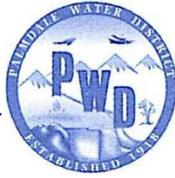


Since 1918



# PALMDALE WATER DISTRICT

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

www.palmdalewater.org  
Facebook: palmdalewaterdistrict  
Twitter: @palmdaleH2O

## Board of Directors

ROBERT E. ALVARADO  
Division 1

JOE ESTES  
Division 2

MARCO HENRIQUEZ  
Division 3

KATHY MAC LAREN  
Division 4

VINCENT DINO  
Division 5

ALESHIRE & WYNDER LLP  
Attorneys

March 17, 2016

***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, March 23, 2016  
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 x1003 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale (Government Code Section 54957.5). Please call Dawn Deans at 661-947-4111 x1003 for public review of materials.

***PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will not be permitted and offenders will be requested to leave the meeting. (PWD Rules and Regulations, Appendix DD, Sec. IV.A.)***

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Pledge of Allegiance.
- 2) Roll Call.
- 3) Adoption of Agenda.
- 4) Public comments for non-agenda items.
- 5) Presentations:



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



- 5.1) Palmdale Water District Employees Care – Easter meals. (PIO/Conservation Director McNutt)
- 5.2) Drought Report-Review of “Water Conservation and Reduction in Water Demand Efforts Report as of February, 2016.” (PIO/Conservation Director McNutt)
- 5.3) Palmdale Regional Groundwater Recharge and Recovery Project. (Assistant General Manager Knudson)
- 6) Action Items - Consent Calendar (The public shall have an opportunity to comment on any action item on the Consent Calendar as the Consent Calendar is considered collectively by the Board of Directors prior to action being taken.)
  - 6.1) Approval of minutes of regular meeting held March 9, 2016.
  - 6.2) Approval of minutes of Ad Hoc Committee meeting held June 4, 2014.
  - 6.3) Approval of minutes of Outreach Committee meeting held September 10, 2015.
  - 6.4) Approval of minutes of Water Supply & Reliability Committee meeting held October 5, 2015.
  - 6.5) Approval of minutes of Informational Meeting of the Outreach Committee held October 15, 2015.
  - 6.6) Payment of bills for March 23, 2016.
  - 6.7) Approve absence of Director Estes from March 9, 2016 meeting due to family obligation.
- 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 additional costs associated with completion of front office space remodel. (\$7,775.00 – Budgeted – Project Manager Thompson)
  - 7.2) Consideration and possible action on authorization of the following conferences, seminars, and training sessions for Board and staff attendance within budget amounts previously approved in the 2016 Budget:
    - a) Central Basin Municipal Water District Water Education Tour to be held April 8, 2016 in Commerce.
    - b) The Copywriter’s Workshop to be held June 2 – 3, 2016 in Pasadena.
- 8) Information Items:
  - 8.1) Reports of Directors:
    - a) Meetings/General Report.
    - b) Standing Committee/Assignment Reports (Chair):
      - 1) Antelope Valley State Water Contractors Association.

- 8.2) Report of General Manager.
  - a) March, 2016 written report of activities through February, 2016.
- 8.3) Report of General Counsel.
- 9) Public comments on closed session agenda matters.
- 10) Break prior to closed session.
- 11) Closed session under:
  - 11.1) Conference with Legal Counsel – Existing Litigation: A closed session will be held, pursuant to Government Code §54956.9 (d)(1), to confer with Special Litigation Counsel regarding pending litigation to which the District is a party. The title of such litigation is as follows: *Antelope Valley Ground Water Cases*.
  - 11.2) Conference with Legal Counsel – Existing Litigation: A closed session will be held, pursuant to Government Code §54956.9 (d)(1), to confer with District General Counsel regarding pending litigation to which the District is a party. The title of such litigation is as follows: *Palmdale Water District v. Lagerlof, et al, Los Angeles County Superior Court Case No. BC 605450*.
- 12) Public report of any action taken in closed session.
- 13) Board members' requests for future agenda items.
- 14) Adjournment.



---

DENNIS D. LaMOREAUX,  
General Manager

DDL/dd

## **PALMDALE WATER DISTRICT CARES**

**Tuesday, March 1, 2016**

**To**

**Wednesday, March 23, 2016**

Attention all employees, Please assist PWD in feeding two families in need this Easter. The Chavez family, (family of five) and the Robinson family, (single mother of six) that need help this Easter. The District will be accepting donations from the 1<sup>st</sup> to the 23<sup>rd</sup> until 6:30pm. All donations will be presented to the families at the Board Meeting on March 23<sup>rd</sup> please help us make things a little easier for these two families.

Needed supplies:

- Canned goods
- Candy/Small toys for kids
- Fresh Vegetables (can be accepted on the last day)
- Easter Baskets etc....

Perishable food Items can be donated on the last day. Please email Mike McNutt or Jeleve Bishop for additional details.

(Total of 4 girls and 5 boys ages 4-12years)

Please drop off all donations in Mike McNutt's office.

**PALMDALE  
WATER DISTRICT  
BOARD MEMORANDUM**

**DATE:** March 17, 2016 **March 23, 2016**  
**TO:** BOARD OF DIRECTORS **Board Meeting**  
**FROM:** Mr. Dennis LaMoreaux, General Manager  
**RE:** *AGENDA ITEM NO. 5.2 – DROUGHT REORT-REVIEW OF “WATER CONSERVATION AND REDUCTION IN WATER DEMAND EFFORTS AS OF FEBRUARY, 2016.”*

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Information on this item will be distributed at the Board meeting.

**PALMDALE  
WATER DISTRICT  
BOARD MEMORANDUM**

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**DATE:** March 17, 2016 **March 23, 2016**  
**TO:** BOARD OF DIRECTORS **Board Meeting**  
**FROM:** Mr. Matthew Knudson, Assistant General Manager  
**VIA:** Mr. Dennis LaMoreaux, General Manager  
**RE:** *AGENDA ITEM NO. 5.3 – PRESENTATION AND UPDATE ON THE PALMDALE REGIONAL GROUNDWATER RECHARGE AND RECOVERY PROJECT*

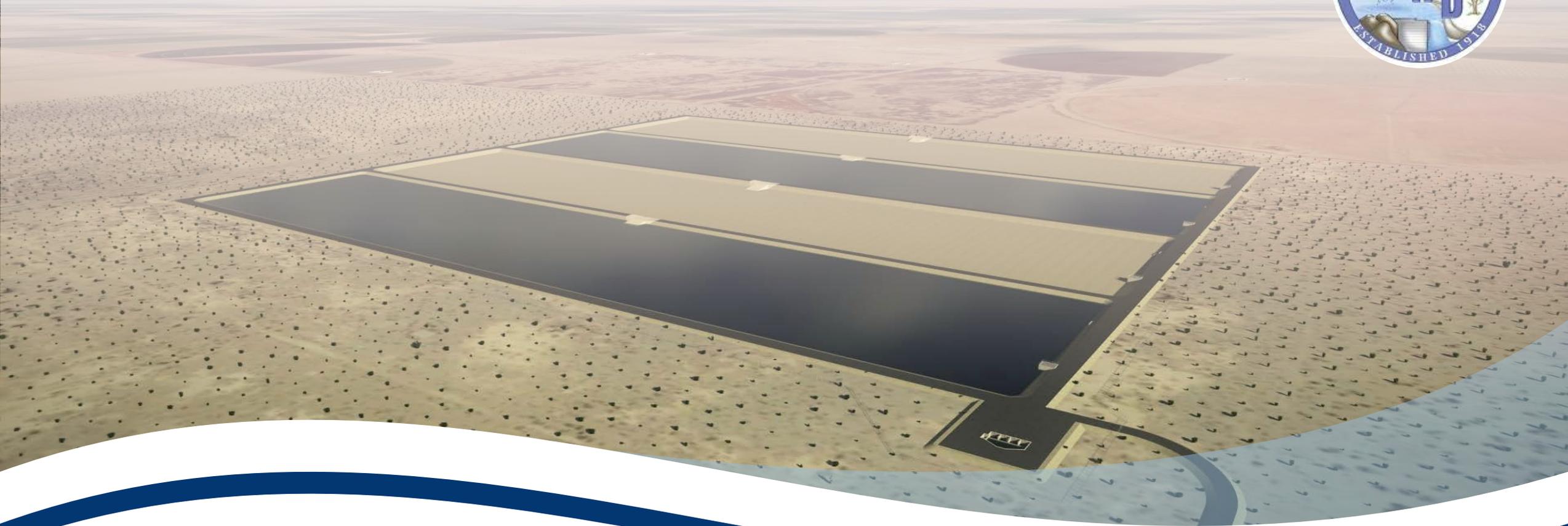
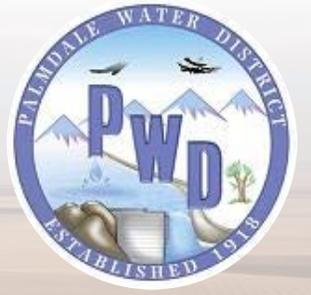
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The Palmdale Regional Groundwater Recharge and Recovery Project was accepted as one of the projects presented at the recent WateReuse Annual Conference. Attached is a copy of the presentation presented by District staff and Kennedy/Jenks Consultants at the WateReuse Conference held March 13 – 15, 2016 in Santa Rosa, CA. The presentation and project was well received by the attendees, and there were several project supporters in the audience including representatives from the Los Angeles County Sanitation District, members from our independent advisory committee (Blue Ribbon Panel), and the National Water Research Institute.

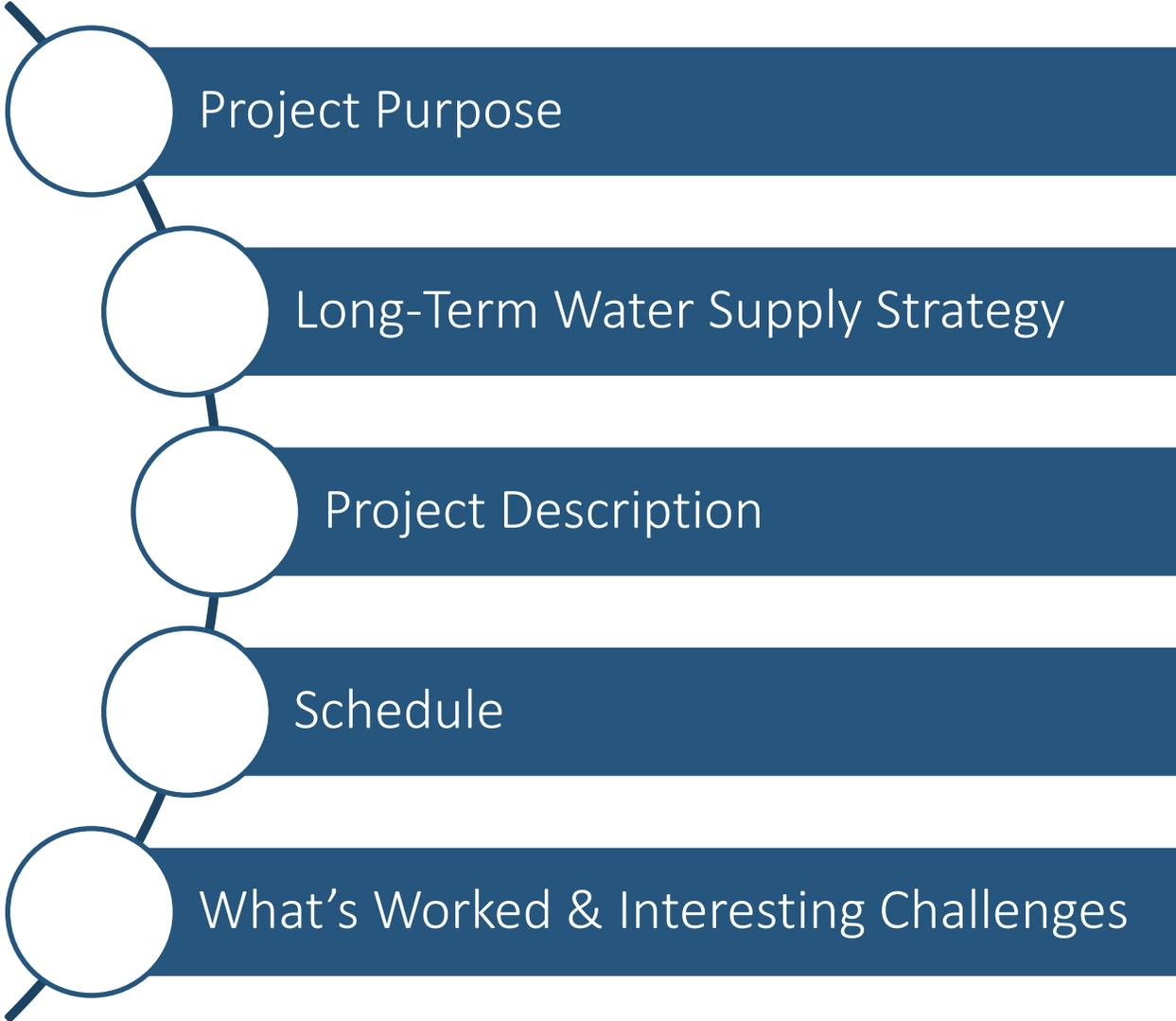
At the Board meeting, staff will provide the Board with a brief presentation and update on the proposed project to keep the Board and public informed on the recent status and minor changes to the proposed project.

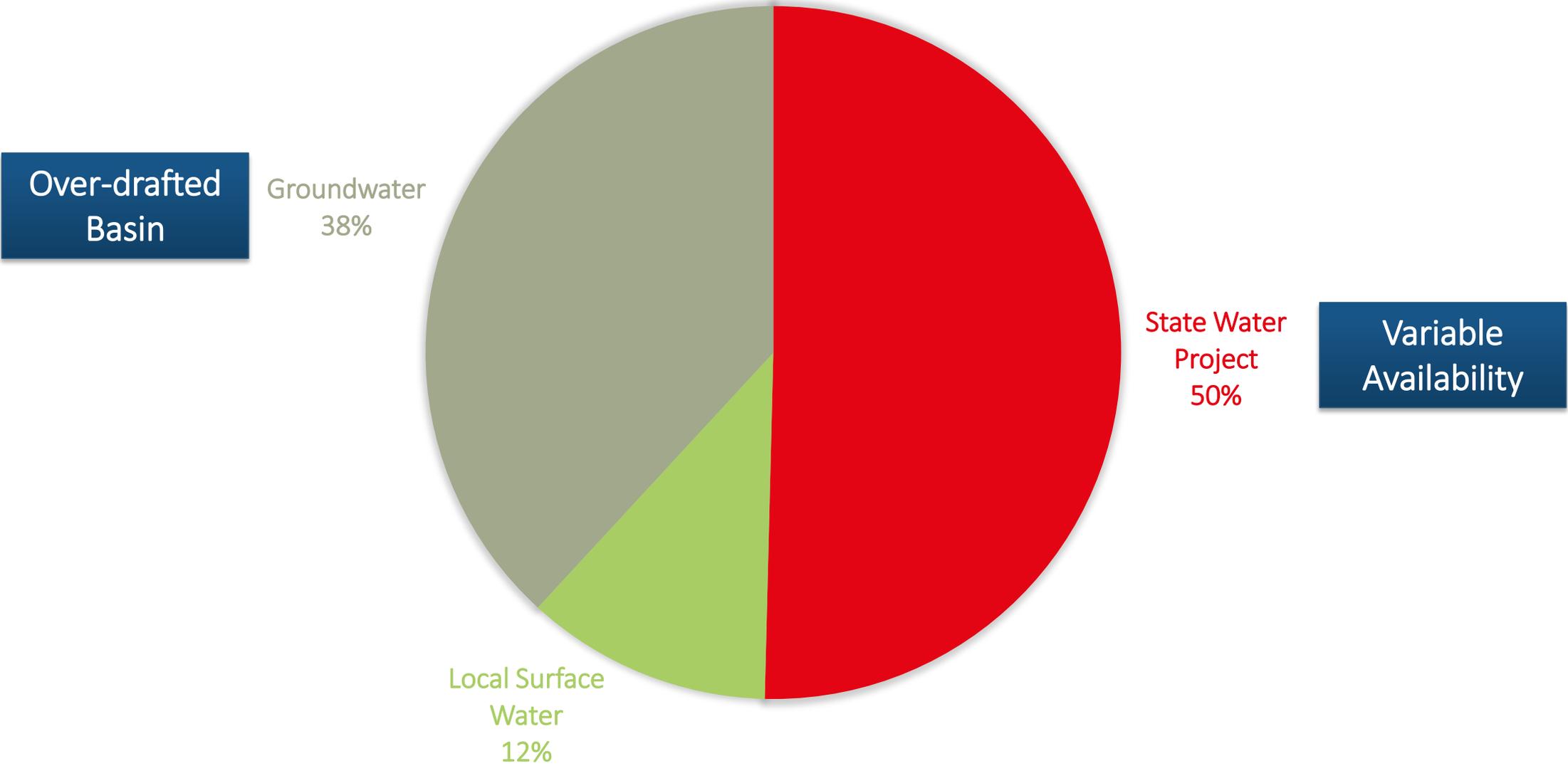
**Supporting Documents:**

- Copy of the presentation presented by District staff and Kennedy/Jenks Consultants at the recent WateReuse Conference.



## Palmdale Regional Groundwater Recharge & Recovery Project Progress Update







Status Quo



Conjunctive Use  
Water Bank



Potable Reuse  
Water Bank



45,000 AFY  
of Table A

\$\$\$

9,000 AFY  
of Table A

\$\$

0 AFY of  
Table A

\$



Meet Future Demand Needs



Diversify Water Supply Portfolio



Maximize SWP Water Supply



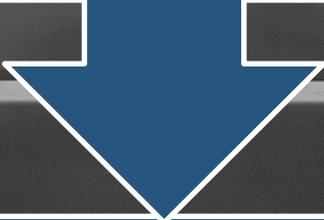
Increase Reliability



Provide More Local Control

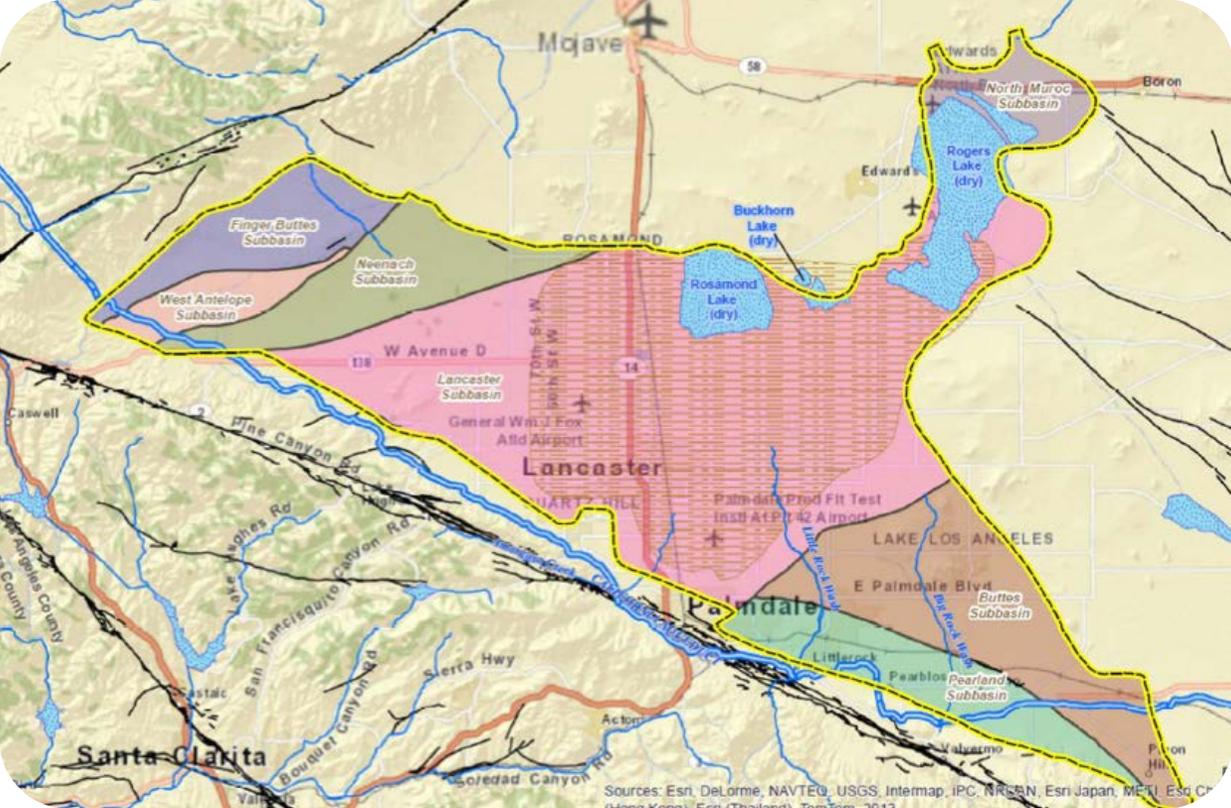
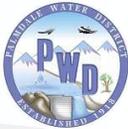


# Surface Spreading GRRP



## 8,000-16,000 AFY Total Recharge

|                                   |                        |                                      |
|-----------------------------------|------------------------|--------------------------------------|
| 2,000-7,000 AFY<br>Recycled Water | 1,690 AFY<br>Underflow | 4,000-9,000 AFY<br>SWP Surface Water |
|-----------------------------------|------------------------|--------------------------------------|

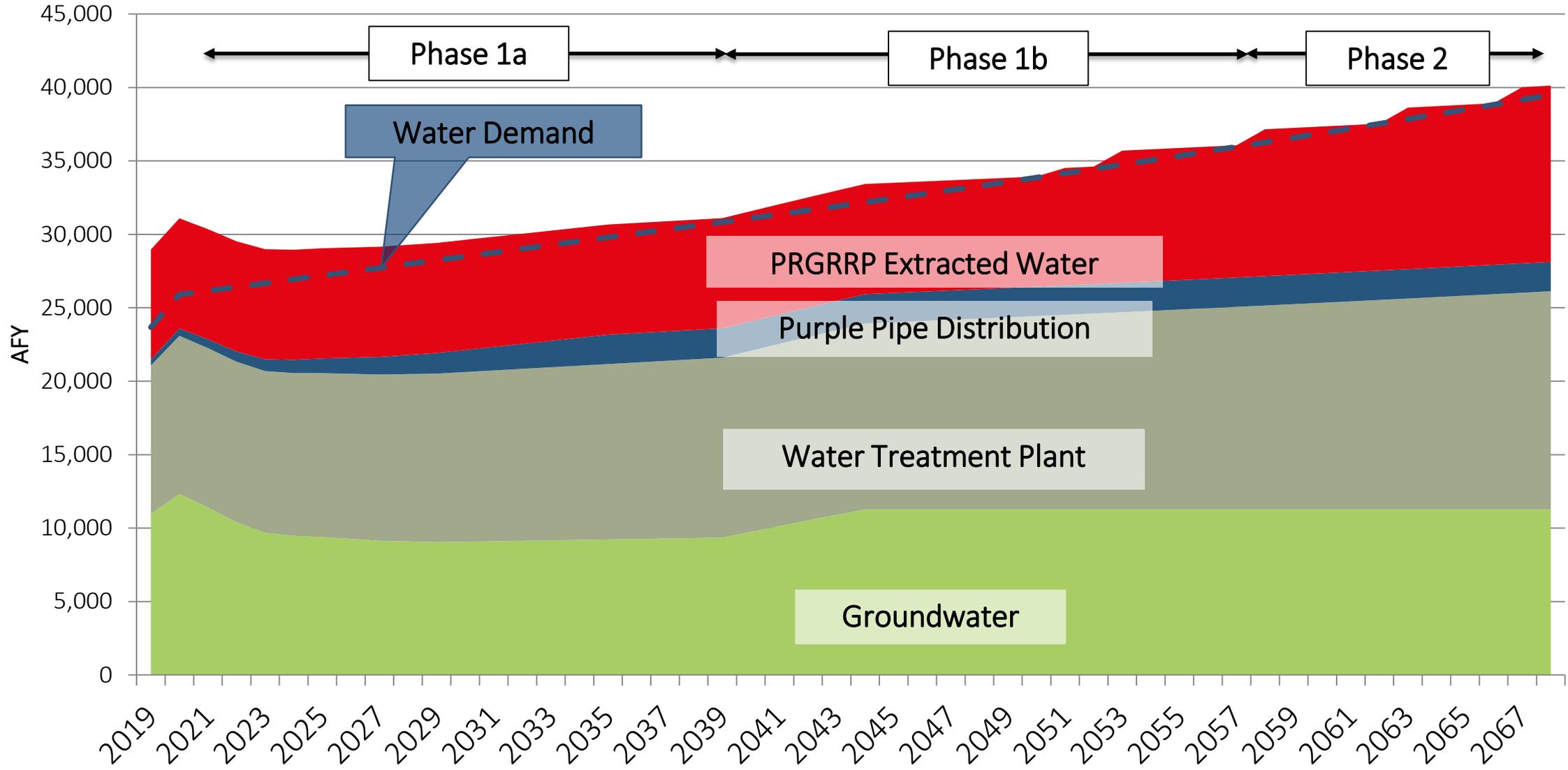


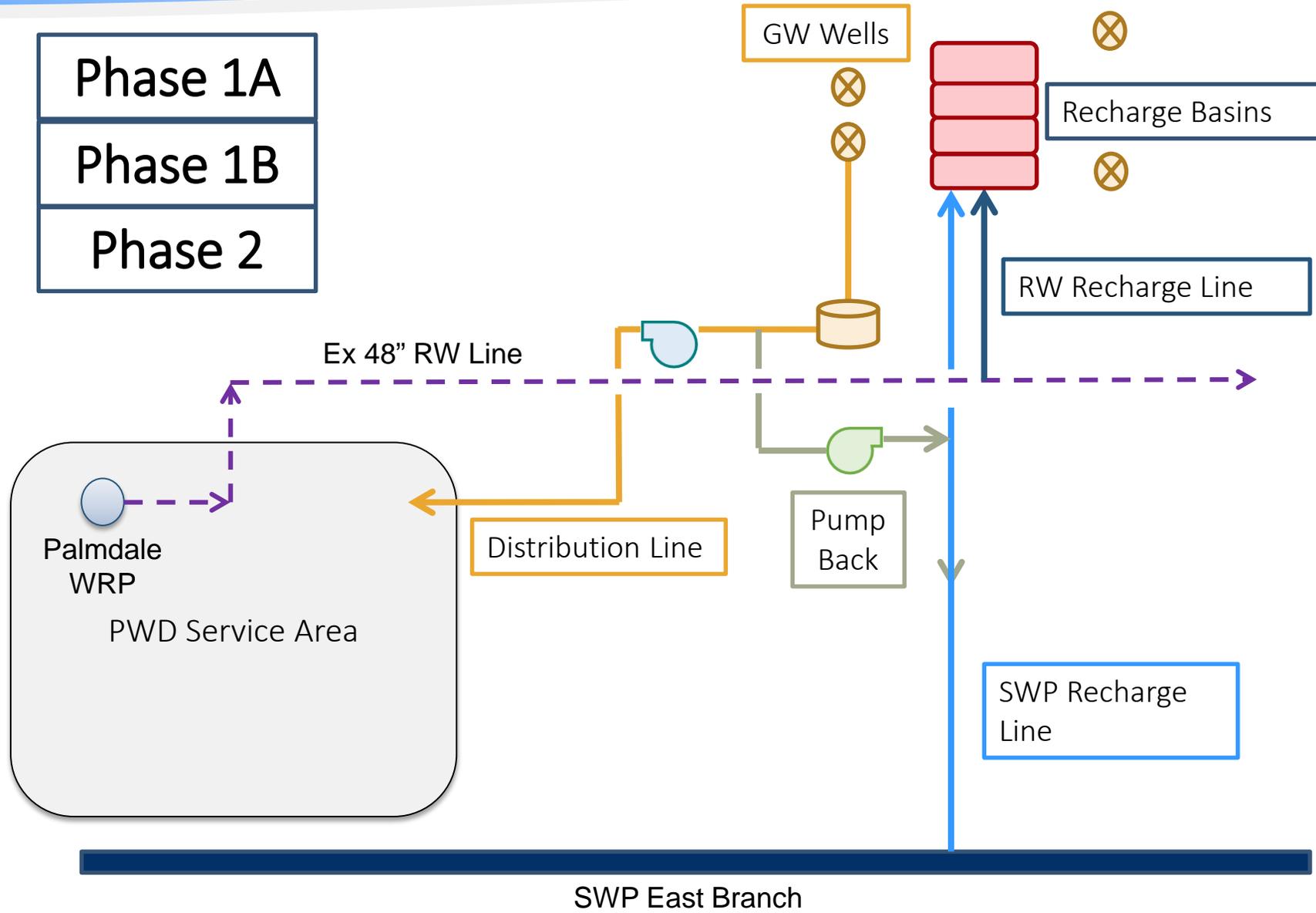
Large, over-drafted basin

Close access to recycled water

Ample undeveloped land

Available diluent water







Phase 1A  
2019-2038



- 2 recharge basins
- 4 wells
- Pipelines

Phase 1B  
2039-2058



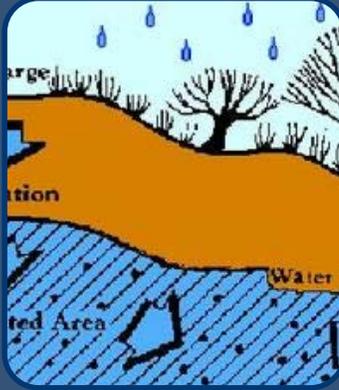
- 1 recharge basin
- 2 wells
- Storage tank
- Pump station

Phase 2  
2059-2068



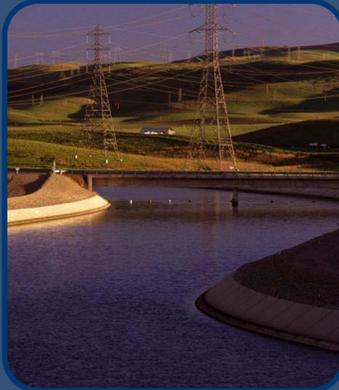
- 1 recharge basin
- 2 wells





## Underflow

- 1,690 AFY

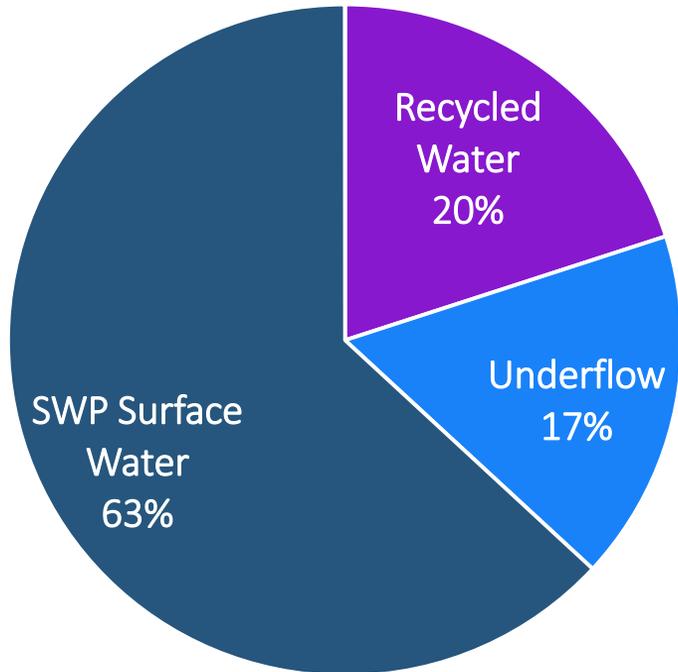


## SWP Surface Water

- 31,300 AFY Table A Amount
- 62% Long-Term Average Availability

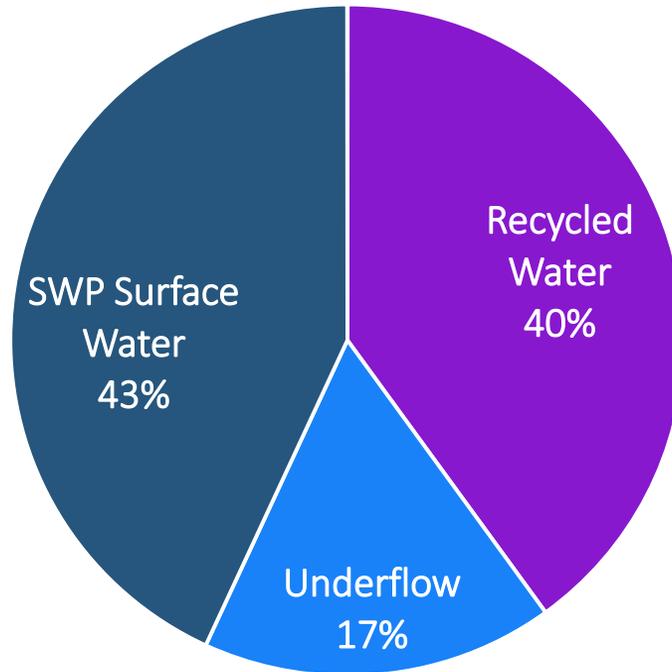


Initial Project



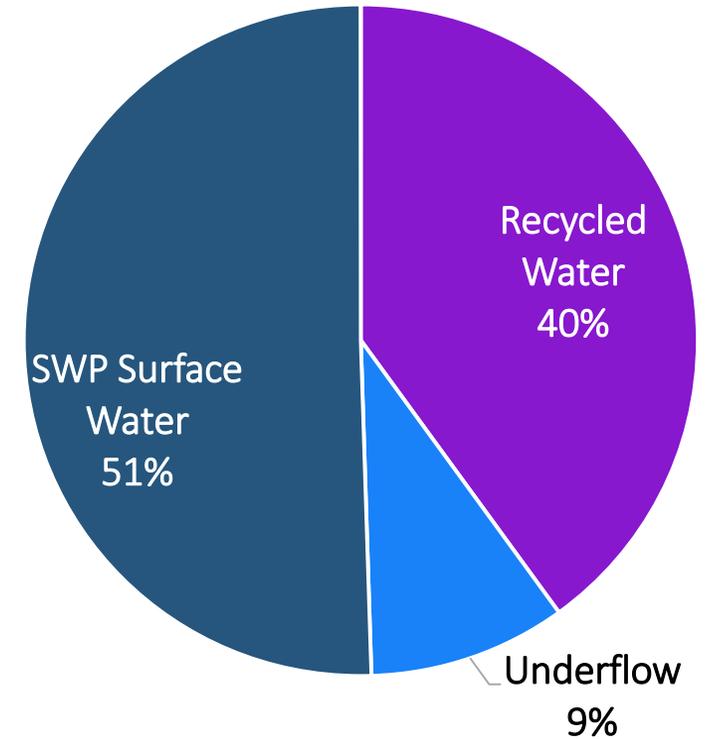
10,000 AFY

7-20 Years Later

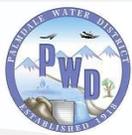


10,000 AFY

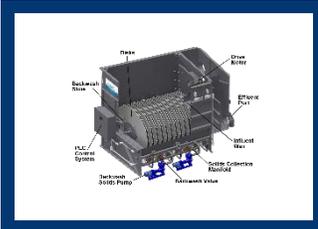
20+ Years



16,500 AFY



|   |         |    |
|---|---------|----|
| Surface Spreading<br>Groundwater Recharge<br>& Recovery | Virus   | 12 |
|   | Giardia | 10 |
|   | Crypto  | 10 |

|         | Secondary Treatment   | Tertiary Treatment   | Aquifer Retention Time   |    |
|---------|---|--|--|----|
|         |  |  |  |    |
| Virus   | 1.9   | 4.1  | 12   | 18 |
| Giardia |   |  |  | 10 |
| Crypto  |   |  |  | 10 |



30" SWP Line



24" RW Turnout



80-acre Recharge Basins



1,200 gpm Wells

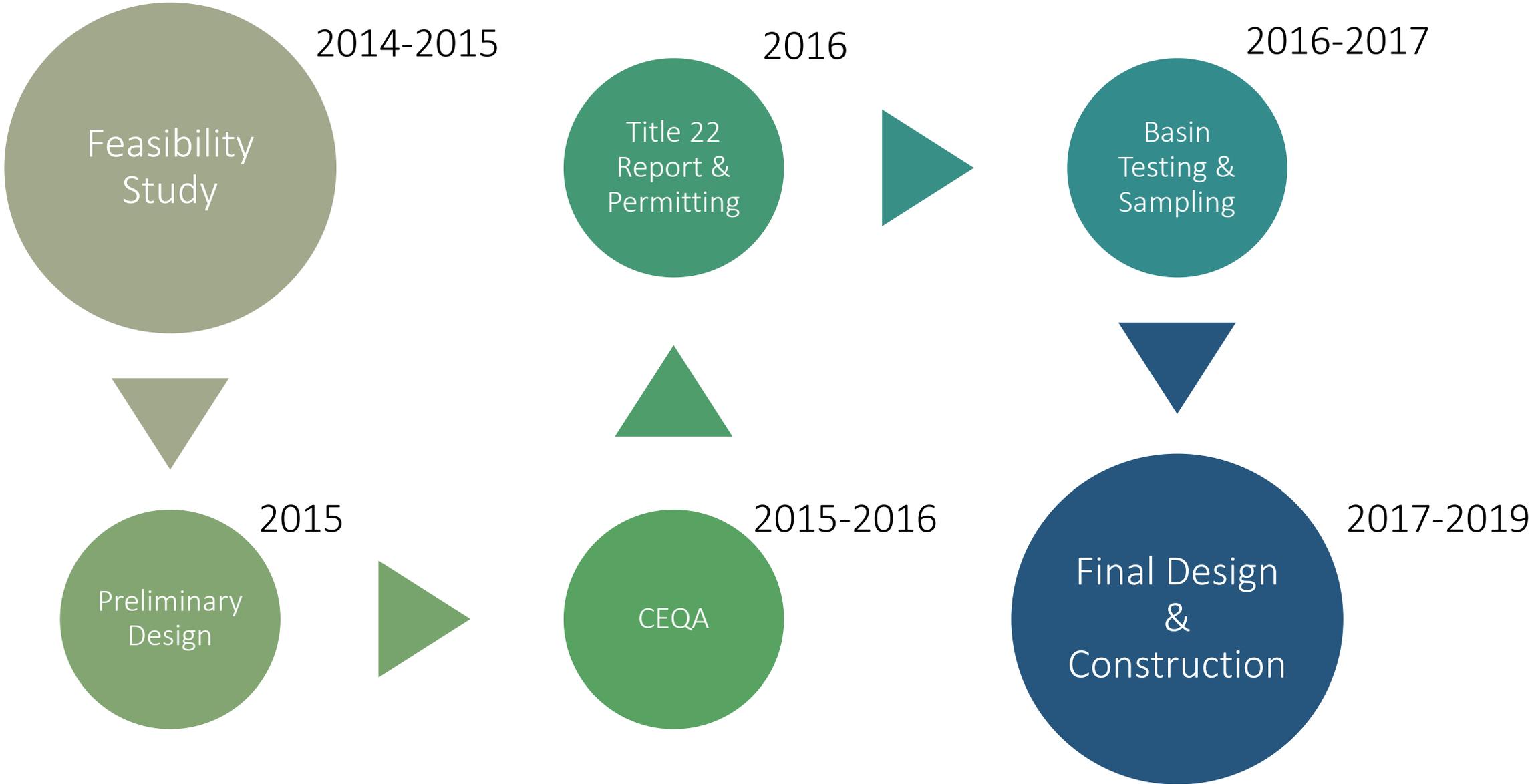


1,600 hp Pump Station



30" Distribution Line







Test Recharge Basin



Monitoring Well



Water Quality Sampling

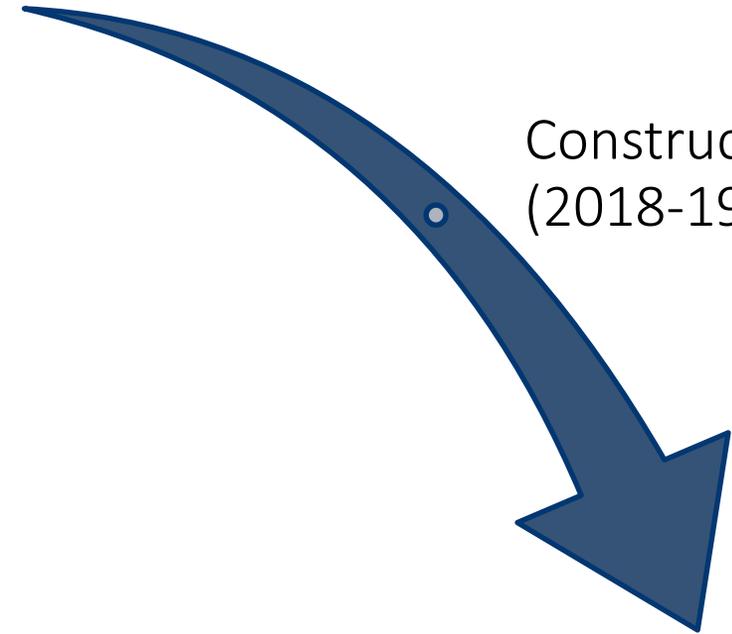


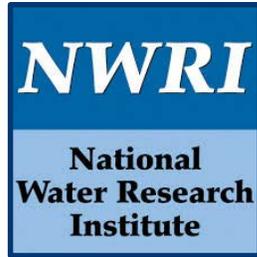
Soil Column Testing

Final Design  
(2017-18)

Construction  
(2018-19)

Begin Operation  
(2019)





Independent  
Advisory Panel

Early Public  
Engagement

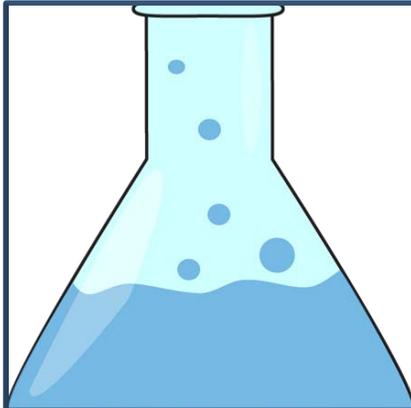
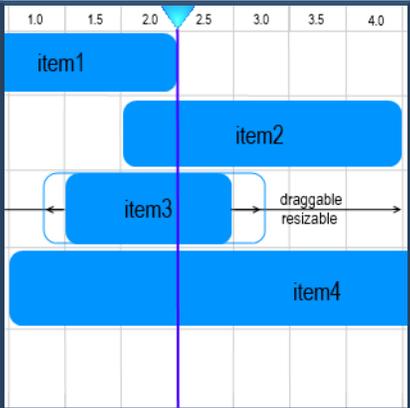


Stakeholder  
Involvement

Tapping into Project  
Partners' Resources





|   |  |   |   |   |
|---|--|---|---|---|
|  |  |  |  |  |
| <p>High NDMA in Recycled Water</p>  | <p>Creating Regional Alliances</p>   | <p>Funding Strategy</p>   | <p>Project Phasing</p>  | <p>Predicting the Future</p>  |



Conjunctive Use of SWP Water

Utilize New, Reliable Water Supply

Local Control

Benefits Entire Region



Questions?

**PALMDALE WATER DISTRICT  
BOARD MEMORANDUM**

**DATE:** March 15, 2016 **March 23, 2015**  
**TO:** BOARD OF DIRECTORS **Board Meeting**  
**FROM:** Mr. Dennis D. LaMoreaux, General Manager  
**RE:** ***AGENDA ITEM NO. 6.7 – APPROVE ABSENCE OF DIRECTOR ESTES  
FROM MARCH 9, 2016 MEETING DUE TO FAMILY OBLIGATION***

---

Director Estes was absent from the March 9, 2016 Board Meeting. Agenda Item No. 6.7 has been placed on the Consent Calendar to excuse this absence pursuant to Section 4.07.2 of the District’s Rules and Regulations which states, “The Board shall excuse absences by approving such absences pursuant to the Consent Calendar at the next regular Board meeting.”

**PALMDALE  
WATER DISTRICT  
BOARD MEMORANDUM**

**DATE:** March 15, 2016 **March 23, 2016**  
**TO:** BOARD OF DIRECTORS **Board Meeting**  
**FROM:** Mr. Peter Thompson, Project Manager  
**VIA:** Mr. James Riley, Engineering/Grant Manager  
 Mr. Matthew Knudson, Assistant General Manager  
 Mr. Dennis LaMoreaux, General Manager  
**RE:** ***AGENDA ITEM NO. 7.1 - CONSIDERATION AND POSSIBLE ACTION ON  
 ADDITIONAL COSTS ASSOCIATED WITH COMPLETION OF FRONT  
 OFFICE SPACE REMODEL.***

**Recommendation:**

Staff recommends approval of additional costs associated with the work necessary to complete the front office space remodel.

**Financial Impact:**

|   |                  |
|---|------------------|
| Original proposal costs:                  | \$ 4,241.00      |
| Proposed costs to complete cubicles:      | \$ 6,974.78      |
| Estimated costs to complete counter face: | <u>\$ 800.00</u> |
| <br>Total remodel Price:                  | <br>\$ 12,015.78 |

This additional cost is recommended as a temporary alternative until such time as financing in an approximate amount of \$1,000,000.00 is available to construct a full remodel in the front office.

**Background:**

Staff met with Rothman Business Interiors on several occasions and conveyed the scope of work prior to receiving Rothman’s proposal. The scope of work involved utilizing panels from the existing six cubicles to create nine cubicles as well as rearranging front counter faces to create adequate knee space for staff working the counter. Rothman’s proposal for the work in the amount of \$4,241.00 was accepted by the Board on January 13, 2016. The work has been completed but does not appear finished or uniform due to the lack of panels and trim pieces available to complete the cubicles and due to open voids in the counter faces resulting from the work. Cubicle panels and additional trim pieces should be added to achieve a uniform and finished appearance. Existing drawers and/or blank cabinet facing should be utilized to fill in the counter face voids.

BOARD OF DIRECTORS

PALMDALE WATER DISTRICT

VIA: Mr. James Riley, Engineering/Grant Manager  
Mr. Matthew Knudson, Assistant General Manager  
Mr. Dennis LaMoreaux, General Manager

-2-

March 16, 2016

**Strategic Plan Initiative:**

Strategic Initiative No. 6 – Customer Care and Advocacy

**Supporting Documents:**

- Rothman Business Interiors proposal to complete front office cubicles



ROTHMAN BUSINESS INTERIORS  
 121 Carriage Lane Suite 107 Lancaster, CA  
 Tele (661) 618-6734

# Estimate

Date:  
03/08/16

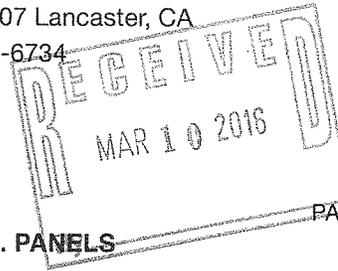
Est. #

24350-Rev.

Client:  
 PALMDALE WATER DISTRICT  
 2029 EAST AVENUE Q  
 PALMDALE, CA 93550  
 TELE (661) 456-1009 Attn Tammy

PROJECT  
**Extend Height 21 C.S. PANELS**

Ship To:  
 PALMDALE WATER DISTRICT  
 2029 EAST AVENUE Q  
 PALMDALE, CA 93550  
 TELE (661) 456-1009 Attn Tammy



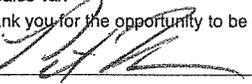
| Description   | Qty | Price  | Total    |
|---|-----|--------|----------|
| ****Extend Height of C.S. PANELS; ROW #1 BY EAST RR:  |     |        |          |
| 1. Panel segment 18"h x 30 wide Quantity of 3 INSTALLED FEB. 14                                   | 3   | 210.00 | 630.00   |
| 2. 62"High POST CUSTOM FABRICATED; FOR SUPPORT of Segments & Panel End Caps to finish Panels      | 1   | 65.00  | 65.00    |
| ***PANEL SEGMENTS FOR ROW #2 in CENTER C.S. SECTION***  |     |        |          |
| 3. Panel segment 12" high x 30 wide   | 3   | 210.00 | 630.00   |
| 4. Panel segment 12" high x 32 1/2" wide  |     |        |          |
| 5. Panel segment 18" high x 42 wide   |     |        |          |
| 6. 62"High POST CUSTOM FABRICATED; FOR SUPPORT of Segments & Panel End Caps to finish Panels      | 1   | 65.00  | 65.00    |
| ****Extend Height of C.S. PANELS FOR ROW #3 ***WEST C.S. Work Stations***                         |     |        |          |
| 7. Panel segment 18"h x 42 wide X THREE EACH NEEDED; @ \$230 EA = \$690                           | 4   | 225.00 | 900.00   |
| 8. Panel segment 18" high x 30 wide @ \$210   |     |        |          |
| 9. 62"High POST CUSTOM FABRICATED; to SUPPORT Segments & 3 Panel End Caps to finish 60"highPanels | 12  | 65.00  | 780.00   |
| 10. INSTALLATION for everything on estimate   | 9   | 65.00  | 585.00   |
| ***Extend Height of 11 C.S. PANELS BETWEEN Work Stations; East to West ;                          |     |        |          |
| 11. Panel segment 18"h x 36 wide Quantity of 8  | 11  | 210.00 | 2,310.00 |
| 12. Panel segment 12" high x 36 wide QUANTITY OF 2  |     |        |          |
| 13. Panel Segment 24"w x 18"high quantity of 1  |     |        |          |
| ***all FIVE 42" high aisle Panels **WING PANELS STAY AT LOWER 42" PANEL HEIGHT; AS IS NOW***      |     |        |          |
| 14. CUT Down Judith's Wing PANEL From 48"High to 42"high  | 1   | 85.00  | 85.00    |
| 15. Add a Custom Top & Finish Back of Existing Grey Laminate file, file Locking pedestal in aisle | 1   | 110.00 | 110.00   |
| 16. PANEL FABRIC 66" wide x 23 yards  | 23  | 32.50  | 747.50T  |

\*\*\*ALL SPACE PLANNING, & DRAWINGS ARE COMPLIMENTARY TO PWD

Please Note: Page 1 & 2 drawings Show the Current panel Heights;  
 \*\*\*\*(not Showing the 2 Installed Segments from Est. #24350-Rev. line item #1)  
 Page 3,4,5 Drawings Show the PROPOSED HEIGHTS with 21 Added Height Extensions

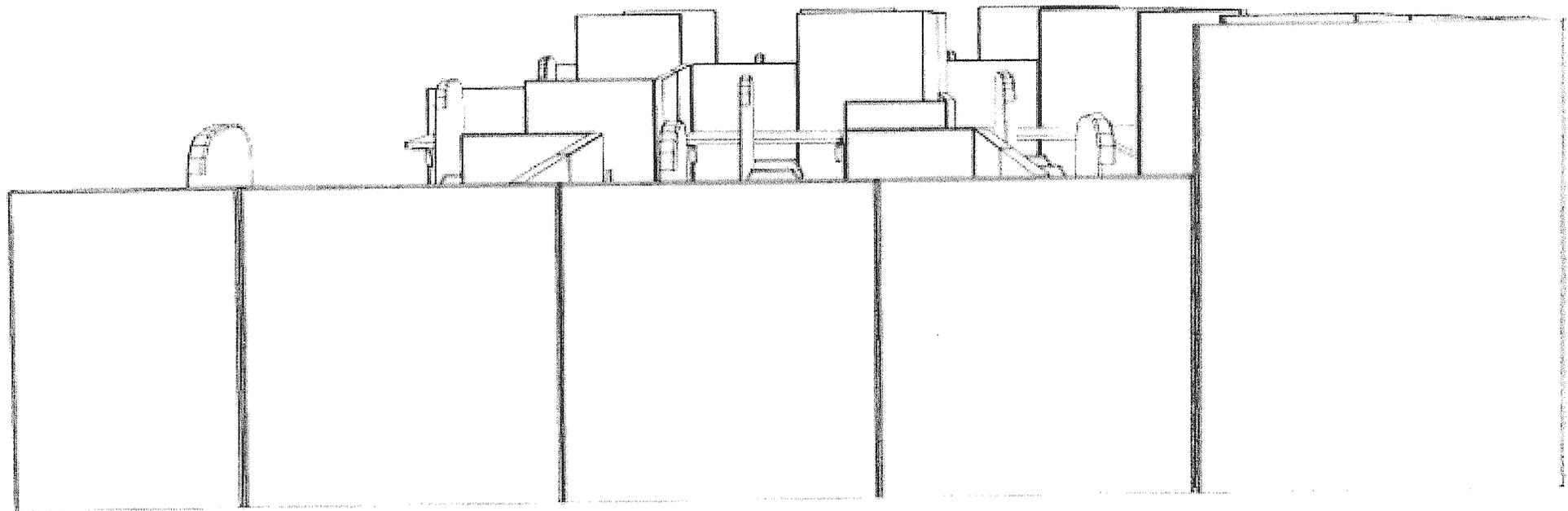
Please Call with any Questions.

Sales Tax 9.00% 67.28  
 Thank you for the opportunity to be of service. Upon customer signature, this custom order can not be cancelled.

X  Date 3/10/16 STANDARD TERMS: 50% Deposit / Balance Delivery

Thank you for the opportunity to be of service. Debra & Randy

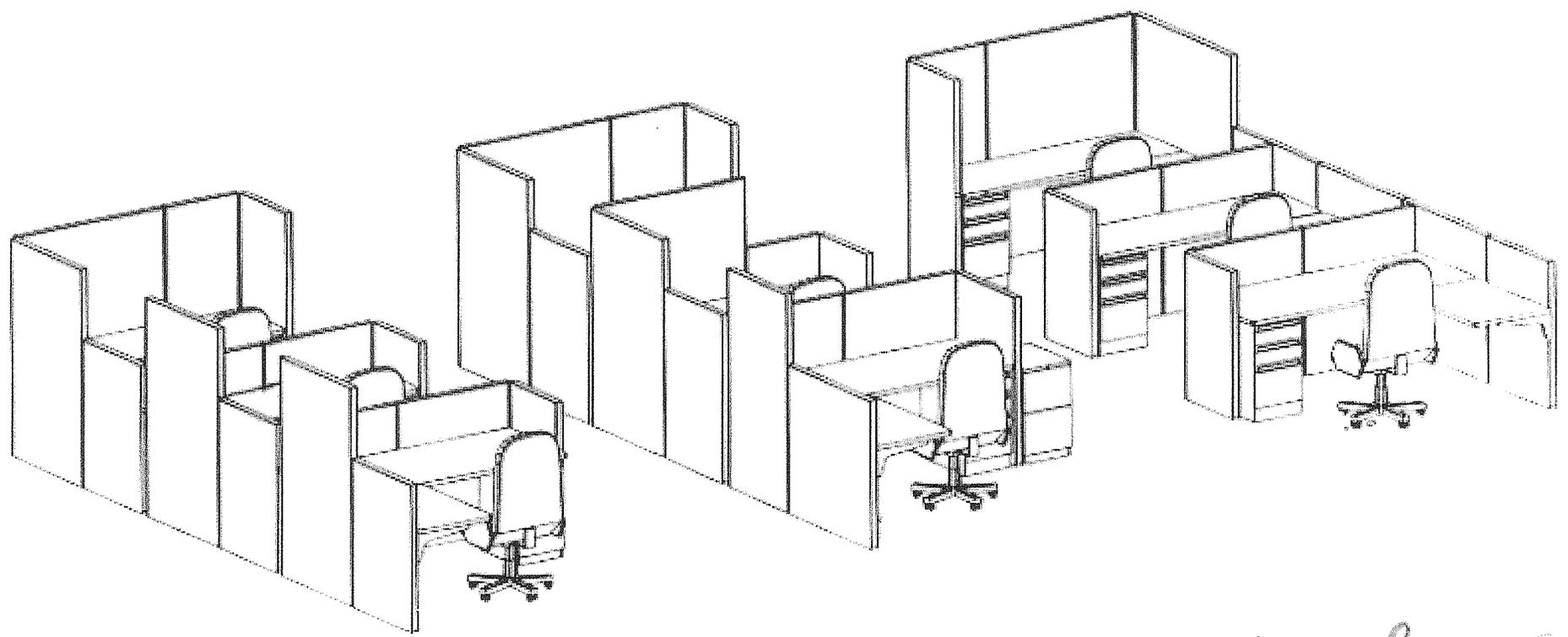
Total \$6,974.78



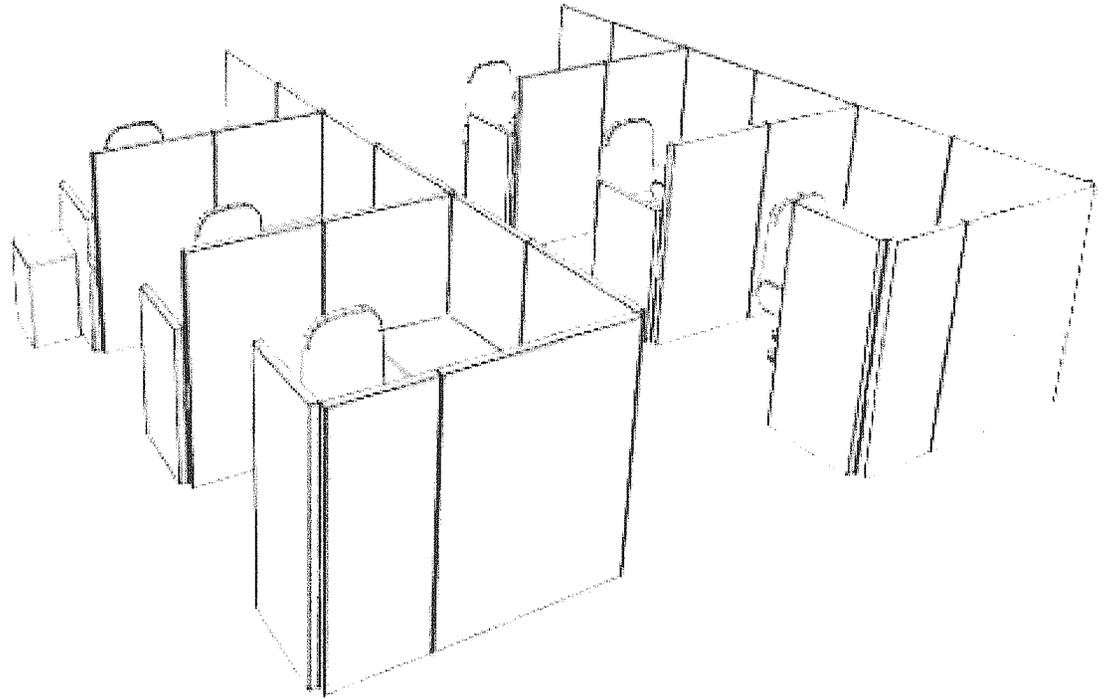
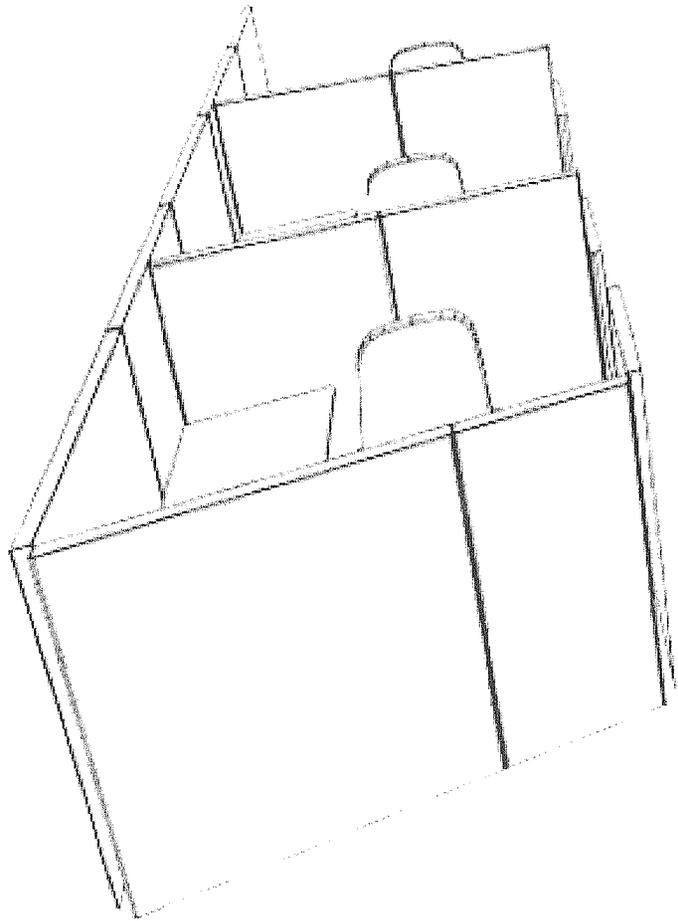
PWD

SHOWN AS IS 3-1-2016  
with 27 LOWER Height Panels

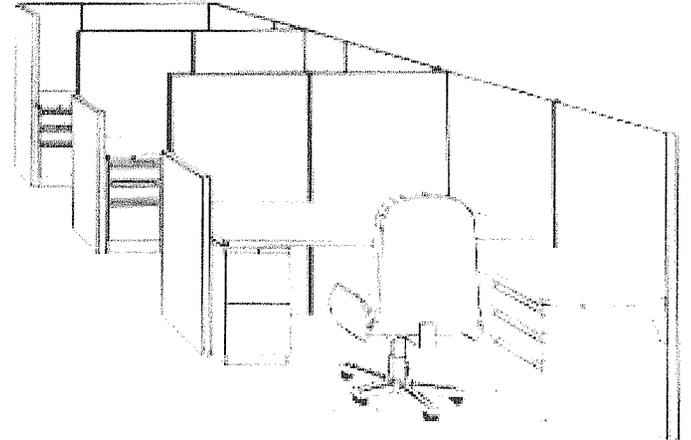
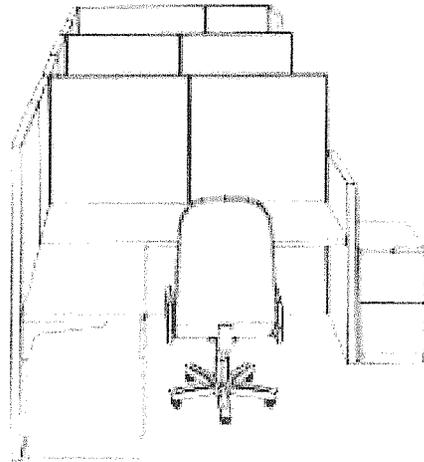
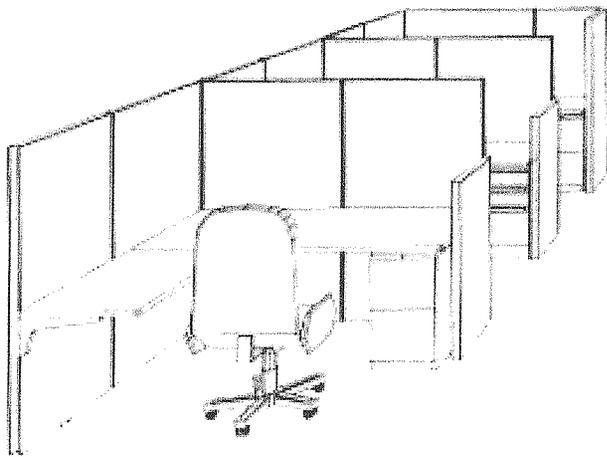
PWD PANEL HEIGHTS NOW  
31-1-11



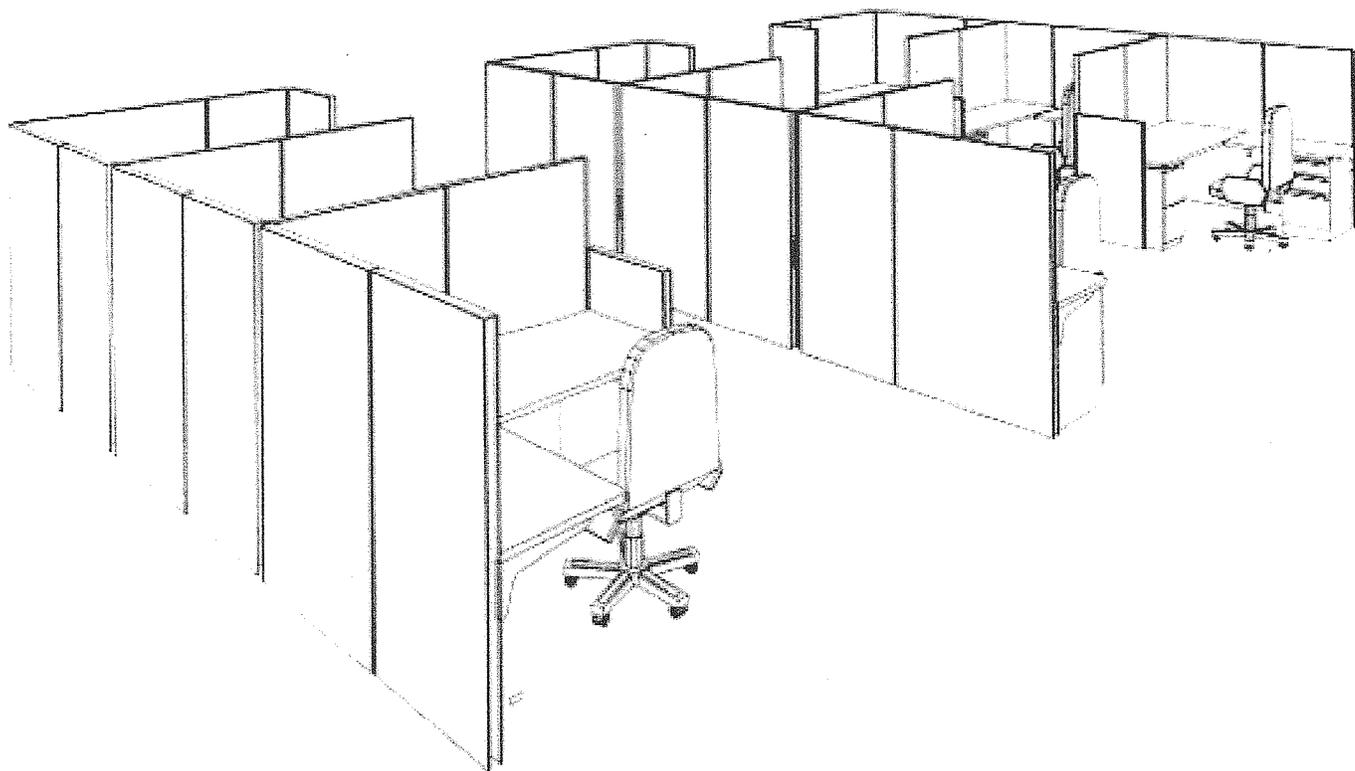
Currently 27 LOW HEIGHT PANELS



PWD PROPOSED PLAN  
Shown with only 6 Low panels  
3-8-2016



PWD PROPOSED PLAN  
x Shown with only 6 Low Wing Panels  
3-8-2016



PWD Proposed Plan

with only 6 lower panels  
3-8-16





**Division IV Director  
Leticia Vasquez**



**Central Basin**  
Municipal Water District

Join Central Basin Director Leticia Vasquez in a behind the scenes tour of the District's operations facilities. During this trip you will have the unique opportunity of learning more about Central Basin's role in securing this region's water supply.

Date: Friday, April 8, 2016

Time: 9:00am - 4:00pm

# Water Education Tours

*As part of this educational experience, you will:*

- Ride along Central Basin's Recycled Water Delivery System
- Visit a Large Landscape Demonstration Garden



- Participate in a presentation from the Metropolitan Water District of Southern California
- Tour the Sanitation Districts of Los Angeles County Recycled Water Facility

**Seating is limited, RSVP today!**

To register, please complete the online application by visiting  
<http://www.centralbasin.org/tools/water-education-tours-form/>.

You may also contact Kelsey Coleman at (323) 201 - 5512 or [kelsey@centralbasin.org](mailto:kelsey@centralbasin.org)

**THE COPYWRITER'S WORKSHOP**

**June 2 - 3, 2016**

**Pasadena**

NAME: \_\_\_\_\_

ADVANCE REGISTRATION DEADLINE: 30 DAYS PRIOR TO EVENT

MEALS:    \_\_\_ YES        SPOUSE:    \_\_\_ YES        SPOUSES' TOUR:    \_\_\_ YES  
          \_\_\_ NO            \_\_\_ NO            \_\_\_ NO

**DEPARTMENTAL TRAVEL BUDGET:**

REGISTRATION: \_\_\_\_\_ TRAVEL: \_\_\_\_\_

TOTAL REMAINING BALANCE: \_\_\_\_\_

**PROPOSED EXPENSES:**   Registration:        \_\_\_\_\_  
                                  Transportation: \_\_\_\_\_  
                                  Meals:\*            \_\_\_\_\_  
                                  Miscellaneous:    \_\_\_\_\_  
                                  TOTAL:            \_\_\_\_\_

\*DIRECTORS: Expenses are outlined in Section 4.06.1 of the District's Rules and Regulations.

\*FOR STAFF: Meal limitations are outlined on pages 30 and 31 of the District's Employee Manual.

Please review these limitations.

**HOTEL ACCOMMODATIONS:**   \_\_\_ YES   \_\_\_ NO   REGISTRATION DEADLINE: \_\_\_\_\_

ARRIVAL DATE/TIME: \_\_\_\_\_   DEPARTURE DATE/TIME: \_\_\_\_\_

TYPE OF ACCOMMODATIONS:        \_\_\_\_\_   SINGLE (1 PERSON)  
  \_\_\_\_\_   DOUBLE (2 PEOPLE)  
  \_\_\_\_\_   (2 PEOPLE/2 BEDS)

**AIRLINE RESERVATIONS:**    \_\_\_ YES    \_\_\_ NO

DEPART FROM \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_ AM/PM  
                                  (airport)                                    (date)                                    (time)

RETURN FROM \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_ AM/PM  
                                  (airport)                                    (date)                                    (time)

SUPERVISOR APPROVAL: \_\_\_\_\_   DATE: \_\_\_\_\_

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and sends your response rates soaring!



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**Minnesota**

Bloomington • June 9–10

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Philadelphia • April 25–26

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**Washington**

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# Learn the Secrets Great Writers Use for Success in Every Medium—From Traditional to E-Copy to Content Marketing

## Who'll Be There ...

Anyone who influences the development and creation of stunningly successful copy can—and will—benefit from this stellar seminar, including, but not limited to:

- Copywriters
- Content writers
- Professional bloggers
- Social media managers
- Brand journalists
- Content marketing managers
- Corporate communication pros
- Ad directors
- Designers/art directors
- Creative directors
- Do-it-all marketing professionals

And more!

The chance to learn from one of the industry's brightest and wittiest copywriting minds doesn't come around often! Don't let this unique opportunity pass you by ... register today!

All the fancy graphics and eye-catching layouts in the world won't help your marketing pieces without one key ingredient: powerful copy that makes your reader crave the product or service you're selling or promoting. And while there are a few copywriting strategies that remain timeless ("show ... don't tell"), everything else seems to change on a monthly basis. What worked in a campaign six months ago can fall flat today. In addition, the ability to create fresh and evergreen content for your organization has moved from a nice-to-have skill to a MUST-HAVE skill!

That's why we're inviting you to learn how to easily stay on top of your game by attending this invigorating, inspirational, and eye-opening seminar, **The Copywriter's Workshop**. It's two days packed with copywriting how-tos ... cutting-edge, attention-grabbing techniques ... successful strategies for selling your message ... and proven tips for overcoming the most infuriating challenges that copywriters face every day—no matter if your message is a 140-character tweet or an eight-page sales letter.

### COME WITH QUESTIONS, BECAUSE WE HAVE THE ANSWERS!

Copywriters from around the world have benefited from the powerful copy strategies that you'll learn in this interactive two-day workshop. From accurately targeting your audience ... to crafting the best possible hook ... to writing lean, error-free copy that sings to your reader, you and your peers will master the hows and whys of creating successful copy.

Plus, you'll have the opportunity to practice what you've learned before you head back to the keyboard for your next project. So bring your questions ... we're positively sure you'll find the answers here!

### MASTER SUCCESSFUL COPYWRITING TECHNIQUES IN JUST TWO DAYS!

The chance for you to immerse yourself in two entertaining and jam-packed days of discussing and dissecting the craft of copywriting with a room full of your peers doesn't come around often. The fact that this will be the most enjoyable two days you'll ever experience on the job makes this the one "must attend" training session of the year for you. Don't put it off—register today and start writing better copy than you ever imagined!

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— P. Albertson

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# Your Comprehensive Course Agenda

REGISTRATION BEGINS AT 8:15 A.M. ON DAY 1 COURSE HOURS: 9 A.M. TO 4 P.M. EACH DAY

## I. Writing to Your Audience Every Time

- Effective targeting techniques that zero in on your audience
- Picking out the most compelling benefits of your product
- Identifying what motivates your audience
- How to instantly touch those emotional "hot spots" that get you in good with the reader
- Why content marketers must learn how to tell a good story—and why so many are bad at it
- Proven and practical methods of increasing credibility for prospective customers

## II. Copywriting Commandments That Every Great Writer Needs to Know

- How to pick hot words and phrases that add to your sell—not detract from it
- Know your features ... sell their benefits—and how to always figure this out
- Creating powerful headlines and tag lines that grab attention
- Opening lines that keep your customers reading further
- Copywriting rules for social media that you absolutely cannot break
- Tips for breathing life into dry, technical, or detailed information

## III. The Short Course on Copywriting Mechanics, Structure, and Grammar

- Grammar rules that your fourth-grade teacher would be shocked to see you break ... but break them anyway
- How to talk one-to-one in a marketing effort that reaches millions of people

- Powerful punctuation: how to use ellipses, bullets, and commas for maximum effect
- Using alliteration and repetition properly without coming off as cheesy
- Imagery—the power of painting a picture with your words
- How to make your benefit bullets short, snappy, and full of reasons for your customer to buy

## IV. Avoiding and Overcoming Common Copywriting Headaches and Mistakes

- How to combat wordiness and keep the content sharp
- Tips to keep you from falling in love with your creativity (at the expense of the sale)
- Are your promises big enough—or too big? Techniques that'll keep your copy from straying over the top
- Walking the tightrope of writing humorous copy
- How to get the ideas flowing when you're stuck
- The Top 10 Copywriting Mistakes that kill your message, blow your sale, and drive copy editors nuts

## V. Writing Copy for Different Media

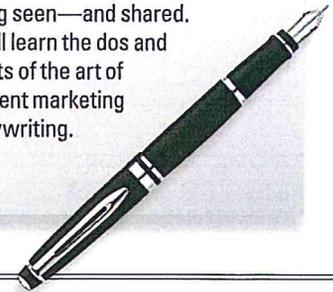
- Anatomy of a great ad no matter what media you work in
- How to grab your customers' attention in 5 seconds or less when they're turbo-surfing the Web
- Tips on handling multiple media
- The qualities of an effective "P.S." that transform it to a powerful deal closer
- Fundamentals of Web and content marketing ... copy rules for new media
- Copywriting for visual impact

## VI. More Techniques Guaranteed to Take Your Copy to the Next Level

- Keys to building customer trust in your copy
- When, where, and how to use testimonials
- USP—what it is and how to make sure that your special promise is big enough
- Ways to dramatize offerings for greater appeal
- Storytelling techniques every great content marketer knows
- Testing your copy: what, when, how, and why you test

**BONUS:** Also included in your two-day copywriting workshop, these special features:

1. **"Copywriting CSI—Performing an Autopsy on the Effectiveness of Your Copy!"** Using real-world case studies, you'll learn how to objectively audit the true effectiveness of your copy when your marketing piece fails.
2. **"I Think I'd Rather See Another 'Cat Playing Piano' Video Than This Stuff!"** See firsthand what separates great content marketing, social media copy, and viral video scripts from the vast majority of junk that can potentially bury your work and keep it from being seen—and shared. You'll learn the dos and don'ts of the art of content marketing copywriting.



**SPECIAL GROUP DISCOUNT:** WHEN THREE ENROLL FROM YOUR ORGANIZATION, THE FOURTH ATTENDS FREE!

## PROGRAM SCHEDULE

### Anaheim, CA

May 31 – June 1  
Holiday Inn Hotel & Suites  
1240 S. Walnut Street  
(#273827)

### Anchorage, AK

June 16 – 17  
Residence Inn Midtown  
1025 E. 35th Avenue  
(#273849)

### Bloomington, MN

June 9 – 10  
La Quinta Inn & Suites  
5151 American Boulevard W.  
(#273951)

### Frederick, MD

July 14 – 15  
Holiday Inn – FSK Mall  
5400 Holiday Drive  
(#273922)

### Harrisburg, PA

June 13 – 14  
Courtyard by Marriott  
725 Eisenhower Boulevard  
(#273308)

### Honolulu, HI

June 6 – 7  
Doubletree Alana Hotel Waikiki  
1956 Ala Moana Boulevard  
(#273950)

### Pasadena, CA

June 2 – 3  
Sheraton Pasadena Hotel  
303 E. Cordova Street  
(#273921)

### Philadelphia, PA

April 25 – 26  
Holiday Inn Express Midtown  
1305 Walnut Street  
(#272363)

### Pittsburgh, PA

June 15 – 16  
Doubletree Hotel City Center  
One Bigelow Square  
(#274066)

### Portland, OR

June 23 – 24  
Hilton Garden Inn  
12048 N.E. Airport Way  
(#274067)

### San Diego, CA

June 21 – 22  
Mission Valley Resort  
875 Hotel Circle S.  
(#273948)

### Seattle, WA

June 14 – 15  
Crowne Plaza Seattle  
1113 Sixth Avenue  
(#274075)

### Enrollment Fees & Group Discounts

- **Early-Bird Fee:** Register 30 or more days prior to the event date: \$799 (Save \$100!)
- **Standard Fee:** Register less than 30 days prior to the event date: \$899

**GROUP DISCOUNTS:** When three enroll from your organization, a fourth attends FREE!

**CANCELLATION:** If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to 10 business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

FED ID #43-1576558

### To Enroll ...



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Or call toll-free 1-800-258-7246

## Ask Yourself ... Do You Want to ...

- Escape from your routine and get new ideas?
- Create benefit-packed copy each and every time?
- Use humor appropriately—and effectively—in your copy?
- Determine which appeal works best for your project?
- Keep your copy lively when you're conveying dry or technical information?
- Create powerful headlines and attention-grabbing tag lines?
- Avoid the Top 10 copywriting mistakes that will doom your message?
- Boost your response rates?
- Eliminate costly copywriting mistakes that kill your message?
- Ensure your content remains evergreen?
- Make your readers "feel" what you're talking about?
- Write for any medium: print, email, Web, TV, radio, and more?
- Understand when and how to use humor in your copy?
- Write on-target copy ... even when the message you're trying to convey is complex?
- Overcome writer's block, apathy, burnout, and other copywriting demons?
- Know when to create content internally vs. getting help outside?
- Be more creative ... more on target ... more successful?
- Stand out from the competition?

If you're looking for new ideas and better results, don't miss this two-day workshop.

---

### Practice Your New Skills With Hands-On Exercises

This workshop is full of hands-on exercises so you can practice in a no-risk environment.

### Get New Ideas With Real-World Examples

See dozens of examples of dos and don'ts with examples of copywriting from the real world.

### Solve Your Toughest Problems

Get answers to your toughest challenges from an industry expert with experience in copywriting.

### Meet New People and Get New Ideas

Grow your network when you meet new people in your area who understand the challenges you face.

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**MINUTES OF REGULAR MEETING OF THE COMMISSIONERS OF THE ANTELOPE VALLEY STATE WATER CONTRACTORS ASSOCIATION, JANUARY 14, 2016.**

*A regular meeting of the Commissioners of the Antelope Valley State Water Contractors Association was held Thursday, January 14, 2016, at the Palmdale Water District at 2029 East Avenue Q, Palmdale. Chair Hogan called the meeting to order at 6:30 p.m.*

**1) Pledge of Allegiance.**

Chair Hogan led the pledge of allegiance.

**2) Roll Call.**

**Attendance:**

Barbara Hogan, Chair  
Robert Alvarado, Vice Chair  
Neal Weisenberger, Secretary  
Leo Thibault, Treasurer-Auditor  
Keith Dyas, Cmsnr.  
Joe Estes, Alt. Cmsnr.

**Others Present:**

Matt Knudson, AVSWCA General Mngr.  
Tom Barnes, Controller  
Travis Berglund, LCID Manager  
Dwayne Chisam, AVEK Asst. General Mngr.  
Dennis Hoffmeyer, Accounting Supervisor  
Marco Henriquez, PWD Director  
Danielle Henry, Administrative Assistant  
3 members of the public

**EXCUSED ABSENCE --**

Kathy Mac Laren, Commissioner

**3) Public Comments for Non-Agenda Items.**

There were no public comments.

**4) Consideration and Possible Action on Minutes of Regular Meeting Held November 12, 2015.**

It was moved by Commissioner Dyas, seconded by Alternate Commissioner Estes, and unanimously carried by all members of the Board of Commissioners present at the meeting to approve the minutes of the regular meeting held November 12, 2015, as written.

**5) Payment of Bills.**

Commissioner Thibault reviewed the bills received for payment and then moved to pay the bills received from PWD in the amount of \$2,006.10 for staff services, from AVEK in the amount of \$1,106.96 for staff services, and from Interactive Educational Services (IES) in the amount of \$294.00 for the monthly website charges for January through June, 2016. The motion was seconded by Commissioner Alvarado, and after a brief discussion of the informational cost breakdown received from AVEK for reimbursement from PWD and LCID on the costs associated with the 2015 SMART Landscaping Expo and AVSavesWater.com website, the motion unanimously carried by all members of the Board of Commissioners present at the meeting.

**6) Consideration and Possible Action on Election of Officers.**

After a brief discussion of the Association's Bylaws, Commissioner Dyas nominated Commissioner Weisenberger for Secretary and Commissioner Thibault for Treasurer of the Association. The nomination was seconded by Alternate Commissioner Estes.

Alternate Commissioner Estes then nominated Commissioner Alvarado for Chair of the Association.

Commissioner Alvarado then nominated Commissioner Dyas for Vice Chair of the Association and made a motion to close nominations. The motion was seconded by Alternate Commissioner Estes, and it was unanimously carried by all members of the Board of Commissioners present at the meeting to close the nominations for election of officers.

It was then moved by Commissioner Thibault, seconded by Alternate Commissioner Estes, and unanimously carried by all members of the Board of Commissioners present at the meeting to approve the slate of officers for the Association as follows:

Robert Alvarado, Chair  
Keith Dyas, Vice Chair  
Leo Thibault, Treasurer-Auditor  
Neal Weisenberger, Secretary  
Barbara Hogan, Commissioner  
Kathy Mac Laren, Commissioner

**7) Consideration and Possible Action on Amendments to the Association Bylaws. (General Manager Knudson)**

General Manager Knudson reviewed minor inconsistencies in the Association's Bylaws with current practice including meeting start time and the frequency of meetings, and after a brief discussion on the frequency of the Association's audits, it was determined to follow the Association's Bylaws, as written, and staff was directed to present an amendment to the Joint Powers Agreement for audits to be performed on an annual basis.

**8) Consideration and Possible Action on Certification of Appreciation to Mr. Dan Flory, AVEK General Manager. (Commissioner Alvarado)**

After a brief discussion, it was moved by Commissioner Alvarado, seconded by Alternate Commissioner Estes, and unanimously carried by all members of the Board of Commissioners present at the meeting to approve the Certificate of Appreciation to Mr. Dan Flory to honor his years of service as AVEK's General Manager.

**9) Discussion and Possible Action on the Recommendation of the Member Agencies General Managers regarding Regional Leadership of Water Conservation Efforts. (General Manager Knudson)**

Commissioner Weisenberger stated that the first Smart Landscaping Workshop of 2016 will be held Saturday, January 16, at A.V. College from 9 to 11 a.m., and after a brief discussion of the AV Water Partners and the Association's role with water conservation efforts, General Manager Knudson stated that he and Controller Barnes will reach out to the current members of the AV Water Partners and other retail agencies on the interest for joint water conservation efforts and will report on this at the next meeting.

**10) Report of General Manager.**

**a) Update on Revenue, Expenditures and Change in Net Position.**

General Manager Knudson provided a brief update of the Association's Revenue, Expenditures and Change in Net Position and stated that staff has requested USGS to submit an invoice for the Joint Funding Agreement for Cooperative Water Resources Investigations.

**b) Update on Status of Agreement Related to Regional Control of Water from the State Water Project.**

General Manager Knudson stated that the Department of Water Resources should be submitting a response on the draft agreement submitted for regional control of water from the State Water Project within the next two weeks followed by a brief discussion of the role USGS will have with the Association when a Watermaster is appointed and the upcoming Watermaster meeting to be held January 21 at the City of Lancaster.

**11) Report of Controller.**

**a) Update on Part II of the "California Water Fix."**

Controller Barnes provided a detailed presentation on the California Water Fix Ecosystem including flows & fish, State & Federal project supplies, excess storm flows and the possible next steps followed by a brief discussion of earthquake fault lines in relation to the proposed alignment of the Bay Delta Twin Tunnel Project.

He then provided an update on the recent State Water Project outage after which the Commissioners thanked Controller Barnes for the presentation.

**12) Reports of Commissioners.**

The Commissioners thanked Commissioner Hogan for her time served as Chair for the Association.

Commissioner Thibault then reported that the ACWA/JPIA insurance programs will have very little or no raise in premiums this year and that the health benefits offered through ACWA/JPIA programs have received very good reviews.

**13) Report of Attorney.**

No attorney was present.

**14) Commission Members' Requests for Future Agenda Items.**

Commissioner Alvarado requested that a standing item be included on future agendas for the Annual SMART Landscaping Expo.

There were no further requests for future agenda items.

**15) Consideration and Possible Action on Scheduling the Next Association Meeting.**

It was determined that the next regular meeting of the Association will be held March 10, 2016 at 7:00 p.m. at PWD.

**16) Adjournment.**

There being no further business to come before the Commissioners, the regular meeting of the Commissioners of the Antelope Valley State Water Contractors Association was adjourned at 7:34 p.m.

  
Secretary

**PALMDALE WATER DISTRICT  
BOARD MEMORANDUM**

**DATE:** March 16, 2016 **March 23, 2016**  
**TO:** BOARD OF DIRECTORS **Board Meeting**  
**FROM:** Mr. Dennis D. LaMoreaux, General Manager  
**RE:** *AGENDA ITEM NO. 8.2 – March, 2016 General Manager Report*

---

The following is the March report to the Board of activities through February, 2016. It is organized to follow the District's six strategic initiatives adopted for 2016 and is intended to provide a general update on the month's activities. A summary of the initiatives is as follows:



***Water Resource Reliability***

**2015 Urban Water Management Plan, drought response**  
**Palmdale Regional Groundwater Recharge & Recovery Project**  
**Little Rock Reservoir Sediment Removal Project**  
**Recycled water allocation and use**



***Organizational Excellence***

**Maintain formal management/supervisor training and development program**  
**Maintain competitive compensation and benefits package**  
**Employee wellness program; Succession planning**  
**Board/staff events to develop innovative ideas and awards**



***Systems Efficiency***

**Water system Master Plan update and related EIR**  
**Reinvestment in aging infrastructure**  
**Investment, implementation, and training plan for new technology**  
**Computerized maintenance management software (CMMS)**



***Financial Health and Stability*** (Interim icon)

**Pursue Federal and State funding opportunities**  
**Sustainable and balanced rate structure**  
**Maintain adequate reserve levels**  
**Maintain high level bond rating**



### ***Regional Leadership***

**Create a regional best practices Antelope Valley partnership**  
**Enhance community partnerships and expand school programs in water education**  
**Emphasize the importance and long history of the District as a community asset**  
**Continue to evaluate District internship needs**



### ***Customer Care and Advocacy***

**Customer Care accessibility through automation**  
**Evaluate, develop, and market additional payment options**  
**Improve customer account management tools**  
**Enhance customer experience through assessment of infrastructure, processes, and policies to maximize the customer care experience**

This report also includes charts that show the effects of the District's efforts in several areas. They are now organized within each strategic initiative and include status in complying with the State Water Resources Control Board's (SWRCB) conservation mandate, 20 x 2020 status, the District's total per capita water use trends, 2016 water production and customer use graph, mainline leaks, and the water loss trends for both 12 and 24 month running averages.



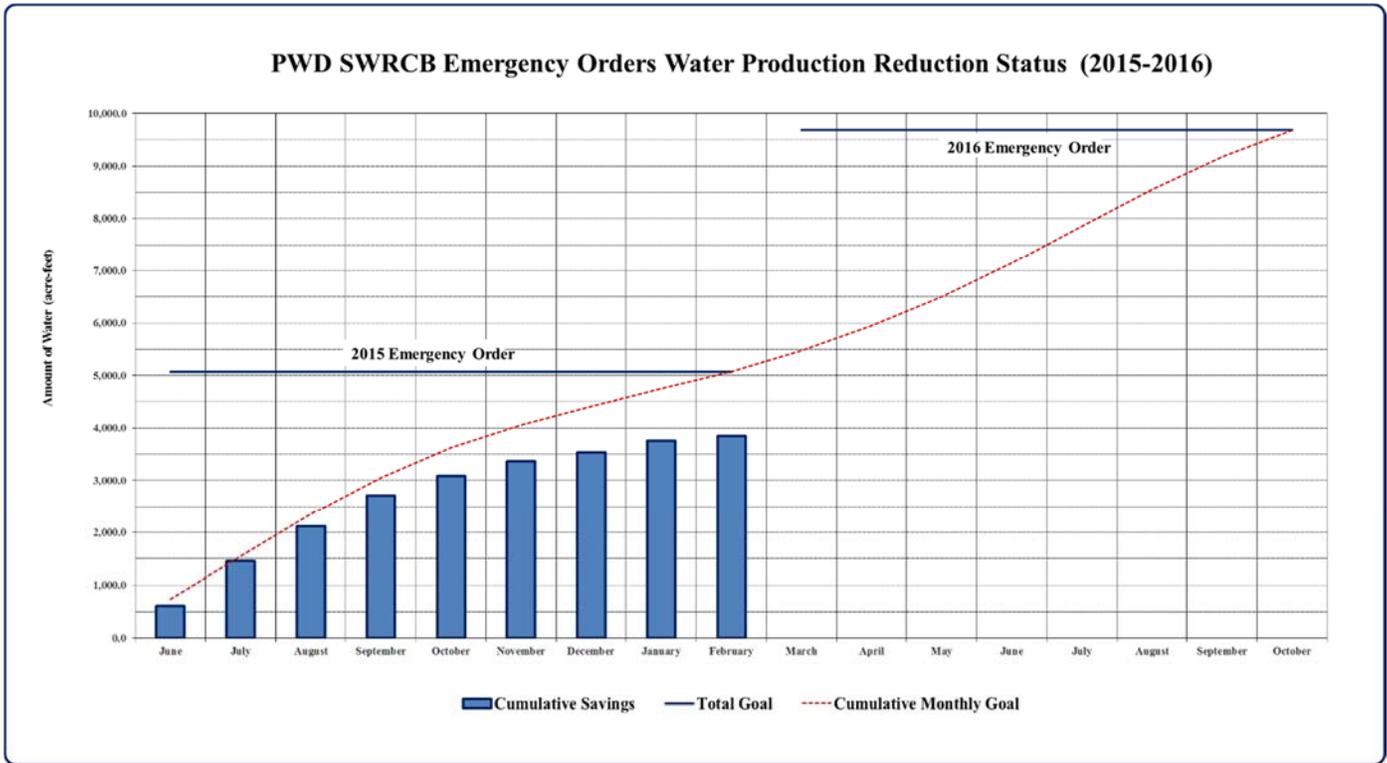
### ***Water Resource Reliability***

This initiative includes conservation efforts, water supply projects, and water planning.

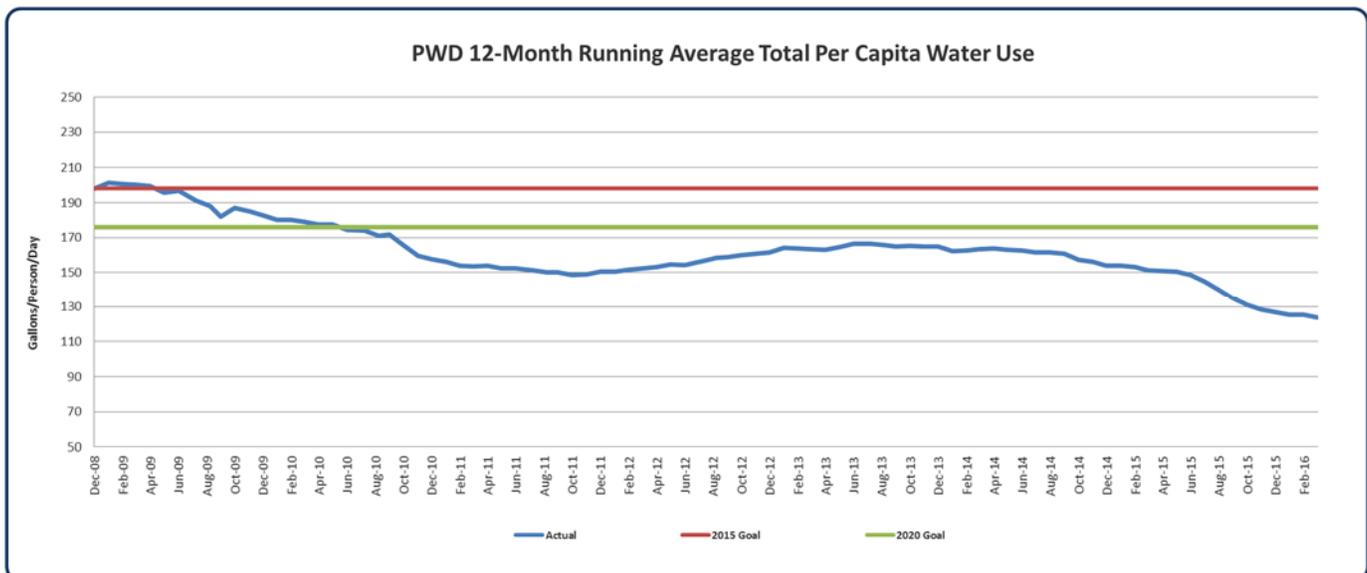
Recent highlights are as follows:

#### **2015 SWRCB Emergency Drought Order**

- The District customers' cumulative water saving from June to the end of February as compared to 2013 is 24.2% versus the SWRCB goal of 32%. This is the full time period of the 2015 Emergency Order is shown on the chart titled "PWD SWRCB Emergency Order Water Production Status", falls 1,229 AF short of the savings goal, puts the District into the 5% to 15% below goal range, and will likely result in a written warning from the SWRCB. The written warnings suggest and/or recommend actions that the District has already taken. Tentative information for the first few weeks of March under the 2016 Emergency Order show an increasing water saving percentage. Though the District's water savings are less than the assigned goal, the residential per capita numbers remain far below neighboring districts and the South Lahontan Region - pointing to an unrealistic goal set by the SWRCB.



The District’s long-term conservation efforts can easily be seen in the chart titled “PWD 12-Month Running Average Total Per Capita Water Use.” The current TGPCD is 124. **The District’s customers have actually cut their water use by nearly 44% from the baseline number of 220.** The “Historic R-GPCD Comparison” shows that the District’s customers have reached 70 GPCD in February, 2016. This is significant as the District’s water rate structure allows 66 GPCD for Tier 1 (indoor) allocation.



**Historic R-GPCD Comparison\***

| Emergency Order<br>Period | 2007    |          | 2013    |          | 2015/16 |          |
|---------------------------|---------|----------|---------|----------|---------|----------|
|                           | Gallons | % Change | Gallons | % Change | Gallons | % Change |
| June                      | 239.8   | -        | 170.9   | (28.7)   | 126.3   | (47.3)   |
| July                      | 267.6   | -        | 184.7   | (31.0)   | 121.8   | (54.5)   |
| August                    | 261.1   | -        | 180.0   | (31.0)   | 133.0   | (49.0)   |
| September                 | 198.9   | -        | 164.5   | (17.3)   | 120.1   | (39.6)   |
| October                   | 157.7   | -        | 130.2   | (17.4)   | 104.4   | (33.8)   |
| November                  | 130.2   | -        | 100.4   | (22.9)   | 79.8    | (38.7)   |
| December                  | 88.2    | -        | 80.4    | (8.9)    | 67.0    | (24.0)   |
| January                   | 103.8   | -        | 77.1    | (25.8)   | 61.0    | (41.2)   |
| February                  | 106.1   | -        | 79.2    | (25.4)   | 70.0    | (34.0)   |
| March                     | 144.5   | -        | 105.8   | (26.8)   |         |          |
| April                     | 169.3   | -        | 124.4   | (26.5)   |         |          |
| May                       | 204.4   | -        | 145.3   | (28.9)   |         |          |
| June                      | 239.8   | -        | 170.9   | (28.7)   |         |          |
| July                      | 267.6   | -        | 184.7   | (31.0)   |         |          |
| August                    | 261.1   | -        | 180.0   | (31.0)   |         |          |
| September                 | 198.9   | -        | 164.5   | (17.3)   |         |          |
| October                   | 157.7   | -        | 130.2   | (17.4)   |         |          |
| Averages**                | 180.9   |          | 136.0   | (22.9)   | 98.2    | (40.3)   |

Notes: \* All R-GPCD Calculated using 2015 Emergency Order Method  
% Change is calculated from 2007

\*\* Months to date only

20% by 2020 12-Month Average Total GPCD Baseline = 220  
2015 12-Month Average Total GPCD Goal = 198  
2020 12-Month Average Total GPCD Goal = 176  
Current 12-Month Average Total GPCD = 124 or 43.6% Reduction

A final review of the water waste fines and appeals was completed after the February, 2016 water service account billings. There were over 1,300 fines issued and 178 appeals of fines were submitted from. 93 of the appeals resulted in suspended fines due to the customers' water savings. However, 11 of the suspensions were reversed in the final review due to reduced water savings. On the other hand, 6 of the upheld and paid fines were refunded after the customers changed habits and increased their water savings to the 32% requirement of the SWRCB.

The SWRCB approved a new Emergency Order to cover the period from March 1, 2016 to October 31, 2016 on February 2, 2016. The Order is an improvement in that it allows adjustments to the prior conservation goals for climate, growth, and drought-

resilient water supplies. Under the Order, the District’s goal will be changed to 28% from 32%. This is a more realistic goal for the District due to our long term water conservation efforts and would put us back in the 1% to 5% range off the goal for January, 2016.

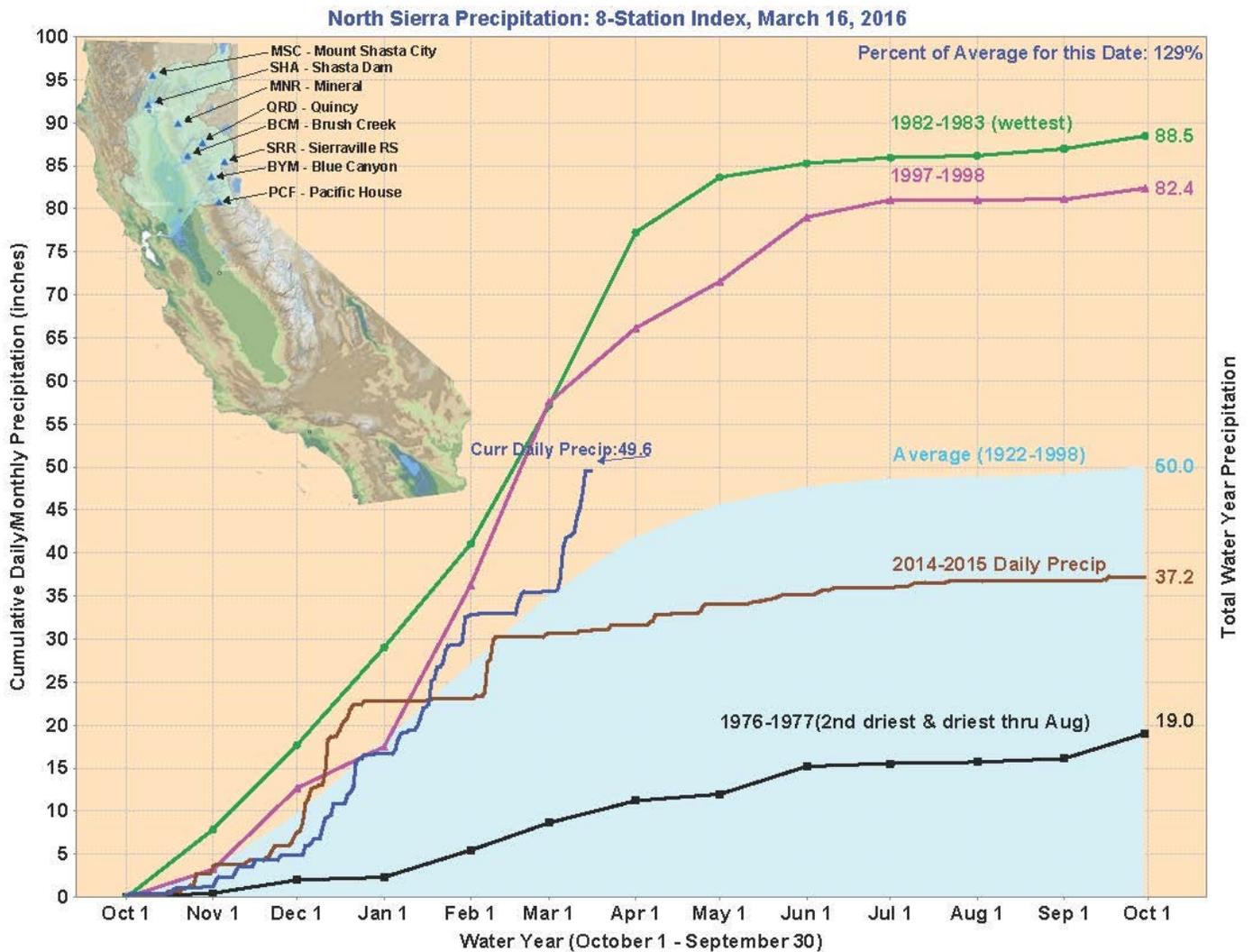
Water conservation measure violations will all be starting at the first step under the new Order. New efforts will be made to educate our customers about the water conservation measures starting with a newsletter in March, 2016 highlighting the water conservation measures. There will also be frequent efforts throughout the spring and early summer to continue the education effort with the goal of meeting the SWRCB reduction requirement. The education will emphasize reducing outdoor water usage while also reassuring customers whose water use is within Tier 1, indoor allocation, that they are doing their part to meet the State requirement. The following table shows the Board of Directors’ personal efforts and leadership:

**2015 & 2016 Emergency Drought Order Period Water Usage Status of PWD Directors**

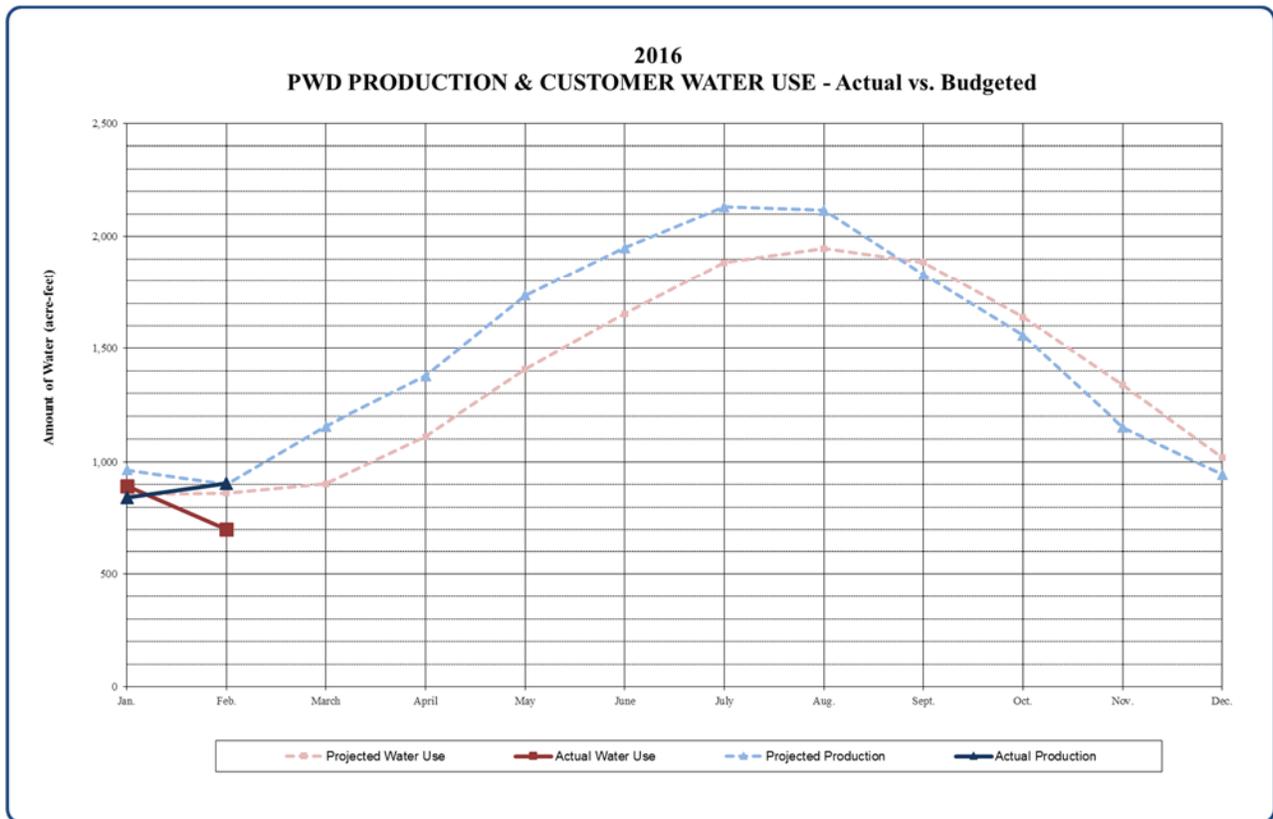
| Division | Director  | Tier 1 Comparison          |                                 |                      | % Change from 2013 |
|----------|-----------|----------------------------|---------------------------------|----------------------|--------------------|
|          |           | Average Tier 1 (Units/Mo.) | Emer. Order Average (Units/Mo.) | Aver. Within Tier 1? |                    |
| 1        | Alvarado  | 10                         | 4.2                             | Yes                  | -52.8              |
| 2        | Estes     | 22                         | 3.2                             | Yes                  | -43.9              |
| 3        | Henriquez | 10                         | 5.2                             | Yes                  | -14.8              |
| 4        | Mac Laren | 10                         | 9.1                             | Yes                  | 78.4               |
| 5        | Dino      | 10                         | 4.6                             | Yes                  | -77.3              |

2016 Water Supply Information

- The staff has also planned water resources for 2016 based on the current State Water Project allocation of 30% as follows. The recent set of storms in northern California have greatly helped in recovering water storage in the State’s major reservoirs. This is very likely to result in a further increased allocation for the State Water Project. Today’s Northern Sierra Precipitation 8-Station Index shows 49.6 inches. This is higher than the 2014-2015 precipitation amount of 37.2 inches and is nearly the 1922-1998 average of 50.0 inches.



- Water and Energy Resources staff has prepared a plan and projections for 2016 that incorporate the anticipated water usage. The following graph shows January and February actual amounts and monthly projections for both production and consumption based on the prior five years of actual monthly information.



Other Items

- The Littlerock Reservoir Sediment Removal Project Draft Environmental Impact Report/Environmental Impact Statement (EIR/EIS) is nearly approved by the United States Forest Service (USFS) to releasing for public review. A presentation will be made to the Board when it is released.
- The public review of the Draft California Environmental Quality Act (CEQA) EIR for the Palmdale Regional Groundwater Recharge and Recovery Project is complete and the comments received are being reviewed and addressed. The Preliminary Design Report and the Title 22 Report have been prepared and submitted to the appropriate agencies for review. The Blue-Ribbon panel had another meeting to discuss the project and will meet again soon. Also, Assistant General Manager Knudson and Kennedy/Jenks gave a well-received presentation of the Project at this week’s WateReuse Conference.
- Kennedy/Jenks and staff are currently preparing the 2015 Urban Water Management Plan. The deadline for submitting the report is currently June 30, 2016.



### ***Organizational Excellence***

This initiative includes efforts to restructure staff duties and activities to more efficiently provide service to our customers. Recent highlights are as follows:

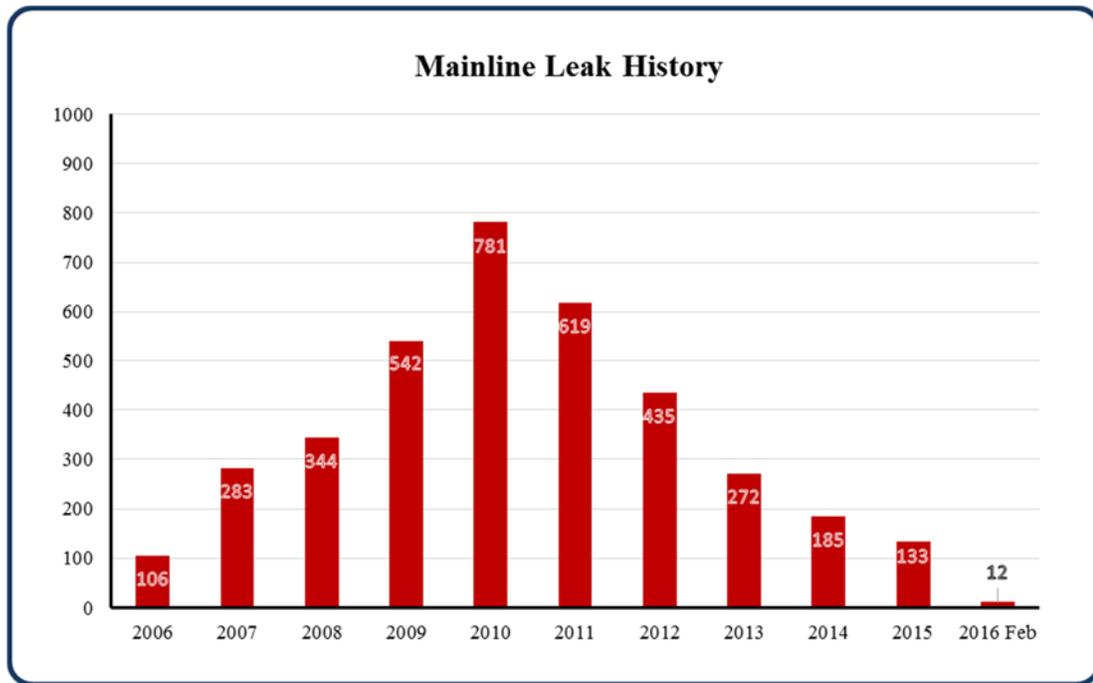
- The transition to electronic time keeping is nearing completion and is planned to be fully used in the second quarter of 2016.
- Regular small group meetings with management were started and will continue on a regular basis to follow-up on the 2015 Cultural Survey.
- The 2016 Strategic Plan Update was approved by the Board at the January 13, 2016 meeting.



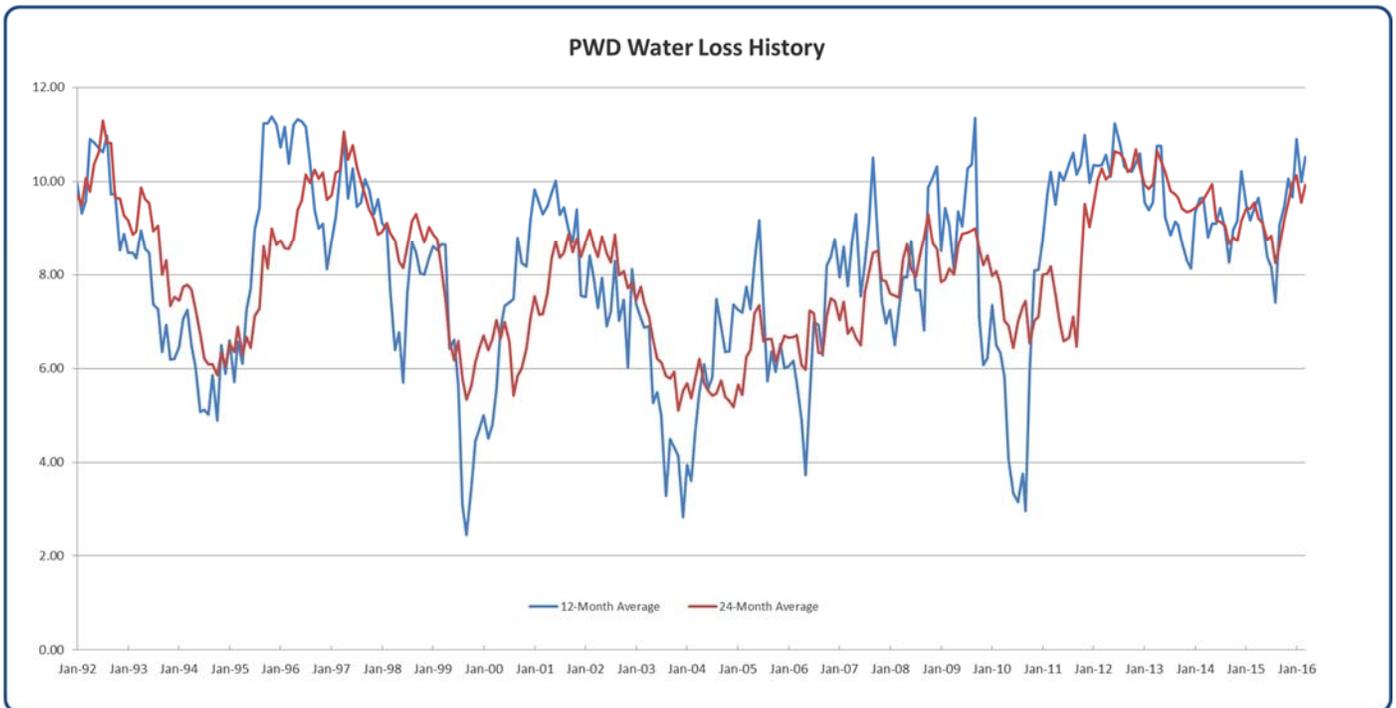
### ***Systems Efficiency***

This initiative largely focuses on the state of the District's infrastructure. Recent highlights are as follows:

- Installation of the long awaited security upgrades for the headquarters and maintenance areas is nearing completion.
- New water main replacement projects are under design within the funds available in the 2016 Budget to continue the District's efforts to maintain the water system. The effects of the District's past efforts in replacing failing water mains can be seen in the reduced number of mainline leaks. This is illustrated in the chart titled "Mainline Leak History." The total for 2015 is slightly above, 133 vs. 106, the numbers for 2006. This is a vast improvement from 2010's number of 781 mainline leaks. 2016 is off to a good start with a total of 12 mainline leaks for January and February.



- The effect of both water main and water meter replacement is shown on the chart titled “PWD Water Loss History.” It has been adjusted to reflect the District’s water production and consumption separate from the water treated on behalf of AVEK. The percentage of unaccounted water or water loss is stabilized.





### ***Financial Health and Stability***

- The 2016 Budget was approved by the Board of Directors.
- Engineering staff has successfully applied for planning grant funding for the Palmdale Regional Groundwater Recharge and Recovery Project and for the Phase II pipeline for the Palmdale Recycled Water Authority.
- The field work of the District's auditor is being done this week.



### ***Regional Leadership***

This initiative includes efforts to involve the community, be involved in regional activities, and be a resource for other agencies in the area. Recent highlights are as follows:

- The Palmdale Recycled Water Authority (PRWA) met in February. Topics of action included compensation for the public Board member and the 2016 Budget.
- Meetings were also held with the Antelope Valley State Water Contractors Association and with staff of other agencies.
- A third meeting of the Antelope Valley Watermaster Board was held this week to assist the overlying producers in selecting their Board members. Additional meetings, if needed, will be held on March 31 and in April at PWD. The Public Water Suppliers have selected Leo Thibault to be our representative.



### ***Customer Care and Advocacy***

This initiative includes efforts to better serve our customers. Recent highlights are as follows:

- The lobby kiosk is continuing to give customers another choice for making a payment at the District office. Despite some minor problems, it has continued to take increasing amounts of customer payments.
- The ability for customers to make payments at 7-Eleven is being setup for the customer's ability to make cash payments at those stores.

- The Customer Care Department is continuing to define its role and find ways to better help customers. An advanced training in customer care was recently held. It is a portion of the requirements needed for staff to advance to Customer Care II positions.
- The work area for the Customer Care staff was rearranged over the Presidents' Day weekend. The counter area was later worked on and is nearly complete. Additional panels are needed to complete the workstations and is on this agenda for the Board's consideration.
- The Customer Care Supervisor position is now posted for internal candidates pursuant to the Board's approval of the job description and salary at the March 9, 2016 meeting.

# STAFF CONFERENCE/SEMINAR REPORT FORM

NAME: Matthew Knudson

DATE: March 17 2016

POSITION: Assistant General Manager

## CONFERENCE SUMMARY:

- TITLE: 2016 WaterReuse California Annual Conference
- ORGANIZATION: WaterReuse
- LOCATION AND DATES: Santa Rosa, CA March 13 - 15, 2016
- GENERAL SUBJECT MATTER: Recycled water policy related to direct potable reuse, indirect potable reuse, surface water augmentation, and advanced treatment technologies.

## SESSION/CLASS ATTENDANCE:

CEU EARNED  
(HRS): N/A

1)

Presented Palmdale Regional Groundwater Recharge and Recovery Project

2)

Tracer studies used in Soil Aquifer Treatment (SAT)

3)

Chemicals of Emerging Concerns (CEC's)

4)

Using SAT as a pretreatment to advanced treatment technologies

5)

## KEY POINTS/BENEFITS RELATING TO WORKGROUP, DEPARTMENT AND/OR OVERALL OPERATIONS:

The main purpose for attending the conference was to present to the attendees the Palmdale Regional Groundwater Recharge and Recovery Project. While attending the conference, I was able to attend several technical sessions to hear what other agencies are doing to advance the beneficial use of recycled water within their communities. The conference is also a great way to interact with industry leaders and discuss what challenges we face as it relates to recycled water and updates on recycled water regulations.

## REVIEWED BY:

SUPERVISOR: \_\_\_\_\_

DATE: \_\_\_\_\_

DEPARTMENT MANAGER: *Doris R. Murray*

DATE: 3/17/16