



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

November 10, 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: 055-869-930#

Submit Public Comments at: <https://www.gomeet.com/055-869-930>

DENNIS D. LaMOREAUX
General Manager

ALESHIRE & WYNDER LLP
Attorneys

WEDNESDAY, NOVEMBER 16, 2022

10:00 a.m.

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 19, 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. (Bob Reeb, Reeb Government Relations/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

Oct. 19 – Nov. 9, 2022

Press Release:

- PWD's *Luv Our H2O* Drought Campaign Wins PR Award (Oct. 19)
- Palmdale Fifth-Graders "Imagine A Day Without Water" in PWD Essay Contest (Oct. 20)

Print Publicity:

- Cooperation Continues Among AV Water Districts – *AV Press* (Oct. 1)
- Board Oks \$1.045M in Water Meter Equipment – *AV Press* (Oct. 12)
- PWD Set to Add Four New Positions – *AV Press* (Nov. 1)

Other:

- Host "Imagine a Day Without Water" essay contest for Golden Poppy Elementary fifth-graders (Oct. 20)
- Host 2nd Annual Jr. Water Ambassadors Academy (Nov. 9)
- Host Water-wise Workshop: Healthy Trees/Plants in Winter (Nov. 9)
- "Save Our Water" lawn signs delivered to city of Palmdale staff
- Customer envelope snipes with new winter watering message (November)
- Design and write messages for Updated 2022 Strategic Plan

Social Media Highlights:

- 15 posts on FB, Instagram and Twitter
 - Highlight on FB was the post showing the double rainbow above the fleet area taken by Purchasing Tech Ryan Oates. The post had 675 engagements on the first day.
 - Instagram's highlight was the post about contractors working on a valve replacement. It reached 1,300 engagements.

(more)

Social Media Highlights Continued:

- Twitter post featuring contractors working on a valve replacement also was the highlight with 360 engagements.
- Employee highlights, job recruitments & RFPs on LinkedIn.

Ongoing Response to Drought:

- Water-saving lawn signs for Palmdale School District and city of Palmdale
- AV Press 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
- Water-Saving Tips flier
- Water-Saving giveaways – bucket, nozzle, aerators, shower timers, etc.

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