



PALMDALE WATER DISTRICT

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

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

LAGERLOF, SENECA, GOSNEY & KRUSE LLP
Attorneys



April 19, 2012

*Agenda for Regular Meeting
of the Board of Directors of the Palmdale Water District
to be held at the District's office at 2029 East Avenue Q, Palmdale
Wednesday, April 25, 2012
7:00 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) Pledge of Allegiance.
- 2) Roll Call.
- 3) Adoption of Agenda.
- 4) Public comments for non-agenda items.
- 5) Presentations:
 - 5.1) Cash for Grass Rebate Program. (Water Conservation Supervisor Roberts)

- 5.2) Presentation on water conservation. (Water Conservation Supervisor Roberts)
- 6) Action Items - Consent Calendar (The public shall have an opportunity to comment on any action item as each item is considered by the Board of Directors prior to action being taken.)
 - 6.1) Approval of minutes of regular meeting held April 11, 2012.
 - 6.2) Payment of bills for April 25, 2012.
 - 6.3) Approval of Resolution No. 12-4 Authorizing the Purchase of Tax-Defaulted Properties. (Engineering Manager Knudson)
 - 6.4) Approval of Resolution No. 12-5 Consenting to Join the Health Benefits Program of the ACWA Joint Powers Insurance Authority, Ratifying the Action of the ACWA Health Benefits Authority Board of Directors to Terminate the Health Benefits Authority Joint Powers Agreement, and Authorizing and Directing the District to Execute All Necessary Documents. (General Manager LaMoreaux)
- 7) Action Items - Action Calendar (The public shall have an opportunity to comment on any action item as each item is considered by the Board of Directors prior to action being taken.)
 - 7.1) Reconsideration and possible action on Resolution No. 10-20 Amending Appendix M, the Bid Procurement and Change Order Policy, of the Rules and Regulations of the Palmdale Water District to Include Provisions Prohibiting the Requirement of Project Labor Agreements and Other Anticompetitive Measures Except Where Otherwise Required by State or Federal Law. (Director Dizmang)
 - 7.2) Consideration and possible action on Resolution No. 12-6 to Grant Another Designated Period for Two-Years Additional Service Credit. (Personnel Committee/Human Resources Manager Burns)
 - 7.3) Consideration and possible action on proposals for preparation of Local Groundwater Assistance (LGA) grant application. (\$50,000.00 – Non-Budgeted – Water Supply & Reliability Committee/Engineering Manager Knudson)
 - 7.4) Consideration and possible action on award of contract for Specification No. 0902, being the water main replacement in Division St., Carolside Ave., Glenraven Ave., Stanridge Ave., 3rd St. E., Sumac Ave., Ave. Q-3, Ave. Q-4, and Ave. Q-7. (Option A - \$1,025,000; Option B - \$625,000.00 – Budgeted – Engineering Manager Knudson)
 - 7.5) Consideration and possible action on hosting a one-day plant sale and District conservation programs. (\$3,476.00 - Budgeted – Outreach Committee/Water Conservation Supervisor Roberts)
- 8) Information Items:
 - 8.1) Reports of Directors: Meetings/Committee Meetings/General Report.
 - 8.2) Report of General Manager.

- 8.3) Report of Attorney.
- 9) Public comment on closed session agenda matters.
- 10) Closed session under:
 - 10.1) Government Code Section 54956.9(a), existing litigation: *Antelope Valley Ground Water Cases*.
 - 10.2) Government Code Section 54956.9(a), existing litigation: *City of Palmdale vs. Palmdale Water District, Case No. BC413432 (Rate Litigation)*.
 - 10.3) Government Code Section 54956.9(a), existing litigation: *City of Palmdale vs. Palmdale Water District and Palmdale Water District Public Facilities Corporation, Case No. BC413907 (Validation Action)*.
 - 10.4) Government Code Section 54956.9(a), existing litigation: *Palmdale Water District vs. City of Palmdale, Case No. BC420492 (Recycled Water Litigation)*.
 - 10.5) Government Code Section 54956.9(a), existing litigation: *United States, et al. v. J-M Manufacturing Company, Inc., et al., United States District Court for the Central District of California Case No. ED CV06-0055-GW*.
 - 10.6) Government Code Section 54956.9(a), existing litigation: *Central Delta Water Agency vs. Department of Water Resources, Sacramento Superior Court Case No. 34-2010-80000561*.
- 11) Public report of any action taken in closed session.
- 12) Board members' requests for future agenda items.
- 13) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dd



Water Conservation

Reliable Water for the Future

Legislation
Reporting
Rebates



The Water Code “ACT” established in 1943

- Water resources of the State shall be put to beneficial use to the fullest extent of which they are capable
- Waste or unreasonable use or unreasonable method of use of water be prevented
- Any public entity which supplies water at retail or wholesale for the benefit of the public shall adopt and enforce a water conservation program
- To reduce the quantity of water used by those persons for the purpose of conserving the water supplies of the entity.



The Water Code “ACT” established in 1943

14 Demand Management Measures

- (A) Water survey programs for single-family residential and multifamily residential customers.
- (B) Residential plumbing retrofit.
- (C) System water audits, leak detection, and repair.
- (D) Commodity rates for all new connections and retrofit of existing connections.
- (E) Large landscape conservation programs and incentives
- (F) High-efficiency washing machine rebate programs.
- (G) Public information programs.
- (H) School education programs.
- (I) Conservation programs for commercial, industrial, and institutional accounts.
- (J) Wholesale agency programs.
- (K) Conservation pricing.
- (L) Water conservation coordinator.
- (M) Water waste prohibition.
- (N) Residential ultra-low-flush toilet replacement programs



Conservation Legislation

- **1943 The Water Code "ACT"** - Any public entity which supplies water at retail or wholesale for the benefit of the public shall adopt and enforce a water conservation program (Demand Management Measures, (DMMs))
- **1956 DWR**-Assists local water districts in water management and conservation activities
- **1983 Urban Water Management Planning Act**- The Basic purpose of the UWMP is for urban water suppliers to develop plans to actively pursue the efficient use of available supplies. (Due every five years outlining DMM's)
- **1990 AB 325 "The Water Conservation in Landscaping Act"**- Model Water Efficient Landscape Ordinance drafted and approved by DWR
- **1991 California Urban Water Conservation Council (CUWCC)** was created to increase efficient water use statewide



Conservation legislation Continued...

- **2004 AB2717 CUWCC Stakeholder Task Force-** 43 recommendations pertaining to and updating the AB325 "Model Efficient Landscape Ordinance"
- **2006 AB1881 Water Conservation In Landscaping Act of 2006-** updating the AB325 "Model Efficient Landscape Ordinance" and requiring separate water meters on connections with 5000 square feet of landscaping (not residential)
- **2009 AB1420-** Eligibility for urban water management grants or loan from DWR, SWRCB & CBDA (Ca Bay-Delta Authority) based on implementation of DMM or council members BMPs
- **2009 SBX7-7-** Promote urban water conservation standards that are consistent with the CUWCC's BMPs, 20 percent reduction in GPCD by 2020 and 10 percent on or before 2015
- **2010 20x20x20 Conservation Plan-** Seven part comprehensive plan to improve the Sacramento-San Joaquin Delta. In part to reduce statewide per capita urban water use by 20 percent in the year 2020



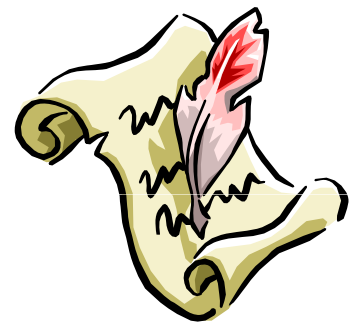
California Urban Water Conservation Council

- CUWCC was founded in 1991
- CUWCC was created to increase efficient water use statewide through partnerships among three groups (1) Urban water purveyors, (2) Public interest organizations (environmental groups) and (3) private entities (irrigation suppliers or consultants)
- The council's goal is to integrate urban water conservation BMP's into planning and management of California's water resources



CUWCC- Memorandum of Understanding

- California's economy, quality of life and environment depend in large upon the water resources of the state.
- To reduce long-term urban demands the council has developed conservation practices that are referred to as "Best Management Practices" or BMPs (Same as the Water Code's DMMs)
- The District signed the MOU on August 13, 2008





BMP Reporting to DWR

PWD reports BMP activity every two years using CUWCC forms that are then reported to DWR

DWR's/ CUWCC reporting methods

- 1) Traditional reporting each BMP
- 2) Flex Tract (foundational BMPs plus other programs equal to programmatic BMPs)
- 3) GPCD (foundational BMPs plus calculation of GPCD)

PWD reports using the GPCD method (Foundational BMPs)

(1) Agency operations

- a. System Water audits, Leak detection and repair
- b. Metering with commodity rates for all new customers
- c. Water conservation coordinator
- d. Water waste prevention "PWD's Water Waste Policy"



BMP Reporting Continued

(2) Public Outreach- Agencies shall maintain an active public information program to promote and education customers about water conservation

Minimum Requirements

- 1) Contacts with the public (minimum 4 times per year at least quarterly)
 - 2) Water supplier contacts with media (minimum 4 times a year at least quarterly)
 - 3) An actively maintained website that is up dated regularly
 - 4) Description of materials used to meet requirements
 - 5) Annual budget for public outreach program
 - 6) Description of all other outreach programs....
- Newsletters articles
 - Flyers, brochures ,bill stuffers
 - Media outreach- Press releases, written editorials TV, radio
 - Presentations
 - Events, booths at fairs
 - Landscape workshops
 - General water conservation information



BMP Reporting Continued

(3) School Education Programs- have been implemented to reach the youngest water users at an early age and enforce the need to engage in water conservation as a life-long behavior.

Minimum Requirements:

- 1) Materials distributed to K-6 students. When possible 7-12
 - 2) Material must meet state education framework requirements.
 - 3) Description of materials used
 - 4) Annual budget for school education programs
 - 5) Description of all other programs
- Classroom presentations
 - Conservation contests- poster, jingle, essays
 - Staffing booths at event fairs
 - Large group assemblies
 - Teacher training workshops
 - Science Fair judging
 - Tours to treatment plants, recycling facilities, water conservation gardens
 - Career fairs workshops



BMP Reporting Continued

(4) and GPCD to meet the Governor's 20x20x20 Conservation Plan

- Four methods on how to report GPCD
- District reports using Method #1- Baseline daily per capita water use (1997-2006 baseline 212.3)
- Current GPCD

Targets/ Compliance (SBx7-7)
Target summary
Method #1-

<u>2015</u>	<u>2020</u>
191.3	170.1

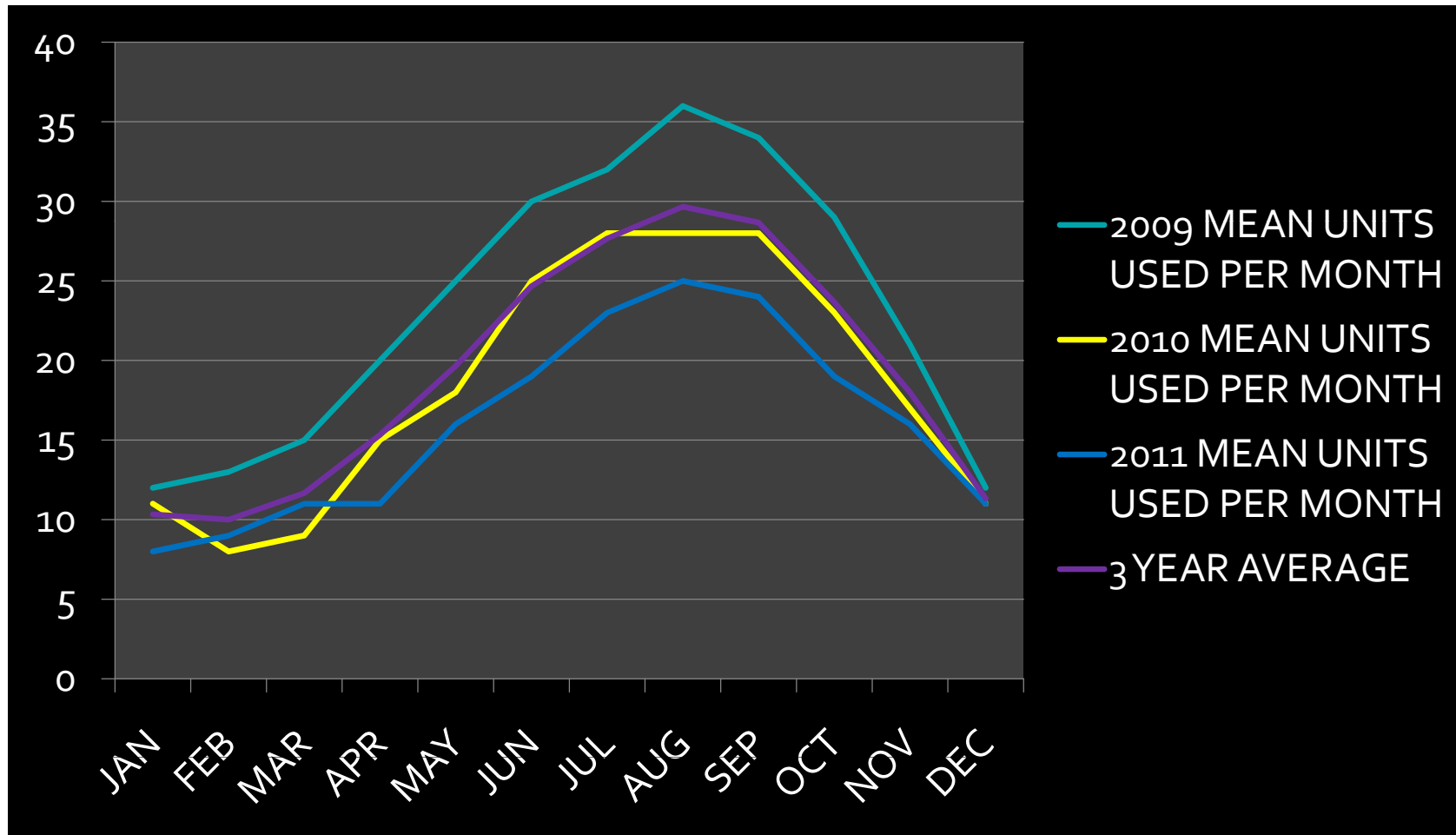
PWD reached target in

<u>2010</u>	147.2 gpcd
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<u>2011</u>	151.0 gpcd
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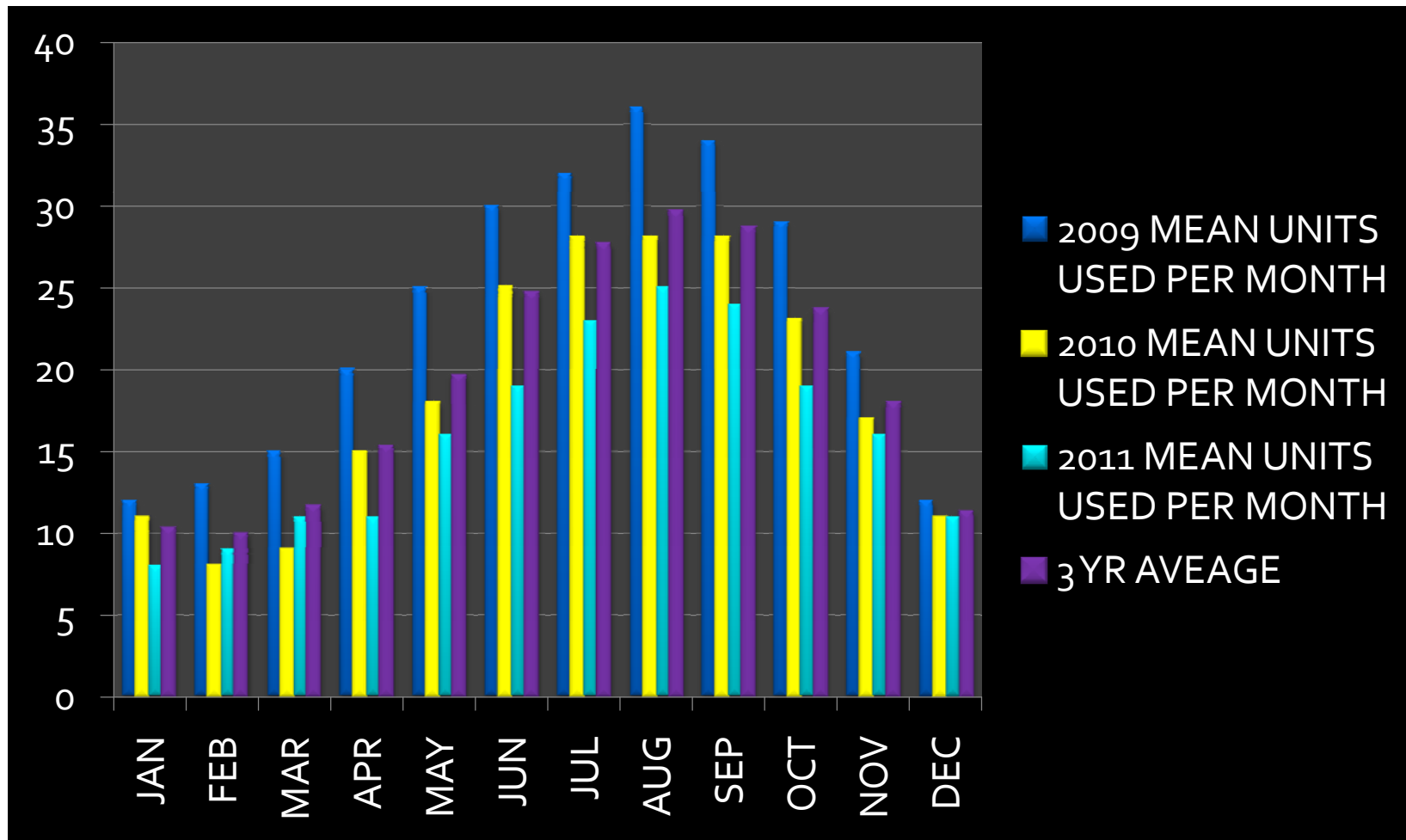


Cash for Grass Water Use





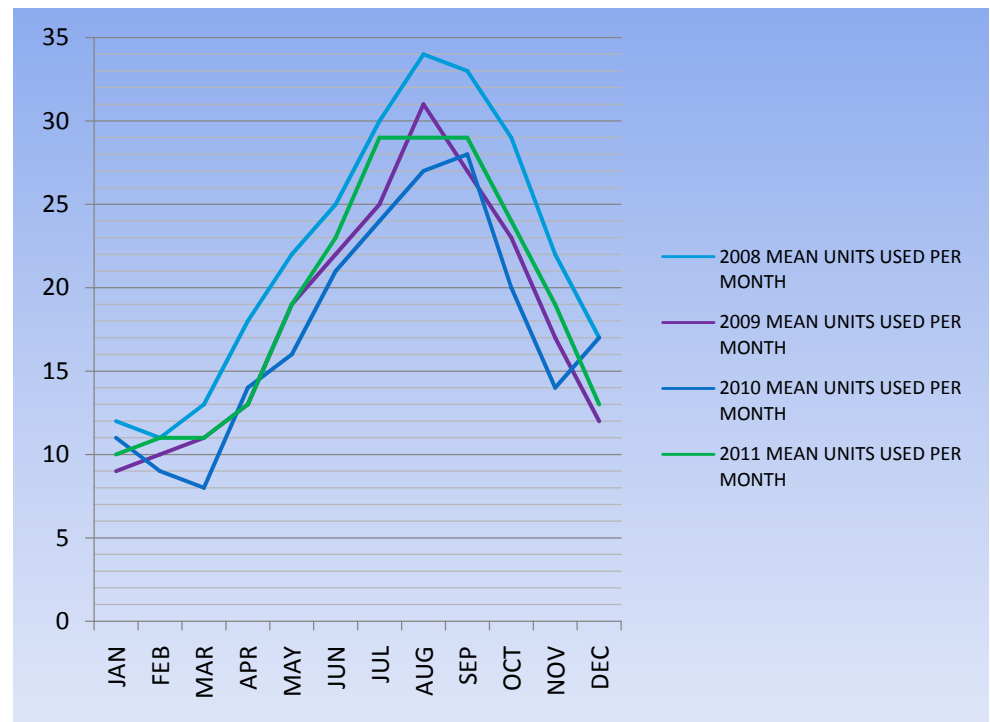
Cash for Grass Water Use





Toilet Replacement Program

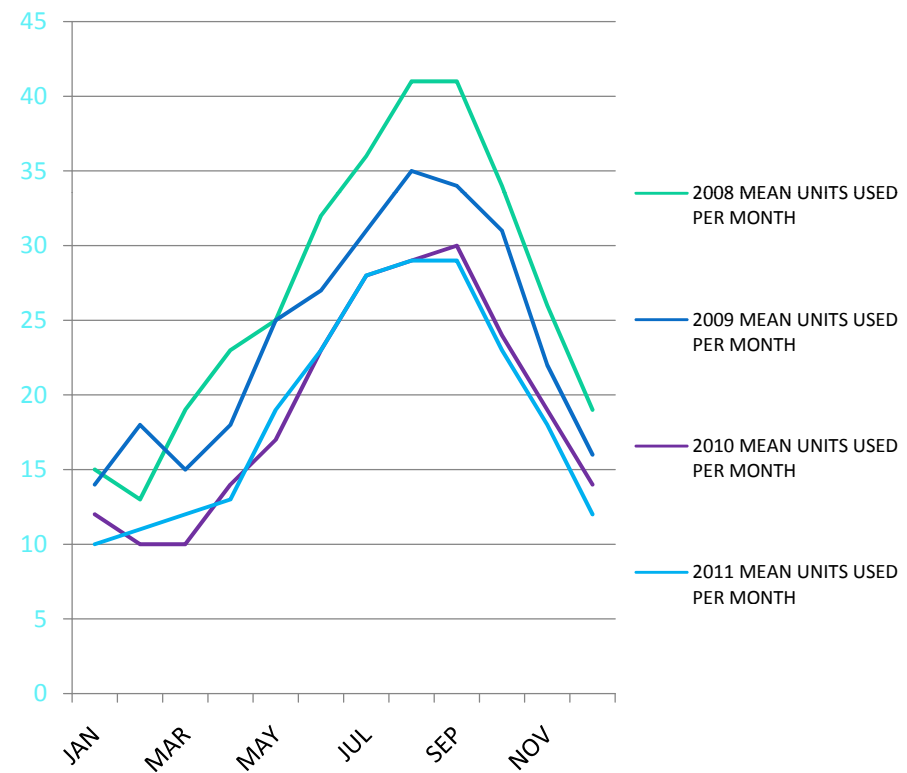
- **2010**- SFR 98 toilets replaced
- 78 households
- 375,585 gallons saved in year one
- 1.15 AF saved 2010
- **2011**- SFR 184 toilets replaced
- 120 households 705,180 gallons saved in year one
- 2.16 AF saved





Washing Machine Replacement Program

- **2010-** 420,585 gpy saved with 55 new washing machines or 1.3 AF saved
- **2011-** 902,346 gpy saved with 118 new washing machines or 2.8 AF saved

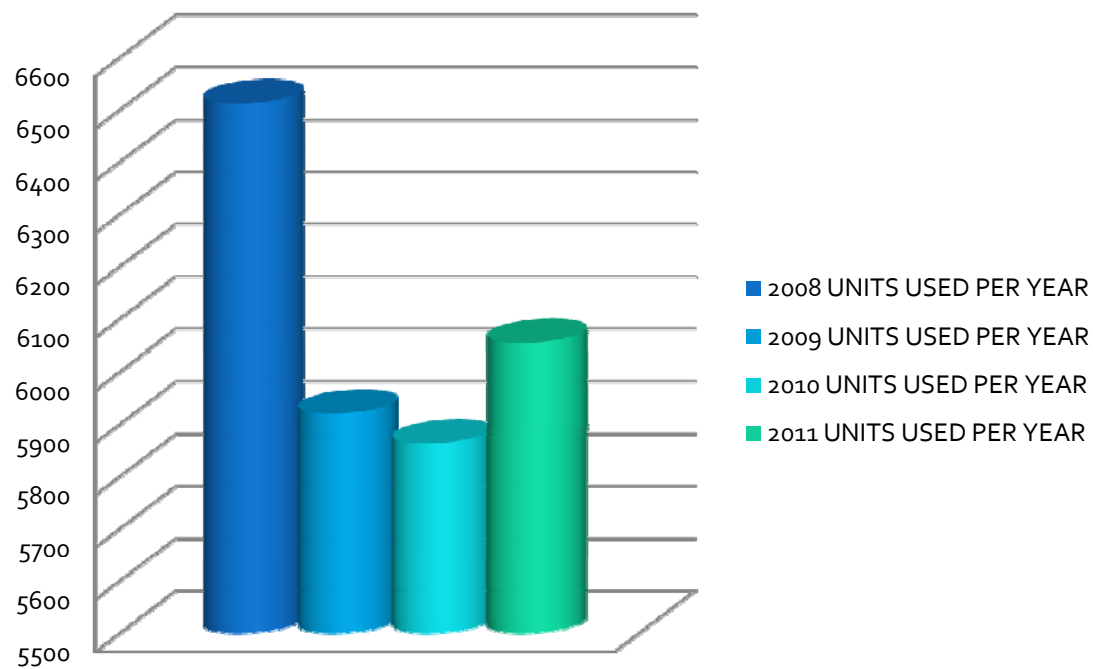




MP Rotator Rebates

2008-2011
APPROXIMATELY
9 PERCENT
SAVINGS
IN WATER USE

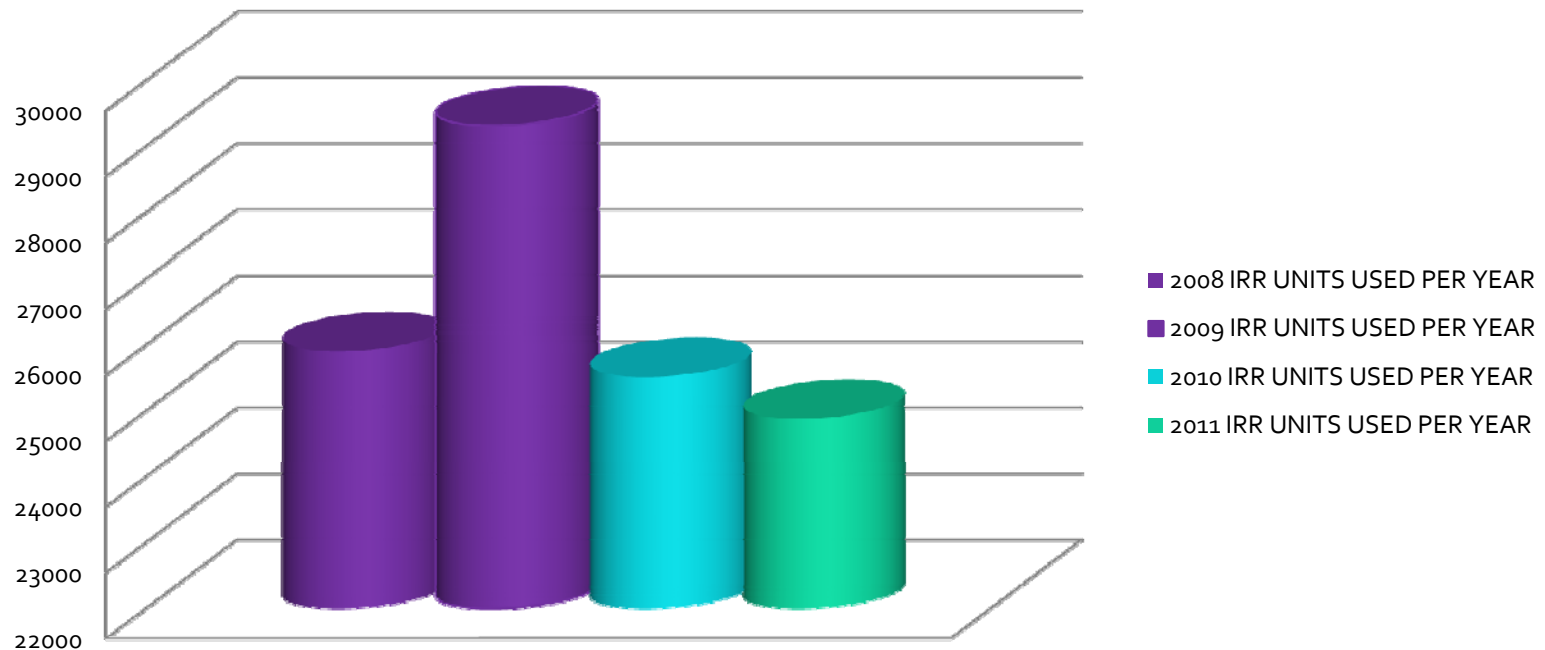
MP ROTATOR CUSTOMER WATER USE





Smart Controller Rebates

**SMART CONTROLLER
IRR UNITS USED (CITY OF PALMDALE)**



**PALMDALE WATER DISTRICT
BOARD MEMORANDUM**

DATE: April 19, 2012 **April 25, 2012**
TO: BOARD OF DIRECTORS **Board Meeting**
FROM: Mr. Matthew R. Knudson, Engineering Manager
VIA: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 6.3 – APPROVAL OF RESOLUTION NO. 12-4
AUTHORIZING THE PURCHASE OF TAX-DEFAULTED
PROPERTIES***

Recommendation:

Staff recommends approval of the attached Resolution No. 12-4 authorizing the purchase of tax-defaulted properties.

Background:

On February 8, 2012 the Board unanimously approved an agreement to purchase Los Angeles County Tax-Defaulted Property in the not-to-exceed amount of \$16,234.00 for four parcels. District staff provided Los Angeles County with a copy of the approved minutes from said meeting and they determined that the language in the motion was not sufficient to meet their requirements because it failed to mention that the District agrees to pay costs associated with notification, publication, postage, title report fee, etc. The approval of the attached resolution will satisfy their requirements to finalize the purchase of said property.

Strategic Plan Element:

This work is part of Strategic Goal 2.1 – Ensure adequate water supplies for existing and future customers.

Budget:

The adopted 2012 Budget includes \$18,000.00 under Requisition No. NCC04 – Acquisition of Tax-Defaulted Properties.

Supporting Documents:

- Proposed Resolution No. 12-4
- Approved Minutes from February 8, 2012 Board Meeting

RESOLUTION NO. 12-04

**RESOLUTION OF THE BOARD OF DIRECTORS OF
PALMDALE WATER DISTRICT**

WHEREAS, the real property described in Exhibit "A" attached hereto and made a part hereof is situated within and adjacent to the District boundaries and the District has an interest in acquiring said property set forth; and

WHEREAS, said real property is tax defaulted and is subject to the power of sale by the tax collector of said county for the nonpayment of taxes, pursuant to provision of law.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors authorizes the Palmdale Water District to purchase the tax defaulted properties described in Exhibit "A" attached hereto.

BE IT FURTHER RESOLVED that the Board of Directors authorizes the Palmdale Water District to pay the total purchase price listed for each real property described in Exhibit "A" attached hereto, including all costs related to the purchase, including, but not limited to, cost of notification, cost of publication, cost of postage, STPTS fees, title report fee and Forfeited State Lands Fee.

BE IT FURTHER RESOLVED that the District staff is hereby authorized and directed to prepare such additional documents and take such further actions as may be necessary to implement this Resolution.

PASSED AND ADOPTED by the Board of Directors of the Palmdale Water District.

President

(date)

Secretary

(date)

**AGREEMENT TO PURCHASE
LOS ANGELES COUNTY TAX-DEFAULTED PROPERTY
(Public/Taxing Agency)**

This Agreement is made this _____ day of _____, 20____, by and between the Board of Supervisors of Los Angeles County, State of California, and the **PALMDALE WATER DISTRICT** ("Purchaser"), pursuant to the provisions of Division 1, Part 6, Chapter 8, of the Revenue and Taxation Code.

The real property situated within said county, hereinafter set forth and described in Exhibit "A" attached hereto and made a part hereof, is tax-defaulted and is subject to the power of sale by the tax collector of said county for the nonpayment of taxes, pursuant to provision of law.

It is mutually agreed as follows:

1. That as provided by Section 3800 of the Revenue and Taxation Code, the cost of giving notice of this agreement shall be paid by the PURCHASER.
2. That the PURCHASER agrees to pay the total purchase price listed for each real property described in Exhibit "A" within 14 days after the date this agreement becomes effective. Upon payment of said sum to the tax collector, the tax collector shall execute and deliver a deed conveying title to said property to PURCHASER.
3. *That the PURCHASER agrees that the real property be used for the public use specified on Exhibit "A" of this agreement.*
4. That if said PURCHASER is a **TAXING AGENCY**, said agency would not share in the distribution of the payment required by this Agreement as defined by § 3791 and § 3720 of the Revenue and Taxation Code.

APPROVED AS TO FORM:

ANDREA SHERIDAN ORDIN
County Counsel

By _____
Senior Associate County Counsel

If all or any portion of any individual parcel listed in Exhibit "A" is redeemed prior to the effective date of this agreement, this agreement shall be null and void only as it pertains to that individual parcel. This agreement shall also become null and void and the right of redemption restored upon the PURCHASER'S failure to comply with the terms and conditions of this agreement. Time is of the essence.

0§§3791, 3791.3 3793 R&T Code

X: ID: Chptr 8 Pubagency form
Revised 6/24/03

AGREEMENT NUMBER 2700

The undersigned hereby agree to the terms and conditions of this agreement and are authorized to sign for said agencies.

ATTEST:

By _____

(Seal)

ATTEST:

Board of Supervisors
Los Angeles County

By _____
Clerk of the Board of Supervisors

By _____
Chairman of the Board of Supervisors

By _____
Deputy
(seal)

Pursuant to the provisions of Section 3775 of the Revenue and Taxation Code the governing body of the Palmdale Water District hereby agrees to the selling price as provided in this agreement.

ATTEST:

PALMDALE WATER DISTRICT

By *[Signature]*
Board President

(seal)

This agreement was submitted to me before execution by the board of supervisors and I have compared the same with the records of Los Angeles County relating to the real property described therein.

Los Angeles County Tax Collector

Pursuant to the provisions of Sections 3775 and 3795 of the Revenue and Taxation Code, the Controller agrees to the selling price hereinbefore set forth and approves the foregoing agreement this ____ day of _____, 20__.

By: _____, STATE CONTROLLER

AGREEMENT NUMBER 2700

SUPERVISORIAL DISTRICT 5
AGREEMENT NUMBER 2700

EXHIBIT "A"

<u>LOCATION</u>	<u>FIRST YEAR DELINQUENCY</u>	<u>DEFAULT NUMBER</u>	<u>PURCHASE PRICE</u>	<u>PURPOSE OF ACQUISITION</u>
CITY OF PALMDALE	2006	3023-001-067	\$4,354.00*	GROUNDWATER RECHARGE AND EXTRACTION WELLS

LEGAL
DESCRIPTION

TRACT # 2916 N 1/2 OF S 1/2 OF W 165 FT MEASURED ON S LINE OF E 1/2 OF LOTS 22 AND LOT 27

COUNTY OF LOS ANGELES	2006	3027-012-071	\$5,682.00*	GROUNDWATER RECHARGE AND EXTRACTION WELLS
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LEGAL
DESCRIPTION
TR=44753 LOT 4

COUNTY OF LOS ANGELES	2006	3042-021-028	\$3,099.00*	GROUNDWATER RECHARGE AND EXTRACTION WELLS
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LEGAL
DESCRIPTION

N 1/2 OF SW 1/4 OF NW 1/4 OF NW 1/4 OF NW 1/4 OF SEC 31 T 6N R 10W

The purchase price quoted on this Exhibit "A" is a projection of the purchase price for a schedule of twelve (12) months. In addition, all cost related to the sale will be added to this price as follows: Cost of Notification, Cost of Publication, Cost of Postage, STPTS Fees, Title Report Fee and Forfeited State Lands Fee. If the agreement is completed in less than the twelve (12) month projection time, then the purchase price will be decreased; however if the completion of the agreement is longer than the twelve (12) month projection time, the price will increase accordingly.

SUPERVISORIAL DISTRICT 5
AGREEMENT NUMBER 2700

EXHIBIT "A"

<u>LOCATION</u>	<u>FIRST YEAR DELINQUENCY</u>	<u>DEFAULT NUMBER</u>	<u>PURCHASE PRICE</u>	<u>PURPOSE OF ACQUISITION</u>
COUNTY OF LOS ANGELES	2006	3042-021-029	\$3,099.00*	GROUNDWATER RECHARGE AND EXTRACTION WELLS

LEGAL
DESCRIPTION

S 1/2 OF SW 1/4 OF NW 1/4 OF NW 1/4 OF SEC 31 T 6N R 10W

The purchase price quoted on this Exhibit "A" is a projection of the purchase price for a schedule of twelve (12) months. In addition, all cost related to the sale will be added to this price as follows: Cost of Notification, Cost of Publication, Cost of Postage, STPTS Fees, Title Report Fee and Forfeited State Lands Fee. If the agreement is completed in less than the twelve (12) month projection time, then the purchase price will be decreased; however if the completion of the agreement is longer than the twelve (12) month projection time, the price will increase accordingly.

**MINUTES OF REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE
PALMDALE WATER DISTRICT, FEBRUARY 8, 2012:**

A regular meeting of the Board of Directors of the Palmdale Water District was held Wednesday, February 8, 2012, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. President, Gordon Dexter, called the meeting to order.

1) Pledge of Allegiance.

At the request of President Dexter, Director Alvarado led the pledge of allegiance.

2) Roll Call.

Attendance:

Gordon Dexter, President
Gloria Dizmang, Vice President
Kathy Mac Laren, Treasurer
Robert Alvarado, Secretary
Steve Cordova, Director

Others Present:

Dennis LaMoreaux, General Manager
Tim Gosney, Attorney
Mike Williams, Finance Manager
Matt Knudson, Engineering Manager
Peter Thompson II, Operations Manager
Tim Moore, Facilities Manager
Jeannie Burns, Human Resources Manager
Ed Boka, Treatment Plant Supervisor
Kelly Jeters, Systems Supervisor
Joe Kerschner, Water Quality Supervisor
Dawn Deans, Executive Assistant
4 members of the public

3) Adoption of Agenda.

President Dexter stated that the first Board meeting of the month has been designated to review financial matters, and to ensure consistency in financial reporting from Finance Manager Williams and Financial Advisor Egan, this review will begin with the first Board meeting in March after which it was moved by Director Cordova, seconded by Director Alvarado, and unanimously carried to adopt the agenda, as written.

4) Public Comments for Non-Agenda Items.

There were no public comments.

5) Presentations:

5.1) No Presentations Scheduled at This Time.

There were no presentations.

6) Action Items – Consent Calendar: (The Public Shall Have an Opportunity to Comment on Any Action Item as Each Item is Considered by the Board of Directors Prior to Action Being Taken.)

6.1) Approval of Minutes of Regular Meeting Held January 18, 2012.

6.2) Approval of Minutes of Regular Meeting Held January 25, 2012.

6.3) Payment of Bills for February 8, 2012.

6.4) Approval of Semi-Annual Employee Reimbursement Report for July 1, 2011 Through December 31, 2011.

It was moved by Director Cordova, seconded by Director Mac Laren, and unanimously carried to approve those items included in the Consent Calendar.

7) Action Items – Action Calendar: (The Public Shall Have an Opportunity to Comment on Any Action Item as Each Item is Considered by the Board of Directors Prior to Action Being Taken.)

7.1) Consideration and Possible Action on Agreement to Purchase Tax-Defaulted Properties Held Over From January 25, 2012 Board Meeting. (\$16,234.00 – Budgeted 2012 – Engineering Manager Knudson)

Engineering Manager Knudson provided an overview of the purpose and location of the tax-defaulted properties proposed for purchase after which it was moved by Director Cordova, seconded by Director Alvarado, and unanimously carried to approve the Agreement to Purchase Los Angeles County Tax-Defaulted Property in the not-to-exceed amount of \$16,234.00 for four parcels.

7.2) Consideration and Possible Action on Resolution No. 12-3 Being a Joint Tax Sharing Resolution. (General Manager LaMoreaux)

General Manager LaMoreaux provided an overview of the Joint Tax Sharing Resolution after which it was moved by Director Cordova, seconded by Director Mac Laren, and unanimously carried to approve Resolution No. 12-3 being a Joint Tax Sharing Resolution.

**PALMDALE WATER DISTRICT
BOARD MEMORANDUM**

DATE: April 18, 2012 **April 25, 2012**
TO: BOARD OF DIRECTORS **Board Meeting**
FROM: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 6.4 – CONSIDERATION AND POSSIBLE ACTION ON RESOLUTION NO. 12-5 CONSENTING TO JOIN THE HEALTH BENEFITS PROGRAM OF THE ACWA JOINT POWERS INSURANCE AUTHORITY, RATIFYING THE ACTION OF THE ACWA HEALTH BENEFITS AUTHORITY BOARD OF DIRECTORS TO TERMINATE THE HEALTH BENEFITS AUTHORITY JOINT POWERS AGREEMENT, AND AUTHORIZING AND DIRECTING THE DISTRICT TO EXECUTE ALL NECESSARY DOCUMENTS***

Recommendation:

Staff recommends the Board approve Resolution No. 12-5 Consenting to Join the Health Benefits Program of the ACWA Joint Powers Insurance Authority, Ratifying the Action of the ACWA Health Benefits Authority Board Of Directors To Terminate The Health Benefits Authority Joint Powers Agreement, And Authorizing And Directing The District To Execute All Necessary Documents.

Alternative Options:

The alternative is to take no action.

Impact of Taking No Action:

Taking no action may result in loss of insurance coverage for the District's employees.

Background:

The District's health care program provider is the Association of California Water Agencies/Health Benefits Authority (ACWA/HBA). The ACWA/HBA Board of Directors recently voted to dissolve the Health Benefits Authority Joint Powers Agreement and to transfer its operations and health benefits programs into the Association of California Water Agencies/Joint Powers Insurance Authority (ACWA/JPIA).

The ACWA/HBA has indicated that this move allows the two organizations to combine resources, reduce overall costs and improve operations with potential cost savings to be passed on to participating member agencies.

Member agencies must adopt a resolution consenting to join the Employee Benefits Program of the ACWA/JPIA and to ratify the decision of the ACWA/HBA Board of Directors. Resolution No. 12-5 meets this requirement.

Strategic Plan Element:

This work is part of Strategic Element No. 4.0 Personnel Management.

Budget:

Approval of Resolution No. 12-5 will have no impact on the budget.

Supporting Documents:

- April 1, 2012 letter from ACWA/HBA regarding ‘urgent action needed to retain health benefits’
- Resolution No. 12-5 Consenting to Join the Health Benefits Program of the ACWA Joint Powers Insurance Authority, Ratifying the Action of the ACWA Health Benefits Authority Board Of Directors To Terminate The Health Benefits Authority Joint Powers Agreement, And Authorizing And Directing The District To Execute All Necessary Documents
- HBA-ACWA/JPIA Transition – Frequently Asked Questions



**ACWA
Health Benefits
Authority**

April 1, 2012

Ms. Linda Godin
Treasurer
Palmdale WD
2029 E Ave Q
Palmdale, CA 93550

RECEIVED
APR 05 2012

RE: Urgent Action Needed to Retain Health Benefits

Dear Ms. Godin,

On March 7 you received a notice announcing the impending transition of the ACWA Health Benefits Authority (HBA) into the ACWA/Joint Powers Insurance Authority (ACWA/JPIA). On March 28, the HBA Board voted to dissolve the HBA and transfer the health benefits program to ACWA/JPIA.

We need your immediate assistance to secure the needed concurrence within the mandated 90-day window. The following steps must be taken to ensure a seamless transition and to retain the employee benefits currently provided by HBA:

1. **Your board will need to pass the enclosed resolution.** The resolution consents to join the Employee Benefits Program of the ACWA/Joint Powers Insurance Authority and ratifies the action of the ACWA Health Benefits Authority Board of Directors to terminate the Health Benefits Authority Joint Powers Agreement. **Please place the resolution on your next available agency agenda for action.**
2. **Return the signed resolution:** HBA is requesting the signed resolution by April 30, 2012 (or sooner), if possible, and no later than May 31, 2012. Please mail to:

ACWA HBA
4600 Northgate Blvd, Suite #100
Sacramento, CA 95834

Failure to return the signed resolution by June 29, 2012, may result in loss of coverage for your district employees.



ACWA Health Benefits Authority

A dedicated website is available to assist you with the process. It includes a list of Frequently Asked Questions (FAQs), model resolutions, a timeline and other information. Please go to www.hba-transition.com.

An informational webinar is scheduled for Wednesday, April 18, at 10 a.m. Registration details will be provided in the near future.

If you have any further questions, please contact Nancy Stangel, JPIA Director of Administration (800-231-5742, ext. 3133, nstangel@acwajpia.com) or Cynthia Harding, HBA Operations Manager (800-736-2292, ext. 5, cynthiah@acwa.com)

Thank you for your help.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rick Gilmore', is positioned above the typed name.

Rick Gilmore
Board President
ACWA HBA

Attachment: Sample resolution

RESOLUTION NO. 12-5

RESOLUTION CONSENTING TO JOIN THE HEALTH BENEFITS PROGRAM OF THE ACWA JOINT POWERS INSURANCE AUTHORITY, RATIFYING THE ACTION OF THE ACWA HEALTH BENEFITS AUTHORITY BOARD OF DIRECTORS TO TERMINATE THE HEALTH BENEFITS AUTHORITY JOINT POWERS AGREEMENT, AND AUTHORIZING AND DIRECTING THE PALMDALE WATER DISTRICT TO EXECUTE ALL NECESSARY DOCUMENTS

WHEREAS, this Agency entered into a joint exercise of powers agreement ("HBA Agreement") with the Association of California Water Agencies Health Benefits Authority ("HBA") in order to pool its purchasing needs with other public agencies desiring to provide their employees with comprehensive and economical health and welfare benefits; and

WHEREAS, this Agency entered into a Health Benefits Memorandum of Understanding ("MOU") to enroll in specific health programs and ancillary programs ("Existing Employee Benefits Coverage") offered by HBA and agreed to abide by: (1) the HBA Agreement; (2) all rules and procedures established by HBA in the administration of the Agency's Existing Employee Benefits Coverage; and (3) all underwriting, eligibility, and contribution requirements in Appendix A to the MOU; and

WHEREAS, this Agency entered into a joint exercise of powers agreement ("JPIA Agreement") with the Association of California Water Agencies Joint Powers Insurance Authority ("JPIA") in order to pool its purchasing needs with other public agencies desiring to obtain comprehensive and economical public liability, workers' compensation, unemployment, health, accident and/or dental, or property coverage; and

WHEREAS, JPIA is both qualified and authorized by the laws of the State of California to administer the Existing Employee Benefits Coverage to this Agency through JPIA's Employee Benefits Program; and

WHEREAS, during a noticed special meeting held on February 6, 2012, the HBA Board of Directors unanimously voted to transfer all HBA operations and administrative functions to JPIA on or about July 1, 2012, and to pursue a merger of the two public agencies after which the HBA Agreement would be terminated; and

WHEREAS, pursuant to Article 22 of the HBA Agreement, the HBA Agreement may be terminated by the HBA Board of Directors subject to ratification by the written consent of three-fourths of the HBA Member agencies within 90 days of the HBA Board's action, provided, however, that HBA and the HBA Agreement shall continue to exist for the purpose of concluding all functions necessary to wind up HBA's affairs; and

WHEREAS, during a noticed regular meeting held on March 28, 2012, the HBA Board of Directors approved HBA Resolution 12-03-02: (1) electing to terminate the HBA Agreement pursuant to Article 22 of the HBA Agreement and, except as provided in clause 2 below, said termination shall become effective upon ratification by the written consent of three-fourths of the HBA member districts and agencies; (2) recognizing that pursuant to Article 22 of the HBA Agreement, HBA and the HBA Agreement shall continue to exist for the purpose of winding up

and dissolving the business affairs of HBA, and acknowledge that the HBA Board of Directors is vested with all powers of HBA for doing the same; and (3) declaring that Resolution 12-03-02 shall take effect on April 1, 2012, thereby beginning the 90-day ratification period.

NOW, THEREFORE, BE IT RESOLVED that the Directors of the Palmdale Water District hereby:

1. Agree that the HBA Memorandum of Understanding referred to in the recitals above is incorporated in this resolution by reference.
2. Consent to join JPIA's Employee Benefits Program and acknowledge, represent, and agree that all terms and conditions of the HBA Memorandum of Understanding apply to the provision of this Agency's Existing Employee Benefits Coverage through JPIA.
3. Authorize and direct this Agency's General Manager to cooperate fully with HBA and JPIA in the execution of any other documents and in the completion of any additional actions that may be necessary or appropriate for the purpose of ensuring that this Agency's Existing Employee Benefits Coverage continues without lapse through JPIA.
4. Ratify the action of the HBA Board of Directors to terminate the HBA Agreement, to be effective as provided in Article 22 of the HBA Agreement.
5. Direct the Secretary of the Board of this Agency to immediately send a certified copy of this resolution to: Association of California Water Agencies Health Benefits Authority, 4600 Northgate Blvd, Suite 100, Sacramento, California, 95834.

PASSED AND ADOPTED by the Directors of the Palmdale Water District this 25th day of April, 2012, by the following vote:

AYES:

NOES:

ABSENT:

President

Attest by:

HBA – ACWA/JPIA Transition

Frequently Asked Questions

What is being proposed?

The ACWA Health Benefits Authority (HBA) has proposed transitioning its operations and health benefits programs into the ACWA/Joint Powers Insurance Authority (ACWA/JPIA). HBA would be dissolved and all of the assets and liabilities would be transferred to ACWA/JPIA. All of HBA's existing programs and offerings would remain unchanged.

What are the benefits of this transition?

HBA and ACWA/JPIA share many of the same goals, including member service, promoting employee health, keeping costs down and creating value for members. Transitioning HBA into ACWA/JPIA will allow the two organizations to combine resources, reduce overall costs and improve operations. Potential cost savings would be passed on to all agencies that participate in programs offered by HBA and ACWA/JPIA. With more than two-thirds of the combined membership participating in both programs, the transition will also help eliminate confusion regarding the responsibilities of each.

What steps are needed to make the transition happen?

In order to proceed with the transition, HBA must secure the concurrence of 75% of HBA members within the 90-day window specified in HBA's bylaws. That must be achieved by July 1, 2012. The following steps must be taken to ensure a seamless transition and to retain the employee benefits currently provided by HBA:

- 1. Adopt a resolution.** The board of directors of each HBA member agency must adopt a resolution consenting to join the Employee Benefits Program of the ACWA / Joint Powers Insurance Authority and ratifying the action by the HBA Board of Directors to terminate the Health Benefits Authority Joint Powers Agreement. The resolution should be placed on agencies' agendas as soon as possible.
- 2. Return the signed resolution.** HBA is requesting the signed resolution by April 30, 2012, (or sooner) and no later than May 31, 2012. Resolutions should be mailed to:

ACWA HBA
4600 Northgate Blvd., Suite #100
Sacramento, CA 95834

What is the timeline for the transition?

- **April 1:** Start of the 90-day period in which at least 75% of the HBA membership provides written consent to dissolve
- **First week of April:** Information kit with required resolutions mailed to HBA members; HBA staff to follow-up with HBA members
- **April 18:** ACWA/JPIA and HBA staff will conduct a webinar at 10 a.m. for members to review information and ask questions
- **May 8:** ACWA/JPIA and HBA staff will conduct a seminar at 10 a.m. at the ACWA Spring Conference in Monterey
- **May-June:** Staff to follow-up with HBA members to send required resolutions to HBA
- **July 1:** Target date to complete transition

If approved, when will the change become effective?

If 75% of HBA membership approves, the transition becomes effective July 1, 2012.

What specific steps do the board of directors for each current HBA member need to take?

The governing board of each member agency needs to adopt the provided resolution and return to HBA by May 31, 2012. Sample resolutions are available on the transition website, www.hba-transition.com.

What if my district doesn't return the resolution?

Failure to return the signed resolution by June 29, 2012, may result in loss of coverage for district employees.

How will the potential cost savings for members be distributed among participating members?

While cost savings are expected, it is too early to say with specificity how the savings will be distributed to the membership. ACWA/JPIA will be monitoring all costs and potential savings and will determine the most effective way to pass them on to participating members. Information will be shared with members as it becomes available.

Will this change result in a cost or risk increase for ACWA/JPIA members?

No. Each program in the ACWA/JPIA is maintained and funded separately from the other programs. The Employee Benefits Program will operate as in the past and be a separate program.

Will this transition require a change to the current ACWA/JPIA structure, board composition or policies?

The only change to the ACWA/JPIA structure will be an increase in the number of board members to accommodate HBA members that are not currently ACWA/JPIA members. The Employee Benefits Program will be added to ACWA/JPIA's governing documents, and an Employee Benefits Committee will be added.

Why wasn't this option considered as part of the recent restructuring of HBA?

The economic environment combined with the unknown impact of the proposed national health care program has changed the business model. Many of the desired goals for future services and long-term savings are already being developed at ACWA/JPIA and, as such, can now be implemented simultaneously. Recent opportunities and immediate needs have developed at both organizations which, when combined, will make both organizations stronger.

Will HBA members have access to all ACWA/JPIA programs?

Yes, but they will have to apply for and be approved by the Executive Committee. Each program requires a separate application.

Does an agency still have to be an ACWA member to receive health benefits through this new arrangement with ACWA/JPIA?

Yes. An agency must be a member of ACWA to be eligible for all ACWA/JPIA programs and services, including health benefits.

How does this transition impact ACWA?

There will be no immediate impact on ACWA on July 1, 2012. ACWA will continue to work with both HBA and ACWA/JPIA to transition the services it now provides to HBA. For the longer-term, any financial issues arising from the merger between HBA and ACWA/JPIA will be incorporated into the process to develop ACWA's 2013 budget.

What happens to the HBA board of directors?

The HBA board of directors will cease to exist when the transition is complete.

If the change is not approved, what will be the course of action?

If written concurrence of at least 75% of the HBA membership has not been received by July 1, 2012, HBA will enter into an agreement for administrative services provided by ACWA/JPIA. The 90-day process to get 75% concurrence for the transition would begin again.

RESOLUTION NO. 10-20

**A RESOLUTION AMENDING APPENDIX M, THE BID PROCUREMENT AND
CHANGE ORDER POLICY, OF THE RULES AND REGULATIONS OF THE
PALMDALE WATER DISTRICT TO INCLUDE PROVISIONS PROHIBITING THE
REQUIREMENT OF PROJECT LABOR AGREEMENTS AND OTHER
ANTICOMPETITIVE MEASURES EXCEPT WHERE OTHERWISE REQUIRED BY
STATE OR FEDERAL LAW**

WHEREAS, the Board of Directors of the Palmdale Water District (District) finds that, to promote competition in contracting, to reduce the risk of cost increases in public works projects, and to protect the interests of the ratepayers, it is in the District's and the public's best interest to prohibit the District from requiring persons or firms bidding on public works projects from having to comply with or negotiate project labor or pre-hire agreements; and

WHEREAS, the Board of Directors of the District has adopted Appendix M – Bid Procurement and Change Order Policy of its Rules and Regulations setting forth how contracting activities are to be conducted by the District; and

WHEREAS, the Board of Directors of the District has determined that it is appropriate to amend the Bid Procurement and Change Order Policy to include a policy statement prohibiting the use of project labor agreements on District projects.

NOW, THEREFORE, BE IT RESOLVED, by the Board of Directors of the District that Section I of the Bid Procurement and Change Order Policy shall be amended to add subsection (o) thereto, which shall read as follows:

“o. Except as otherwise required by State or Federal law, in contracting for the construction, maintenance, repair, improvement or replacement of a public work, the District shall not fund, in whole or in part, any contract that requires the District or an owner, developer, contractor, subcontractor, or material supplier (individually or collectively referred to for purposes of this section as the “Contracting Party”): 1) to execute, or become a party to, an agreement with organized labor; or, 2) to become a signatory to a collective bargaining agreement; or 3) to compel any of the contracting party's employees to join a union, or pay dues or make contributions to a union or union benefit fund.

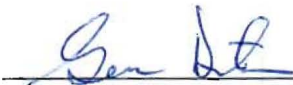
The District shall not impose, as a bid specification, contract prerequisite, contract term or otherwise, any requirement prohibited by this subsection.

For the purposes of this subsection, the term “public work(s)” means: any work of improvement funded, owned, or to be owned or contracted for, by the District or other subsidiary or related governmental entity controlled by the District or governed by the District's Board of Directors.

Nothing in this subsection shall prohibit parties covered by the National Labor Relations Act from entering into collective bargaining agreements or engaging in activity protected by law.


Severability: If any provision, section, subsection, paragraph, or clause of this subsection is held by a court of law to be invalid, the remainder of this subsection shall not be affected but shall remain in full force and effect, and to that end the provisions of this subsection are severable."

PASSED AND ADOPTED this 27th day of October, 2010.



Gordon Dexter, President,
Board of Directors
Palmdale Water District

ATTEST:



Raul Figueroa, Secretary,
Board of Directors
Palmdale Water District

PALMDALE WATER DISTRICT BOARD MEMORANDUM

DATE: April 19, 2012 **April 25, 2012**
TO: BOARD OF DIRECTORS **Board Meeting**
VIA: Mr. Dennis LaMoreaux, General Manager
FROM: Mrs. Jeannie Burns, Human Resources Manager
RE: *AGENDA ITEM NO. 7.2 - CONSIDERATION AND POSSIBLE ACTION ON
RESOLUTION NO. 12-6 TO GRANT ANOTHER DESIGNATED PERIOD FOR TWO-
YEARS ADDITIONAL SERVICE CREDIT*

Recommendation:

Staff and the Personnel Committee recommend that the Board of Directors adopt Resolution No. 12-6 to Grant Another Designated Period for Two-Years Additional Service Credit as a retirement incentive for eligible employees.

Background:

The District's PERS contract contains an Amendment for Two Additional Years of Service Credit for eligible employees. Two actions are required to implement this incentive:

- 1) Approval of the Certification of Compliance with Government Code Section 7507; and
- 2) Approval of Resolution No. 12-6 to Grant Another Designated Period for Two Years Additional Service Credit.

On April 11, 2012, the Board of Directors approved the Certification of Compliance with Government Code Section 7507 that requires making public the estimated cost of (\$804,425.86) amortized over 20 years for providing two years additional service credit for employees who retire during another designated period. The final step is to adopt the Resolution for Two Additional Years of Service Credit for eligible employees. Once adopted, the resolution becomes effective the following day (4/26/2012).

Financial Impact:

The cost for providing this benefit if all twenty (20) eligible employees retired during the designated period of 6/30/2012 through 9/30/2012 is \$804,425.86. The added cost to the retirement fund for all eligible employees who retire during the designated window period will be included in the District's employer contribution rate for the fiscal years that begins two years after the end of the designated period. The cost is amortized over a period of twenty years. At this time, five (5) eligible employees have indicated an interest in retiring during the designated period.

CalPERS Government Code 20903 notes that at least one vacancy in any position in any department or other organizational unit remains unfilled thereby resulting in an overall reduction in the work force of such department or organizational unit. Estimated savings of this program for eight (5) eligible employees would be \$232,586. Positions filled will be hired at the lower range of the compensation schedule, saving approximately \$92,267 of the estimated \$232,586.

Strategic Plan Element:

Resolution No. 12-6 and associated costs for Two Years Additional Service Credit is part of Strategic Element 4.0 (Personnel Management) and Strategic Element 6.0 (Financial Management).

Supporting Documents:

- Resolution No. 12-6 to Grant Another Designated Period for Two Years Additional Service Credit
- Certification of Governing Body's Action

RESOLUTION NO. 12-6

Of THE
Palmdale Water District

RESOLUTION
TO
GRANT ANOTHER DESIGNATED PERIOD
FOR
TWO YEARS ADDITIONAL SERVICE CREDIT

WHEREAS, the of the Palmdale Water District is a contracting Water/Flood Control District of the Public Employees' Retirement System; and

WHEREAS, desires to provide another designated period for Two Years Additional Service Credit, 20903, based on the contract amendment included in said contract which provided for 20903, Two Years Additional Service Credit, for Eligible members;

NOW, THERE, BE IT RESOLVED, that does seek to add another designated period, and does hereby authorize this Resolution, indicating a desire to add a designated period from

June 30, 2012 - September 30, 2012 for _____

members in the all Employees

Adopted and approved this _____ day of _____, _____

BY _____



Presiding Officer

Attest:

Clerk/Secretary



CALIFORNIA PUBLIC EMPLOYEES' RETIREMENT SYSTEM

Actuarial and Employer Services Branch

Public Agency Contract Services

P.O. Box 942709

Sacramento, CA 94229-2709

(888) CalPERS (225-7377)

CERTIFICATION OF GOVERNING BODY'S ACTION

I hereby certify that the foregoing is a true and correct copy of a Resolution adopted by the

BOARD OF DIRECTORS

(governing body)

of the

PALMDALE WATER DISTRICT

(public agency)

on April 25, 2012
(date)

Clerk/Secretary

Title

P A L M D A L E W A T E R D I S T R I C T
B O A R D M E M O R A N D U M

DATE: April 18, 2012 **April 25, 2012**
TO: BOARD OF DIRECTORS **Board Meeting**
FROM: Mr. Matt Knudson, Engineering Manager
VIA: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 7.3 – CONSIDERATION AND POSSIBLE ACTION
ON PROPOSALS FOR PREPARATION OF LOCAL GROUNDWATER
ASSISTANCE (LGA) GRANT APPLICATION.***

This item will be considered by the Water Supply & Reliability Committee at their meeting scheduled for April 20, 2012.

A staff report and the Committee's recommendation on this item will be hand-delivered prior to the Board meeting.

**PALMDALE WATER DISTRICT
BOARD MEMORANDUM**

DATE: April 18, 2012 **April 25, 2012**
TO: BOARD OF DIRECTORS **Board Meeting**
FROM: Mr. Matthew R. Knudson, Engineering Manager
VIA: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 7.4 – CONSIDERATION AND POSSIBLE ACTION
ON AWARD OF CONTRACT FOR SPECIFICATION NO. 0902, BEING
THE WATER MAIN REPLACEMENT IN DIVISION ST., CAROLSIDE
AVE., GLENRAVEN AVE., STANRIDGE AVE., 3RD ST. E., SUMAC
AVE., AVE. Q-3, AVE. Q-4, AND AVE. Q-7***

Recommendation:

Staff is scheduled to open bids for Specification No. 0902 – Option A or B on April 25, 2012 at 3:00 p.m. Assuming staff is able to perform a thorough review of the bids and is comfortable making a recommendation to the Board for possible award of a contract, staff will present the Board with the bid results and recommendation at the regularly scheduled meeting on April 25, 2012.

Background:

District staff designed the proposed water main replacement project titled “Specification No. 0902 – Option A or B,” which includes the replacement of aged and deteriorated water mains that were originally constructed in the mid 1950’s. Option A of this project will replace approximately 14,750 linear feet or 2.8 miles, and Option B will replace approximately 8,363 linear feet or 1.6 miles of water main and appurtenances. The two options will allow us to receive bids for the area that was included in the 2012 Budget, as well as receive bids for the larger project to see if it beneficial based on a lower unit cost to go ahead at this time and replace the water mains in this entire neighborhood. Attached are a couple of exhibits that show the water mains that would be replaced under the two options.

Supporting Documents:

- Exhibits showing the location of the proposed water main replacement project (Option A and B)
- Notice of Exemption

NOTICE OF EXEMPTION

TO: County Clerk
County of Los Angeles
12400 Imperial Highway
Norwalk, CA 90650

FROM: Palmdale Water District
2029 East Avenue Q
Palmdale, CA 93550

Project Title:

Specification No. 0902 – Water Main Replacement

Project Location-Specific:

Construction of Water Main Replacement in Division St., Carolside Ave.,
Glenraven Ave., Stanridge Ave., 3rd St. East, Sumac Ave., Ave. Q-3, Ave. Q-4, &
Ave. Q-7

Project Location-City:

Project Location-County:

Palmdale

Los Angeles

Description of Nature, Purpose, and Beneficiaries of Project:

Replacement of aged water conveyance facilities serving existing customers.

Name of Public Agency Approving Project:

Palmdale Water District

Name of Person or Agency Carrying Out Project:

Palmdale Water District

Exempt Status (Check One):

- ☐ Ministerial. See Section 15268.
☐ Declared Emergency. See Section 15269 (a).
☐ Emergency Project. See Section 15269(b) and (c).
☒ Categorical Exemption. State type and section number:

Reasons Why Project is Exempt:

Sec. 15302 Class 2 (a) Replacement or Reconstruction

Contact Person:

Area Code: Telephone:

Extension:

Matthew R. Knudson

(661)

947-4111

x118

If filed by applicant:

1. Attached certified document of exemption finding.
2. Has notice of exemption been filed by the public agency approving the project?

Yes ☒

No ☐

Date: 4/10/12

Matthew R. Knudson
Signature

Engineering Manager
Title

OPTION "A"



OPTION "B"



PWD SPEC. 0902

Replace Mainline

April 18, 2012 by R. Heinonen



PALMDALE WATER DISTRICT

BOARD MEMORANDUM

DATE: April 18, 2012 **April 25, 2012**
TO: BOARD OF DIRECTORS **Board Meeting**
FROM: Claudette Roberts, Water Conservation Supervisor
VIA: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 7.5 – CONSIDERATION AND POSSIBLE ACTION
ON HOSTING A ONE-DAY PLANT SALE AND DISTRICT
CONSERVATION PROGRAMS***

Recommendation:

Staff recommends the Board of Directors approve a water conservation event that will be used as a tool to promote the “Cash for Grass” and other rebate programs called the High Desert Plant Sale.

Background:

The Board of Directors approved the “Cash for Grass” and other rebate programs in 2009 to promote the efficient use of water especially in landscaping. Listed below are a few reasons for outreaching the rebate programs to our customers.

- 1) Landscapes consume the largest share of urban water. They are over-watered by 30-to-300%, and water rates are rising across California.
- 2) California mandates are on the way -- many municipalities are instituting mandates to curb outdoor irrigation today.
- 3) Efficient landscape water use yields significant dividends by reducing the tremendous costs incurred in pumping and transporting water.
- 4) Landscape water runoff contains pollutants from fertilizers, pesticides, and herbicides that are now being measured in our lakes, streams, bays, and oceans.

Strategic Plan Element:

This work is part of the Strategic Plan dated September of 2006 - Section 1.3.1 Identifies projects to meet Best Management Practices for PWD to obtain certification. (BMP's #7 & #8 public information & education)

Budget:

No additional cost/budget-Rebate Marketing

Supporting Documents:

- High Desert Plant Sale outline

PALMDALE WATER DISTRICT HIGH DESERT PLANT SALE OUTLINE

WHEN: Saturday morning June 23 - 9:00 am - 3:00 pm

WHAT: PWD/community plant sale

WHERE: Grass area between PWD buildings

HOW:

- 1) Invite landscape nurseries, Iris Society, AV Resource Conservation District, Home Depot, Lowes, AV College AG Department and others to participate in a plant sale.
- 2) Invite others: Irrigation suppliers, speakers on irrigation leaks and plant design.

PWD WILL PROVIDE:

- 1) Information on rebates, give out other landscape information and materials

BUDGET:

Marketing tool for the Cash for Grass and other rebate programs

- 1) Staff 4\$1,176.00
- 2) Printing materials and landscape photos \$ 500.00
- 3) Marketing (Water News, Radio, Facebook, PWD web site, and AV Press web site)... \$ 1,800.00

Total.....\$ 3,476.00

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, MARCH 5, 2012:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Tuesday, March 5, 2012, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Dizmang called the meeting to order.

1) Roll Call.

Attendance:

Outreach Committee:

Gloria Dizmang, Chair

Robert Alvarado, Committee
Member

Others Present:

Dennis LaMoreaux, General Manager

Jim Stanton, Information Technology Manager

Claudette Roberts, Water Conservation Spvrs.

Dawn Deans, Executive Assistant

0 members of the public

2) Adoption of Agenda.

It was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried to adopt the agenda, as written.

3) Public Comments.

There were no public comments.

4) Action Items:

4.1) Consideration and Possible Action on Approval of Minutes of Meeting Held July 19, 2011.

After a brief discussion, it was moved by Chair Dizmang, seconded by Committee Member Alvarado, and unanimously carried to approve the minutes of the meeting held July 19, 2011, as written.

4.2) Review of Past Outreach Activities. (General Manager LaMoreaux)

General Manager LaMoreaux informed the Committee that past outreach activities focused mainly on water conservation and he recommends a broader outreach scope followed by review and discussion of past issues of Water News, coverage in the local paper, expanding the news release distribution list, providing Director reports for the

Water News, counteracting negative press, bringing back the Water Awareness Fair, and conservation grants.

4.3) Discussion of the District Web and Facebook Sites. (Information Technology Manager Stanton)

Information Technology Manager Stanton recommended more focus be placed on the District's web site, Facebook, Twitter, Linked in, and other social media avenues as the District can control content, target its audience, and control the frequency of information through these outreach sources and then provided statistics on internet and social media use, the success and increase in active users of the District's redesigned web site, the limited content on the District's Facebook site, and proposed content and information that can be provided through social media followed by discussion of staff dedicated to public information and social media, developing Facebook ads targeting the District's customer base, limitations from the local paper, and creating an e-newsletter after which Chair Dizmang requested staff develop a basic plan and budget for immediate implementation of an e-newsletter and for enhancing and promoting the District's web site and social media presence including posting of videos.

Information Technology Manager Stanton then recommended simple translation of the District's web site through Google, creating a mobile version of the District's web site for mobile phone users, and adding mobile phone applications to the District's web site after which the Committee recommended the Google translation toolbar be added to the District's web site, the web site be formatted for mobile phone users, and staff research mobile applications for the District's customers.

Directors submitting Facebook content and bringing requests for District presentations to the full Board's attention, including staff in these presentations, and developing a policy for requesting District speakers and presentations was then discussed.

General Manager LaMoreaux then recommended a policy be developed for Board submittal of content and articles for the District's Facebook site and publications and stated that staff will move forward with the Google translation option and research of mobile applications as these options are available at no cost to the District.

4.4) Discussion of Community Presentations. (General Manager LaMoreaux)

General Manager LaMoreaux requested input on updating or changing the District's standard community presentation after which it was determined that community presentations focusing on different areas of the District be developed for further Committee review and presented to the full Board for approval.

Committee Member Alvarado then requested a child-friendly presentation also be developed for school presentations after which General Manager LaMoreaux cautioned against a presence outside the District's service boundaries and recommended any presentations outside our service boundaries be coordinated with the serving water agency.

4.5) Discussion of Schedule and Content for Water News. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts reviewed the current schedule for publication of the Water News and reviewed a draft of the current issue followed by discussion of potential articles and ease of reading.

Providing news releases in the proper format to the various media sources and scheduling an Antelope Valley Press editorial meeting were then discussed.

5) Information Items.

5.1) Update on Landscape Workshops. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts informed the Committee that the District is participating with Rosamond Community Services District, Quartz Hill Water District, and Los Angeles County Waterworks as the A.V. Water Partners and several landscape workshops through this partnership have been scheduled at the Antelope Valley College; that the District will also host several separate workshops at the District's office; that workshops can be videoed for the District's social media sites; that the District is also participating at the Home and Garden Show and Thursday-Night-on-the-Square; and then reviewed upcoming school presentations and contests.

The Committee then requested copies of news releases on these workshops followed by discussion of school contest ideas, coupons from various nurseries, and selling subscriptions to a District newsletter.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

It was determined that "Discussion and possible action on plan to enhance the District's web site and social media presence" and "Discussion of community presentations" and "Discussion of content for May issue of Water News" and "Discussion of the Palmdale Water District hosting a Water Awareness Fair" and "Discussion of a policy for requesting District speakers and presentations" and "Discussion of a policy for Board submittal of content and articles for the District's social media sites and publications" will be discussed at the next meeting.

There were no further requests for future agenda items.

The next Outreach Committee meeting was then scheduled for April 9, 2012 at 3:00 p.m.

7) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned.



Chair