



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

**SPECIAL EXTERNAL AFFAIRS COMMITTEE  
MEETING AGENDA**

**MONDAY, DECEMBER 19, 2022 - 6:30 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.

On March 4, 2020, Governor Newsom declared a State of Emergency resulting from the threat of COVID-19. On September 16, 2021, Governor Newsom signed Assembly Bill No. 361 into law. Assembly Bill No. 361 amends Government Code section 54953(e) by adding provisions for remote teleconferencing participation in meetings by members of a legislative body, without the requirements of Government Code section 54953(b)(3), subject to the existence of certain conditions. The West Valley Water District adopted a resolution determining, by majority vote, that, as a result of the declared State of Emergency, the District is adopting the State protocol which allows meetings in person and/or via teleconference. Accordingly, it has been determined that all Board and Workshop meetings of the West Valley Water District will be held pursuant to Assembly Bill No. 361, the Brown Act and will be conducted via teleconference and in person. Members of the public may listen and provide public comment via telephone by calling the following number and access code: Dial: (888) 475-4499, Access Code: 840-293-7790 or you may join the meeting using Zoom by clicking this link: <https://us02web.zoom.us/j/8402937790>. Public comment may also be submitted via email to [administration@wvwd.org](mailto:administration@wvwd.org). If you require additional assistance, please contact [administration@wvwd.org](mailto:administration@wvwd.org).

**BOARD OF DIRECTORS**

Director Angela Garcia, (Chair)  
Director Channing Hawkins

**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. General Updates to the External Affairs
2. November Social Media Report.
3. December Legislative Report
4. Upcoming Events

### **IV. ADJOURN**

#### **DECLARATION OF POSTING:**

**I declare under penalty of perjury, that I am employed by the West Valley Water District and posted the External Affairs Committee Agenda at the District Offices on December 15, 2022.**



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**Nancy Albitre, Acting Board Secretary**



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

**DATE:** December 19, 2022  
**TO:** External Affairs Committee  
**FROM:** Van Jew, Acting General Manager  
**SUBJECT:** NOVEMBER SOCIAL MEDIA REPORT

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**BACKGROUND:**

The social media report provides (**Exhibit A**) 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 works for successful customer engagement.

**DISCUSSION:**

This month saw a decrease in impressions, reach and engagement throughout our social media platforms. This was an expected outcome because of the disparity of posts between the previous reporting time (September – October) and the current reporting time (October – November). While the change in numbers for our KPIs was expected, the public affairs department utilized trending hashtags and engagement with other agencies to boost the numbers of posts.

**FISCAL IMPACT:**

None

**STAFF RECOMMENDATION:**

This item is for information only.

Respectfully Submitted,

*Van Jew*

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Van Jew, Acting General Manager

VJ/sp

**ATTACHMENT(S):**

1. Nov. - Dec 2022 - Social Media Report



3.2.a

# TO THE TEAM

WILLIAM FOX |

Chief Financial Officer

A circular portrait of William Fox, a man in a suit and tie, standing in front of a "Water District" sign.

WEST VALLEY WATER DISTRICT

## General Manager

A photograph of a water treatment facility with large yellow pipes and blue tanks.

# SOCIAL MEDIA REPORT

## November - December 2022

# Facebook

## Main KPI's



No. of Followers  
**1,063**  
 +7  
 -



Reach  
**737**  
 +69.4%



Engagement  
**486**  
 +71.7%



No. of Posts  
**14 posts**

## Top Post



Post Impressions

Post Engagement

392 Impressions

11 interactions

# Instagram

## Main KPI's



No. of Followers  
**1,051**  
+9



Reach  
**656**  
+27.3%



Engagement  
**52**



No. of Posts  
**8 posts**  
**2 stories**  
**2 videos**

## Top Post



### Post Impressions

354 impressions

### Post Engagement

12 interactions

# LinkedIn

## Main KPI's



No. of Followers  
**198**  
+17



Reach/Impressions  
**1,534**



Engagement  
**142**



No. of Posts  
**3 posts**

## Top Post



### Post Impressions

463 impressions

### Post Engagement

55 interactions



# Twitter

## Main KPI's



No. of Followers  
**389**



Reach/Impressions  
**1,998**  
**+23.5%**



Engagement  
**88**



No. of Posts  
**23 posts**

## Top Post



Post impressions

608 impressions

Post Engagement

35 interactions

# Insights

Despite a shorter reportable month due to the upcoming holiday closure, we have seen an uptick across all platforms in our identifiable KPI's, including an increase of followers on LinkedIn and engagement on Facebook and Twitter.

## Top highlights for this month include:

- The Facebook top post was engaged with 84 times, for reference last month's top post was only engaged with 11 times.
- Posts about the District's Rising Star award were shared by the Inland Empire Community News and the Association of California Water Agencies (ACWA)
- Increased following on LinkedIn by 17

Additionally, the external affairs department has identified an issue on our Nextdoor profile. We have been diligently working with the agency to remedy this issue and hope to be back up and running on this platform soon.