



WEST VALLEY WATER DISTRICT
855 W. Base Line Road, Rialto, CA 92376
PH: (909) 875-1804 FAX: (909) 875-1849

**EXTERNAL AFFAIRS COMMITTEE MEETING
AGENDA**

MONDAY, AUGUST 19, 2024 - 12:00 PM

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

BOARD OF DIRECTORS

Director Angela Garcia, Chair

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. Federal Update.
3. State Update.
4. July-August 2024 Social Media Report.
5. West Valley Water District Video Project.
6. Public Outreach and Communications Support for Rate Adjustment

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 August 15, 2024.

Elvia Dominguez

Elvia Dominguez, Board Secretary



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

DATE: August 19, 2024
TO: External Affairs Committee
FROM: Socorro Pantaleon, Gov't and Legislative Affairs Manager
SUBJECT: JULY-AUGUST 2024 SOCIAL MEDIA REPORT

BACKGROUND:

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

DISCUSSION:

In this past reporting month, the Public Affairs team enjoyed participating in community events, such as Colton's 137th Birthday celebration, Rialto Farmers Market's 12th Anniversary, Rialto's Heritage Day, Community Health System, Inc.'s Backpack Giveaway in Bloomington, National Night Out events in the cities of Bloomington, Colton, Fontana, and Rialto, County Supervisor Jesse Armendarez's Open House and the Building Industry Associations' Southern California Water Conference.

For the months of July and August, we focused social media content on trends, such as Halle H2O's "Get Ready with Me" video and highlighting our people, both new employees and current employees who obtained certifications.

Across all platforms, we observed engagement with a range of posts. Instagram had an uptick in followers with 18 new followers. We will continue to analyze the posts that generate more engagement across our social media platforms.

FISCAL IMPACT:

None.

STAFF RECOMMENDATION:

Receive and File.

ATTACHMENT(S):

1. Social Media Report - July -August

JULY - AUGUST

2024

SOCIAL MEDIA

Report



MAIN KPI'S



No. of Followers
1,133
+3



Reach
1,657



Engagement
499



No. of Posts
14 posts

TOP POST



Post Impressions

777 Impressions

Post Engagement

45 interactions

MAIN KPI'S



No. of Followers

1,340

+18



Reach

3,412

+54.2%



Engagement

482

+92.8%



No. of Posts

14 posts

TOP POST



Post Impressions

1,290 Impressions

Post Engagement

118 interactions

MAIN KPI'S



No. of Followers
648
+7



Reach/Impressions
2,245



Engagement
72



No. of Posts
6 posts

TOP POST

WVWD STAFF ACHIEVEMENTS



Ivan Canne
Distribution
Grade 5



Jarold Hill
Distribution
Grade 5



Jesse Becerra
Distribution
Grade 5



Jonathan Barfield
Distribution and Treatment
Grade 3



Roberto Vargas Solis
Distribution
Grade 2



Rudy Olguin
Cross-Connection
Certificate



Arturo Jauregui
Class A License



Post Impressions

583 Impressions

Post Engagement

29 interactions

MAIN KPI'S



No. of Followers

426

+7



No. of Posts

14 posts

TOP POST



Post Impressions

69 Impressions

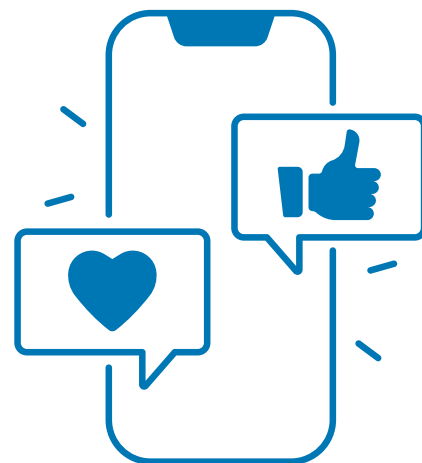
Post Engagement

5 interactions

This month, the public affairs staff created content that incorporated trends. For example, we created a “Get Ready with Me” (#GRWM) video that featured Halle H2O. By creating trending content, our video was able to reach 1,085 accounts and generated 2,156 plays on Instagram. This also increased our follower count by 18 people.

In addition to trending content, employee highlights continue to generate engagement across all platforms, as seen with the top posts on LinkedIn and X.

In order to better form our social media calendar going forward, we will continue to monitor trends across our channels to see where we can improve our KPI’s.





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

DATE: August 19, 2024
TO: External Affairs Committee
FROM: Socorro Pantaleon, Gov't and Legislative Affairs Manager
SUBJECT: WEST VALLEY WATER DISTRICT VIDEO PROJECT

BACKGROUND:

The Public Outreach and Government Affairs (POGA) Department has identified a need to better inform our customers of the value of water. To do so, POGA has inquired with multiple video consultants in the water industry for services to create short 45 second videos in English and Spanish that highlight the District, its' employees, composition of the WVWD's water portfolio, and treatment processes.

The videos will take 2-3 months to develop before final production. They will be shared on the District website, social media, and other events in the community.

DISCUSSION:

Motion Graphic Video: The Motion Graphic Video exemplifies the value of the water service that the District brings to its customers. The vibe will be a short, easily digestible, engaging motion graphic video that can be widely used across social media, the District website, speaking engagements, and more. The video would include the District's mascots to make it family friendly.

Live Action Video: The Live Action Video is a complement to the Motion Graphic Video and a way to personalize the District. It will tell the story of what West Valley Water District provides to its customers by featuring the people behind the water service. This video will be promoted on the District website, in-person (e.g. speaking engagements), and in personalized outreach.

FISCAL IMPACT:

The costs for the videos will be funded from the POGA Department FY 2024-25 Budget. No additional funding is requested.

STAFF RECOMMENDATION:

Receive and File.



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

DATE: August 19, 2024
TO: External Affairs Committee
FROM: Socorro Pantaleon, Gov't and Legislative Affairs Manager
SUBJECT: PUBLIC OUTREACH AND COMMUNICATIONS SUPPORT FOR
 RATE ADJUSTMENT

BACKGROUND:

The Public Outreach and Government Affairs Department is committed to reinforcing relationships with the customers that West Valley Water District serves by sharing information on the value of water. As we prepare to communicate with customers the need for a rate adjustment, Staff is seeking the assistance of a consultant specialized in the water industry that will be able to support the District in communicating the “why” for the need of a rate adjustment.

The consultant will provide guidance on communication to the District to effectively share the importance of a rate adjustment to cover the costs for replacing aging infrastructure, increased treatment costs, operating costs, and planning for the future.

Staff understands the importance to begin the communication early and sees this is an opportunity to build trust with our customers before the proposed rate adjustments and during the public outreach to ensure the District will have a successful Proposition 218 public hearing.

DISCUSSION:

An RFP will be released in late August on PlanetBids to develop a list of qualified respondents to provide public outreach and for communications support services for Proposition 218, specifically in the water industry.

Staff will review proposals, create an internal panel, and select a consultant in the September/October timeframe.

FISCAL IMPACT:

Funds have been budgeted in the Public Outreach and Government Affairs Department FY 2024-25 budget. No additional funds are being requested.

STAFF RECOMMENDATION:

Receive and File.