



# STRATEGIC PLAN 2020



**PALMDALE WATER DISTRICT**  
A CENTURY OF SERVICE

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

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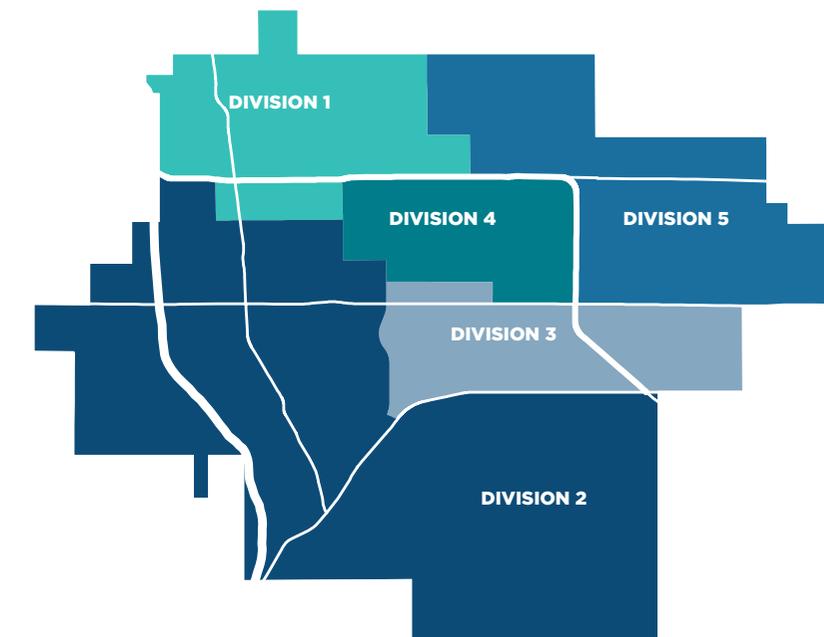


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Division 5

## 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

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.

## 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 bypass 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

