

OFFICIAL MEDIA & PRESS KIT

Updated November 2014

This information packet will be useful
in learning more about the Palmdale Water District.
For further information, please visit our website at
<http://www.palmdalewater.org/>
or contact Customer Service at 661-947-4111, option 2

Note: The images used in this press kit, as well as additional images of the district, are
available for download online at <http://www.palmdalewater.org/about/press-kit>

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

BACKGROUND



Palmdale Water District Mission Statement:

To provide high quality water to our current and future customers at a reasonable cost.

Infrastructure:

Residents who live within the boundaries of the Palmdale Water District receive their water from one of three sources or a combination of these three sources: Littlerock Dam, Water Wells, and the Leslie O. Carter Water Treatment Plant (LOCWTP). Read more about how water is delivered to our customers on our website.

Infrastructure by the numbers:

- Palmdale Lake holds about one fifth of the total water that customers use each year.
- When needed, the district is entitled to take up to 5.6 billion gallons of water each year from the California Aqueduct.
- Littlerock Dam reservoir is fed entirely by natural run-off from snow packs and rainfall.
- Well water pumped from as deep as 550 feet makes up approximately 40% of the District's annual production.
- The Leslie O. Carter Water Treatment Plant can treat up to 35 million gallons of water per day.

Recent upgrades enable the Palmdale Water District to remove a wide range of naturally occurring and man-made contaminants from the water.



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A Brief History of Palmdale Water District:



In the late 1800's, the Palmdale Water Company dug the first irrigation ditch to divert water from Littlerock Creek. By the early 1900's the Palmdale Water Company and the Littlerock Creek Irrigation District determined that a public irrigation district would be the best way to finance this construction of one or more dams. The Palmdale Irrigation District was formed in 1918 by a vote of the public. The construction of Littlerock Dam & Reservoir was completed in 1924.

In the 1950's the aerospace industry arrived in the Antelope Valley, shifting the focus of the area away from agriculture. By 1966, the District was providing only municipal and industrial water. The name was changed to Palmdale Water District in 1973 to reflect this new direction. In 1995 Littlerock Dam was renovated to improve seismic safety , and in 2009 the water treatment plant was expanded to allow processing of up to 35 million gallons of water per day.

A more detailed history of the Palmdale Water District, including videos, is available at <http://www.palmdalewater.org>.



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LEADERSHIP

Palmdale Water District is governed by a five-member Board of Directors. With the District's water service boundaries divided into five different areas, Directors are elected in odd years to serve a four-year term. Directors must live in the division they are elected to serve.



Dennis D. LaMoreaux **General Manager**



Mr. LaMoreaux began employment with the Palmdale Water District in March, 1989 as the Assistant General Manager. He was promoted to General Manager in September, 1994 and served in that capacity until March, 2008. Working briefly for Rosamond Community Services District as Assistant General Manager and District Engineer, he returned to the Palmdale Water District as General Manager in January, 2010. As the General Manager, he is responsible for overseeing the District's day-to-day operations and business functions according to the direction and policies established by the Board of Directors.

His previous employment includes private engineering consulting firms in California and Wyoming where he was involved in design and inspection of a variety of projects. He is a native of Ohio, graduated from the University of Wyoming in 1984 with a B.S. Degree in Civil Engineering, and is a licensed Civil Engineer in California.



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TRANSPARENCY

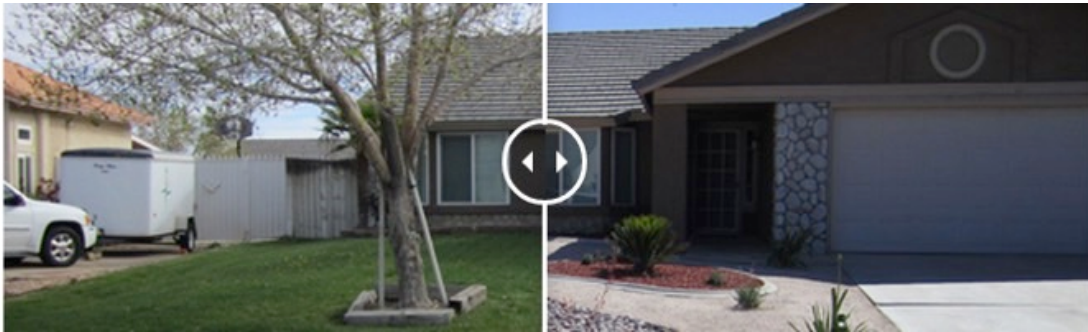
An integral part of Palmdale Water District's mission is to be good stewards with ratepayer funds and to be accountable for how those funds are used. Accountability is critical to our process. As such, we readily provide current information relating to staff compensation, water quality, and strategic planning for the future of the District on the Transparency Center page of the Palmdale Water District website:

<http://www.palmdalewater.org/governance/transparency-center/>

CONSERVATION

The Conservation Department accomplishes the reduction in water loss, waste or use by the implementation of water conservation or water efficient measures. In addition to the many rebates offered by Palmdale Water District, occasionally we are able to offer specific programs to help residents conserve water. Currently, our efforts are focused on the Cash for Grass program.

Before and after images of Palmdale homes that have swapped out their lawns for more water efficient landscapes are available on the website, on the Xeriscape Images page, in the Water Efficient Landscaping section.



Offering education programs for school children is an important part of preparing the next generation to conserve water. Palmdale Water District provides a number of class project ideas for teachers on the Education page of the website. In addition, the District often holds contests of different kinds for school children of various ages.

Palmdale Water District also offers facility tours and in-class presentations for schools with the District boundaries. Please visit the website for more information.



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2014 STRATEGIC PLAN

In 2014, the Board of Directors outlined five key initiatives intended to guide the District in the coming years.

KEY INITIATIVE #1: OUTSTANDING WATER MANAGEMENT

- Encourage conservation through education
- Decrease instances of water loss
- Expand local water storage capacity
- Maintain reserves
- Assist neighboring districts

KEY INITIATIVE #2: INCREASED EFFICIENCY

- Create specialized training videos
- Standardize project management
- Improve wi-fi access and speed
- Embrace new technology
- Update the employee handbook

KEY INITIATIVE #3: INFRASTRUCTURE

- Upgrade security systems
- Reduce deferred maintenance backlog
- Revise water system master plan
- Engage long-term GAC contract
- Uphold financial health of the district

KEY INITIATIVE #4: REGIONAL LEADERSHIP

- Foster interagency cooperation
- Expand recycled water use
- Support young talent through internship opportunities
- Promote our state-of-the-art treatment plant
- Publish the PWD strategic plan

KEY INITIATIVE #5: EXCEPTIONAL CUSTOMER SERVICE

- Utilize mobile technology
- Increase options for bill payment
- Create training opportunities for staff
- Update internal IT systems
- Implement best management practices

The complete 2014 Strategic Plan is available for download on the website.



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ADDITIONAL RESOURCES

Recent News

Palmdale Water District regularly updates its website with current news and press releases.

Water Quality Reports

To provide consumers with a better understanding of the quality of Palmdale Water District's drinking water, the yearly Consumer Confidence Report is made available on the District website, listed with other available reports and studies.

New Development Projects

Palmdale Water District is continually striving to improve service, promote conservation, and support development without our community. Regularly updated information is available on the website.