



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

BOARD OF DIRECTORS

W. SCOTT KELLERMAN
Division 1

DON WILSON
Division 2

GLORIA DIZMANG
Division 3

KATHY MAC LAREN-GOMEZ
Division 4

VINCENT DINO
Division 5

June 16, 2022

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: 673-127-367#

Submit Public Comments at: <https://www.gomeet.com/673-127-367>

WEDNESDAY, JUNE 22, 2022

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.

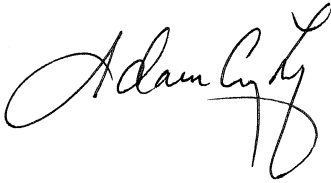
PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will 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 May 24, 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.



ADAM C. LY,
Assistant General Manager

ACL/dd



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OUTREACH REPORT May 24-June 9, 2022

Print Publicity:

- PWD Gets Help with Hauling Water to Park – *AV Press* (May 26)
- PWD to Buy Two Packages of Land – *AV Press* (May 28)

Other:

- AV CERT Presentation (May 24)
- AV EDGE Business Summit (May 25)
- Toured COP Interim City Manager Ronda Perez (May 26)
- Let's Talk H2O! Mandatory Water Conservation (May 26)
- Coffee with Director Dino (June 1)
- Director Kellerman Highlighted in CSDA e-newsletter (June 7)
- Booth at AV College's Palmdale Center Summer Block Party (June 8)
- Consumer Confidence Report Notices to Customers (June)

Social Media Highlights:

- 14 posts on FB, Twitter and Instagram – Highlight was the post about the Board and staff at the AV EDGE Spring Business Conference.
 - FB post reached 580 people, with 45 people reacting, commenting and sharing the post.
 - Instagram post highlight was Director Kellerman touring the District's wells, boosters & tanks. It had 400 engagements.
 - Twitter post about the AVRCD plant sale had 393 engagements.
- Employee highlights, job recruitments & RFPs on LinkedIn.

Upcoming Events:

- SDANLAC Membership Luncheon – June 22
- National Night Out – July 26
- Water-Wise Workshop: Composting – August 2

(more)

Ongoing Response to Drought:

- Digital Advertising
- Increased social media posts
- Billing envelope snipes
- 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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