



# PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

January 13, 2022

## 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: 735-115-752#**  
**Submit Public Comments at: <https://www.gomeet.com/735-115-752>**

**WEDNESDAY, JANUARY 19, 2022  
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 November 17, 2021.
- 4.2) Discussion of the District's response to the drought. (Public Affairs Director Shay/Resource and Analytics Supervisor Bolanos)
- 4.3) Discussion of 2022 outreach activities. (Public Affairs Director Shay)
  - a) Outreach report.
  - b) Upcoming events/2022 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.



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DENNIS D. LaMOREAUX,  
General Manager

DDL/dd



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## **OUTREACH REPORT**

**November 17, 2021 – January 11, 2022**

- Four press releases sent to the media:
  - PWD Appoints New Finance Manager/CFO (Nov. 22)
  - Learn How to Winterize Your Home, Save Water at PWD Workshop on Dec. 9 (Dec. 1)
  - PWD Begins 3-Month Water Main Replacement in East Palmdale (Jan. 12, 2022)
  - PWD & Ventura County-based Water District Sign MOU to Share Resources, Join Projects (Jan. 13, 2022)
  
- Print publicity:
  - Workshop to Help You Winterize Home is Set – AV Press (Dec. 4)
  - Water Providers Looking into Other Sources for Customers – AV Press (Dec. 5)
  - Sediment Removal from Behind Dam Delayed – AV Press (Dec. 28)
  - Recent Storms Help a Little with Drought – AV Press (Jan. 12, 2022)
  - PWD's Imagine a Day Without Water Highlighted in ACWA Newsletter (November 2021)
  - Article Promoting Water Ambassadors Academy – Palmdale Magazine (Winter/Spring 2022)
  
- Others:
  - Water-Wise Workshop: Winterizing Your Home (Dec. 9)
  - Café con Leche Radio Interview – Director Merino (Dec. 20)
  - Special Districts Association of North Los Angeles County Meeting (Dec. 15)
  - PWD Website Launch
  - Attend Virtual San Gabriel Mountains Community Collaborative Meeting
  - Participate in AV Conservation Roundtable Ad Hoc Committee
  - Attend Virtual AV Air Show Presentation to AV Communicators Group
  - Named to ACWA Communications Committee
  - New Radio Ad for Drought Messaging
  
- Social Media Highlights:
  - 39 posts on FB and Twitter – Post about the increased water level at Littlerock Reservoir after the year-end rain had the most reaches with 1,465 people. The post also received the most engagement with 132 reactions, comments and shares. Close behind is a short video of Service Worker Tristan Deyoung shutting off a

sheared hydrant. The post reached 1,184 people and had 125 reactions, comments and shares.

- Employee highlights, job recruitments & RFPs on LinkedIn.
- Upcoming Events 2022:
  - Café con Leche Radio Interview – Feb. 7
  - Special Districts Association of North L.A. County Quarterly Meeting – Feb.
  - Let's Talk H2O! Water Supply – Feb./March
  - Water-Wise Workshop: Gardening in the Desert & Water Saving Tips – March

### **Response to Drought:**

- Radio Ads (KQAV & KCEL)
- Winter Pipeline (December), drought update
- Ways to Save Water Workshops
- AV Conservation Roundtable – Joint Billboard
- Message on customers' monthly billing statements
- Water-Wise 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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