



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

October 14, 2021

BOARD OF DIRECTORS

AMBERROSE MERINO

Division 1

DON WILSON

Division 2

GLORIA DIZMANG

Division 3

KATHY MAC LAREN-GOMEZ

Division 4

VINCENT DINO

Division 5

**AGENDA FOR A MEETING
OF THE OUTREACH COMMITTEE
OF THE PALMDALE WATER DISTRICT
TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE
OR VIA TELECONFERENCE
Committee Members: Kathy Mac Laren-Gomez-Chair, Don Wilson**

FOR THE PUBLIC: VIA TELECONFERENCE ONLY
DIAL-IN NUMBER: 571-748-4021 ATTENDEE PIN: 196-362-520#
Submit Public Comments at: <https://www.gomeet.com/196-362-520>

**WEDNESDAY, OCTOBER 20, 2021
4:00 p.m.**

DENNIS D. LaMOREAUX

General Manager

ALESHIRE & WYNDER LLP

Attorneys

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) Roll call.
- 2) Adoption of agenda.
- 3) Public comments for non-agenda items.
- 4) Action Items: (The public shall have an opportunity to comment on any action item as each item is considered by the Committee prior to action being taken.)



- 4.1) Consideration and possible action on approval of minutes of meeting held September 15, 2021.
- 4.2) Discussion of the District's response to the drought. (Public Affairs Director Shay/Resource and Analytics Director Thompson II)
- 4.3) Discussion of 2021 outreach activities. (Public Affairs Director Shay)
 - a) Outreach report.
 - b) Upcoming events/2021 plans.
- 4.4) Discussion of outreach for the District's commercial water conservation rebate programs. (Public Affairs Director Shay/Resource and Analytics Director Thompson II)
- 5) Reports.
 - 5.1) Lobbying activities. (Assistant General Manager Ly)
- 6) Board members' requests for future agenda items.
- 7) Date of next Committee meeting.
- 8) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dd



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

OUTREACH REPORT

September 8 – October 13, 2021

- One press release sent to the media:
 - Local Students Send Thank You Cards to PWD Board, Staff for Water Pros Week (Oct. 6)

- Print publicity:
 - PWD Explores Recharge Project Options – AV Press (Sept. 15)
 - Conservation Rebate Program Extended – AV Press (Sept. 18)
 - PWD is Poised to Begin Work on Education Garden – AV Press (Sept. 20)
 - Water Shutoff Moratorium Extended – AV Press (Sept. 26)
 - Moratorium Will Help PWD Customers in Arrears – AV Press (Sept. 27)
 - PWD Board OKs Water Transfer Agreement – AV Press (Sept. 29)
 - Students Thank Water Agency Personnel – AV Press (Oct. 8)
 - Board of Directors Waives Bid Requirement – AV Press (Oct. 13)

- Event:
 - Water-Wise Workshop: Water-Saving Tips, Joint event with City of Palmdale (Aug. 26)

- Others:
 - CSDA Local Chapter Formation Meeting (Sept. 22)
 - San Gabriel Mountains Community Collaborative Meeting (Sept. 23)
 - Attend Virtual AV Edge Semi-Annual Fall Forum (Oct. 6)
 - AV Hometown Heroes Softball Tournament (Oct. 9)
 - Water Professionals Appreciation Week – Cards from Students, Commendation from Supervisor Barger, Staff Lunch (Oct. 2-10)
 - CSDA Local Chapter Board Election/Name Adoption Meeting (Oct. 11)
 - Café con Leche Radio Interview (Oct. 12)
 - PWD Website – Content Migration Started
 - Public Relations Society of America – L.A. Chapter PRism Awards (Community Relations, Government – Let’s Talk H2O! with PWD Series)

- Social Media Highlights:
 - 24 posts on FB and Twitter – Post about Desert Willow Magnet School students making cards for PWD for Water Professionals Appreciation Week had the most reaches with 901 people. The post highlighting Tina Kosick and Shanece Lopez on National Payroll Professionals Week received the most engagement with 187 reactions, comments and shares.
 - Employee highlights, job recruitments & RFPs on LinkedIn.
- Upcoming Events:
 - Imagine A Day Without Water – Oct. 21
 - Salute to Youth – Nov. 4
 - AV Chamber of Commerce Day of the Day (Provide promotional items) – Nov. 7
 - Water-Wise Workshop: Winterizing Your Home – Dec. 9

Response to Drought:

- Radio Ads (KQAV & KCEL)
- Fall Pipeline (September), main story about drought
- Ways to Save Water Workshop w/ City of Palmdale
- Winterizing Your Home Workshop
- AV Conservation Roundtable
- Message on customers' monthly billing statements
- Water Wednesdays on social media
- Banners with 5 different messages on PWD properties
- Field Customer Care Reps handing out nozzles with water saving messages
- Water-Saving Tips Flyer
- Water-saving Giveaways – bucket, nozzle, aerators, shower timers, etc.

###



CONGRATULATIONS

TO THE 2021 PRISM AWARDS FINALISTS

- A. Bright Idea, LLC
- AIJ Communications
- AltaMed Health Services
- Beach Cities Health District
- Blue Shield of California
- Cal Poly Pomona
- Cause Communications
- CenCal Health
- Cerrell
- City of West Hollywood
- Elev8 New Media
- Fiona Hutton Associates
- Golin
- Herbalife Nutrition
- Idea Hall
- Merryman Communications
- Metropolitan Water District of Southern California
- Olmstead Williams Communications
- Palmdale Water District
- Runyon Saltzman Inc.
- The Hoyt Organization
- UCLA Health
- Valley County Water District
- Westbound Communications
- Zeno Group