PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

November 10, 2021

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

ACWA
PROUD MEMBER

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: 029-952-169#

Submit Public Comments at: https://www.gomeet.com/029-952-169

WEDNESDAY, NOVEMBER 17, 2021

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 October 20, 2021.

4.2) Discussion of the District's response to the drought. (Public Affairs Director Shay/Resource and Analytics Director Thompson II)

4.3) Discussion of 2021 outreach activities. (Public Affairs Director Shay)

a) Outreach report.

b) Upcoming events/2021 plans.

c) Preliminary plans for 2022.

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.

Dennis D. LaMoreaux

DENNIS D. LaMOREAUX,
General Manager

DDL/dd

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OUTREACH REPORT
October 21-November 10, 2021

- Four press releases sent to the media:
  - PWD Donates Water Bottles to Local Students for "Imagine A Day Without Water" (Oct. 21)
  - Applications for PWD Rate Assistance Now Available (Nov. 1)
  - New Water-Saving Rebates Available for PWD Commercial Customers (Nov. 4)
  - Board Adopts $27.8 Million Budget for 2022 (Nov. 9)

- Print publicity:
  - PWD, Students Tout Water Conservation – AV Press (Oct. 23)
  - PWD Submits $2M Federal Grant Application – AV Press (Oct. 29)
  - Cut Back on Water Usage Now to Help Supply Later – AV Press (Nov. 2)
  - Application Window is Open for PWD Assistance Program – AV Press (Nov. 3)
  - PWD Poised to Discuss Its 2022 Budget – AV Press (Nov. 6)
  - Water District Approves $27.86 Million Budget – AV Press (Nov. 10)
  - eProcurement Insights from Palmdale Water District's Scott Rogers – CSDA Magazine (Sept./Oct.)
  - PWD Ad in "Welcome to the AV" Magazine (October)

- Others:
  - Special Districts Association of North Los Angeles County – Approved Bylaws, Submitted for CSDA Approval (Nov. 9)
  - Great ShakeOut (Oct. 21)
  - Imagine A Day Without Water – Bottle Giveaways to Students at Golden Poppy Elementary School (Oct. 21)
  - Participated in AVUHSD's virtual "Salute to Youth" Career Fair (Nov. 4)
  - Contributed Promotional Items for AV Hispanic Chamber's Day of the Dead (Nov. 7)
  - Attended Virtual CAPIO Conference (Nov. 3-5)
  - PWD Website – Continue Content Migration

- Social Media Highlights:
    - 14 posts on FB and Twitter – Post about former Op-Tech Fleet Darrell DeVera's retirement had the most reaches with 764 people. His post also received the most engagement with 45 reactions, comments and shares.
    - Employee highlights, job recruitments & RFPs on LinkedIn.

- Upcoming Events 2021:
    - Water-Wise Workshop: Winterizing Your Home – Dec. 9
    - Café con Leche Radio Interview – Dec. 13
    - Conservation Garden Groundbreaking – TBD

- Preliminary Plans 2022:
    - Let's Talk H2O! Events
    - Special Districts Association of North L.A. County - Quarterly Lunch Meetings
    - Conservation Garden Ribbon-cutting
    - Water-Wise Workshops - Quarterly
    - Continue with Conservation Messaging/Outreach
    - Customer Appreciation Day
    - Water Ambassadors Academy & Junior Water Ambassadors Academy
    - Water Augmentation Program – Community Outreach/Publicity

Response to Drought:

- Radio Ads (KQAV & KCEL)
- Fall Pipeline (September), main story about drought
- Ways to Save Water Workshop w/ city of Palmdale
- Winterizing Your Home Workshop
- AV Conservation Roundtable
- 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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