



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

September 9, 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: 839-600-855#
Submit Public Comments at: <https://www.gomeet.com/839-600-855>

**WEDNESDAY, SEPTEMBER 15, 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 August 4, 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.
- 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



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**OUTREACH REPORT
August 5 – September 8, 2021**

- Two press releases sent to the media:
 - Final Public Meeting to Discuss LHMP Set for Aug. 26 (Aug. 17)
 - PWD & City of Palmdale to Host Joint Water-Saving Workshop Sept. 29 (Sept. 8)

- Print publicity:
 - Charged for Power Outages (Tesla Batteries) – AV Press (Aug. 5)
 - PWD Considers Water Use Restrictions – AV Press (Aug. 8)
 - PWD is Doubling Down on Water Conservation Efforts – AV Press (Aug. 11)
 - PWD Plans to Refinance Revenue Bonds – AV Press (Aug. 26)
 - Work-from-Home Policy is Codified by Water Agency – AV Press (Aug. 28)
 - PWD Customers Using More Water This Year (Aug. 29)
 - PWD Trustees Oppose Lifting of Pot Grow Ban (Aug. 30)
 - Learn How to Cut Back on Water (Sept. 7)

- Events:
 - Local Hazard Mitigation Plan Public Meeting - Hybrid (Aug. 26)

- Others:
 - Continue to work on new PWD website, approved design.

- Social Media Highlights:
 - 23 posts on FB and Twitter – Hiring post for Operations Tech had the most reaches with 1,100 people. The post welcoming new Service Worker Shane Stuen received the most engagement with 127 reactions, comments and shares.
 - Started posting on Instagram.
 - Employee highlights, job recruitments & RFPs on LinkedIn.

- Upcoming Events:
 - CSDA Local Chapter Formation Lunch Meeting (Sept. 22)
 - Jr. Water Ambassadors Academy (Sept. 23)
 - Ways to Save Water Workshop w/ City of Palmdale (Sept. 29)

Response to Drought:

- New Radio Ad (KQAV & KCEL)
- Fall Pipeline (September), main story about drought
- Ways to Save Water Workshop w/ City of Palmdale
- 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.

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