

Dear PWD Customer:

It is with true pride that Palmdale Water District (PWD) is celebrating 100 years of providing high-quality water at an affordable cost to our community. PWD has grown exponentially since its inception in 1918 when agricultural farmland was the primary customer. Today, we serve more than 115,000 individuals, who rely on us to ensure that the water they receive in their homes and businesses is safe, clean and reliable.

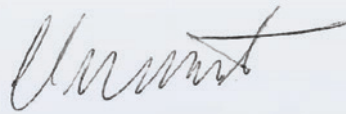
California's water issues are complex, and competition for this precious, finite natural resource will only increase in coming years. Like we have done for 100 years, PWD continues to plan for the future to ensure that our community's water supply is properly managed so that long-term water needs will be met. We strive to responsibly expand our water portfolio through groundwater recharge projects, increasing reservoir capacity and complex negotiations for water rights.

As we move forward toward our second century of service, the PWD Board members and staff are committed to keep providing you with the best customer care, lowest rates possible and conservation practices to save money.

The Board works very closely 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. These six initiatives, known as the 2018 Strategic Plan, will guide us to achieve our collective goal of serving you better.

Thank you for being an important part of our first 100 years of service. We look forward to another century of providing you with clean and affordable water, and contributing to Palmdale's history!

Regards,

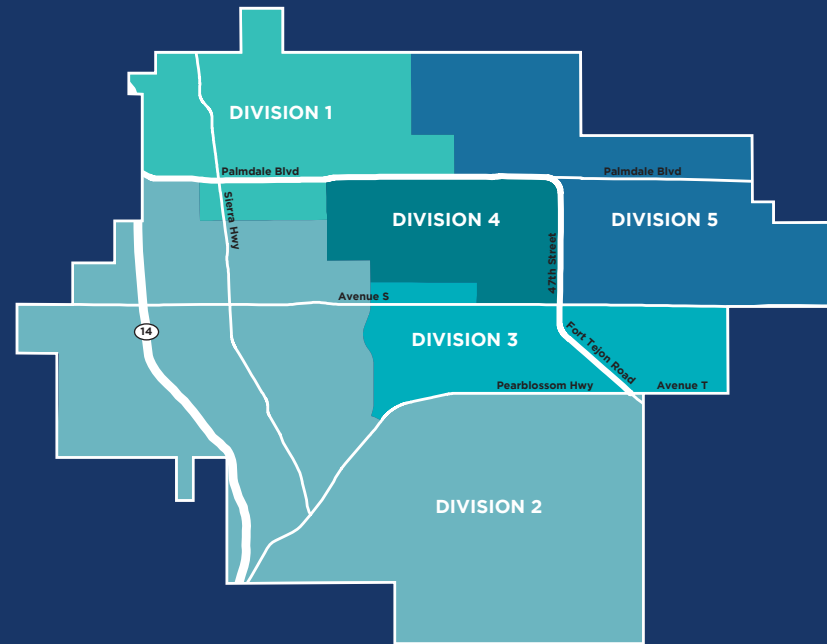


Vincent Dino
PWD Board President



Dennis D. LaMoreaux
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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PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

CONTACT US

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661-947-4114 After Hours

855-498-9969 Pay by Phone 24/7



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

STRATEGIC PLAN

ADOPTED JANUARY 2018



2018 STRATEGIC PLAN

Strategic Initiative No. 1 – Water Resource Reliability:

- Complete the 2018 phase of the Upper Amargosa Creek Recharge Project
- Ensure Palmdale Recycled Water Authority to be fully operational by year 2020
- Adopt new state-of-the-art water treatment technologies
- Implement the Antelope Valley Groundwater Adjudication agreement
- Complete the grade-control structure for the Littlerock Reservoir Sediment Removal Project
- Continue the next phase towards the completion of Palmdale Regional Groundwater Recharge and Recovery Project
- Identify and pursue opportunities to increase the reliability of water supply

Strategic Initiative No. 2 – Organizational Excellence:

- Offer competitive compensation and benefits package to promote employee retention
- Focus Succession Planning Program on ensuring an overlap of training for key positions
- Continue providing transparency to our ratepayers
- Promote and support leadership training and professional development programs to enhance the District's customers' experience

Strategic Initiative No. 3 – Systems Efficiency:

- Implement 2016 Water System Master Plan
- Develop a five-year Infrastructure Revitalization Plan to continue the reinvestment and preventative maintenance for aging infrastructure
- Explore energy independence
- Continue being the industry's leader on the use of Granular Activated Carbon (GAC)
- Research and test new technologies to increase efficiencies
- Improve safety and training for Directors, employees and customers
- Develop a crisis communications plan



OUR STORY. The history of water in the Antelope Valley began decades before the region's two largest cities – Palmdale and Lancaster – were established. Artesian wells, orchards, agriculture and the vast expanse of land created opportunities for growth and development throughout the High Desert.

In 1895, the South Antelope Valley Irrigation Company formed to construct the earthen dam at Lake Palmdale to provide irrigation to the significant farming operations throughout the area. The irrigation company was taken over 17 years later by the Palmdale Water Company, which became the Palmdale Irrigation District in 1918. The name Palmdale Water District (PWD) was adopted in 1973. Throughout the last century, PWD and its predecessors expanded to help service the promising aerospace industry and the growing population of the community.

Water usage has shifted from agriculture to residential and business customers, who rightfully expect and deserve the highest quality water at a reasonable cost. PWD strives to meet customer expectations while simultaneously works to address an aging infrastructure, reduced water reliability, drought concerns, increased demand, customer satisfaction, future growth projections, and emergency preparedness needs.

The six initiatives presented are a guide to help PWD focus its resources, energy, and planning ability so that it can be more of an efficient, regional asset to current and future customers. Positioning the PWD as a regional leader and community partner will help ensure that the long-term vision for Palmdale's success will prevail.



Strategic Initiative No. 4 – Financial Health and Stability:

- Pursue additional grant funding for all District projects
- Adopt a sustainable and balanced rate structure to meet short- and long-term needs
- Create a five-year financial plan in conjunction with the 2019 Water Rate Plan
- Maintain adequate reserve levels, high-level bond rating, and financial stability

Strategic Initiative No. 5 – Regional Leadership:

- Enhance relationships with Antelope Valley partnerships, including local water agencies, Antelope Valley State Water Contractors Association and the Palmdale Recycled Water Authority
- Expand school water education programs
- Engage elected officials in water-related issues
- Continue offering career opportunities through the Internship Program
- Provide opportunities for local businesses to contract with the District

Strategic Initiative No. 6 – Customer Care, Advocacy and Outreach:

- Increase Customer Care accessibility through communication and feedback to enhance customers' experience
- Evaluate, develop, and market additional payment options
- Be point of communication for customers' water-related public health concerns
- Develop the District's Public Outreach Plan
- Increase public awareness of the District's history and promote centennial anniversary

Mission Statement

Providing high-quality water to our current and future customers at a reasonable cost.