



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

September 8, 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: 347-529-444#

Submit Public Comments at: <https://www.gomeet.com/347-529-444>

THURSDAY, SEPTEMBER 15, 2022

1:00 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 July 28, 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.
- 4.4) Consideration and possible action on a recommendation for the selection of a Pure Water AV logo. (Assistant General Manager Ly/Public Affairs Director Shay)
- 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

July 29-Sept. 7, 2022

Print Publicity:

- Water District Clearing Up Delinquent Accounts – *AV Press* (July 29)
- Composting Workshop to be Provided by PWD – *AV Press* (July 30)
- Littlerock Dam: An Engineering Accomplishment – *AV Press* (July 31)
- PWD to Replace Water Main Lines – *AV Press* (Aug. 3)
- Tesla Batteries Help Avoid Peak Pricing– *AV Press* (Aug. 10)
- District Rejects Sediment Removal Bids – *AV Press* (Aug. 11)
- PWD Decreases Annual Assessment for 2022-2023 – *AV Press* (Aug. 24)
- Valley Taking Steps to Conserve Water – *AV Press* (Sept. 4)
- Palmdale Water District Drilling First Groundwater Well in 30 Years – *ACWA News* (Aug. 19)
- Member Appreciation Month – *ACWA News* (Aug. 19)

Other:

- Donated water to Sole of the Community Back to School event (Aug. 4)
- “Save Our Water” lawn signs to PSD and AVUHSD (Aug. 4)
- AV Water Conservation Roundtable (Aug. 9)
- Created brochure for Facilities Manager recruitment
- GM LaMoreaux on Café con Leche (Aug. 15)
- SDANLAC Board Meeting (Aug. 17)
- Logo for Pure Water AV
- PWD/UWCD joint presentation at CSDA (Aug. 24)
- Attended CAPIO Annual Conference/Pure Water Oceanside Visit (Aug. 29-Sept. 1)
- The Pipeline Newsletter Mailed to Customers/Community (September)

(more)

Social Media Highlights:

- 25 posts on FB, Instagram and Twitter
 - Highlight on FB was the post about the Landscape Conversion Program with 1,300 engagements and 29 people reacting, commenting and sharing the post.
 - Instagram's highlight was the video showing the drilling of new Well 36. It had 2,000 engagements.
 - Twitter post featuring Resource & Analytics Supervisor Claudia Bolanos at the Edmonston Pumping Plant in Bakersfield reached 473 engagements.

- Employee highlights, job recruitments & RFPs on LinkedIn.

Digital Advertising (May 20-Aug. 31, 2022):

Spectrum – 450,093 Impressions, 5,125 Engagements, 466 site visits and 1.04% Interaction Rate. National average for Interaction Rate or Click Rate is 0.46%.

Upcoming Event:

- Water-Wise Workshop: Healthy Trees and Plants in the Winter – Nov. 9

Ongoing Response to Drought:

- AV Press advertising
- Digital advertising
- Increased social media posts
- Billing envelope snipes
- Pipeline Newsletter (September), water conservation update
- Water-Wise Workshops
- AV Conservation Roundtable member
- Message on customers' monthly billing statements
- Water-Wise Wednesdays on social media
- Banners with five different messages on PWD properties
- Field Customer Care Reps handing out nozzles with water-saving messages
- Water-Saving Tips flier
- Water-Saving giveaways – bucket, nozzle, aerators, shower timers, etc.

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