEST VALLEY WATER DISTRICT
March 25, 2024

I. CALL TO ORDER

Chair Garcia called the External Affairs Committee Meeting of the West Valley Water District to order at 6:11 p.m.

Attendee Name	Present	Absent
Angela Garcia	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Channing Hawkins	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Socorro Pantaleon	<input checked="" type="checkbox"/>	<input type="checkbox"/>
John Thiel	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mary Jo Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>

II. PUBLIC PARTICIPATION

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

III. DISCUSSION ITEMS

- 1. Updates to the External Affairs Committee.

Public Outreach and Government Affairs Manager Pantaleon provided updates on the selection of Mascot names by the Board of Directors at their March 21, 2024 meeting; the approval of a funding request by Congressman Aguilar on behalf of the District for the Bunker Hills Well Project and upgrading the SCADA system; the essay submission for the scholarship contest being reviewed; and the District Facilities tour being scheduled for Supervisor Jesse Armendarez on April 26, 2024.

Staff was directed to reschedule the District facilities tour with Supervisor Jesse Armendarez to avoid a scheduling conflict and allow the Board of Directors to attend.

- 2. Social Media 2023 Recap

Senior Public Outreach and Government Affairs Representative Hartley provided an update on 2023 key performance indicators and analytics from the District's social media platforms. There was no discussion or direction given.

3. February-March 2024 Social Media Report

Senior Public Outreach and Government Affairs Representative Hartley provided an update on a new method of analytics tracking on the District's website by X, which has created a challenge for the department to gauge the page's growth and identify the most effective strategies for engagement.

4. Earth Day Update

Public Outreach and Government Affairs Manager Pantaleon provided an event update including vendors, sponsors, and the tentative schedule of events.

Staff was directed to contact Kona Ice and inquire about having an additional staff member present to mitigate a possible long line and to inquire about a possible in-kind donation from Lamar for the Earth Day billboard ad.

5. West Valley Water District History Book

Public Outreach and Government Affairs Manager Pantaleon presented the report and recommended the item be referred to the Board of Directors for discussion due to the time that will be required for research, interviews, and writing of the book.

RESULT: REFERRED TO BOARD
April 4, 2024

IV. ADJOURN

Chair Garcia adjourned the meeting at 6:35 p.m.

ATTEST:

Elvia Dominguez, Board Secretary

WVWD

Minutes: 3/25/24



**BOARD OF DIRECTORS
EXTERNAL AFFAIRS COMMITTEE
STAFF REPORT**

DATE: June 13, 2024
TO: External Affairs Committee
FROM: Socorro Pantaleon, Gov't and Legislative Affairs Manager
SUBJECT: APRIL-MAY 2024 SOCIAL MEDIA REPORT

BACKGROUND:

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

DISCUSSION:

The Public Outreach and Government Affairs Department is happy to announce that since the last social media report, we have seen a large increase in followers on both our Instagram platform (51) and LinkedIn (93). Additionally, we've seen an uptick in the number of organic posts that local organizations and elected officials have posted about us, including Mac Kid Fontana and Supervisor Joe Baca Jr.

The top social media posts during this reporting period: WVWD's advocacy work in Sacramento by the WVWD Board of Directors and staff, as well as announcing Earth Day activities.

FISCAL IMPACT:

None.

STAFF RECOMMENDATION:

Receive and file.

ATTACHMENT(S):

1. Social Media Report -April '24 - May '24_

APRIL - MAY

2024

SOCIAL MEDIA

Report



West Valley Water District
Serving our communities since 1952
Colton Fontana Jurupa Valley
Ho San Bernardino

MAIN KPI'S



No. of Followers

1,131

+11



Reach

3,880



Engagement

232



No. of Posts

14 posts

TOP POST



Post Impressions

524 Impressions

Post Engagement

13 interactions

MAIN KPI'S



No. of Followers

1314

+51



Reach

1288



Engagement

413



No. of Posts

14 posts

TOP POST



Post Impressions

487 Impressions

Post Engagement

18 interactions

MAIN KPI'S



No. of Followers

610

+93



Reach/Impressions

6,464



Engagement

885



No. of Posts

6 posts

TOP POST



Post Impressions

817 Impressions

Post Engagement

164 interactions

MAIN KPI'S



No. of Followers

422

+5



No. of Posts

13 posts

TOP POST



Post Impressions

80 Impressions

Post Engagement

1 interaction

This month, we saw posts about Earth Day dominate across our social media platforms as our most liked post. We also saw another large jump in followers on both LinkedIn (93) and Instagram (51)

Additionally, we've seen an uptick in the number of organic posts that local organizations and elected officials have posted about us, including Mac Kid Fontana and Supervisor Baca.

We hope you like the refreshed look of the social media report.



Macaroni Kid Fontana, a program that provides local activity guides & news for parents & families posted to Instagram about the District's Mother's Day Succulent Workshop.



Supervisor Baca posted to his social media platforms about attending the Inland Solar Challenge, including this photo of him with three of our Board Members.