



WEST VALLEY WATER DISTRICT
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**EXTERNAL AFFAIRS COMMITTEE MEETING
AGENDA**

MONDAY, JUNE 26, 2023 - 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@wvwd.org.

If you require additional assistance, please contact administration@wvwd.org.

I. CALL TO ORDER

II. PUBLIC PARTICIPATION

The public may address the Committee 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. Smart Irrigation Month Marketing Campaign.
3. Federal/State Update.
4. May - June Social Media Report.
5. Website Redesign Update.

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 June 21, 2023.

Elvia Dominguez

Elvia Dominguez, Board Secretary



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

DATE: June 26, 2023
TO: External Affairs Committee
FROM: John Thiel, General Manager
SUBJECT: SMART IRRIGATION MONTH MARKETING CAMPAIGN

BACKGROUND:

Smart Irrigation Month is a public awareness campaign to promote efficient water use. Focused on July, traditionally the month of peak demand for outdoor water use, the campaign highlights simple practices and innovative technologies to save money and water by utilizing smart irrigation techniques and devices.

DISCUSSION:

To celebrate Smart Irrigation Month, the public affairs department will be educating customers and the community about the value of implementing smart irrigation techniques and installing high-efficiency devices to curb their water use and save money (Exhibit A). The department will also encourage customers to take part in West Valley Water District's rebate program. Tools to ensure a successful campaign will include but are not limited to press releases, social media posts, giveaways and proactive outreach. The campaign will run throughout the month of July.

FISCAL IMPACT:

None.

STAFF RECOMMENDATION:

Receive and File.

Respectfully Submitted,

John Thiel

John Thiel, General Manager

JT/sp

ATTACHMENT(S):

1. SIM Marketing Campaign (Exhibit A)

Safe. High Quality. Reliable.

Smart Irrigation Month (SIM) Marketing Campaign



2023 Smart Irrigation Month Theme: *What's the Value of Smart Irrigation*

Key Messages:

1

Water Conservation
Starts with you

2

Smart irrigation
practices are essential

3

Take advantage of
irrigation rebates with
WVWD



Key Message # 1

Water Conservation Starts with You

- By taking responsibility for the water you use, you hold the power to save both water and money.
- Water is a finite source and we must all do our part to ensure that our future generations have adequate water supply.
- Water conservation is a way of life for all of us living in California. Whether we're experiencing dry or wet conditions, we should always be mindful of our water use.



Key Message # 2

Smart Irrigation Practices are Essential

- Irrigated green spaces provide biodiversity and habitat for pollinators, create opportunities for carbon sequestration, and provide cooling for urban areas.
- Smart irrigation creates green spaces where people can play and stay active, providing health benefits for communities.
- Using smart irrigation options like weather- and soil moisture-based controllers that automatically adjust the watering schedule based on conditions at your location helps keep your landscape healthy, while using less water.



Key Message # 3

Take Advantage of Irrigation Rebates with WVWD

- Save money on smart irrigation upgrades by taking advantage of rebates from WVWD.
- Visit www.wvwd.org/conservation or call our customer service team to learn more about smart irrigation rebates.
- Want to learn more about saving water? Visit www.wvwd.org/conservation or call our team of conservation experts at 909-875-1804.



Overall Strategy

**Inform, educate and engage customers
and the community on how they can
participate in SIM.**



Tools & Tactics

Tool

Social Media: Utilize various social med platforms to post engaging and informative information about SIM throughout the month

Tactics

- Facebook
- Instagram
- Twitter
- LinkedIn and Nextdoor (if appropriate)



Tools & Tactics

Tool

Press Release: Engage local media by providing tips to save money and water during SIM

Tactics

- Press release
- Staff to send out PR



Tools & Tactics

Tool

- **Giveaways:** Conduct a raffle throughout the month on social media, grand prize to include Rachio 8-zone controller
 - Other prizes to possibly include: high efficiency irrigation nozzles and hose nozzles**

Tactics

- Social media
- Word of mouth announcements
- Collaborate with CS to inform customers

**Staff is currently working with IEUA to receive free hose nozzles to provide to customers.



Tools & Tactics

Tool

Outreach: Continue messaging regarding giveaways and information on ways to save through in-person contact with our customers.

Tactics

- In-house videos
- Newsletter story
- Community Events
- City or Chamber events



David Turch and Associates

TO: Van Jew, Assistant General Manager
Socorro Pantaleon, Acting Manager Government and Legislative Affairs
West Valley Water District

FROM: Jamie Jones
Jamie.jones@davidturch.com
202-543-3744

DATE: June 20, 2023

RE: Federal Advocacy Report for May 2023

- Per District staff request, drafted thank you letter to Rep. Pete Aguilar for supporting two WVWD FY24 Community Project Funding (CPF) requests with the House Appropriations Committee – \$3 million for the Bunker Hills Wells Project and \$525,000 for the Emergency Generator Project. The Bunker Hills Wells initiative will be used for equipping two new groundwater production wells, storage tank, booster pump station and pipelines to transport the needed water supply to the various agencies we serve. The emergency generator will be used for Pump Station 5-2 to ensure the community has access to reliable water supply in the event of a planned or unplanned power outage. Funding for these two projects will assist the District to continue to provide safe, reliable, affordable and resilient drinking water supplies.
- Provided draft letter to EPA Administrator Michael Regan on behalf of WVWD Joanne Chan’s nomination to the National Drinking Water Advisory Council.
- Provided updates to District staff regarding ongoing White House and House Republican negotiations on a debt limit agreement. Provided a summary of **HR 3746, Fiscal Responsibility Act**. The agreement, reached between President Biden and Speaker McCarthy, R-Calif., suspends the statutory debt limit until the start of 2025, thereby allowing federal borrowing to resume, while taking a number of actions to reduce federal spending. Chief among its spending provisions it sets caps on defense and nondefense discretionary spending for FY 2024 and FY 2025, providing increases for defense and for veterans programs but reducing funding for other nondefense programs and activities. The White House, however, says that through a side agreement with Speaker McCarthy additional funding will be provided during the appropriations process so actual non-VA nondefense spending for FY 2024 will be roughly equal to the FY 2023 level. The measure also rescinds about \$29 billion in COVID-19 and IRS funding, it increases work requirements for the federal food stamp and TANF programs, and it modifies the permitting review process for infrastructure projects under the National Environmental Policy Act to accelerate project reviews and approvals.

- Shared the [California Financing Coordinating Committee](#) (CFCC) schedule of three [virtual funding fairs](#) for [May 4](#), [May 16](#), and [May 25](#). The fairs provide an opportunity to meet with State and federal agency representatives about funding options for infrastructure projects. The May 25 fair includes an in-person option in Sacramento. Also shared CalOES Hazard Mitigation Assistance (HMA) Team Notice of Funding Opportunity (NOFO) for the **Hazard Mitigation Grant Program (HMGP) as a result of the Presidential Major Disaster Declaration, DR-4683** (Severe Winter Storms, Flooding, Landslides, and Mudslides). This opportunity provides funding for communities to implement mitigation activities that reduce risk to life, property, and infrastructure from natural hazards. HMGP funding can support the development of hazard mitigation planning, project scoping activities (i.e., Advance Assistance), and mitigation projects. Visit the Cal OES website to see upcoming webinars that can provide information/assistance with proposal preparation. <https://www.caloes.ca.gov/office-of-the-director/operations/recovery-directorate/hazard-mitigation/hazard-mitigation-grant-program/>
- Provided District staff with the following Notice of Funding Opportunities from the US Department of Agriculture:
 - **U.S. Department of Agriculture (USDA) Emergency Community Water Assistance Grants — Rolling application window open** — The USDA Emergency Community Water Assistance Grants program supports eligible communities prepare, or recover from, an emergency that threatens the availability of safe, reliable drinking water. Eligible applicants must show a decline in quantity or quality of water that occurred within two years of the date of the application or that a significant decline in quality or quantity of water is imminent. To learn more about eligibility and the application process, click [here](#).
 - **USDA Water & Waste Disposal Predevelopment Planning Grants — Rolling application window open** — The USDA Water & Wastewater Disposal Predevelopment Planning Grants program helps eligible low-income communities plan and develop applications for proposed USDA Rural Development water or waste disposal projects. The maximum grant amount is \$30,000 or 75% of the predevelopment planning costs. Partnerships with other federal, state and local entities are encouraged, and grants are awarded only when the applicant cannot afford to borrow the needed funds. To learn more about these grants, click [here](#).
 - **2023 Climate Justice for All Grants — Applications due May 12, 2023** — The Climate Justice for All Grant Program from Climate Reality is an initiative that supports organizations or grassroots groups run by and primarily serving frontline communities in developing community solutions to environmental injustices in the U.S. and Puerto Rico. Selected organizations receive a one-time grant of up to \$20,000, access to Climate Reality’s curated library of resources, and opportunities to help amplify and spread their message in partnership with Climate Reality and peer organizations. As part of the grant cycle, organizations are invited to participate in capacity-building workshops, check-ins with Climate Reality staff and peer-learning opportunities with other grantees. To learn more, click [here](#).

- **AmeriCorps Volunteer Generation Fund — Applications due May 16, 2023** — The AmeriCorps Volunteer Generation Fund (VGF) focuses on investments in volunteer management practices that increase both volunteer recruitment and retention. VGF strengthens nonprofit organizations to recruit and retain volunteers to meet critical community needs. Funding is open to State Service Commissions, nonprofits, schools, government agencies and tribal, faith-based or community organizations. To learn more about eligibility and how to apply, click [here](#).
- Shared the Department of Energy webinar notice covering the various opportunities for technical assistance available to EECBG formula grant applicants! Department of Energy (DOE) will discuss blueprints, fellows, complimentary DOE resources, and more. This webinar is open to the public and a recording will be made available on the [EECBG Program website](#).
- Shared the U.S. Department of Housing and Urban Development (HUD) announcement of new funding through the Green and Resilient Retrofit Program (GRRP) to reduce greenhouse gas emissions and improve the energy and water efficiency and climate resilience of HUD-assisted multifamily properties serving low-income residents. The Inflation Reduction Act provided HUD with \$837.5 million in grant and loan subsidy funding and \$4 billion in loan commitment authority for this new program. The law also includes \$42.5 million for a new HUD initiative launching later this summer to collect and assess energy and water usage data from HUD-assisted multifamily housing properties to better target opportunities to save energy and water, cut costs, and reduce emissions. This announcement is part of President Biden’s Investing in America agenda to rebuild the economy from the bottom up and the middle out.
- Shared EPA’s Recipient/Applicant Information Notice (RAIN) which informs applicants and recipients of the creation of the term and condition entitled, “[Investing America Signage Required](#).” This term and condition is applicable to construction or infrastructure projects funded in whole or in part by the Bipartisan Infrastructure Law or the Inflation Reduction Act. Recipients must place a sign at construction sites that display the Investing in America emblem and identify the project as a “project funded by President Biden’s Bipartisan Infrastructure Law” or “project funded by President Biden’s InflationReduction Act.” Please see the [RAIN](#) for more information nabout the term and condition and signage guidelines.
- As a follow up to discussions with District staff regarding possible funding opportunities for next year’s Earth Day festivities, shared the National Endowment for the Arts (NEA) Grants for Arts Projects – NEA’s largest grants program for organizations, providing comprehensive and expansive funding opportunities for communities. Through project-based funding, the program supports opportunities for public engagement with the arts and arts education, for the integration of the arts with strategies promoting the health and well-being of people and communities, and for the improvement of overall capacity and capabilities within the arts sector. NEA welcomes applications from a variety of eligible organizations, including first-time applicants; from organizations serving communities of

all sizes, including rural and urban areas; and from organizations with small, medium, or large operating budgets. An organization may submit only one application under these FY2024 Grants for Arts Projects guidelines. The National Endowment for the Arts' support of a project may start on or after January 1, 2024. Generally, a period of performance of up to two years is allowed. If an organization applies to the Challenge America category, it may not also apply to the Grants for Arts Projects category.

- Provided District staff with the Department of Energy's Notice of Funding Opportunity for the Joint Office of Energy and Transportation Ride and Drive Electric program.
- Shared DOE's Notice of Intent to Issue Funding Opportunity Announcement No. DE-FOA-0002912 for Bipartisan Infrastructure Law, Section 40551: Weatherization Assistance Program Enhancement & Innovation DOE's Office of State and Community Energy Programs (SCEP), on behalf of the Weatherization Assistance Program (WAP), intends to issue a \$25 million Funding Opportunity Announcement (FOA) entitled "BIL WAP Enhancement & Innovation," in support of section 40551 of the Infrastructure Investment and Jobs Act (IIJA) of 2021, also known as the Bipartisan Infrastructure Law (BIL). FUNDING OBJECTIVES Congress, through section 1011(e) of the Consolidated Appropriations Act, 2021, (Pub. L. 116-260), directed DOE to establish a competitive program for WAP Enhancement & Innovation (E&I), with five (5) purposes: 1) Expand the number of dwelling units that are occupied by low-income persons that receive weatherization assistance by making such dwelling units weatherization-ready; 2) Promote the deployment of renewable energy in dwelling units that are occupied by low-income persons; 3) Ensure healthy indoor environments by enhancing or expanding health and safety measures and resources available to dwellings that are occupied by low-income persons; 4) Disseminate new methods and best practices among entities providing weatherization assistance; and 5) Encourage entities providing weatherization assistance to hire and retain employees who are individuals. The full NOI is posted on the Infrastructure Exchange website at <https://infrastructure-exchange.energy.gov/>.
- Shared EPA's Office of Brownfields and Land Revitalization (OBLR) Notice of Funding Opportunity to deliver Brownfields Job Training programs that recruit, train, and retain a local, skilled workforce by prioritizing unemployed and under-employed residents to obtain the skills and credentials needed for pathways into full-time employment in various aspects of hazardous and solid waste management and within the larger environmental field, including sustainable cleanup and reuse, and chemical safety. This program is being funded by the Infrastructure Investment and Jobs Act, Public Law 117-58 (the "Bipartisan Infrastructure Law").
- Ongoing contacts with congressional offices and federal agencies regarding WVWD's priorities and areas of interest.
- Kevin Bosch notifications to West Valley Water District regarding federal programs and funding grant opportunities for various departments/agencies including the Bureau of Reclamation, Environmental Protection Agency, Department of Agriculture; and the Department of Homeland Security/FEMA.

- Provided WVWD with weekly Washington Updates covering legislative, executive and judicial branch activities.



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

DATE: June 26, 2023
TO: External Affairs Committee
FROM: John Thiel, General Manager
SUBJECT: MAY - JUNE 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 what works for successful customer engagement.

DISCUSSION:

This month's social media report encompasses the time period between May 17 – June 19 (Exhibit A). While we did see a decrease in our key performance indicators (KPIs), including the reach and impressions our posts have made over the past month, we continue to see an increase in followers in three out of four platforms. We attribute the decrease in KPIs in our attention being moved by other priorities, including the design of the 2022 Water Quality Report and customer communication in collaboration with other departments. To ensure we don't see these same trends next month, we will work to create social content in advance and utilize platforms scheduling tools.

FISCAL IMPACT:

None

STAFF RECOMMENDATION:

Receive and File
Respectfully Submitted,

John Thiel

John Thiel, General Manager

JT/sp

ATTACHMENT(S):

1. May 23 - June 23 Social Media Report (Exhibit A)



Now Available!

3.4.a



VIEW THE REPORT AT:

www.wvwd.org/2022waterqualityreport



SOCIAL MEDIA REPORT

May '23 - June '23



Facebook

Main KPI's



No. of Followers
1,088
+19



Reach
371



Engagement
19



No. of Posts
13 posts

Top Post



Post Impressions Post Engagement

85 Impressions

28 interactions

Instagram

Main KPI's



No. of Followers
1,132
+49



Reach
685



Engagement
67



No. of Posts
18 posts

Top Post



Post Impressions

285 impressions

Post Engagement

39 interactions

LinkedIn

Main KPI's



No. of Followers

283

+30



Reach/Impressions

918



Engagement

46



No. of Posts

1 posts

Top Post



Post Impressions

236 impressions

Post Engagement

39 interactions

Twitter

Main KPI's



No. of Followers
396



Reach/Impressions
625



Engagement
44



No. of Posts
32 posts

Top Post



Post impressions

63 impressions

Post Engagement

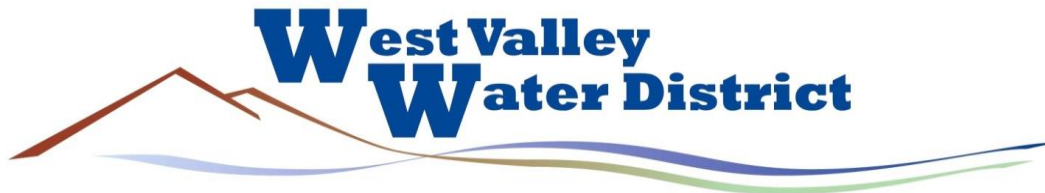
6 interactions

Insights

After a robust several months of District events, community activities and campaigns, the public affairs department has been diligently working on the sidelines to focus on our summer campaigns, including Smart Irrigation Month and the annual calendar contest as well as collaborating with other departments on customer communication such as the Water Quality Report, backflow prevention and the Oliver P. Roemer upgrade and expansion project. Due to this, social media posts and therefore our KPIs have decreased as we put attention on other priorities.

As we forge ahead into another busy season, we are committed to finding time to create and post engaging content. Steps we will take to see this through include creating content several weeks in advance and utilizing platform scheduling tools so that we can continue to inform, educate, and provide resources to our customers and communities through our social media platforms.

We are excited to see our numbers increase again and take pride that while our reach has decreased this month, we continue to see our follower count rise.



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

DATE: June 26, 2023
TO: External Affairs Committee
FROM: Van Jew, Acting General Manager
SUBJECT: WEBSITE REDESIGN UPDATE

FROM: John Thiel, General Manager
SUBJECT: WEBSITE REDESIGN UPDATE

BACKGROUND:

In an effort to improve the customer experience with our public-facing website, Public Affairs staff completed an evaluation of the current website and, upon completion, developed a scope of work and went through a request for proposals process to retain a web development consultant/firm to assist in the update of the website. The work was awarded to 360 Civic, who has been working with staff to develop a new District website. The new website is professional, easy to access and modern and will ultimately help improve customer understanding and perceptions, and increase awareness of the District's projects, programs and services through an improved interface and design.

DISCUSSION:

360 Civic will present at tonight's Committee the most up to date draft proposal of the new website for the committee to review before its launch.

FISCAL IMPACT:

This project was funded in the Fiscal Year 2021-22 capital budget in the amount of \$80,000 and has carryovered into the current fiscal year.

STAFF RECOMMENDATION:

Review of the proposed new website and recommend next steps before its launch.
 Respectfully Submitted,

John Thiel

John Thiel, General Manager

JT/sp