



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

October 13, 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: 486-758-712#

Submit Public Comments at: <https://www.gomeet.com/486-758-712>

WEDNESDAY, OCTOBER 19, 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 September 15, 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

Sept. 16 - Oct. 12, 2022

Press Release:

- After Nearly 30-Year Delay, Annual Littlerock Sediment Removal Starts (Sept. 21)
- Pure Water AV Name & Logo Approved, Construction of Demo Facility to Start 2023 (Sept. 27)

Print Publicity:

- PWD Eyes Reading Its Meters Remotely – *AV Press* (Sept. 17)
- Littlerock Dam Sediment Removal Begins – *AV Press* (Sept. 23)
- Advanced Water Treatment Plant Moves Forward – *AV Press* (Sept. 28)
- Cooperation Continues Among AV Water Districts – *AV Press* (Oct. 1)
- Board Oks \$1.045M in Water Meter Equipment – *AV Press* (Oct. 12)
- PWD Offers Cash Rebates – *Palmdale Magazine* (Fall 2022)

Other:

- 58th Annual PRSA-LA 2022 PRism Awards – Finalist for Community Relations, Government Category (See Attachment)
- Attend AV EDGE Quarterly Luncheon (Sept. 21)
- Booth at AV Fair (Sept. 28)
- Donated water to AV Mental Health Awareness Day Walk (Oct. 1)
- Highlight Water Professionals Appreciation Week (Oct. 3-6)
- Attend ACWA JPIA Leadership Essentials for the Water Industry (Oct. 4-6)
- “Save Our Water” lawn signs for city of Palmdale
- Customer envelope snipes with new winter watering message (October)

Social Media Highlights:

- 17 posts on FB, Instagram and Twitter
 - Highlight on FB was the post about the recruitment for a new Executive Assistant. The post reached 575 people.

(more)

- Instagram's highlight was the Luv Our H2O bucket video. It went viral last week, reaching 4,000 replays and likes.
- Twitter post featuring the crew and maintenance team had 694 engagements, the most for the month.

- Employee highlights, job recruitments & RFPs on LinkedIn.

Upcoming Events:

- Jr. Water Ambassadors Academy – Nov. 9
- 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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CONGRATULATIONS

TO THE 2022 PRISM AWARDS FINALISTS

- Abbott
- Blue Shield of California
- Bob Gold & Associates
- C&R
- Cal Poly Pomona
- California State University,
Los Angeles
- Cause Communications
- Edelman
- Elev8 New Media
- Emmanuel Bates Communications
- Estrella Media
- Fiona Hutton & Associates
- Golin LA
- Idea Hall
- Jackson Spalding
- Keck Medicine of USC
- Merryman Communications
- Milken Family Foundation
- Mission Driven PR, Inc
- Olmstead Williams Communications
- Palmdale Water District
- PlayWise Partners
- Rocket Launch Agency
- Runyon Saltzman Inc
- The Hoyt Organization
- The Wonderful Company
- Think Together
- Valley County Water District