



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

April 19, 2023

AGENDA FOR A MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE Committee Members: Kathy Mac Laren-Gomez-Chair, Gloria Dizmang

**TUESDAY, APRIL 25, 2023
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 Danielle Henry at 661-947-4111 x1059 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 Danielle Henry at 661-947-4111 x1059 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 March 15, 2023.
- 4.2) Discussion of the District's response to the drought. (Public Affairs Director Shay/Resource and Analytics Supervisor Bolanos)
- 4.3) Discussion of 2023 outreach activities. (Public Affairs Director Shay)
 - a) Outreach report.
 - b) Upcoming events/2023 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/dh



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OUTREACH REPORT

March 16 – April 18, 2023

Press Releases:

- *Let's Talk* Event to Highlight PWD Water Supply & Voluntary Conservation (March 23)
- Coffee with PWD Board President Set for April 18 (April 4)
- PWD First in the State to Use New Tech to Remove Carbon & Eliminate Brine Waste at Pure Water AV (April 17)

Print Publicity:

- Water Use Restrictions Eased – *AV Press* (March 15)
- Workshop Shows You How to Be Water-Wise – *AV Press* (March 16)
- Storms Gone, but Road Closures Remain – *AV Press* (March 17)
- Sign Up for 'Let's Talk H2O' Event – *AV Press* (March 25)
- Coffee, Conversation with a PWD Director – *AV Press* (April 7)
- PWD Water-Saving Rebates Available – *Palmdale Magazine* (April-June)

Other:

- SDANLAC (CSDA chapter) monthly board meeting (March 16)
- Promote Fix-A-Leak Week on social media (March 20)
- Water-Wise Workshop: Landscape Conversion 101 event (March 22)
- Let's Talk H2O! 2023 Water Supply event (March 29)
- Meeting with Assemblymember Carrillo and staff regarding Pure Water AV (April 5)
- Pure Water AV presentation at Palmdale Women's Club (April 13)
- Café con Leche radio interview (April 17)
- Coffee with President Wilson (April 18)
- Water Ambassadors Academy – 16 graduates (April 22)

(more)

Social Media Highlights:

26 posts on Facebook, Instagram and Twitter

- The highlight for Facebook was the post about the recruitment for the IT Tech position, which reached 11,200 engagements.
- For Instagram, the crew repairing an air vac line at 47th Street East & Avenue R had 1,600 engagements.
- The video of the Littlerock Dam overflowing had the most engagements on Twitter with 3,200.

Employee highlights, job recruitments, news & RFPs on LinkedIn.

Upcoming Events:

- SDANLAC (CSDA chapter) quarterly membership luncheon (May 18)
- AVC Palmdale Center 2nd Annual Summer Block Party – PWD Booth (June 7)
- Water-Wise Workshop: Smart Gardening for Beginners (June 21)
- Coffee with Director Dizmang (TBD)

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 (Spring)
- 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 flyer
- Water-saving giveaways – bucket, nozzle, aerators, shower timers, etc.

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