



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

AGENDA ITEM NO. 9.2.a.3

Public Affairs Department

Judy Shay
Public Affairs Director
PWD Board Meeting
December 12, 2022



Sanitation Standards



Community Outreach



Events/Publications

- ✓ Water Ambassadors Academy & Jr. Water Ambassadors Academy
- ✓ Let's Talk H2O!
- ✓ Water-Wise Workshops
- ✓ Open House
- ✓ Tours
- ✓ Customer Appreciation Day
- ✓ Imagine a Day Without Water
- ✓ Coffee with a Director
- ✓ Reading Across America
- ✓ Earth Day
- ✓ National Night Out
- ✓ AV Fair
- ✓ *The Pipeline* newsletter
- ✓ *Palmdale Magazine*



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

Media Relations

State grants could help PWD projects

Board approves application to gain additional funding

By ALLISON GATLIN Valley Press Staff Writer Nov 30, 2022 Updated 1 hr ago



The Pure Water AV demonstration and learning facility is one project for which the Palmdale Water District is applying for \$42 million in state grants. Artist concept courtesy of Palmdale Water District.



PALMDALE — The Palmdale Water District could see financial help for several pending projects, should all or part of its application for \$42 million in state grants be awarded.

The Board of Directors, on Monday, unanimously approved the application for the grant under the state's 2022 Urban Community Drought Relief Grant Program.

The funding would go toward the following District projects: drilling and equipping two new wells, the Pure Water AV demonstration and learning facility, a recycled water line on Avenue Q to supply water to the Pure Water AV facility for advanced treatment and the District's turf reduction program, which calls for customers to remove water-hungry turf.

Press Releases

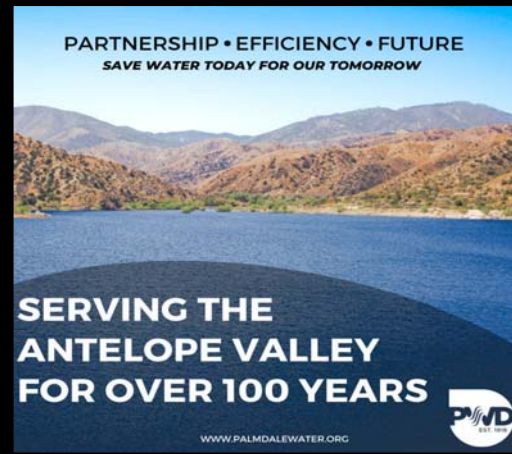
- Issue about 30 per year
- Send to 35 media outlets/individuals
- Average 100 stories in *AV Press* per year



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

Advertising

- Print ads – *AV Press*' Welcome to the AV & A Place to Call Home editions, Palmdale School District Foundation program, CSDA magazine
- Digital ads – 2022 Drought messaging: 450,000 impressions, 5,100 engagements
- Café con Leche Radio interviews: target Spanish-speaking audience



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

Government/Community Relations

- Special Districts Association of North L.A. County (SDANLA), CSDA's 1st L.A. chapter
- ACWA – Communications Committee
- AV EDGE
- Chambers of Commerce
- AV Conservation Roundtable
- San Gabriel Mountains Community Collaborative
- Community Emergency Response Team (CERT)



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

Marketing

Campaigns – Luv Our H2O

- Buckets
- T-shirts
- Tote bags
- Banners
- Lawn signs

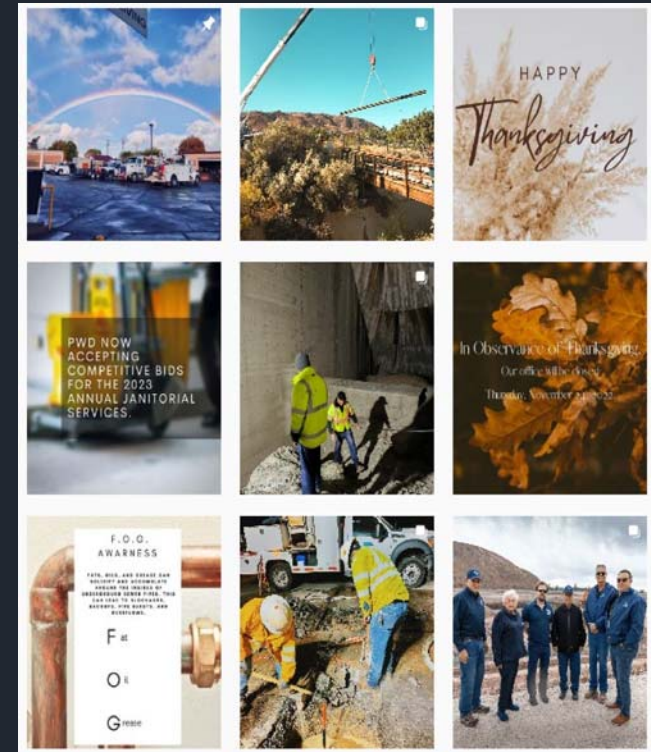
Received 2022 PRism Award
from PRSA-LA for Community
Relations/Government



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

Social Media & Website

- Facebook: 2,000 followers
- Instagram: 389 followers
- Twitter: 781 followers
- LinkedIn: 661 followers
- Nextdoor: 11,000 residents
- Constant Contact: 6,000 subscribers
- Introduced new website in 2022



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE



Internal Communications

- Employee Buzz
- Employee Communications Committee
- Water Professionals Appreciation Week

THE EMPLOYEE BUZZ

District Finances Stable, Too Early to Predict 2023 COLA

Despite inflation, drought and unpaid bills due to COVID-19, PWD finances were balanced at the midpoint of the year. However, there continues to be challenging factors that could shake the financial stability and affect next year's cost-of-living adjustment (COLA).

"With inflation nearing 10%, I know a lot of people want to know if that's going to be the COLA for 2023," said Finance Manager/CFO Dennis Hoffmeyer. "The COLA really will be dependent on the drought and revenue, so it's just too early to gauge what the recommended number might be."

Traditionally, PWD's COLA is based on the previous year's Consumer Price Index (CPI) for Southern California. On Jan. 1 of this year, staff received a 4.6% COLA, which was the September 2021 CPI.

Currently, the Finance Department is collecting COLA information for the past five years from the cities of Palmdale and Lancaster and 12 water districts with similar facilities, staff or customer base to compare them to PWD's rates. The figures are expected to be ready for review at the Finance Committee meeting on Aug. 17.

According to the quarterly reports, the District had \$36.7 million in cash and investments as of this past June 30. One year ago that number was \$31 million. The \$5.6 million difference is due to bills that were pushed into July and increased capital improvement fees and above average tax assessments.

The cushion, however, could be compromised by the uncertainty in the economy and the ongoing drought.

"We are feeling the inflation," Dennis said. "We are seeing expenses up about 10%. Materials have gone up from 18% to 25%, and the lag time for supplies makes it even more expensive."

One example of increased costs for materials is the fire hydrant, which is 25% more expensive. A hydrant cost \$2,083 last year but is now \$2,773.

Adding to the financial uncertainty is the drought. Asking for 20% conservation from customers means reduced income. A 5% water allocation from the State Water Project calls for more groundwater supply which burdens the wells and increases energy costs. Also, if more water needs to be purchased to meet demand, the supply will be extremely expensive.

AUGUST 2022
Volume 6 Issue 8

MARK YOUR CALENDARS

Water Wise Workshop
Wednesday, Aug. 3
8:30 pm
Lions Club Commons
501 East Avenue Q 9

Board Meetings
Monday, Aug. 15
Tuesday, Aug. 22
8:45 pm
webconference info available to agenda

Course Training
Aug. 16-18
Contract Safety & Training
webconfer. Call for more details

New Employee Tours
Monday, Aug. 8
Tuesday, Sept. 1
8:30-9:30 a.m.

Anti-Harassment Training
Wednesday, Aug. 24
Employee 9-9 a.m.
Management 11-11 pm.
Meal provided from

Target Solutions Training
Wednesday, Sept. 30

Staff



- Michelle Trejo, Public Affairs Specialist
- Judy Shay, Public Affairs Director



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

Thank you!

