



the PIPELINE



In this edition of the Pipeline...

<i>Holiday Customer Appreciation Day Photos</i>	1
<i>Food for Thought</i>	2
<i>Water District Wins Judge's Choice Award</i>	3
<i>Rate Assistance Program - PWD Now Accepting Applications</i>	4
<i>Desert Gardening Highlights</i>	5
<i>PWD Receives Accolades for Outreach</i>	6
<i>Drought Update</i>	7

District Receives Accolades for Outreach *PWD was a Finalist for "Best in Blue" Campaign*

A focus for the District is to continue our efforts into transparency, educational outreach, and promoting awareness about the significance of water.

Through these efforts, we have found that many people do not know where their water comes from, and how it is delivered.

Beginning in 2013, the PWD Outreach Committee decided to develop a full campaign called "Before the First Drop" to educate our customers about the costs associated with distributing water to their homes.

To accomplish this goal, the District decided to provide two surveys to customers to garner our customers' understanding of the District's operations and the cost "Before the First Drop" gets to their home.

The first survey was used to establish an understanding about what customers know about the District's operations and the cost of water before they received additional information. We were not expecting to accomplish our goals from the surveys but from the repeat of information developed for the outreach of the message.

These surveys provided crucial information to the District regarding the community's knowledge about California water. Additional activities were initiated from the results of the survey to begin educating the residents about water supply and delivery.

Videos, school outreach programs, website updates, and cartoon graphics, and a yard makeover contest were all part of the programs method of information distribution. Elected officials were also briefed about the process of water delivery to ensure that the highest of leaders were involved.

The program's success is found through the community's awareness and success in conserving water throughout the 2014 year. With an understanding of how we receive our water, where it comes from, how little there is to share, and the costs associated with delivery, the residents have reduced consumption by 26% from one year ago!

The District was a runner-up to the Cucamonga Valley Water District for the award. We couldn't be more proud of the community for all of your understanding, cooperation, and conservation efforts this year.



Our 2014 Holiday Customer Appreciation Day!



PWD customers were offered information on the new water rate restructure, how to read your water bill, the new Rate Assistance Program and water conservation tips at the PWD's first annual Holiday Customer Appreciation Day!

If you have ideas for newsletter content please email: pio@palmdalewater.org or call 661-456-1041.



Desert Dazzle Illegal Dumping Cleanup

January 24, 2015 Call 661-267-5665 for more information



Board Meeting

January 14, 2015 @ 7pm

Drought Update

The recent rains have been a welcome relief following the drought conditions the Antelope Valley has experienced. So what does all this wonderful wetness mean? Are we out of the drought?

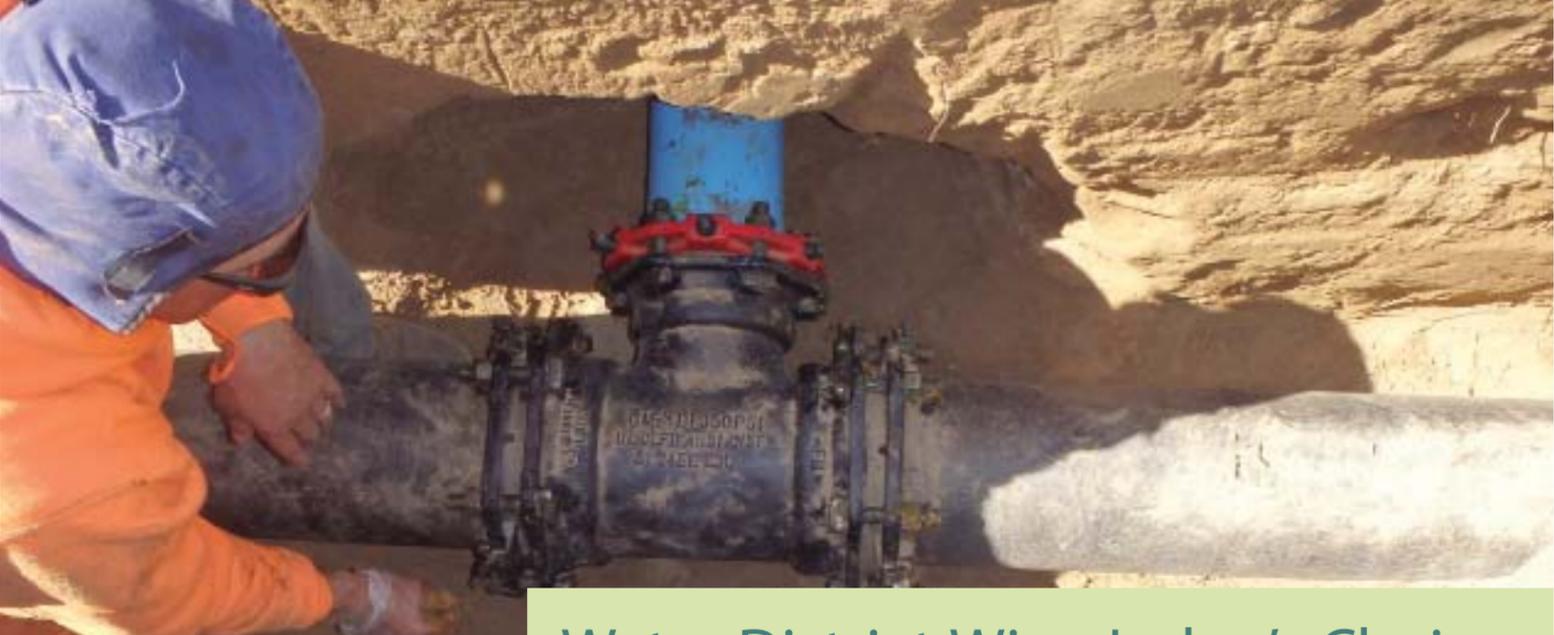
Well.....No. California still has a long way to go before its water supplies are replenished. Things are looking up though.

A mild El Nino weather pattern should provide water at Littlerock Dam, an important source of supply for Palmdale Water District.

Careful planning by Palmdale Water District will allow the District to call on some water from locations outside of the AV.

Combine those with your continued water conservation efforts, and Palmdale Water District stands ready to meet the customers' water needs in 2015.





Water District Wins Judge's Choice Award in Annual Parade

The Palmdale Water District participated in the 2014 Annual Chamber of Commerce Christmas Parade along with over 100 hundred other entries.

This years theme, "Grinchmas," brought out some amazing entries and many grumpy holiday costumes and parade floats.

Throughout the years, the District has had some very elaborate, dynamic, floats including a jet plane on a go- kart, a spinning globe of the world with santa flying around the world, to a giant magician's hat showing the magic of water.

This year's product consisted of the grinch on the front of a PWD truck, and a trailer decked out as the Grinch's sleigh, with a dead tree, a giant bag of stolen presents from Whoville, Aquadog, Cindy Lou, and the Mayor of Whoville.

Several Water Board Directors, children, and staff participated in the festivities. As we began to walk the route a judge walked over to the Mayor of Whoville and happily gave him the trophy for the Judge's Choice.

"We are honored to be a part of this community and bring cheer to our Palmdale friends," said the Mayor of Whoville. "The Grinch has stolen our Christmas for many years, and we wanted to make sure it didn't happen here in Palmdale."

It was a fun day had by all with smiling faces, families having fun together, community pride, and a wonderful beginning to Christmas.

Don't forget to Follow us on Twitter: @palmdaleH2O & Like us on Facebook: Palmdale Water District!



Our Water Footprint (November 2014)

Water Used District Wide – 432,074,162 gallons

Water consumed per person per day – 137 gallons

Water Available in Littlerock Reservoir - 0 acre/feet

YTD Cash for Grass Dollars – \$74,002.50

YTD Total Square Feet of Grass Removed – 41,753 sq. ft.

Water saved through the Cash for Grass Program – 2,705,516 gallons

YTD other Rebate Programs Total Dollars Paid Out – \$25,272.97

Rate Assistance Program

District Now Accepting Applications; Program Begins January 1, 2015

Low income seniors aged 62 and older are getting an opportunity to receive assistance on their water bill. The Palmdale Water District is now accepting applications for qualified households to receive up to 50% off their monthly service fee. Households must have a 5/8" or 3/4" meter, and be enrolled in either the Southern California Edison or Southern California Gas Company CARE program to be eligible.

The program is funded through existing lease agreements between the District and cell phone companies that have towers located on District owned property. Initially, up to \$150,000 annually will be available in rate assistance, with any remaining available funds rolling over to the next year.

Applications will be accepted year around or until funds for the program run out. Applicants must reapply each year or anytime a move is made. Additional information on program requirements can be found on the District website.



Food for Thought

Conservationism vs. Progressionism: Can the Two Co-exist?

Over the last few years all of us have noticed that the world is becoming smaller. I remember at a young age feeling that the corners of the globe were mystical and ancient, majestic and intriguing, remote and very far away. But recently I have found evidence to the contrary. As I drive my Volkswagen Jetta to the filling station, I am still amazed that finding gas for \$2.49 is, in today's terms, a bargain. It never occurred to me that my family budget would become governed by high gas prices. One less date with my wife, one less ice cream outing with the kids, one less pizza night – all of the things we enjoy doing. It has become clear to me that my dependence on gasoline is essential to my life. I need to go to work. I need to buy my groceries which have been transported across state lines. I need to have my garbage picked up. All of these services and items are in some fashion dictated by the price of gasoline. However, as our cost of living continues to increase, our wages and income stay the same. So how can we get ahead? How do we save a little for ourselves?

A while back I was thinking about the inception and westward expansion of our great country. We held high the banner of "manifest destiny." We wanted to conquer and engineer everything. We wanted to build, build, and build some more. In 200 years we have been able to create some incredible things: the Empire State Building, the Hoover Dam, the National Park System, and the Panama Canal. But as we expanded, so did the rest of the world. We are now at a tenuous crossroads between pioneering a new era of sustainability while still carrying the banner of "manifest destiny," but in a new "green" direction.

Conservationism is to maintain the health of our natural world. Progress is to move forward or grow. Progressionism is the process of moving forward. I once heard the following quote: "Vision without action is a

daydream; action without vision is a nightmare."

We often do things without knowing the consequences of our actions. Benefits from conservation practices are not just valued in the ecological sense. Communities are beginning to recognize the associated worth of those natural resources with increases in property values, reductions in municipal infrastructure costs, and increases in the quality of life of residents. The "free" services offered by Mother Nature not only benefit the environment by providing biological habitat, but also offer floodwater storage, erosion control, nutrient removal, and recreational opportunities for communities.



None of us are purposefully doing things that harm the earth. Only now are the consequences of our past actions becoming apparent. Did we have vision long ago? Absolutely. Are there things we could have done differently? Of course.

But the question now arises, how do we balance growth and maintain the health of our earth so as to avoid a nightmare in the future? What are we willing to change in our personal daily routines that can have a cumulative positive impact on our earth? How do we create a sustainable infrastructure for renewable energy? How do we change an ideology that revolves around individual best interest, rather than the common good?

Since the earth is the only planet in our solar system that can sustain life, it is in our best interest to recognize the need to change our course from consumption to conservation. Our society will continue to grow, and with that growth, important decisions will need to be made. Perhaps it is time to connect vision and action, rather than having one without the other. Otherwise, the lack of balance between progress and conservation will lead us down a road to disaster.

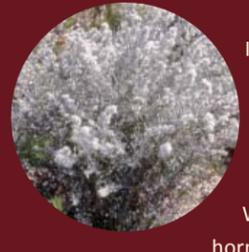
Desert Gardening Highlights

How to Save Water and Have a Colorful Yard



Copper Ice Plants or *Malephora crocea*, is a great ground cover to use because it is a fast grower and is very tolerant to drought conditions and

heat. It produces a copper-like colored flower with a yellow center mostly during the Spring and maintains a blue-green leaf throughout the year. This succulent will form a dense mat covering that needs full to partial sun to perform well. Originally from Africa, this ornamental plant is often used as groundcover in areas that are considered prone to fire due to its low risk of flammability. The flowers typically open around mid-day and attract pollinators such as flies, bees, butterflies, and wasps. "Dead heading" the flowers will encourage continued blooming throughout the year.



If you are looking for a unique desert shrub to enhance your landscape, consider *Ceratooides lanata*, or Winterfat. The unique

horned tips that protect the flowers and seeds and the "wooly" hairlike appearance of the branches and stems, make this plant a very unique addition to any yard. The seeds are heavily protected and are used for wildlife looking for a snack in the winter months. The shrub grows to about 3 feet in height and contains both male and female flowers on each flower cluster making pollination quite easy. Navajo Indians used parboiled Winterfat leaves to alleviate severe coughing brought about by sickness and often used the leaves in sweat lodges for their aromatic properties. This plant is in the Goosefoot Family along with Swiss chard,



The Desert Spoon is another shrub like plant native to Mexico and the southwestern U.S. *Dasyilirion wheeleri*, typically grows to a 4

foot by 4 foot radius. The flowering stalk that blooms from the center of this succulent can reach upwards of 17 feet high with thousands of clustered, creamy flowers running along the terminal panicle. The leaves are toothed and the plant should be kept away from high traffic areas. This plant enjoys growing in very well drained soils and is commonly found on hillsides and slopes in chaparral and desert environments. Southwestern Native Americans and Mexicans used the leaves of this plant to make mats, paper, baskets, ropes, and thatch. The Desert Spoon is often also found in dried floral arrangements.