



**PALMDALE WATER DISTRICT**  
A CENTURY OF SERVICE

March 13, 2024

**BOARD OF DIRECTORS**

**W. SCOTT KELLERMAN**  
Division 1

**DON WILSON**  
Division 2

**CYNTHIA SANCHEZ**  
Division 3

**KATHY MAC LAREN-GOMEZ**  
Division 4

**VINCENT DINO**  
Division 5

**AGENDA FOR A MEETING  
OF THE OUTREACH COMMITTEE  
OF THE PALMDALE WATER DISTRICT  
TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE  
Committee Members: Vincent Dino-Chair, Cynthia Sanchez**

**MONDAY, MARCH 18, 2024  
10:30 a.m.**

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**DENNIS D. LaMOREAUX**  
General Manager

**ALESHIRE & WYNDER LLP**  
Attorneys

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***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 or on the District's website at <https://www.palmdalewater.org/governance/committee-activity/2023-committee-agendas-and-minutes/> (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 conduct 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 July 25, 2023.
- 4.2) Discussion of 2024 Outreach Activities. (Public Affairs Director Shay)
  - a) Outreach Report.
  - b) Upcoming Events/2024 Plans.
- 5) Reports.
  - 5.1) Water-Use Efficiency Activities. (Resource and Analytics Supervisor Bolanos)
  - 5.2) 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/tg



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## **OUTREACH REPORT**

### **Jan. 1-March 12, 2024**

#### **Press Releases:**

- Gloria Dizmang Resigns from PWD Board Due to Health Issues (Jan. 3)
- PWD Accepting Applications for Vacant Division 3 Director Seat Until Feb. 4 (Jan. 10)
- Kathy Mac Laren-Gomez Elected New President of PWD Board of Directors (Jan. 17)
- Scott Kellerman to Kick Off Year's First Coffee with a PWD Director on Feb. 8 (Jan.31)
- PWD Board Appoints Local Nurse to Fill Vacant Seat (Feb. 22)

#### **Print Publicity:**

- Dizmang Resigns as Water District Board Member – *AV Press* (Jan. 4)
- PWD Accepting Applications for Open Board Seat – *AV Press* (Jan 12)
- Kellerman Appearing at PWD's First Coffee with a Director Event – *AV Press* (Feb. 1)
- Sanchez Takes Open Seat on Water District's Board – *AV Press* (Feb. 23)
- PWD Public Affairs team winning CAPIO award – *CSDA Magazine* (Jan./Feb.)
- Most clicked on ACWA website: Gloria Dizmang Resigns from PWD Board Due to Health Issues – *ACWA Newsletter* (Jan. 3)
- Board President Mac Laren-Gomez featured in People News – *ACWA Newsletter* (Feb.)

#### **Other:**

- Appointment to second term on ACWA Communications Committee
- Submit PWD info/photos for AV EDGE 2024 Roundtable Report (January)
- Work with Three Leaves, a video production company, on new PWD videos (January)
- Submit PWD images to CSDA and PWAG for websites (January)
- Facilitated SDANLAC (CSDA chapter) Board meeting (Jan. 17)
- Attended San Gabriel Mountains Community Collaborative Meeting (Jan. 25)
- Submit Littlerock Dam history story and photos to CSDA Magazine (Feb. 15)
- Hosted Coffee with Director Kellerman (Feb. 15)
- Held SDANLAC (CSDA chapter) Membership Luncheon (Feb. 21)
- Attend AV Communicators event at Edwards AFB (Feb. 28)

(more)

**Other continued:**

- Published and distributed spring edition of *The Pipeline* customer newsletter (March 11)
- Littlerock Dam 100<sup>th</sup> anniversary planning
- Pure Water AV groundbreaking planning

**Social Media Highlights:**

44 posts on Facebook, Instagram and X (formerly Twitter)

- On FB and Instagram, the posts showing the Littlerock Dam spilling had the most engagements. FB had 3,000, and Instagram at 2,200.
- A post about the crew replacing a service line leak received 1,100 engagements on X.

Employee highlights, job recruitments, project news and RFPs posted on LinkedIn.

**Upcoming Events**

- Water-Wise Workshop: Spring Bloom (March 14)
- Water Ambassadors Academy (April 3, 10, 17 & 20)
- Let's Talk H2O! 2024 Water Supply (May 2)
- Littlerock Dam 100<sup>th</sup> anniversary celebration (June 1)

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# Water-wise Landscape Program



PWD received 60 WWLCP applications in 2023 of which 43 projects were completed. A total of 54,593 sq ft was converted and \$84,507 in cash awarded.



5327 Sunburst - 1,457 sq.ft. converted.

Before project water bill amount average was \$153.16 (34 CCF).

Project finished March 2023 - Water bill amount was \$72.63 (15 CCF).

April-December 2023 average bill after conversion \$64.80 (11 CCF), saving 23 CCF.



38252 Mentor Ct - 1,501 sq.ft. converted.

Before project water bill amount average was \$70.07 (13 CCF).

Project finished July 2023 - Water bill amount was \$64.05 (11 CCF).

August-September 2023 average bill after conversion \$58.67 (4 CCF), saving 9 CCF.



5767 Monaco Dr - 1,592 sq.ft. converted.

Before project water bill amount average was \$90.38 (18 CCF).

Project finished July 2023 - Water bill amount was \$73.16 (15 CCF).

August-September 2023 average bill after conversion \$52.48 (6 CCF), saving 12 CCF.



2756 Pewter -2,080 sq.ft. converted.

Before project water bill amount average was \$163.72 (41 CCF).

Project finished November 2023 - Water bill amount was \$118.21 (27 CCF).

December 2023 bill after conversion \$84.44 (17 CCF), saving 24 CCF.



5211 Blue Sage Dr -1,524 sq.ft. converted.

Before project water bill amount average was \$77.70 (22 CCF).

Project finished March 2023 - Water bill amount was \$60.41 (9 CCF).

April-December 2023 average bill after conversion \$58.67 (8 CCF), saving 14 CCF.



36834 Caldron St -1,545 sq.ft. converted.

Before project water bill amount average was \$87.78 (19 CCF).

Project finished November 2023 - Water bill amount was \$66.83 (12 CCF).

December 2023 bill after conversion \$61.47 (9 CCF), saving 10 CCF.