



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

February 10, 2022

BOARD OF DIRECTORS

AMBERROSE MERINO

Division 1

DON WILSON

Division 2

GLORIA DIZMANG

Division 3

KATHY MAC LAREN-GOMEZ

Division 4

VINCENT DINO

Division 5

DENNIS D. LaMOREAUX

General Manager

ALESHIRE & WYNDER LLP

Attorneys



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

FOR THE PUBLIC: VIA TELECONFERENCE ONLY
DIAL-IN NUMBER: 571-748-4021 ATTENDEE PIN: 606-415-067#
Submit Public Comments at: <https://www.gomeet.com/606-415-067>

**WEDNESDAY, FEBRUARY 16, 2022
4:00 p.m.**

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 January 19, 2022.
- 4.2) Discussion of the District's response to the drought. (Public Affairs Director Shay/Resource and Analytics Supervisor Bolanos)
- 4.3) Discussion of 2022 outreach activities. (Public Affairs Director Shay)
 - a) Outreach report.
 - b) Upcoming events/2022 plans.
- 4.4) Consideration and possible action on a recommendation for the District's participation in the Antelope Valley Fair's Ag Day and 2022 events. (Chair Mac Laren-Gomez)
- 5) Reports.
 - 5.1) Lobbying activities. (Assistant General Manager Ly)
 - 5.2) Status update on 2022 outreach to the schools. (Chair Mac Laren-Gomez/Resource and Analytics Supervisor Bolanos)
- 6) Board members' requests for future agenda items.
- 7) Date of next Committee meeting.
- 8) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dd



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

OUTREACH REPORT

January 19-February 9, 2022

- One press release sent to the media:
 - PWD's Public Workshop on Redistricting Scheduled for Jan. 27 (Jan. 20)
- Print publicity:
 - PWD Makes Deal to Share Resources on Some Projects – AV Press (Jan. 20)
 - Public Input Sought on PWD Boundaries – AV Press (Jan. 26)
 - PWD Seeks Input on New Boundaries – AV Press (Jan. 31)
 - Water Outlook Grim after Dry January – AV Press (Feb. 3)
- Others:
 - Café con Leche Radio Interview – Resource & Analytics Supervisor Claudia Bolanos (Feb. 7)
 - Special Districts Association of North Los Angeles County Meeting (Jan. 26)
 - San Gabriel Mountains Community Collaborative Meetings (Jan. 20 & Feb. 3)
 - Participate in AV Conservation Roundtable Ad Hoc Committee
 - Ongoing Radio Ad for Drought Messaging
- Social Media Highlights:
 - 15 posts on FB and Twitter – Post about the crew fixing an emergency mainline leak in the middle of the night had the most reaches with 1,205 people. It had 148 reactions, comments and shares.
 - Employee highlights, job recruitments & RFPs on LinkedIn.
- Upcoming Events:
 - Special Districts Association of North L.A. County Quarterly Meeting/Luncheon – March 31
 - Water-Wise Workshop: Gardening in the Desert & Water Saving Tips – March 15
 - Let's Talk H2O! Water Supply – End of March

Ongoing Response to Drought:

- Radio Ads (KQAV & KCEL)
- Spring Pipeline (March), drought update
- Ways to Save Water Workshops
- AV Conservation Roundtable – Joint Billboard
- Message on customers' monthly billing statements
- Water-Wise Wednesdays on social media
- Banners with 5 different messages on PWD properties
- Field Customer Care Reps handing out nozzles with water saving messages
- Water-Saving Tips Flyer
- Water-Saving Giveaways – bucket, nozzle, aerators, shower timers, etc.

###