



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

November 10, 2021

BOARD OF DIRECTORS

AMBERROSE MERINO

Division 1

DON WILSON

Division 2

GLORIA DIZMANG

Division 3

KATHY MAC LAREN-GOMEZ

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Division 5

AGENDA FOR A MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE OR VIA TELECONFERENCE Committee Members: Kathy Mac Laren-Gomez-Chair, Don Wilson

FOR THE PUBLIC: VIA TELECONFERENCE ONLY
DIAL-IN NUMBER: 571-748-4021 ATTENDEE PIN: 029-952-169#
Submit Public Comments at: <https://www.gomeet.com/029-952-169>

**WEDNESDAY, NOVEMBER 17, 2021
4:00 p.m.**

DENNIS D. LaMOREAUX

General Manager

ALESHIRE & WYNDER LLP

Attorneys

NOTE: To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Dawn Deans at 661-947-4111 x1003 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale (Government Code Section 54957.5). Please call Dawn Deans at 661-947-4111 x1003 for public review of materials.

PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will not be permitted, and offenders will be requested to leave the meeting. (PWD Rules and Regulations, Appendix DD, Sec. IV.A.)

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Roll call.
- 2) Adoption of agenda.
- 3) Public comments for non-agenda items.
- 4) Action Items: (The public shall have an opportunity to comment on any action item as each item is considered by the Committee prior to action being taken.)



- 4.1) Consideration and possible action on approval of minutes of meeting held October 20, 2021.
- 4.2) Discussion of the District's response to the drought. (Public Affairs Director Shay/Resource and Analytics Director Thompson II)
- 4.3) Discussion of 2021 outreach activities. (Public Affairs Director Shay)
 - a) Outreach report.
 - b) Upcoming events/2021 plans.
 - c) Preliminary plans for 2022.
- 5) Reports.
 - 5.1) Lobbying activities. (Assistant General Manager Ly)
- 6) Board members' requests for future agenda items.
- 7) Date of next Committee meeting.
- 8) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dd

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, OCTOBER 20, 2021:

A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, October 20, 2021, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren-Gomez called the meeting to order at 4:00 p.m.

1) Roll Call.

Attendance:

Committee:

Kathy Mac Laren-Gomez, Chair

Don Wilson, Committee Member

Others Present:

Dennis LaMoreaux, General Manager

Adam Ly, Assistant General Manager

Judy Shay, Public Affairs Director

Dennis Hoffmeyer, Finance Manager

Dawn Deans, Executive Assistant

0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to adopt the agenda, as written.

3) Public Comments for Non-Agenda Items.

There were no public comments for non-agenda items.

4) Action Items: (The Public Shall Have an Opportunity to Comment on Any Action Item as Each Item is Considered by the Committee Prior to Action Being Taken.)

4.1) Consideration and Possible Action on Approval of Minutes of Meeting Held September 15, 2021.

It was moved by Committee Member Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held September 15, 2021, as written.

4.2) Discussion of the District's Response to the Drought. (Public Affairs Director Shay/Resource and Analytics Director Thompson II)

Public Affairs Director Shay provided an overview of the District's response to the drought, including radio ads, Water Wednesdays on social media, banners throughout the community, and the Antelope Valley Water Conservation Roundtable is scheduled to meet next week to discuss if additional measures are needed.

General Manager LaMoreaux then informed the Committee that the District's request for water use reductions is voluntary and that Resource and Analytics Director Thompson II will update the Board on the District's current water status, potential course for 2022, and possible mandatory water conservation measures.

4.3) Discussion of 2021 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay stated that a written Outreach Report of upcoming events and 2021 plans through October 13, 2021 was included with the agenda packets if there are any questions and that as updates, an additional press release was issued, additional articles were included in the A.V. Press and the ACWA News, the local chapter formation meeting for the CSDA was held, the virtual AVEDGE Forum was attended by staff, staff participated in a charity softball tournament, a Café Con Leche radio interview regarding the drought was held, updates for the new website continue, the District is receiving an award for its Let's Talk H2O series from the Public Relations Society of America (PRSA), there were 28 social media posts, and Public Affairs Specialist Gallego's last day with the District is October 21.

b) Upcoming Events/2021 Plans.

She then stated that the District is partnering with a local elementary school to promote Imagine a Day Without Water on October 21, November 4 is Salute to Youth through the local high school district, the District will provide promotional items to the A.V. Chamber of Commerce's Day of the Dead event, and December 9 is the District's Water Wise Workshop regarding Winterizing Your Home.

Chair Mac Laren-Gomez then stated that the Palmdale Sheriff's Boosters requested the District partner with their outreach efforts regarding safe driving and

preventing domestic violence incidents after which General Manager LaMoreaux stated that these items will be discussed with Palmdale Sheriff staff at the meeting scheduled for next week followed by discussion of the City's COVID-19 conference calls.

4.4) Discussion of Outreach for the District's Commercial Water Conservation Rebate Programs. (Public Affairs Director Shay/Resource and Analytics Director Thompson II)

Public Affairs Director Shay stated that the District's Water Use Efficiency team sent applications for the District's Commercial Water Conservation Rebate Programs to the City of Palmdale, Palmdale School District, the Antelope Valley Union High School District, Lockheed Martin, and other high water users and that a press release and social media posts will be made to inform the public about this rebate opportunity.

5) Reports.

5.1) Lobbying Activities. (Assistant General Manager Ly)

Assistant General Manager Ly stated that state funding for water bill arrearages covers through June 15, 2021 and that the Public Water Agencies Group's (PWAG) attorney sent letters on behalf of the PWAG group requesting support to change the June 15, 2021 date to December 31, 2021.

6) Board Members' Requests for Future Agenda Items.

There were no further requests for future agenda items.

7) Date of Next Committee Meeting.

It was stated that the next Outreach Committee meeting will be held November 17, 2021 at 4:00 p.m.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:22 p.m.

Chair



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

OUTREACH REPORT

October 21-November 10, 2021

- Four press releases sent to the media:
 - PWD Donates Water Bottles to Local Students for “Imagine A Day Without Water” (Oct. 21)
 - Applications for PWD Rate Assistance Now Available (Nov. 1)
 - New Water-Saving Rebates Available for PWD Commercial Customers (Nov. 4)
 - Board Adopts \$27.8 Million Budget for 2022 (Nov. 9)

- Print publicity:
 - PWD, Students Tout Water Conservation – AV Press (Oct. 23)
 - PWD Submits \$2M Federal Grant Application – AV Press (Oct. 29)
 - Cut Back on Water Usage Now to Help Supply Later – AV Press (Nov. 2)
 - Application Window is Open for PWD Assistance Program – AV Press (Nov. 3)
 - PWD Poised to Discuss Its 2022 Budget – AV Press (Nov. 6)
 - Water District Approves \$27.86 Million Budget – AV Press (Nov. 10)
 - eProcurement Insights from Palmdale Water District’s Scott Rogers – CSDA Magazine (Sept./Oct.)
 - PWD Ad in “Welcome to the AV” Magazine (October)

- Others:
 - Special Districts Association of North Los Angeles County – Approved Bylaws, Submitted for CSDA Approval (Nov. 9)
 - Great ShakeOut (Oct. 21)
 - Imagine A Day Without Water – Bottle Giveaways to Students at Golden Poppy Elementary School (Oct. 21)
 - Participated in AVUHSD’s virtual “Salute to Youth” Career Fair (Nov. 4)
 - Contributed Promotional Items for AV Hispanic Chamber’s Day of the Dead (Nov. 7)
 - Attended Virtual CAPIO Conference (Nov. 3-5)
 - PWD Website – Continue Content Migration

- Social Media Highlights:
 - 14 posts on FB and Twitter – Post about former Op-Tech Fleet Darrell DeVera’s retirement had the most reaches with 764 people. His post also received the most engagement with 45 reactions, comments and shares.
 - Employee highlights, job recruitments & RFPs on LinkedIn.

- Upcoming Events 2021:
 - Water-Wise Workshop: Winterizing Your Home – Dec. 9
 - Café con Leche Radio Interview – Dec. 13
 - Conservation Garden Groundbreaking – TBD

- Preliminary Plans 2022:
 - Let’s Talk H2O! Events
 - Special Districts Association of North L.A. County - Quarterly Lunch Meetings
 - Conservation Garden Ribbon-cutting
 - Water-Wise Workshops - Quarterly
 - Continue with Conservation Messaging/Outreach
 - Customer Appreciation Day
 - Water Ambassadors Academy & Junior Water Ambassadors Academy
 - Water Augmentation Program – Community Outreach/Publicity

Response to Drought:

- Radio Ads (KQAV & KCEL)
- Fall Pipeline (September), main story about drought
- Ways to Save Water Workshop w/ city of Palmdale
- Winterizing Your Home Workshop
- AV Conservation Roundtable
- Message on customers’ monthly billing statements
- Water-Wise Wednesdays on social media
- Banners with 5 different messages on PWD properties
- Field Customer Care Reps handing out nozzles with water saving messages
- Water-Saving Tips Flyer
- Water-Saving Giveaways – bucket, nozzle, aerators, shower timers, etc.

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