



# PALMDALE WATER DISTRICT

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

## Board of Directors

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Division 2

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Division 3

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Division 5

LAGERLOF, SENECA, GOSNEY & KRUSE LLP  
Attorneys



February 29, 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, March 5, 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.

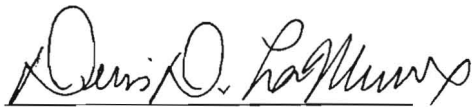
Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale. Please call Dawn Deans at 661-947-4111 x103 for public review of materials.

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 July 19, 2011.

- 4.2) Review of past Outreach activities. (General Manager LaMoreaux)
- 4.3) Discussion of the District web and Facebook sites. (Information Technology Manager Stanton)
- 4.4) Discussion of community presentations. (General Manager LaMoreaux)
- 4.5) Discussion of schedule and content for Water News. (Water Conservation Supervisor Roberts)
- 5) Information Items.
  - 5.1) Update on landscape workshops. (Water Conservation Supervisor Roberts)
- 6) Board members' requests for future agenda items.
- 7) Adjournment.



DENNIS D. LaMOREAUX,  
General Manager

DDL/dd

# PALMDALE WATER DISTRICT BOARD MEMORANDUM

<b>DATE:</b>	February 29, 2012	March 5, 2012
<b>TO:</b>	OUTREACH COMMITTEE	Outreach Committee Meeting
<b>FROM:</b>	Ms. Claudette Roberts, Water Conservation Supervisor	
<b>VIA:</b>	Mr. Dennis LaMoreaux, General Manager	
<b>RE:</b>	<i>AGENDA ITEM NO. 4.2 - REVIEW OF PAST OUTREACH ACTIVITIES</i>	

## **History: Review of Past Outreach Activities -**

The Palmdale Water District distributes public information through a variety of methods including brochures, radio and television, landscape workshops, PWD's newsletter and presentations.

Starting in 1995, the District participated in the California Water Awareness Campaign (CWAC) sponsored by the Association of California Water Agencies (ACWA). The District served on the educational and public relation subcommittees at different times. Through the campaign and participation in public functions, the District has expanded its conservation program. The District participates in several community events throughout the year such as City of Palmdale's Fall Festival, AV Home & Garden Show, Jet Hawks Water Awareness Night, six weeks of City of Palmdale's "Thursday Night-on-the-Square," Antelope Valley Santa Fly-in, City of Palmdale's Chamber Christmas Parade including other chamber events, and the City's Fix-a-Leak Day.

The District provides a copy of the "Water News" with each customer's water bill that provides information articles on conservation, current capital improvement projects, and indoor and outdoor water conservation tips. PWD also provides conservation information and articles to the Palmdale Chamber of Commerce for their newsletter, the "Vantage." The District also provides pamphlets on proper watering, fixing leaks, and rebate programs.

There are several landscape workshops provided throughout the year on fixing leaks, upgrading irrigation efficiencies, good watering practices, and water wise plants.

In 2004-2005, the District partnered with Indian Wells Water District, City of Palmdale, Kern County Water Agency, Rosamond Community Services District and the Naval Air Weapons Station in China Lake to produce a landscape booklet called "California Plants for the High Desert." In 2009, the District again partnered with several agencies to produce a landscape plant database CD called "Beautiful High Desert Gardening." The CD introduces plants for our desert climate, information on irrigation systems, watering, and photos of Xeriscape landscapes.

In 2003-2004, the District presented its new web site ([palmdalewater.org](http://palmdalewater.org)) and has revamped this web site to be more efficient and user friendly.

The District partners with other agencies whenever possible. Within our service area, we have partnered with the City of Palmdale, Rosamond Community Services District, Quartz Hill Water District, City of Lancaster, China Lake, Indian Wells Valley Water District, Mojave Water District, LA County Water Works, and the Antelope Valley East Kern Water Agency.

The District provides educational materials, tours, class presentations and conservation contests to elementary and high school students.

PWD provides a yearly “Water Awareness Program” brochure that is sent out to every teacher in the Palmdale School District. The brochure outlines the District’s upcoming contests and events for the year. The Water Awareness Program is intended to develop an awareness of water conservation and the protection of our valuable resource that will carry over into adult life. The school program provides tours to the District’s treatment plant and Littlerock Reservoir, staff presentations on conservation and the environment, contests and curriculum materials.

For 12 years, the District sponsored a “Water Awareness Fair” to provide students and the public education on the importance of water conservation. Over the years, the District has sponsored several contests including coloring contest for kindergarten, first and second grades and poster and jingle contests for grades third through eighth, landscape-in-a-box contest for fourth through eighth grades, and for high school students the District has sponsored an essay contest and a speech contest partnering with Quartz Hill Water District. In 2008-2009, the District helped the agricultural department at Palmdale High School in their renovation of a water wise garden. PWD helped to educate the class by providing irrigation training and landscape design training and paying the cost for the water wise plants and the Weathertrak smart controller.

The District supports the California Water Awareness Campaign in Sacramento, which provides unit booklets on water education. The educational booklets are distributed to teachers within the Palmdale School District. PWD has formed a good relationship with teachers and parents and provides information and materials for projects on request. We have a few water unit booklets left but have not participated in this program for several years and have not bought any materials since our budget was reduced.

Years 2009, 2010, 2011 and 2012 economic circumstances have driven the budget for school education and outreach considerably lower. Water is a limited resource. With California’s populations growing in our urban centers, threatened species being further endangered, and the cost of new water sources rising steadily, we must learn to use water more efficiently and conserve where possible. Water conservation is a critical element of any future water management strategy.

Water conservation can help the District and their customers save water, save time, and save money throughout the year, not just in the summer. **It is defined as the “beneficial reduction in water use, waste and loss” and is proven to be the most economical and environmentally protective management tool for meeting water supply challenges.**

Virtually all water conservation efforts depend on public awareness and understanding of the need for conservation. Conservation efforts are only considered successful if results can be measured and results are targeted to the particular type of water user (e.g. commercial, residential, industrial and agricultural).

Minimizing water use, waste, and loss over time is heavily dependent on continually evaluating and adopting new technologies and practices. Education and technical assistance programs are important to inform people about the impact of improved water efficiency and water conservation. Without adequate knowledge, water users lack the ability to put conservation measures and practices into place, however motivated they may be.

Water professionals around the country note that successful water conservation programs are comprised of multiple components. Individually, each component of a water conservation program can get results, but the most reliable results are obtained by the integration of all components.

**One of the most critical components of a program is a robust education and outreach program that reaches water provider employees, school children, and adults.** Furthermore, investments in public and targeted education have high water conservation returns, and public awareness tends to build political support and participation.

**Public education and outreach can be an essential prerequisite to the successful adoption and implementation of conservation practices.**

# PALMDALE WATER DISTRICT

## BOARD MEMORANDUM

**DATE:** March 1, 2012 **March 5, 2012**  
**TO:** OUTREACH COMMITTEE **Outreach Committee Meeting**  
**FROM:** Mr. Jim Stanton, Information Technology Manager  
**VIA:** Mr. Dennis D. LaMoreaux, General Manager  
**RE:** ***AGENDA ITEM NO. 4.3 – DISCUSSION OF THE DISTRICT WEB AND FACEBOOK SITES.***

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### **Recommendation:**

Staff is requesting direction from the Outreach Committee/Board on enhancing the District's Facebook/Social Media presence; however, staff recommends the District's Facebook site and other social media be fully utilized as public relations tools to more effectively reach and communicate with our customers, other businesses, and industry professionals, increase and drive the use of customer account features on the District's web site, gain public support for important District issues such as water rates, future water supplies, and infrastructure, and promote and maintain a positive public image for the District.

Staff recommends the following additional content be posted on the District's Facebook/Social Media presence:

- ❖ Contests/Promotions
  - Like our page and win a prize (could partner with local nursery for plant or gift card)
  - Partner with a nursery for coupons for free plants
- ❖ Develop and post videos – 1-1/2 to 2 minutes in length on Facebook-post longer versions on District web site, youtube, and host in the lobby– videos could be developed in both English and Spanish
  - Water main crew work
  - How to understand your water bill
  - Where is your meter
  - Steps to pay your water bill on line
  - How to sign up for water service 'on' line so you don't have to stand 'in' line
  - Understanding your Consumer Confidence Report
  - The history of PWD
  - How to sign up for rebate programs (separate video for each program)

- ❖ Develop virtual tours
  - Water treatment plant
  - Littlerock Dam
- ❖ Post before and after pictures (show where funds were spent)
  - Littlerock Dam rehab
  - Water treatment renovations (all)
- ❖ Ask for public opinion – “Tell us what you think” or create topical surveys
- ❖ What division am I in? Who is my Director?
  - Create a custom tab on Facebook for each of the division maps
  - List general boundaries
- ❖ Frequently asked questions
- ❖ Help the public navigate our agency
  - Contact information for departments
- ❖ Show PWD’s involvement in the community
- ❖ Write articles and/or use individual articles from Water News
  - Break up long articles into multiple parts
  - Guest posts for articles – someone writes for us and we write for them
- ❖ Develop live chats
- ❖ Use humor or other methods to engage the public
- ❖ Ads can also be placed on Facebook which are specific and targeted to our customers.
- ❖ Create a blog – a blog can create a more positive image for PWD in search engines
- ❖ Water levels
- ❖ State Water Project allocation

### **Alternative Options:**

An alternative would be for staff to continue posting the current Facebook content of press releases, water conservation tips, and Board and Committee agendas along with the additional content of water terms and definitions in simple, easy to understand language and development of a series of one sentence postings dealing with one topic, for instance, breakdown the water bill or explain a pipeline replacement.

### **Impact of Taking No Action:**

Facebook postings will remain as is.

### **Background:**

Outreach to the Palmdale Water District’s customers has included news releases, Water News, presentations to community groups, and advertising on local radio, cable, and newspaper. The Palmdale Water District’s public relations efforts have had a relatively narrow scope focusing mainly on conservation. While conservation is important to the District and to preserving future water resources, there are many other aspects to the operations of the District that the public is simply not aware of. Staff believes the District can take the lead among public agencies in its Facebook/Social Media efforts as it has in other areas such as energy efficiency and water quality.

Electronic media use is a huge source of communication for the general public and is growing daily; however, the District is merely scratching the tip of the iceberg with its electronic media and social media presence.

Enhancing the District's web site was the first step to enhancing the District's electronic media presence. When the old web site was taken down, the District had less than 1,500 customers signed up for online access. Today, the District has 8,363 active online customers. Of those, 2,865 have elected to go paperless with their water bills and 890 have elected to use the District's Auto-pay feature. However, the District's Facebook/Social Media presence is lacking and is not effectively being used to accomplish the goals recommended.

Currently, Facebook postings are performed by Administrative Assistant Henry and Executive Assistant Deans with myself and Information Technology Assistant Jones working on the technical aspects. It is requested that the Committee address the following questions:

- ❖ How involved do you want the Palmdale Water District to be with Facebook?
- ❖ Do you want all social media involved – Facebook, Twitter, Linked in, etc?
- ❖ How much resources (staff time) does the Palmdale Water District want devoted to social media?
  - Technical aspect
  - Content, monitoring, etc.
- ❖ What is the overall strategy for using Facebook and other social media (such as: create a positive image for PWD, remove negative comments from search engines, make people aware of PWD, drive people to the website, get information out to our customers):
  - Establish a goal(s) to meet the strategy
  - Set a target for reaching goal(s)

**Strategic Plan Element:**

This work is part of meeting the District's Core Value of Stakeholder Trust in the District's Strategic Plan.

**Budget:**

Facebook technical monitoring and postings are performed by existing staff.

**Supporting Documents:**

- Printout of Palmdale Water District's Facebook site
- 10 Top Facebook Pages and Why They're Successful
- Top 10 Small Business Facebook Pages: 2011 Winners!





### Help Customers Find Your Business

If your Page represents a local business with a street location, take a few seconds to add your address and update your category.

Add Info

Close

## Palmdale Water District

Public Services · Palmdale, California · Edit Info

Edit Page

### Wall

Hidden Posts

Info

Insights

Photos

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EDIT

### About

Edit

Board of Directors: Division 1:  
Robert E. Alvarado Division 2:  
Gordon G. De...

More

83

like this

4

talking about this

19

were here

### Likes



State Water Con...



ACWA



California Depar...

### Protect Your Page

Remove from My Page's  
Favorites

Get Updates via RSS

Share

### Wall

Palmdale Water District · Everyone (Most Recent)

Share: Status Photo Link Video Question

Write something...



#### Palmdale Water District

Personnel Committee meeting

Like · Comment · View · February 22 at 8:27pm



#### Palmdale Water District

Regular Board meeting

Like · Comment · View · February 16 at 11:51pm



#### Palmdale Water District

PRESS RELEASE - February 14, 2012

AV Water Partners sponsors Landscape Workshops at the College

To read full press release please visit <http://www.palmdalewater.org/PressReleases.aspx>



22 People Reached · 3 People Talking About This

Like · Comment · Share · February 14 at 5:40pm

2 people like this.

1 share

Write a comment...



#### Palmdale Water District

Water Supply & Reliability Committee meeting

Like · Comment · View · February 14 at 1:31am



#### Palmdale Water District

Antelope Valley State Water Contractors Association meeting

Like · Comment · View · February 14 at 1:29am



#### Palmdale Water District

A.V. Water Partners sponsor Landscape Workshops at the College

Like · Comment · View · February 7 at 5:46pm

### Admins (2)

See All



Notifications · 7

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### Sponsored

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#### FREE subscription



Coldwell Banker View features 1000's of LA, Santa Barbara & Ventura County homes. Sign up now to get your FREE subscription!

948 people like CB View.

#### Wireless Plain & Simple

platinummobile.com



Stop over paying for your cell phone bill. Save over 30% on your monthly bill with Unlimited Talk Text & Web - Only \$40/mo Save Now!

#### Ringgold Computer Services

Personal Blog



Like · 35 people like this.

#### Physical Therapy Business

wpromote.com



Physical Therapist Ads For \$149/mo? It's True. Get A Free Consultation Now!

#### Allergies or Asthma?

calallergy.com



Free medications & compensation. Clinical trials for asthma, allergies, kidneystones, and gout. caamg@roadrunner.net (661) 266-8944

#### Door to Door



Moving the elderly is already stressful! We'll make the actual moving part of it something that you won't have to worry about.

Like · 532 people like this.

#### www.gelcoproducts.com



Ergonomic design, layers of gel and memory foam, superior comfort while sitting and its portable! gelcoproducts.com

Like · 35 people like this.

RECENT ACTIVITY

Settings Logout

Palmdale Water District changed their About.



**Palmdale Water District**  
Regular Board Meeting

Like · Comment · View · February 3 at 12:39am



**Palmdale Water District**  
January 30, 2012

PRESS RELEASE - Board meeting actions for January 2012

To read full press release please visit [http://www.palmdalewater.org/Board\\_Actions.aspx](http://www.palmdalewater.org/Board_Actions.aspx)



29 People Reached · 2 People Talking About This  
Like · Comment · Share · January 31 at 12:57am

2 people like this.

Write a comment...



**Palmdale Water District**  
Regular Meeting of the Board of Directors

Like · Comment · View · January 20 at 1:52am



**Palmdale Water District**  
January 18, 2012

PRESS RELEASE - Palmdale Water District sponsors Free Water Efficiency Workshop



23 People Reached · 2 People Talking About This  
Like · Comment · Share · January 18 at 4:37pm

2 people like this.

 **Vernita Scott-Flanton** Excellent use of time Rob :)  
January 19 at 1:48am · Like · 1

Write a comment...



**Palmdale Water District**  
Special Meeting of the Antelope Valley State Water Contractors Association

Like · Comment · View · January 18 at 12:09am



**Palmdale Water District**  
**Board Workshop**

[Like](#) · [Comment](#) · [View](#) · January 17 at 1:31am



**Palmdale Water District** added a new photo.



20 People Reached

[Like](#) · [Comment](#) · [Share](#) · January 12 at 4:01pm

[Reina Mendez](#) likes this.

[Write a comment...](#)



**Palmdale Water District**  
**Landscape Workshop for the Cash for Grass Program — at Palmdale Water District.**

[Like](#) · [Comment](#) · [View](#) · January 10 at 11:16pm

[Robert E Alvarado](#) likes this.

[Write a comment...](#)

[Older Posts](#)





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## Palmdale Water District

Public Services · Palmdale, California [Edit Info](#)

[Edit Page](#)

Wall

Hidden Posts

Info

Insights

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About

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Board of Directors: Division 1:  
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83

like this

4

talking about this

19

were here

Likes



ACWA



State Water Con...



California Depar...

Remove from My Page's  
Favorites

Get Updates via RSS

Share

### Information

#### Description

The District was formed under the provisions of Division 11 of the Water Code of the State of California. Under the law, the District's primary functions are to acquire, control, conserve, store and distribute water for the beneficial use of inhabitants and water users within the District.

#### Address

2029 East Avenue Q, Palmdale, CA 93550 · [Get Directions](#)

#### Phone

1 661.947.4111

#### Website

<http://www.palmdalewater.org>

#### Status

Closed now, reopens tomorrow 8:00 am.

#### Hours

Mon - Fri: 8:00 am-5:00 pm

AKASHI



#### Founded

1918

#### About

Board of Directors: Division 1: Robert E. Alvarado Division 2: Gordon G. Dexter Division 3: Gloria Dizmang Division 4: Kathy Mac Laren Division 5: Steve R. Cordova General Manager: Dennis D. LaMoreaux

#### General Information

The overall objective of the District is to make available the highest quality water at the lowest possible cost.

#### Mission

" Providing high quality water to our current and future customers at a reasonable cost."

### Likes and Interests

#### Likes

State Water Contractors, California Department of Water Resources, ACWA

### Admins (2)

[See All](#)



Notifications 7

Promote with an Ad

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### Sponsored

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**Buy Antelope Valley Homes**  
beazer.com



New energy saving homes in Antelope Valley. Preview homes now to learn how you can save at [www.Beazer.com](http://www.Beazer.com)

### Time for a Smarter PBX?



Choosing a VoIP phone system for your business used to be about being cheap. Now it's about being smart. Get a free consultation today!

520 people like FreedomVOICE

### FREE subscription



Coldwell Banker View features 1000's of LA, Santa Barbara & Ventura County homes. Sign up now to get your FREE subscription!

949 people like CB View.

### Coronado Coastal Living



Explore Coronado waterfront real estate for sale

Like: 48 people like this.

### Affordable Beach Vacation



Escape to paradise without breaking the bank. Charming beachfront resort in the Caribbean offering unbeatable rates. Book now.

288 people like Coconut Beach Club (Antigua).

### MYPIC JAPAN



Our creative images will boost your sales up. Why not increase your sales simply by using our magical illustrations? Loved by 10k fans

Like: 11,585 people like this.

### Megatonn City



Homeless man turned marketing icon, Big King Cannon uses his cannon balls to clean up the streets of Megatonn City. Click here 4 more!

Like: 1,998 people like this.



- Wall
- Info
- Insights
- Likes
- Reach
- Talking About This
- Check-Ins
- Photos
- Events
- [EDIT](#)

About [Edit](#)

Board of Directors: Division 1:  
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83  
[like this](#)

4  
[talking about this](#)

19  
[were here](#)

Likes



State Water Con...



ACWA



California Depar...

[Remove from My Page's Favorites](#)  
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#### Improvements to Page Insights Data

You might notice an update to the data you see on the "Likes" and "Reach" tab of your Page Insights. We've made some changes to improve the accuracy of the information you have about the location of your audience.

[Close](#)

## Palmdale Water District Insights

Public Services · Palmdale, California · [Edit Info](#)

01/28/2012 - 02/24/2012

[Promote Your Page](#)

[Export Data](#)

### People Who Like Your Page (Demographics and Location)

[See Likes](#)

#### Gender and Age

							3.6%
Female	46%	1.2%	2.4%	11%	9.6%	18%	
		13-17	18-24	25-34	35-44	45-54	55+
Male	54%	1.2%	2.4%	11%	6.0%	20%	13%

#### Countries

- 77 United States of America
- 2 Philippines
- 1 India
- 1 Sri Lanka
- 1 Japan
- 1 Oman

#### Cities

- 30 Palmdale, CA
- 11 Lancaster, CA
- 8 Los Angeles, CA
- 2 Azusa, CA
- 2 Pasadena, CA
- 2 Claremont, CA
- 2 Quartz Hill, CA

[More](#)

#### Languages

- 74 English (US)
- 6 English (UK)
- 1 Spanish
- 1 English (Pirate)
- 1 Arabic

#### Where Your Likes Came From

☐ New Likes? ☐ Unlikes?



#### Like Sources

- 1 Admin Invite?



### Help Customers Find Your Business

If your Page represents a local business with a street location, take a few seconds to add your address and update your category.

[Add Info](#) [Close](#)

## Palmdale Water District Photos

Public Services · Palmdale, California · [Edit Info](#)

### Palmdale Water District's Photos

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**Admins (2)**

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**83**

[like this](#)

**4**

[talking about this](#)

**19**

[were here](#)

### Likes



State Water Con...



ACWA



California Depar...

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[Favorites](#)

[Get Updates via RSS](#)

[Share](#)

**Wall Photos**  
42 photos

**PWD Community Photo Gallery - 2010's**  
11 photos

**PWD Community Photo Gallery - 2000's**  
11 photos

**PWD Community Photo Gallery - 1990's**  
12 photos

**PWD Community Photo Gallery - 1960's**  
7 photos

**Profile Pictures**  
1 photo



[Notifications](#) 7

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### Sponsored

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**Create your Dream Home**  
installerswestdecorating.com



Installers West provides the lowest prices, widest selection of top-of-the-line products, fast delivery, and professional installation.

**Buy Antelope Valley Homes**  
beazer.com



New energy saving homes in Antelope Valley. Preview homes now to learn how you can save at [www.Beazer.com](#)

### Have You Gone VoIP Yet?



Choosing a VoIP phone system for your business used to be about being cheap. Now it's about being smart. Get a free consultation today!

620 people like FreedomVOICE.

### Furniture



Need Affordable Quality Furniture Check Out [YourFurnitureBroker.com](#)

[Like](#) 18 people like this.

**Metal Building Kits**  
us-buildings-direct.com



Affordable, highest-quality, Hurricane Rated Metal Buildings for all uses. Backed by a 35-year warranty. Free Online Quote & Brochure.

### Affordable Beach Vacation



Escape to paradise without breaking the bank. Charming beachfront resort in the Caribbean offering unbeatable rates. Book now.

289 people like Coconut Beach Club (Antigua).

### Coronado Coastal Living



Explore Coronado waterfront real estate for sale

[Like](#) 48 people like this.



## Danielle Henry

---

**From:** Facebook [notification+zj4oz96t0z\_9@facebookmail.com]  
**Sent:** Wednesday, February 29, 2012 2:08 AM  
**To:** Danielle Henry  
**Subject:** Your Weekly Facebook Page Update

### facebook

Hi,

During the past few weeks you may have noticed delays to your insights data. We're sorry for the inconvenience this may have caused and want you to know that we're working to resolve these issues and make sure they don't happen in the future.

Here is this week's summary for your Facebook Pages:



#### Palmdale Water District

New Likes

**1**

New Check-ins

**1**

Talking About This

**5** +400.0%

Weekly Total Reach

**25** +19.0%

[See All Insights](#) · [Promote Page](#)

[Manage Your Page](#)

This message was sent to [danielleh@palmdalewater.org](mailto:danielleh@palmdalewater.org). If you don't want to receive these emails from Facebook in the future, please click: [unsubscribe](#)  
Facebook, Inc. Attention: Department #15 P.O. Box 10005 Palo Alto CA 94303

# Top 10 Facebook Pages

## 10 Top Facebook Pages and Why They're Successful

By [Amy Porterfield](#)

Published August 31, 2010



Does your business have a Facebook page? Have you ever wondered what successful Facebook page owners are doing right? Well, look no further.

This article examines 10 of the top Facebook pages from brands you'll likely recognize. Regardless of the size of your business, you'll **discover great ideas that will help you take your Facebook experience to the next level.**

Each of these pages has incorporated unique features that have attracted hundreds of thousands (sometimes millions!) of fans and attracted the notice of major media publications. That's a pretty big feat, considering there are thousands of new pages popping up on Facebook daily!



There is no need to reinvent the wheel. Instead, **check out what others are doing and tweak these strategies to make them your own!**

### #1: Red Bull

The team behind the [Red Bull](#) page is extremely in tune with their target audience. This is evidenced in their custom apps and unique content throughout their page.

**Red Bull knows what their audience will respond to best and they deliver it.** For example, they've created a series of online games for their fans, aptly called the "Procrastination Station." The games are geared toward sports and high-impact competitions.

In addition, Red Bull created a web TV program that's highlighted on their Facebook page. There are multiple segments, many spotlighting the lives of their sponsored athletes. Not only is the web TV show a great way to align with celebrity athletes, but it is also a way to incorporate video into the page, thereby giving the audience another way to interact.

Another smart feature of Red Bull's page is their welcome tab. When a non-fan lands on their page, he or she sees the image below. Red Bull creatively **encourages fans to "Like" their page with an attention-grabbing image.** Also, they only put one thing on their welcome tab, making it very clear what they want to happen. When you add too much to your





welcome tab, your fans will get confused and likely not take any action. Less is more. **Stick to one call to action.**

**Tip:** One area you might want to **consider spending a little money on is creative design for your page.** Design, when done right, makes a great first impression for non-fans. Also, when you design your Facebook page, **pay close attention to your call to action, specifically for the “Like” button.** What can you do to grab the attention of your new viewer and encourage him or her to click on your “Like” button quickly? Red Bull’s creative design on their welcome tab does just that!



## #2: Burt's Bees

One of the best features on the [Burt's Bees](#) page is their use of photos and video. They **use the photos and videos to give a behind-the-scenes view** of their company and products.

In the image below, notice how Burt's Bees not only mentions the type of ingredients used, but they also suggest their ingredients are safe and they welcome all visitors into their lab. This is a great example of a way to promote your company and products, while adding value in the form of interesting details.

**Tip:** We all have something unique about our products or services and Facebook is one of the best places to highlight this. How can you **incorporate video or images to help you stand out from your competition?**



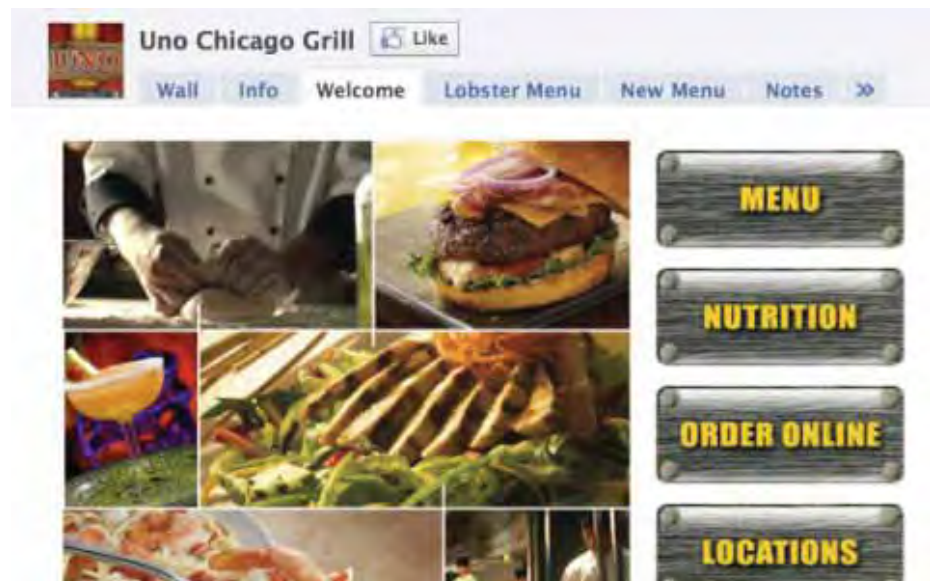
## #3: Uno Chicago Grill

[Uno Chicago Grill](#) has taken full advantage of the Facebook app FBML to highlight their menu options in an extremely appealing way. They have many tabs dedicated to specific areas of their menu and **use imagery to entice their fans**. In addition, on their welcome tab they **link to the most important areas of their website**, including locations and online ordering options. When non-fans come to their page for the first time, they **get an instant snapshot of Uno's offerings**.

In addition, Uno has incorporated a **Fan of the Week contest** on their Facebook page. Fans get their photo posted directly on the profile image of the restaurant's wall.

This is great exposure for the fan, making it a fun activity to participate in.

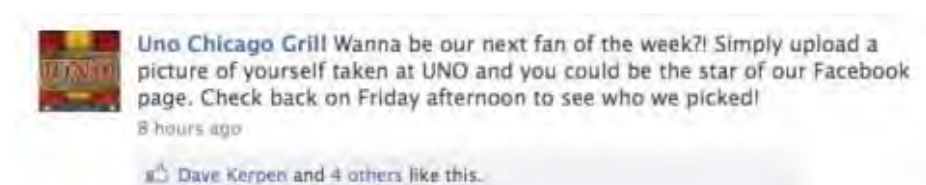
To take it one step further, Uno does something unique with their Fan of the Week contest—they **ask fans to post photos of themselves while at an Uno restaurant**, thereby encouraging fans to come in



and dine.

This is a great way to **bring their online fans into their brick-and-mortar establishment!**

**Tip:** If you have a brick-and-mortar establishment, **think of creative ways to entice your fans to visit in person.** Contests, promotions and special offers are all great ways to invite new fans to come in and check things out!

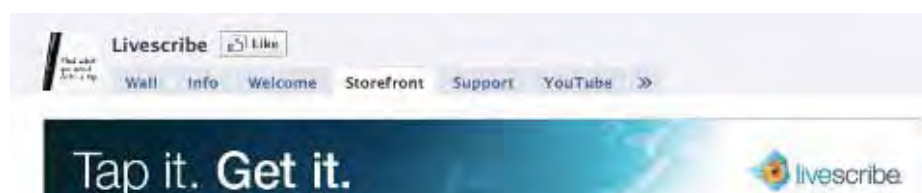


## #4: LiveScribe

[LiveScribe](#) has incorporated two features into their page to help them sell more products and cut back on support calls.

First, they've created a savvy storefront as one of their tabs. Not only can you **buy directly from the Facebook page**, but you can also **tweet about their products and post about them on your Facebook wall**. These two options help create greater exposure for LiveScribe's products. When your friends see that you're posting about a new product, it's natural for them to want to know more.

In addition, LiveScribe has incorporated a support desk directly into their Facebook page. As you can see below, you can ask a question, share an idea, report a problem or even give praise

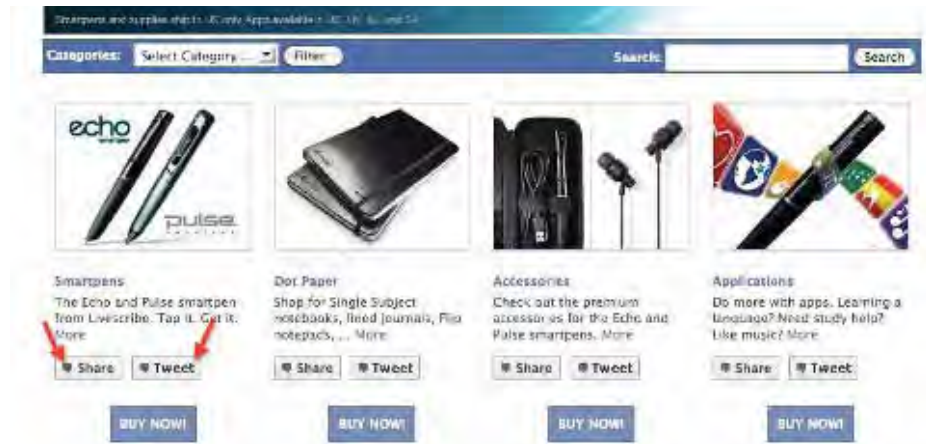




directly from their Facebook page. What's even more important is that others can see these posts. Fans and potential buyers can then **go to this tab to get answers or see what others are saying about the products.**

It's another great way to **educate fans about your products and services.** In addition, this tool can cut down service calls when executed correctly, saving your company time and money.

**Tip:** If you're providing a product or service, **consider incorporating a support feature to your page.** It's common for customers to use social media sites to post questions or complaints. If you provide a designated place for support, you're likely to keep your customers happy and turn them into repeat buyers!

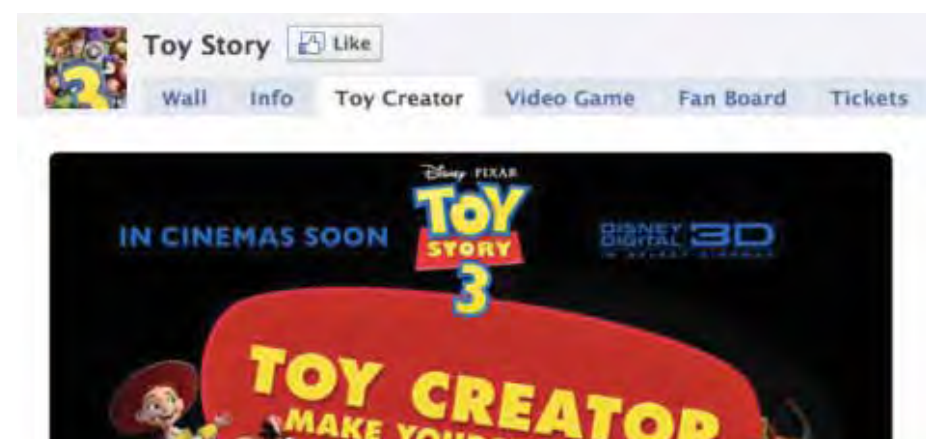


## #5: Toy Story 3

[Toy Story 3](#) has done an exceptional job of making their page both fun and functional. The fun factor is expressed in their new application, Toy Creator, where you can turn yourself into an animated toy. Both kids and adults can get in on the action and then **share their new creation on their Facebook wall (yet another viral exposure opportunity!).**

To make their page functional, they've built a tab where you can **purchase movie tickets without ever leaving Facebook.** This makes ticket buying easy and fast for their fans.

**Tip:** Keep your fans inside Facebook as much as possible. Bring your content, unique experiences and buying opportunities to them instead of making fans leave the site to interact with your



business. Your chances for greater interactions and a bigger return on investment will dramatically increase the longer you keep them on your page.



## #6: Coca-Cola

[Coca-Cola](#) has secured their spot at the top of many best-of-the-best Facebook page lists due to their innovative promotions and fun, interactive features.

Their latest promotion is the Summer Snapshot contest, where they encourage their fans to take photos with the summer Coca-Cola cans. Not only does this **get fans involved with their page**, but the contest also incorporates photos of their products with fans.

Photos are viewed more than anything else on Facebook. They go viral quickly because when a fan posts a photo, that photo is then sent out to the news feeds of all of their friends. Hundreds of thousands of potentially new fans will see these photos.

Here's an example of a photo a fan posted for the Coca-Cola contest. **Notice how others can vote on the photos?** This allows everyone to get in on the fun.





**Tip:** When creating a contest, **keep it simple**. The less your fans need to do to enter, the better. **Make it easy, fun and make sure to incorporate a sharing component so your contest spreads virally.**



## #7: Oreo

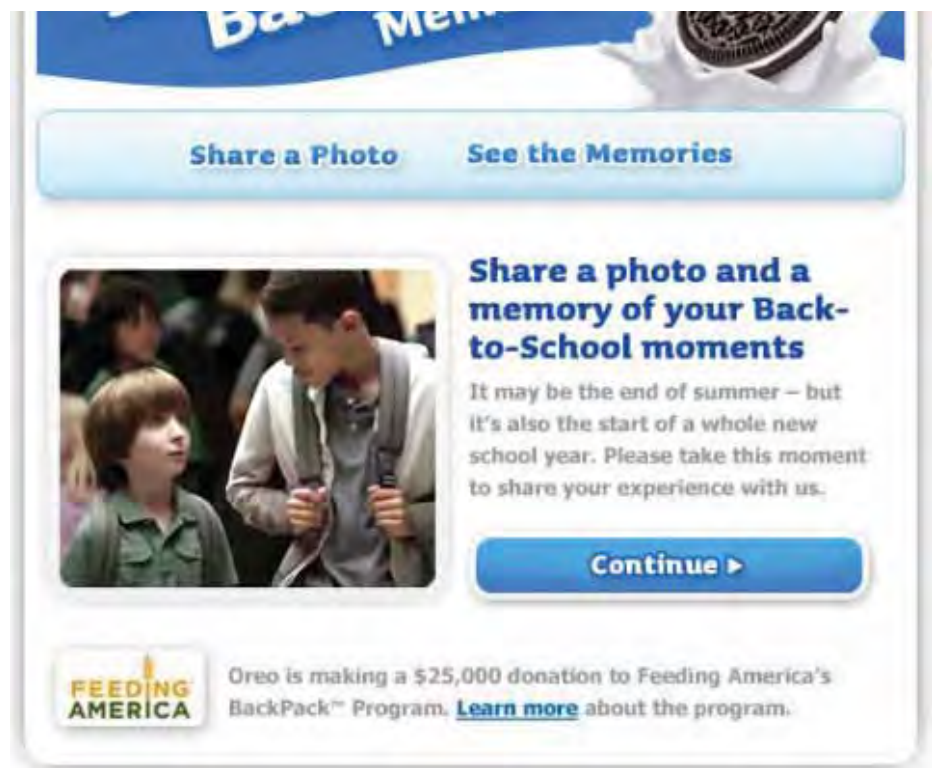
[Oreo](#) does a fantastic job of creating unique experiences for their fans. Oreo knows that their cookies have been part of many people's lives since childhood and they use this angle to **create nostalgia with their fans**. And it's working for them because they have over 8 million fans to date!

One of their latest campaigns is their "Back to School Memories" campaign where they ask their fans to share their memories and photos directly on their Facebook page. By offering unique experiences like Oreo has done with their back to school campaign, brands **create a connection to the fans**, who become loyal followers and keep coming back for more.

**Tip:** You'll get a much greater response when you **ask your fans to share something about themselves**. Ask them their thoughts, opinions and feedback and you'll be pleasantly surprised how



quickly they start talking!



## #8: Jones Soda

[Jones Soda](#) does a great job of incorporating many different ways for their fans to interact with their page. Not everyone communicates the same way, so providing multiple options is a smart strategy.

Specifically, Jones Soda does a weekly poll directly from their welcome tab. Polls are a great way to **learn more about your audience** as well as a fun strategy to **get them to interact with your page**.

**Tip: Think of different ways to get your fans to engage with you.** Polls, contests, questions, iPhone apps and videos are just a few different ways to reach your fans. All fans are different; make sure to provide options.







What is your favorite Jones Natural flavor?

**CLOSE**

What's your favorite Jones Natural flavor?

☐ Bananaberry  
☐ Strawberry Manilow  
☐ Limes with Orange  
☐ D'Peach Mode

Vote

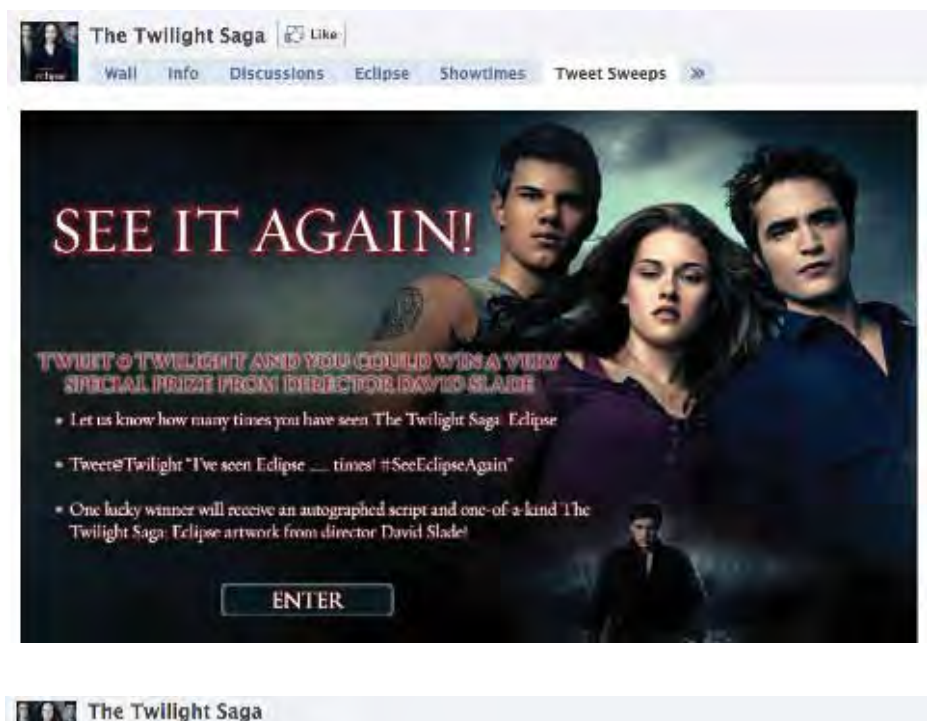
## #9: The Twilight Saga

No matter if you have seen the movies or not, you can't deny that the [Twilight Saga](#) is hot. There are two strategies they've launched on their Facebook page that you can model for your own page.

First, they've created a "Tweet Sweeps," where they encourage fans to tweet about the movies for a chance to win movie tickets. The best strategy with this type of contest is to **tell fans specifically what to tweet so there is no confusion and they can take action quickly**. Check out how they've done this in the image below:

In addition, the Twilight Saga page has taken advantage of the "Discussion" tab where fans can post topics of discussion and all fans can join in and comment. The discussion tab **creates a great sense of community and dramatically increases the engagement on the page**.

**Tip:** To encourage more conversation among fans on your page, **start a few discussion streams to get people talking**. Once this takes off, your fans will continue to post discussion topics on their own and the page engagement will grow organically.







## #10: Travel Channel

The [Travel Channel](#) has done something unique on their page that's worth checking out. They've created a space for their fans to **share how Facebook has played a part in their travel experiences**. You can post your own story or just read what others have posted. It's a creative way to **get people with similar interests to engage with your page**.

**Tip:** Facebook Stories can be incorporated on your page as well. [Go here](#) to see how it works and check out the different story themes offered.

**What do you think about the above Facebook pages?** Have you tried any of these techniques with success? Let us know! Please leave your comments below.



# Top 10 Small Business Facebook Pages: 2011 Winners!

By [Phil Mershon](#)

Published September 6, 2011

Small businesses can **stand out in a big way with Facebook**. If you're looking for some creative examples of Facebook pages from the small guys, look no further!

[More than 1400 nominations](#) came in from our contest.

Our panel of Facebook experts carefully reviewed the nominees and finalists, analyzing their landing pages, engagement, reader involvement and creative use of promotions (among other things).

None of these businesses have huge budgets, yet they have all achieved amazing success. **The following are the winners of Social Media Examiner's Top 10 Small Business Facebook Pages for 2011:**



## #1: Intrepid Travel

[Intrepid Travel](#) is an Australian travel agency specializing in creating unique travel adventures.

**Fans: 79,018**

### What the judges liked:

- Great description of company philosophy on Info page
- Appealing use of "photo of the day"
- **Keeps customers returning through mystery trips** ("surprise and delight" element) and an interactive game
- Creates customer community on Meet Others page



**Intrepid Travel** Like  
Travel/Leisure · Melbourne, Victoria, Australia



## #2: Easy Lunch Boxes

[Easy Lunch Boxes](#) makes healthy, green lunch boxes and containers.

Fans: 11,606



#### What the judges liked:

- Fabulous branding on welcome page, also making clear the incentives for liking the page
- Creative use of Photos tab
- **Excellent responsiveness** to each individual commenter
- Shares good content for moms/people raising families

### #3: SnapRetail

[SnapRetail](#) is an online marketing agency for retail stores.

Fans: 3,455



#### What the judges liked:


- Good use of quotes, links and personal stories in posts
- **Keeps it personal** through photo uploads and allowing employees to reveal their identities
- “Snappy Hour” is a great way to increase conversation, involvement and answer social media marketing questions
- Welcome tab has a good video and integration with other social media platforms

#### #4: Garden Quest

[Garden Quest](#) is an innovative Facebook gardening game that requires knowledge of gardening to win.

**Fans:** 56,719





**GardenQuest**  
The Gardening Game  
*Let's Play!*

**FULL THROTTLE**  
"No Turning Back"




**STAGE II**  
"Accelerate"

**LAUNCH**  
"All Systems Go!"





**BOARDING (BETA)**  
"We'll Begin with Group A."

**FLIGHT CHECK**  
"Forget Anything?"

**LIGHTS ON**  
"What Does This Button Do?"







Steve   Sevgi   Carol


-  Wall
-  Info
-  Welcome
-  Photos


**GardenQuest**

Games/Toys





Receive exclusive gifts for being one of the first to  us.



**GardenQuest** is a new 3D gardening game launching Summer 2011, with real-world plants, garden products, and awesome graphics.

**GardenQuest**

- Fun to play
- Earn rewards
- Learn to garden
- Sharpen your skills

powered by  
**10-20 MEDIA**

Like us to find out more!

#### What the judges liked:

- **Effective pre-launch page** and campaign – good buzz created
- Smart use of incentives for liking the page
- Fantastic interaction on the wall (getting fans to post pictures, etc.)
- Effective job of marketing its unique 3D gaming experience

## #5: Arizona Pro DJs

[Arizona Pro DJs](#) is a teen entertainment company based in Scottsdale, AZ.

**Fans:** 10,261



Arizona Pro DJs



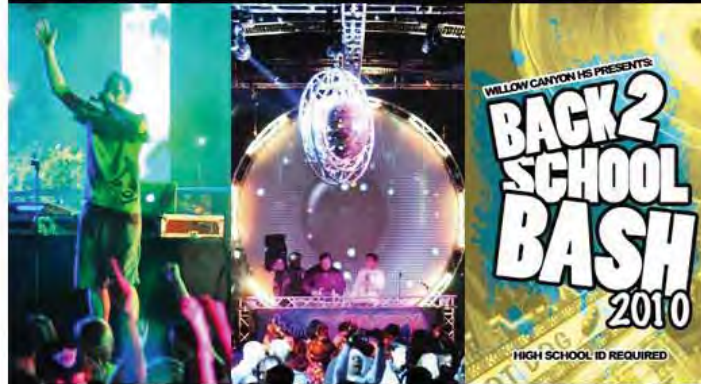
Event Planning · Scottsdale, Arizona

CLICK  
LIKE



GIVEAWAYS  
FREE MUSIC  
6 MORE! VIP INVITES TO EVENTS

WHAT DOES ARIZONA PRO DJS DO?



HIGH ENERGY ENTERTAINERS + JAW DROPPING VISUAL SHOWS + EYE CATCHING EVENT MARKETING



Wall

What the judges liked:

- Vibrant graphics appeal to the right demographic
- **Good use of prizes** for liking the page
- Great enforcement of spamming policies
- Excellent engagement practices of posting photos and music asking for feedback

## #6: Dog Training Ireland

[Dog Training Ireland](#) are dog trainers and behavior specialists based in Blanchardstown, Ireland.

Fans: 2,287



## Dog Training Ireland



Education · Blanchardstown, Ireland



### Basic Information

Founded	2004
Location	Unit 31 Premier Business Park, Dublin 11 Blanchardstown, Ireland
Hours	Mon – Thurs: 8:00 am – 9:00 pm Fri: 8:00 am – 6:30 pm Sat: 11:00 am – 2:30 pm
About	Registered Irish Limited Company 391164. VAT IE64111648
Description	<p>Passionate Dog Trainers and Behaviour Specialists.</p> <p>Ethical Dog Training and Behaviour. Working with dog owners, vets and other professionals around the country. We have no breed restrictions.</p> <p>We work successfully with dogs of all shapes, sizes and behaviours with services and processes put in place so that every dogs needs can be addressed (classes, one to one, daycare, socialisation).</p> <p>...See More</p>
General Information	<p>Dog Daycare (Mon – Fri)</p> <p>Puppies €10 Adult Dogs €15 per day, each additional dog from same family €10 Post Surgery Care upon vet referral and advice €40</p> <p>...See More</p>

### What the judges liked:

- Tons of helpful info on Info tab (might never have to visit website)
- **Good use of Facebook for customer service** (e.g., taking reservations)
- Fun video under About Us
- Great practice of posting pictures of dogs available for adoption

## #7: New Jersey Family

[New Jersey Family](#) is a magazine and resource for New Jersey kids, parents and families.

**Fans:** 2,515



## New Jersey Family



parenting · events · new jersey · Summit, New Jersey



Wall

New Jersey Family · Everyone (Most Recent)



New Jersey Family

What's one thing you wish you had a lifetime supply of (especially after experiencing the hurricane and earthquake last week)?



Wall Photos

Share · 13 minutes ago

View all 4 comments



Lorena Perez Salzmänn Electricidad

5 minutes ago



Laurie Applegate Weber Patience :)

4 minutes ago



SUMMIT MEDICAL GROUP

Congratulations New Jersey Family on being named a finalist in the Social Media Examiner's Top 10 Small Business Facebook Pages!



Finalists: Top 10 Small Business Facebook Pages

2011

[www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)

Social Media Examiner's Top 10 Small Business Facebook

Page Finalists: Vote for the winners of the Top 10 Small Business Facebook Pages

View Post · 3 hours ago

### What the judges liked:

- Great use of the avatar and photo strip
- Outstanding family-oriented content (recipes, trip ideas, free advice)
- Good customer engagement
- Fun use of Questions tab

### #8: Obeo

[Obeo](#) is a creator of online interactive visual experiences for realtors.

Fans: 2,378






See You There



Obeo Homesite allows consumers to view homes and walk into a virtual world of color, design, and style.

- Wall
- Info
- Specials!
- Events
- Reviews
- Blog
- YouTube
- Photos
- Questions
- Twitter
- Welcome

LESS

**Obeo** Like

Product/Service



Click the "Like" button above to become a fan of Obeo and receive special *Facebook Only* promotions!

**Obeo** See You There




Visual | Mobile | Social

**Watch Our 3-minute Video**  
Learn about Obeo's marketing tools in this short presentation.

**Obeo Virtual Staging**  
Make your vacant homes come to life!

**Welcome to the Obeo Facebook Page!**  
The goal of this page is to give you helpful information about Obeo products, marketing tips you can use in your business and share real estate industry news.

**About Obeo**  
Obeo is much more than a virtual tour company. While professional photography and interactive virtual tours is what we are known for, our goal is much deeper. Our tools help potential buyers dream about the possibilities of the home! Visit [Obeo.com/solutions](http://Obeo.com/solutions) for details on our products and services.

#### What the judges liked:

- Good use of incentives to like the page for Facebook exclusive promotions
- Variety in posts (blogs, pictures, trivia, links)
- Nice presentation of video and virtual staging on Welcome tab
- **Smart balance of content** on YouTube tab – informational and inspirational

## #9: Piggies & Paws

[Piggies & Paws](#) are creators of custom art from children's hand- and footprints.

**Fans:** 5,961



## Piggies & Paws, Inc. • Welcome



Product/Service



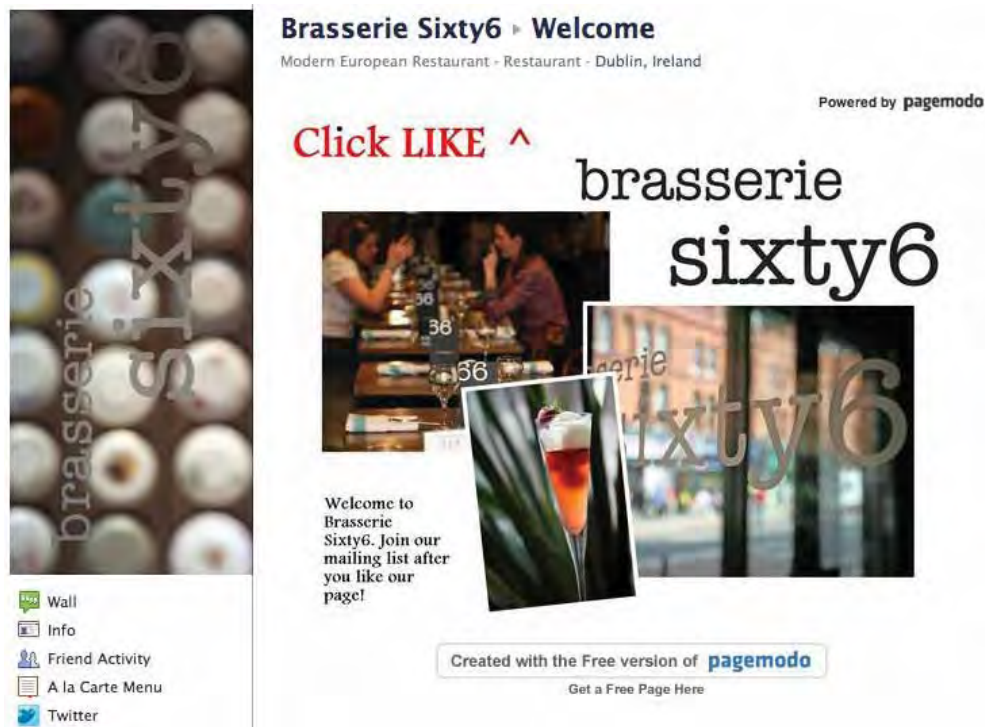
### What the judges liked:

- Fun and engaging Welcome tab (good use of Fan of the Week in avatar)
- Find an Artist Near You tab is helpful to fans wanting to host a party
- Posts are audience-appropriate
- **Consistently responsive** to fan posts

## #10: Brasserie Sixty6

[Brasserie Sixty6](#) is a modern European restaurant in Dublin, Ireland.

Fans: 4,730



**Brasserie Sixty6** ▸ **Welcome**  
Modern European Restaurant • Restaurant • Dublin, Ireland

Powered by **pagemodo**

**Click LIKE** ^

**brasserie sixty6**

Welcome to Brasserie Sixty6. Join our mailing list after you like our page!

Created with the Free version of **pagemodo**  
Get a Free Page Here

Wall  
Info  
Friend Activity  
A la Carte Menu  
Twitter

### What the judges liked:

- Excellent use of apps for displaying menu, reviews and reservations
- **Strong call to action** for joining mailing list
- Good use of videos
- Engagement on wall is personable and consistent

Congratulations to the winners. Be sure to check out these amazing pages!

## The Prizes

Each of our winners receives the following:

**A free pass to [Facebook Success Summit 2011](#):** Each company wins a pass to attend the web's largest online Facebook marketing conference.

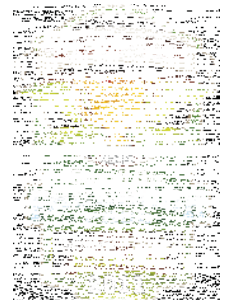
**The badge of distinction:** If you're a winner, you can post the image you see here on your blog or Facebook page and please link back to this page.

A special thanks to our judges—[Mari Smith](#) (co-author, *Facebook Marketing: An Hour a Day*), [Dave Kerpen](#) (author, *Likeable Social Media*) and [Michael Stelzner](#) (author, *Launch*)—for their participation!

**What do you think?** Share your comments in the box below.

About the Author, [Phil Mershon](#)

Phil Mershon is director of events for Social Media Examiner. He is also strategic marketing consultant specializing in customized events, mission-driven campaigns and creative communication strategies. **Other posts by [Phil Mershon](#)** »





Palmdale Water District

## Palmdale Water District



**A New Attitude, Better Service**

|



Palmdale Water District

## Topics for Today's Discussion

- Background on PWD
- Where do we get our water?
- PWD water supplies and efficiency
- Getting the Message - A New Attitude, Better Service
- Questions?



| 1

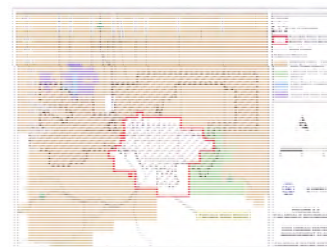
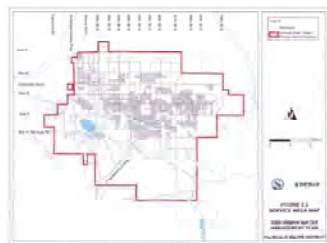


## District Background



## About Palmdale Water District

- Formed in 1886 as a private water company to supply irrigation – population of 60
- Current Customer Base
  - Residential Population: 115,000
  - Most of City of Palmdale and Adjacent Unincorporated LA County
  - Service Connections (meters): 26,500
- Size of District
  - 43 square miles in Current Service Area
  - 187 square miles in Total Service Area
- Governance
  - 5 Member Publicly Elected Board







## Palmdale Water District's Water Supply

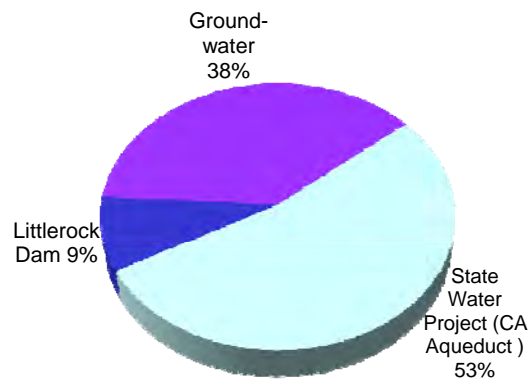
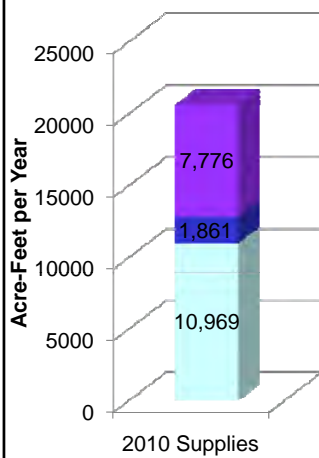


| 4



## PWD Water Supply Portfolio

### PWD 2010 Water Supply by Type



| 5



## PWD Water Supply Programs

**PWD's action plan to ensure high quality water to current & future customers:**

- Recycled Water
  - Urban and Agricultural Irrigation
  - Permitted Groundwater Recharge
- Long Term Water Transfers to increase Reliability
- Additional State Water Project Supply
- Water Use Efficiency  
(Conservation)



## Recycled Water



- PWD worked with local agencies on the planning of a community-wide recycled water backbone system.
- Developed Recycled Water Facilities Plan
  - 1,800 AF for Large Landscape Irrigation (parks, schools, golf courses, landscape medians)
  - 5,000 AF for Agricultural Groundwater Exchange
- Permitted Groundwater Recharge - PWD estimates that beginning in 2021, 6,500 to 15,000 AF of recycled water will be used to replenish the aquifer. This will allow the District to pump additional groundwater.



## Additional Future Water Supplies

- Long Term Water Transfers
  - Transfers will increase SWP reliability and provide additional supply for storage
- State Water Project (SWP)
  - Increase supply and California Aqueduct capacity from current 21,300 AF

| 8



## Water Use Efficiency (Conservation)



| 9





## PWD promotes efficient water use

- **Allocation Based Rate Structure**
- **New Technology**
- **Landscape Management**
- **Planning For Our Community's Needs**



| 10



## New Technology Rebate Programs

- **SMART Certified Irrigation Controllers**  
Automatically adjusts irrigation times and amounts to match weather patterns
- **High Efficiency Sprinkler Heads**  
Provide more efficient spreading of water on irrigated areas
- **High Efficiency Appliances**  
Clothes washers, dishwashers, low-flow toilets

| 11



## Landscape Management Workshops

- Landscape Workshops
  - Cash for Grass Landscape Design and Planning (3 part series)
  - Evaporation/Transpiration (ET) Irrigation controllers
  - Landscape Irrigation
  - Mulching / Composting
  - Finding and Fixing Leaks
  - Landscape Color Design
- Related Rebates
  - Cash for Grass

| 12



## Energy Use Efficiency



| 13



## Overall Pump and Well Operation

- PWD Staff Meets Regularly With Our SCE Account Manager to take advantage of the best rates offered
- Utilizes a “most efficient pump first” Philosophy for Operational criteria in staging pump and well energy usage to meet demands
- Off Peak production using seasonal and diurnal curves through SCADA Scheduling

| 14



## Hydro- Electric Plant



The 240 kW hydro-turbine allowing PWD to generate electricity from the water flowing from the California Aqueduct into Palmdale Lake completed in June, 2008

| 15



## Net-Metered Wind Turbine



Completed construction of it 950 kW (kilowatt) wind turbine located at Palmdale Lake in August, 2004

| 16



## Net-Metered Maintenance Yard Solar Panels



Developed a 30 kW solar array to convert sunlight into electricity whenever sunlight is present . The installation of this project was completed in January, 2003

| 17



## Planning for our Community's Needs

Water is a precious commodity, particularly in desert communities like ours. Ensuring an adequate supply for a growing population requires not only conservation but long-term planning as well. In 2011, we will:

- Update our Strategic Plan
- Complete Urban Water Management Plan
- Adopt a Strategic Water Resources Plan for Water Supplies for New Development

| 18



## Getting the Message

**The Palmdale Water District Leadership hears and responds to its customers.**

- New Direction
- More Transparency
- Cost Containment
- Greater Intergovernmental Cooperation

| 19





## A New Direction

- **Rate Freeze** One of the first steps the Palmdale Water District Board of Directors took was to freeze the water rates and order a review of the entire rate structure.
- **A New General Manager** was hired and directed to review the entire staffing structure with a focus on the District's commitment to its customers.
- **A Strategic Review** of the organization was ordered with an emphasis on operational changes to ensure better customer service, cost containment, water replacement projects, and reliability of water supply.

| 20



## Creating More Transparency

- **Palmdale Water District** has embarked on an effort to foster more community participation. This starts with making sure the media has the information it needs to ensure the community is aware of the District's activities.
- **Greater Community Outreach** will begin this year with the leadership of the district delivering briefings at local service clubs and community organizations. All District customer communications including our website, newsletter and other mailings are being reviewed with an eye to providing more accurate and timely information to our customers.

| 21



## Cost Containment

- Over \$1,000,000 in Budget Cuts prior to Approving 2010 and 2011 Budgets
- Mid-Year 2010 Budget Adjustments Totaling over \$1,500,000 in Reductions by Delaying Lower Priority Projects that are not essential to meet current customer needs
- Reduced use of Consultants and Maintenance Contractors
- Accelerated Bidding Process for Water Main Replacement Projects to take Advantage of the Current Low Prices
- Staff Cooperation in Managing 2010 Budget- Departmental Expenses Nearly 10% Below Approved Budget

| 22



## Greater Intergovernmental Cooperation

- **Litigation** spends precious taxpayer dollars. Palmdale Water District has renewed its efforts to try to reach settlement on pending issues with the City of Palmdale and the Groundwater Adjudication.
- **Palmdale School District** and other large volume customers will be receiving personal visits from the Palmdale Water District leadership to facilitate discussions on how to better serve their short-term and long-term needs.
- **Legislative Briefings** are being prepared for Congressman McKeon, BOE Member Runner and Assemblyman Knight and Supervisor Antonovich and their staffs to ensure better Intergovernmental cooperation.

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## For More Information

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### Gordon Dexter, Board President

Palmdale Water District  
2029 E Avenue Q  
Palmdale CA 93550  
(661) 947-4111, x115

### Linda Godin, Treasurer

Palmdale Water District  
2029 E Avenue Q  
Palmdale CA 93550  
(661) 947-4111, x115

### Dennis LaMoreaux, General Manager

Palmdale Water District  
2029 E Avenue Q  
Palmdale CA 93550  
(661) 947-4111, x117



# Questions?



## ADDITIONAL SLIDES

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## Where Does California Get Its Water?

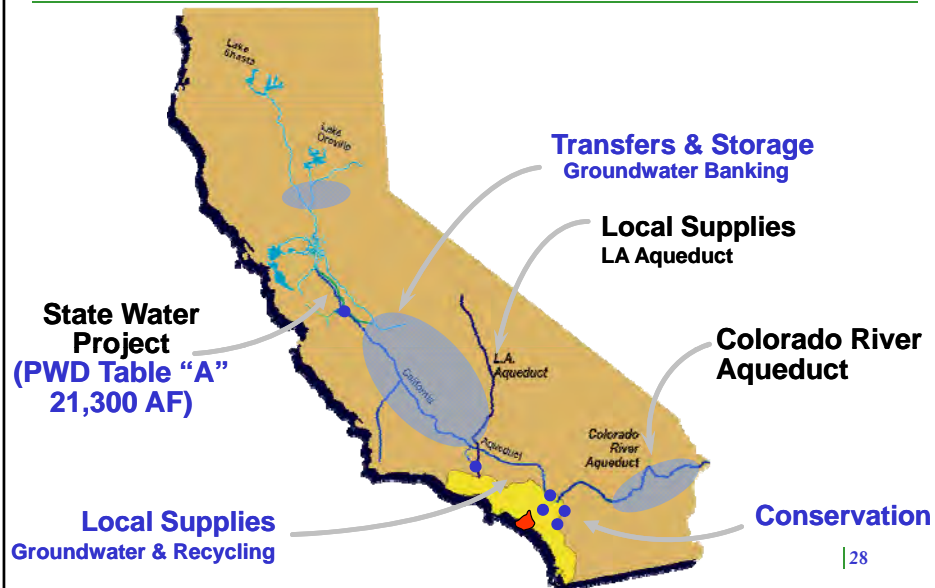


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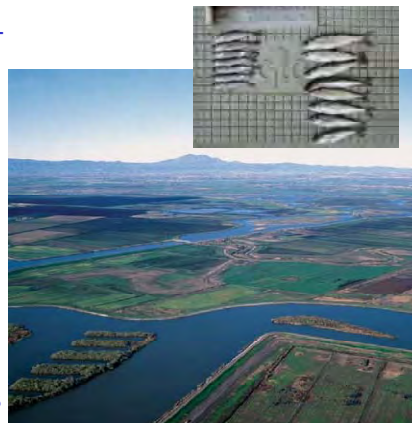


## Major Sources of California Water



## Crisis Point - San Francisco Bay Delta Estuary

- Key hub for water supply statewide – **60% of Southern California's Imported water**
- Highly disturbed and altered ecosystem
- Invasive plant and fish species
- Heavy agricultural use and degradation, housing encroachment
- Seismically unstable levee system
- Multiple endangered & listed species (Delta Smelt, Salmon, others)
- Export pumps in vulnerable area with poor water quality



**Unsustainable** from water supply and environmental perspective



## Allocation Based Rate Structure

- **Water Budget:** Adjusts allocation based upon land use, indoor use, and landscaping needs for all customers
- **Economic Incentive/Impact:** Encourages efficient use of water through a sharply tiered pricing system
  - economic incentive for efficient use
  - places economic impact on inefficient water users
- **Fair Premise:** those who overuse pay more, those who use *what they need*, pay much less



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## Allocation Based Rate Structure Goals

- Funds Water conservation programs and Customer incentives
- Funds Additional / New Water Sources
- **Identify Overuse:** water bill functions as “report card”



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## Grocery Store vs. PWD

### Store

\$1.20 =

1 gallon of water

### PWD

\$0.0056 =

1 gallon of water  
(based on 1" meter  
and 15 units  
consumption)

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## Store vs. PWD

**11,220 gallons is typical month's consumption  
(15 units)**

- Store cost \$13,464/month without home delivery (\$1.20/gal.)
- PWD cost \$66.39/month and includes home delivery

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