PALMDALE WATER DISTRICT

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June 7, 2012

Agenda for a Meeting
of the Outreach Committee of the Palmdale Water District
Committee Members: Gloria Dizmang-Chair, Robert Alvarado
to be held at the District's office at 2029 East Avenue Q, Palmdale

Monday, June 11, 2012

3:00 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 x103 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. Please call Dawn Deans at 661-947-4111 x103 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.

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.

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 May 7, 2012.

4.2) Discussion and possible action on enhancing the District's web site and social media presence. (Water Conservation Supervisor Roberts/Information Technology Manager Stanton)

4.3) Discussion of a policy for Board submittal of content and articles for the District's social media sites and publications. (General Manager LaMoreaux)

4.4) Discussion of community presentations. (General Manager LaMoreaux)

4.5) Discussion of a policy for requesting District speakers and presentations. (General Manager LaMoreaux)

4.6) Discussion of final plans for the Palmdale Water District's June 23, 2012 Plant Sale. (General Manager LaMoreaux/Water Conservation Supervisor Roberts)

4.7) Discussion of content and options for Water News. (Water Conservation Supervisor Roberts)

4.8) Discussion of a 'Last Drop' marketing campaign. (Chair Dizmang)

5) Old Business.

6) Information Items.

6.1) Update on landscape workshops. (Water Conservation Supervisor Roberts)

7) Board members' requests for future agenda items.

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: June 7, 2012 **June 11, 2012**

TO: OUTREACH COMMITTEE **Outreach Committee Meeting**

FROM: Claudette Roberts, Water Conservation Supervisor
Dawn Deans, Executive Assistant

VIA: Mr. Dennis D. LaMoreaux, General Manager

RE: ***AGENDA ITEM NO. 4.2 – DISCUSSION AND POSSIBLE ACTION ON ENHANCING THE DISTRICT'S WEB SITE AND SOCIAL MEDIA PRESENCE.***

Recommendation:

Staff recommends implementing several recommendations from the last Outreach Committee meeting to further enhance the District's web site and social media presence.

Background:

At the last Outreach Committee meeting, the Committee proposed several ideas for enhancing the District's web site, Facebook, and social media presence. To implement those ideas, staff proposes the following:

1) More frequent updates to the web site:
Current staff will monitor the web site for needed updates and for items that are not working or may be difficult to navigate. Existing content will be updated in addition to the typical postings of agendas, press releases, etc. The goal is to actively engage the public in the District's web site by continually providing updated content.

2) *More frequent updates to Facebook:*
Facebook is a tool that can be used to effectively drive customers to our web site. Current staff will be assigned towards the promotion of Facebook to implement the previously presented content, to use Constant Contact, and to add daily content based on input from department heads such as where the crew is working, landscape workshop dates, etc. Daily posts from the past few weeks have received positive feedback.

A Twitter account will be established and monitored as an additional tool to drive customers to our web site. The District also has a 'Linked in' account, and the content will be updated.

Staff recommends the Committee review Facebook and Twitter accounts for Castaic Lake Water Agency (www.clwa.org), Las Virgenes Municipal Water District (www.lvmwd.com), Eastern Municipal Water District (www.emwd.org), and Mojave Water Agency (www.mojavewater.org). These agencies are examples of successful Facebook and Twitter efforts.

3) Use videos in social media efforts:
The Committee has recommended Impact Videos be added to the District's social media sites. Due to the high cost of these videos, as an alternative, staff proposes using videos and content from the WaterSense and Save Our Water campaigns. The District has partnered in these campaigns and as a partner is able to use this content.

4) Bring back Aquadog:
Aquadog will become more of a presence at District events with his first public appearance scheduled at the Plant Sale on June 23rd.

Staff proposes a reintroduction of Aquadog through Facebook. Aquadog could be the 'voice of the District' as the 'person' posting items on Facebook and Twitter. The Aquadog image can be developed as an icon and used strategically through these sites to draw in customers.

Strategic Plan Element:

This work is part of Strategic Element 5.0 Administrative Management.

Budget:

There will be no impact to the budget from implementing these items as existing staff will be utilized to achieve these efforts.