



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

**SPECIAL EXTERNAL AFFAIRS COMMITTEE MEETING  
AGENDA**

**Monday, September 29, 2025, 12:00 PM**

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  
Director Kelvin Moore**

**Members of the public may attend the meeting in person at 855 W. Base Line Road, Rialto, CA 92376, or you may join the meeting using Zoom by clicking this link: <https://us02web.zoom.us/j/8402937790>. Public comment may be submitted via Zoom, by telephone by calling the following number and access code: Dial: (888) 475-4499, Access Code: 840-293-7790, or via email to [administration@wvwd.org](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. Federal Legislative Update (Verbal)
2. State Legislative Update (Verbal) PG. 5
3. Updates to the External Affairs Committee
4. June 23, 2025 and July 28, 2025 Meeting Minutes PG. 9
5. Social Media Report - July through September 2025 PG. 13
6. Transition to Official .gov Website Domain PG. 29
7. Branding Guidelines PG. 31

## **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 Acting Board Secretary, Paola Lara, at least 72 hours in advance of the meeting to ensure availability of the requested service or accommodation. Ms. Lara may be contacted by telephone at (909) 875-1804 ext. 702, 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 September 24, 2025.



*Paola Lara*

**Paola Lara, Acting Board Secretary**

*Date Posted: September 24, 2025*





## STAFF REPORT

**DATE:** September 22, 2025  
**TO:** External Affairs Committee  
**FROM:** Socorro Pantaleon, Public Outreach & Government Affairs Manager  
**SUBJECT:** State Legislative Update (Verbal)

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### **STRATEGIC GOAL:**

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices

F. Increase Efficacy of Advocacy Efforts at the Local, State, and National Level

### **MEETING HISTORY:**

N/A

### **BACKGROUND:**

N/A

### **DISCUSSION:**

California Strategies Update.

### **FISCAL IMPACT:**

None

### **REQUESTED ACTION:**

Receive and File

### **Attachments**

[September Legislative Update.pdf](#)



Advocacy and coalition building played a key role in moving multiple priority water bills through the Legislature and onto the governor's desk as the 2025 legislative session closed last week. At the same time, advocacy stopped or delayed passage of several bills that would have negatively impacted member agencies.

One of the most significant wins included the last-minute approval of a spending plan for Proposition 4, the \$10 billion climate resilience bond approved by voters last year that provided \$3.8 billion for water related categories. Member agencies were mobilized to contact legislators and worked within a coalition to make passage of a spending plan a top priority so that shovel-ready projects can proceed without delay. The spending plan was approved by the Legislature and is on the governor's desk.

Below are summaries and the status of a few top priority issues among the approximately 60 bills engaged on behalf of member agencies this year. That advocacy now continues through letters and meetings urging Gov. Gavin Newsom to veto or sign bills into law before Oct. 12.

### **SB 394 / Water Theft**

Author: Sen. Ben Allen (D-Santa Monica)

Position: Co-sponsored with Las Virgenes Municipal Water District

What it will do if signed into law: Allow local water agencies to adopt an ordinance with enhanced penalties for water theft from a fire hydrant. Additionally, the bill would remove the one-year reset on existing penalties for the third and additional violations for water theft committed via meter tampering and other methods. It would also help agencies recover damages by authorizing utilities to pursue civil remedies against any person who tampers with or diverts water from a fire hydrant without authorization.

Status: Approved by Legislature and on the governor's desk

### **SB 601 / Water Quality**

Author: Sen. Ben Allen (D-Santa Monica)

Position: Oppose

What it would have done: The bill was introduced with the intent of safeguarding

California's water quality protection regime from federal rollbacks; however, its approach would have gone far beyond simply maintaining the status quo. The bill would have complicated the state's water quality permitting system and expanded upon federal permitting requirements, without a corresponding increase in water quality. Many member agencies were part of a large coalition opposed to the bill. Status: Stopped in Legislature and is now a two-year bill

### **SB 72 / California Water Plan**

Author: Sen. Anna Caballero (D-Merced)

Position: Support

What it will do if signed into law: Directs the Department of Water Resources to modernize the California Water Plan with changes to address California's new climate reality. The changes include developing water supply targets that will result in an adequate and reliable water supply for all beneficial uses, including the environment, agriculture, the economy and all Californians.

Status: Approved by Legislature and on the governor's desk

### **SB 445 / Utility Relocations High-Speed Rail**

Author: Sen. Scott Wiener (D-San Francisco)

Position: Not Favor

What it would have done: Required the High Speed Rail Authority to develop and adopt internal rules to govern the relocation of utility infrastructure to deliver the high-speed rail project. The bill would have had major implications for public safety, costs, and the reliable provision of water, sewer, electric and telecommunications services.

Status: Stopped by Legislature and is now a two-year bill



**MINUTES**  
**EXTERNAL AFFAIRS COMMITTEE MEETING**  
**of the**  
**WEST VALLEY WATER DISTRICT**  
**June 23, 2025**

**I. CALL TO ORDER**

Chair Garcia called the meeting to order at 12:01 p.m.

| <b>Attendee Name</b> | <b>Present</b>                      | <b>Absent</b>                       | <b>Arrived</b> |
|----------------------|-------------------------------------|-------------------------------------|----------------|
| Angela Garcia        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |                |
| Kelvin Moore         | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |                |
| Socorro Pantaleon    | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |                |
| John Thiel           | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |                |
| Linda Jadeski        | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |                |
| Joanne Chan          | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |                |
| Mary Jo Hartley      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |                |
| Isabelle Medina      | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |                |

**II. PUBLIC PARTICIPATION**

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

**III. DISCUSSION ITEMS**

**1. Federal Update (Verbal)**

None.

**2. State Legislative Update (Verbal)**

California Strategies representative Olsen provided an overview of legislation the District is supporting or opposing through the second half of the legislative year; and provided an update on the Delta Conveyance Project which was not included in the budget presented by the legislature but will likely continue through the policy process. Additionally, Ms. Olsen reported that the Office of Governor Newsom shared their appreciation of CalStrat providing a Me Too statement on behalf of the District against the audit of the Delta Conveyance Project.

WVWD

Minutes: 6/23/25

### 3. Updates to the External Affairs Committee

Manager of Public Outreach and Government Affairs Pantaleon reported that staff met with Fontana Unified and Rialto Unified School Districts to discuss K-12 education and career opportunities for the next school year. Staff will be working with Rialto Unified School District to bring a presentation to the Board of Directors in the upcoming weeks.

Ms. Pantaleon also provided an update of iPaySmart marketing, indicating they have been working diligently on the marketing as we get closer to launching the program, a variety of notifications were sent to customers via different media such as postcards, newsletters, social media, and website, and outreach will continue after program launch encourage customers to sign up. Additionally, water quality report postcards will also be mailed to customers in the upcoming days.

### 4. April 28, 2025 and May 22, 2025 Meeting Minutes

The committee approved the minutes.

### 5. Social Media Report

Senior Public Outreach and Government Affairs Representative Hartley provided an update on social media trends for the district for the reporting period of April to May 2025, and May to June 2025.

### 6. 2025 June Federal/State Legislative Update

Manager of Public Outreach and Government Affairs Pantaleon provided the report.

### 7. Sponsorship Policy

Manager of Public Outreach and Government Affairs Pantaleon presented the proposed policy. The committee reviewed previous monetary and water donation trends from Fiscal Year 24.25 and 23/24 and provided feedback on the policy. The policy will be presented to the Policy Review and Oversight Committee for review next.

## IV. ADJOURN

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

**ATTEST:**

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**Paola Lara, Acting Board Secretary**

WVWD

Minutes: 6/23/25



**MINUTES**  
**EXTERNAL AFFAIRS COMMITTEE MEETING**  
**of the**  
**WEST VALLEY WATER DISTRICT**  
**July 28, 2025**

**I. CALL TO ORDER**

Chair Garcia called the meeting to order at 12:10 p.m.

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

**II. PUBLIC PARTICIPATION**

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

**III. DISCUSSION ITEMS**

The Committee began with discussion item #3.

**3. IE Works Update**

Gracie Torres, Chair of IE Works, provided an update on the program's progress, including the release of an RFP to bring on program management support and expand signatory participation. Juan Villa, representing “Beyond the Message”, the firm selected through the RFP process, introduced himself to the committee, shared his role in strengthening partnerships and expressed interest in meeting with both the committee and staff to collaborate on outreach strategies

Elizabeth Troups provided an update on a grant application submitted by IE Works for the State High Road Training Partnership funding. There are 83 applicants competing for \$18 million in available funding and award notifications are expected in September or October.

WVWD

Minutes: 7/28/25

1. Federal Update (Verbal)

David Turch & Associates representative Jones provided an update on Fiscal Year (FY) 26 appropriations indicating Congressman Pete Aguilar submitted \$3 million for the SCADA upgrade and the project now stands at \$1.09 million after review by the Interior Subcommittee. FY 24 Scope Adjustment: WVWD is working with Congressman Aguilar's office to revise the Bunker Hill project scope and EPA Region 9 may need to be involved. Grant Status: There is no update yet from the Bureau of Reclamation regarding the submitted AMI grant. Ribbon Cutting Coordination: Mr. Jones will be working with Congressman Aguilar's scheduler to confirm dates for the Roemer Ribbon Cutting.

2. State Legislative Update (Verbal)

California Strategies representative Olsen provided an overview of legislation SB 394, SB 707, and AB 339.

4. Prop 218 Communication Outreach Update

Manager of Public Outreach and Government Affairs Pantaleon provided an overview of the Value of Water campaign that will begin in a few weeks, and proposed Prop 218 outreach with stakeholder, community members, and customers.

5. Updates to the External Affairs Committee

Manager of Public Outreach and Government Affairs Pantaleon presented the "Day in the Life" video series featuring Water Distribution Operators and indicating there will be a new video each month featuring a new department. Ms. Pantaleon also reviewed Mascot Outreach featuring Women in Water, Careers in Water, and observed water weeks, and indicated staff will be meeting with Rialto Unified School District to discuss future education initiatives.

6. Social Media Report June - July

Senior Public Outreach and Government Affairs Representative Hartley presented the Social Media report and reviewed the trends and highlights.

7. 2025 Poster Contest

Manager of Public Outreach and Government Affairs Pantaleon indicated that staff will begin promoting the 2025 poster contest with the theme "Being in my water saving era means...."

#### IV. ADJOURN

Director Garcia adjourned the meeting at 1:32 p.m.

**ATTEST:**

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**Paola Lara, Acting Board Secretary**

WVWD

Minutes: 7/28/25



## STAFF REPORT

**DATE:** September 29, 2025  
**TO:** External Affairs Committee  
**FROM:** Mary Jo Hartley, Senior Public Outreach & Government Affairs Rep  
**SUBJECT:** Social Media Report - July through September 2025

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### **STRATEGIC GOAL:**

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices. Objective 3E - Promote Public Awareness of the Value of WVWD

### **MEETING HISTORY:**

N/A

### **BACKGROUND:**

The social media report provides updates on West Valley Water District's (WVWD) social media profile activity on Facebook, Instagram, LinkedIn and X. 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 July - August Reporting period, we saw an increase in the number of impressions on our Facebook platform, mostly due to an ad that we boosted. The ad was part of our Water. Service. Community campaign. The ad wraps up our additional communications efforts for this campaign and is a testament to how our department has used the variety of platforms we have to increase the numbers of viewers on our videos. The August - September reporting period This month was a master class in using community partners and trusted voices in our community to amplify our message and build trust with our customers. As you'll see in our honorable mentions, WVWD was a hot topic on social media, with local elected officials and community "micro influencers" sharing our message. We look forward to finding more ways to utilize these great resources.

### **FISCAL IMPACT:**

N/A

### **REQUESTED ACTION:**

Receive and file the report.

**Attachments**

[Social Media Report - July- Aug 2025.pdf](#)

[Social Media Report - Aug - Sept. 2025.pdf](#)

JULY - AUGUST

2025

SOCIAL MEDIA

Report



## MAIN KPI'S



No. of Followers  
**1,170**



Reach  
**10,679 (total)**  
**9,501 (ads)**



Engagement  
**153**



No. of Posts  
**19 posts**

## TOP POST



### Post Impressions

234 Impressions

### Post Engagement

29 interactions



# Instagram

## MAIN KPI'S



No. of Followers

**1,455**

+22



Reach

**2,354**



Engagement

**609**



No. of Posts

**19 posts**

## TOP POST



### Post Impressions

543 Impressions

### Post Engagement

26 interactions

## MAIN KPI'S



No. of Followers  
**830**



Reach/Impressions  
**4,986**



Engagement  
**451**



No. of Posts  
**7 posts**

## TOP POST



### Post Impressions

962 Impressions

### Post Engagement

207 interactions



## MAIN KPI'S



No. of Followers  
**443**



Reach/Impressions  
**752**



Engagement  
**38**



No. of Posts  
**19 posts**

## TOP POST



### Post Impressions

55 Impressions

### Post Engagement

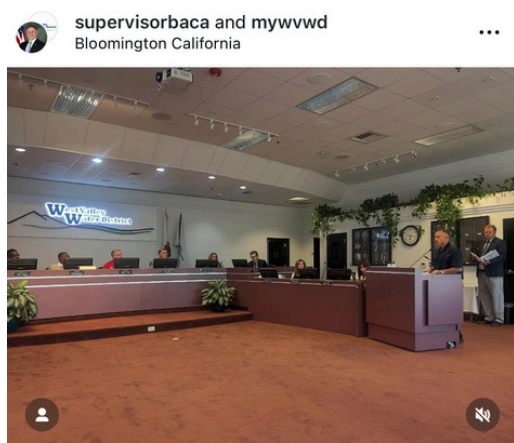
5 Interactions

## MONTHLY INSIGHTS

During the July through August reporting period, POGA staff saw the following trends and highlights :

This month we saw an increase in the number of impressions on our Facebook platform, mostly due to an ad that we boosted. The ad was part of our Water. Service. Community campaign. The ad wraps up our additional communications efforts for this campaign and is a testament to how our department has used the variety of platforms we have to increase the numbers of viewers on our videos.

### Honorable Mentions



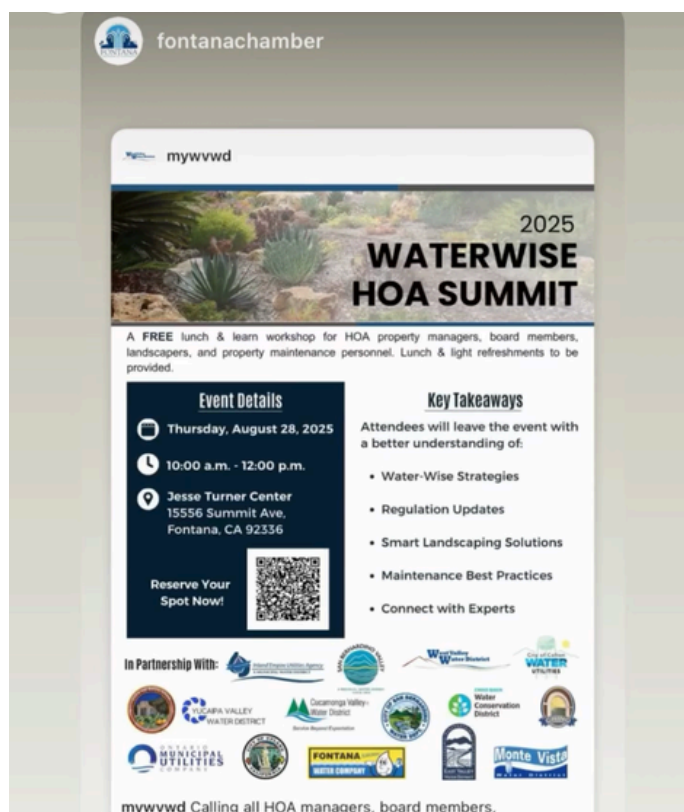
[View insights](#)

37 Likes 3 Comments

Liked by montevistawaterdistrict and others  
supervisorbaca Thrilled to see the contract awarded for the Bloomington Alleyway Water Main Replacement Project! With a significant contribution of \$1.52 million from Supervisor Baca, Jr.'s discretionary funds, this \$3.8 million investment is set to upgrade our community's water infrastructure. These enhancements will ensure reliable water service and improved fire safety for all. Together, we are building a brighter future for Bloomington! 💧 @mywvwd

July 17

Supervisor Baca shared the partnership between his office and the District for the Bloomington Alleyway Project.



The Fontana Chamber shared our HOA Summit flyer with the community. We are thankful for our strong ties with the chamber and their willingness to help.

AUGUST - JULY

2025

SOCIAL MEDIA

*Report*



## MAIN KPI'S



No. of Followers  
**1,175**



Reach  
**26,523 (total)**  
**25,116 (ads)**



Engagement  
**215**



No. of Posts  
**17 posts**

## TOP POST



**WATER  
SERVICE  
YOU CAN  
COUNT ON**



Clean + reliable  
water service



100k customers



Serving 6 communities

### Post Impressions

25,116 Impressions

### Post Engagement

285 interactions

# Instagram

## MAIN KPI'S



No. of Followers  
**1,480**



Reach  
**4,157**

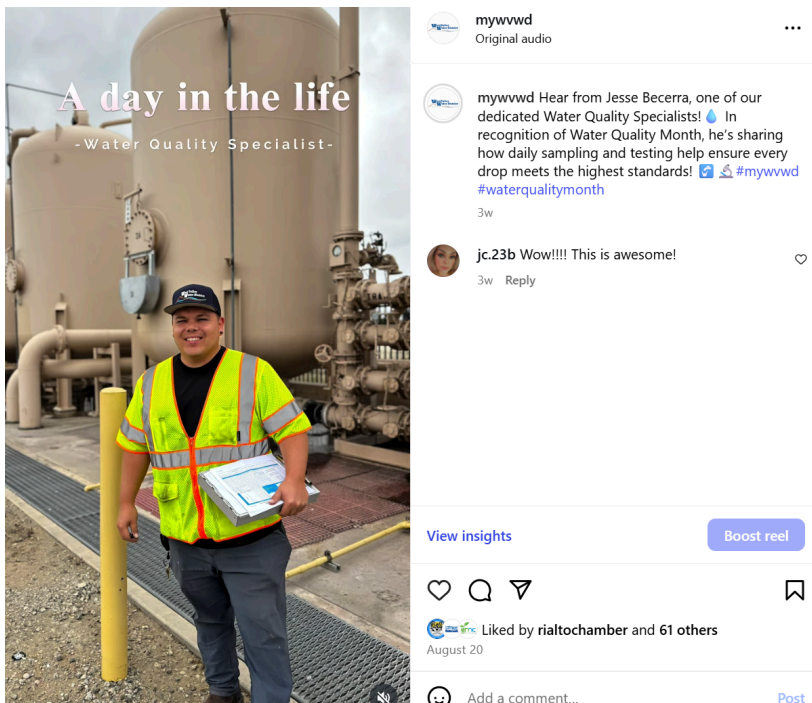


Engagement  
**441**



No. of Posts  
**17 posts**

## TOP POST



### Post Impressions

537 Impressions

### Post Engagement

72 interactions



## MAIN KPI'S



No. of Followers  
**851**



Reach/Impressions  
**3,528**



Engagement  
**403**



No. of Posts  
**7 posts**

## TOP POST



### Post Impressions

485 Impressions

### Post Engagement

8 interactions

## MAIN KPI'S



No. of Followers  
**443**



Reach/Impressions  
**664**



Engagement  
**33**



No. of Posts  
**17 posts**

## TOP POST



### VALUE OF WATER *Workshops*

|                     |                                                                                                            |                    |                                                                                                            |
|---------------------|------------------------------------------------------------------------------------------------------------|--------------------|------------------------------------------------------------------------------------------------------------|
| Mon.<br>Sept.<br>22 | <b>West Valley Water District</b><br>855 W. Baseline Rd.<br>Rialto, CA 92376<br>6 p.m.   English/Spanish   | Wed.<br>Oct.<br>1  | <b>Bloomington MAC</b><br>17909 Marygold Ave.<br>Bloomington, CA 92316<br>6 p.m.   English/Spanish         |
| Wed.<br>Sept.<br>24 | <b>Kordyak Elementary</b><br>4580 Mango Ave.<br>Fontana, CA 92336<br>6 p.m.   English                      | Tue.<br>Oct.<br>7  | <b>Grace Vargas Senior Center</b><br>1411 S Riverside Ave.<br>Rialto, CA 92376<br>6 p.m.   English/Spanish |
| Mon.<br>Sept.<br>29 | <b>Sycamore Hills Elementary</b><br>11036 Mahogany Dr.<br>Fontana, CA 92337<br>6:30 p.m.   English/Spanish | Tue.<br>Oct.<br>14 | <b>Vasari at Ventana</b><br>4800 Citrus Ave.<br>Fontana, CA 92336<br>6 p.m.   English                      |

### Post Impressions

99 Impressions

### Post Engagement

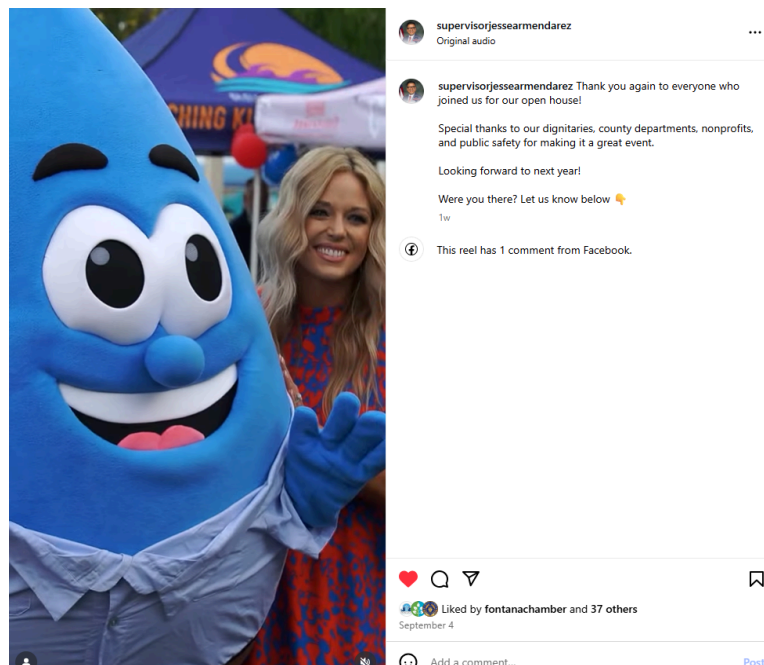
4 Interactions

## MONTHLY INSIGHTS

During the August through September reporting period, POGA staff saw the following trends and highlights :

This month was a master class in using community partners and trusted voices in our community to amplify our message and build trust with our customers. As you'll see below in our honorable mentions, WVWD was a hot topic on social media, with local elected officials and community "micro influencers" sharing our message. We look forward to finding more ways to utilize these great resources.

### Honorable Mentions



WVWD staff, including our very own Creek attended Supervisor Armendarez's Open House. Creek was an instant hit with the attendees eve garnering several posts from our community members and the Supervisor himself!



Honorable Mentions



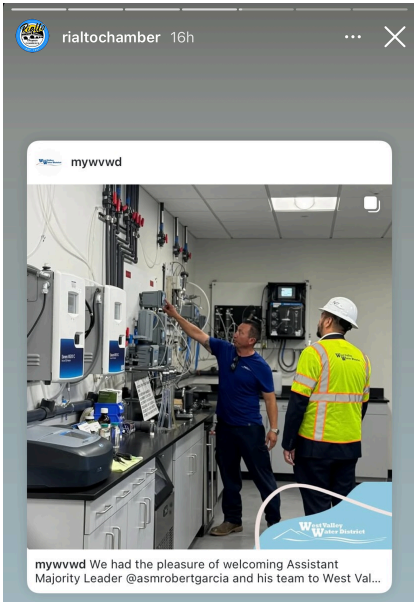
**asmrobertgarcia**   
Zac Brown Band • Knee Deep (feat. Jimmy Buffett)

**asmrobertgarcia**  I toured the West Valley Water District to learn more about the critical work that goes into providing safe and clean water for our communities.  
  
Thank you to the directors and district managers for hosting us and for your commitment to protecting our most important natural resource.  
  
3w



 Liked by csd and 16 others

Assembly Member Garcia cemented his visit to WVWD in the history books social media pages with a nice posts about the tour and all he learned. The the Rialto Chamber shared our post.



The Assemblymember along with many of our local community members helped share the word on our HOA summit in collaboration with IEUA and San Bernardino Valley.



A **FREE** lunch & learn workshop for HOA property managers, board members, landscapers, and property maintenance personnel. Lunch & light refreshments to be provided.

**Key Takeaways**

- **Water-Wise Strategies:** Learn to reduce outdoor water use without compromising curb appeal.
- **Regulation Updates:** Stay informed on the latest compliance requirements.
- **Smart Landscaping Solutions:** Discover rebates and resources for sustainable irrigation and native plants.
- **Maintenance Best Practices:** Explore efficient ways to maintain common areas while conserving water.
- **Connect with Experts:** Network with local water agencies and industry professionals to get your questions answered.



**asmrobertgarcia** 

**asmrobertgarcia**  West Valley Water District, in partnership with local and regional water agencies, is proud to co-host the 2025 Waterwise HOA Summit, an educational event designed for HOA property managers, board members, landscapers, and property maintenance professionals.  
  
Attendees will learn about Water-Wise strategies and get important updates on water regulations affecting their communities.  
  
4w



 Liked by cbwcd and 3 others

August 18





## STAFF REPORT

**DATE:** September 22, 2025  
**TO:** External Affairs Committee  
**FROM:** Socorro Pantaleon, Public Outreach & Government Affairs Manager  
**SUBJECT:** Transition to Official .gov Website Domain

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### **STRATEGIC GOAL:**

Strategic Goal 8 - Deliver Superior Customer Service. Objective 8D - Communicate Effectively with Customers

### **MEETING HISTORY:**

N/A

### **BACKGROUND:**

Currently, West Valley Water District operates its public-facing website at [www.wvwd.org](http://www.wvwd.org), which has served as the primary online platform for information, services, and community engagement.

However, many government entities across the United States are moving to the official .gov domain, that is restricted to verified US government organizations. This ensures that residents can easily identify legitimate government websites and reduces the risk of fraud, phishing, and misinformation.

While Assembly Bill 1637 (2023) currently applies only to cities and counties, pending legislation (Assembly Bill 810 (Irwin), 2025/26 Session) proposes to expand this requirement to include special districts, school districts, and joint powers authorities.

### **DISCUSSION:**

Given the likelihood that special districts will eventually be required to comply, staff recommends beginning proactive planning for a domain transition to ensure smooth implementation, enhance public trust, and strengthen cybersecurity protections.

1. Domain Registration
2. Timeline for Migration
3. Public Outreach Plan
4. Possible Website Transition

### **FISCAL IMPACT:**

Anticipated expenses are expected in outreach and communication and updates to materials.

### **REQUESTED ACTION:**

Direct staff to begin planning for a transition to a .gov domain.





## STAFF REPORT

**DATE:** September 22, 2025  
**TO:** External Affairs Committee  
**FROM:** Socorro Pantaleon, Public Outreach & Government Affairs Manager  
**SUBJECT:** Branding Guidelines

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### **STRATEGIC GOAL:**

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices. Objective 3A - Advance Effective Internal and External Communication Processes

Strategic Goal 8 - Deliver Superior Customer Service. Objective 8D - Communicate Effectively with Customers

### **MEETING HISTORY:**

09/30/2024 External Affairs Committee  
04/28/2025 External Affairs Committee  
05/22/2025 External Affairs Committee

### **BACKGROUND:**

West Valley Water District's (West Valley) brand is the face West Valley presents to our community. It encompasses the total effect of our logo, services, programs, and all other key touch points representing us. Our mission is to provide our community with high-quality and reliable water service in a cost-effective and sustainable manner. These standards allow West Valley to present a unified voice to our customers and community, strengthening and enhancing our reputation. By adhering to these guidelines, our customers and other key audiences will better recognize the vital services we provide, reflecting our commitment to our values.

### **DISCUSSION:**

The Public Outreach and Government Affairs Department has been working with RGM communication to create WVWD's first ever "Branding Guideline" as a guide to enhance a professionalism, internally and externally, and create a cohesive look and messaging.

### **FISCAL IMPACT:**

Budgeted in FY 25/26.

### **REQUESTED ACTION:**

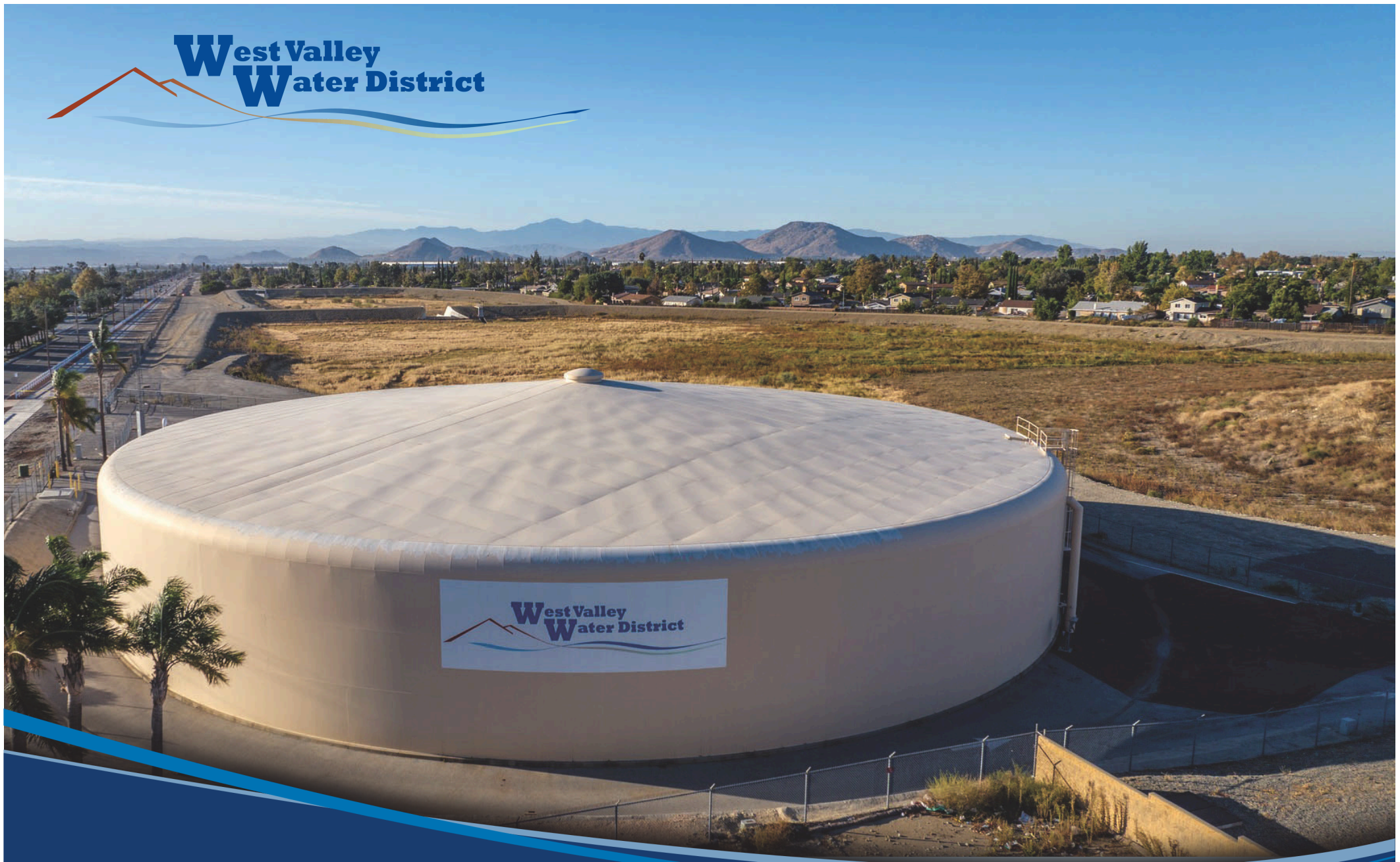
Review Working Draft. Provide Direction.

**Attachments**

[WVWD Brand Guide Final.pdf.pdf](#)

[DRAFTSecondaryLogoV3.pdf](#)





# BRAND GUIDELINES

CREATED 08 / 2025

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## OVERVIEW

West Valley Water District's (West Valley) brand is the face West Valley presents to our community. It encompasses the total effect of our logo, services, programs, and all other key touch points representing us.

**Our mission is to provide our community with high-quality and reliable water service in a cost-effective and sustainable manner.**

These standards allow West Valley to present a unified voice to our customers and community, strengthening and enhancing our reputation. By adhering to these guidelines, our customers and other key audiences will better recognize the vital services we provide, reflecting our commitment to our values:

### INNOVATION

We foster innovation, creativity, and ingenuity in all our services, programs and practices.

### REGIONAL PARTNERSHIP

As a proactive leader, we engage in regional collaborations that improve our community and water supply.

### PREFERRED WORKPLACE

We strive to be a model employer, providing an environment that supports professional growth and well-being.

### PUBLIC TRUST & INTEGRITY

We maintain a culture of openness, transparency, and accountability, ensuring our community trusts in our actions and decisions.

### SUSTAINABILITY

We are dedicated to sustainable practices that ensure the long-term success of our organization and the community we serve.

### CONSISTENCY IS KEY

Consistency across all platforms, including digital media, social interactions and customer service, is crucial. Whether through our website, social media, or printed materials, maintaining a unified voice ensures that our community perceives a cohesive and trustworthy image of West Valley.

### WE ALL REPRESENT WEST VALLEY'S BRAND

Every West Valley employee serves as a brand ambassador. This role isn't confined to how we present our visual identity but extends to how we embody our values in our daily interactions. From administrative duties to field services, each action reflects our commitment to quality, innovation and community welfare.

### OUR BRAND IN ACTION

Our brand is also about community engagement, where our actions speak as loudly as our words. We participate actively in community initiatives, reinforcing our role as a vital regional partner.

### THESE GUIDELINES ARE NOT STATIC; THEY EVOLVE

As our community's needs change, so too will our brand, ensuring it remains relevant and effective. We encourage feedback on these guidelines, as continuous improvement is intrinsic to our brand promise.

### WE VALUE YOUR FEEDBACK

We value your input. Please contact our Public Outreach and Government Affairs team for suggestions on improving our brand representation or these guidelines.

### BRAND GUIDELINES MANAGEMENT

The Public Outreach and Government Affairs Manager or designee has the ultimate responsibility and authority for implementing this Brand Guide and all its design considerations. Any questions regarding logo use, fonts, colors, PowerPoint templates, and other elements should be directed to the Public Outreach and Government Affairs team.



# LOGO

## PRIMARY LOGO

The West Valley primary logo serves as the principal brand identifier, capturing the essence of integrity and environmental stewardship through its thoughtful design elements. The mountain range, flowing river, and natural grasslands reflect West Valley's deep connection to the regional landscape and commitment to water resource management. As the cornerstone of brand identity, the primary logo must maintain consistent presence across all internal and external communications, community engagement initiatives, and outreach efforts.



## SECONDARY LOGO

The simplified logo system features a distinctive monogram that combines the 'W' and 'V' in the brand's signature blue and brown, accented by a flowing multicolor wave element. Available in both stacked and horizontal layouts, these variations maintain the brand's visual integrity while providing versatile options for various applications. The typography has been thoughtfully retained from the primary logo, with 'West Valley' in a serif style and 'WATER DISTRICT' in a clean sans serif, creating consistent brand recognition across all formats.

## LOGO MARK

The simplified logo mark elegantly merges the dual 'W' forms in West Valley's signature blue with a stylized 'V' in earthy brown, creating a dynamic monogram. The mark is completed by the distinctive wave element that flows beneath the letterforms in gradated blues and green, echoing the water and land elements from the primary logo. This refined version maintains the essence of the brand while offering a compact, versatile solution for applications where space is limited.



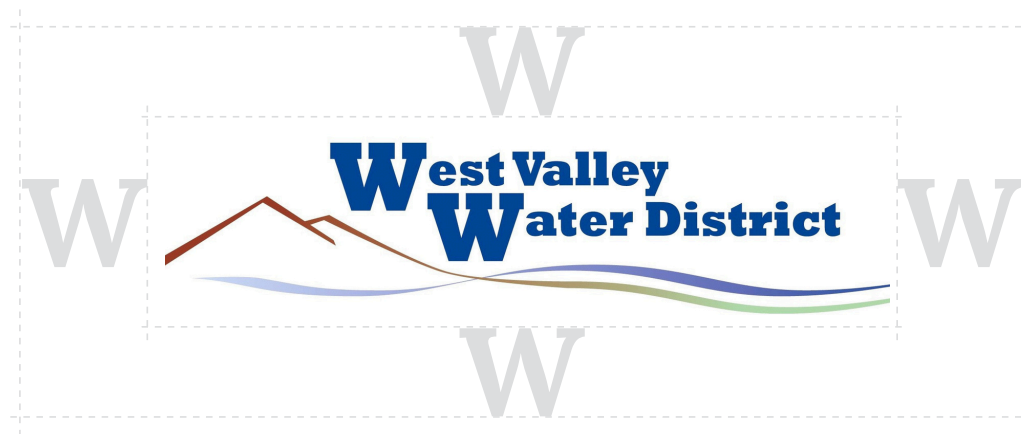


# LOGO USAGE AND INTEGRITY

When selecting which logo version to use, consider the size and orientation of the space available. To maintain its integrity, the logo should not be altered.

## Clear Space

The logo should be surrounded by clear space to ensure its visibility and impact and the proportional relationship between the logo. Clear space is determined by the height of the “W” in West. No graphic elements should appear inside the clear space area.



## MINIMUM SIZE

The main logo should not appear smaller than .5” tall. If the logo needs to be presented smaller, Logo Type should be used instead.



## INCORRECT LOGO USE

The West Valley logo should only appear in the primary or secondary logo formats noted in this guide. It should not include changed colors or fonts or be stretched, condensed, or redrawn.



## LOGO COLOR VARIATIONS

From time to time, the West Valley logo may be used in white, black or specific color logo for specific campaigns, joint collaborations or other similar endeavors.

These color variations are at the discretion of the public outreach and government affairs manager and must be approved by the public outreach and government affairs manager or designee before use.

4 Color



Grayscale



1 Color Blue



1 Color Black



1 Color White



## SUB-BRANDS LOGOS

West Valley employs “living” sub logos to celebrate seasonal themes or observances, enhancing community engagement and reflecting the district’s dynamic role in the community. These sub logos are inspired by the approach of changing themes akin to Google’s homepage doodles.

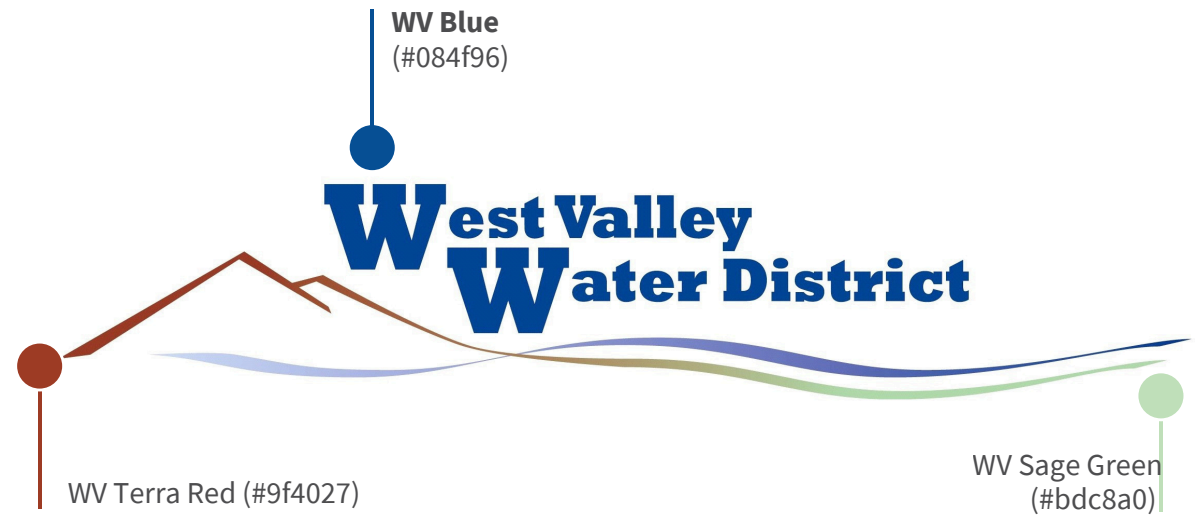
### Design and Creation:

- These logos are crafted by the Public Outreach and Government Affairs team, ensuring they align with community events, holidays, or environmental themes relevant to the district’s mission.
- Themes can include but are not limited to:
  - Winter, Spring, Summer, Autumn, Halloween, Thanksgiving, Christmas
  - Observances like Earth Day, Water Professionals Appreciation Week, etc.
- Guidelines for Use: Sub logos should only be used in appropriate contexts:
  - Digital Platforms: Suitable for social media, the district’s website, and electronic communications where a dynamic or festive appearance is desired.
  - Print: Can be used on promotional materials, community event flyers, or educational materials where the thematic element enhances the message or event.
  - Approval Process: Before public release, each sub logo must go through an internal review process to ensure it adheres to our branding standards, message integrity, and appropriateness for the occasion.



# COLOR

Our color palette combines trusted professionalism with environmental stewardship. Led by our foundational WV Blue, which represents reliability and expertise, the palette flows through fresh water-inspired blues and natural sage greens. Warm terra cotta and earth tones ground us in our local landscape, while modern supporting colors ensure clear communication. This balanced system reflects our dual commitment: delivering exceptional water service while protecting natural resources for future generations.



## LOGO BASE COLORS



### WV Blue

Hex #035194  
 RGB 3, 81, 148  
 HSB 208, 98%, 58%  
 CMYK 100, 76, 12, 2

**WV Blue** serves as our foundational color, representing the authority and stability of water management. It projects trustworthiness while establishing a strong institutional presence that speaks to our legacy of reliable service.



### WV Sage Green

Hex #BDC8A0 RGB 189, 200, 160 HSB 77, 20%, 78% CMYK 28, 12, 43, 0

**WV Sage Green** This natural green tone embodies our commitment to environmental stewardship while maintaining a professional demeanor. It creates a bridge between our infrastructure responsibilities and our role as environmental custodians.



### WV Terra Red

Hex #A04127  
 RGB 160, 65, 39 HSB 13, 76%, 63% CMYK 26, 84, 95, 20

**WV Terra Red** Drawing from the local landscape, this warm red connects our brand to the region's natural geography and heritage. It grounds our visual identity in the community we serve.

**West Valley's color palette is the visual component of our brand. These colors were thoughtfully chosen for our logo and represent our brand identity.**

The colors of our logo should not be changed (except our one-color, grayscale, or reversed-out white logos). The medium (print or electronic) in which the logo and colors will be used will dictate the color specifications.

CMYK and PMS Used for printed materials, such as magazines and newspapers

RGB and or HEX Used for digital media





# COLOR STRATEGY

## PRIMARY APPLICATION

Our color system works as an integrated whole to tell our story. The deep blue leads our communications, supported by secondary blue for supporting elements, while terra cotta and earth brown colors serve as sparingly used accent colors. Light and deep blues can be applied for interactive elements and data visualization, while earth tones add warmth and approachability to communications. Gray and steel blue tones provide balance through supporting elements and text applications.

- Primary brand messages lead with deep blue
- Secondary information utilizes secondary blue and supporting earth tones
- Tertiary elements incorporate earth brown, steel blue and leaf
- Call-to-action elements can feature accent colors
- Body copy maintains clarity with slate black

This thoughtful color system creates a cohesive visual language that honors our heritage, demonstrates authority, shows environmental commitment, and projects innovation while maintaining strong community connections. The careful balance of professional blues, natural greens, and warm earth tones ensures our communications remain both engaging and trustworthy.

### Accessibility Considerations

When combining colors, maintain strong contrast for optimal readability. Pair lighter backgrounds with darker text colors, and ensure interactive elements stand out clearly. Consider color-blind users by not relying solely on color to convey critical information.

DEEP BLUE

SECONDARY BLUE

EARTH BROWN

TERRA COTTA

## PRIMARY PALETTE

These primary colors are the core colors to West Valley's brand and are incorporated into the official West Valley logo.

Hex #1B3D6E  
RGB 27, 61, 110  
HSB 215, 75%, 43%  
CMYK 100, 84, 31, 17

**Deep Blue** This vibrant blue represents our forward-thinking approach and technological advancement in water management. It signals our commitment to innovation while maintaining connection to our core service.

Hex #0077B6  
RGB 0, 119, 182  
HSB 201, 100%, 71%  
CMYK 87, 48, 5, 0

**Secondary Blue** Representing water purity and transparency, this fresh blue tone communicates clarity in both our operations and communications. It brings a sense of cleanliness and accessibility to our visual language.

Hex #8B7355  
RGB 139, 115, 85  
HSB 33, 39%, 55%  
CMYK 42, 48, 69, 16

**Earth Brown** This grounding brown represents our commitment to soil conservation and groundwater protection.

Hex #758B5D  
RGB 117, 139, 93  
HSB 89, 33%, 55%  
CMYK 57, 31, 74, 9

**Leaf** This green symbolizes our dedication to watershed protection and sustainable practices. It reinforces our role as stewards of both water resources and the broader environment.

Hex #E1E7D3  
RGB 225, 231, 211  
HSB 78, 9%, 91%  
CMYK 11, 3, 18, 0

**Light Sage** This subtle green creates a fresh, natural atmosphere in our communications while maintaining professionalism. It serves as a gentle reminder of our environmental responsibilities.

Hex #C25A39  
RGB 194, 90, 57  
HSB 14, 71%, 76%  
CMYK 18, 76, 86, 6

**Terra Cotta** Echoing the region's natural tones, this warm color connects our brand to local geology and historical infrastructure, reinforcing our deep community roots.

## BODY COPY

Hex #4D4D4F  
RGB 77, 79, 240,  
HSB 3%, 31%, 0, 0,  
CMYK 0, 85

**Slate Black** Our primary text color achieves perfect readability while avoiding the harshness of pure black. It maintains professionalism while ensuring accessibility across all materials.



## SECONDARY PALETTE

Our secondary colors highlight and complement West Valley’s primary brand colors, creating depth and visual interest while maintaining sophistication. These colors should always accompany, never overshadow, our primary palette. When thoughtfully applied as accents, they enhance our visual communications while ensuring consistent, elevated design across all materials.

Hex

#577B95

RGB

87, 123, 149

HSB

205, 42%, 58%

CMYK

71, 44, 29, 4

**Steel Blue** This versatile blue bridges our traditional service role with modern operations. It communicates technical expertise while remaining approachable.

Hex

#ECCC80

RGB

236, 204, 128

HSB

42, 46%, 93%

CMYK

8, 18, 58, 0

**Nilla** This warm neutral tone reflects the urban environment, bridging natural and built landscapes. As an accent color, Nilla brings architectural warmth to the palette

Hex

#DCDDDE

RGB

220, 221, 222

HSB

210, 1%, 87%

CMYK

0, 0, 0, 15

**Light Gray** This clean, neutral gray provides balance in our communications. It offers visual rest while maintaining a modern, professional appearance.

## WEBSITE PALETTE

West Valley’s digital color palette has been thoughtfully adapted from our primary brand colors, optimized specifically for screen display and accessibility. This carefully selected range ensures excellent legibility and visual harmony across our digital presence while maintaining our brand integrity.

|                                                                                                                                                                                                                               |                                                                                                                                                                                                                           |                                                                                                                                                                                                                          |                                                                                                                                                                                                                             |                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Header Background</div> <div><div>Hex</div><div>#005B8F</div></div> <div><div>RGB</div><div>0, 91, 143</div></div> <div><div>HSB</div><div>202, 100%, 56%</div></div> <div><div>CMYK</div><div>96, 66, 21, 5</div></div> | <div>Header Bottom</div> <div><div>Hex</div><div>#1D84C3</div></div> <div><div>RGB</div><div>29, 132, 195</div></div> <div><div>HSB</div><div>203, 85%, 76%</div></div> <div><div>CMYK</div><div>81, 39, 2, 0</div></div> | <div>Main Background</div> <div><div>Hex</div><div>#FFFFFF</div></div> <div><div>RGB</div><div>255, 255, 255</div></div> <div><div>HSB</div><div>0, 0%, 100%</div></div> <div><div>CMYK</div><div>0, 0, 0, 0</div></div> | <div>Sidebar Background</div> <div><div>Hex</div><div>#f6f6f2</div></div> <div><div>RGB</div><div>247, 246, 242</div></div> <div><div>HSB</div><div>48, 2%, 97%</div></div> <div><div>CMYK</div><div>2, 1, 3, 0</div></div> | <div>Footer Background</div> <div><div>Hex</div><div>#292929</div></div> <div><div>RGB</div><div>41, 41, 41</div></div> <div><div>HSB</div><div>0, 0%, 16%</div></div> <div><div>CMYK</div><div>71, 65, 64, 67</div></div> |
| <div>Text</div> <div><div>Hex</div><div>#3B3B3B</div></div> <div><div>RGB</div><div>59, 59, 59</div></div> <div><div>HSB</div><div>0, 0%, 23%</div></div> <div><div>CMYK</div><div>68, 62, 61, 51</div></div>                 | <div>Link</div> <div><div>Hex</div><div>#0171B3</div></div> <div><div>RGB</div><div>1, 113, 179</div></div> <div><div>HSB</div><div>202, 99%, 70%</div></div> <div><div>CMYK</div><div>89, 52, 4, 0</div></div>           |                                                                                                                                                                                                                          |                                                                                                                                                                                                                             |                                                                                                                                                                                                                            |



## TINTS AND GRADIENTS

Our carefully curated selection of sample tints and Gradients extends West Valley’s core palette, providing depth and versatility while maintaining brand integrity. These variations ensure visual harmony across all communications, delivering cohesive designs that reinforce our professional identity. Please note that not all branded colors should be utilized as a tint or shade.

|                |     |     |     |     |
|----------------|-----|-----|-----|-----|
| Secondary Blue | 80% | 60% | 40% | 20% |
| Sage Green     | 80% | 60% | 40% | 20% |
| Leaf           | 80% | 60% | 40% | 20% |
| Earth          | 80% | 60% | 40% | 20% |
| Nilla          | 80% | 60% | 40% | 20% |

WWVD Logo Gradient 01

WWVD Logo Gradient 02

Sample Gradients to create depth and additional visual interest

# TYPOGRAPHY

WestValley's typography system balances professional authority with contemporary accessibility. Our typefaces combine traditional slab serifs, which anchor our heritage and reliability, with modern sans-serif fonts that ensure clarity across all communications.

West Valley provides dedicated fonts for both employee communications and professional design applications, ensuring consistent brand expression while accommodating various user needs. This thoughtful typographic approach reinforces our identity as a trusted, forward-thinking water district.

## LORA

Lora anchors our visual identity, establishing presence in our logo and extending through our communications as a subtitle font. By thoughtfully implementing this typeface across various weights, we maintain a consistent thread of our brand identity throughout all marketing materials, creating a cohesive and recognizable presence.

Lora is the preferred typeface. For desktops where Lora is not available, Baskerville is the preferred substitution.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

## SOURCESANS

Source Sans Pro delivers modern clarity and versatility across all platforms, ensuring excellent readability in both digital and printed materials. This contemporary typeface serves as our primary font for content, with light and bold weights carrying our headlines (H1), while regular and bold weights maintain clarity in body copy. Its extensive family of weights provides flexibility for creative applications. While italic versions are available for all weights, they should be used only when necessary for emphasis in body copy and titles.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

# TYPOGRAPHY GUIDELINES

Clear typography hierarchy reinforces West Valley's commitment to accessible communication, ensuring our message reaches every audience effectively. Our approach to typography emphasizes clarity and readability across all materials.

## TYPE SETTINGS

**Leading** Headlines benefit from tighter leading, creating unified, space-efficient statements. Body copy uses more generous leading to enhance readability and bring openness to our communications.

### Kerning

Set kerning to "Optical" as our standard. Manual adjustments should be limited to specific letter pairings in large-scale headlines where necessary.

### Alignment

Left alignment serves as our primary choice, offering natural readability and clean visual structure. While centered or right alignment may suit specific design needs, avoid forced justification to maintain optimal legibility.

### Spacing and Tracking

Apply professional judgment to spacing and tracking decisions based on specific applications, always prioritizing clarity and readability.

## ADDITIONAL TYPOGRAPHY TIPS

### Headings are in bold

Make sure the size is legible. For printed items, font size should be no smaller than 10.5 pt. For digital items, font size should be no smaller than 18px.

### Pixels and Points

Pixels (px) relates to a computer-specific measurement. Each monitor or screen has a certain number of pixels it can display.

A point (pt) is a measurement of size commonly used to measure the height of a font.

## H1: 30/60 TITLE

PREFERRED COLORS:



## H2: SUBTITLE

PREFERRED COLORS:



### H3: Body Bold

PREFERRED COLORS:



Body preferred copy size 10.5/12.6

Lorem Ipsum. Sed eget dolor eros. Praesent suscipit diam non risus laoreet tempor. In blandit quam ut tellus mattis malesuada. Duis ut libero quis mi porta ultrices. Mauris ullamcorper consectetur diam, consectetur lacinia enim rutrum et. Nam a aliquet neque. Mauris euismod vitae mauris vitae venenatis. Suspendisse eu efficitur leo,

PREFERRED COLORS:



# DESIGN BEST PRACTICES

Brand consistency and accuracy are key to success. Please follow these design practices to maintain our West Valley's brand.

## LOGO

Do not alter the logo in any way. This includes, but is not limited to changing the color, rotating it, stretching it or adding a drop shadow.

The logo should have ample white space around it to ensure readability.

Always put the logo on a white background. The white logo should be used if a white background is unavailable. Light backgrounds should use the gradient or full color logo to ensure contrast.

## COLOR

The colors in this brand guide can be used for digital and print. The RGB and HEX codes are digital colors, and the CMYK codes are print colors.

When in doubt, keep it simple. Black text on a white background always looks good.

## PRINT COLLATERAL

Always ask for a physical printed proof before approval when working with a professional printer.

Please contact West Valley's Public Outreach and Government Affairs team if an .eps or vector file is needed for commercial printing.





# POWERPOINT/SLIDES BEST PRACTICES

## DESIGN PRINCIPLES

**Use West Valley Templates:** Always use the provided West Valley templates. They are designed with our branding, including logos, color palettes, and approved fonts.

**Template Size:** Opt for widescreen (16:9) templates to avoid content being cut off on modern displays.

## CONTENT CLARITY

**Text Minimalism:** Follow the 5/5/5 rule: at most five words per line, five lines per slide, and avoid more than five text-heavy slides in succession. Limit to 3 bullet points per slide.

**Font Size:** Use 40 pt for headings and 20 pt for body text minimum. Adjust for readability in different viewing conditions.

**Contrast:** Ensure high contrast between text and background for readability. Avoid colors like orange or yellow for text.

## QUALITY OVER QUANTITY

Use high-resolution images from Adobe Stock or approved sources.

**Effective Use of Visuals:** Use images, charts, and maps to support your message, not overshadow it. If a chart or map is too small to read, split it into overview and detailed views across slides. **Avoid Overuse:** Limit images with text to two or three per slide.

## PRESENTATION DYNAMICS

**Keep it Simple:** Avoid animations and sounds to maintain focus on your content.

**Engagement:** Your presentation should complement your spoken content. Slides should not be read verbatim but enhance understanding.

## GENERAL TIPS

**Proofread:** Review your slides for errors or, better yet, get a colleague to check them. Typos can distract from your message.

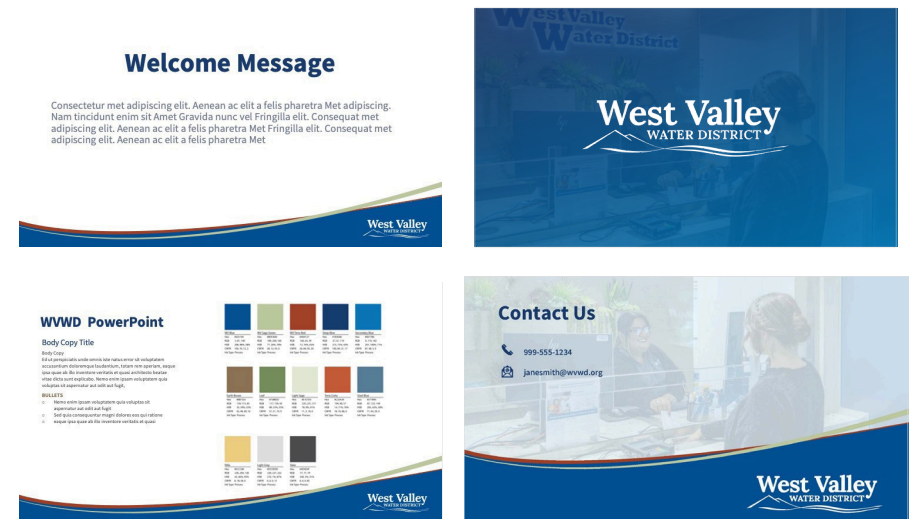
**Lighting Consideration:** Consider the presentation room's lighting when choosing colors and backgrounds.

## FORMATTING

**Alignment:** Use PowerPoint's alignment tools (Shift + Select, then Arrange) to align text and graphics for a clean look.

**White Space:** Allow for white space on each slide for visual breathing room.

By adhering to these guidelines, your presentations will reflect the professionalism and identity of West Valley and ensure your message is communicated effectively and engagingly. Remember, the goal is to present content that supports your narrative, not to create a document to be read.



# PHOTOGRAPHY AND VIDEOGRAPHY GUIDELINES

When choosing imagery for video or photography, images should reflect West Valley's diverse community, vibrant culture, natural beauty, and unique character.

It is always recommended that West Valley use images and videos featuring West Valley's service area, staff, and its community when available.



## PHOTOGRAPHY AND VIDEOGRAPHY GUIDELINES

The Public Outreach and Government Affairs team maintains subscriptions to stock photo and video resources and a library of West Valley images. If in doubt, contact the Public Outreach and Government Affairs team for assistance in photo selection.

### LICENSING AND IMAGE CREDITS

If stock photos, videos or music should be used, it must be appropriately licensed from a site such as Adobe Stock or Canva. Please contact the Public Outreach and Government Affairs team for assistance in selecting an image.

Image/video credit is used when the image/video user gives attribution to the image owner. If you are sharing a photo/video by a videographer/photographer or different agency, you must get permission from the rights-holder and/or secure a license before using the image/video.

Giving credit to an image/video does not entitle West Valley to use the image. Images that include "all rights reserved" means no rights are granted for use.

Example of a photo credit: Photo by Sam Jones.

### IMAGE AND VIDEO QUALITY

Images and videos should convey a message and be contextually relevant. They should also reflect a level of professional quality. Refrain from using clip art and poor-quality images that will diminish West Valley's brand.

### SOCIAL MEDIA IMAGE/VIDEO REQUIREMENTS

Social media images/videos should adhere to West Valley's image/ video standards above and consider other general platform-specific requirements.

# ACCESSIBLE DESIGN GUIDELINES

WestValley is committed to making our brand available and enjoyable to everyone.

## **Text Size, Fonts, and Readability:**

- Websites should have a minimum font size of 18px; print and digital files, 10.5pt.
- Use approved, simple, readable fonts throughout all West Valley materials.
- Hyperlinks should be descriptive (e.g., “Learn more about our conservation programs”).
- Use short, simple sentences and bullet points to break up text.

## **Color:**

- Ensure high color contrast between text and background (use tools like WebAIM’s color contrast checker).
- Avoid using color alone to convey meaning (e.g., “follow the signs with the water drop symbol”).

## **Images and Multimedia:**

- Images: Always provide descriptive alt text for images.
- Videos: Include captions and provide transcripts for audio content.

## **Navigation and Interaction:**

- Enable keyboard navigation for all interactive elements.
- Use “Skip to Main Content” links on web pages.
- Ensure form fields have clear labels and instructions.

## **General Accessibility:**

- Use language tags in digital content.
- Test content with readability tools for comprehension level.
- Ensure consistency in applying these guidelines across all platforms.

## **Testing and Feedback:**

- Regularly test materials using disability simulation tools.
- Provide a feedback mechanism for users to report accessibility issues.

By incorporating these practices, West Valley can ensure that its communications are accessible to all community members, reinforcing our commitment to inclusivity and public trust.



# WRITING STYLE GUIDELINES

WestValley has established a preferred writing style to maintain our brand's consistency across all communications.

## **Tone and Voice:**

Our tone is approachable, informative, and friendly, akin to a knowledgeable friend explaining complex topics. We aim for clarity, positivity, and straightforwardness, avoiding overly formal language.

## **AP Style:**

We adhere to the Associated Press Style for consistency, with deviations to enhance clarity.

## **Consistency Across Departments:**

While each department may adapt the tone slightly to suit its audience, the core principles of clarity, conciseness, and approachability remain constant. Engineering, for instance, might explain technical details but should still aim for accessibility.

## **Readability and Comprehension:**

Use short paragraphs active voice, and break information into digestible chunks. Start with simple explanations before delving into complexity.

## **Engagement:**

Engage readers through techniques like rhetorical questions, anecdotes, or direct address. Enhance content with visual aids like infographics or videos.

These guidelines should be applied flexibly based on the context and audience of the communication, ensuring that all West Valley material is engaging, easy to read, and transparent, while maintaining our professional image.



# WRITING STYLE GUIDELINES:

## AP STYLE QUICK REFERENCE TIPS

### Acronyms:

- Avoid acronyms and abbreviations.
- If using them, the first reference to the organization or industry-specific term abbreviation or acronym should be the entire term.

### Addresses:

- Only abbreviate Avenue, Boulevard, and Street when used with numbered addresses. Similar words such as Drive, Road, Circle, or Terrace are always spelled out and capitalized.

Ex: 125 West Valley Water St.

- When a formal street name appears without a numbered address, spell out the full name and capitalize it.

Ex: West Valley Water Street

### Citizen:

- Water Districts do not have citizens. Only countries can have citizens.
- The people we serve should be called customers, public, residents, community members or other similar terms.
- Refrain from using the term “ratepayer” in any customer-facing documents or communications. Instead, opt for more inclusive and straightforward terms like “customer” or “resident” to ensure clarity and enhance the personal connection with our service users.

### West Valley Water District:

- General Usage: The term West Valley should be used in most forward-facing communications for branding consistency and recognition. The first mention should always be West Valley Water District.
- Legal Documents: In specific legal documents where clarity or formality is required, District may be used in lieu of West Valley.
- Capitalization: Always capitalize when referring to the organization by its full or abbreviated name:

Ex: West Valley Water District

Ex: West Valley

## DEPARTMENTS AND DIVISIONS USAGE:

### Departments:

Departments within West Valley Water District should be capitalized when used as:

### Proper names:

West Valley Water District Customer Service Department

The department (when not specifying the name)

The Customer Service Department (when specifying)

### Divisions:

Divisions are units within Departments.

Similar to Departments, Divisions should follow the same capitalization standards:

Ex: The Operations Department is home to the Water Quality Division.

The division (when not specifying the name)

The Water Quality Division (when specifying)

### Capitalization:

Always capitalize Department and Division when they are part of the proper name of the unit.

Use lowercase for 'department' or 'division' when used in a general context without specifying which one.

### Commas:

- Do not use a comma before the conjunction in a simple series.  
Ex: The flag is red, white and blue.
- Use a comma before the conjunction in a complex series.  
Ex: He likes turkey, peanut butter and jelly, and ham sandwiches.

### Dates:

- Write out the month entirely if there is no specific date.  
Ex: January 2025
- Abbreviate the month if there is a specific date.  
Ex: Jan. 31, 2025
- Months should be capitalized.
- Dates should not include st, nd, rd after the date.  
Ex: Jan. 2, not Jan. 2nd
- Spell out dates when using alone, within a day or a year.  
Ex: There are two council meetings in October.

### Days of the Week:

- Capitalize the days of the week.
- Spell out days of the week.

### Hours:

- Use figures except for noon and midnight.  
Ex: 8 a.m. to noon
- Use a colon to separate hours from minutes.  
Ex: 8:20 a.m.
- Use the following format for times that start on the hour.  
Ex: 8 a.m. to 5 p.m.
- Use a.m. or p.m. once within the same day for a time range.  
Ex: 8 to 11 a.m.

### Numbers:

- Spell out figures one through nine, except for the ages of people and animals.
- Use digits for 10 and over.
- For millions, use a figure followed by "million"  
Ex: 13 million, 3 million
- Ordinal numbers one through nine (i.e., first, second, third, etc.) should be spelled out. Figures should be used for one through 9. The exceptions are geographic, military or political (ex: 7th Street or 9th U.S. Circuit Court of Appeals)  
Ex: He took home first place in the art contest.  
Ex: The office was located on the 76th floor.

**Percentage:**

- Use % not “percent”.  
Ex: 50% or 0.7%
- Spell out the percentage when used at the beginning of a sentence  
Ex: Ninety-nine percent of West Valley’s customers are satisfied with our service.

**Phone Numbers:**

- Use the area code with phone numbers.
- Area code should be set off with dashes.  
Ex: 909-875-1804

**Titles:**

- All titles should be uppercase when they come before a person’s name.  
Ex: West Valley General Manager John Smith
- All titles should be lower case after a person’s name.  
Ex: John Smith, West Valley general manager

**Web Addresses:**

- When able, use “www” in reference to website addresses. However, exceptions can be made when needed to save space or for simplicity (e.g. on promotional items).  
Ex: Press release boilerplate: Visit [www.wvwd.org](http://www.wvwd.org)





# BOARD AND COMMITTEE MEMORANDUM WRITING TIPS

West Valley staff regularly uses board and committee memorandum to provide information on agenda items. These memos should be clear and concise.







### Boilerplate Paragraph

**The District uses a boilerplate paragraph highlighting key information at the end of its news releases. This standardized information should be at the bottom of all news releases.**

Prior to publishing your press release, please check with the Public Outreach and Government Affairs team to verify the number of service connections. As we grow, this number changes, and we want to be consistent and accurate.

### About West Valley Water District

Since 1952, West Valley Water District has been dedicated to serving the Southern California communities of Bloomington, Colton, Fontana, Rialto, Jurupa Valley and Unincorporated San Bernardino County. Providing water to over 100,000 customers, West Valley is committed to delivering a cost-effective, high-quality water supply. Governed by a five-member, publicly elected board of directors, our mission encompasses strategic water resource planning, effective management, and the development of regional partnerships to ensure sustainable water solutions.



## TRANSLATION GUIDELINES

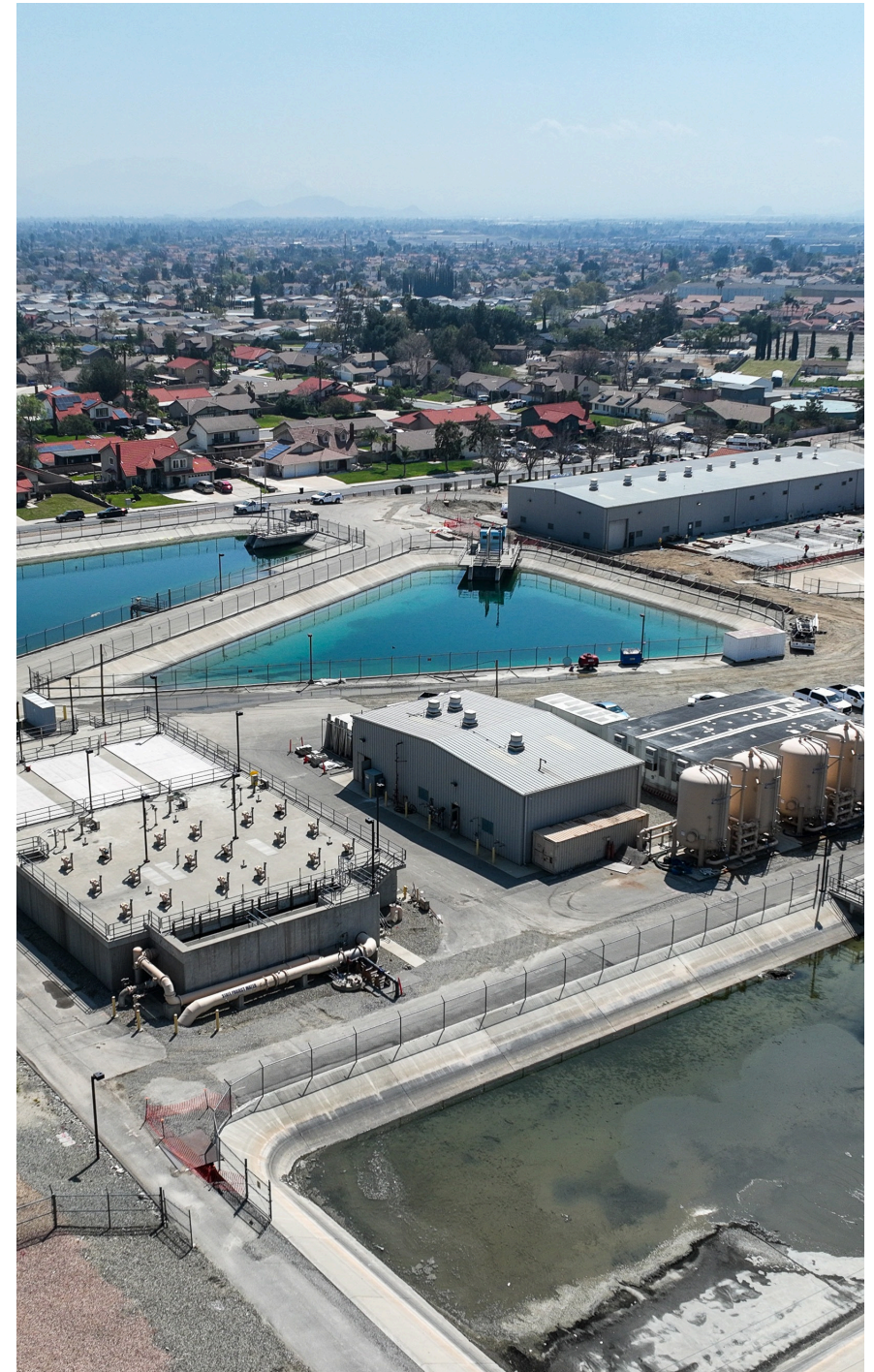
Our translation guidelines ensure that customers have meaningful access to our programs, services, and information.

West Valley's service area has a diverse population and residents who speak many languages. Data shows that the majority of customers in our service area speak English, followed by Spanish.

Our translation guidelines ensure that the our customers have meaningful access to our programs, services and information. To achieve this goal, West Valley provides translation services for vital information using the following protocol:

- Our Public Outreach and Government Affairs team has determined a list of documents/ publications vital to customers obtaining services and/or benefits provided by West Valley.
  - Vital documents may include service applications, notice of rights, public notices, Consumer Confidence Reports or program specific outreach/community education materials.
- The West Valley Public Outreach and Government Affairs team assesses whether vital documents are translated into all relevant languages. They determine if these translations are provided in full, in a condensed summary form, or upon specific customer request.
- Documents not critical to West Valley services and/or benefits will not automatically be translated. Further assessment of the document's nature, need for and importance will be determined on a case-by-case basis.

Please contact the Public Outreach and Government Affairs team for translation assistance.





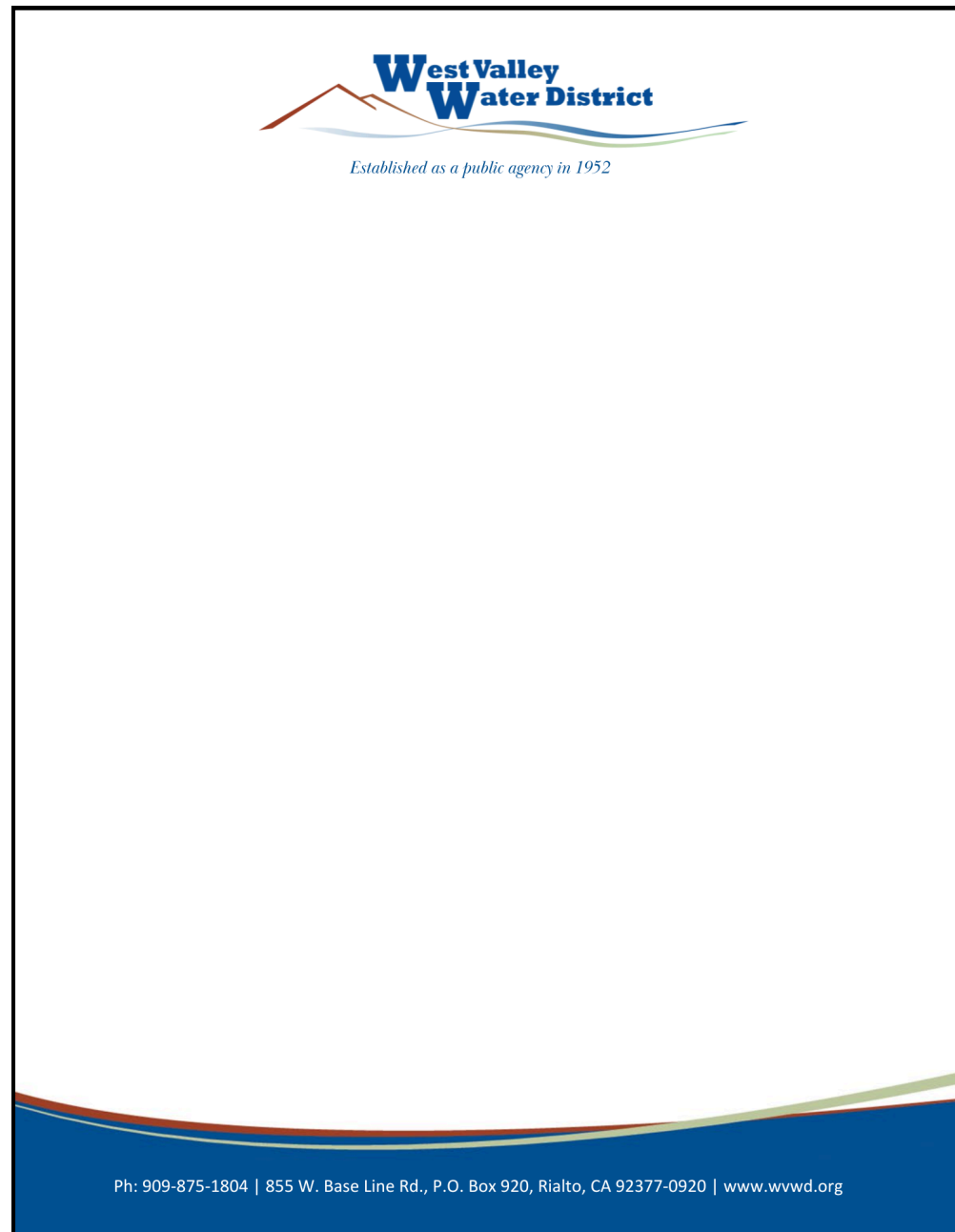
# APPLICATIONS

The following applications and sample usage are common touch points for West Valley to communicate with customers and the community. These items include specific branding and aesthetic for consistency.



## STATIONERY: LETTERHEAD

West Valley has developed digital and print letterhead for each department. Please make sure to use the “Print” version of letterhead for items that need to be printed.



# LETTERHEAD TEMPLATES

## Board of Directors



*Established as a public agency in 1952*

855 W. Base Line Rd.  
P.O. Box 920  
Rialto, CA 92377-0920  
Ph: 909-875-1804  
[www.wvwd.org](http://www.wvwd.org)

John Thiel, P.E., General Manager

Dear [CUSTOMER],

Welcome to the West Valley Water District (West Valley)! We are pleased to have you as a new customer and look forward to providing you with reliable, high-quality water service. As you get started with your new account, we'd like to share a few key details to help you make the most of your service.

Your water meter will be read once a month, and you will receive a bill each month around the same time. We offer several convenient options for making payments. You may pay online at [www.wvwd.org](http://www.wvwd.org), by phone anytime at (909) 875-1804 (press 2), or by mailing a check using the return envelope included with your bill. In-person payments can be made by cash or check at any of our satellite locations (a map is enclosed for your reference). You can also make payments at participating PayNearMe locations such as 7-Eleven, CVS Pharmacy, and Family Dollar.

We encourage all customers to use water wisely, not only to protect our environment, but to ensure a sustainable water supply for our community now and into the future. At West Valley, we want to be your resource for all things water. From conservation tips to drought-tolerant landscaping ideas, we offer a variety of tools and information to help you make smart water choices.

If you have any questions or need assistance, our Customer Service team is here to help! You can reach us at (909) 875-1804 (press 3).

Our office hours are Monday, Wednesday, Thursday, and Friday from 8:00 a.m. to 5:30 p.m., and Tuesday from 9:00 a.m. to 5:30 p.m.

We appreciate the opportunity to serve you and are committed to delivering exceptional service now and in the future.

Sincerely,

Customer Service Department  
West Valley Water District

BOARD OF DIRECTORS

Gregory Young  
President, Division 5

Dan Jenkins  
Vice President, Division 2

Angela García  
Director, Division 1

Kelvin Moore  
Director, Division 3

Estevan Bennett  
Director, Division 4





# TEMPLATES: AGENDAS



*Established as a public agency in 1952*

## AGENDA

**ADJOURNED REGULAR BOARD MEETING**  
*Thursday, February 13, 2025, 6:00 PM*

**BOARD OF DIRECTORS**

Gregory Young, President  
Daniel Jenkins, Vice President  
Angela Garcia, Director  
Kelvin Moore, Director  
Estevan Bennett, 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](mailto:administration@wvwd.org).

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

*Connect with us online!*



# DIGITAL BUSINESS CARD

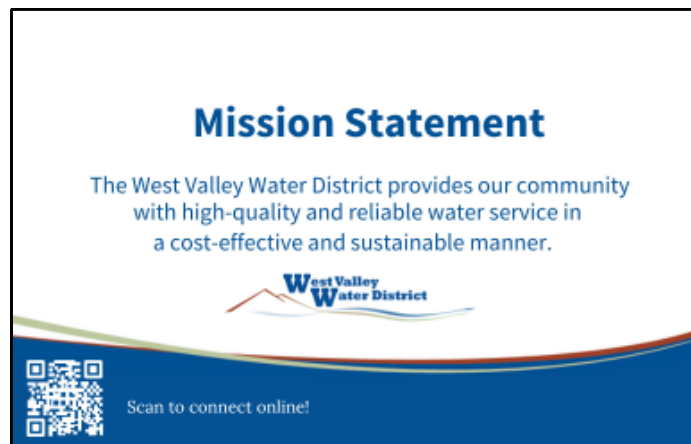
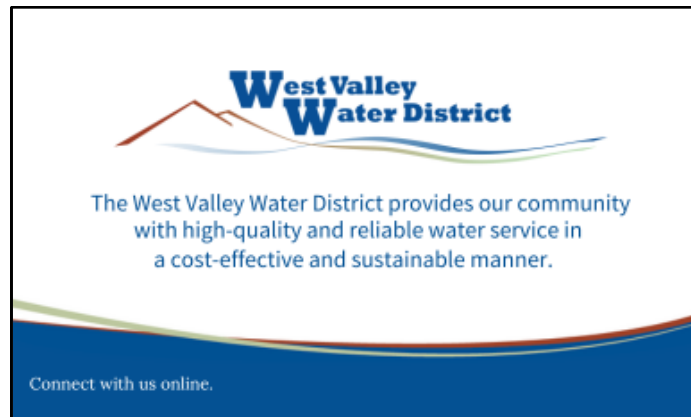
## SAMPLE LAYOUTS

Each DigitalBusiness Card App has various templates to choose from, please pick simple design layouts and utilize are main brand colors. If you can use a background image, please use company approved images of West Valley Water District locations.

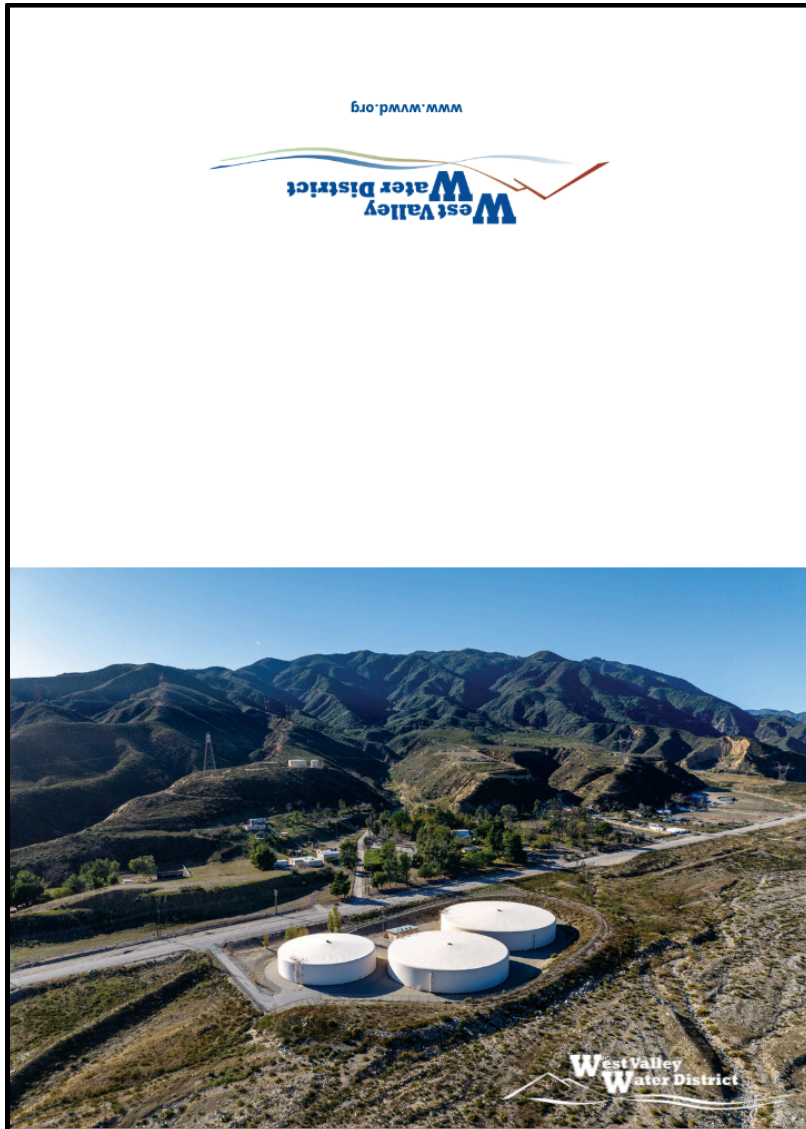


# BUSINESS CARD

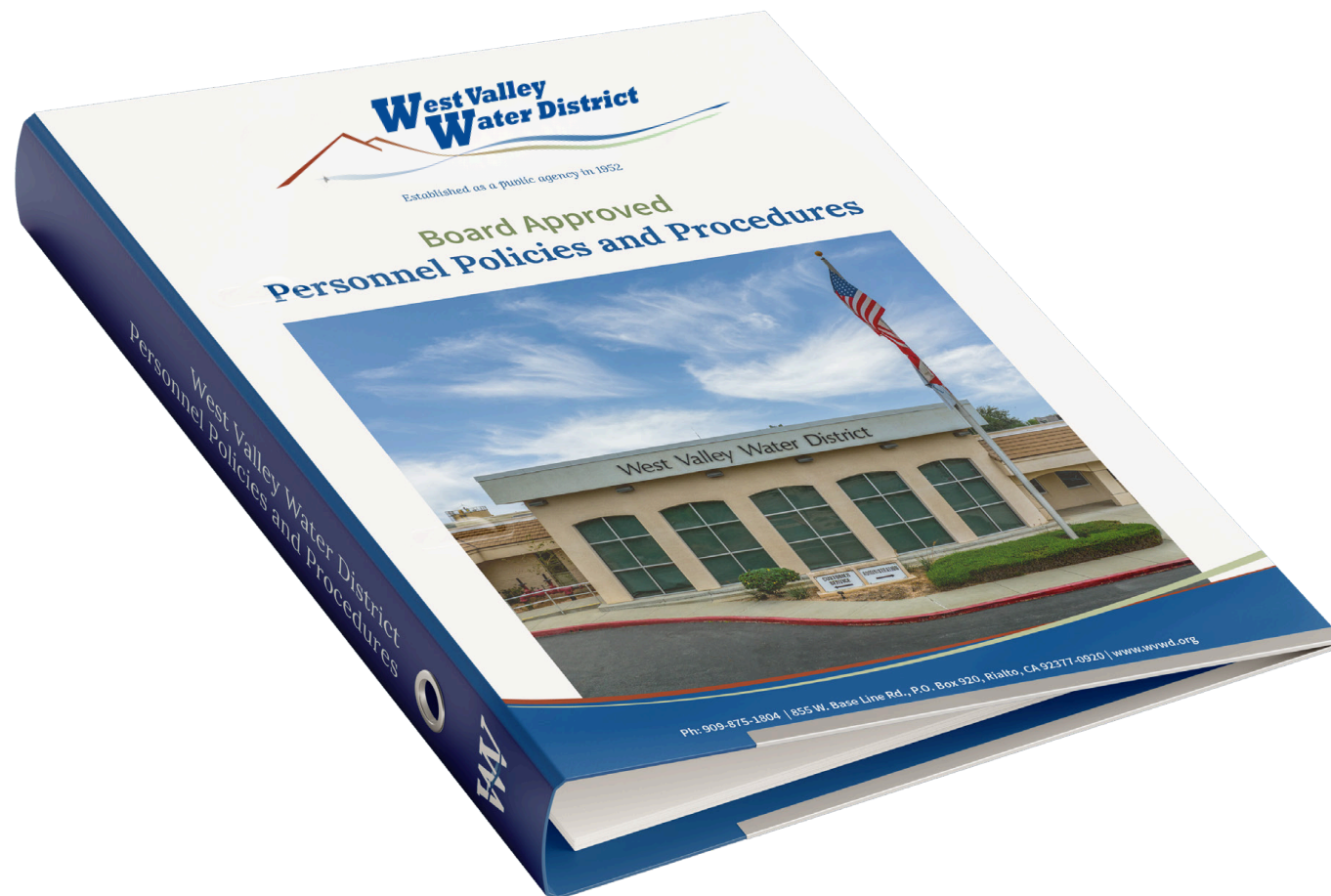
## SAMPLE LAYOUTS



# STATIONERY: CORRESPONDENCE CARDS AND ENVELOPES



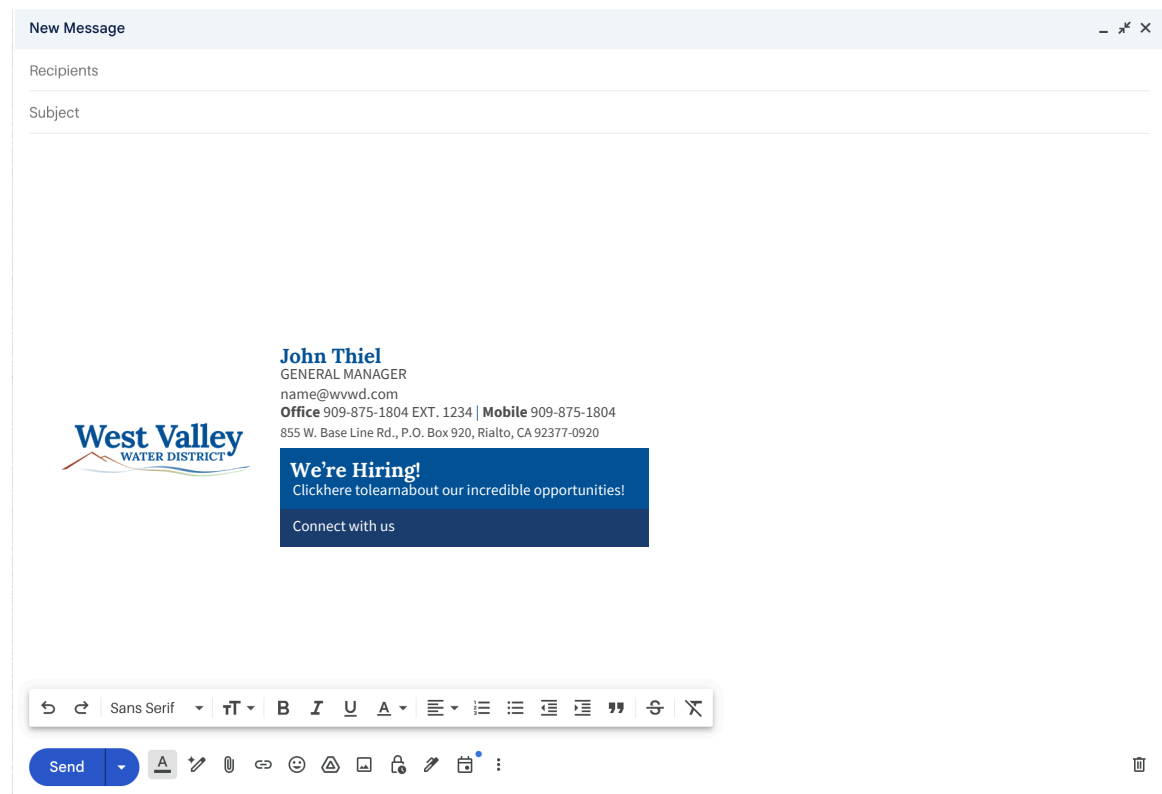
# TEMPLATES: EMPLOYEE MANUAL





# DIGITAL: EMAIL SIGNATURE

Name in larger Bold font, in WV Blue. Last typeface is preferred if unavailable use Baskerville. For Title and contact details use Source Sans in 95% black.



## DIGITAL: ZOOM





[WWW.WVWD.ORG](http://WWW.WVWD.ORG)

855 W. BASE LINE ROAD RIALTO, CA 92376

PHONE: (909) 875-1804



Option One



Option Two



Option Three



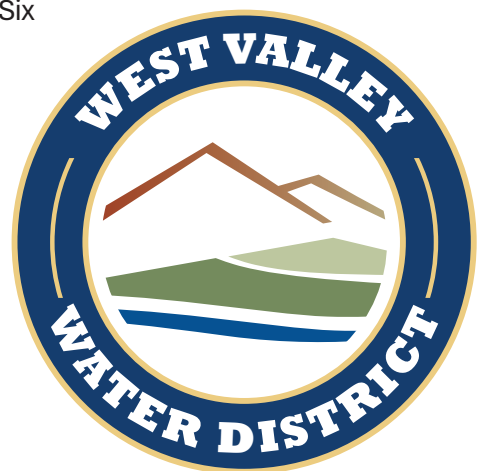
Option Four



Option Five



Option Six



Option Seven

