



# 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)

LAGERLOF, SENECA, GOSNEY & KRUSE LLP  
Attorneys



## Board of Directors

ROBERT E. ALVARADO  
Division 1

GORDON G. DEXTER  
Division 2

GLORIA DIZMANG  
Division 3

KATHY MAC LAREN  
Division 4

STEVE R. CORDOVA  
Division 5

October 4, 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, October 8, 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 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.

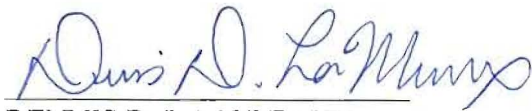
PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will 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 September 10, 2012.

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

- 4.2) Discussion of next issue of Water News. (Water Conservation Supervisor Roberts)
- 4.3) Discussion of "Before the First Drop" marketing campaign. (Chair Dizmang)
- 4.4) Discussion of District participation in the Antelope Valley Veterans Parade on November 3, 2012 in Lancaster. (Committee Member Alvarado)
- 4.5) Consideration and possible action on adding Section 4.10 – Directors' Social Media Communications Policy to PWD Rules & Regulations. (Chair Dizmang)
- 5) Old Business.
  - 5.1) Status of water cost comparison with different water districts and comparison to gas and electricity costs. (Chair Dizmang)
- 6) Information Items.
  - 6.1) Update on landscape workshops. (Water Conservation Supervisor Roberts)
  - 6.2) Status report on enhancing the District's web site and social media presence. (Information Technology Manager Stanton/Water Conservation Supervisor Roberts)
  - 6.3) Other.
- 7) Board members' requests for future agenda items.
- 8) Adjournment.



DENNIS D. LaMOREAUX,  
General Manager

DDL/dh



## High Desert-California Friendly Plant of the Month

### Toyon (*Heteromeles arbutifolia*)

Toyon, also called the Christmas Berry is an evergreen shrub to small tree that usually grows to 6-8 ft. high and 4-5 ft. wide. The Toyon is an evergreen multi-stemmed tree that can grow 15-20' tall. It has white flowers in summer and red berries in winter. The Toyon makes a good screen or specimen plant, it is native to much of California, and is drought tolerant after the first few years. It is relatively fire resistant, likes full sun, but tolerates full shade. The berries are kind of edible but awful and contain cyanide compounds that are deadly if you eat several pounds of berries.

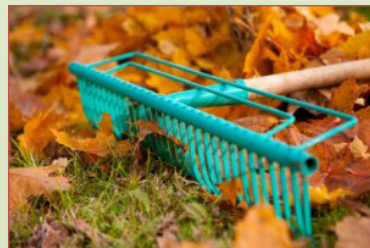


## LANDSCAPE PLANTING IN OCTOBER

October is the month when we see our first true days of autumn. In Southern California our mild climate makes it possible to plant all year-round, but fall is one of the best times of the year to garden: the soil is still warm and the rainy season (if it rains) is near. As the temperatures cool working in the garden becomes more pleasant. In fact, the only drawback is the days become shorter. October is the peak month for planting cool season flowers and vegetables. Cool season plants thrive in the warm days and cool evenings and the soil stays warm, which gets plants off to a good start, although you won't be able to enjoy their colour until spring. October is also the choice month for planting perennials. Planting them now will allow them to develop a strong root structure.

**Trees and shrubs:** October - a great month to shop for trees and shrubs as they're showing their true colours at the nursery. Planting can take place now and over the next several months letting strong healthy roots develop over the winter.

## October's Free Landscape Workshop



This is the last Landscape workshop at the college for this year.  
Seating is limited so come early.

### "How to Prepare Your Landscape for Fall"

AV College  
Saturday October 20th  
9:00 am -12:00 pm  
Room TE3  
Park off J-8 in lot 16

### 2012 Board of Directors

**Robert E. Alvarado**  
Division 1

**Gordon G. Dexter**  
Division 2

**Gloria Dízmang**  
Division 3

**Kathy MacLaren**  
Division 4

**Steve R. Cordova**  
Division 5

**General Manager**  
Dennis LaMoreaux

### Palmdale Water District Contact Information

**Water News, Water Conservation**  
Claudette • 456-1020

**Engineering, Planning Information**  
Matt • 456-1018

**Water Treatment, Production,  
Water Quality**  
Peter • 456-3009

**Board Meetings,  
General District Information**  
Dawn • 456-1003

**Employment Opportunities**  
Jeannie • 456-1048

**Billing, Customer Service**  
947-4111, Option 2

**Water Waste Hotline**  
456-1099 • M-F 7am-5pm  
Weekends • 947-4114

# PALMDALE WATER DISTRICT Water News

OCTOBER 2012

AGENDA ITEM NO. 4.2

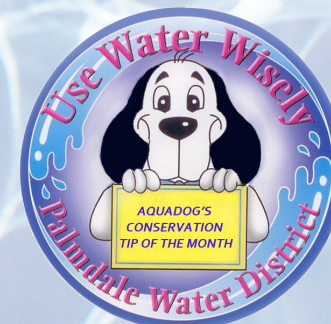


### BOARD MEETINGS

**Oct. 10th / 7:00 p.m.**

**Oct. 24th / 7:00 p.m.**

The Board of Directors meetings are held twice a month. Board meetings are open to the public and held at the District office at 2029 East Ave. Q in Palmdale at 7:00 pm. Complete information on Board meetings is posted on PWD's web site: [www.palmdalewater.org](http://www.palmdalewater.org)



### Adjust Sprinkler Controllers

You can literally save thousands of gallons of water with the proper setting of your irrigation controller. But you can't just set it and forget it. You need to change the watering schedules with the changing seasons, and when it rains. Water budget allocations decrease as the weather becomes cooler. Remember to reduce your watering times in cooler weather to avoid unnecessary high water bills.

## New Informative, Convenient Water Bill Format

Palmdale Water District is pleased to present to our customers a new more informative water bill format that enables our customers to view a clear picture of their water use. There are several new features added to the bill format, the most important change that customers should be aware of is that there will be NO MORE separate late notices sent out. See the new bill format highlights and information on the inside pages.

Each PWD customer receives a personalized water budget each month designed to meet their specific indoor and outdoor needs. This means that no matter the size of your household or yard, you should be able to remain within your water budget and pay the lowest available cost. Residential water budgets are calculated based on each customer's lot size, landscape area, actual weather data, and the number of residents in each home. Residential water budgets vary from month to month based on the weather. Commercial water budgets are calculated based on a three year rolling average of each commercial customer's water use. If your business has a separate landscape irrigation service, the water budget is based on the size of the landscape area actual weather data, and other factors.

To stay within your monthly allocation it is important to fix all indoor and outdoor leaks as soon as possible, a small drop of lost water brings your water bill up. It also is very important to adjust water use as the weather changes. Take advantage of PWD's rebate programs: toilet rebates, washing machine rebates, MP rotator rebates, smart controller rebates and PWD's "Cash for Grass" program. Give us a call we are here to help. (661) 947-4111 or look online for helpful water saving tips [www.palmdalewater.org](http://www.palmdalewater.org).



Find us on  
FACEBOOK

Check out Palmdale Water District's Community Photo Galleries on Facebook to view the District's decades of proud service in the community.!

**Water News for Customers of the Palmdale Water District (661) 947-4111**  
[www.palmdalewater.org](http://www.palmdalewater.org)

### IMPORTANT NOTICE TO PALMDALE WATER DISTRICT CUSTOMERS

#### (No More Separate Late Notices)

Customers will no longer receive separate late notice billing. Monthly water bills will state the amount you owe with a pay by this date and the amount to be paid after the due date. To prevent additional charges please send your payment in before the due date.

The Water District is making every effort to reduce costs. Sending only one bill will save the District and customers thousands of dollars. Paying late does cost customers approximately 10% more per month. Pay in time and save!



# PWD Presents New Informative Water Bill

## 5 Section 5: Historical Information

This section provides a 12 month historical graph on your water use. If you notice a month that looks extremely out of scale compared to the rest of the months you might need conservation assistance. Call (661) 456-1020 for help.

## 6 Section 6: Allocation Information

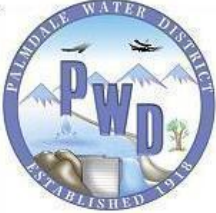
The information in this area was used to calculate your monthly allocation or water allowance for the month. For single-family residential four people in the home is the default number. If you have more than four people living in your home please fill out a Variance form provided by PWD.

## 7 Section 7: Important Messages and Upcoming Events

Watch for PWD news, landscape workshops and other events to come.

## 8 Section 8: Smart Phone On-line Access

This section provides a scan code that allows you to use your smart phone to get access to your account on-line.



**PALMDALE WATER DISTRICT**  
2029 E AVENUE Q  
PALMDALE, CA 93550

[DRAFT]

004035400003704000037041

JOHN DOE  
1465 NORTHSIDE DRIVE LAKE AVE  
SAN DIMAS, CA 91773 4220

Your account is scheduled for automatic drafting  
- do not send payment!

Name	John Doe
Service Address	1465 Northside Dr Lake Ave
Account Number	12345678-1234567
Past Due Balance <small>Pay immediately to avoid 48 hour disconnection notice</small>	\$43.00
Current Due by 8/26/12	\$84.95
**Current Due if paid from: 8/27/12 - 9/11/12	\$93.44
Amount Paid	\$

Please make checks payable to: Palmdale Water District

PALMDALE WATER DISTRICT  
2029 E AVENUE Q  
PALMDALE, CA 93550

Please remit top portion of statement with your payment.

**REGULAR BILL**

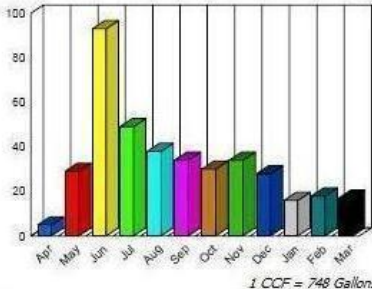
Service Addr: 1465 Northside Drive Lake Ave, Palmdale, CA      Billing Period: 6/25/12 - 7/25/12 = 30 Days

Account Name	Account Number	Location #	Customer #	Bill Date	Bill #	Loc. Class / Zone	Security Code
John Doe	12345678-1234567	12345678	1234567	8/1/2012	1234567	SFR-BASE	BZ10234525DDW

Meter Number	Meter Size	Previous Read	Current Read	Usage	UOM	ERT Number	Multiplier
WA408340	1"	2,000	2,017*	17	CCF	123456789	1

\* Estimated Reads

**12 Month Historical Usage by Month**



1 CCF = 748 Gallons

The following information was used to calculate your allowance:

Your Allocation Details	
Assigned Landscape Area (Sq. Ft.):	7,000
Assigned Number of Residents:	4
ETo for this Billing Period:	3.03
	<b>CCF</b>
Billing Period Indoor Allocation:	10
Billing Period Outdoor Allocation:	8
Billing Period Total Allocation:	18
Total Usage:	17
Usage per Day:	0.55

**Important Messages:**  
The District encourages customers to utilize our website to manage your account; however, we will continue to accept checks issued by your bank's BillPay service or checks received via U.S. Mail.  
  
Free Landscape workshop on Saturday, January 28th. Call Linda at 661-456-1001 to reserve your space!

Please pay by cash or money order only!

**Customer Service Information:**  
For Billing Inquiries: (661) 947-4111  
Office Hours: Monday - Friday from 8am - 5pm  
Closed: Saturday - Sunday, and Holidays  
Manage and pay your account at [www.palmdalewater.org](http://www.palmdalewater.org)

\*\*Note: This amount reflects a 10% late fee penalty.

1

1

Section 1: Important Due Dates

You will **NOT** receive a late notice by mail. Please pay attention to due dates to avoid possible late charges. Past due amounts must be paid immediately to avoid 48-hour disconnection notice.

2

2

Section 2: Customer and Billing Information

There is a list of all meter numbers, the meter size and the previous and current reads for your property. Residential customers usually only have one meter, but commercial and other accounts may have several meters.

3

3

Section 3: Account Information

This section provides detailed information on your current charges, your current account activity charges, past due charges, previous balance and all payments and credits. The last amount shows your "Account Balance."

4

4

Section 4: Customer Service Information

This section provides office hours and a number to call for billing inquiries.