PALMDALE WATER DISTRICT

2029 East Avenue Q • Palmdale, California 93550 • Telephone (661) 947-4111
Fax (661) 947-8604
www.palmdalewater.org

LAGERLOF, SENECAL, GOSNEY & KRUSE LLP
Attorneys

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Division 1

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August 1, 2013

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, August 5, 2013

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 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. 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.

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 July 1, 2013.

4.2) Discussion of next issue of Water News. (Water Conservation Supervisor Beck)

4.3) Discussion of 2014 education programs and public information programs to meet California Urban Water Conservation Council requirements. (Water Conservation Supervisor Beck)

4.4) Discussion of "Before the First Drop" marketing campaign. (Water Conservation Supervisor Beck/Information Technology Manager Stanton)

4.5) Discussion of development of goals and objectives of Outreach Committee. (General Manager LaMoreaux)

5) Information Items.

5.1) Update on application for Special District Leadership Foundation "District Transparency Certificate of Excellence." (General Manager LaMoreaux)

5.2) Update on Constant Contact tracking reports. (Information Technology Manager Stanton)

5.3) Update on social media marketing campaign. (Information Technology Manager Stanton)

5.4) Status of District website redesign. (Information Technology Manager Stanton)

5.5) Other.

6) Board members' requests for future agenda items.

7) Adjournment.

DENNIS D. LaMOREAUX,
General Manager

DDL/dd

Table 2 – Scheduled Strategic Elements and Goals

Strategic Goals and Objectives	Strategic Goals by Year					
	2006	2007	2008	2009	2010	2011
1.0 Regulatory Compliance						
1.1 Meet Stage II DBP Maximum Contaminant Levels						
1.1.1 Improve existing Palmdale Water Treatment Plant						
1.1.1.1 Phase I Water Treatment Plant Improvements						
1.1.1.1.a Construction	x					
1.1.1.2 Phase II Water Treatment Plant Improvements						
1.1.1.2.a Design	x					
1.1.1.2.b Construction	x	x	x			
1.2 Comply with Initial Distribution System Evaluation (IDSE) requirements						
1.2.1 Prepare and submit IDSE Plan	x					
1.2.2 Initiate IDSE Monitoring		x	x			
1.2.3 Prepare and submit IDSE Report			x			
1.3 Obtain CALFED Bay-Delta "Water Conservation Certification" by developing comprehensive Water Conservation Plan						
1.3.1 Identify projects to meet Best Management Practices for PWD to obtain certification	x					
1.3.2 Develop and submit Water Conservation Plan to Board of Directors for adoption	x	x				
1.3.3 Implement Water Conservation Plan		x	ONGOING			
1.4 Comply with Urban Water Management Plan regulations				x	x	
1.4.1 Identify current regulations				x	x	
1.4.2 Prepare and approve Plan					x	
1.5 Comply with safety and emergency preparedness requirements						
1.5.1 Provide safety training to employees	ONGOING					
1.5.2 Provide safety equipment for employees	ONGOING					
1.5.3 Maintain emergency preparedness	ONGOING					
1.5.3.1 Maintain Emergency Response Plan	ANNUALLY					
1.5.3.2 Train and drill employees on Emergency Response Plan	SEMI-ANNUALLY					
1.5.3.3 Participate in regional emergency response exercises	ANNUALLY					
1.6 Monitor and participate in emerging regulations						
1.6.1 Identify job position(s) responsible for monitoring and participating in the development of new regulations	x					
1.6.2 Establish procedures for periodic reporting to staff and Board of Directors on status of regulations	x	x				
1.6.3 Implement reporting procedures		x	ONGOING			
1.7 Conduct investigation(s) into technologies to meet current and emerging water quality standards						
1.7.1 Maintain membership in American Water Works Association Research Foundation	ANNUALLY					
1.7.2 Large scale demonstration of bromide reduction electrolysis process	x	x				

Table 2 – Scheduled Strategic Elements and Goals

Strategic Goals and Objectives	Strategic Goals by Year					
	2006	2007	2008	2009	2010	2011
2.0 Natural Resources Management						
2.1 Ensure adequate water supplies for existing and future customers						
2.1.1 Determine future water supply requirements by completing 2006 Master Plan Update	x	x				
2.1.2 Develop and approve plan to obtain required water supplies		x				
2.1.3 Implement plan to obtain additional water supplies		x	ONGOING			
2.2 Improve reliability of groundwater through local groundwater storage projects						
2.2.1 Participation in development of groundwater banking projects through the AVSWCA		ONGOING				
2.2.2 Use of gravel pit area of Littlerock for groundwater recharge operations						
2.2.2.1 Contract with engineering firm for feasibility study of future use	x					
2.2.2.2 Develop project(s) and implementation plan based on feasibility study	x	x				
2.2.2.3 Implement plan for use of gravel pit area for groundwater recharge	x	x	ONGOING			
2.2.3 Participation in AV Integrated Regional Water Management Plan			ONGOING			
2.3 Develop recycled water as a water source						
2.3.1 Develop urban irrigation reuse project(s)						
2.3.1.1 Develop conceptual plan for use of tertiary water for large irrigation sites (parks, schools, etc.)		x				
2.3.1.2 Refine projects, begin permitting process, and execute necessary contracts			x	x		
2.3.1.3 Implement reuse projects					x	x
2.3.2 Develop groundwater recharge project(s) using reclaimed water						
2.3.2.1 Develop conceptual project(s) for groundwater recharge	x	x				
2.3.2.2 Refine projects, begin permitting process, and execute necessary contracts		x	x	x		
2.3.2.3 Implement groundwater recharge project(s)					x	x
2.4 Use renewable energy sources for all new facilities as appropriate			ONGOING			
2.5 Develop Water Conservation Garden Park						
2.5.1 Develop and approve business plan	x	x				
2.5.2 Implement business plan		x				

Table 2 – Scheduled Strategic Elements and Goals

Strategic Goals and Objectives	Strategic Goals by Year					
	2006	2007	2008	2009	2010	2011
3.0 Infrastructure Management						
3.1 Plan for improvements and expansion of the existing water delivery infrastructure						
3.1.1 Existing Infrastructure Plan						
3.1.1.1 Determine existing infrastructure improvements by completing 2007 Master Plan Update	x	x				
3.1.1.2 Develop plans to address existing infrastructure needs		x				
3.1.1.3 Develop a public and internal communications plan for the infrastructure plan		x				
3.1.1.4 Implement plan to construct existing infrastructure improvements as prioritized in 2007 Master Plan Update		x	ONGOING			
3.1.2 Future Infrastructure Plan						
3.1.2.1 Determine future infrastructure requirements by completing 2007 Master Plan Update	x					
3.1.2.2 Develop plans to address future infrastructure needs	x	x				
3.1.2.3 Develop a public and internal communications plan for the infrastructure plan		x				
3.1.2.4 Implement plan to construct additional infrastructure as needed to match growth		x	ONGOING			
3.2 Develop a Headquarters / Maintenance Yard Facilities Master Plan						
3.2.1 Determine needs of Headquarters / Maintenance Yard using information from the 2007 Master Plan Update	x					
3.2.2 Develop layout of Headquarters / Maintenance Yard property to address needs	x	x				
3.2.3 Refine and implement plan		x	x			
3.3 Develop an Asset Management program		x	x			
3.4 Maintain Littlerock Reservoir storage capacity						
3.4.1 Work with USFS and consultants to complete environmental (CEQA/NEPA) documents	x	x				
3.4.2 Implement sediment removal program			x	x		
3.5 Improve the security of PWD facilities						
3.5.1 Review Vulnerability Assessment recommendations	x					
3.5.2 Prioritize recommendations and develop a plan to fund and construct improvements		x	x			
3.5.3 Implement planned improvements		x	ONGOING			

Table 2 – Scheduled Strategic Elements and Goals

Strategic Goals and Objectives	Strategic Goals by Year					
	2006	2007	2008	2009	2010	2011
4.0 Personnel Management						
4.1 Develop and approve a broad-based employee communication plan	x	ONGOING				
4.1.1 Communicate approved budget to employees		x	ANNUALLY			
4.2 Design and launch a New Employee Orientation procedure	x	x				
4.3 Review and Formalize Hiring, Interviewing and Selection Procedures	x	x				
4.4 Perform annual compensation review	ANNUALLY					
4.5 Design a succession plan for the entire District		x	x			
4.6 Design a workplace health implementation program						
4.6.1 Work with GM on specific organizational issues	x	x				
4.6.2 Conduct periodic employee survey			x	AS NEEDED		
4.7 Design and Implement a staffing master plan						
4.7.1 Determine staffing needs using information from the 2007 Master Plan Update	x					
4.7.2 Develop draft future organization charts to meet the projected needs	x	x				
4.8 Develop a function specific employee training plan and training policy	x	x				

Table 2 – Scheduled Strategic Elements and Goals

Strategic Goals and Objectives	Strategic Goals by Year					
	2006	2007	2008	2009	2010	2011
5.0 Administrative Management						
5.1 Maintain existing Employee Manual						
5.1.1 Review and update Employee Manual on a regular basis	x		x		x	
5.2 Maintain existing Rules and Regulations Manual						
5.2.1 Establish periodic overall consistency reviews for Rules and Regulations Manual	x	x				
5.2.2 Implement consistency reviews for Rules and Regulations Manual		x	ONGOING			
5.3 Introduce a Board "Code of Conduct" manual or policy section	x	x				
5.4 Perform comprehensive organizational structure review		x			x	
5.5 Perform regular maintenance on District job descriptions	x	ONGOING				
5.6 Develop written departmental standard operating procedures	x	x	x			
6.0 Financial Management						
6.1 Develop and approve annual budgets						
6.1.1 Integrate Strategic Planning Process with Annual Budgeting	x	ANNUALLY				
6.1.2 Establish and implement periodic Budget vs. Actual status reports	x	x	ONGOING			
6.2 Institute multi-year financial planning						
6.2.1 Develop water rate plan					x	
6.2.2 Develop and implement plan to provide project funding	x	x				
6.2.3 Obtain available grant funding for District activities, programs, and projects	ONGOING					
6.2.4 Review and update capital improvement fees	ANNUALLY					
6.2.5 Develop and approve water resource fee	x	x				
6.2.6 Establish and maintain a reserve fund policy	ANNUALLY					
6.3 Provide appropriate levels of risk management	ONGOING					
7.0 Customer Service						
7.1 Design and implement customer communications plan	x	x				
7.2 Conduct customer survey						
7.2.1 Develop initial customer survey and procedures for continuing surveys	x	x	ONGOING			
7.3 Develop a Customer Service Plan						
7.3.1 Establish Customer Service performance goals	x	x				
7.3.2 Provide appropriate level of customer service training to all District employees		BI-ANNUALLY				
7.3.3 Implement Customer Service Plan		x				

HISTORY OF CONSTANT CONTACT EMAILS TO DATE


Email Statistics
Number of Emails
Open / Click Rate
9,000
7,200
5,400
3,600
1,800
0
100%
80%
60%
40%
20%
0%
ch 2013 ews
Reminder Landscape Workshop...
Landscape Workshop - Cash f...
April 2013 eWater News
Planting Vegetables Worksho...
Before the First Drop Campa...
Final "Cash for Grass" May ...
Copy of May 2013 eWater News
PWD Plant Sale - June 22, 2013
June 2013 eWater News
Reminder - PWD Plant Sale -...
Emails sent
Emails bounced
Open rate
Click rate
Industry Open Rate Avg
Industry Click Rate Avg

Constant Contact

Print Report

Palmdale Water District
Email Tracking Report
7/2/2013

Comparative Metrics

	Sent	Bounces	Opens	Clicks	Forwards
Overall	232724	1.0% (2252)	28.0% (64477)	12.7% (8175)	0.1% (36)
Last 3 months	39327	1.2% (470)	26.2% (10170)	3.9% (400)	0.1% (14)

Emails

Date Sent	Email Name	Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
6/18/2013	Reminder - PWD Plant Sale - June 22, 2013	7847	1.5% (115)	1	0.0% (3)	24.4% (1886)	0.8% (16)	0.3% (5)
6/10/2013	June 2013 eWater News	7857	1.3% (105)	3	0.1% (11)	24.1% (1867)	8.0% (150)	0
6/4/2013	PWD Plant Sale - June 22, 2013	7862	1.2% (94)	1	0.1% (5)	33.7% (2619)	0.2% (6)	0.3% (7)
5/9/2013	Copy of May 2013 eWater News	7875	1.0% (82)	1	0.2% (13)	24.4% (1902)	6.8% (130)	0
5/3/2013	Final "Cash for Grass" May 2013	7886	0.9% (74)	7	0.1% (11)	24.3% (1896)	5.2% (98)	0.1% (2)
4/19/2013	Before the First Drop Campaign Survey - BIG Grand Prize!	7897	0.8% (67)	3	0.1% (11)	23.7% (1854)	16.6% (307)	0
4/17/2013	Planting Vegetables Workshop - 2013	7906	0.8% (64)	1	0.1% (8)	24.6% (1928)	1.5% (28)	0.2% (4)
4/10/2013	April 2013 eWater News	7916	0.7% (53)	3	0.1% (11)	26.3% (2065)	8.5% (175)	0
3/19/2013	Landscape Workshop - Cash for Grass March 2013	7929	0.6% (48)	4	0.2% (13)	21.1% (1664)	0.9% (15)	0
3/14/2013	Reminder Landscape Workshop - Cash for Grass 2013	7937	0.6% (49)	4	0.1% (9)	23.5% (1851)	2.5% (46)	0
3/11/2013	Copy of March 2013 eWater News	7941	0.6% (49)	4	0.1% (6)	27.6% (2180)	7.8% (171)	0
2/19/2013	Palmdale Water District Level Pay Plan Survey	7953	0.5% (39)	4	0.1% (11)	31.6% (2502)	21.7% (544)	0
2/12/2013	Landscape Workshop - Cash for Grass 2013	7958	0.5% (39)	1	0.1% (7)	20.2% (1596)	0.9% (15)	0
2/11/2013	February 2013 eWater News	7960	0.5% (41)	2	0.0% (2)	27.4% (2170)	8.5% (184)	0
1/28/2013	REMINDER - 2013 Free Landscape Workshop Blast - January 31, 2013	7974	0.4% (30)	1	0.1% (9)	23.6% (1871)	3.4% (63)	0
1/21/2013	2013 Free Landscape Workshop Blast - January 31, 2013	8052	1.1% (86)	6	0.2% (15)	24.7% (1967)	11.6% (228)	0.1% (1)
1/14/2013	2013 Budget and Rate Increase	8066	1.1% (88)	5	0.1% (9)	34.8% (2778)	42.5% (1182)	0
1/14/2013	Email Created 2013/01/14, 2:01 PM	8071	1.1% (87)	6	0.1% (9)	40.8% (3261)	47.3% (1542)	0.1% (2)
1/10/2013	January 2013 eWater News	8082	1.1% (87)	3	0.1% (9)	27.9% (2227)	15.6% (348)	0
1/8/2013	2013 Cash for Grass e-Mail Blast	8093	1.1% (85)	* 10 *	0.2% (15)	35.3% (2825)	10.0% (282)	0.1% (4)
1/2/2013	2013 Free Landscape Workshop Blast	8107	1.1% (87)	* 11 *	0.2% (16)	30.3% (2428)	23.7% (575)	0.2% (5)
12/10/2012	December 2012 eWater News	8130	0.9% (77)	7	0.3% (21)	31.8% (2558)	12.8% (328)	0.0% (1)
11/9/2012	Copy of November 2012 eWater News	8060	1.0% (79)	4	0.1% (12)	24.5% (1955)	12.3% (241)	0
10/11/2012	October 2012 eWater News	8077	0.6% (51)	6	0.2% (17)	28.9% (2316)	24.9% (577)	0
9/10/2012	September 2012 eWater News	8121	0.6% (51)	7	0.2% (17)	29.9% (2416)	9.5% (230)	0.0% (1)
8/28/2012	August 2012 eWaterNews	8140	0.5% (41)	* 9 *	0.3% (22)	32.4% (2622)	11.6% (303)	0
8/1/2012	8-18-12 Workshop	8180	0.5% (43)	* 9 *	0.2% (16)	26.3% (2144)	2.1% (44)	0.0% (1)
7/18/2012	Copy of (p2) of AV Water Partners - Workshops	8428	2.7% (226)	* 15 *	0.3% (28)	29.4% (2408)	0	0.0% (1)

7/18/2012	eWaterNews	8419	2.6% (215)	* 11 *	0.3% (29)	33.2% (2721)	12.8% (347)	0.1% (2)

Key For Table

Print Report

Sent	The total emails sent, including bounces.
Bounces	Emails sent, but not received by your contacts.
Bounced percent	Number of bounced emails divided by the number sent.
Spam Reports	Number of complaints received from an email.
Opt-outs	Contacts who unsubscribed from your list.
Opt-out percent	Number of opt-outs divided by the number sent.
Opens	Emails your contacts received and viewed.
Opened percent	Number of opened emails divided by the number of emails delivered (delivered = emails sent minus emails bounced).
Clicks	Contacts who clicked on a link within your email.
Click-through percent	Number of clicks divided by the number opened.
Forwards	Number of times the email was forwarded using the Forward Email to a Friend link.
Forward Email to a Friend percent	Number of forwarded emails divided by the number opened.
Overall	Totals since using Constant Contact.
Last 3 months	Totals for the last three months.