



Dear PWD Customers:

Since 1918, the Palmdale Water District has been providing high quality water at an affordable cost. Over the years we have grown in both capacity and with improvement in water quality by constantly reinvesting into our system to ensure that the community has the best product available.

California's water issues are complex and competition for this precious resource will continue to increase over time. As we have for nearly 100 years, the PWD is always thinking of the future and how to ensure that the community has a reliable source of water long-term.

As we move forward, together as a community, my fellow Board members, staff and I are committed to continuing to provide you with the best customer service possible, lowest rates, opportunities to save money through conservation practices, and to responsibly expand our water portfolio to reduce the need for water from the State.

The Board meets regularly with staff to plan and execute short and long term goals to make sure that our water supply and reliability is solid for our existing and future customers. Therefore, we have developed six key components that will help us and guide us to achieve our final collective goal of serving you better.

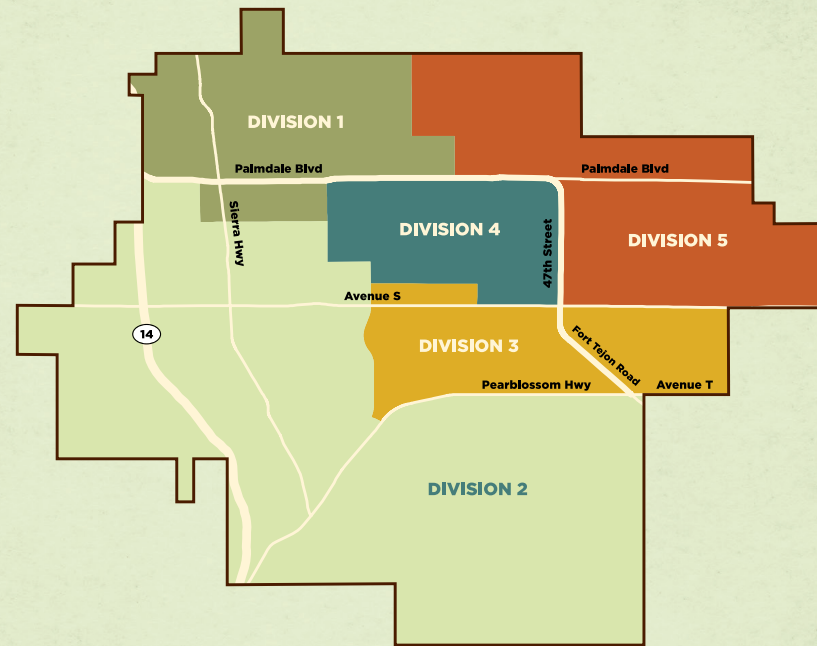
Thank you for all of your efforts to help us conserve water, lead by example to your neighbors, and being a part of making Palmdale stronger.

Regards,

Robert E. Alvarado
PWD Board President

Dennis D. La Moreaux
General Manager

District Service Area



Board of Directors



Robert E. Alvarado
Division 1



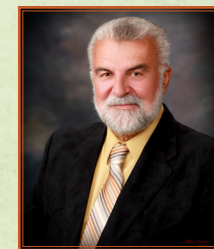
Joe Estes
Division 2



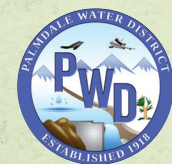
Marco Henriquez
Division 3



Kathy Mac Laren
Division 4



Vincent Dino
Division 5



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8:00 am - 6:00pm

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Palmdale Water District
STRATEGIC PLAN
Adopted January 2016

PALMDALE WATER DISTRICT'S 2016 STRATEGIC PLAN UPDATE SUMMARY



INITIATIVE NO. 1 Water Resource Reliability

2015 Urban Water Management Plan, drought response

Palmdale Regional Groundwater Recharge & Recovery Project

Littlerock Reservoir Sediment Removal Project

Recycled water allocation and use

Granular Activated Carbon (GAC) use and research



INITIATIVE NO. 2 Organizational Excellence

Optimize outsourcing opportunities

Maintain formal management/supervisor training and development program

Maintain competitive compensation and benefits package

Employee wellness program

Succession planning

Board/staff events to develop innovative ideas and awards



INITIATIVE NO. 3 Systems Efficiency

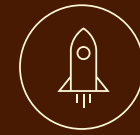
Water system Master Plan update and related EIR

Reinvestment in aging infrastructure

Investment, implementation, and training plan for new technology

Computerized maintenance management software (CMMS)

Explore energy independence



INITIATIVE NO. 4 Financial Health & Stability

Pursue Federal and State funding opportunities

Sustainable and balanced rate structure

Maintain adequate reserve levels

Maintain high level bond rating



INITIATIVE NO. 5 Regional Leadership

Create a regional best practices Antelope Valley partnership

Enhance community partnerships and expand school programs in water education

Continue to educate and engage elected officials in water related issues

Emphasize the importance and long history of the District as a community asset

Enhance community opportunities for the youth of the Antelope Valley

Continue to evaluate District internship needs



INITIATIVE NO. 6 Customer Care & Advocacy

Customer Care accessibility through automation

Evaluate, develop, and market additional payment options

Improve customer account management tools

Enhance customer experience through assessment of infrastructure, processes, and policies to maximize the needs of customer care experience

Moving forward. The history of water in the Antelope Valley dates back to well before the regions two largest cities were established. Artesian wells, orchards, agriculture, and the vast expanse of land created opportunity for future growth and development throughout the High Desert.

Dating back to 1895, the then South Antelope Valley Irrigation Company formed to construct the dam associated with Palmdale Lake to provide irrigation to the significant farming operations throughout the region. Since then, advancements

in need and technology pushed the irrigation district to expand to help service the promising aerospace industry and the growing population.

Currently, water usage has shifted from agriculture to residential and business with the expectation of ensuring the highest quality water at a reasonable cost. Aging infrastructure, reduced water reliability, conservation requirements, demand, customer satisfaction, and future growth projections are just some of the issues the District contends with.

The six initiatives presented, are a guide path to focus District resources, energy, planning, and community needs to create a more efficient, regional asset to current and future customers. Positioning the District as a regional leader and community partner will help ensure that the long-term vision for Palmdale will succeed.

