



**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, JULY 24, 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](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. State Update (Verbal).
3. Federal Update (Verbal).
4. July Social Media Report.
5. Website Update.
6. Education Outreach Update.
7. Water Conservation Starts With You & Conservation Program Update.
8. Mascot Naming Contest and Outreach Plan.
9. Communications Consultant.

**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 July 19, 2023.**

*Elvia Dominguez*

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**Elvia Dominguez, Board Secretary**

# David Turch and Associates

TO: John Thiel, 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: July 17, 2023

RE: Federal Advocacy Report for June 2023

- Participated in WVWD's External Affairs Committee meeting. Provided an update on the following FY24 District Community Project Funding requests: Blooming Alleyway Main Replacement Phase 3C Project; Bunker Hills Wells Project; Emergency Generator Project; and the Supervisory Control and Data Acquisition (SCADA) System:

➤ **BLOOMINGTON ALLEYWAY MAIN REPLACEMENT PHASE 3C PROJECT**

Funding request: \$3,632,000  
Total project cost: \$4,540,000

Bloomington Phase 3C is in a disadvantage community and is the last phase of the Bloomington Project. West Valley Water District (WVWD) proposes to construct 4,400 linear feet of 8-inch and 4,000 linear feet of 24-inch diameter of new water pipeline within the street right-of-way on 8th Street between Locust and Cedar Avenue, and Maple Avenue between 7th and 8th Street.

The District project includes the construction of new pipelines, relocation of 105 service laterals from rear alleyways to the front of properties, installation of additional fire hydrants, and connections to existing waterlines within the existing street right-of-way and paved area to address this infrastructure improvement.

**SENATOR ALEX PADILLA SUBMITTED FUNDING REQUEST FOR \$3,632,000 TO THE SENATE APPROPRIATIONS INTERIOR-ENVIRONMENT SUBCOMMITTEE**

**SENATOR DIANNE FEINSTEIN SUBMITTED THE PROJECT FOR \$2 MILLION TO THE SENATOR APPROPRIATIONS INTERIOR-ENVIRONMENT SUBCOMMITTEE.**

➤ **BUNKER HILLS WELLS PROJECT**

**FUNDING REQUEST \$3 MILLION**

This project includes the drilling and equipping of two (2) new groundwater production wells, storage tank, booster pump station and pipelines to transport the needed water supply to the various agencies. Groundwater extracted from the Bunker Hill Groundwater Basin will be stored in a welded steel tank before it is boosted through a transmission pipeline. The agencies will share the water capacity in the pipeline, much like electric utilities use the same power lines to transport their electricity. Costs will be kept to a minimum because cities and water agencies will be working together to maximize construction efficiencies for the project. This regional joint venture is being undertaken by West Valley Water District (WVWD), the City of Rialto, the Riverside Highland Water Company and the area's State Water Project wholesale water provider, the San Bernardino Valley Municipal Water District, and is similar to a joint venture that this group entered into in 1991 known as the Base Line Feeder. The completion of this project will be a testament to the extraordinary level of coordination and cooperation that exists between the water purveyors serving the area.

**REP. PETE AGUILAR SUBMITTED THE \$3 MILLION PROJECT REQUEST TO THE HOUSE APPROPRIATIONS INTERIOR-ENVIRONMENT SUBCOMMITTEE**

**SENATOR PADILLA SUBMITTED THE \$3 MILLION PROJECT REQUEST TO THE SENATE APPROPRIATIONS INTERIOR-ENVIRONMENT SUBCOMMITTEE**

➤ **EMERGENCY GENERATOR PROJECT**

**FUNDING REQUEST \$525,000**

**TOTAL PROJECT COST \$700,000**

**25% LOCAL MATCH**

The West Valley Water District ("District") requested a standby emergency generator for Pump Station 5-2 ("PS5-2"). Space for the standby diesel emergency generator was provided when PS5-2 was constructed in 2005. Although the District has portable generators that will be mobilized in the event of an emergency, there are more facilities than portable generators that will need to be operated in an emergency situation. All the District generators are Caterpillar. The advantage of selecting Caterpillar generators is that services and parts are local. The Caterpillar generators are reliable and used for the District facilities for over 35 years. It is essential to maintain the quality of life for all of our ratepayers and the communities we serve: Stable water pressure for fighting structure and brush fires. Preventing boil notices for water due to contamination if the system loses pressure.

**REP. PETE AGUILAR SUBMITTED FUNDING REQUEST FOR \$525,000 TO THE APPROPRIATIONS HOMELAND SECURITY SUBCOMMITTEE WHICH WAS INCLUDED IN THE SUBCOMMITTEE'S LIST OF EARMARKS**

**➤ SUPERVISORY CONTROL AND DATA ACQUISITION (SCADA) SYSTEM**

**FUNDING REQ: \$3 MILLION  
TOTAL PROJECT: \$3.9 MILLION**

The Supervisory Control and Data Acquisition (SCADA) System monitors and controls all West Valley Water District (WVWD) operations, including wells, pumping stations, and treatment facilities. The district's current system is obsolete first installed in 1987, and replacement parts are becoming difficult to obtain.

**SENATOR ALEX PADILLA SUBMITTED THE \$3 MILLION PROJECT REQUEST TO THE SENATE APPROPRIATIONS ENERGY AND WATER DEVELOPMENT SUBCOMMITTEE**

- Met with WVWD staff to discuss FY24 Appropriations Project requests as well as discuss strategy to pursue federal grants.
- Shared the Department of Energy's Bipartisan Infrastructure Law Weatherization Program Assistance (WAP) enhancement & Innovation. Application deadline is January 4, 2024. This Funding Opportunity Announcement (FOA) is for the Weatherization Assistance Program (WAP) Enhancement & Innovation grant, in support of Section 40551 of the Bipartisan Infrastructure Law (BIL), issued by the U.S. Department of Energy (DOE)'s Office of State and Community Energy Programs (SCEP). This FOA provides \$25 million in competitive funding for WAP Grantees and Subgrantees (state, local, or Tribal governments) and non-profit organizations, with a \$2 million maximum per award. This FOA seeks applications to expand the impact of DOE's existing residential weatherization programs by utilizing leveraged resources and enhanced community partnerships to perform deep energy retrofits of low-income residential buildings and empower local community representation within the energy workforce. DOE seeks proposals that drive innovative approaches to program coordination and service delivery, while fostering the collaboration of dynamic and diverse teams. Applicants can apply for one of the following three topic areas: 1) Multifamily Housing 2) Single Family and Manufactured Housing 3) Workforce Development While cost share is not required, applicants are encouraged to use awarded E&I funds in conjunction with DOE WAP formula awards and leverage other funding sources to deploy demonstration projects that have potential to be scaled nationally, enhance the benefits realized by underserved communities, and accelerate an equitable transition to a clean-energy economy. To view the full FOA Document, visit the Clean Energy Infrastructure Funding Opportunity Exchange website at <https://infrastructure-exchange.energy.gov/Login.aspx> and search for the document by the FOA Number.

- Provided District staff with the Bureau of Reclamation's WaterSMART Applied Science Grants for FY2023. Application deadline is October 17, 2023. The objective of this NOFO is to invite eligible non-Federal entities to leverage their money and resources by cost sharing with Reclamation on applied science projects (Project) to improve access to and use of hydrologic data, develop and improve water management tools, improve modeling and forecasting capabilities. Results from these projects will be used by water managers to increase water supply reliability, provide flexibility in water operations, improve water management, and support nature-based solutions. Project results must be readily applicable by managers—resulting in tools and information that can be used to support: water supply reliability, water delivery management, water marketing activities, drought management activities, conjunctive use of ground and surface water, water rights administration, ability to meet endangered species requirements, watershed health, conservation and efficiency, support for nature-based solutions and other water management objectives.
- Shared the Environmental Protection Agency's SOLAR For All NOFO. Application deadline is September 26, 2023. President Biden's Inflation Reduction Act authorized the U.S. Environmental Protection Agency (EPA) to implement the Greenhouse Gas Reduction Fund (GGRF), a historic \$27 billion investment to combat the climate crisis by mobilizing financing and private capital for greenhouse gas- and air pollution-reducing projects in communities across the country. As part of this program, EPA is launching a \$7 billion Solar for All competition — designed to spur the deployment of residential distributed solar energy to lower energy bills for millions of Americans and catalyze transformation in markets serving low-income and disadvantaged communities. Solar for All will tackle the financial and non-financial barriers that limit the ability of low-income and disadvantaged communities across the country to benefit from the rapid growth in distributed solar capacity, thus advancing the Biden-Harris Administration's climate and environmental justice goals.

This Notice of Funding Opportunity (NOFO) is for the \$7 billion Solar for All competition. This competition will award up to 60 grants to states, territories, Tribal governments, municipalities, and eligible nonprofit recipients to expand the number of low-income and disadvantaged communities primed for distributed solar investment—enabling millions of low-income households to access affordable, resilient, and clean solar energy. Grantees will use funds to expand existing low-income solar programs or design and deploy new Solar for All programs nationwide. EPA will not fund individual projects under this competition.

- Shared EPA's Grants Competition Process Webinar. The EPA Grants Competition Process Webinar will be held on **Tuesday, June 13, from 1:00-2:00 pm ET**. This webinar is intended to help grant applicants learn how to find and successfully apply for competitive EPA grants. EPA will also provide an overview of the competition process from application through evaluation and selection. Participants will be able to ask questions of EPA presenters during the webinar. Presentation materials and a list of helpful links will be available on EPA's website before the webinar: <https://www.epa.gov/grants/competition-process-webinar-june-13-2023>. After the webinar, a recording will be posted to the same webpage.

- Shared the Department of Interior’s Fish and Wildlife Service’s National Fire Plan-Wildland Urban Interface Community Fire Assistance Program. Application deadline is September 1, 2023. To implement the National Cohesive Wildland Fire Management Strategy and assist communities at risk from catastrophic wildland fires by providing assistance in the following areas: Implementation of community programs that develop and enhance local capability in the areas of risk assessment and planning, training, mitigation activities, and community and homeowner education and action; Planning and implementation of fuels management reduction activities aimed at mitigating the threat of catastrophic wildfire to communities and natural resources in high risk areas, including associated monitoring or maintenance, on federal land an/or on adjacent non-federal land; Enhancement of local and small business employment opportunities for rural communities; and providing education and training focused on increasing knowledge and fire protection capability of rural fire districts. Projects that include a cost-share or in-kind contribution will have priority for selection.
- Shared the Centers for Disease Control Supporting Communities to Reduce Lead Poisoning NOFO. Application deadline is July 31, 2023. This funding opportunity supports organizations to:work with partners from different sectors,provide better access to resources and services for families and children,increase knowledge and skills related to lead poisoning, and educate the community about the risk of lead exposure and disparities in blood lead levels based on factors like race, ethnicity, socioeconomic status, and geography.
- 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:** July 24, 2023  
**TO:** External Affairs Committee  
**FROM:** John Thiel, General Manager  
**SUBJECT:** JULY SOCIAL MEDIA REPORT

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**BACKGROUND:**

The social media report (Exhibit A) 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 best for successful customer engagement.

**DISCUSSION:**

Following last month's decrease across our key performance indicators (KPIs) due to low posting, the Public Affairs staff ramped up our social engagement across all platforms. At this time last year, we updated our social media report to highlight our KPI's rather than just highlighting what posts did well. Due to the change, we can now look back over the past year to see how our social media platforms have grown and stay informed on what engages our followers.

**FISCAL IMPACT:**

None

**STAFF RECOMMENDATION:**

Receive and file  
Respectfully Submitted,

*John Thiel*

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John Thiel, General Manager

JT/sp

**ATTACHMENT(S):**

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



# SOCIAL MEDIA REPORT

June '23 - July '23



# Facebook

## Main KPI's



No. of Followers  
**1,094**  
+6



Reach  
**436**



Engagement  
**200**



No. of Posts  
**17 posts**

## Top Post



### Post Impressions   Post Engagement

177 Impressions

101 interactions

# Instagram

## Main KPI's



No. of Followers  
**1,148**  
+16



Reach  
**520**



Engagement  
**69**



No. of Posts  
**18 posts**

## Top Post



### Post Impressions

179 impressions

### Post Engagement

20 interactions

# LinkedIn

## Main KPI's



No. of Followers  
**296**  
 +13



Reach/Impressions  
**2,827**



Engagement  
**78**



No. of Posts  
**5 posts**

## Top Post



### Post Impressions

1,338 impressions

### Post Engagement

60 interactions

# Twitter

## Main KPI's



No. of Followers  
**397**



Reach/Impressions  
**873**



Engagement  
**102**



No. of Posts  
**31 posts**

## Top Post



Post impressions

141 impressions

Post Engagement

33 interactions

# Insights

Following last month's decrease across our key performance indicators (KPIs) due to low posting, the Public Affairs staff ramped up our social engagement across all platforms. At this time last year, we updated our social media report to highlight our KPI's rather than just highlighting what posts did well. Due to the change, we can now look back over the past year to see how our social media platforms have grown and inform keep ourselves informed on what engages our followers.

## Year-over-year Highlights:

### *Followers:*

Over the past year, we have grown our LinkedIn platform from 137 followers to 296, and increase of 159. On Instagram, we have grown from 1,012 to 1,148 followers, an increase of 136.

### *Posting:*

Posting has become more consistent over the past year, following trending hashtags, national days and providing consistent resources and information to our followers. We hope to continue this trajectory as we dive into this next year.



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

**DATE:** July 24, 2023  
**TO:** External Affairs Committee  
**FROM:** John Thiel, General Manager  
**SUBJECT:** EDUCATION OUTREACH UPDATE

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**BACKGROUND:**

West Valley Water District (WVWD) prioritizes educational outreach to our local students to provide opportunities to learn more about the importance of water and water industry related career paths. Staff has identified existing and prospective educational outreach opportunities for the 2023-24 school year.

**DISCUSSION:**

- **Calendar Contest:** Each year WVWD promotes awareness through a calendar contest available to all first through sixth grade students in the WVWD service area. This year's theme is "water savings starts with you" as a component of WVWD's larger water conservation outreach campaign. Winners (and their teachers) are honored at a Board of Directors meeting and receive special prizes. Students also have the chance for their artwork to be featured in the yearly calendar. (Exhibit A)
- **WVWD Scholarship:** This year the public affairs staff will be promoting for the first time a scholarship opportunity to High School students within the WVWD service area. Students will be asked to give a brief overview of the Making Conservation a California Way of Life Legislation (AB 1668/SB 606). (Exhibit B).
- **Career Outreach:** Public Affairs Staff will be working with our school districts to promote a career day during Water Professional Week and have a group of students shadow employees at WVWD.
- **Water Education Awareness Committee (WEWAC):** WVWD is a proud member of WEWAC a committee that promotes water-use efficiency and to increase public awareness of the importance of water in Southern California. Public Affairs Staff will continue to promote the EduBucks Program that provides grants to K-12 educators and the Water Scholar Program.
- **Classroom Presentations:** WVWD staff will focus on creating and implementing a water-focused presentation curriculum to bring education and resources to elementary schools within our service area primarily focused on 5<sup>th</sup> grade.

- Inland Solar Challenge (ISC): ISC is a regional educational event that brings local high school students together to build and race 16-foot boats and expand their knowledge on water conservation through the creation and presentation of a public service announcement. The committee is made up of a consortium of regional water districts and public utilities that collaborate throughout the year to host the three-day event. WVWD will be chairing the 2023-2024 Inland Solar Event with Yucaipa Water District as co-chairs.

**FISCAL IMPACT:**

Within budget.

**STAFF RECOMMENDATION:**

Receive and File

Respectfully Submitted,

*John Thiel*

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John Thiel, General Manager

JT/sp

**ATTACHMENT(S):**

1. Water Conservation Starts With You 2023 Flyer (Exhibit A)
2. WVWD 2023 Essay Contest (Exhibit B)



# WATER CONSERVATION STARTS WITH YOU!

2023 Poster Contest

West Valley Water District (WVWD) invites local 1st - 6th grade students to submit a hand-drawn poster to raise awareness for water conservation.

**Theme:** Water Savings Starts with You!

**Entry deadline:** October 4, 2023.

**WINNING STUDENT ENTRIES AND THEIR TEACHERS WILL RECEIVE A \$100 GIFT CARD.**

\*Limit one gift card per teacher

A large, blue, cartoon water drop character with a smiling face, arms, and legs. It is holding a pink rectangular sign with the words "SAVE WATER" in bold, black, uppercase letters. The character is standing on a green grassy hill.

**SAVE  
WATER**

West Valley Water District (WVWD) is excited to invite students in our service area to participate in this year's calendar contest!

The theme of this year's contest is "**Water Savings Starts with You**", a call to action for our young water conservation leaders to illustrate and educate others on how we can all do our part to save water.

## Guidelines

Participants must:

- Use 11" x 17" white paper (WVWD will provide the drawing paper to each student)
- Leave a 1-inch white (blank) border all around drawing area
- Draw in landscape orientation only
- Use only original artwork
- Attach a signed consent form by parent or guardian
- **Submit drawing by October 4, 2023 deadline by 5:30 p.m. at District Office.**

## Judging

Submitted work will be reviewed by a panel of judges. Poster designs will be judged on the following:

**EXPRESSION OF THEME**  
**ORIGINALITY/CREATIVITY**  
**NEATNESS**

## Winners and Prizes

Two winners will be chosen from each participating grade.

Selected posters and pictures of the winning artist will be used for the 2023 West Valley Water District Calendar.

**The 12 winners and their teachers will receive a \$100 gift card to Target.** Limit one per teacher.

Students who are selected and their teachers will be invited to be recognized by the West Valley Board of Directors during the November 2, 2023 board meeting.

## Questions?

Interested in signing up your school or have a question we haven't answered? Email [social@wwd.org](mailto:social@wwd.org) or call the Public Affairs Department at 909-875-1804.

**All entries must be submitted to:**

West Valley Water District  
 855 W. Baseline Road  
 P.O. Box 920  
 Rialto, CA 92377  
 Attn: Public Affairs Dept.



# Essay Contest

## PROMPT

**Water Conservation Starts with You.** Students will write a 1,000-1,500 word essay, giving a brief overview of the **Making Conservation a California Way of Life legislation**, explain the importance of retailers and community members working together and what individuals and families can do to save water at home.

## WINNERS

Two students will be **awarded scholarships in the amount of \$1,000**, made payable to the educational institution of their choice upon proof of enrollment.

## ELIGIBILITY

West Valley Water District's (WVWD) essay contest is open to all high school seniors who live or go to school in West Valley Water District's service area (verification required) with a 2.5 gpa or higher and who are planning to attend a two-year, four-year or vocational trade school within the next school year.



**All essays must be submitted by  
Friday, December 29**

**\*See guidelines for more details**

## Guidelines

WVWD will begin accepting essay submissions on Monday, September 25, 2023. Essays must be received by 11:59 p.m. on Friday, December 29, 2023 to be eligible.

- One entry per student
- Essay Length: 1,000 to 1,500 words
- Participants must fill out and submit the student information form
- Essays must be written in MLA format, using in-text citations and include a works cited

## Prompt

*Background:* In March 2023, the State Water Resource Control Board (SWRCB) released the draft framework for the 2018 conservation legislation referred to as Making Conservation a California Way of Life. The legislation established efficiency goals for each Urban Retail Water Supplier in California including conservation goals for residential indoor and outdoor water use.

*The Challenge:* To ensure they reach the goals set forth by the SWRCB, urban water suppliers, like West Valley Water District, will need to implement appropriate local solutions but will need the communities help to meet their goals.

*Prompt:* Water Conservation Starts with You. Students will write a 1,000-1,500 word essay, giving a brief overview of the Making Conservation a California Way of Life legislation, explain the importance of retailers and community members working together and what individuals and families can do to save water at home.

## How to Submit

Eligible students must submit their essay and student information form via WVWD's essay portal by 11:59 p.m. on Friday, December 29, 2023.

## Judging

All essays will be reviewed by a panel of WVWD employees and will be judged on:

- Creativity and Originality
- Focus/Main Point
- Organization/Format
- Language/Style
- Grammar

*Judges' decisions are final and incontestable.*

# Water Conservation Starts With You Essay Contest

3.6.b

## Student Information Form

Name: \_\_\_\_\_

Essay Title: \_\_\_\_\_

Phone: (\_\_\_\_)\_\_\_\_-\_\_\_\_\_

Physical Address: \_\_\_\_\_

High School Name: \_\_\_\_\_

High School Address: \_\_\_\_\_

**Water Conservation Starts with You!**



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

**DATE:** July 24, 2023  
**TO:** External Affairs Committee  
**FROM:** John Thiel, General Manager  
**SUBJECT:** WATER CONSERVATION STARTS WITH YOU & CONSERVATION PROGRAM UPDATE

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**BACKGROUND:**

In an effort to increase water conservation practices among West Valley Water District (WVWD) customers, the Public Affairs Department has created the “Water Conservation Starts With You” campaign. This campaign centers around educating and providing resources to WVWD’s communities to help them save water by taking ownership of their water use and to remind them that water is a finite source, one that we must protect if we want to ensure adequate water supply for our future generations.

**DISCUSSION:**

The “Water Conservation Starts with You” campaign is multi-pronged approach to water conservation education and will include an array of outreach tools. Throughout the campaign, staff will promote the free “Water Conservation Starts with You” home kit on social media, in press releases, through a snipe on their monthly bill envelope and through a bill insert that will also highlight current rebates available. Staff will utilize community outreach events and partner with local cities and organizations to market the box. Educational outreach, including the poster and essay contests will have a component of the campaign. Additionally, Public Affairs staff has started ramping up the rebate program and is currently working to update the applications. Staff will provide updates to the external affairs committee as efforts progress.

Exhibit A: Water Conservation Kit Application (English and Spanish).

Exhibit B: Water Conservation Starts With You - Envelope Snipe.

Exhibit C: Residential Rebates/Water Conservation Starts With You Bill Insert.

**FISCAL IMPACT:**

Budgeted in Fiscal Year 2023/24

**STAFF RECOMMENDATION:**

Receive and File.

Respectfully Submitted,

*John Thiel*

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John Thiel, General Manager

JT/sp

**ATTACHMENT(S):**

1. Water Conservation Kit Application (Exhibit A)
2. Water Conservation Starts With You - Envelope Snipe (Exhibit B)
3. Residential Rebates Water Conservation Starts With You Bill Insert (Exhibit C)

# Water Conservation Kit Application

3.7.a

## Your Water Conservation Kit Includes:

- 2 showerheads with adjustable spray
- 1 five-minute shower timer
- 1 kitchen sink aerator
- 2 bathroom sink aerators
- 1 toilet tank bank
- 2 toilet leak detection tablets
- 1 automatic shut off hose nozzle

Please return completed form in person to pick up your kit. Do not mail form.

APPLICANT NAME: \_\_\_\_\_

ACCOUNT #: \_\_\_\_\_ PHONE #: \_\_\_\_\_

SERVICE ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_ # OF PEOPLE IN RESIDENCE \_\_\_\_\_

# OF SHOWERS \_\_\_\_\_ AVG. # OF SHOWERS DAILY \_\_\_\_\_ AVG. LENGTH OF SHOWERS \_\_\_\_\_

HOW DID YOU HEAR ABOUT THIS CONSERVATION KIT? \_\_\_\_\_

## FOR OFFICE USE ONLY

Date: \_\_\_\_\_ Inspector: \_\_\_\_\_ Kit Received  
Year House was Built: \_\_\_\_\_ # of Showerheads Replaced: \_\_\_\_\_ Residential  
Notes: \_\_\_\_\_ Multi-Family  
\_\_\_\_\_  
\_\_\_\_\_

## DISCLAIMER

I understand that the Water Conservation Kit distribution is subject to availability. I further understand that any showerhead issued is subject to an on-site installation verification and evaluation. I also understand that showerheads are subject to periodic maintenance due to sediments and normal daily wear on washers. West Valley Water District is not responsible for potential damages caused by the installation of this device and does not guarantee customer satisfaction. Devices found to be defective must be exchanged within 30 days of receipt. Returns for any other reason besides a defective product will not be accepted. In the event that a device is found to be defective, the District will replace the device; no credit will be provided.

**I certify that the information contained in this application is true and correct. I have read, understand and agree to the Water Conservation Kit Program terms.**

\_\_\_\_\_  
AUTHORIZED SIGNATURE/ TITLE (IF APPLICANT IS A BUSINESS)

\_\_\_\_\_  
DATE

## Water Conservation Starts with You!

**SAFE. HIGH QUALITY. RELIABLE.**

# Water Conservation Kit Guide

West Valley Water District is committed to helping our customers achieve their water-saving goals and this kit is the perfect way to implement conservation solutions throughout your home!

## EXPLORE YOUR WATER CONSERVATION KIT



**Automatic Shutoff  
Hose Nozzle.**



**High-Efficiency  
Shower Head**



**Kitchen and  
Bathroom Aerators**



**Toilet Leak  
Detection Tablets**



**5-Minute  
Shower Timer**



**Toilet Tank Bank**

\*\*Items listed are subject to change or may not be present based on inventory.

**Water Conservation Starts with You!**

# Water Conservation Starts with You!

The average San Bernardino County household uses 143 gallons per capita, per day, with most water used outdoors. Here are some easy-to-follow tips that can help you save water.



## Household leaks are more than a drop in the bucket

The average household leak will waste 10,000 gallons of water a year. You can **save** 30 - 50 gallons a day by detecting and fixing these leaks.

## Tap into tech to save water

Looking for outdoor water savings? Let a smart irrigation device take the guesswork out of irrigation. By installing a weather-based irrigation controller (WBIC) can **save** 100 - 150 gallons a day. Switching to high-efficiency irrigation sprinklers can **save** an additional 8 gallons per day.



## Small changes can have a big impact

Water is essential to each of us every day, but its a limited resource. Commit to making water conservation a way of life by making these small changes to your daily habits:

- Take shorter showers and save 5-10 gallons each unneeded minute
- Turn off the tap when brushing your teeth or scrubbing dishes
- Save 15-45 gallons by only washing full loads of laundry



**For more tips to save water, visit [www.wvwd.org/conservation](http://www.wvwd.org/conservation)**

FOLLOW US!



855 W. BASELINE RD.  
RIALTO, CA 92376

(909) 875-1804  
WWW.WVWD

Packet Pg. 27

## El kit conservación del agua incluye:

- 2 cabezales de ducha con spray ajustable
- 1 minuterero de ducha de cinco minutos
- 1 aireador doble para el fregadero de la cocina
- 2 aireadores del fregadero del baño
- 1 banco de tanque de inodoro
- 2 Detección de fuga de inodoro en tabletas
- 1 boquilla de la manguera de cierre automático

Por favor devuelva el formulario completo en persona para recoger su kit. No envíe el formulario por correo.

NOMBRE DEL CLIENTE: \_\_\_\_\_

NÚMERO DE CUENTA: \_\_\_\_\_ NÚMERO DE TELEFONO \_\_\_\_\_

DIRECCIÓN DE SERVICIO \_\_\_\_\_

CORREO ELECTRÓNICO: \_\_\_\_\_ NÚM. DE PERSONAS EN LA RESIDENCIA: \_\_\_\_\_

NÚM. DE CABEZALES DE DUCHA POR HOGAR \_\_\_\_\_ PROMEDIO NÚM. DE DUCHAS TOMADAS DIARIAMENTE: \_\_\_\_\_ PROMEDIO DE MINUTOS EN LA DUCHA \_\_\_\_\_

¿CÓMO SUPO DEL KIT DE CONSERVACIÓN DE AGUA? \_\_\_\_\_

## SÓLO PARA USO DE OFICINA

Date: _____	Inspector: _____	Kit Received
Year House was Built: _____	# of Showerheads Replaced: _____	Residential
Note: _____		Multi-Family
_____		
_____		

## RENUNCIA

Entiendo que la distribución del Kit de Conservación de Agua está sujeta a disponibilidad. Además, entiendo que cualquier cabezal de ducha emitido está sujeto a una verificación y evaluación de la instalación en el sitio. También entiendo que los cabezales de ducha están sujetos a mantenimiento periódico debido a los sedimentos y al desgaste diario normal de las arandelas. West Valley Water District no es responsable por los posibles daños causados por la instalación de este dispositivo y no garantiza la satisfacción del cliente. Los dispositivos que se encuentren defectuosos se deben cambiar dentro de los 30 días posteriores a la recepción. No se aceptarán devoluciones por ningún otro motivo además de un producto defectuoso. En caso de que se encuentre que un dispositivo es defectuoso, el distrito reemplazará el dispositivo; no se otorgará crédito.

**Certifico que la información contenida en esta aplicación es verdadera y correcta. He leído, entiendo y acepto los términos del Programa de kit de conservación de agua.**

\_\_\_\_\_  
FIRMA / TÍTULO AUTORIZADO (SI EL SOLICITANTE ES UN NEGOCIO)

\_\_\_\_\_  
FECHA

## ¡El cuidado del agua comienza contigo!

**SAFE. HIGH QUALITY. RELIABLE.**

# Guía del kit de conservación del agua

West Valley Water District se compromete a ayudar a nuestros clientes a alcanzar sus objetivos de ahorro de agua y este kit es la forma perfecta de implementar soluciones de conservación en todo su hogar.

## EXPLORE SU KIT DE CONSERVACIÓN DEL AGUA



**Boquilla de la manguera de cierre automático**



**Cabezales de ducha con spray ajustable**



**Aireadores de cocina y baño**



**Tabletas de detección de fugas en inodoros**



**Minutero de ducha de cinco minutos**



**Banco de tanque de inodoro**

\*\*Los artículos enumerados están sujetos a cambios o pueden no estar presentes en función del inventario.

**¡El cuidado del agua comienza contigo!**

# ¡El cuidado del agua comienza contigo!

El hogar medio del condado de San Bernardino utiliza 143 galones per cápita, al día, y la mayor parte del agua se utiliza en el exterior. Estos son algunos consejos fáciles de seguir que pueden ayudarle a ahorrar agua.



## Las fugas domésticas son más que una gota de agua

Una fuga doméstica media desperdicia 10,000 galones de agua al año. Puede ahorrar entre 30 y 50 galones al día detectando y reparando estas fugas.

## Aprovechar la tecnología para ahorrar agua

¿Quiere ahorrar agua en el exterior? Deje que un dispositivo de riego inteligente elimine las conjeturas sobre el riego. La instalación de un controlador de riego basado en las condiciones meteorológicas (WBIC) puede ahorrar de 100 a 150 litros al día. Cambiar a aspersores de riego de alta eficiencia puede ahorrar 8 galones adicionales al día.



## Pequeños cambios pueden tener un gran impacto

El agua es esencial para todos nosotros cada día, pero es un recurso limitado. Comprométete a hacer de la conservación del agua una forma de vida introduciendo estos pequeños cambios en tus hábitos diarios:

- Tome duchas más cortas y ahorre entre 5 y 10 galones por cada minuto innecesario
- Cierra el grifo cuando te laves los dientes o friegues los platos
- Ahorra entre 15 y 45 galones lavando sólo cargas completas de ropa

Si desea más consejos para ahorrar agua, visite [www.wvwd.org/conservation](http://www.wvwd.org/conservation).

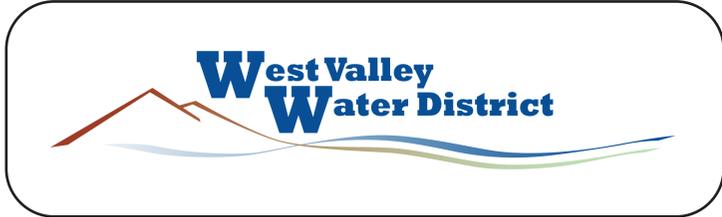
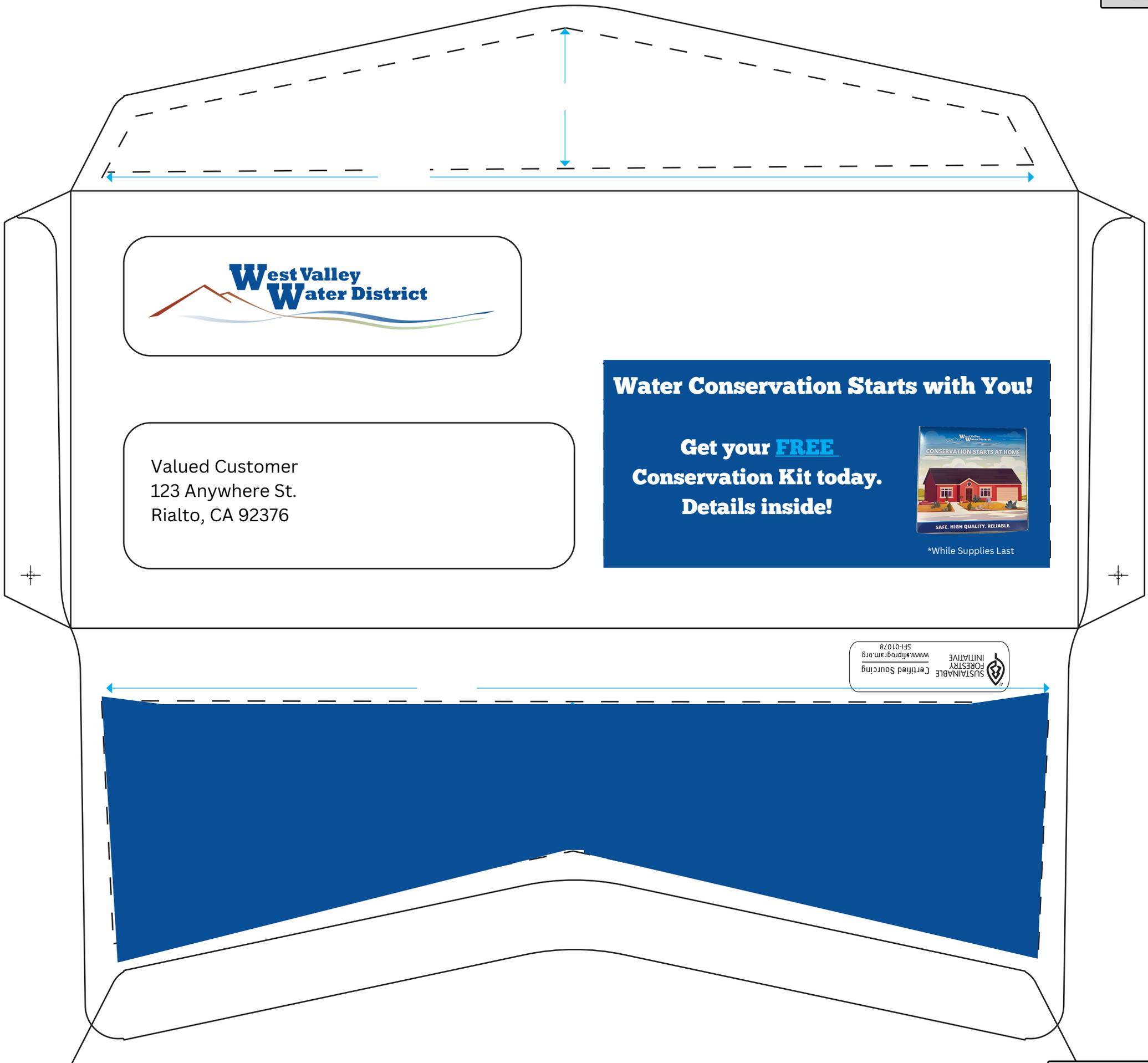
FOLLOW US!



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RIALTO, CA 92376

(909) 875-1804  
WWW.WVWD

Packet Pg. 30



Valued Customer  
 123 Anywhere St.  
 Rialto, CA 92376

**Water Conservation Starts with You!**

Get your **FREE** Conservation Kit today. Details inside!



\*While Supplies Last.

SUSTAINABLE FORESTRY INITIATIVE  
 Certified Sourcing  
[www.sfprogram.org](http://www.sfprogram.org)  
 SF-1078

# RESIDENTIAL REBATES *Available!*



## Turf Rebates - \$2 sq ft

Rebates are offered to our West Valley Water District customers. A pre-inspection and post-inspection are required to obtain a rebate. Funding is limited and rebates will be awarded on a first come, first served basis while funding is available.

## High Efficiency Toilets

Receive up to \$50 (maximum 2 per household; \$100 max) for qualifying high efficiency toilets that have a low volume flush of 1.28 gallons per flush.



## High Efficiency Washers

Receive up to \$100 for a qualifying high efficiency washer. Reduction in water usage also reduces energy use because of less water needed to be heated.

## Weather-Based "Smart" Irrigation Controller

Receive up to \$100 for a qualifying smart timer. Improve irrigation efficiency by reducing the amount of over watering.



## High Efficiency Nozzles

Receive up to \$4 per qualifying nozzles. HE nozzles can come in form of rotary nozzles and spray nozzles. Instead of a fixed stream of water, rotary nozzles deliver multiple streams, reducing water waste. HE nozzles deliver a wider stream of water that decreases overspray and runoff.

*Visit:*

[wwd.org/conservation/](http://wwd.org/conservation/) or  
call (909) 877-8700  
more about our programs.

# WATER CONSERVATION STARTS WITH YOU!

3.7.c



**West Valley Water District is committed to helping our customers achieve their water-saving goals and this kit is the perfect way to implement conservation solutions throughout your home!**

## **Your Water Conservation Kit Includes:**

- 2 showerheads with adjustable spray
- 1 five-minute shower timer
- 1 kitchen sink aerator
- 2 bathroom sink aerators
- 1 toilet tank bank
- 2 Toilet leak detection tablets
- 1 automatic shut off hose nozzle



**Visit [wwd.org/conservation](http://wwd.org/conservation) to learn more  
or call our customer service team at  
909-875-1804.**

FOLLOW US!



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RIALTO, CA 92376

**Packet Pg. 33**

[WWW.WVWD.ORG](http://WWW.WVWD.ORG)



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

**DATE:** July 24, 2023  
**TO:** External Affairs Committee  
**FROM:** John Thiel, General Manager  
**SUBJECT:** MASCOT NAMING CONTEST AND OUTREACH PLAN

---

**BACKGROUND:**

As part of its focus on educational and community outreach, the Public Affairs Department is diligently working to bring the West Valley Water District mascot to life. The mascot will complement activities and marketing campaigns to school-age children to help them learn about water conservation during classroom presentations, events and field trips. Staff is currently collecting quotes from three reputable mascot companies to find the best price and highest quality. Current characters being discussed are a water meter, a bear and water drop. Public Affairs staff will update the committee as the process continues.

**DISCUSSION:**

To help introduce the newest member of the West Valley Water District (WVWD) team, staff will conduct a naming contest. The contest will begin in early March 2024 and will be marketed to K-6 schools located in WVWD's service area. Students can participate by submitting their name ideas to the dedicated landing page that will be located on the WVWD website. The winner will be invited to attend WVWD's Earth Day event to be recognized by the Board of Directors and stand with the mascot as it is unveiled. Additional prizes to be determined, as it fits budget. Media outreach will be conducted, including press releases to introduce the contest and to highlight the winner.

**FISCAL IMPACT:**

Budgeted in Fiscal Year 2023-24

**STAFF RECOMMENDATION:**

Receive and File  
Respectfully Submitted,

*John Thiel*

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John Thiel, General Manager

JT/sp



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

**DATE:** July 24, 2023  
**TO:** External Affairs Committee  
**FROM:** John Thiel, General Manager  
**SUBJECT:** COMMUNICATIONS CONSULTANT

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**BACKGROUND:**

Historically, the Board of Directors has utilized consultants to support District goals in such areas as strategic planning, public outreach, crisis communications, and grant writing. In 2019, Chamberlayne PR was hired to handle public relations for the District on an as-needed-basis and to perform a communications assessment of the District's Public Affairs Department. This initial work was performed under an agreement entered into on December 16, 2019 at a rate of \$150 per hour, up to \$23,000. On April 2, 2020, the agreement was extended for an additional \$25,000 using the same hourly rate as the basis. Under the agreement any tasks assigned with a specific deliverable work product were to be priced out and agreed upon prior to commencing the assignment. This agreement provided the District with the flexibility to utilize Chamberlayne PR on an as-needed-basis and pay for services as rendered.

Upon conclusion of the initial agreement with Chamberlayne PR in April 2020, the District determined that a Request For Qualifications (RFQ) should be initiated in order to evaluate other public relations firms that may be interested in serving the District. On April 24, 2020, the Public Affairs Department conducted a RFQ to cover issues facing the District. These included Management and Crisis Communications to help address media relations; COVID-19 Pandemic; State Controller's Audit; Organization Restructuring; and Ratepayer Communication. The RFQ was published on PlanetBids, an online bidding system utilized by public agencies that promotes best purchasing practices and posted from April 24, 2020 to May 4, 2020. Through this RFQ process, there were eleven (11) prospective bidders/vendors that viewed the RFQ, however, only two proposals were received. The Public Affairs Manager reviewed the two proposals submitted and determined that Chamberlayne PR scored an 86% and Mercury Public Affairs LLC scored an 83%.

During an External Affairs Committee Special Meeting, Staff recommended a new agreement be entered into with Chamberlayne PR, as they were deemed to be the most qualified proposing firm. Under this new agreement the annual expenditure cap was \$90,000.00 (600 hours x \$150 Hr.) The payment terms for the new agreement included a monthly retainer payment of \$7,500 per month at a rate of \$150 per hour. This is calculated at a rate of \$150 per hour multiplied by 50 hours. The \$7,500 payment is payable each month for any work performed up to 50 hours. Work performed beyond 50 hours in any month is then billed at \$150 per hour as an extra charge. In those instances where the 50 hours per month is not worked there is no carry over provision of the retainer amount. This clause has proven problematic for the District since the anticipated utilization of Chamberlayne

PR for consulting services has been less than initially anticipated.

The agreement for professional services was approved by the Board on May 7, 2020. It contained an automatic renewal clause for one additional year along with an additional renewal option of no more than two more years beyond that. This new agreement remained in effect until its May 7, 2023 maturity. In order to avoid a lapse in service and to allow the District additional time to assess future needs, the Board extended the agreement on May 4, 2023 for an additional 90 days. The current extension is set to expire on August 4, 2023. Action is required to ensure that there is not a lapse in service.

**DISCUSSION:**

Chamberlayne PR was retained to meet specific needs of the District. They have completed the specific requested services for which they were hired. The ongoing demand for their services has declined since their initial engagement in 2020. The District is currently in the process of recruiting a new Government and Legislative Affairs Manager which, when completed, will begin the rebuilding of the department along with a reassessment of needs including staffing, goals, projects, programs, processes, consultant support, etc. This process is estimated to take up to 6 months. During this reassessment period, staff believes having a communications consultant under contract, on an as-needed basis, would be a valuable resource to address critical matters that may arise.

Legal Counsel from Best Best and Krieger was requested to review both the initial and current agreements entered into with Chamberlayne PR. This was done to determine if there are any changes recommended going forward to ensure the best interests of the District are being followed. The observations received are mentioned below:

*“A retainer-type agreement, where the consultant is paid a certain amount per month regardless of the amount of work performed, is only used where an agency can track a consistent amount of regular work required every month and where the number of hours worked will reach, or come very close, to the retainer amount each month. If a monthly retainer is charged in an amount that will regularly exceed the amount of work performed, a question could be raised as to whether payment of the excess amount is an inefficient use of public funds.”*

*“At the time of the 2020 agreement, the staff report outlined a number of services required every week in areas such as media relations, customer outreach and COVID-related inquiries. The list and frequency of services required in 2023 are more streamlined and do not call for a large amount of regular work each week and each month. As a result, staff believes a new agreement with a different compensation structure is in the best interests of the District and a better use of public funds going forward.”*

**FISCAL IMPACT:**

Based upon expected activity, it estimated that the new six month interim agreement be established at an amount not to exceed \$50,000. The current FY 2023-24 budget for consulting services is \$150,000. Therefore, there are sufficient funds available for this consulting service.

**STAFF RECOMMENDATION:**

Due to the District’s existing working relationship and quality of work received, staff recommends a new interim agreement be entered into with Chamberlayne PR. This agreement would be for services “as requested” at an agreed upon hourly rate. This interim agreement would allow the District sufficient time to assess ongoing requirements and the current needs of the Department and have a valuable resource available in the event a critical matter were to arise requiring their expertise.

Respectfully Submitted,

*John Thiel*

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John Thiel, General Manager

JT/sp