



# PALMDALE WATER DISTRICT

## A CENTURY OF SERVICE

March 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

## 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, Vincent Dino

**FOR THE PUBLIC: VIA TELECONFERENCE ONLY**  
**DIAL-IN NUMBER: 571-748-4021 ATTENDEE PIN: 667-351-904#**  
**Submit Public Comments at: <https://www.gomeet.com/667-351-904>**

**WEDNESDAY, MARCH 16, 2022  
4:00 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 16, 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.
- 5) Reports.
  - 5.1) Lobbying activities. (Assistant General Manager Ly)
- 6) Board members' requests for future agenda items.
- 7) Date of next Committee meeting.
- 8) Adjournment.



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DENNIS D. LaMOREAUX,  
General Manager

DDL/dd

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, FEBRUARY 16, 2022:**

*A meeting of the Outreach Committee of the Palmdale Water District was held Wednesday, February 16, 2022, at 2029 East Avenue Q, Palmdale, CA 93550 and via teleconference. Chair Mac Laren-Gomez called the meeting to order at 4:00 p.m.*

**1) Roll Call.**

**Attendance:**

Committee:

Kathy Mac Laren-Gomez, Chair

Don Wilson, Committee Member

**Others Present:**

Dennis LaMoreaux, General Manager

Adam Ly, Assistant General Manager

Judy Shay, Public Affairs Director

Claudia Bolanos, Resource & Analytics Spvrs.

Michelle Trejo, Public Affairs Specialist

Dawn Deans, Executive Assistant

0 members of the public

**2) Adoption of Agenda.**

It was moved by Committee Member Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to adopt the agenda, as written.

**3) Public Comments for Non-Agenda Items.**

There were no 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.**

It was moved by Committee Member Wilson, seconded by Chair Mac Laren-Gomez, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held January 19, 2022, as written.

**4.2) Discussion of the District's Response to the Drought. (Public Affairs Director Shay/Resource & Analytics Supervisor Bolanos)**

Public Affairs Director Shay stated that staff continues social media posts with Water Wise Wednesdays and tips to save water.

Resource & Analytics Supervisor Bolanos then stated that Antelope Valley Water Conservation Roundtable meetings continue with representatives from Littlerock Creek Irrigation District, Antelope Valley East Kern Water Agency, Los Angeles County Waterworks, Quartz Hill Water District, and Rosamond Community Services District; that Los Angeles County Waterworks has declined continued participation with the billboard ads; and that additional outreach options will be reviewed if the District moves toward mandatory water conservation measures followed by discussion of the District's previous mandatory water conservation enforcements and current precipitation levels.

**4.3) Discussion of 2021 Outreach Activities. (Public Affairs Director Shay)**

**a) Outreach Report.**

Public Affairs Director Shay introduced Michelle Trejo, the District's new Public Affairs Specialist, who provided an overview of her background.

Public Affairs Director Shay then stated that a written Outreach Report of current events through February 9, 2022 was included with the agenda packets if there are any questions and then updated the Report including articles in various print publications, a Café Con Leche radio interview with Resource & Analytics Supervisor Bolanos, attendance at various events, on-going drought messaging radio ads, and social media interactions.

**b) Upcoming Events/2022 Plans.**

She then stated that upcoming events include the Water Wise Workshop 'Gardening in the Desert and Water Saving Tips' scheduled for March 15, Let's Talk H2O 'Water Supply' near the end of March, the Special Districts Association of North Los Angeles County quarterly lunch meeting on March 31, and the upcoming issue of The Pipeline will focus on the drought followed by discussion of the San Gabriel

Mountains Community Collaborative, Special Districts Association of North Los Angeles County meetings, and the timeline for filling the Division 1 Board seat.

**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)**

Resource & Analytics Supervisor Bolanos stated that a date has not yet been set for the Antelope Valley Fair's Ag Day, which may be combined with the Poppy Festival in April, followed by discussion of the District's previous choice to not participate in the Poppy Festival.

**5) Reports.**

**5.1) Lobbying Activities. (Assistant General Manager Ly)**

Assistant General Manager Ly stated that a summary of bills proposed for 2022 is expected from the District's lobbyist and from the Public Water Agencies Group; that a bill adding 80 hours of COVID-19 leave has been signed and implemented; and that a bill has been proposed regarding continuing teleconference meetings after the state of emergency has been lifted.

**5.2) Status Update on 2022 Outreach to the Schools. (Chair Mac Laren-Gomez/Resource & Analytics Supervisor Bolanos)**

Resource & Analytics Supervisor Bolanos stated that outreach to large water users continues along with school presentations and contests after which Public Affairs Director Shay stated that a Junior Water Ambassador's Academy is scheduled in April.

**6) Board Members' Requests for Future Agenda Items.**

There were no requests for future agenda items.

**7) Date of Next Committee Meeting.**

It was stated that the next Outreach Committee meeting will be held March 16, 2022 at 4:00 p.m.

**8) Adjournment.**

There being no further business to come before the Outreach Committee, the meeting was adjourned at 4:36 p.m.

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Chair



**PALMDALE WATER DISTRICT**  
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## **OUTREACH REPORT**

### **February 17-March 9, 2022**

- One press release sent to the media:
  - Final PWD Public Hearing on Redistricting Rescheduled for March 14 (Feb. 23)
  
- Print publicity:
  - Appointment Coming to Fill PWD Board (Feb. 20)
  - PWD to Offer Water Use, Conservation Courses to Customers (Feb. 21)
  - Water is Flowing Through Palmdale Ditch (Feb. 23)
  - PWD Moves up Map Hearing (Feb. 28)
  - PWD Directors Will Receive Compensation (March 2)
  - PWD Will Help Firm's Engineering Project (March 3)
  - PWD Ends Service to Delinquent Customers (March 4)
  
- Others:
  - ACWA Communications Committee (Feb. 17)
  - ACWA Awards/Scholarships Subcommittee Meeting (March 9)
  - United Water Conservation District Meeting/Tour LRD (March 8)
  - Read Across America (March 14)
  - Submit videos for CSDA Celebrates Women's Month
  - Ongoing Radio Ad for Drought Messaging
  
- Social Media Highlights:
  - 17 posts on FB and Twitter – Post announcing the start of our water shutoffs had the most reaches with 576 people. It had 25 reactions, comments and shares.
  - Started posting regularly on Instagram.
  - Employee highlights, job recruitments & RFPs on LinkedIn.

- Upcoming Events:
  - Let's Talk H2O! Water Supply 2022 – March 24
  - Special Districts Association of North L.A. County Quarterly Meeting/Lunch – March 31
  - Water-Wise Workshop: Gardening in the Desert – April 5
  - Jr. Water Ambassadors Academy – April 7
  - 4<sup>th</sup> Annual Water Ambassadors Academy – April 13, 20, 27 & 30

### **Ongoing Response to Drought:**

- Radio Ads (KQAV & KCEL)
- Spring Pipeline (March), drought update
- Ways to Save Water Workshops
- AV Conservation Roundtable Member
- 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.

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