



# 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

December 15, 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: 162-939-042#**

**Submit Public Comments at: <https://www.gomeet.com/162-939-042>**

**WEDNESDAY, DECEMBER 21, 2022**

**10:00 a.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 November 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 and 2023 outreach activities. (Public Affairs Director Shay)
  - a) Outreach report.
  - b) Upcoming events/2022-2023 plans.
- 4.4) Discussion of lobbying efforts on behalf of the District. (Assistant General Manager Ly)
- 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.



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DENNIS D. LaMOREAUX,  
General Manager

DDL/dd



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## **OUTREACH REPORT**

### **Nov. 17 – Dec. 14, 2022**

#### **Press Release:**

- PWD' to Expand Use of Solar Power, Decommission Wind Turbine (Dec. 13)
- Three PWD Board Incumbents Take Oath of Office (Dec. 13)

#### **Print Publicity:**

- PWD Directors OK New Budget – *AV Press* (Nov. 19)
- PWD Directors OK Contract for Water Treatment Plant Supplies – *AV Press* (Dec. 3)
- PWD Replacing Windmill Power with Solar – *AV Press* (Dec. 14)

#### **Other:**

- ACWA Communications Committee – Fall Conference (Nov. 29)
- Tour Westside Water Authority and Wheeler Ridge-Maricopa Water Storage District Board Members and Staff (Dec. 5)
- Interviews for Pure Water AV Website Vendors
- Send Winter Edition of The Pipeline Newsletter to Customers
- Customer envelope snipes with winter watering message (December)

#### **Social Media Highlights:**

- 18 posts on FB, Instagram and Twitter
  - On all three platforms, the highlights were the posts showing Service Workers Dustin Adams and Kevin Payne working on an emergency leak on Veterans Day. There were 1,700 engagements on FB, 2,200 on Instagram and 197 on Twitter.
- Employee highlights, job recruitments & RFPs on LinkedIn.

(more)

**2023 Upcoming Events:**

- SDANLAC Quarterly General Membership Luncheon – Jan. 25, 2023

**Ongoing Response to Drought:**

- Water-saving lawn signs for Palmdale School District and city of Palmdale
- Increased social media posts
- Billing envelope snipes
- Pipeline Newsletter (Winter)
- 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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