



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

**EXTERNAL AFFAIRS COMMITTEE MEETING  
AGENDA**

**MONDAY, NOVEMBER 25, 2024 – 6:00 P.M.**

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

**BOARD OF DIRECTORS**

**Director Angela Garcia, Chair  
Vice President Daniel Jenkins**

**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](mailto:administration@wvwd.org).**

**If you require additional assistance, please contact [administration@wvwd.org](mailto:administration@wvwd.org).**

## CALL TO ORDER

## PUBLIC PARTICIPATION

Any person wishing to speak to the Board of Directors on matters listed or not listed on the agenda, within its jurisdiction, is asked to complete a Speaker Card and submit it to the Board Secretary, if you are attending in person. For anyone joining on Zoom, please wait for the Board President's instruction to indicate that you would like to speak. Each speaker is limited to three (3) minutes. Under the State of California Brown Act, the Board of Directors is prohibited from discussing or taking action on any item not listed on the posted agenda. Comments related to noticed Public Hearing(s) and Business Matters will be heard during the occurrence of the item.

Public communication is the time for anyone to address the Board on any agenda item or anything under the jurisdiction of the District. Also, please remember that no disruptions from the crowd will be tolerated. If someone disrupts the meeting, they will be removed.

## DISCUSSION ITEMS

1. Updates to the External Affairs Committee
2. Federal Legislative Update
3. State Legislative Report
4. October/November Social Media Report
5. Prop 218 Communications Consultant

## ADJOURN

### **Please Note:**

**Material related to an item on this Agenda submitted to the Committee after distribution of the agenda packet are available for public inspection in the District's office located at 855 W. Baseline, Rialto, during normal business hours. Also, such documents are available on the District's website at [www.wvwd.org](http://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.**

### **DECLARATION OF POSTING:**

**I declare under penalty of perjury, that I am employed by the West Valley Water District and posted the foregoing Agenda at the District Offices on November 21, 2024.**

*Elvia Dominguez*

Elvia Dominguez, Board Secretary

*Date Posted: November 21, 2024*



## STAFF REPORT

**DATE:** November 25, 2024  
**TO:** External Affairs Committee  
**FROM:** Socorro Pantaleon, Public Outreach & Government Affairs Manager  
**SUBJECT:** October/November Social Media Report

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### **MEETING HISTORY:**

N/A

### **BACKGROUND:**

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

### **DISCUSSION:**

During the past month, as in month's past, our social media platforms have shown consistent engagement and growth with noticeable increases in followers and engagement.

Key posts for this month include our spotlight on Women in Water which celebrated the hard work, passion and commitment of the women at West Valley Water District. Many followers expressed support for their commitment and over 3,400 people saw the post on LinkedIn.

### **FISCAL IMPACT:**

None.

### **STAFF RECOMMENDATION:**

Staff recommends that the committee receive and file this report.

**Attachments**

[Social Media Report - October-November.pdf](#)

OCT. - NOV.

2024

SOCIAL MEDIA

Report



*In honor of Veterans Day*

**WEST VALLEY WATER DISTRICT WILL BE CLOSED NOVEMBER 11, 2024**



# Facebook

## MAIN KPI'S



No. of Followers  
**1,148**



Reach  
**4,471**



Engagement  
**378**



No. of Posts  
**19 posts**

## TOP POST



### Post Impressions

319 Impressions

### Post Engagement

92 interactions

# Instagram

## MAIN KPI'S



No. of Followers

**1,366**

+7



Reach

**1,366**



Engagement

**299**



No. of Posts

**15 posts**

## TOP POST

### Succulent Pumpkin Class



Saturday, October 26  
10 a.m. -12 p.m.



855 W. Baseline Rd.  
Rialto, CA 92376



Registration required:  
[wwwd.org/events](http://wwwd.org/events)

### Post Impressions

609 Impressions

### Post Engagement

9 interactions



## MAIN KPI'S



No. of Followers  
**701**  
+17



Reach/Impressions  
**5,216**



Engagement  
**168**



No. of Posts  
**5 posts**

## TOP POST



### Post Impressions

3,437 Impressions

### Post Engagement

442 interactions

## MAIN KPI'S



No. of Followers  
**432**



No. of Posts  
**12 posts**

## TOP POST



### Post Impressions

50 Impressions

### Post Engagement

12 interactions

# Insights

During the past month, as in month's past, our social media platforms have shown consistent engagement and growth with noticeable increases in followers and engagement.

Key posts for this month include our spotlight on Women in Water which celebrated the hard work, passion and commitment of the women at West Valley Water District. Many followers expressed support for their commitment and over 3,400 people saw the post on LinkedIn. The post was even reshared by San Bernardino Valley's General Manager Heather Dyer expressing support for the women featured and the women who help ensure operation success.

We look forward to mimicking these great results again next month.





## STAFF REPORT

**DATE:** November 25, 2024  
**TO:** External Affairs Committee  
**FROM:** Socorro Pantaleon, Public Outreach & Government Affairs Manager  
**SUBJECT:** Prop 218 Communications Consultant

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### **MEETING HISTORY:**

08/19/24 Presented to External Affairs Committee

### **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 was released in late October 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 received proposals in interviewed 4 firms with an internal panel that included the public outreach and government affairs, finance and executive departments.

### **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:**

Staff recommends that the committee forward a recommendation to the Board of Directors for approval.