



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

BOARD OF DIRECTORS

ROBERT E. ALVARADO
Division 1

DON WILSON
Division 2

GLORIA DIZMANG
Division 3

KATHY MAC LAREN
Division 4

VINCENT DINO
Division 5

September 17, 2020

AGENDA FOR A MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT

Committee Members: Don Wilson-Chair, Robert Alvarado

TO BE HELD VIA TELECONFERENCE ONLY

DIAL-IN NUMBER: 571-748-4021 ATTENDEE PIN: 470-177-358#

Submit Public Comments at: <https://www.gomeet.com/470-177-358>

TUESDAY, SEPTEMBER 22, 2020

3:30 p.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 February 25, 2020.
- 4.2) Consideration and possible action on District membership in the California Foundation on the Environment and the Economy (CFEE). (\$21,000 or \$38,000 – Non-Budgeted – General Manager LaMoreaux)
- 4.3) Consideration and possible action on continuation of Cost Sharing Agreement for Lobbying Services at State Level. (\$21,000.00 – Budgeted – Assistant General Manager Ly)
- 4.4) Review of draft 2020 Strategic Plan materials. (Public Affairs Director Shay)
- 4.5) Discussion of current and 2021 outreach activities. (Public Affairs Director Shay)
 - a) Outreach report.
 - b) Upcoming events/2021 plans.
- 5) Reports.
 - 5.1) Staff manager reports.
- 6) Board members' requests for future agenda items.
- 7) Date of next Committee meeting.
- 8) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dd

P A L M D A L E W A T E R D I S T R I C T
B O A R D M E M O R A N D U M

DATE: September 16, 2020 **September 22, 2020**
TO: OUTREACH COMMITTEE **Committee Meeting**
FROM: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 4.2 – CONSIDERATION AND POSSIBLE ACTION ON DISTRICT MEMBERSHIP IN THE CALIFORNIA FOUNDATION ON THE ENVIRONMENT AND THE ECONOMY (CFEE). (\$21,000 OR \$38,000 – NON-BUDGETED – GENERAL MANAGER LaMOREAUX)***

Recommendation:

Staff recommends that the Committee recommend approval of District membership in the California Foundation on the Environment and the Economy (CFEE) to the full Board.

Alternative Options:

The Committee can choose to not join CFEE.

Impact of Taking No Action:

There is no impact from no action.

Background:

Created in 1979, CFEE is an independent, nonprofit institution dedicated to educating public and private sector decision makers on the development of creative solutions to California's complex economic environmental and social issues with a focus on long-term, large-scale infrastructure issues confronting the state of California. CFEE encourages the development of common interests and workable policies rather than individualized conflict and develops and conducts public policy conferences as well as study travel projects abroad to educate California leadership on issues and to gain insights from the experience of other states and nations.

Strategic Plan Initiative/Mission Statement:

This item is under Strategic Initiative No. 5 – Regional Leadership.
This item directly relates to the District's Mission Statement.

Budget:

\$21,000.00 or \$38,000.00 depending on level of membership. This item is non-budgeted.

Supporting Documents:

- CFEE Board of Directors – Membership Benefits
- CFEE Information Sheet
- CFEE Workshop

CFEE BOARD OF DIRECTORS – MEMBERSHIP BENEFITS

General Board Member – \$21,000 annual contribution

As a General Board Member of CFEE, you or your designee will enjoy the following privileges:

- You will be invited to participate on our steering committees that:
 - Choose public policy conference topics
 - Build the agenda
 - Design the program
 - Recommend a balanced group of participants and presenters
- You will be invited to each of our conferences which are hosted throughout the state of California. Conference benefits include:
 - A seat at the table with the opportunity to join the conversation with conference participants
 - Authority to invite one “observer” to attend our conference
 - Invitation to the conference reception and dinner for you and your observer
- You (but not your designee) will have Board voting privileges, including voting authorities for:
 - Electing new Board members and officers
 - Reviewing the financial audit
 - Approving the annual CFEE budget

Executive Travel Board Member – \$38,000 annual contribution

As an Executive Board Member of CFEE, you or your designee—in addition to benefitting from the privileges outlined above—will be extended an invitation to travel with your fellow CFEE Executive Board Members and our legislative delegation on the International Study Travel Projects. The study tours generally consist of the following components:

- Site visits and meetings on projects and policies relating to energy, water, transportation, technology and telecommunications, and housing
- Meetings with relevant elected and appointed officials of foreign nations
- Meetings with U.S. Ambassadors and related staff
- Meetings with business, environmental, labor and NGO leadership of foreign nations
- Cultural and historical activities relating to host nation

We conduct one or two study tours annually, lasting nine to twelve days, in the spring and/or fall. CFEE coordinates all meetings, site visits, travel and lodging arrangements from our US departure onward. Past international destinations include Australia, Germany, Chile, South Africa, Brazil, China, Italy, and New Zealand, among other countries.

Please note: Although we make all the travel and lodging arrangements, you are charged separately for your airfare, lodging, ground transportation, and meals, the sum of which typically ranges from \$9,000 - \$12,000. This cost can be significantly reduced depending on the class of airfare booked.

Board Member Time Commitment

There is one Board of Directors meeting per year typically scheduled for 2.5 hours, followed by our annual holiday lunch. It takes place in Sacramento in December.

Most Board Members choose to spend their time on developing and participating in our conference programs. Each conference has one in-person steering committee meeting for 2-3 hours in which you and your fellow board members are deciding the theme of the conference, building an agenda, recommending the participants, and determining the time and location. The conferences are two days with a dinner reception for attending Board Members and invited guests.

Other work, either preparing for the board meeting or the conferences, is done via phone and email. For a very limited amount of your time, you are able to participate in concentrated interactive sessions with policy makers, agency heads, and top leaders throughout the state from key business, labor, environmental organizations and local government.

About the California Foundation on the Environment and the Economy (CFEE)

CFEE is a 501(c)(3) nonprofit that conducts intensive public policy conferences, legislative briefings, multiparty workshops, and international study travel projects for California State legislators, regulatory commissioners, members of the Governor's Cabinet, labor, environmental, business, and local government leaders. The subject areas covered by CFEE are energy, water, transportation, technology and telecommunications, housing and other infrastructure and climate issues.

OUR MISSION

The California Foundation on the Environment and the Economy (CFEE) brings together leadership from the labor, environmental, local government, and business communities with elected and appointed officials to facilitate non-partisan, substantive, and productive dialogue that moves the needle on fundamental environmental and economic issues in California. We make California a better place to live and be successful.

WHAT WE DO

In order to advance consensus among those on the frontier of decision making, CFEE:

- 1) Convenes two-day Roundtable Conferences focused on building relationships and educating participants on the core policy challenges of energy, housing, water, telecommunications and technology, and transportation.
- 2) Leads International Study Travel Projects to identify best practices, forge new relationships, exchange insights, and bring lessons back to California focused around CFEE's core policy areas.

OUR IMPACT

Since 1979, CFEE has shaped California's policy landscape by facilitating collaborative and innovative dialogue on the most critical issues. Participating elected and appointed officials affirm that CFEE's Roundtable Conferences and International Study Travel Projects are successful in:

► PROVIDING HANDS-ON EDUCATION

One participant emphasized the power of "touching, feeling, and seeing" policy issues and solutions

► ENHANCING UNDERSTANDING OF POLICY

CFEE strengthens participants' understanding of California's critical issues, helping policymakers "develop a more holistic view"

► WITNESSING SOLUTIONS IN ACTION

Participants appreciate the opportunity to experience the outcomes of policies firsthand, "outside of the context of a meeting or hearing"

► SPURRING IDEAS FOR NEW POLICIES

CFEE helps participants "write better legislation" — many have introduced new legislation or regulations as a result

► FOSTERING NON-PARTISAN DIALOGUE

Participants emphasize the rarity of finding a policy forum where policymakers can participate in "open conversation"

► SPARKING BROAD AND NEW COLLABORATION

One participant remarked that CFEE consistently "gets the right people in the room"

► CREATING OPPORTUNITIES FOR NETWORKING

All participants describe CFEE as a unique opportunity for relationship-building and "developing deeper relationships with colleagues"



"I am a much better, more thoughtful, and more insightful legislator because of the experiences I've had with CFEE." — Senator Bob Wieckowski



"CFEE is a way to detach from the hustle and bustle and be able to focus on the subject matter, on colleagues, and on learning without the rollercoaster of the Capitol environment" — Senator Scott Wiener



"CFEE provides a deep dive on the critical policy issues facing California. By bringing together policymakers, experts, and stakeholders, CFEE helps policymakers to develop a more holistic view of policy, which helps to deliver positive results." — Senator Scott Wilk

"The programs that CFEE puts in place are of incredible value to legislators, to get out of the rat race of Sacramento to see real life experiences and real situations." — Assemblymember Heath Flora



"CFEE adds value by bringing different groups that normally aren't at the same table." — Assemblymember Laura Friedman



"CFEE is an amazing and balanced organization that has given me the opportunity to broaden and expand my knowledge base by visiting other countries and attending policy conferences." — Assemblymember Mike Gipson



"CFEE has provided the useful opportunity to learn with and work with other professionals working on the same policy issues. CFEE helps policymakers to learn more about policy examples in other countries." — Assemblymember Chris Holden



"Things I learned at CFEE events have informed how I voted on energy, water, and transportation legislation. I ran a climate change bill because of what I learned on a CFEE trip. I represent the Long Beach Port and things I learned at a CFEE event have helped me to write better legislation about the Port"

— Assemblymember Patrick O'Donnell



"CFEE is unique because it gives you an opportunity to hear from diverse perspectives without dogma...CFEE offers unique opportunities for elected officials." — Assemblymember Shirley Weber





The California Foundation on the Environment and the Economy's (CFEE) presents

“CFEE’s PPE Workshop”

Co-hosted by State Treasurer Fiona Ma and the California Medical Association

Friday, August 14th

9:30am – 1:00pm

Please RSVP through the Zoom link sent to you via email

As California grapples with swelling demand for medical and non-medical grade personal protective equipment (PPE), we must confront the current PPE supply chain that is providing for our state’s needs. In spite of better treatments and a hoped for vaccine, COVID-19 looks to be with us for potentially years, and the need for masks, gloves, gowns, and other protective commodities will increase. And as more businesses and schools open up and society is forced to co-exist with COVID-19, has the time come to establish a sustainable *in-state* pipeline of PPE?

This workshop will bring together relevant players from across the PPE continuum – from end users to manufacturers, to distributors and purchasers – to dissect the current situation and consider better outcomes. Our presentations and discussions are designed to explore the following questions:

- What type of PPE are needed for our healthcare professionals along with our state’s businesses, schools, and the general public? What is our projected demand for PPE in the months and years ahead, and who should be compiling that information?
- What is our confidence level relying on out-of-state and foreign markets to manufacture and ship top quality, consistent PPE in a timely manner?
- Should we establish a domestic manufacturing PPE market? How could it be done, and what market forces would need to be manipulated to produce success?



AGENDA

9:30-9:45am

Introductions, Goals, and Workshop Protocols

Jay Hansen, President & CEO, California Foundation on the Environment and the Economy

9:45-10:00am

PPE 101: What is it, and who needs what levels of protection?

- Differing Levels of PPE
- Is COVID-19 Aerosolized? And what does that mean for PPE?

Dr. Stuart Cohen, Chief, Division of Infectious Diseases and Director of Hospital Epidemiology and Infection Control, UC Davis Health System (5-10 min)

Speaker, World Health Organization (5-10 min)

10:00-10:45am

Session 1- Assessing Statewide Need

- Burn Rate and Usage
- Who Will Collect & Compile this Information?

Carmela Coyle, President & CEO, California Hospital Association (10 min)

Dennis Meyers, Assistant Executive Director, Governmental Relations, California School Board Association (10 min)

Roundtable Discussion and Q&A following remarks

10:45-10:50am

Break



CALIFORNIA FOUNDATION
ON THE ENVIRONMENT
AND THE ECONOMY

10:50-11:35am

Session 2 – Supply Lines & Procurement

- How do Supply Chains Work & What's Needed?
- Who Makes It Today/Suppliers
 - Role of the State, County, Everybody Else
 - Failure rate of PPE in meeting standards?

Raj Rajagopalan, Professor of Data Sciences and Operations,
USC Marshall School of Business (10 min)

David Magnino, Emergency Medical Services Administrator,
County of Sacramento (10 min)

Roundtable Discussion and Q&A following remarks

11:35-11:40am

Break

11:40-12:30pm

Session 3 – Manufacturing, What's Needed to Bring It Home?

- Assessing & Solidifying the CA Market for PPE
 - Building Resiliency & Dependability

Lance Hastings, President, California Manufacturers &
Technology Association (5 min)

Jason McMillen, Face Mask Manufacturing Project Manager,
LICAP Technologies, Inc. (5 min)

Dustin Corcoran, CEO, California Medical Association (10 min)

Roundtable Discussion and Q&A following remarks

12:30-1:00pm

Next Steps/Action Items

- Facilitated Discussion: *Jay Hansen*, President & CEO, CFEE



Participants

State Treasurer Fiona Ma

Senator Dr. Richard Pan, Chair, Senate Health Committee

Assemblymember Dr. Jim Wood, Chair, Assembly Health Committee

California Medical Association – Dustin Corcoran, CEO

State Building & Construction Trades Council – Robbie Hunter, President

UC Health – Angela Gilliard, Director of State Health Policy

– Dougie Graham, Chief Transformation Officer

UC Davis Health – Dr. David Lubarsky, CEO

Health Net – Carol Kim, VP of Community Investments & Gov't and Public Affairs

Kaiser Permanente – Angelica Gonzalez, Director of Government Relations

League of CA Cities – Carolyn Coleman, Executive Director

– Norman Coppinger, Deputy Exec. Dir., Finance & Operation

CA Manufacturers & Technology Association – Lance Hastings, President

– Gino DiCaro, Senior Vice President

*CA Dental Association – Carrie Gordon, Chief Strategy Officer

CA Hospital Association – Carmela Coyle, President & CEO

CA School Board Association – Dennis Meyers, Assistant Executive Director

Service Employees Int'l Union State Council – Alma Hernandez, Executive Director

United Domestic Workers of America – Doug Moore, Executive Director

CA State Association of Counties – Farrah McTing, Legislative Rep., Health Policy

*CA Restaurant Association – Jot Condie, President & CEO

USC Business School – Raj Rajagopalan, Professor of Data Sciences and Operations

County of Sacramento – David Magnino, Emergency Medical Services

Administrator

**Invited*

P A L M D A L E W A T E R D I S T R I C T
B O A R D M E M O R A N D U M

DATE: September 16, 2020 **September 22, 2020**
TO: OUTREACH COMMITTEE **Committee Meeting**
FROM: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 4.3 – CONSIDERATION AND POSSIBLE ACTION ON CONTINUATION OF COST SHARING AGREEMENT FOR LOBBYING SERVICES AT STATE LEVEL. (\$21,000.00 – BUDGETED – ASSISTANT GENERAL MANAGER LY)***

Recommendation:

Staff recommends that the Committee review the attached information presented at the August 24, 2020 Regular Board Meeting for consideration of continuing the Cost Sharing Agreement for lobbying services with Reeb Government Relations, LLC.

Alternative Options:

The Committee can choose to not continue the Cost Sharing Agreement.

Impact of Taking No Action:

The impact from no action would be the discontinuance of the Cost Sharing Agreement.

Background:

The Board approved participation in the Cost Sharing Agreement with Reeb Government Relations, LLC in April 2019 through a partnership with Puente Basin Water Authority and Valley County Water District. The District's cost share is \$1,666.66 per month, and the Cost Sharing Agreement expires October 2020. As of August 24, 2020, Reeb Government Relations, LLC has advocated for 11 bills and monitored and reviewed 25+ bills related to water.

Strategic Plan Initiative/Mission Statement:

This item is under Strategic Initiative No. 5 – Regional Leadership.
This item directly relates to the District's Mission Statement.

Budget:

This item is budgeted.

Supporting Documents:

- August 24, 2020 Board memo and Cost Sharing Agreement for Lobbying Services

P A L M D A L E W A T E R D I S T R I C T
B O A R D M E M O R A N D U M

DATE: August 17, 2020 **August 24, 2020**
TO: BOARD OF DIRECTORS **Board Meeting**
FROM: Adam Ly, Assistant General Manager
VIA: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 7.3 – RECEIVED AND FILE ON EVALUATION OF COST SHARING AGREEMENT FOR LOBBYING SERVICES AT STATE LEVEL. (NO BUDGET IMPACT, ASSISTANT GENERAL MANAGER LY)***

Review:

Board Approval – April 2019
Lobbyist – Reeb Government Relation, LLC
Partnership – Puente Basin Water Authority and Valley County Water District
Cost - \$1666.66/month for PWD for 18 months; Expire in October 2020
Year-To-Date - \$21,666.58 over last 13 months
Number of CA State Legislature Bill advocated – 11 bills (7 AB and 4 SB)
Number of bills monitored and reviewed – 25+ bills related to water

Discussion:

Open to Board discussion and guidance.

Strategic Plan Initiative/Mission Statement:

This item is under Strategic Initiative No. 5 – Regional Leadership

This item directly relates to the District's Mission Statement.

Budget:

No Budget Impact

Supporting Documents:

- Cost Sharing Agreement – Lobbying Services

COST SHARING AGREEMENT – LOBBYING SERVICES

This Cost Sharing Agreement – Lobbying Services (“Agreement”) is made, entered into and effective as of April __, 2019 (the “Effective Date”), by and among: Puente Basin Water Agency (“PBWA”), a joint powers agency consisting of Rowland Water District (“RWD”) and Walnut Valley Water District (“WVWD”); Valley County Water District, a county water district (“VCWD”); and Palmdale Water District, an irrigation district (“PWD”); and any additional agencies which may be added in the future (which entities may be referred to individually herein as a “Party” or collectively as the “Parties”), with respect to the following facts:

RECITALS

- A. Each Party is a water supplier duly organized and operating under applicable California law.
- B. The Parties desire to collectively engage a legislative advocacy firm, Reeb Government Relations LLC (the “Consultant”), to provide advocacy and lobbying services with respect to legislative and regulatory matters pending or which may be introduced in the California State Legislature and certain state agencies that impact the Parties’ interests, and desire to memorialize their agreement regarding their collective payment of the Consultant’s costs.

AGREEMENT

NOW, THEREFORE, the Parties agree as follows:

1. Point of Contact. Tom Coleman of PBWA and RWD shall be designated as the point of contact between the Consultant and the Parties; provided, however, that the Consultant may freely communicate with any Party as necessary to efficiently obtain information or documents needed in connection with the services Consultant shall provide, as described in Section 1 of Exhibit A hereto (the “Services”). In accordance with the Services Agreement defined below, each Party shall appoint a representative to the management steering committee to coordinate the Services to be provided to the Parties.
2. Authorization to Execute Agreement with Consultant. The Parties hereby authorize PBWA, on the Parties’ collective behalf, to execute a Lobbying Firm Retention Contract (the “Services Agreement,” a true and correct copy of which is attached hereto as Exhibit A and incorporated herein by this reference) with the Consultant, subject to each Party’s review and concurrence in such agreement, which review and concurrence shall occur as each Party shall determine to be appropriate, provided that each Party shall provide PBWA with its written concurrence to the Services Agreement. Any material amendment to the Services Agreement (i.e., an increase in price, extension of delivery

schedule or significant change in the scope of work to be performed by the Consultant) shall be subject to the review and approval of each Party.

3. Cost Sharing. As stated in the Services Agreement, Consultant shall bill PBWA the sum of \$6,000 per month as compensation for the Services, plus reimbursable costs under the Services Agreement. The Parties shall be responsible for the following shares of that monthly fee: PBWA: \$3,333.34 per month; PWD: \$1,666.66 per month; and VCWD: \$1,000 per month. Reimbursable costs incurred by the Consultant shall be initially split with PBWA paying one-half (1/2) of such costs, and PWD and VCWD each paying one-quarter (1/4) of such costs, with that split to be proportionately adjusted as additional Parties join the Agreement. As to the monthly fee, PBWA's and PWD's respective shares shall decrease as additional Parties join this Agreement, as shall be agreed as between PBWA, PWD and any such additional Party, and this Section 3 shall be amended accordingly. The Parties agree that VCWD's share shall be reduced proportionately after more than four additional Parties have joined the Agreement. The Consultant shall invoice PBWA each month and PBWA shall in turn invoice each Party for that Party's share of such fees and costs and each Party shall pay PBWA such costs within twenty-five (25) days of receipt of PBWA's invoice. PBWA shall pay Consultant in accordance with the terms of the Services Agreement.

4. Failure to Pay. If a Party fails to timely pay PBWA as set forth in Section 3, above, that Party shall thereafter pay PBWA within three (3) calendar days of receipt from PBWA of a final written demand for payment. If that Party does not pay PBWA its respective share within that three (3) day period, then the other Parties that have paid PBWA shall further pay to PBWA their proportionate share of the unpaid amounts (by way of example, if there are six Parties to the Agreement and four of the Parties have paid PBWA and two Parties have not, then each of the four Parties that have paid PBWA their respective shares shall contribute to PBWA one-fourth (1/4th) of the total unpaid amount). If the Party that has failed to pay PBWA its share subsequently pays PBWA that share, PBWA shall credit to the other Parties the contributions made pursuant to this paragraph. If such payment is not made within that three (3) calendar day period, PBWA may commence legal action to collect the unpaid amount, and the Party that has failed to pay those costs shall be liable for all costs of collection incurred by PBWA, including attorneys' fees. Within three (3) business days of recovery of such payment, PBWA shall reimburse or credit the other Parties the contributions made pursuant to this paragraph.

5. Confidentiality. To the extent permitted by law, the Parties shall maintain the confidentiality of information provided by Consultant that is marked "confidential."

6. Governing Law. This Agreement shall be governed by and construed in accordance with the laws of the State of California.

7. Amendment. This Agreement may be modified only by a written agreement signed by the Parties.

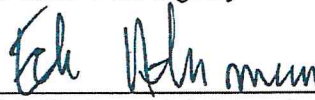
8. Severability. If any court determines that any provision of this Agreement is invalid or unenforceable, any invalidity or unenforceability will affect only that provision and will not make any other provision of this Agreement invalid or unenforceable and such provision shall be modified, amended or limited only to the extent necessary to render it valid and enforceable.

9. Counterparts; Execution by Fax or E-Mail. This Agreement may be executed in counterparts, effective as of the Effective Date first set forth above. The parties agree that this Agreement will be considered signed when the signature of a party is delivered by facsimile or e-mail transmission. Such facsimile or e-mail signature shall be treated in all respects as having the same effect of an original signature.

IN WITNESS WHEREOF, the Parties have caused this Agreement to be executed and delivered as of the last date set forth below.

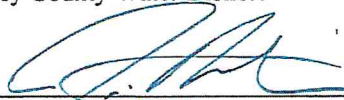
Puente Basin Water Agency

Dated: April 24, 2019

By 
Erik Hitchman, Administrative Officer

Valley County Water District

Dated: April 24, 2019

By 
Jose Martinez, General Manager

Palmdale Water District

Dated: April 24, 2019

By 
Dennis LaMoreaux, General Manager

EXHIBIT A

Reeb Government Relations, LLC

1107 9th Street, Suite 230
Sacramento CA 95814
Phone: 916-558-1926
Facsimile: 916-558-1932
robertreeb@comcast.net

LOBBYING FIRM RETENTION CONTRACT

The following constitutes a lobbying firm retention contract between **REEB GOVERNMENT RELATIONS, LLC** ("RGR" hereinafter), or its legal successor in interest, and **PUEENTE BASIN WATER AGENCY** ("PBWA" hereinafter), or its legal successor in interest.

1. **SERVICES TO BE PERFORMED**—PBWA engages the services of RGR as an independent contractor. RGR will provide advice and representation to PBWA and on behalf of other local water agencies associated with PBWA pursuant to a written Cost Sharing Agreement. Services will relate to California state legislative and regulatory matters. Such services shall include:

- A. Representation in the State Capitol and with the Executive Branch in regard to the 2019-20 California legislative program of the participating agencies.
- B. Research and analysis of state legislative and regulatory issues and related initiatives; drafting legislation and amendments thereto relating to such issues.
- C. Legislative reporting services as may be required by the participating agencies.
- D. Participation and attendance at meetings, upon request by the participating agencies, including, but not limited to, meetings related to issues management and formation of lobbying coalitions.

RGR will work under the direction of a management steering committee of the participating agencies, which shall include PBWA's management, and will coordinate services to be performed with same. Initially, Tom Coleman shall be PBWA's point of contact with RGR.

**Puente Basin Water Agency
Lobbying Firm Retention Contract
Page 2 of 3**

- B. TERMS OF PAYMENT—PBWA will pay RGR, according to terms and conditions set forth herein, a fee of SIX THOUSAND AND NO/100 DOLLARS (\$6,000.00) per month for the period of April 1, 2019 through October 31, 2020. This amount shall be due on the first (1st) day of each month from April 2019 through October 2020, inclusive. Payment shall cover all time expended by RGR personnel unless otherwise agreed to by RGR and PBWA.
- A. Invoices shall be submitted monthly by RGR for payment by PBWA. Payment is past due the next business day following the fifteenth of the month. If PBWA has any valid reason for disputing any portion of an invoice, PBWA will so notify RGR within seven (7) calendar days of receipt of invoice, and if no such notification is given, the invoice shall be deemed valid. The portion of RGR's invoice that is not in dispute shall be paid in accordance with the procedures set forth herein.
- B. PBWA shall reimburse RGR all costs incurred in connection with the services rendered. Reimbursable costs include, but are not limited to, travel costs, telephone, facsimile, copies, and delivery that are attributable to the services rendered. Travel costs are defined as air travel, lodging, meals and incidentals, ground transportation, and all costs associated with travel. All extraordinary travel expenses must receive PBWA's prior approval. RGR shall provide to PBWA substantiation of reimbursable costs incurred. In no event shall the aggregate amount of reimbursable costs payable by PBWA in 2019 exceed the amount of THREE THOUSAND AND NO/100 DOLLARS (\$3,000.00). Any expense incurred in excess of THREE THOUSAND AND NO/100 DOLLARS (\$3,000.00) shall be the legal responsibility of RGR.
- C. A finance charge of 1.5% per month on the unpaid amount of an invoice will be charged on past due accounts. Payments by PBWA will thereafter be applied first to accrued interest and then to the principal unpaid balance. Any attorney fees, court costs, or other costs incurred in collection of delinquent accounts shall be paid by PBWA. If payment of invoices is not current, RGR may suspend performing further work.
3. INDEPENDENT CONTRACTOR—It is understood that RGR will function as an independent contractor and will hold itself out as such and will be without authority to obligate PBWA for indebtedness, contracts, or other legal obligations.

**Pico Water District
Lobbying Firm Retention Contract
Page 3 of 3**

4. **POLITICAL REFORM ACT**—RGR will be solely responsible for its filing and reporting obligations pursuant to the Political Reform Act of 1974, as it may be amended from time to time. PBWA, and any other participating agencies, will be solely responsible for their respective filing and reporting obligations pursuant to the Political Reform Act of 1974, as it may be amended from time to time.
5. **GOVERNING LAW** - This contract shall be governed by and construed pursuant to the laws of the State of California.
6. **ENTIRE AGREEMENT** - This contract represents the entire agreement of the parties and no other representations, promises or agreements, oral or otherwise, shall be of any force or effect. This contract may be supplemented, amended or revised only in writing by agreement of the parties.
7. **TERM OF CONTRACT**—This engagement shall be subject to review at any mutually agreed upon time. Either party may terminate this engagement without cause by giving written notice at least sixty (60) days prior to the date of termination. PBWA's obligation to pay any further monthly installments shall cease upon the date of the termination and PBWA shall have no further monetary obligation to RGR as of that date of termination. The effective date of this agreement is April 1, 2019, and it shall terminate on October 31, 2020.

**PUENTE BASIN WATER
AGENCY**
271 South Brea Canyon Road
Walnut, CA 91789

**REEB GOVERNMENT
RELATIONS, LLC**
1107 9th Street, Suite 230
Sacramento, CA 95814

By: Erik Hitchman
Administrative Officer

By: Robert J. Reeb
Managing Officer

Date: April __, 2019

Date: April __, 2019

Reeb Government Relations, LLC

MEMORANDUM

DECEMBER 2, 2019

TO: Erik Hitchman, Administrative Officer
Puente Basin Water Agency

FROM: Bob Reeb and Raquel Ayala
Reeb Government Relations, LLC

SUBJECT: 2019 Annual Report

It has been an honor and privilege to work with Puente Basin Water Agency this year on behalf of Palmdale Water District, Rowland Water District, Valley County Water District and Walnut Valley Water District (Districts). Collectively, the goal of state government representation is to advance the interests of the districts, their taxpayers and customers to support beneficial legislation and oppose mandates that impose burdens on the districts with little or no measurable benefit to urban retail water customers.

State Budget

On Thursday, June 27, Governor Newsom signed a \$214.8 billion state budget that dedicated significant new spending for K-12 schools and healthcare, while setting aside an unprecedented amount of tax revenue for future economic slow-downs by adding billions of dollars to the state's reserve funds. The state's total rainy fund is now \$19 billion. The state avoided a return of surplus tax revenues to California taxpayers pursuant to the Proposition 4 Gann Limit (1979) by creating and funding additional reserve funds for schools and social services.

The legislature and new governor continued the recent trend of focusing state budget appropriations on disadvantaged community water and wastewater systems. The FY 2019-20 budget allocated \$1 million General Fund to the State Water Resources Control Board (State Water Board) for Interim Water Storage Tanks, Hauled Water, and Permanent Well Replacements/Repair, and \$2 million General Fund to cover planning costs for recovery from 2017 and 2018 wildfires. The budget also included \$10 million General Fund to provide emergency funding for water and wastewater service providers serving disadvantaged communities to (1) evaluate, address and repair the failure of critical components of a collection or treatment system; and (2) fund critical operation and maintenance

1107 9th Street, Suite 620
Sacramento, California 95814

(916) 558-1926 PH
(916) 558-1932 FAX

activities that are cost prohibitive considering the population and median household income of the community served by the system. The budget also provides a one-time \$2.5 million in General Fund monies to the State Water Board to continue funding replacement and filling of temporary water tanks for households that have lost their water supply due to a dry well, and a total of \$12.5 million to address safe and clean drinking water in the San Joaquin Valley.

In terms of water supply and management, the budget appropriates \$70 million in state general obligation bond proceeds toward projects identified in voluntary agreements, including habitat restoration and scientific research; \$9.25 million to accelerate improvements in forecasting atmospheric rivers, the sporadic storms that recently have accounted for up to half of California's total annual precipitation; and \$235 million to implement the Wildfire and Recovery Legislative Package, which includes increasing the pace and scale of enhancing forest and watershed health.

The budget also appropriates \$130 million to clean up drinking water in some parts of the state. The administration had initially pushed for a new tax to fund clean drinking water, including fees and taxes on nitrogen fertilizer, dairies and confined animal feeding operations, but that plan was rejected by the Senate and ultimately abandoned in the budget compromise. The majority of the money comes from the Greenhouse Gas Reduction Fund, while the remaining \$30 million comes from the General Fund.

Water Tax

Governor Newsom's Department of Finance released a budget trailer bill in May that would create a Safe and Affordable Drinking Water Fund, which would receive revenues from a tax on customers of urban retail water suppliers and taxes and fees on nitrogen fertilizer, dairies and confined animal feeding operations. Together, the fund would receive about \$130 million annually. The new trailer bill was similar to a budget trailer bill offered by the former Brown Administration and legislation authored by Senator Bill Monning (D-Carmel). Reeb Government Relations, on behalf of its clients, opposed those particular proposals and has consistently opposed the imposition of a tax (fee or public goods charge) since 2005 (for example, SB 623 and SB 845 by Senator Monning during the 2017-18 Regular Session of the Legislature).

There was a flurry of legislative activity early in the year separate and apart from the Newsom Administration proposal. Assembly Member Richard Bloom (D-Santa Monica) introduced AB 134 to accomplish the same purposes as the budget trailer bill. Bloom chairs the budget subcommittee with jurisdiction over drinking water. Assembly Member Eduardo Garcia (D-Coachella), who chairs the Assembly Water, Parks and Wildlife Committee, later amended his AB 217 to address the gap in safe drinking water funding. AB 217 would establish the Safe and Affordable Drinking Water Fund in the State Treasury. Moneys in the fund would be available to the State Water Resources Control Board, upon appropriation by the Legislature, for the purposes of providing a stable source of funding to secure access to safe drinking water for all Californians, while also ensuring the long-term sustainability of drinking water service and infrastructure. This legislation served as a placeholder for the imposition of a tax on urban retail water customers. The March 19, 2019 version of the Garcia bill included the creation of a trust fund being proposed by the Association of California Water Agencies (ACWA) as an alternative to the imposition of a tax on water.

In an effort to provide a better alternative to a water tax, the Association of California Water Agencies (ACWA) and the California Municipal Utilities Association (CMUA) sponsored, and Senator Anna Caballero (D-Salinas) introduced, Senate Bill 669 —The Safe Drinking Water Trust bill.

SB 669 would be funded with an infusion of General Fund dollars during a budget surplus year. The state would invest the principal, and the net income would provide the needed ongoing revenue stream for drinking water solutions in disadvantaged communities. The Districts joined the large coalition of supporters who believed the Trust was a better approach than a statewide water tax that would tax a resource that is essential to life and work against water affordability throughout the state.

The bill was last considered in the Senate Appropriations Committee on May 16 where it was held in committee and under submission.

Finally, Senator Monning introduced a new bill—SB 200, that also would create a Safe and Affordable Drinking Water Fund. The bill would authorize the State Water Board to provide for the deposit into the fund of federal contributions, voluntary contributions, gifts, grants, and bequests.

The Districts affirmed their opposition to a water tax and communicated their opposition directly to the Governor and its legislative delegation. The Districts also took an active role in supporting efforts by ACWA to pass SB 669 and oppose legislation that included a water tax. In their opposition to the water tax, the Districts clarified that they did not oppose the creation of a special fund to address the safe drinking water needs of communities served by public water systems that consistently fail to comply with safe drinking water laws and regulations, but rather the imposition of a water tax to pay for the needed capital facilities and operations and maintenance costs for these failing systems. Customers of the Districts would contribute significant monies each year to the Safe and Affordable Drinking Water Fund and receive no direct benefit in return. The loss of local water system revenue could negatively affect the Districts' ability to repair, rehabilitate and replace their own water system assets as well as to properly operate and maintain their water systems. The Districts, along with the ACWA coalition in opposition to a tax on water, argued that "with a record state budget surplus for the 2019-20 fiscal year, it is the perfect time to create and fund a Safe Drinking Water Trust as a durable funding solution."

Legislative review of the Governor's state budget occurred while the Legislature was considering the various legislative proposals, which complicated advocacy efforts. The Senate, under the leadership of President pro Tem Toni Atkins (D-San Diego), was the first to signal opposition to the imposition of a water tax. The Governor's budget trailer bill was rejected by Senate Budget Subcommittee #2 and instead, the Senate proposed to appropriate \$100 million from the General Fund to fund the Safe and Affordable Drinking Water program. This decision signaled the lack of a two-thirds majority in the Senate to approve a water tax. The Assembly, however, did not give up on the water tax and approved the Governor's budget trailer bill. The question of funding ended up in the two-house budget conference committee, where a compromise ultimately was reached on using proceeds from the Greenhouse Gas Reduction Fund to provide revenues annually to the Safe and Affordable Drinking Water Fund. SB 200 was amended following the June 27 enactment of the 2019-20 State Budget to provide the statutory framework for the expenditure of the drinking water fund.

In the first year, \$100 million of the funding will come from the Greenhouse Gas Reduction Fund (GGRF) and \$30 million from the General Fund. After the first year, SB 200 will provide that the

funding will be 5 percent of the GGRF continuously appropriated – capped at \$130 million per year. The agreement includes General Fund funding as a backstop if 5 percent of the GGRF is less than \$130 million in any year. The funding will sunset in 2030.

Districts Active on the Legislative Front

The Districts actively monitored or engaged in direct lobbying on over 98 bills this year. The following highlights a handful of bills in which the Districts were active.

Accessory dwelling units: development fees

Several bills were introduced this year relating to the construction of accessory dwelling units following the enactment of similar laws over the past four years. ACWA and its members have engaged in hours of negotiations with authors and housing proponents and had previously on more than one occasion reached agreement as to the manner in which accessory dwelling units (ADUs) will be addressed by utility service providers. ACWA and Reeb Government Relations reached a compromise with ADU advocates that property-related fees and charges would not be imposed on a unit that is contained within the existing space of a single-family residence or accessory structure. However existing law allows a local agency to require a new or separate utility connection directly between an ADU and the utility where the ADU is not within the existing space of a single-family residence or accessory structure. Consistent with Section 66013 of the Government Code, the connection may be subject to a connection fee or capacity charge that shall be proportionate to the burden of the proposed accessory dwelling unit and reflect the reasonable cost of providing service, which reflects the requirements of Proposition 218.

Senate Bill 13, by Senator Bob Wieckowski (D-Fremont), sought to eviscerate the compromise reached in 2017 by prohibiting a local agency, special district, or water corporation from considering the ADU to be a new residential use for utilities, including water and sewer service. The Districts opposed the measure reminding legislators that Proposition 218 prohibits a local agency from shifting costs that cannot be collected from ADUs to other customers and development projects. Stable and predictable revenues are relied on to build capacity in water and sewer systems and to operate, maintain, repair and replace water and sewer facilities. Relieving ADUs from paying their fair share of costs related to utility service will harm the financial position of local agency utility service providers.

The bill was amended on July 1 addressing the Districts concerns with the bill by restoring the authority of utilities to charge connection fees and capacity charges.

Governor Newsom signed SB 13 into law on October 9. (Chapter No. 653, Statutes of 2019)

Accessory dwelling units: area designation

The Planning and Zoning Law provides for the creation of accessory dwelling units by local ordinance, or, if a local agency has not adopted an ordinance, by ministerial approval, in accordance with specified standards and conditions. Existing law requires the ordinance to designate areas where accessory dwelling units may be permitted and authorizes the designated areas to be based on *criteria that includes, but is not limited to*, the adequacy of water and sewer services and the impact of accessory dwelling units on traffic flow and public safety.

AB 881, by Assembly Member Richard Bloom (D-Santa Monica) would instead require a local agency to designate these areas based on the adequacy of water and sewer services and the impact of accessory dwelling units on traffic flow and public safety by deleting the phrase "criteria that includes, but is not limited to". This legislation also clarifies the phrase "within the existing space of a single family residence or accessory structure" so that the ADU would be within an existing structure, including, but not limited to, the primary residence, a studio, garage, pool house, or other similar structure. Reeb Government Relations, in reviewing the legislation, noted that existing law authorized cities and counties to change land use zoning to accommodate ADUs and determine whether adequate water and sewer capacity was present to support the zoning change. The lobbying firm developed a solution to those localities in which a special district provides the water and sewer services. The Districts authorized a support if amended position on the bill if the bill was amended to include a sentence at the end of subparagraph (A) of paragraph (1) of subdivision (a) of Section 65852.2 of the Government Code to read:

"A local agency that does not provide water or sewer services shall consult with the local service provider regarding adequacy of service before designating an area where accessory dwelling units may be permitted."

The Districts understand the benefit zoning for accessory dwelling units (ADUs) may provide in the effort to ensure an adequate supply of affordable housing. In general, however, water pipelines, tanks, pump stations, pressure reducing stations and appurtenances have been sized to handle the demand on the system based on existing areas zoned to allow single-family or multifamily use. Water system capacity is based on peak hour demand, the maximum daily demand plus fire flow, and storage tank refill, if required. The addition of a significant number of ADUs within an existing residential area could result in water system pressure loss and jeopardize the ability to fight structure fires.

The bill was amended on August 12 to include the language requested by the Districts. By adding this sentence to the bill, AB 881 ensures that cities and counties that do not provide water and wastewater services will have practical information when making ADU zoning designations.

Governor Newsom signed AB 881 into law on October 9. (Chapter No. 659, Statutes of 2019)

Public utilities: wildfires and employee protection

The California Constitution establishes the Public Utilities Commission (CPUC or Commission) and authorizes the commission to exercise ratemaking and rulemaking authority over all public utilities under its jurisdiction, subject to control by the Legislature. The Public Utilities Act authorizes the commission to supervise and regulate every public utility and to do all things that are necessary and convenient in the exercise of such power and jurisdiction. The Public Utilities Act defines "public utility" to include every common carrier, toll bridge corporation, pipeline corporation, gas corporation, electrical corporation, telephone corporation, telegraph corporation, water corporation, sewer system corporation, and heat corporation, where the service is performed for, or the commodity is delivered to, the public or any portion thereof, and "water corporation" to include every corporation or person owning, controlling, operating, or managing any water system for compensation within this State.

AB 1054, by Assembly Member Chris Holden (D-Pasadena), which as introduced sought to add specific qualifications that must be possessed by the chief internal auditor of the California Public Utilities Commission (CPUC) was gutted and amended on June 27 to expand the CPUC's jurisdiction over publicly owned water utilities and water districts. More specifically, Section 5, subdivision (f) of the June 27 amended bill version authorized the Wildfire Safety Division, which will be established within the CPUC, to *"review, as necessary, in coordination with the California Wildfire Safety Advisory Board and necessary commission staff, safety requirements for infrastructure operated by telephone corporations, water corporations, local public owned water utilities, and water districts, and provide recommendations to the commission to address the dynamic risk of climate change to mitigate wildfire risk."*

The Districts quickly voiced their opposition to the inclusion of publicly owned water utilities and water districts into subdivision (f) of Section 5 of the bill as the Districts do not support giving the CPUC oversight authority over their safety requirements. The Districts argued that under current law local agencies are overseen by a directly elected board of directors who are accountable to their local taxpayers and ratepayers. Local agencies are not regulated by CPUC and AB 1056 should not alter existing law regarding this fundamental separation between the regulation of water corporations and local agencies.

The Districts removed their opposition to the bill based on the July 5, 2019 amended version which deleted from the bill references to local publicly owned water utilities and water districts.

The bill needed a two-thirds vote to pass. AB 1054 passed the Senate on July 8 with a 31-7 vote, and the Assembly on a 63-10 vote on July 11. Governor Newsom signed AB 1054 into law on July 12. (Chapter No. 79, Statutes of 2019)

California Environmental, Public Health, and Workers Defense Act of 2019

Legislation that threatened water supply reliability for millions of Californians and jeopardized efforts to improve the environmental health of the Sacramento and San Joaquin River watersheds remained active in the final weeks of the legislative session.

SB 1, authored by Senate President pro Tem Toni Atkins (D-San Diego), sought to enact state law to codify not only federal statutes and regulations, but individual permit conditions and decade old biological opinions governing water project operations in the Sacramento-San Joaquin Delta. Opponents of the legislation, including Palmdale Water District, Puente Basin Water Agency, Rowland Water District, Valley County Water District, and Walnut Valley Water District, argued that SB 1, if enacted, would create chaos in California water management and could prevent the Newsom Administration from using the best available science to improve conditions for at-risk fish species in the Delta under the Porter-Cologne Water Quality Control Act, the California Endangered Species Act, and other state environmental laws.

The Districts were concerned about a provision in SB 1 that threatened progress to implement voluntary agreements to provide additional river flows and fund new habitat and ecosystem restoration efforts. The California Natural Resources Agency is leading the effort to negotiate voluntary agreements among water agencies, state and federal agencies, and environmental groups. The goal of these agreements is to improve habitat and flows for fish in the Delta while maintaining

water supply reliability for Southern California, the Bay Area, and Central Valley agriculture. The agreements are premised on using science to adaptively manage the watershed overtime, and require funds from the State Water Project and other water users to support the science and habitat activities. If successful, these agreements would be historic putting an end to conflict in the Delta and provide new funding and water to meet the watershed's environmental needs. The Districts joined other organizations and individual water districts across California in opposing SB 1 unless the provision of the bill was removed.

Despite opposition efforts, SB 1 cleared both houses of the legislature on the final night of the legislative session. The Districts and others asked the Governor to veto SB 1, and on September 27, Governor Newsom returned SB 1 to the Senate without his signature. In his veto message, the Governor stated:

"This bill would enact the California Environmental, Public Health, and Workers Defense Act of 2019 with the intent of ensuring that protections afforded under federal environmental and labor laws and regulations as of January 2017, could remain in place in the event of federal regulatory changes. California is a leader in the fight for resource, environmental, and worker protections. Since 2017, the federal government has repeatedly tried to override and invalidate those protections, and each time, the state has aggressively countered - taking immediate legal action and deploying every tool at the state's disposal to safeguard our natural resources, environmental protections and workers. No other state has fought harder to defeat Trump's environmental policies, and that will continue to be the case. While I disagree about the efficacy and necessity of Senate Bill 1, I look forward to working with the Legislature in our shared fight against the weakening of California's environmental and worker protections."

The Challenge that Lies Ahead

The nearly three-fourths majority held by the Democratic Party in the California Legislature has changed the political and policy dynamics in Sacramento. While it remains possible with a diligent effort to defeat contentious legislation, it falls to securing amendments more often than not to blunt the negative effects of legislation. Governor Newsom, a self-avowed progressive, demonstrated a willingness to push back against the Legislature on a number of bills this year, SB 1 being one such bill, and this provides some hope that common sense consideration and evaluation of the pros and cons of legislation may be expected in the Governor's office.

The Districts commit time and resources to policy engagement in Sacramento. Our firm believes the level of commitment is not only warranted, but essential to protecting the Districts, and their customers and taxpayers, against the whims of legislators and interest groups who believe in greater centralization of control over water supply and management. We will continue to work with State Water Contractors, Association of California Water Agencies and other state-level water resources organizations to amplify the interests and positions of the Districts. And, we will continue to coordinate our advocacy efforts in Sacramento with a complementary effort involving Districts' direct contact with their local members of the Legislature.

STRATEGIC PLAN 2020

DRAFT



No. 1 – Water Resource Reliability

Resilience, Development, Partnership



No. 2 – Organizational Excellence

Train, Perform, Reward



No. 3 – Systems Efficiency

Independence, Technology, Research



No. 4 – Financial Health and Stability

Strength, Consistency, Balance



No. 5 – Regional Leadership

Engage, Lead, Progress



No. 6 – Customer Care, Advocacy and Outreach

Promote, Educate, Support



DRAFT

Dear PWD Customer:

The foundation of the 2020 Strategic Plan centers on you, our customers. Each goal created under the six initiatives is based on how it can guide us to better serve you and our community.

We have been providing water in Palmdale for more than a century. Sourcing water in our High Desert environment is not always easy. Today, the challenges of water resiliency are more real than years past. It is why detailed planning, agency collaborations, education and public awareness of water issues are more important than ever.

It takes careful negotiations and expensive projects to ensure there will be enough water to meet the needs of our community. We continue to dedicate ourselves to bolstering our water portfolio through new groundwater recharge projects, expanded capacities at the Littlerock Reservoir and Lake Palmdale, and negotiating agreements throughout California for additional water rights, water exchanges, and storage.

Providing safe, clean, reliable water each day to more than 117,000 individuals is a responsibility we take very seriously. Our Board and staff pride ourselves in knowing that our community is receiving the highest quality water available through a treatment process that uses Granular Activated Carbon (GAC) – the only one of its kind in the Antelope Valley – to remove organic compounds from water.

We appreciate your continued support and promise that we will always have your best interest in mind as we accomplish the 2020 Strategic Plan and as we look to adopting future goals. Our ultimate objective is ensuring that all our current and future customers have affordable, high-quality water while receiving the best customer care.

Thank you,



Vincent Dino
PWD Board President



Dennis D. LaMoreaux
General Manager

BOARD OF DIRECTORS



Robert E. Alvarado
Division 1



Don Wilson
Division 2



Gloria Dizmang
Division 3

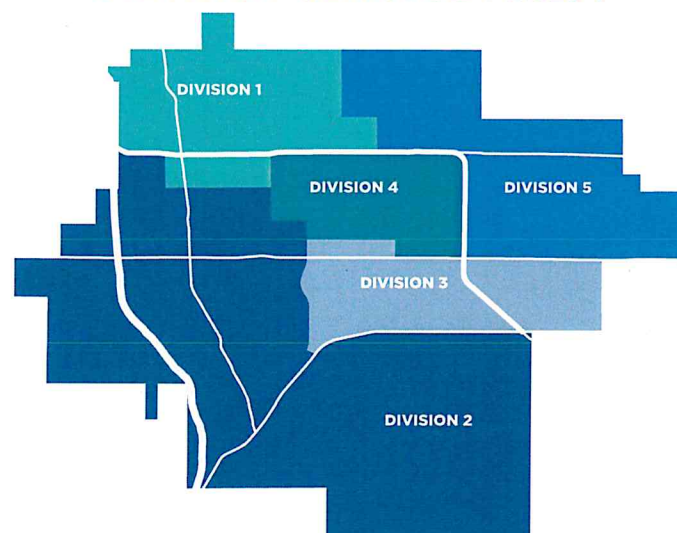


Kathy Mac Laren
Division 4



Vincent Dino
Division 5

DISTRICT SERVICE AREA



CONTACT PALMDALE WATER DISTRICT

Monday - Thursday 8 a.m. - 6 p.m.

661-947-4111 Phone

661-947-8604 Fax

661-947-4114 After Hours

855-498-9969 Pay by Phone 24/7



STRATEGIC PLAN 2020



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

2029 E. Avenue Q, Palmdale, CA 93550 | palmdalewater.org

DRAFT

LOOKING AHEAD

Since its early days more than 100 years ago, Palmdale Water District (PWD) and its predecessors have always focused on planning for the community's future water supply. Through the decades, status quo was never acceptable. It has always been about looking ahead and preparing for the growing population's water needs despite facing drought and diminishing groundwater and surface water challenges.

Each of the goals listed under the six Strategic Initiatives was adopted to ensure that PWD continues to be a leader in every aspect of operating a water district. Being in the forefront of water treatment, water management and long-term water resources investment in the Antelope Valley has benefited the entire region and contributed to its ongoing progress and success.

The future of water centers around recycled water and water banking. Currently, PWD has several water banking projects that will help meet increased water demands. The Upper Amargosa Creek Recharge Project, Big Rock Creek Recharge Project and the Palmdale Regional Groundwater Recharge and Recovery Project (PRGRRP) will all enhance the region's water security and support a growing economy. The PRGRRP, initially proposed in 2013, was the area's first groundwater recharge plan to include recycled water.

As in the past, keeping PWD ahead of the curve and prepared to meet future challenges rest on its ability to forecast and set goals that will help it lead and improve the region's water adaptability for years to come.

STRATEGIC PLAN

No. 1 - Water Resource Reliability

RESILIENCE, DEVELOPMENT, PARTNERSHIP

- Support and participate with local agencies in the development of projects and policies that improve water reliability
- Expand the recycled water distribution system for both public access and construction water
- Continue the Palmdale Regional Groundwater Recharge and Recovery Project to maximize state and federal funding opportunities
- Support projects and initiatives that increase the resilience of the State Water Project
- Expand access to available water supplies to increase drought resiliency, develop water storage projects, and improve the ability to capture groundwater, local surface water, and recycled water
- Update the 2010 Strategic Water Resources Plan and Water Supply Fee to ensure funding for needed projects
- Strengthen stakeholder relationships and implement Littlerock Dam and Reservoir sediment removal

No. 2 - Organizational Excellence

TRAIN, PERFORM, REWARD

- Offer competitive compensation and benefits package for employee recruitment and retention
- Focus Succession Planning Program on ensuring an overlap of training for key positions
- Continue providing transparency to our ratepayers
- Promote and support leadership training and professional development programs to enhance the District's customers' experience
- Ensure employees are trained on the Strategic Plan and the District's Values of Diversity, Integrity, Teamwork, and Passion
- Improve safety for Directors, employees, and customers
- Develop career paths at the District for interns and pursue state and federal funding for intern programs
- Involve employees in community engagement and professional platforms

No. 3 - Systems Efficiency

INDEPENDENCE, TECHNOLOGY, RESEARCH

- Explore energy independence and evaluate the feasibility of energy options, including wind and solar
- Incorporate more energy efficient technologies into the District's infrastructure
- Advance new technologies to increase treatment efficiencies, including the use of Granular Activated Carbon (GAC)
- Research state-of-the-art treatment techniques to help with systems efficiency and flexibility in using recycled water and surface water
- Enhance technologies to increase efficiencies
- Re-evaluate Lake Palmdale by-pass pipeline and pursue funding options
- Improve Palmdale Ditch to reduce water loss

No. 4 - Financial Health and Stability

STRENGTH, CONSISTENCY, BALANCE

- Pursue grant funding for District projects and operations
- Maintain the five-year financial plan adopted as part of the 2019 Water Rate Study, including the five-year Capital Improvement Plan
- Build adequate reserve levels and achieve high-level bond rating
- Seek potential revenue sources from vacant District properties
- Monitor finances, operations, and projects affected by emergencies
- Digitize and document departmental workflows

No. 5 - Regional Leadership

ENGAGE, LEAD, PROGRESS

- Increase involvement with water, business, and community partnerships
- Provide opportunities for local businesses to contract with the District
- Expand the Greater Antelope Valley Water Emergency Coalition by continuing to collaborate with neighboring water agencies and moving to include more agencies outside of the Antelope Valley
- Develop working relationships and mutually beneficial projects with other water agencies in the District's state and federal representatives' districts
- Develop events or activities with lessees of District properties
- Host a 100th anniversary celebration for a fully re-opened Littlerock Dam and Reservoir recreation area in 2024

No. 6 - Customer Care, Advocacy and Outreach

PROMOTE, EDUCATE, SUPPORT

- Enhance customers' experience through communication and feedback
- Evaluate, develop, and market additional payment options
- Develop the District's Public Outreach Plan and increase public awareness of current programs and services
- Develop partnerships with various agencies to distribute information about resources available to the public
- Engage elected officials and the public on the importance of local, state, federal, and global water reliability issues
- Expand the District's social media platforms and find new avenues to share information and news
- Plan and convert to an Advanced Metering Infrastructure (AMI) to increase customers' knowledge of water use
- Continue to promote and expand school water education programs



Dear PWD Customer:

It is with true pride that Palmdale Water District (PWD) is celebrating 100 years of providing high-quality water at an affordable cost to our community. PWD has grown exponentially since its inception in 1918 when agricultural farmland was the primary customer. Today, we serve more than 115,000 individuals, who rely on us to ensure that the water they receive in their homes and businesses is safe, clean and reliable.

California's water issues are complex, and competition for this precious, finite natural resource will only increase in coming years. Like we have done for 100 years, PWD continues to plan for the future to ensure that our community's water supply is properly managed so that long-term water needs will be met. We strive to responsibly expand our water portfolio through groundwater recharge projects, increasing reservoir capacity and complex negotiations for water rights.

As we move forward toward our second century of service, the PWD Board members and staff are committed to keep providing you with the best customer care, lowest rates possible and conservation practices to save money.

The Board works very closely with staff to plan and execute short- and long-term goals to make sure that our water supply and reliability is solid for our existing and future customers. These six initiatives, known as the 2018 Strategic Plan, will guide us to achieve our collective goal of serving you better.

Thank you for being an important part of our first 100 years of service. We look forward to another century of providing you with clean and affordable water, and contributing to Palmdale's history!

Regards,

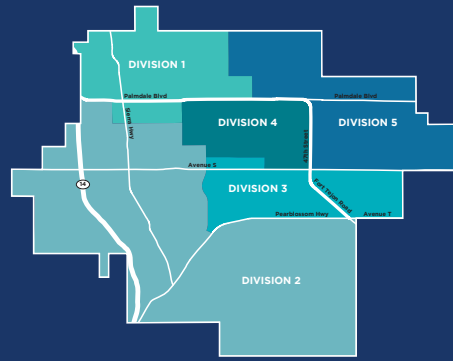


Vincent Dino
PWD Board President

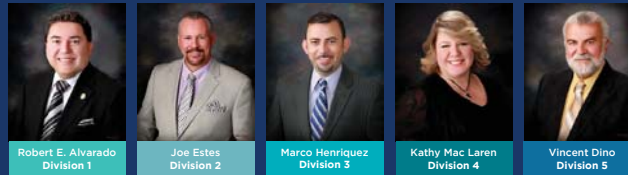


Dennis D. LaMoreaux
General Manager

DISTRICT SERVICE AREA



Board of Directors



Robert E. Alvarado
Division 1

Joe Estes
Division 2

Marco Henriquez
Division 3

Kathy Mac Laren
Division 4

Vincent Dino
Division 5

2029 East Avenue Q, Palmdale, California 93550
palmdalewater.org



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

CONTACT US

Monday - Thursday 8:00 am - 6:00 pm
661-947-4111 Phone
661-947-8604 Fax
661-947-4114 After Hours
855-498-9969 Pay by Phone 24/7



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE



STRATEGIC PLAN

ADOPTED JANUARY 2018

2018 STRATEGIC PLAN

Strategic Initiative No. 1 – Water Resource Reliability:

- Complete the 2018 phase of the Upper Amargosa Creek Recharge Project
- Ensure Palmdale Recycled Water Authority to be fully operational by year 2020
- Adopt new state-of-the-art water treatment technologies
- Implement the Antelope Valley Groundwater Adjudication agreement
- Complete the grade-control structure for the Littlerock Reservoir Sediment Removal Project
- Continue the next phase towards the completion of Palmdale Regional Ground-water Recharge and Recovery Project
- Identify and pursue opportunities to increase the reliability of water supply

Strategic Initiative No. 2 – Organizational Excellence:

- Offer competitive compensation and benefits package to promote employee retention
- Focus Succession Planning Program on ensuring an overlap of training for key positions
- Continue providing transparency to our ratepayers
- Promote and support leadership training and professional development programs to enhance the District's customers' experience

Strategic Initiative No. 3 – Systems Efficiency:

- Implement 2016 Water System Master Plan
- Develop a five-year Infrastructure Revitalization Plan to continue the reinvestment and preventative maintenance for aging infrastructure
- Explore energy independence
- Continue being the industry's leader on the use of Granular Activated Carbon (GAC)
- Research and test new technologies to increase efficiencies
- Improve safety and training for Directors, employees and customers
- Develop a crisis communications plan



OUR STORY. The history of water in the Antelope Valley began decades before the region's two largest cities – Palmdale and Lancaster – were established. Artesian wells, orchards, agriculture and the vast expanse of land created opportunities for growth and development throughout the High Desert.

In 1895, the South Antelope Valley Irrigation Company formed to construct the earthen dam at Lake Palmdale to provide irrigation to the significant farming operations throughout the area. The irrigation company was taken over 17 years later by the Palmdale Water Company, which became the Palmdale Irrigation District in 1918. The name Palmdale Water District (PWD) was adopted in 1973. Throughout the last century, PWD and its predecessors expanded to help service the promising aerospace industry and the growing population of the community.

Water usage has shifted from agriculture to residential and business customers, who rightfully expect and deserve the highest quality water at a reasonable cost. PWD strives to meet customer expectations while simultaneously works to address an aging infrastructure, reduced water reliability, drought concerns, increased demand, customer satisfaction, future growth projections, and emergency preparedness needs.

The six initiatives presented are a guide to help PWD focus its resources, energy, and planning ability so that it can be more of an efficient, regional asset to current and future customers. Positioning the PWD as a regional leader and community partner will help ensure that the long-term vision for Palmdale's success will prevail.



Strategic Initiative No. 4 – Financial Health and Stability:

- Pursue additional grant funding for all District projects
- Adopt a sustainable and balanced rate structure to meet short- and long-term needs
- Create a five-year financial plan in conjunction with the 2019 Water Rate Plan
- Maintain adequate reserve levels, high-level bond rating, and financial stability

Strategic Initiative No. 5 – Regional Leadership:

- Enhance relationships with Antelope Valley partnerships, including local water agencies, Antelope Valley State Water Contractors Association and the Palmdale Recycled Water Authority
- Expand school water education programs
- Engage elected officials in water-related issues
- Continue offering career opportunities through the Internship Program
- Provide opportunities for local businesses to contract with the District

Strategic Initiative No. 6 – Customer Care, Advocacy and Outreach:

- Increase Customer Care accessibility through communication and feedback to enhance customers' experience
- Evaluate, develop, and market additional payment options
- Be point of communication for customers' water-related public health concerns
- Develop the District's Public Outreach Plan
- Increase public awareness of the District's history and promote centennial anniversary

Mission Statement

Providing high-quality water to our current and future customers at a reasonable cost.