



**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**

**TUESDAY, DECEMBER 12, 2023 - 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.

**BOARD OF DIRECTORS**

**Director Angela Garcia, Chair  
Director Channing Hawkins**

Members of the public may attend the meeting in person at 855 W. Base Line Road, Rialto, CA 92376, or you may join the meeting using Zoom by clicking this link: <https://us02web.zoom.us/j/8402937790>. Public comment may be submitted via Zoom, by telephone by calling the following number and access code: Dial: (888) 475-4499, Access Code: 840-293-7790, or via email to [administration@wvwd.org](mailto:administration@wvwd.org).

If you require additional assistance, please contact [administration@wvwd.org](mailto: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. Sponsorships, Scholarships & Contests Survey.
3. Public Outreach and Governmental Affairs Department Restructure.
4. Update on State and Federal Lobbying RFP.

**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 December 7, 2023.**

*Elvia Dominguez*

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**Elvia Dominguez, Board Secretary**



**BOARD OF DIRECTORS  
POLICY REVIEW AND OVERSIGHT COMMITTEE  
STAFF REPORT**

**DATE:** December 12, 2023  
**TO:** Policy Review and Oversight Committee  
**FROM:** William Fox, Chief Financial Officer  
**SUBJECT:** SPONSORSHIPS, SCHOLARSHIPS & CONTESTS SURVEY

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**MEETING HISTORY:**

12/05/23 Policy Review and Oversight Committee REFERRED TO COMMITTEE

**BACKGROUND:**

As part of the Fiscal Year 2023-24 Annual Budget the District developed a set of financial initiatives to be addressed during the year. One of these initiatives was to assess the District's current handling of Sponsorships, Scholarships & Contests. In order to perform a thorough assessment, it was determined that a survey of other local water agencies should be conducted. A total of 21 local water agencies were solicited to participate. A total of eleven responses were received. The results have been compiled as a first step in assessing best practices, which will prove useful in formalizing the District's current practices. The survey results are an attachment to this report.

**DISCUSSION:**

The survey conducted covered five key areas. These areas included: 1) Agency statistical information; 2) Criteria needed to develop a framework for a policy and procedures; 3) Evaluating organizational program funding levels; 4) Development of award amounts; and 5) Eligibility to receive funding and in-kind donations.

The survey results provided validation of the value of having Sponsorships, Scholarships & Contests. Survey respondents recognized the importance of these interactions resulting in increased community involvement, leading to a greater understanding of the water industry and the importance of conservation.

The next step will be the development of a draft Policy and Procedures for discussion and review by the Policy Review and Oversight Committee and the External Affairs Committee. The goal is to have the Policy and Procedures forwarded to the full Board for consideration and approval.

**FISCAL IMPACT:**

There is no fiscal impact related to this presentation. This is informational only.

**STAFF RECOMMENDATION:**

Staff is recommending that it proceed to develop Policy and Procedures for Sponsorships,

Scholarships, & Contests for the Policy Review and Oversight Committee and the External Affairs Committee to review and comment and then to forward to the full Board for approval.

Respectfully Submitted,


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William Fox, Chief Financial Officer

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**ATTACHMENT(S):**

1. Survey of Sponsorships, Scholarships & Contests - December 12, 2023



**Sponsorships, Scholarships  
& Contests Survey  
For  
External Affairs Committee  
December 12, 2023**

# OVERVIEW

- West Valley Water District commissioned a survey to evaluate funding levels,
- 21 local agencies, including West Valley Water District, were solicited.
  - There were 11 responses, including WVWD.
  - There were 10 districts that did not respond or chose not to participate
- Survey topics include:
  - Agency statistical information
  - Criteria in developing framework for policy and procedures
  - Organization funding levels
  - Award amounts
  - Eligibility to receive funding and in-kind donations
- Survey Conclusions
- Next Steps

# AGENCIES SOLICITED FOR THE SURVEY

Agencies that participated in the survey

## 11 Agencies:

- ✓ Cucamonga Valley Water Dist.
- ✓ East Valley Water District
- ✓ Elsinore Valley Municipal Water District
- ✓ Mesa Water District
- ✓ Monte Vista Water District
- ✓ Three Valleys Municipal Water Dist.
- ✓ Walnut Valley Water District
- ✓ Western Municipal Water District
- ✓ **West Valley Water District**
- ✓ Yorba Lina Water District
- ✓ Yucaipa Valley Water District

Agencies that either chose not to participate or did not respond to request

## 10 Agencies:

- ✓ East Orange County Water District
- ✓ Indian Wells Water District
- ✓ Jurupa Community Services District
- ✓ Las Virgenes Municipal Water District
- ✓ Elsinore Valley Municipal Water District
- ✓ Lake Arrowhead Community Service Dist.
- ✓ Moulton Niguel Water District
- ✓ Rancho California Water District
- ✓ Rowland Water District
- ✓ Rubidoux Community Services District

# PARTICIPATING AGENCIES

Agency Name	Agency Established	Total Population Served	Fiscal Year 2024 Budgeted Operating Expenses	Fiscal Year 2024 Sponsorships Budget	Fiscal Year 2024 Promotional Items Budget
Cucamonga Valley Water District	1955	200,000	90,500,000	26,825	13,500
East Valley Water District	1954	104,000	47,424,000	1,500	5,000
Elsinore Valley Municipal Water Dist.	1950	159,000	44,313,300	41,000	0
Mesa Water District	1960	110,000	36,800,000	113,000	15,000
Monte Vista Water District	1927	56,400	22,020,000	5,000	15,000
Three Valley Municipal Water District	1950	515,000	81,000,000	10,000	5,000
Walnut Valley Water District	1952	100,000	38,000,000	21,000	30,000
Western Municipal Water District	1954	995,000	166,400,000	76,000	0
West Valley Water District	1952	98,000	31,700,000	28,000	25,000
Yorba Linda Water District	1909	80,000	46,420,000	47,000	23,500
Yucaipa Valley Water District	1971	50,000	34,600,000	2,500	1,000
<b>11 Agency Averages</b>	<b>1948</b>	<b>224,309</b>	<b>58,107,027</b>	<b>33,802</b>	<b>12,091</b>
<b>11 Agency Median – For Budgets Items</b>				<b>26,825</b>	<b>13,500</b>



# ELIGIBILITY CRITERIA BEING APPLIED FOR EVALUATING COMMUNITY-BASED SPONSORSHIPS – II RESPONDENTS

Eligibility Criteria Utilized By District In Selection Process		# of Respondents	%
1.	Organization must be in District’s service territory	4	36%
2.	Public benefit is derived within the District’s service area and fits within Mission	9	82%
3.	Promotes the building of key stakeholder and/or community relations	10	91%
4.	Creates opportunities for District visibility and interactions with customers	10	91%
5.	Garners positive attention for the District from the media	5	45%
6.	Raises public awareness on issues related to the District’s mission	10	91%
7.	Builds key stakeholder and community relations to further District’s mission	10	91%
8.	Promotes collaboration with regional partners as part of the District’s mission	10	91%
9.	Demonstrates a nexus to water, water resource management, or conservation	7	64%
10.	Events take place within the District’s immediate service area	8	73%
11.	Events take place as a regional effort with a nexus for the District’s customers	8	73%
12.	Other criteria	1	9%
<b>Total Average Responses For Each Criteria Element</b>		<b>8</b>	

# ELIGIBILITY CRITERIA APPLIED FOR INDUSTRY-BASED SPONSORSHIPS – II RESPONDENTS

Eligibility Criteria Utilized	# of Respondents	% of Respondents
1. Raises public awareness on issues related to the District’s mission	8	73%
2. Promotes collaboration with regional partners as part of fulfilling the District’s mission	9	91%
3. Garner positive attention for the District from the media	6	55%
<b>Total Average Responses By Criteria Element</b>	8	73%

# TYPES OF RECOGNITION REQUIRED FOR PROVIDING A SPONSORSHIP – II RESPONDENTS

Types of Recognition Required for Providing a Sponsorship	# of Respondents	% of Respondents
1. Booth or table at event to distribute District information	7	64%
2. A speaking opportunity for a District Representative	3	27%
3. Recognition at event and/or social media	10	91%
4. District logo on marketing materials or host’s website	9	82%
5. Letter acknowledging donation	3	27%
6. Banner	5	45%
<b>Total Average Number of Responses For II Respondents</b>	<b>4</b>	<b>56%</b>

# HOW DISTRICTS ALLOCATE BUDGETED FUNDS

<b>Fund Allocation Methods Applied</b>	<b># of Respondents</b>	<b>% of Respondents</b>
1. Funds are budgeted at the District-wide level	11	100%
2. Funds are budgeted solely at the Board member district level	0	0
3. A portion of the funds are allocated District wide, and a portion are allocated by Board member district.	0	0
<b>Totals</b>	<b>11</b>	<b>100%</b>

# GROUPS NOT ELIGIBLE FOR FUNDING – II RESPONDENTS

Groups Not Eligible For Funding	# of Respondents	% of Respondents
1. For Profit Entities	6	55%
2. Individuals	7	64%
3. Political Groups/Campaigns	7	64%
4. Religious Groups	6	55%
5. Other: (Sports Groups, Political Events & One Event per year Limit per Eligible Group)	3	27%
<b>Total Average Responses For Each Criteria Element</b>	<b>6</b>	<b>55%</b>

# OUTREACH ACTIVITIES THAT PROVIDE COMMUNITY INVOLVEMENT – 11 RESPONDENTS

Outreach Activities Providing Community Involvement	Number of Respondents	% of Respondents
1. Scholarships for high school students interested in pursuing a career in the water industry	3	27%
2. Scholarships for college students interested in pursuing a career in the water industry	1	9%
3. Essay contests for school students	0	0%
4. Poster contest for elementary school kids	6	55%
<b>Total # of Responses to Criteria Elements</b>	<b>10</b>	<b>9%</b>

# ACTIVITIES THAT QUALIFY FOR SPONSORSHIPS

## II RESPONDENTS

Criteria Utilized to Determine Eligibility		# of Respondents	% of Possible Responses
1.	Water industry conferences, seminars and/or publications	10	91%
2.	Special District-related conferences, seminars and/or publications	10	91%
3.	Community events which provide a public benefit to enhance the quality of life for residents or businesses within the District’s service territory and follow the mission	10	91%
4.	Watershed clean-up efforts	6	55%
5.	Chamber of Commerce events and membership	9	82%
6.	School education programs or exhibits that are water related	10	91%
7.	Water efficiency initiatives	9	82%
8.	Water-related environmental efforts	7	64%
9.	Other criteria identified	1	10%
<b>Total Average Responses For Each Criteria Element</b>		<b>7</b>	<b>64%</b>

# APPROVALS OF SPONSORSHIP REQUESTS

Various Parties Eligible To Approve Requests	Total Reported Approving Parties
1. Manager of Legislative Affairs	6
2. General Manager	7
3. Board of Directors	3
4. Committee	1
5. Assistant General Manager	1
<b>Totals</b>	<b>16</b>

<b>Total Agencies with multiple approvers</b>	<b>7</b>
<b>Total Agencies with single approver</b>	<b><u>4</u></b>
<b>Total Reporting Agencies</b>	<b><u>11</u></b>



# MAXIMUM AMOUNT ANY ONE ENTITY CAN RECEIVE IN A FISCAL YEAR

Annual Cap Limit Per Requesting Entity	Agency Limit
1. \$250	1
2. \$1,000	0
3. \$5,000	1
4. \$10,000	2
5. No Cap Limit Established	7
Total Reporting Agencies	11

**Note: One Agency also reported a non-monetary donation cap of 30 cases of bottled water per year per eligible requesting party.**

# TYPES OF NON-MONETARY PROMOTIONAL ITEMS PROVIDED AT EVENTS – 11 RESPONDENTS

Types of Promotional Items Provided at Events	# of Respondents
1. Bottled water	3
2. Pens/pencils/paper pads	10
3. Water conservation kits	10
4. Plant seeds	6
5. Other: water bottles, first aid kits, tote bags, beach balls, logo materials, and stadium bags	6
<b>Total Average Number of Categories of Promotional Items Donated Per Respondent</b>	<b>3</b>

# FREQUENCY POLICY IS REVIEWED BY BOARD

Frequency of Policy Review	# of Respondents	% of Respondents
1. Annually	3	27%
2. Once every two years	2	18%
3. Quarterly	1	9%
4. No Established Review Schedule	5	46%
<b>Totals</b>	<b>11</b>	<b>100%</b>

# SURVEY CONCLUSIONS

- Responses were received from 11 of 21 water agencies.
  - There were 10 solicited agencies who opted not to participate or did not respond to the survey request. Nonresponsive agencies were contacted twice.
- Funding levels spent on Sponsorships and Promotional Items were similar for participating agencies:
  - Annual Budgeted Sponsorships: Average = \$33,802, Median = \$26,825, West Valley Water District = \$28,000
  - Annual Budgeted Promotional Items: Average = \$12,091, Median = \$13,500, West Valley = \$25,000 (2<sup>nd</sup> Highest)
- All Districts have eligibility criteria for qualifying entities for community-based sponsorships.
  - On average, Districts have 8 different eligibility criteria that can be chosen from to qualify an applicant.
- Districts utilize 3 primary eligibility criteria for entities soliciting for industry-based sponsorships.
  - 8 of the 11 (73%) of the responding agencies use one or more of the criteria to make monetary awards.
- Districts require some form of recognition for providing a sponsorship. There were six forms of acceptable recognition identified.
  - 10 out of 11 responders require one or more forms of recognition for providing a sponsorship.
- All 11 respondents identified that budgeting and funds allotment is done on a District wide basis. There are no funds specifically allocated to a district or individual Board members.

# SURVEY CONCLUSIONS

- Receiving District funding is limited to certain qualified entities. Examples of ineligible groups would be Political Groups, Religious Groups, and individuals.
  - All 11 respondents identified different entities that are not eligible for funding. On average, each respondent had 6 types of entities that are not eligible for funding.
- 10 out of the 11 respondents recognize the importance of community involvement by having student scholarships, essay contests, and poster contests.
- 10 out of the 11 respondents have eligibility criteria for type of activities that qualify for sponsorships. The top 4 activities are:
  - Water industry conferences, seminars and/or publications
  - Special District related conferences, seminars and/or publications
  - Community events that provide public benefit within the District’s territory
  - School education programs or exhibits that are water related
- Each District handled approval requests from requesting parties differently. The most common approach was approval by the General Manager in 7 out of 11 agencies (64%)
- The annual amount any one entity could receive per year varied from as low as \$250 up to \$10,000.
  - 7 out of 11 agencies that do not have a set cap limit.

# SURVEY CONCLUSIONS

- Promotional items are donated at events by 10 out of the 11 responding agencies. Agencies provided multiple types of promotional items. The three most reported types of items are:
  - 10 Agencies – Pens/pencil/paper pads
  - 10 Agencies – Water conservation kits
  - 6 Agencies – plant seeds
- Policy review of sponsorships and donations by the Board of Directors varied.
  - 5 out of 11 Districts have no established policy review schedule
  - 3 out of 11 Districts review the policy annually
  - 2 out of 11 District review it once every two years
- All 11 Districts had a framework for the handling of sponsorships and donations. Each recognized that sponsorships and donations are an important component in customer awareness and education.
- The survey results will be valuable in updating existing practices at West Valley Water District. The help from other Districts is very much appreciated. Thank you.

# NEXT STEPS

- Survey results will be shared with both the Policy & Oversight Committee and External Affairs Committee for input and comment.
- Policy/Procedures will be developed for both committees to review and comment on prior to moving forward to the full Board for consideration and approval.
- Guidelines and application form will be placed on the District's website for interested parties to pursue a funding opportunity.







**BOARD OF DIRECTORS  
HUMAN RESOURCES COMMITTEE  
STAFF REPORT**

**DATE:** December 12, 2023  
**TO:** Human Resources Committee  
**FROM:** Haydee Sainz, Human Resources and Risk Manager  
**SUBJECT:** PUBLIC OUTREACH AND GOVERNMENTAL AFFAIRS DEPARTMENT  
 RESTRUCTURE

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**MEETING HISTORY:**

10/09/23 Human Resources Committee REFERRED TO BOARD  
 11/16/23 Board of Directors REFERRED TO COMMITTEE  
 12/11/23 Human Resources Committee REFERRED TO COMMITTEE

**BACKGROUND:**

West Valley Water District (WVWD) recognizes the need to enhance its presence in the community and improve relationships with government entities and stakeholders. To facilitate this, a restructuring of the Government and Legislative Affairs Department into a new department named "Public Outreach and Government Affairs" is proposed. By creating the new Public Outreach and Government Affairs Department, we signal an emphasis on the following:

- Strengthen public outreach and effectively engage with the community, educate them about WVWD's initiatives, projects, conservation programs and respond to their concerns, which is one of the elements cited in the Strategic Plan.
- Work with our school districts to work with our local schools to increase classroom education and highlight the water industry and water careers. This allows us to educate the children on the importance of water conservation and allows them to visit the District to get first-hand experience of the water system and its various elements to produce and provide water.
- Enhance the Government Affairs aspect of the department by maintaining positive relationships with government agencies, policymakers, and relevant stakeholders to facilitate effective collaboration and advocacy for District goals.
- Monitor legislative and regulatory developments and work with our state and federal lobbyists to advocate for the interests of the District.

Additionally, this plan will improve efficiencies within the department and also develop an internal succession plan within the department, encouraging professional growth to ensure readiness of internal staff for future leadership roles while maintaining the department's continuity.

**DISCUSSION:**

Staff has created the proposed department restructuring and title change which reflects a comprehensive plan to prioritize public outreach, enhance government affairs effectiveness, and provide for efficiencies and career growth within the department, all in line with Board direction and strategic goals.

CPS Consulting developed proposed job specifications for Public Outreach & Government Affairs Representative I/II, which reflect the requirements, duties, and responsibilities of the position as listed below:

The established and adopted annual salary range for these classifications is as follows:

- Public Outreach & Government Affairs Representative I - Range 42 \$65,881 - \$92,602
- Public Outreach & Government Affairs Representative II – Range 46 \$72,571 - \$102,107
- Senior Public Outreach & Government Affairs Representative – Range 114 \$67,808-\$111,238
- Public Outreach & Government Affairs Manager – Range 123 \$102,128 – \$167,565

Committee Review - This item was presented to the Human Resources Committee on October 9, 2023, and the External Affairs Committee on October 16, 2023. On November 16, 2023, the item was presented to the Board of Directors for discussion. The item was returned to the HR Committee for further discussion and was presented on November 21, 2023. Staff were directed to bring the item back to the Human Resources Committee on December 11, 2023, to discuss the item again because they need an opportunity to review the information provided pertaining to the functionality of each position and understand the structure of the department.

**FISCAL IMPACT:**

There is no fiscal impact. These are not new positions they exist and are already authorized and funded in FY 2023/24 Budget.

**STAFF RECOMMENDATION:**

Staff recommends that this item be submitted for Committee consideration, and forward to the Board of Directors to approve and adopt the Authorized Full Time Positions and Salary Schedule that includes the following changes: reclassify two positions by removing one Public Affairs Analyst, and one Community Affairs Representative, and adding one Public Outreach and Government Affairs Representative 1, and one Public Outreach and Government Affairs Representative 2; and reclassify a third position by removing one Government and Legislative Affairs Analyst, and adding one Senior Public Outreach and Government Affairs Representative; and authorize the General Manager to execute all necessary documents.

Respectfully Submitted,

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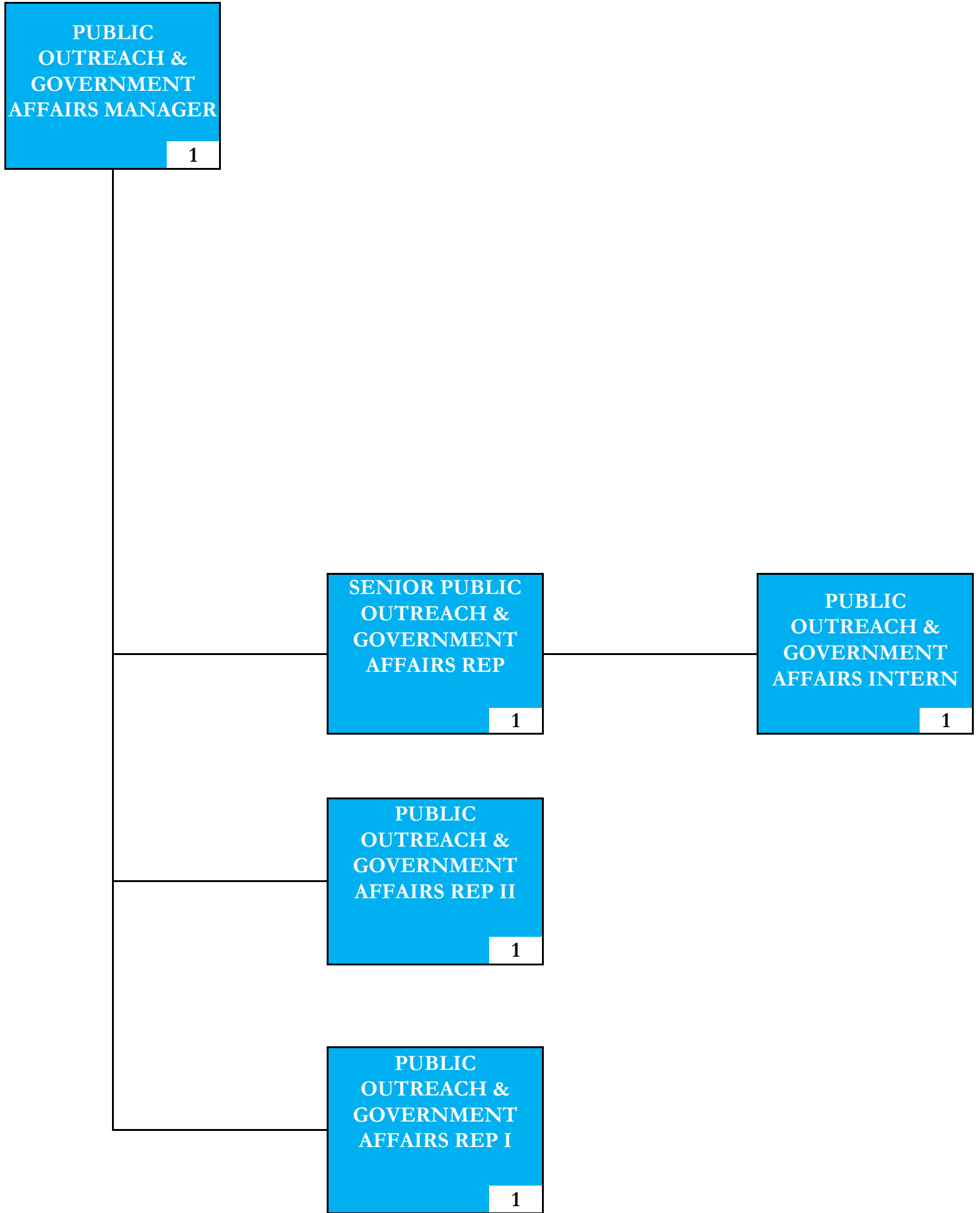
Haydee Sainz, Human Resources and Risk Manager

JT:hs

**ATTACHMENT(S):**

1. FY 2023-2024 Proposed Budget Organizational Chart Public Affairs
2. Public Outreach and Government Affairs Representative I final
3. Public Outreach Government Affairs Representative II final
4. Senior Public Outreach and Government Affairs Representative final
5. Salary Schedule 11.16.2023
6. Key Messages - Public Outreach and Government Affairs
7. Public Outreach and Government Affairs
8. REVIEW OF CURRENT POSITION AND PROPOSED RESTRUCTURE
9. Current Chart Public Affairs Chart

**WEST VALLEY WATER DISTRICT  
FISCAL YEAR 2023-2024 PROPOSED  
PUBLIC OUTREACH & GOVERNMENT AFFAIRS DEPARTMENT**





## Public Outreach and Government Affairs Representative I

Department/Division:	Public Affairs
Reports To:	Manager of Strategic Communications and Legislative Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Non-Exempt
Date Prepared:	11/16/2023

### GENERAL PURPOSE

Under close supervision, performs a variety of professional and administrative activities in support of District public affairs and community involvement programs; serves as a liaison between the District and other public agencies, community and industry groups; creates and develops a wide variety of printed and electronic materials and other services for use in public information programs and social media communications; helps develop water conservation messaging and education for the community; and performs related duties as assigned.

### DISTINGUISHING CHARACTERISTICS

The Public Outreach and Government Affairs Representative I is the entry-level classification in the Public Outreach and Government Affairs Representative series. Incumbents learn and perform routine duties related to the development, preparation, and implementation of strategic communications, including public information and customer and community engagement activities. Positions within this classification initially work under close supervision with frequent review of work, however the level of review lessens as an incumbent demonstrates the ability to perform the work independently. As experience is gained, assignments become more varied and complex. The Public Outreach and Government Affairs Representative I is distinguished from the Public Outreach and Government Affairs Representative II in that the Public Outreach and Government Affairs Representative I functions under closer supervision as skills are developed and are not required to exercise the same level of independence and judgement related to work procedures and methods. Work is usually supervised while in progress and fits an established structure or pattern.

### ESSENTIAL FUNCTIONS

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.*

- Serves as a liaison and represents the District with designated governmental agencies and elected officials; industry, business, professional, education, and community groups and organizations; key stakeholders; and the general public.
- Initiates, develops, and maintains positive relationships and represents the District with elected officials, consultants, governmental, business, civic, education, industry, community representatives and groups, and the general public.
- Provides and presents information on District programs and projects before professional/community organizations, at schools and education events, and in public forums.
- Organizes and facilitates public meetings and develops related exhibits.
- Participates in a variety of strategic communications, public information, and community engagement activities, events, and programs for the dissemination of information regarding the District's operations, systems, policies, programs, and procedures.
- Supports District water education, conservation, and rebate programs designed to improve water conservation efforts across the District.
- Develops and coordinates public awareness campaigns, information or community involvement programs or internal communication projects; designs and develops supporting materials; organizes and coordinates deadlines and production schedules to carry out program responsibilities.
- Leads field visits, presentations and tours for various clubs, schools, and community groups of District facilities and operations.
- Coordinates and schedules community events and meetings, including invitations/notifications, agendas, and material preparation and dissemination.
- Respond to customer/stakeholder inquiries and work with District staff to develop the appropriate response.
- Tracks District projects and provides proper and timely information to members of the impacted communities and/or District customers.
- Create, coordinate, edit, and provide content to technical reports, staff reports, correspondence, newsletters, fact sheets, brochures, annual reports, presentations, newspapers, magazines, public information materials, speeches, educational programs, and other written materials.
- Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.
- Participates in the development, update, and implementation of the District's short- and long-term communications plans.
- Plans, develops, and creates graphic materials, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, news releases, feature articles, photographs, and other print/graphic materials for community groups and broadcast media; aligns work products with WVWD's strategic priorities, the District's Strategic Communications Implementation Plan, and key messaging.
- Oversees and supports outreach and support for customers in impacted areas; responds to inquiries and complaints from the general public and works with various departments to resolve issues.
- Attend and participate in professional group meetings, staying on top of new trends and innovations in the industry.
- Act as project manager as assigned, coordinating special projects and studies.
- Submits budget recommendations, supports purchasing guidelines and processes and monitors project expenditures.
- Maintain prompt and regular attendance.

- Performs other related duties, as assigned.

## **QUALIFICATION GUIDELINES:**

### **Knowledge of:**

- Concepts, principles, practices, methods, procedures, and techniques used in public affairs, community engagement, education, public information, marketing, branding, outreach, public speaking, and communications.
- Principles and practices of program development, management, analysis, and administration.
- Methods and techniques used to collect and analyze data and prepare reports on findings.
- District organization, functions, programs, policies, procedures, and initiatives.
- Basic water use-efficiency principles and program communications commonly used by water utilities.
- Principles, methods, and techniques of graphic design, layout, and print production.
- Basic functions and authorities of public agencies and special districts, including the roles and responsibilities of a public governing board.
- Modern office procedures, methods, and equipment.
- Basic principles and practices of management, finance, budgeting, and accounting.
- Research techniques, methodology, analysis and interpretation.
- Safe work practices

### **Ability to:**

- Communicate clearly, concisely, and effectively, both orally and in writing, adapting writing and presentation styles and techniques in order to engage diverse audiences.
- Effectively organize and prioritize work.
- Identify and interpret technical information in order to effectively communicate the information with various audiences.
- Use sound judgment in applying principles, practices, methods, and techniques used on public affairs, community outreach, water conservation and education, public relations, and communications programs.
- Perform highly detailed work under changing and intensive deadlines on multiple concurrent tasks.
- Analyze issues, research, and identify solutions, project consequences of proposed actions, and make and implement recommendations in support of District goals.
- Think creatively with the ability to develop innovative approaches to meet the communications needs of the District.
- Effectively represent the District in a professional manner.
- Establish and maintain cooperative working relationships with others.
- Respond to requests and inquiries from the general public.
- Provide premier customer service at all times to internal and external stakeholders and customers.
- Participate in job related activities at times other than normal business hours at locations throughout the community or region.
- Understand, interpret, and apply general and specific administrative and office policies and procedures, as well as pertinent laws and regulations.
- Develop and maintain accurate records and files.

- Operate standard office equipment, personal computers, internet, Microsoft Office products, and audio/visual equipment.
- Observe proper safety precautions.

### **Minimum Qualifications:**

*Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:*

**Education:** Possession of an Associate degree with major coursework in public relations, marketing, communications, education, environmental sciences, or related field. Bachelor's Degree is desirable.

### **AND**

**Experience:** One (1) year of experience providing professional support to a public information program.

### **Licenses, Certificates, Special Requirements:**

Possession of a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the District's Vehicle Insurance Policy standards.

### **Desirable Licenses/Certifications:**

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

### **PHYSICAL AND MENTAL DEMANDS**

*The physical and mental demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions on a case-by-case basis.*

While performing the duties of this classification, an incumbent is regularly required to use hands and fingers to handle or feel. The employee is frequently required to talk, hear, and to sit and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance and stoop, kneel, crouch or crawl. The employee must regularly lift and/or move up to twenty-five (25) pounds or sixty (60) pounds with assistance. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

**THE GENERAL SITUATION MAY BE ELIMINATED, OR THE DUTIES, QUALIFICATIONS AND TRAINING REQUIRED CHANGED BY THE BOARD OF DIRECTORS AND/OR THE GENERAL MANAGER, WHEN IN THEIR JUDGEMENT, IT IS CONSIDERED NECESSARY AND PROPER FOR THE EFFICIENT OPERATION OF THE DISTRICT.**





## Public Outreach & Government Affairs Representative II

Department/Division:	Government and Public Affairs
Reports To:	Manager of Government and Public Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Non-Exempt
Date Prepared:	11/16/2023

### GENERAL PURPOSE

Under general direction, this position performs a variety of professional and administrative activities in support of District public affairs and community involvement programs; serves as a liaison between the District and other public agencies, community and industry groups; creates and develops a wide variety of printed and electronic materials and other services for use in public information programs and social media communications; helps develop water conservation messaging and education for the community; and performs other related duties as required.

### DISTINGUISHING CHARACTERISTICS

The Public Outreach and Government Affairs Representative II is the fully qualified, journey-level classification in the Public Outreach and Government Affairs Representative series. Incumbents perform a full range of routine and complex duties related to the development, preparation, and implementation of strategic communications, including public information and customer and community engagement activities, as well as supporting the Department's crisis and emergency communication efforts. An incumbent exercises independent project management skills, and has responsibility for planning, developing, and evaluating the District's strategic communications program and outreach efforts. Incumbents at this level receive only occasional instruction or assistance as new situations arise and are expected to be fully aware of the established systems, operating procedures, and policies of the Department and District. The Public Outreach and Government Affairs Representative II is distinguished from the Public Outreach and Government Affairs Representative I in that the Public Outreach and Government Affairs Representative II independently performs the full range of strategic communication duties and regularly exercises independent judgment and initiative. The Public Outreach & Government Affairs Representative II is distinguished from the Senior Public Outreach and Government Affairs in that the Senior Public Outreach and Government Affairs Representative is a lead level classification and provides technical and functional direction to other staff.

### ESSENTIAL FUNCTIONS

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.*

- Serves as a liaison and represents the District with designated governmental agencies and elected officials; industry, business, professional, education, and community groups and organizations; key stakeholders; and the general public.

- Initiates, develops, and maintains positive relationships and represents the District with elected officials, consultants, governmental, business, civic, education, industry, community representatives and groups, and the general public.
- Participates in a variety of strategic communications, public information, and community engagement activities, events, and programs for the dissemination of information regarding the District's operations, systems, policies, programs, and procedures.
- Coordinates assigned public awareness campaigns, information or community involvement programs, or internal communication projects, organizing and coordinating deadlines and production schedules.
- Coordinates and schedules community events and meetings, including invitations
- Coordinates and assists with media activities and events; develop press releases, media advisories, and public service announcements; and support the Director of Government & Legislative Affairs in emergency situations including working with the public and media to convey critical District information, monitor events, and develop updates as appropriate.
- Plans, develops, and creates graphic material, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other print/graphic materials; aligns work products with WVWD's strategic priorities, the District's Strategic Communications Implementation Plan, and key messaging; coordinates timelines and schedules as well as the production and printing of materials.
- Administers the District's social media pages and other electronic communications including developing content, determining the optimal timing and placement of messaging, and development of new digital engagement tools.
- Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.
- Participates in the development, update and implementation of the District's short and long-term communication plans.
- Oversees and supports outreach and support for customers in impacted areas; responds to inquiries and complaints from the general public and works with various departments to resolve issues.
- Acts as project manager as assigned, coordinating special projects and studies.
- Submits budget recommendations, supports purchasing guidelines and processes and monitors project expenditures.
- Supports District water education, conservation, and rebate programs designed to improve water conservation efforts across the District.
- Attend and participate in professional group meetings, staying on top of new trends and innovations in the industry.
- Maintain prompt and regular attendance.
- Performs other related duties, as assigned.

## QUALIFICATIONS GUIDELINES

### Knowledge of:

- Concepts, principles, practices, methods, procedures, and techniques used in public affairs, community engagement, education, public information, marketing, branding, outreach, public speaking, and communications.
- Principles and practices of program development, management, analysis, and administration.
- Methods and techniques used to collect and analyze data and prepare reports on findings.
- District organization, functions, programs, policies, procedures, and initiatives.

- Basic water use-efficiency principles and program communications commonly used by water utilities.
- Principles, methods, and techniques of graphic design, layout, and print production.
- Basic functions and authorities of public agencies and special districts, including the roles and responsibilities of a public governing board.
- Modern office procedures, methods, and equipment.
- Basic principles and practices of management, finance, budgeting, and accounting.
- Research techniques, methodology, analysis, and interpretation.
- Safe work practices.

**Ability to:**

- Demonstrate ability to create graphic materials, including flyers, brochures, newsletters, fact sheets, bill inserts, charts, and other print/graphic materials;
- Coordinates timelines and schedules as well as the production and printing of materials;
- Communicate clearly, concisely, and effectively, both orally and in writing, adapting writing and presentation styles and techniques in order to engage diverse audiences;
- Effectively organize and prioritize work;
- Identify and interpret technical information in order to effectively communicate the information with various audiences;
- Use sound judgment in applying principles, practices, methods, and techniques used on public affairs, community outreach, water conservation and education, public relations, and communications programs;
- Perform highly detailed work under changing and intensive deadlines on multiple concurrent tasks;
- Analyze issues, research, and identify solutions, project consequences of proposed actions, and make and implement recommendations in support of District goals;
- Think creatively with the ability to develop innovative approaches to meet the communication needs of the District;
- Effectively represent the District in a professional manner; establish and maintain cooperative working relationships with others;
- Respond to requests and inquiries from the general public;
- Provide premier customer service at all times to internal and external stakeholders and customers;
- Participate in job related activities at times other than normal business hours at locations throughout the community or region;
- Understand, interpret, and apply general and specific administrative and office policies and procedures, as well as pertinent laws and regulations;
- Develop and maintain accurate records and files;
- Operate standard office equipment, personal computers, internet, Microsoft Office products, and audio/visual equipment;
- Observe proper safety precautions.

**Minimum Qualifications:**

*Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:*

**Education:** Equivalent to a bachelor's degree from an accredited college or university with major coursework in public relations, marketing, communications, education, environmental sciences. Master's degree in a related field may substitute for one year of experience.

**AND**

**Experience:** Three (3) years of progressively responsible experience providing professional support to a public information program, preferably in the public sector.

**Licenses, Certificates, Special Requirements:**

Possession of a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the District's Vehicle Insurance Policy standards is required.

**Desirable Licenses/Certifications:**

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

**PHYSICAL AND MENTAL DEMANDS**

*The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

While performing the duties of this classification, an incumbent is regularly required to use hands and fingers to handle or feel. The employee is frequently required to talk, hear, and to sit and reach with hands and arms. The employee is occasionally required to stand, walk, climb or balance and stoop, kneel, crouch or crawl. The employee must regularly lift and/or move up to ten (10) pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

***THIS POSITION MAY BE ELIMINATED, OR THE DUTIES, QUALIFICATIONS AND TRAINING REQUIRED CHANGED BY THE BOARD OF DIRECTORS AND/OR THE GENERAL MANAGER, WHEN IN THEIR JUDGEMENT, IT IS CONSIDERED NECESSARY AND PROPER FOR THE EFFICIENT OPERATION OF THE DISTRICT.***



### Senior Public Outreach and Government Affairs Representative

Department/Division:	Government and Public Affairs
Reports To:	Manager of Government and Public Affairs
Provides Direction To:	N/A
FLSA Exemption Status:	Exempt
Date Prepared:	11/16/2023

### GENERAL PURPOSE

Under general direction, this position will assist in developing, administering, facilitating and monitoring the implementation of the District's federal, state and local legislative and regulatory advocacy program, assist in developing District policy positions and perform a variety of professional and technical duties in support of the District's external affairs activities, including implementation of special projects.

### DISTINGUISHING CHARACTERISTICS

This single position class reports to the Manager of Government and Public Affairs and is responsible for developing and executing a successful public relations component to the overall Public Affairs strategy and plan. The incumbent shall function as an integral part of the District's public and government affairs activities. The Senior Public Outreach and Government Affairs Representative is a lead level classification and provides technical and functional direction to other staff.

### ESSENTIAL FUNCTIONS

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the class.*

- Monitor the activities of federal, state, and local government agencies/bodies including legislative and regulatory hearings and policy developments; provide summaries of hearings and other events.
- Research, review and analyze federal, state, and local legislative and regulatory proposals and policy discussions.
- Track and review proposed legislation and regulations and evaluate their potential impact to District operations including analyzing and interpreting pending legislation and regulation to determine which District department and operations may be impacted.
- Assist in the development of key messages and distribution of key publications and other materials, including presentations.
- Prepare correspondence and other written communications as needed related to policy issues of interest to the District including developing fact sheets, comment letters, testimony, and other written advocacy materials.

- Communicate orally and in writing with consultants, legislative offices, regulatory agencies, and other internal and external audiences regarding a variety of issues related to legislation, regulations, and District operations.
- Compile records and complete reports regarding tracked legislative proposals and FPPC filings.
- Participate in meetings to update and educate internal and external audiences, including elected officials, on District activities, operations, and position on a variety of legislative and regulatory proposals.
- Represent the District on committees, outside organizations and subcommittees as directed, coordinate review and analysis of legislative proposals and related activities with other departments and outside agencies. Attend meetings and functions outside the normal workday. Travel outside of the District including travel to Sacramento and Washington, DC on a regular basis.
- Organize public awareness, information, community involvement, internal communication and legislative impact analysis to customers and stakeholders. Designs and develops supporting materials, coordinates deadlines and production schedules to carry out program responsibilities.
- Monitor, analyze and comment on proposed state and federal legislation and regulatory changes that may affect the District. Assist in the preparation of legislative summaries, position papers and policy principles on legislation and regulations.
- Makes presentations to community, industry, school and other groups on Government and Public information issues affecting the District, its customers, and stakeholders. Serve as a liaison and represents the District at meetings with community, industry, and advocacy groups. Arrange and attend meetings with legislators and their staff.
- Prepare various correspondence, letters and memoranda in response to customer, stakeholder and legislator inquiries.
- Maintain prompt and regular attendance.
- Formulates communication strategies for addressing community and agency concerns;
- provides strategic planning for executives and/or other departments WWWD programs, projects, and initiatives Provides support to the Public and Governmental Affairs Department.
- Coordinates with other departments and organizations regarding information and presentations on pertinent topics, legislation, policy, and regulations, and WWWD programs and projects.
- Maintain prompt and regular attendance.
- Perform other related duties as assigned.

## QUALIFICATIONS

### Knowledge of:

- The legislative process, its steps, and influence points; principles and practices of legislative analyses;
- District water quality and water operations, practices, and procedures; applicable federal, state, and regional environmental laws, regulations, and court decisions and their impacts on District operations;
- District and mandated safety rules, regulations, and protocols;
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff;
- The structures and content of the English language, including the meaning and spelling of words, rules of composition, and grammar;

- Modern equipment and communication tools used for business functions and program, project, and task coordination, including computers and software programs relevant to work performed.

**Ability to:**

- Research, analyze, interpret, explain, and make recommendations on environmental, legislative, and inter-governmental issues;
- Identify problems, evaluate alternatives, and develop sound recommendations in areas of assigned responsibility;
- Understand, interpret, and apply all pertinent laws, codes, regulations, policies, and procedures, and standards relevant to work performed;
- Effectively represent the department and the District in meetings with governmental agencies, community groups, various business, professional, and regulatory organizations, and in meetings with individuals;
- Independently organize work, set priorities, meet critical deadlines, and follow-up on assignments;
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines;
- Effectively use computer systems, software applications relevant to work performed, and modern business equipment to perform a variety of work tasks;
- Communicate clearly and concisely, both orally and in writing, using appropriate English grammar and syntax;
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

**Minimum Qualifications:**

*Any combination of education, training, and experience that would likely provide the knowledge, skills, and abilities to successfully perform in the position is qualifying. A typical combination includes:*

**Education:** Equivalent to a bachelor's degree in public relations, public policy, political science, public administration, communications, journalism, or related field. Master's degree in a related field may substitute for one year of experience.

**And**

**Experience:** Three (3) years' of increasingly responsible work-related experience working for a legislator, interest group, education group, or public policy entity and/or performing related tasks in a water and/or utility industry is highly desirable.

**Licenses, Certificates, Special Requirements:**

Possession of a valid Class C California driver's license, acceptable driving record, and proof of auto insurance in compliance with the District's Vehicle Insurance Policy standards is required.

**Desirable Licenses/Certifications:**

J. Lindsey Wolf Certificate in Communications.

Basic PIO and JIC/JIS (G290-291)

Accreditation in Public Relations (APR) or similar accreditation.

## **PHYSICAL DEMANDS AND ENVIRONMENTAL CONDITIONS**

*The physical and mental demands described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

### **Physical Demands**

While performing the duties of this class, the employee is constantly required to sit and occasionally to stand and walk. Finger dexterity and light grasping is required to handle, feel, or operate computer hardware and standard office equipment; and reach with hands and arms above and below shoulder level. The employee occasionally bends, stoops, lifts, and carries records and documents, typically weighing less than 25 pounds.

Sensory demands include the ability to see within the normal range, talk, and hear, and use electronic touch keypads.

### **Environmental Conditions**

The employee frequently works in an office environment with controlled temperature settings. The noise level is moderate, typically below 70 decibels.

The employee occasionally drives a vehicle to attend off-site meetings and functions and is exposed to traffic and variable weather conditions.



**WEST VALLEY WATER DISTRICT**  
**JOB CLASSIFICATIONS - EFFECTIVE 11/16/2023**

Job Classification Title	Range No	Annual Salary		Exempt
		Minimum	Maximum	Y = Yes N = No
GIS STUDENT INTERN (LIMITED TERM <1000 HOURS)	22	\$ 20.78		N
STUDENT INTERN (LIMITED TERM <1000 HOURS)	22	\$ 20.78		N
CUSTOMER SERVICE REP I	24	\$ 45,386	\$ 63,898	N
ASSISTANT WATER SYSTEMS OPERATOR	26	\$ 47,694	\$ 67,080	N
CUSTOMER SERVICE REP II	28	\$ 50,086	\$ 70,408	N
PURCHASING / INVENTORY SPECIALIST I	28	\$ 50,086	\$ 70,408	N
* PURCHASING / INVENTORY SPECIALIST I	Y		\$ 78,090	N
WATER SYSTEMS OPERATOR I	30	\$ 52,562	\$ 73,944	N
ACCOUNTING SPECIALIST II	32	\$ 55,182	\$ 77,646	N
CUSTOMER SERVICE REP III	32	\$ 55,182	\$ 77,646	N
ENGINEERING SPECIALIST II	32	\$ 55,182	\$ 77,464	N
FIELD OPERATIONS SPECIALIST II	32	\$ 55,182	\$ 77,464	N
FACILITIES MAINTENANCE TECHNICIAN	33	\$ 56,576	\$ 79,581	N
ACCOUNTING SPECIALIST III	34	\$ 57,928	\$ 81,536	N
CUSTOMER SERVICE LEAD	36	\$ 60,840	\$ 85,613	N
WATER SYSTEMS OPERATOR II	36	\$ 60,840	\$ 85,613	N
ENGINEERING TECHNICIAN II	38	\$ 63,898	\$ 89,877	N
ELECTRICAL & INSTRUMENT TECHNICIAN	40	\$ 67,080	\$ 94,349	N
WATER SYSTEMS OPERATOR III	40	\$ 67,080	\$ 94,349	N
ACCOUNTING SPECIALIST LEAD	42	\$ 70,408	\$ 99,091	N
PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE I	42	\$ 70,408	\$ 99,091	N
ENGINEERING TECHNICIAN III	42	\$ 70,408	\$ 99,091	N
ASSISTANT ENGINEER	42	\$ 70,408	\$ 99,091	N
LEAD WATER SYSTEMS OPERATOR	44	\$ 73,944	\$ 104,000	N
WATER QUALITY SPECIALIST	44	\$ 73,944	\$ 104,000	N
ACCOUNTANT	46	\$ 77,646	\$ 109,262	N
DEVELOPMENT COORDINATOR I	46	\$ 77,646	\$ 109,262	N
ELECTRICAL & INSTRUMENT SPECIALIST	46	\$ 77,646	\$ 109,262	N
INFO TECH. SUPPORT SPECIALIST	46	\$ 77,646	\$ 109,262	N
PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE II	46	\$ 77,646	\$ 109,262	N
PURCHASING ANALYST	46	\$ 77,646	\$ 109,262	N
DEVELOPMENT COORDINATOR II	52	\$ 89,877	\$ 126,485	Y
GIS ADMINISTRATOR	54	\$ 94,349	\$ 132,808	N
INFO TECHNOLOGY ADMINISTRATOR	54	\$ 94,349	\$ 132,808	N
HUMAN RESOURCES ANALYST	113	\$ 69,077	\$ 113,360	N
HUMAN RESOURCES SPECIALIST/CONFIDENTIAL	113	\$ 69,077	\$ 113,360	N
SENIOR PUBLIC OUTREACH & GOVERNMENT AFFAIRS REPRESENTATIVE	114	\$ 72,550	\$ 119,018	N
EXECUTIVE ASSISTANT/CONFIDENTIAL	114	\$ 72,550	\$ 119,018	N
CUSTOMER SERVICE SUPERVISOR	115	\$ 76,190	\$ 124,987	N
PURCHASING SUPERVISOR	115	\$ 76,190	\$ 124,987	Y
SUPERVISING WATER SYSTEM OPERATOR	115	\$ 76,190	\$ 124,987	Y
ASSOCIATE ENGINEER W/ P.E.	117	\$ 83,990	\$ 137,779	Y

**WEST VALLEY WATER DISTRICT**  
**JOB CLASSIFICATIONS - EFFECTIVE 11/16/2023**

Job Classification Title	Range No	Annual Salary		Exempt
		Minimum	Maximum	Y = Yes N = No
CHIEF WATER SYSTEMS OPERATOR	117	\$ 83,990	\$ 137,779	Y
BOARD SECRETARY	119	\$ 89,898	\$ 147,493	Y
PUBLIC OUTREACH & GOVERNMENT AFFAIRS MANAGER	123	\$ 109,283	\$ 179,296	Y
BUSINESS SYSTEMS MANAGER	124	\$ 114,733	\$ 188,219	Y
SENIOR ENGINEER	124	\$ 114,733	\$ 188,219	Y
FINANCE MANAGER	125	\$ 120,474	\$ 197,662	Y
HUMAN RESOURCES & RISK MANAGER	125	\$ 120,474	\$ 197,662	Y
DIRECTOR OF ENGINEERING	126	\$ 126,506	\$ 207,563	Y
DIRECTOR OF GENERAL SERVICES	126	\$ 126,506	\$ 207,563	Y
DIRECTOR OF OPERATIONS	126	\$ 126,506	\$ 207,563	Y
CHIEF FINANCIAL OFFICER	130	\$ 153,754	\$ 252,262	Y
ASSISTANT GENERAL MANAGER	130	\$ 153,754	\$ 252,262	Y
GENERAL MANAGER	GM	\$ 285,085	\$ 310,294	Y
BOARD OF DIRECTORS (10 MEETINGS MAXIMUM) as of 10/15/2022			\$ 196.55	
BOARD OF DIRECTORS (10 MEETINGS MAXIMUM) as of 10/15/2023			\$ 206.38	

\* =Y-Rate (base salary is set above the maximum for the range assigned, due to elimination of prior position effective 7/1/2020)

# Key Messages



## Commitment to Quality

- Our team ensures that water gets to customers 24/7.
- Our water is tested thousands of times per year to ensure that it meets or exceeds all state and federal water quality standards.



## Commitment to Reliability

- Establish community confidence in WVWD infrastructure.
- Highlight the construction of new infrastructure.
- Respond to customer emergencies.
- Implement new technology.



## Commitment to Stewardship

- WVWD offers customers numerous workshops and programs to help save water.
- Publicize regional partnerships that ensure we have reliable source of water for years to come.



## Commitment to Transparency

- Committed to communicating with customers and stakeholders.
- Update the community on issues that are important to them through a full range of outreach.
- Engage the District's growing and diverse population with a wide range of techniques.

# Key Messages



## Commitment to Efficient Water Use

- In 2021 WWD completed its Water Shortage Contingency Plan.
- The District is moving forward with the implementation of water-efficient tools and programs to revolutionize water conservation for customers.



## Partnership Expansion

- The District is finding opportunities with local entities to build partnership opportunities.
- District participation in local community events both in-person and virtually, communication with City and School District personnel, and consistent outreach to community organizations and agencies that the District can partner with in the future.



## Commitment to Green Energy

- Highlight clean-powered energy to improve District's water energy nexus.
- WWD is building a clean energy fleet as part of its effort toward both reducing its carbon footprint and adapting to a changing regulatory environment for vehicle emissions.



## Statewide Presence

- Advocacy and engagement at the state level is vital in ensuring sound water policy that focuses on equitable water access, affordability, and system resilience for all Californians.

# TARGET AUDIENCES

## External - Primary

### WVWD CUSTOMERS

- Single-family property owners
- Multi-tenant property owners
- Multi-family property owners
- Large-user, commercial
- Landlords

### COMMERCIAL

- Business
- Restaurants
- Retails
- Large-Volume Users
- Irrigation-only customers
- Hotels/Motels

### HARD TO REACH AUDIENCES

- Renters
- Limited English Speakers
- Seniors
- Underserved communities
- No Digital Access
- The "happy silent majority"

# TARGET AUDIENCES

## External - Secondary

### GOVERNMENT – REGIONAL, STATE AND LOCAL

- Educational institutions (local elementary, high schools and colleges)
- Elected officials and community leaders
- State and federal representatives and staff representing WVWD’s service area
- Cities of Rialto, Fontana, Colton, Bloomington and Jurupa
- San Bernardino and Riverside Counties
- Regulatory agencies (State Water Resources Control Board, Regional Water Quality Board, etc.)
- San Bernardino Valley Water District
- Inland Empire Utilities Agency
- Metropolitan Water District

### BUSINESS ASSOCIATIONS

- Commercial/Industrial/Institutional
- Homeowner associations
- Building Industry Association
- Developers
- Chambers of Commerce (Fontana, Rialto, Colton)

### EDUCATION

- Rialto Unified, Fontana Unified. Colton Unified
- San Bernardino Valley College, Chaffey College
- Cal State San Bernardino, Cal Poly Pomona, Redlands University
- Boys and Girls Club of Fontana
- Boys/Girl Scouts
- IE Works

### ASSOCIATION AND GROUPS

- Association of California Water Agencies
- California Special District Association
- American Water Works Association
- Southern California Water Coalition
- Statewide advocacy groups
- Community-based organizations (CBOs):
- Non-profits, service clubs and fraternal organizations
- HOAs/Community groups
- Environmental groups and agencies: Sierra Club

# TARGET AUDIENCES -Internal

## INTERNAL AUDIENCE

- Board Members
- Employees
- Professional Consultants
- Construction Contractors (working on behalf of the District)

# West Valley Water District Communication Goals

This is our plan as we communicate effectively with our ratepayers, staff, and community partners.

<p>To transparently, proactively, and effectively inform and educate customers and stakeholders through a two-way dialogue about WVWD and its programs, projects, and initiatives while maintaining a high level of trust and satisfaction in the District.</p>	<p>Deliver proactive, approachable, and transparent communication.</p>	<p>Increase public awareness of WVWD and its spectrum of services to build positive perception and support of the District and its mission.</p>	<p>Advocate for sound water policy and seek funding opportunities through partnerships.</p>
<p>Shape water policy and policy development surrounding key water issues at a regional, statewide, and national level.</p>	<p>Improve communication with harder to reach customers.</p>	<p>To position WVWD as an industry leader through by creating dynamic, relevant communications content, partnerships, and opportunities.</p>	



#### Public Outreach and Government Affairs:

Develops multimedia materials and campaigns to provide information to our community through a variety of methods to help our customers learn about and understand local water supply, infrastructure, and water conservation.

The team conducts weekly meetings for staff to update the team on projects. The manager will conduct every two week – IXI (manager and staff member) meetings to ensure that team has the correct tools for a successful career at West Valley Water District.

#### On Message and Engaging:

- Create a master narrative that explains who the District is and its mission - "safe, high quality and reliable water" - across all communication efforts, both internally and externally.
- Build a consistent brand and voice for the District to ensure the success of future communication efforts to WVWD's core audiences.
- Establish WVWD as a reputable source of information. A consistent visual look, messaging, and tone will help WVWD build awareness, satisfaction, trust, and support for services, projects and programs.

#### Be Responsive, Be Data Driven

- Keep audiences up to date and be the resource they can go to for timely and accurate news.
- Quantitatively approach communications to build trust and confidence in the department by executive leadership and Board of Directors

#### Connecting with Harder to Reach Audiences:

- Engage harder to reach audiences by creating customized outreach and communications: **Renters, seniors, disadvantaged communities, the Happy Silent Majority**
- Pop Up Outreach Events to provide information about department programs and services
  1. Community Events
  2. City Events
  3. Local Markets (Cardenas, Stater Brothers ...)
  4. Home Depot
  5. Swap meet

Manger of Public Outreach and Government Affairs

- Liaison to Federal/State and County elected and staff
- Work with State and Federal Lobbyist to meet legislative priorities.
- Develops and manages legislative and policy advocacy programs and projects; monitors, tracks, and analyzes legislation affecting the District's programs, projects, and activities; communicates information and develops status reports for the Board and General Manager; in concert with the District Lobbyist, represents the District's position regarding legislation to special interests.
- Works with other departments to identify and support grant and appropriations requests.
- Coordinate appointments with targeted local, state and federal legislative representative and their senior staff members on a periodic basis.
- Liaison to CSDA Legislative Meetings /ACWA Region 9 Legislative Meetings/ SCWC Legislative Meetings
- Liaison on ACWA Water Use Efficiency Meetings
- Work with California Water Efficiency Partnership to ensure we are engaged in the proposed regulation from the state and work with Engineering and Operations
- Oversee the development and implementation of District-wide communications program including customer outreach, stakeholder development programs, strategic initiatives, legislative affairs and media relations to meet District goals and objectives.
- Work with stakeholders to ensure we are implementing Water Conservation Way of Life Legislation.
- Coordinate water use efficiency programs that support the District's best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.
- Liaison to BTAC Subcommittee
- Liaison to IEUA Water Use Efficiency Meetings
- Liaison to IE Works Program
- Liaison to California Association Information Public Officers (CAPIO) - Foster relationships to integrate WWWD into the community and work with other agency Public Information Officers (PIOs).
- Prepares and manages contracts for consultants and vendors providing conservation and communications services.

	<ul style="list-style-type: none"><li>• Participates in the preparation and administration of the District budget for assigned area; submits budget recommendations and monitors expenses.</li><li>• Supervises, plans, organizes, coordinates, directs or conducts administrative work relating to the District's Water Conservation Program activities.</li><li>• Leverage relationships with community-based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library</li><li>• Lead on hosting tours with local elected and other stakeholders</li><li>• Lead on Earth Day</li><li>• Strategically plan content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life.</li><li>• Lead on Community Meetings/Presentation – HOA's, Renter-focused</li><li>• Coordinate a Speakers Bureau Community Presentation with the GM/AGM</li><li>• Lead a program to engage our harder to reach audiences by creating customized outreach and communications:</li><li>• Lead on communication on infrastructure investments and Value of Water to stakeholders via newsletters, briefings, meetings and receptions</li><li>• Coordinate and implement marketing using constant contact</li><li>• Coordinate a WVWD story telling program – podcast/blog: build appreciation for staff and the human element of the district.</li><li>• Engage through Education (Strategize Program to increase baseline knowledge):<ul style="list-style-type: none"><li>- Explainer Videos on Rates</li><li>- Explainer Videos on where WVWD water Comes from</li></ul></li><li>• Lead on 75<sup>th</sup> Anniversary of WVWD – Event Celebration/History Book</li><li>• Lead on Staff Reports for Committee/Board of Directors Meetings</li><li>• Lead on Legislative Reports</li><li>• Lead on the strategic coordination of customer service handouts, public notices and construction notices</li><li>• Press Release Review and Approval</li><li>• Social Media Approval</li><li>• Crisis Communication – PIO Lead</li></ul>
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	<ul style="list-style-type: none"><li>• Provide strategic guidance to Executive Managers, Board members, and other departments on complex media relations and related matters.</li><li>• Lead in increasing sponsorship program.</li><li>• Supports the coordination and set up of displays and exhibits for community and civic events.</li></ul>
Senior Public Outreach and Government Affairs	<ul style="list-style-type: none"><li>• Liaison to City of Rialto</li><li>• Assist with the implementation of the legislative program to achieve the ACWA Region 9 recognition (2024)</li><li>• Assist with the collateral material and talking points for legislative visits to Sacramento/Washington D.C.</li><li>• Alternate for Manager at ACWA/CSDA/SCWC events</li><li>• Lead on Earth Day</li><li>• Lead on Inland Solar Challenge</li><li>• Press Releases/Op-Eds: lead/review</li><li>• Work with other departments to improve WWWD website interface.</li><li>• Assist in the development and implementation of District-wide communications program including customer outreach, stakeholder development programs, strategic initiatives, legislative affairs and media relations to meet District goals and objectives.</li><li>• Assist with the appointments with targeted local, state and federal legislative representative and their senior staff members on a periodic basis.</li><li>• Assist in preparing correspondence and other written communications as needed related to policy issues of interest to the District including developing fact sheets, comment letters, testimony, and other written advocacy materials</li><li>• Assist in planning and evaluating the performance of assigned staff and manage professional service contracts and consultants.</li><li>• Lead on 75<sup>th</sup> Anniversary of WWWD – Event Celebration/History Book</li></ul>

	<ul style="list-style-type: none"><li>• Plan/Support content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life. (Spanish Collateral)</li><li>• lead the program to encourage water use efficiency through the website, social media, and general marketing. Use of example stories, testimonials and how-tos</li><li>• Assist with Legislative Reports</li><li>• Department Story-Telling</li><li>• Lead on Water Quality Report Design</li><li>• Lead on the strategic coordination of customer service handouts, public notices and construction notices</li><li>• Lead facility tours</li><li>• Leverage relationships with community based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library</li><li>• Lead Market Program</li><li>• Assist manager in coordinating water use efficiency programs that support the District's best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.</li><li>• Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.</li><li>• California Association of PIO's</li><li>• Social Media (Weekly Rotation)</li><li>• Assist with the coordination and set up of displays and exhibits for community and civic events.</li><li>• Direct supervisor to the Public Outreach and Government Affairs Intern</li></ul>
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<p>Public Outreach and Government Affairs Representative I/II</p>	<ul style="list-style-type: none"><li>• Liaison to City of Fontana/Jurupa</li><li>• Compose District Internal Communication: Employee Newsletter, Employee Committee Handouts, Board of Directors Report</li><li>• Support External Communication: Bill Inserts, Newsletters, Flyer, Budget Book, CAFR, PAFR, Water Quality Report, fact sheets, brochures. Presentations, magazines, public information materials, speeches, educational programs, and other written materials</li><li>• Supports Earth Day Efforts – Social Media, marketing material, sponsorships, event planning</li><li>• Social Media (Weekly Rotation)</li><li>• Press Release</li><li>• Assist with website updates</li><li>• Water Professionals Appreciation Campaign</li><li>• Lead on the Water Education Water Awareness Committee</li><li>• Lead on Landscape Workshops – Development, Logistics and Implementation</li><li>• Assist in planning content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life. (Spanish Collateral)</li><li>• Assist in preparing correspondence and other written communications as needed related to policy issues of interest to the District including developing fact sheets, comment letters, testimony, and other written advocacy materials</li><li>• Assist in the Water Quality Report – Bill Inserts/Postcards</li><li>• Assist in the coordination of customer service handouts, public notices and construction notices</li><li>• Assist with the Sponsorship Program</li><li>• Plans, organizes, and implements water use efficiency programs that support the District’s best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.</li><li>• Lead on Smart Irrigation Month</li><li>• Lead on the Summer High School Experience – water education</li><li>• Lead facility tours</li><li>• Lead Clean -Up day at Lytle Creek</li><li>• Leverage relationships with community based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library</li></ul>
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	<ul style="list-style-type: none"> <li>• Lead on Customer Service Week</li> <li>• Assist with tabling at local grocery stores to share resources – West Valley Water District in the community program</li> <li>• California Association of PIO’s</li> <li>• Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.</li> <li>• Supports the department in analyzing and tracking legislative and regulatory issues affecting the District at the state and federal levels to have a better understanding of current and future impacts related to water use efficiency messaging.</li> <li>• Alternate for Social Media</li> <li>• Assist with the coordination and set up of displays and exhibits for community and civic events.</li> </ul>
<p>Public Outreach and Government Affairs Representative I/II</p>	<ul style="list-style-type: none"> <li>• Liaison to City of Colton/Bloomington</li> <li>• Researches, develops, and implements program specific curriculum and educational support materials for water education programs in the classroom and outdoor settings that align with California State Science Standards.</li> <li>• Designs, promotes, and implements staff development workshops for educators, to train, support, and prepare them for delivering water-related education curriculum and classroom activities.</li> <li>• Prepares reports, documents, and surveys as required to monitor education program accomplishments and annually analyzes and interprets program data.</li> <li>• Lead on K-12 Education: Build local relationships with school districts (Rialto, Colton, Fontana)</li> <li>• Conduct relationships with local educators and build on key curriculum to implement to when the Roemer Facility is open in school year 2025.</li> <li>• Lead with Girl Scouts/Boy Scouts</li> <li>• Lead on 2024 Poster Contest/Calendar Development</li> <li>• Alternate with the Water Education Water Awareness Committee</li> <li>• Lead on the Scholarship Contest</li> <li>• Leverage relationships with community based organizations that are trusted by our ratepayers: Bloomington Little League, Never Stop Grinding, Working Dogs for Warriors, Olive Branch Library</li> <li>• Assist with facility tours</li> <li>• Assist with website updates</li> </ul>



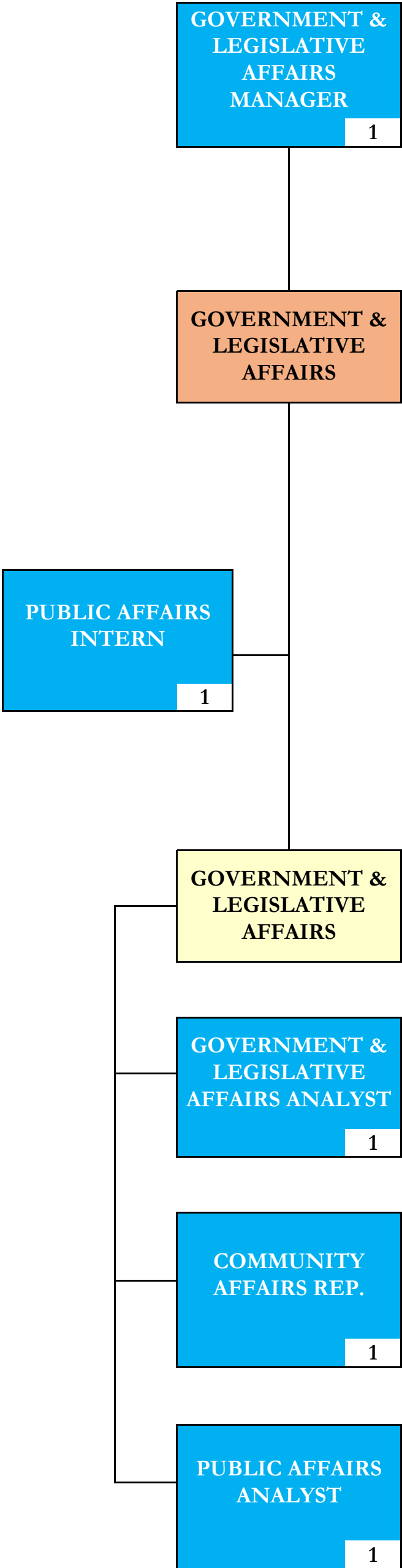
	<ul style="list-style-type: none"><li>• Assist with the Sponsorship Program</li><li>• Supports Earth Day Efforts – Social Media, Collateral, Sponsorships, Community Contacts, Logistics</li><li>• Water Professional Appreciation Campaign</li><li>• Briefing books, talking points, and updates to Board Members and employees to help them stay informed of important issues.</li><li>• Support External Communication: Bill Inserts, Newsletters, Flyer, Budget Book, CAFR, PAFR, Water Quality Report</li><li>• Support in planning content development: Water White papers that can be shared with the public so the information can be accurate and consistent: water supply, water quality, water rates, value of water, conservation way of life.</li><li>• Assist with all event and report collateral material when needed Water Quality Report – Bill Inserts/Postcards, customer service handouts, public notices and construction notices</li><li>• Assist with tabling at local grocery stores to share resources – West Valley Water District in the community program</li><li>• Assists, organizes, and implements water use efficiency programs that support the District’s best practices for residential water audits, residential device retrofits, large landscape audits rebates for water efficient devices and appliances, water use efficiency and water waste prohibition ordinances.</li><li>• Assists with developing strategic initiatives with corresponding performance measures and goals, recommends and implements changes to District outreach and engagement processes.</li><li>• Member of the California Association of PIO’s</li><li>• Assist with the coordination and set up of displays and exhibits for community and civic events.</li><li>• Supports the department in analyzing and tracking legislative and regulatory issues affecting the District at the state and federal levels to have a better understanding of current and future impacts related to water use efficiency messaging.</li><li>• Assist with the coordination and set up of displays and exhibits for community and civic events.</li><li>• Social Media (Weekly Rotation)</li></ul>
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Intern	<ul style="list-style-type: none"><li>• Assist with the tracking of customer who receive the water conservation starts with you boxes</li><li>• Assist with tracking of the email data base of subscriptions – newsletter. Landscape classes, tours, event sign ups</li><li>• Assist with the legislative handbook</li><li>• Assist with the development of the conservation boxes</li><li>• Assist with social media on small project designs</li><li>• Assist with the pre-set up of events</li><li>• Assist with the water mascot</li><li>• Assist with Water Quality Month/Smart Irrigation Month/Earth Day/Water Professionals Appreciation Week</li><li>• Assist with the updated list for the sponsorship program – identifying non profits and community groups</li><li>• Assist with the coordination and set up of displays and exhibits for community and civic events.</li><li>• Assist with projects as needed</li></ul>
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Current Position		Proposed Restructure	
<p><b>Manager of Government and Legislative Affairs</b></p>	<p>The manager oversees all the activities under the Public Outreach and Government Affairs, including public information, community relations, governmental affairs, legislative and regulatory affairs, water-use efficiency and education programs. Plans, organizes and implements comprehensive District communication, both for public outreach and legislative affairs. Represents the District on public and media relations and serves as the chief spokesperson for the District on public and legislative affairs, as needed.</p>	<p><b>Manager of Public Outreach and Government Affairs</b></p>	<p>The manager oversees all the activities under the Public Outreach and Government Affairs, including public information, community relations, governmental affairs, legislative and regulatory affairs, water-use efficiency and education programs. Plans, organizes and implements comprehensive District communication, both for public outreach and legislative affairs. Represents the District on public and media relations and serves as the chief spokesperson for the District on public and legislative affairs, as needed.</p>
<p><b>Government and Legislative Affairs Analyst</b></p>	<p><b>Not filled</b></p> <p>Strictly works in assisting in the development, administering, facilitating, and implementing a legislative program.</p>	<p><b>Senior Public Outreach and Government Affairs</b></p>	<p>This position aims to engage the public and establish strong relationships with government entities and the public.</p> <ul style="list-style-type: none"> <li>• The position involves developing and executing strategic plans to raise awareness and understanding of the organization's mission and initiatives within the broader community.</li> <li>• The incumbent will work closely with government officials, community leaders, and various stakeholders to advocate for the organization's interests and build productive partnerships. Responsibilities may include organizing public events, coordinating lobbying efforts, preparing briefing materials, monitoring policy developments, and ensuring compliance with regulatory requirements.</li> </ul>

Current Positions		Proposed Restructure	
<p><b>Public Affairs Analyst</b></p>	<p>Creates and develops a wide variety of printed materials and other services for use in public information programs.</p>	<p><b>Public Outreach and Government Affairs Representative I/II</b></p>	<p>This position plays a crucial role in bridging the gap between WWWD and the public.</p> <p>Their primary responsibility is to engage with various stakeholders, including community members, organizations, and other government entities, to ensure effective communication and participation.</p> <p>They coordinate events, workshops, and public consultations to gather feedback and address concerns. Through various communication channels, such as social media, press releases, and newsletters, they disseminate relevant information to the public and foster transparency.</p> <p>Additionally, the government affairs aspect of their role involves building relationships with legislators, regulatory bodies, and other government agencies. They monitor legislative activities, analyze proposed policies, and develop advocacy strategies to align WWWD objectives with public interests..</p>
<p><b>Community Affairs Representative</b></p>	<p><b>Not filled</b></p> <ul style="list-style-type: none"> <li>• The only liaison in the community to other public agencies, community, and industry group.</li> <li>• Supports district water district education, conservation and education programs.</li> </ul> <p>Leads field visits, presentation and tours.</p>		

**WEST VALLEY WATER DISTRICT  
FISCAL YEAR 2023-2024 APPROVED  
GOVERNMENT & LEGISLATIVE AFFAIRS DEPARTMENT**







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

**DATE:** December 12, 2023  
**TO:** External Affairs Committee  
**FROM:** Socorro Pantaleon, Acting Gov't and Legislative Affairs Manager  
**SUBJECT:** UPDATE ON STATE AND FEDERAL LOBBYING RFP

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**BACKGROUND:**

West Valley Water District (WVWD) remains committed to engaging with legislators and key stakeholders on legislative advocacy and identifying funding opportunities. WVWD currently contracts with Federal Lobbyist (David Turch and Associates) and State Lobbyist (Tres Es Inc) to assist the district in advocating for the development of policies, legislation, and appropriations requests. Lobbying contracts are set to expire in March 2024 for federal services and May 2024 for state services. To better time the contracts and to ensure there is no lapse in coverage with the upcoming legislative season, staff recommended that a Request for Proposals (RFP) be released for both state and federal services in parallel. The RFP process provides transparency and accountability in vendor selection by adhering to a structured evaluation process that is fair, open, and well-documented.

The RFP proposal was released on October 23, 2023 and a total of 3 state lobbying firms and 5 federal firms submitted proposals. On December 4, 2023, interviews with all responding firms were conducted with an internal panel of WVWD executive management and an external panel of Government Affairs Managers that utilize lobbying services. The panels evaluated the candidates and determined the most suitable candidates for the District's advocacy needs and appropriations and grant funding goals.

**DISCUSSION:**

The evaluation panels assessed each firm based on their expertise, experience, proposed strategies, and alignment with the District's goals. Listed alphabetically, the top scoring firms are listed below:

**State:** California Strategies, Townsend Public Affairs, Tres Es, Inc.

**Federal:** Carpi & Clay, David Turch and Associates, Townsend Public Affairs

**FISCAL IMPACT:**

Funds have previously been budgeted for the 2023/24 Fiscal Year.

**STAFF RECOMMENDATION:**

Given the importance of this selection, and to further evaluate the top scoring firms with Board participation, staff recommends conducting a special Board of Directors Workshop. This workshop

will serve as an opportunity for the top three federal and state candidates to be interviewed by the Board. The purpose of the workshop is to allow board members to interact directly with the firm representatives, gain an understanding of their expertise, and evaluate their capability to meet our organization's advocacy, appropriations, and grant funding needs, and coordinate with staff to make a final selection.

Respectfully Submitted,

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Socorro Pantaleon, Acting Gov't and Legislative  
Affairs Manager

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