



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

**EXTERNAL AFFAIRS COMMITTEE MEETING
AGENDA**

Monday, December 22, 2025, 12:00 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

**Vice President Angela Garcia, Chair
President Kelvin Moore**

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

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

CALL TO ORDER

PUBLIC PARTICIPATION

Any person wishing to speak to the Board of Directors on matters listed or not listed on the agenda, within its jurisdiction, is asked to complete a Speaker Card and submit it to the Board Secretary, if you are attending in person. For anyone joining on Zoom, please wait for the Board President's instruction to indicate that you would like to speak. Each speaker is limited to three (3) minutes. Under the State of California Brown Act, the Board of Directors is prohibited from discussing or taking action on any item not listed on the posted agenda. Comments related to noticed Public Hearing(s) and Business Matters will be heard during the occurrence of the item.

Public communication is the time for anyone to address the Board on any agenda item or anything under the jurisdiction of the District. Also, please remember that no disruptions from the crowd will be tolerated. If someone disrupts the meeting, they will be removed.

DISCUSSION ITEMS

1. Updates to the External Affairs Committee
2. 2026 Legislative Principles **Pg. 3**
3. Strategic Communications Planning Support **Pg. 11**
4. Sponsorship Requests **Pg. 13**
5. November/December Social Media Report **Pg. 17**

ADJOURN

Please Note:

Material related to an item on this Agenda submitted to the Board after distribution of the agenda packet are available for public inspection in the District's office located at 855 W. Baseline, Rialto, during normal business hours. Also, such documents are available on the District's website at www.wvwd.org subject to staff's ability to post the documents before the meeting.

Pursuant to Government Code Section 54954.2(a), any request for a disability-related modification or accommodation, including auxiliary aids or services, in order to attend or participate in the above-agendized public meeting should be directed to the Acting Board Secretary, Paola Lara, at least 72 hours in advance of the meeting to ensure availability of the requested service or accommodation. Ms. Lara may be contacted by telephone at (909) 875-1804 ext. 702, or in writing at the West Valley Water District, P.O. Box 920, Rialto, CA 92377-0920.

DECLARATION OF POSTING:

I declare under penalty of perjury, that I am employed by the West Valley Water District and posted the foregoing Agenda at the District Offices on December 18, 2025.

Paola Lara

Paola Lara, Acting Board Secretary



STAFF REPORT

DATE: December 22, 2025
TO: External Affairs Committee
FROM: Socorro Pantaleon, Public Outreach & Government Affairs Manager
SUBJECT: 2026 Legislative Principles

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices, 3F - Increase Efficacy of Advocacy Efforts at the Local, State, and National Level.

MEETING HISTORY:

N/A

BACKGROUND:

West Valley Water District's Legislative Principles served as the foundation for the District's state and federal advocacy efforts throughout the 2024–2025 legislative year. These principles guided engagement with policymakers and stakeholders in Sacramento and Washington, D.C., ensuring that advocacy activities consistently supported the District's mission to provide safe, high-quality, and reliable water service at a reasonable cost to ratepayers.

The Legislative Principles provided staff with clear direction when evaluating and responding to legislative and regulatory proposals with potential impacts on the District. By establishing a defined framework, the District was able to communicate priorities clearly and maintain a coordinated, unified approach to advocacy efforts.

DISCUSSION:

Throughout the legislative year, the Legislative Principles proved instrumental in supporting a successful and proactive advocacy program. They enabled staff, in coordination with the District's state and federal lobbyists, to respond in a timely and effective manner to legislative alerts and policy developments from organizations such as ACWA, CSDA, CMUA and other industry partners.

These guiding principles directly contributed to the District's successful advocacy program in 2025, which was recognized with the **ACWA Region 9 Award** and the **ACWA Outreach Award**. The principles helped ensure that advocacy positions were consistent, strategic, and aligned with industry best practices and legislative advocacy norms, reinforcing a strong and credible "one-voice" approach.

Staff has worked collaboratively with internal departments to review the Legislative Principles, ensuring they reflect operational needs, best practices, and the District's broader goals. Some updates are proposed as shown on the attachment.

FISCAL IMPACT:

None.

REQUESTED ACTION:

Forward the updated Legislative Principles to the Policy Committee for consideration and recommendation, and subsequently to the Board of Directors for adoption.

Attachments

[2026 Legislative Principles.pdf](#)

WVWD 2026 Legislative Principles

Title	Content	Comments
Introduction	<p>West Valley Water District (WVWD) recognizes the importance of an active legislative program to protect and advocate for the interests of its customers in a timely matter. This program aims to address the challenges posed by proposed legislation, define desired outcomes, and determine positions on issues impacting the region that align with our strategic plan adopted by the district.</p> <p>Developed by Public Outreach and Government Affairs in conjunction with, Lobbyist, management and the Board of Directors, this document strives to cover the District’s anticipated needs and its positions for the legislative term.</p> <p>By adopting this platform, West Valley Water District’s Board of Directors sets a clear direction for staff to recommend official district positions on clearly stated legislative issues throughout the year.</p> <p>On both federal and state levels, West Valley may support legislative proposals, policies, and regulatory actions that are consistent with the Platform. WVWD may oppose those legislative proposals, policies, and regulatory actions that are inconsistent with Platform. In cases where a legislative proposal, policy, or regulatory action is not a priority for WVWD but may affect the water industry, WVWD may choose to take a “watch” position.</p> <p>These principles lay out a collaborative approach to managing our local ground water, water resources, and water infrastructure and allows WVWD to advocate on behalf of its customers to ensure long-term resilience and reliability for the communities we serve.</p> <p>Once adopted, staff will use this document to recommend bill positions to the Board for their approval and direct advocacy for these priorities and principles at the state and federal level.</p> <p>ALL position will be taken to the Board of Directors at the regular scheduled meeting for approval.</p> <p>In some cases, legislative positions of the District are required prior to a scheduled Board of Directors meeting. In times where action is required prior to a scheduled Board of Directors meeting, the Board Secretary will work with the board of directors to plan a “special board meeting” to address the policy and ensure that we are engaging in important legislative matters in timely manner.</p>	
	DISTRICT ROLES	
Board of Directors	<p>Participates in meetings with legislators, agency representatives, and other stakeholders on behalf of WVWD.</p> <p>Review and advise on adopting a legislative platform for the incoming legislative year.</p> <p>Refrain from taking policy positions on behalf of WVWD, unless adopted by the full Board. Directors can take positions as private citizens of the community.</p>	
General Manager and	Maintain a list of proposed legislation that may affect WVWD, its customers, and stakeholders.	

Public Outreach and Government Affairs Staff	<p>Monitor bills and work with associations such as, but not limited to: Association of California Water Agencies (ACWA), California Special Districts Association (CSDA), American Water Works Association (AWWA), California Municipal Utilities Association (CMUA), California Water Efficiency Partnership (CalWEP), Southern California Water Coalition (SCWC) and local water agencies.</p> <p>Work with our wholesale and local retail agencies to advocate on behalf of the needs of the region.</p> <p>Submit letters and give direction to lobbyists to advocate on behalf of WVWD in a timely manner.</p> <p>Participate in weekly meetings with lobbyists and other stakeholders.</p> <p>Establish relationships with stakeholders, legislators, staff and others on behalf of WVWD’s advocacy efforts.</p>	
Lobbyists	<p>Provide regular reports to staff and members of the external affairs committee on appropriate bills.</p> <p>Advise staff on State and Federal legislation, relevant budget impacts, funding opportunities, and issues that directly or indirectly impact WVWD in a timely manner.</p> <p>As necessary, attend hearings and provide testimony on behalf of WVWD, as directed by staff.</p> <p>Maintain relationships with legislators, stakeholders and staff on behalf of WVWD.</p> <p>Maintain regular meetings with WVWD.</p> <p>Provide End of the Year update to WVWD Board of Directors.</p>	
Summary of the positions considered by WVWD staff and Board of Directors	<p>When considering legislative or regulatory proposals, the Board may support or oppose based on the adopted policy principles.</p> <p>Actions that can be taken:</p> <ul style="list-style-type: none"> • SUPPORT: This position reflects the District’s interest in seeing the legislation become law. District staff and legislative advocates will work for passage of the bill in its present form. • SUPPORT IF AMENDED: This is an affirmative position that suggests conditional support for a measure, but only if it is amended to incorporate specific amendments that directly address District priorities. Staff and legislative advocates will not advocate in support of the legislation unless it is amended as requested by the District. • WATCH: Take no action but monitor the bill to see if any amendments are added that may impact the District. • OPPOSE UNLESS AMENDED: This is a position that suggests conditional opposition to a measure, unless it is amended to incorporate specific amendments that directly address District priorities. District staff and legislative advocates will not advocate in opposition to the legislation if it is amended as requested by the District. • OPPOSE: This position reflects the District’s interest in defeating the legislation. WVWD staff and legislative advocates will work for defeat of the measure in its present form and will not pursue amendments to address the measure’s shortcomings. 	

WVWD 2026 Legislative Priorities

Legislative Priority	Content	Link to Strategic Plan	Comments
Water Supply Reliability	<p>Support measures to expand surface and groundwater supply.</p> <p>Support legislation that enhances water reliability for the region and to the water supplies of West Valley Water District.</p> <p>Support funding, resources, and projects that promote sustainability and resiliency.</p> <p>Advocate for projects and initiatives that secure long-term water resources, including infrastructure improvements and new water sources.</p>	Manage and Deliver a Safe, Reliable, and Sustainable Water Supply	
Water-Use Efficiency	<p>Support legislation that encourages attainable water efficiency standards & best practices.</p> <p>Support funding for cost-effective water use efficiency and conservation measures.</p> <p>Support the implementation of advanced water technologies and practices that reduce water usage.</p> <p>Support public awareness campaigns to educate customers about the importance of water conservation.</p> <p>Support legislation and state guidance under the <i>Making Conservation a California Way of Life</i> framework that provides clear, consistent, and implementable direction for Urban Water Use Objectives and alternative compliance pathways, including clarification of data assumptions, MWELO applicability for special districts, statutory terminology, and plan content requirements.</p>	Manage and Deliver a Safe, Reliable, and Sustainable Water Supply	

Local Control	<p>Support legislation that is beneficial to Special Districts.</p> <p>Support legislation that expands options for local supply development.</p> <p>Oppose a “public goods charge” or “water tax” on public water agencies or their customers.</p> <p>Oppose measures that may impede the district's ability to maintain day-to-day operations.</p> <p>Support legislative and regulatory efforts that minimize cost impacts of new or expanded regulations and discourage measures that impose an undue burden on customers.</p> <p>Oppose legislation that pushes for a “one-size fits all” policy</p>	Develop and Grow Effective Communication and Advocacy Practices	
Strategic Partnership and Coalition Building	<p>Promote collaboration with local, state, and federal agencies to achieve common goals and address shared challenges.</p> <p>Support initiatives that foster partnerships with other water districts, community organizations, and stakeholders.</p> <p>Advocate for policies that encourage resource sharing and joint projects to improve regional water management and service delivery.</p>	Strengthen Partnerships with Outside Agencies	
Workforce	<p>Support legislation that creates workforce and training opportunities in the water industry.</p> <p>Support legislation that addresses economic equity across the water/wastewater industry and encourages more protected class inclusion.</p> <p>Support regional efforts/programs that strengthen the water industry and its workforce.</p>	Be an Exemplary Employer	
Diversity, Equity, Inclusion	<p>Endorse initiatives that promote diversity, equity, and inclusion within the water industry and community.</p> <p>Advocate for investments and funding allocations that promote a fair and equitable funding process for the public, ensuring diversity and equity considerations for disadvantaged communities.</p> <p>Support policies that ensure equitable access to water services for all customers, regardless of background or socioeconomic status.</p> <p>Advocate for representation and inclusion of diverse voices in decision-making processes.</p>	Public Trust & Integrity	
Transparency	<p>Support legislation that allows for greater public access to public meetings.</p>	Public Trust and Integrity	

	<p>Support measures that encourage the streamlining of processes to respond to public records requests.</p> <p>Support measures that protect and advance local governance and transparency.</p> <p>Advocate for practices that build trust and accountability between WVWD and its customers.</p>		
Advancing District initiatives	<p>Protect local revenue sources and reserve funds.</p> <p>Maintain local government control over the rate-setting process.</p> <p>Prioritize cybersecurity to protect sensitive information and ensure compliance with legislative regulations related to data privacy and security.</p> <p>Use Information Technology (IT) tools to facilitate collaboration and communication within the district and with external stakeholders.</p> <p>Embrace digital transformation initiatives to modernize processes and improve service delivery to our customers.</p> <p>Support legislation that supports fire resiliency and extreme weather extremities.</p>	<p>Effective Financial Stewardship</p> <p>Sound Planning, Innovation, and Best Practices</p>	
Water- Energy Nexus	<p>Support funding opportunities for investment in backup energy storage and other infrastructure needs to prepare public agencies to address Public Safety Power Shutoff (PSPS) events.</p> <p>Support preparation for broader deployment of zero-emission fleet vehicles and support efforts to manage energy use.</p>	<p>Sound Planning, Innovation, and Best Practices</p> <p>Health, Safety, and Regulatory Compliance</p>	
Access to Safe Affordable Drinking Water	<p>Support sensible, long-term solutions to assist disadvantaged communities with reliable access to safe, affordable drinking water.</p> <p>Oppose measures that impose fees on drinking water that would increase cost.</p>	<p>Manage and Deliver a Safe, Reliable, and Sustainable Water Supply</p>	
Water Quality	<p>Support measures that promote innovative technologies.</p> <p>Support measures that promote advanced water technologies and practices that reduce water usage.</p> <p>Support measures that promote environmental stewardship, consistent with District’s mission and water rights.</p>	<p>Manage and Deliver a Safe, Reliable, and Sustainable Water Supply</p> <p>Health, Safety, and Regulatory Compliance</p>	

	<p>Support sound science & transparent regulatory processes in establishing drinking water standards.</p> <p>Advocate for funding and resources to address emerging contaminants and improve water treatment processes.</p> <p>Promote policies that protect water sources from pollution and degradation.</p>		
Customer Connection	<p>Support initiatives that improve communication and responsiveness to customer needs and concerns.</p> <p>Support initiatives that promote water awareness campaigns in the region to educate our customers on the value of water.</p> <p>Advocate for the implementation of technologies and practices that streamline customer interactions and service delivery.</p>	Superior Customer Service	



STAFF REPORT

DATE: December 22, 2025
TO: External Affairs Committee
FROM: Mary Jo Hartley, Senior Public Outreach & Government Affairs Rep
SUBJECT: Strategic Communications Planning Support

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices, 3A - Advance Effective Internal and External Communication Processes, and 3B - Present the District as a Proactive Community Partner.

MEETING HISTORY:

N/A

BACKGROUND:

As part of this plan, the Public Outreach and Government Affairs Department was tasked with strengthening and expanding the District's communication and advocacy practices. To support this objective, staff has identified the need to enhance both internal and external communication processes and better position the District as a proactive and trusted community partner.

To advance this strategic goal, the District is moving forward with issuing a Request for Proposals (RFP) for professional consulting services to develop a comprehensive Strategic Communications Plan. This plan will serve as a guiding document for District staff and the Board to align with the Strategic Plan, strengthening brand identity, foster trust with customers and stakeholders, and ensure clarity, efficiency, and accountability in the District's communications.

DISCUSSION:

An RFP will be released on January 5, 2026 on PlanetBids to solicit proposals from qualified firms to develop a Strategic Communications Plan for West Valley Water District.

Staff will review proposals, create an internal panel and select a consultant in late January. The recommended consultant will be brought to the External Affairs committee in February for review.

FISCAL IMPACT:

Funding for this effort has been included in the Public Outreach and Government Affairs Department's FY 2025–2026 budget for \$20,000.00. No additional funds are requested.

REQUESTED ACTION:

Receive and file.



STAFF REPORT

DATE: December 22, 2025
TO: External Affairs Committee
FROM: Socorro Pantaleon, Public Outreach & Government Affairs Manager
SUBJECT: Sponsorship Requests

STRATEGIC GOAL:

Strategic Goal 3 - Develop and Grow Effective Communication and Advocacy Practices; Objective 3B - Present the District as a Proactive Community Partner

Meeting History:

N/A

BACKGROUND:

The West Valley Water District (WVWD or the District) recognizes the value of community and industry related sponsorship that advance the District's name, brand, water efficiency initiatives, water education efforts, and its mission to provide high-quality and reliable water services in a sustainable manner.

DISCUSSION:

Submissions for review:

Fontana Pop Warner

FISCAL IMPACT:

Budgeted in FY 25/26

REQUESTED ACTION:

Provide direction on monetary requests.

Attachments

[FW_Pop Warner Sponsorship Request.pdf](#)

From: [Mary Jo Hartley](#)
To: [Socorro Pantaleon](#)
Subject: FW: Pop Warner Sponsorship Request
Date: Wednesday, December 17, 2025 2:48:03 PM

From: Nick Zakowicz <fpwpresident22@gmail.com>
Sent: Thursday, December 11, 2025 7:52 AM
To: Mary Jo Hartley <mhartley@wwwd.org>
Subject: Re: Pop Warner Sponsorship Request

Good morning

Thank you that is awesome we appreciate it.

We do have multiple levels of sponsorship

2500.00-5000.00 we can add your logo to our workout uniforms that go on all the kids spirit wear

Your website link will go on our webpage boasting about your sponsorship

And we can make game day posts also about you guys on our social media.

Currently our insta gram has been doing about 450,000 views every 30 days

On Thu, Dec 11, 2025 at 10:41 AM Mary Jo Hartley <mhartley@wwwd.org> wrote:

Good morning Mr. Zakowicz,

We have received your request for sponsorship of the Fontana Pop Warner program. We would be happy to provide 15 cases of water please let us know when you would like to schedule pick up. The office is open Monday, Wednesday, Thursday and Friday from 8 a.m. – 5:30 p.m. and on Tuesdays from 9 a.m. – 5:30 p.m. We are located at [855 W. Baseline Rd. Rialto, CA 92376](#). **Please note that our offices will be closed beginning Dec. 24 and will reopen on January 5, 2026**, so please plan to pick up before or after these dates.

Does the program have sponsorship levels or do you have an amount in mind that you are asking for us to sponsor? Any additional information you have would be appreciated, including sponsorship acknowledgements. Once we have this information, we can take your request to our external affairs committee at the end of the month.

Looking forward to your reply,

Public Outreach and Government Affairs Dept.

social@wwwd.org

Office 909-875-1804

855 W. Base Line Rd., P.O. Box 920, Rialto, CA 92377-0920

[Click here to learn about careers in water!](#)





STAFF REPORT

DATE: December 22, 2025
TO: External Affairs Committee
FROM: Mary Jo Hartley, Senior Public Outreach & Government Affairs Rep
SUBJECT: November/December Social Media Report

STRATEGIC GOAL:

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

E. Promote Public Awareness of the Value of WVWD

MEETING HISTORY:

N/A

BACKGROUND:

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

DISCUSSION:

Throughout the reporting period, social media content centered on community engagement, educational behind-the-scenes storytelling, and transparency. Posts that highlighted staff, infrastructure work, and community events helped humanize the District and build trust with followers. Video content, especially reels, saw stronger reach and engagement when compared to static posts. Service announcements and public meeting reminders supported outreach goals but generally received less interaction than people-focused content. Overall, the results show that educational and community-centered posts resonate most with the audience and should continue to be a focus.

FISCAL IMPACT:

N/A

REQUESTED ACTION:

Receive and File.

Attachments

[Social Media Report Nov. - Dec. 2025.pdf](#)

NOV. - DEC.

2025

SOCIAL MEDIA

Report



MAIN KPI'S



No. of Followers
1,179



Reach
7,535



Engagement
187



No. of Posts
16 posts

TOP POST



Post Impressions

1,316 Impressions

Post Engagement

30 interactions

Instagram

MAIN KPI'S



No. of Followers
1,525



Reach
1,059



Engagement
329



No. of Posts
16 posts

TOP POST



Post Impressions

1,025 Impressions

Post Engagement

42 interactions

MAIN KPI'S



No. of Followers
914



Reach/Impressions
4,361



Engagement
132



No. of Posts
4 posts

TOP POST



Post Impressions

1,238 Impressions

Post Engagement

178 interactions



MAIN KPI'S



No. of Followers
444



Reach/Impressions
396



Engagement
21



No. of Posts
16 posts

TOP POST



Post Impressions

49 Impressions

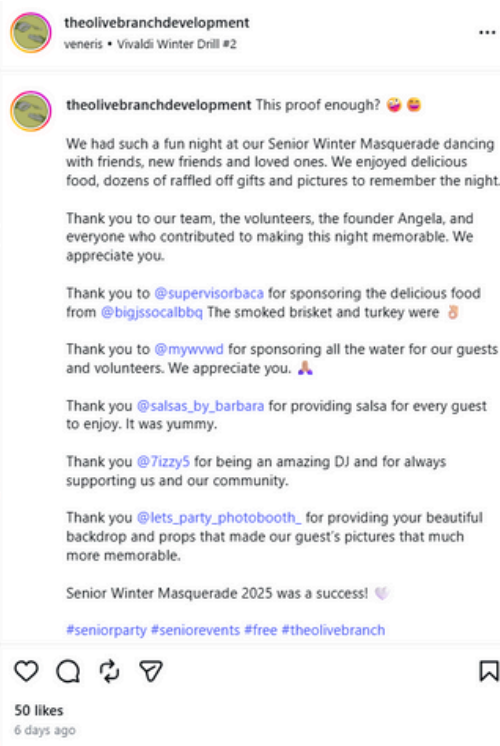
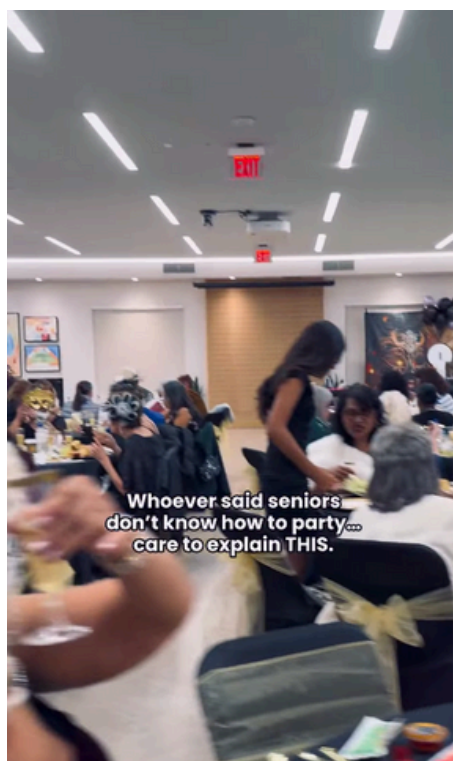
Post Engagement

1 Interactions

MONTHLY INSIGHTS

From November 17 through the end of the reporting period, Instagram content centered on community engagement, educational behind-the-scenes storytelling, and operational transparency. Posts that highlighted staff, infrastructure work, and community events helped humanize the District and build trust with followers, with video content, especially reels, seeing stronger reach and engagement. Service announcements and public meeting reminders supported outreach goals but generally received less interaction than people-focused content. Overall, the results show that educational and community-centered posts resonate most with the audience and should continue to be a focus.

Honorable Mentions



The Olive Branch recognized WVWD for its water bottle donation during the Senior Winter Masquerade.

MONTHLY INSIGHTS

Honorable Mentions



The Association of California Water Agencies approved a collaboration post with the District allowing our post for being awarded overall outreach to be viewed by a bigger audience.