



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

**EXTERNAL AFFAIRS COMMITTEE MEETING
AGENDA**

MONDAY, MARCH 25, 2024 - 6:00 PM

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

BOARD OF DIRECTORS

Director Angela Garcia, Chair
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@wwvd.org.

If you require additional assistance, please contact administration@wwvd.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. Social Media 2023 Recap.
3. February-March 2024 Social Media Report.
4. Earth Day Update.
5. West Valley Water District History Book.

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 March 21, 2024.

Elvia Dominguez

Elvia Dominguez, Board Secretary



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

DATE: March 25, 2024
TO: External Affairs Committee
FROM: Socorro Pantaleon, Gov't and Legislative Affairs Manager
SUBJECT: SOCIAL MEDIA 2023 RECAP

BACKGROUND:

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

DISCUSSION:

In 2023, the Public Affairs Department refocused efforts to prioritize social media as a communication platform to our customers, with the understanding that while we would still utilize other forms of communications, these outlets would work to get information out quickly. The first social media report of the year recaps the overview, lessons learned and how the Public Outreach and Government Affairs department will be using what it has learned over the year to make next year better.

FISCAL IMPACT:

None.

STAFF RECOMMENDATION:

Receive and file.

ATTACHMENT(S):

1. Social Media Report - 2023 recap



SOCIAL MEDIA REPORT

2023 RECAP

LinkedIn



In 2023, our LinkedIn page grew by **234 followers**



In 2023, we posted to our LinkedIn page **63 times**



In 2023, we reached **32,326 people**



In 2023, followers engaged with our post **3,488 times**

Top Post



Post Impressions

3005 impressions

Post Engagement

219 interactions

Instagram



In 2023, our Instagram page grew by **150 followers**



In 2023, we posted to our Instagram page **210 times**



In 2023, we reached **8,495 people**



In 2023, followers engaged with our post **1,868 times**

Top Post



Post Impressions

656 impressions

Post Engagement

26 interactions

Facebook



In 2023, our Instagram page grew by **45 followers**



In 2023, we posted to our Instagram page **210 times**



In 2023, we reached **33,941 people**



In 2023, followers engaged with our post **1,938 times**

Top Post



Post Impressions

832 impressions

Post Engagement

11 interactions

X/ Twitter



In 2023, our Instagram page grew by **35 followers**



In 2023, we posted to our Instagram page **310 times**



In 2023, we reached **9,066 people**



In 2023, followers engaged with our post **971 times**

**X only provides users with analytical data for the previous 3 months , so this is an estimate based on our submitted social media reports

Top Post



Post Impressions

315 impressions

Post Engagement

26 interactions

2023 Insights

Overview

In 2023, the Public Affairs Department refocused efforts to prioritize social media as a communication platform to our customers, with the understanding that while we would still utilize other forms of communications, these outlets would work to get information out quickly.

Lessons Learned

While we find that our social media savvy customer base does find benefits in our posting to our Instagram, Facebook and LinkedIn platforms, they do not often utilize X (formerly known as Twitter) to gather information regarding the District. This was evident through the lack of engagement and following increase that we saw across the other social media platforms. The Public Outreach and Government Affairs team will reconsider how to address this concern and bring a recommendation during the next external affairs meeting.

Looking to 2024

This year, we saw the the biggest jump in engagement, follows and reach when we posted genuine information, photos and videos of our people. We expect to continue this trend as we move forward.



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

DATE: March 25, 2024
TO: External Affairs Committee
FROM: Socorro Pantaleon, Gov't and Legislative Affairs Manager
SUBJECT: FEBRUARY-MARCH 2024 SOCIAL MEDIA REPORT

BACKGROUND:

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

DISCUSSION:

This past month, the Public Outreach and Government Affairs team had so many great stories and moments to share. From our Board members and staff attending community events and advocating for our communities to yearly celebrations and new team members we saw an increase in followers and reach across Instagram, Facebook and LinkedIn. On X (formally Twitter) we have seen a new analytics dashboard that focuses on individual posts, rather than the page as whole. Because of this change the Public Outreach and Government Affairs team is looking into new analytic tracking processes and will keep the committee updated.

FISCAL IMPACT:

None.

STAFF RECOMMENDATION:

Receive and File.

ATTACHMENT(S):

1. February 2024- March 2024 Social Media Report

JOIN US FOR Earth Day



Event Highlights:

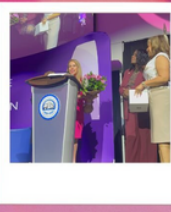
-  WVWD Open House
-  Conservation Resources
-  Workshops
-  Local Vendors
-  Free Food
(while supplies last)

RIALTO'S 18TH ANNUAL STATE OF THE WOMEN

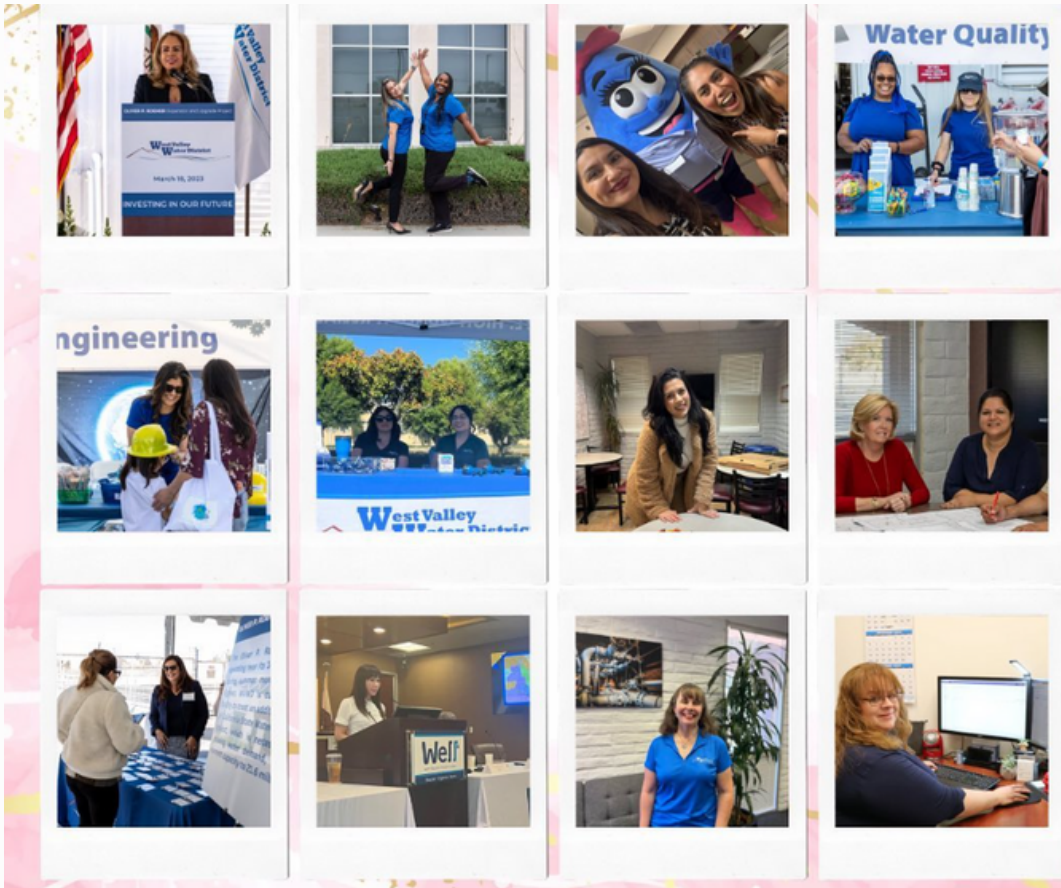
3.3.a



SATURDAY, MARCH 2, 2024
CALIFORNIA STATE UNIVERSITY.



WVWD Board of Directors
Approve Strategic Plan



SOCIAL MEDIA REPORT

February '24 - March '23



Facebook

Main KPI's



No. of Followers
1,120



Reach
1,456



Engagement
564



No. of Posts
20 posts

Top Post



Post Impressions Post Engagement

697 Impressions

129 interactions

Instagram

Main KPI's



No. of Followers
1,263



Reach
669



Engagement
97



No. of Posts
19 posts

Top Post



Post Impressions

309 impressions

Post Engagement

39 interactions

LinkedIn

Main KPI's



No. of Followers
517



Reach/Impressions
6,464



Engagement
885



No. of Posts
10 posts

Top Post



Post Impressions

979 impressions

Post Engagement

88 interactions

X/Twitter

Main KPI's



No. of Followers
417



No. of Posts
14 posts

Due to a change in the way that X reports their analytics, the Public Outreach and Government Affairs team will be searching for new ways to track overall page analytics for engagement and impressions.

Top Post



Post impressions

41 impressions

Post Engagement

4 interactions

Insights

This month, our Public Outreach and Government Affairs department encountered challenges with analytic tracking due to a shift in how X tracks analytics on our site. This adjustment has shifted focus away from assessing the overall profile to tracking individual posts exclusively. Consequently, this change has made it challenging for our department to gauge the page's growth and identify the most effective strategies.

In response, our department is actively exploring new tracking tools to streamline the gathering of essential information and insights.

Furthermore, we have observed a significant increase in engagement when we collaborate with and leverage our community partners. For instance, during the past month, Mayor Warren shared several of our posts on Facebook, resulting in notable improvements in engagement and impressions.

Moving forward, we are committed to seeking out opportunities to share information and content with our partners to further expand our audience reach and enhance our impact.



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

DATE: March 25, 2024
TO: External Affairs Committee
FROM: Socorro Pantaleon, Gov't and Legislative Affairs Manager
SUBJECT: EARTH DAY UPDATE

BACKGROUND:

Earth Day is an annual celebration that honors the achievements of the environmental movement and raises awareness of the need to protect Earth's natural resources for future generations. Following the success of last year's Earth Day, West Valley Water District will be celebrating this historic day by hosting an Earth Day Celebration and Open House at the District on Saturday, April 20, 2024.

DISCUSSION:

On April 20, 2024, West Valley Water District (WVWD) will host an Earth Day Celebration and Open House to educate, inform and provide resources to Inland Empire residents and those from surrounding areas, with a focus on water conservation and sustainability. Staff has been diligently working to secure sponsorships from local partners and invite vendors to participate in this year's event.

FISCAL IMPACT:

The event's current fiscal impact is estimated at \$68,394, the current 2023-2024 FY budget has set aside \$45,000. West Valley Water District staff has been diligently identifying sponsorship opportunities and has received sponsorships from the Office of Supervisor Joe Baca Jr., Clow Valve, GHD, BBK, PCL and the Office of Assemblymember Eloise Gomez Reyes for a total of \$5,200. Staff is still exploring other sponsorship opportunities and will keep the committee up to date on progress. Staff has secured additional verbal funding that has yet to be received by the district. Any remaining shortfall will be reallocated within the Department's remaining unspent funds.

STAFF RECOMMENDATION:

Receive and file.



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

DATE: March 25, 2024
TO: External Affairs Committee
FROM: Socorro Pantaleon, Gov't and Legislative Affairs Manager
SUBJECT: WEST VALLEY WATER DISTRICT HISTORY BOOK

BACKGROUND:

West Valley Water District (WVWD) will be celebrating its 75th anniversary on February 28, 2027. As part of our planning efforts to celebrate this milestone in WVWD history, staff has been in contact with Jeff Crider, from Crider Public Relations, Inc who has vast experience in writing water agency books for the other local districts including: San Bernardino Valley, Mojave Valley Water District, Cucamonga Valley Water District and Coachella Valley Water District.

Timeline Proposal:

Research Phase: July to December 2024 Work Time (120 hours)

This would include phone interviews with district staff and board members and other sources as well as database research and site visits to West Valley Water District, local historical societies and libraries. Presentation of a proposed detailed outline of the book by December 16, 2024 for your approval, comments and suggestions before commencing the actual writing of the book.

Writing Phase: January to March 2025

Work Time (142 hours) Writing of the history book during this period with most of the writing being done in January and February with text polishing in March.

Editing by West Valley Staff; Photo Caption Work: April 2025

Work Time (8 Hours) While West Valley staff reviews and edits my historical manuscript. April developing meaningful photo captions for the photos to be featured in the book.

Calendar Text Writing and Photo Selection: April and May 2025

Work Time (12 hours) If you opt to have Jeff produce text and gather photos for either a 12- or 18-month historical calendar, we should do this right after we complete the book text as that would give me the ability to use approved book text as background for writing fat captions for the photos selected for the calendar. This would also enable us to highlight important dates in West Valley Water District history in the calendar. The calendar itself would be laid out by the graphic artist selected by West Valley to design the history book, unless you opted to do the calendar layout in-house.

Editing Assistance with Final Layout: May to July 2025

Work Time (24 hours) This three-month period includes time assisting the graphic artist with edits as needed after the text is laid out by the graphics designer, who would be hired through a separate contract with West Valley Water District. With this timetable, we would aim to have a print-ready file produced by July 30, 2025.

Book Printing: August to October 2025

Once the print ready file, West Valley Water District would be in position to print the book and have it in hand within four to eight weeks, depending on the printer's schedule. This should be enough time to easily have the book printed by Fall of 2025.

DISCUSSION:

If approved, staff will budget for the FY24-25 budget year and begin the process of working with Jeff Crider to identify a more detailed outline and identify individuals to interview for WVWD 75th anniversary book.

FISCAL IMPACT:

Budget in FY 24-25: \$25,000 to research and write the history book, gather necessary photos, caption, and incorporate edits from district staff.

The work incorporates out to 294 hours at a billing rate of \$85 per hour.

STAFF RECOMMENDATION:

Receive and File

ATTACHMENT(S):

1. History Book - West Valley Water District Proposal

DATE: March 19, 2024
TO: Mary Jo Hartley and Socorro Pantaleon
FROM: Jeff Crider, Crider Public Relations, Inc.
SUBJ: West Valley Water District History Book Proposal

Thank you for speaking with me about researching and writing a history book for West Valley Water District for your 75th anniversary. Having written nine water agency history books over the past decade, several of which involve Inland Empire water agencies, I know I could produce a history book for WVWD that is engaging, informative and valuable as a public information resource for the communities you serve. My goal would be to blend the most compelling historical information I can find involving the communities within your service area with the best quotes I can capture from current and former WVWD board members, district officials and community members whose knowledge and perspectives add important insights and context for the book.

As I mentioned during our initial call, I have worked as a professional writer for 35 years and as a water agency consultant for more than 20 years. I started my writing career as a newspaper reporter, never realizing that I would eventually wind up writing history books. In retrospect, I can see now that researching and writing water agency history books has been a natural evolution of the many years I have spent working as both a writer and water agency media consultant.

I always tell water district stories from an economic development perspective because water is the essential resource that's critical to support the economic growth and development of any community, particularly here in Southern California. Having previously worked for as a business reporter for *Riverside Press-Enterprise* and other newspapers, I'm very accustomed to researching and writing about the economic growth and development of the communities water districts service. I love hunting for information as much as the actual book writing, a carryover from my investigative reporting days. Our book on WVWD gives us an opportunity to document recent history

that's never been documented in book format before.

Below you will find some background on me, contact information for my current and previous water district history book clients, as well as details on how I would approach the WVWD history book project. I have included a timeline of how I would plan to complete the text and gather the best photos I can find so that we could have the book ready for printing by late summer or early fall of 2025 — well ahead of any anniversary celebrations you might plan for the district. The sooner I could get started conducting research, the more time I would have to produce an engaging book that covers WVWD's history and its efforts to provide water to communities within your service area.

My Professional Background

I have 35 years of professional writing experience, including nearly 25 years of water agency communications consulting experience and more than a decade of experience covering business and agriculture for three Southern California newspapers.

I began my public relations career in 1998 when I was hired as PR manager for United States Filter Corporation in Palm Desert. At that time, USFilter was a Fortune 500 manufacturer of commercial, industrial, municipal and residential water and wastewater treatment systems with operations in 95 countries.

I subsequently spent nearly four years as Director of Media Relations for Stoorza Communications in Riverside, where I developed expertise writing news releases and developing media strategies for Inland Empire water agencies, including Eastern Municipal Water District. I launched my own consulting business in 2002 and have worked as a news release writer and ghost writer for several water agencies at different times, including the Santa Ana Watershed Project Authority (SAWPA), Riverside Public Utilities, San Bernardino Valley Municipal Water District and Yucaipa Valley Water District.

Prior to working in public relations for water agencies, I spent nearly a dozen years working as a newspaper reporter for *The Press-Enterprise* in Riverside, *The Desert Sun* in Palm Springs and the *Imperial Valley Press* in El Centro, where I covered everything from Mexican politics to the struggles of immigrants and farmworkers, including rallies led by Cesar Chavez during the final years of his life.

While I had never planned it this way, working as an agriculture reporter turned out to be great preparation for my subsequent work writing history books for water agencies, since most of the older California water districts came into being specifically to provide irrigation water to agricultural customers.

Water District History Book Writing Experience

I have written nine water district history books during the past decade, all of which have been very well received by my water agency clients. Below are links to several of my water agency history books, which can be accessed for free online:

— **Madera Irrigation District (2020)**

<http://www.madera-id.org/wp-content/uploads/2020/10/100-Years-of-Madera-Irrigation-District-History-Book.pdf>

Here is a link to a *Madera Tribune* report that followed the release of my book for Madera Irrigation District:

<http://www.maderatribune.com/single-post/2020/09/19/mid-unveils-centennial-book>

— I also wrote a short historical report for the **Colorado River Water Users Association (CRWUA)** for its 75th anniversary in 2020, which you may have seen. Here's a link to the report:

<https://www.crwua.org/assets/downloads/CRWUA-Historical-Overview.pdf>

— **Coachella Valley Water District (2018)**

<http://www.cvwd.org/DocumentCenter/View/3909/The-Story-of-the-Coachella-Valley-Water-District-PDF>

My 2018 book for Coachella Valley Water District earned a writing award from the California Association of Public Information Officers (CAPIO)

— **San Bernardino Valley Municipal Water District (2014)**

<http://laserfiche.sbvwd.com/WebLink/History/mobile/index.html>

I have also written books for the following water agencies, which have beautiful layouts, although they are not yet available online:

— **Fallbrook Public Utility District (2023)**

— **Mojave Water Agency (2022)**

— **Palmdale Water District (2018)**

Additionally, I have written books for the following water agencies, some of which have asked me to write additional chapters covering their latest water infrastructure projects:

— **Yucaipa Valley Water District (Anticipated later in 2024)**

— **Central Arizona Water Conservation District in Phoenix, which manages the Central Arizona Project (Anticipated in 2025)**

— City of San Bernardino Water Department (Anticipated in 2025)

Several of my water district histories are included in the collections of public and university libraries, including UCLA, UCR, the Water Resources Institute at California State University, San Bernardino, as well as the State Library in Sacramento and the Library of Congress.

My Approach

I find that water district history books are most interesting when we can tell the agency's story while looking at the impact it has had on the economic development and economic sustainability of its service area. This is easy for me to do since I am a former business and agriculture reporter and enjoy writing about topics relating to agriculture and economic development.

I take a journalistic approach to history book projects and make extensive use of quotes, which are more interesting and fun to read than narrative text. I focus on the most interesting and necessary aspects of a water district's history, using the volume and content of published news reports to identify salient challenges, successes, milestones and lessons learned in district history. I also review groundwater management plans and other planning documents filed with the state Department of Water Resources to gather statistics and other information concerning past, present and anticipated surface and groundwater use within the district's service area.

Each chapter flows like a news article. I use lots of direct quotes from news articles and interviews to make it easy reading, while providing the most important information about the district's history. I make extensive use of footnotes to ensure the highest level of accuracy, while also making it possible for readers to review the original sources for my research.

Having a life-long interest in photography, I also look for the most compelling photos to illustrate each book so that these books end up

being visually attractive as well as rich in content. I try to make these coffee table style books that are interesting, informative and fun to read rather than granular, scorched earth accounts that put people to sleep.

I typically start my water district history books with a little scene setting to let people know what the local area was like before the agency was established. I then explain the factors that led to the formation of the district and talk about the agency's growing responsibilities and challenges over the decades as the district worked to support the development and sustainability of the local economy. Writing WVWD's history will give me an opportunity to describe the many ways in which the district has supported the growth and development of multiple communities in your service area, including Bloomington, Colton, Rialto and Fontana (where I was born) as well as Jurupa Valley and adjacent unincorporated areas of Riverside and San Bernardino counties.

Research Sources

I have done some preliminary research to get a sense of the types of historical and informational resources that would be available to me in WVWD's service area for this project. These include:

— **West Valley Water District itself:** WVWD already has extensive resources available on its website. I'll also want to review historical information the district has in its archives, including press releases, annual reports, and consultants' reports that are not available online. I will get an idea of specific documents I'd like to see, including court documents, after I conduct extensive background research on the district and interview current and former board members. I will want to review the district's photo archives later in the research process after I gain a sense of the key people and key milestones in the district's history.

— **Archives of the *San Bernardino County Sun*, the *Inland Valley Daily Bulletin*, *The Press-Enterprise*, the *Los Angeles Times*, the *Rialto Record*, *Fontana Herald News*, *Colton Courier* and other**

sources: I subscribe to Newspapers.com, which has over 1,600 articles from local, regional and national media on West Valley Water District and West San Bernardino County Water District dating back to the early 1950s as well as the mutual water companies that WVWD acquired over the years. There is no shortage of historical news reports and information for this project. The bigger challenge is identifying the best reports and the best published quotes and identifying which informational holes need to be filled.

— **Local Historical Societies, Museums and Libraries:** In addition to producing interesting newsletters, historical societies are usually excellent sources for photos, which they will typically let us use at no charge so long as we give them photo credits in the book. Local sources include the Colton Area Museum and Historical Society, the Fontana Historical Society, the Rialto Historical Society, the Riverside Historical Society (which has info on other surrounding communities), the San Bernardino County Museum, and the San Bernardino Historical Society.

— **University Libraries:** Claremont McKenna College and the UC and Cal State library systems have searchable databases I can use to identify articles, books and other information sources throughout California to help guide my research. I have already identified several technical articles through these databases that talk about the sophisticated technology WVWD has used to remove perchlorate from local groundwater basins.

— **Agricultural Commissioner’s Offices for Riverside and San Bernardino Counties:** Their crop reports will be helpful to chart the evolution of agricultural production in the district’s service area.

Every California Water Agency is Different, But They Share Common Challenges

All of the water agencies I have profiled in history books so far have needed to import water from somewhere. Every agency has also

suffered from falling groundwater levels and subsidence to varying degrees. Agencies across California also have varying degrees of groundwater contamination, from nitrates to perchlorate, depending on the extent to which their communities have supported agricultural and industrial development and military operations. All of these agencies have also developed water conservation programs while encouraging their agricultural customers to use more efficient irrigation systems. A history book gives us an opportunity to describe the surface and groundwater challenges that are unique to WVWD's service area while also showcasing the district's successes in meeting the water needs of the communities it serves.

ISBN Numbers

I recommend that WVWD obtain an ISBN number for this book as soon as we have it ready in digital format. An ISBN number costs about \$200 and can be easily obtained online through ISBN.org or the Bowker Company. Once we have an ISBN number, the book can be distributed to public libraries and universities and used as a historical reference.

U.S. Library of Congress Copyright

My water agency clients obtain Library of Congress copyrights for the books I prepare for them. This is also something that can be applied for online and should be done prior to printing.

History Book Pricing

I typically charge agencies \$25,000 to research and write their history books, gather the necessary photos, write photo captions and incorporate edits from district staff. This works out to 294 hours at my

normal billing rate of \$85 per hour. I know from my experience researching and writing nine 100- to 220-page water agency history books that I need at least this much time to develop a high quality water agency history book. There are literally thousands of newspaper articles and other documents I need to review to gather quotes and information in addition to conducting interviews and spending several weeks actually writing the book.

Pricing for Historical Calendar Option

If WVWD opts to produce a commemorative 12- or 18-month calendar with historical photos, I typically can help select photos and write the text for the calendar for \$850. This would be separate from my book fee. The graphic artist separately hired by WVWD would do the layout of the calendar. Some water districts like to produce calendars as a way of celebrating important anniversaries and promoting their history books.

Separate Services From Other Vendors

While I research, write and gather photos for history books, the actual book layout is done by a graphic designer, while the printing is handled by a printer.

West Valley Water District may have its own preferred graphic designer to handle this piece of the puzzle. I have had great success with Angie Agostino of Agostino Creative in Seattle. She did the design work for the books I wrote for Coachella Valley Water District, Palmdale Water District, Madera Irrigation District, Mojave Water Agency and Fallbrook Public Utility District. I can ask her to send you a proposal if the board decides to move forward. She typically charges around \$10,000 to \$12,000 design a 100- to 150-page book.

Several of my water agency clients have used Dove Printing in Palm Desert to do their printing and have been happy with their work. Pricing ranges from a couple of thousand dollars and up, depending

on the quality of paper used for printing, whether a hard or soft cover is selected, and the number of books produced.

How Water Agencies Use Their Books

Water agencies typically give their history books away at their anniversary and other public events. Some give them away to interested parties, such public and university libraries, students and elected officials, while others sell printed copies of the book for a nominal fee, usually \$15, which typically covers the printing cost. Agencies usually make their books available for free online as a public information service. Suzie Earp, the former archivist from the Water Resources Institute at Cal State San Bernardino, has told me that students regularly use the water history books I've written as resources for their reports.

Anticipated Research and Writing Timeline

Assuming West Valley Water District wants me to move forward with developing a history book, I would anticipate doing the research and interviews for the history book between July and December 2024, when I would provide you with a preliminary outline of the history book. I would anticipate writing the book between January and March 2025, and turning in the initial manuscript by Monday, March 31, 2025. If you would like me to consider a different timeline, we can certainly consider that. Here is a more detailed outline of my anticipated work timeline for this project:

Research Phase: July to December 2024

Work Time (120 hours)

This would include phone interviews with district staff and board members and other sources as well as database research and site visits to West Valley Water District, local historical societies and libraries. I would present you with a proposed detailed outline of the book by December 16, 2024 for your approval, comments and suggestions before commencing the actual writing of the book.

Writing Phase: January to March 2025

Work Time (142 hours)

My plan is to write the history book during this period with most of the writing being done in January and February with text polishing in March. I will turn in the initial manuscript by Monday, March 31, 2025.

Editing by West Valley Staff; Photo Caption Work: April 2025

Work Time (8 Hours)

While West Valley staff reviews and edits my historical manuscript, I would spend the April developing meaningful photo captions for the photos to be featured in the book.

Calendar Text Writing and Photo Selection: April and May 2025

Work Time (12 hours)

If you opt to have me produce text and gather photos for either a 12- or 18-month historical calendar, we should do this right after we complete the book text as that would give me the ability to use approved book text as background for writing fat captions for the photos selected for the calendar. This would also enable us o highlight important dates in West Valley Water District history in the calendar. The calendar itself would be laid out by the graphic artist selected by

West Valley to design the history book, unless you opted to do the calendar layout in-house.

Editing Assistance with Final Layout: May to July 2025

Work Time (24 hours)

This three-month period includes the time I spend assisting the graphic artist with edits as needed after the text is laid out by the graphics designer, who would be hired through a separate contract with West Valley Water District. With this timetable, we would aim to have a print-ready file produced by July 30, 2025.

Book Printing: August to October 2025

Once we have the print ready file, West Valley Water District would be in position to print the book and have it in hand within four to eight weeks, depending on the printer's schedule. This should be enough time to easily have the book printed by fall of 2025, well in advance of any district anniversary celebrations planned for early 2026.

Next Steps

I am available to meet with you via phone or Zoom to answer any questions you may have. Based on the timelines we discussed, I can commence research work as soon as July 2024. With historical projects of this magnitude, I find it's best to take my time thoroughly and carefully digesting the information I gather rather than trying to rush through it. I also find it helpful when I can interview as many current and former longtime water district officials as I can before health issues interfere with their ability to conduct interviews. I have had a couple of instances in the past when water districts waited too long to engage me in documenting their histories and, as a result, we lost the opportunity to include meaningful interviews with important

water district officials. I have attached several letters of reference as well as my bio. I very much appreciate the opportunity to submit a proposal and look forward to speaking with you again soon.

Sincerely,

Jeff Crider

Crider Public Relations, Inc.
74-464 Candlewood Street
Palm Desert, CA 92260
(760) 567-9775
criderpublicrelations@gmail.com

Water Agency History Book References:

— **Doug Headrick, San Bernardino Valley MWD (retired):** Doug gave me my first water agency history book project in 2013. My resulting history book was so well received that it literally paved the way for me to research and write history books for other water districts in the Inland Empire and throughout California and Arizona. (909) 266-4004

— **Heather Engel, Association of California Water Agencies** (Heather was previously director of communications for Coachella Valley Water District and hired me to produce a history book for them, which earned a writing award from the California Association of Public Information Officers): (916) 441-4545

— **Celeste Cantú.** I have known Celeste for over 30 years. She helped guide me with my reports when I was a young reporter starting out at the *Imperial Valley Press*. I later helped her develop and promote her messaging when she launched the One Water, One Watershed program for the Santa Ana Watershed Project Authority (SAWPA), before she became executive director of the California

Regional Water Quality Control Board and moved on to other positions. She has seen my career evolve over the past 35 years:
(951) 712-2031

— **Miguel Guerrero, City of San Bernardino Water Department:**
(909) 286-5529

— **Noelle Denke, Fallbrook Public Utility District:** (951) 609-4035

— **Crystal Thomas, Central Arizona Water Conservation District and the Colorado River Water Users Association.** Crystal hired me initially to write a historical report for the 75th anniversary of the Colorado River Water Users Association. Having been pleased with my efforts, she hired me to produce a history book documenting the history of the Central Arizona Project, which is managed by the Central Arizona Water Conservation District: (623) 869-2333

— **Yvonne Cox, Mojave Water Agency:** (760) 964-8982

— **Judy Shay, Palmdale Water District:** (661) 947-4111

— **Joseph Zoba, Yucaipa Valley Water District:** (909) 797-5119