



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

April 14, 2022

BOARD OF DIRECTORS

AMBERROSE MERINO

Division 1

DON WILSON

Division 2

GLORIA DIZMANG

Division 3

KATHY MAC LAREN-GOMEZ

Division 4

VINCENT DINO

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: 979-811-756#
Submit Public Comments at: <https://www.gomeet.com/979-811-756>

WEDNESDAY, APRIL 20, 2022

3:00 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 March 16, 2022.
- 4.2) Discussion of the District's response to the drought. (Public Affairs Director Shay/Resource and Analytics Supervisor Bolanos)
- 4.3) Discussion of 2022 outreach activities. (Public Affairs Director Shay)
 - a) Outreach report.
 - b) Upcoming events/2022 plans.
- 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



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OUTREACH REPORT March 16-April 13, 2022

- Two press releases sent to the media:
 - Join PWD Director Wilson for Coffee on April 14 (April 6)
 - PWD Board Adopts Mandatory Conservation Guidelines (April 12)

- Print publicity:
 - Take Water Education Class, Avoid PWD Fines – *AV Press* (March 18)
 - Learn about Drought, Water Conservation – *AV Press* (March 19)
 - Workshop Addresses Water Conservation – *AV Press* (March 21)
 - PWD OK's Entry into Water Transfer Program – *AV Press* (March 23)
 - Watermaster Contracting to Fill Out Administrative Staff – *AV Press* (March 25)
 - Documents for Water Transfer Complete – *AV Press* (March 30)
 - Deadline Near for Candidates in PWD Vote – *AV Press* (April 2)
 - Mobile Home Park Will Get Hauled Water Temporarily – *AV Press* (April 3)
 - PWD Ready to Resume Water Class after Pause – *AV Press* (April 4)
 - PWD Mandates a 20% Water Reduction – *AV Press* (April 13)

- Others:
 - SDANLAC Board Meeting (March 23)
 - Zoom Meeting with Rep. Garcia's Office (March 23)
 - Let's Talk H2O! 2022 Water Supply Event at Lake Palmdale (March 24)
 - AV Conservation Roundtable Meeting (March 29)
 - SDANLAC Inaugural Membership Lunch Meeting (March 31)
 - Two PWD Staffers Highlighted in CSDA Celebrates Women's Month (March)
 - ACWA Scholarships Review (April 1)
 - Water-Wise Workshop: Gardening in the Desert (April 5)
 - 4th Annual Water Ambassadors Academy (April 13)
 - Coffee with Director Wilson (April 14)

- Social Media Highlights:
 - 25 posts on FB, Twitter and Instagram – Post featuring the first membership meeting of the Special Districts Association of North Los Angeles County had the most FB reaches with 569 people. But the post with the most reactions, comments and shares (48) was the video of Executive Assistant Dawn Deans highlighted by CSDA for Women’s History Month.
 - Employee highlights, job recruitments & RFPs on LinkedIn.

- Upcoming Events:
 - 4th Annual Water Ambassadors Academy – April 13, 20, 27 & 30
 - Café con Leche Radio Interview – April 18
 - Earth Day Poster Contest – April 21

Ongoing Response to Drought:

- Spring Pipeline (March), drought update
- Ways to Save Water Workshops
- AV Conservation Roundtable Member
- 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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