PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

March 10, 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

DENNIS D. LaMOREAUX
General Manager

ALESHIRE & WYNDER LLP
Attorneys

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, Vincent Dino

FOR THE PUBLIC: VIA TELECONFERENCE ONLY

DIAL-IN NUMBER: 571-748-4021 ATTENDEE PIN: 667-351-904#

Submit Public Comments at: https://www.gomeet.com/667-351-904

WEDNESDAY, MARCH 16, 2022

4:00 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) 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 February 16, 2022.

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.

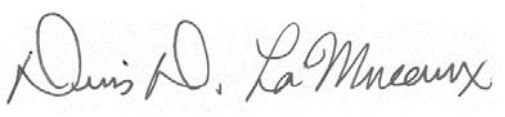
5) Reports.

5.1) Lobbying activities. (Assistant General Manager Ly)

6) Board members' requests for future agenda items.

7) Date of next Committee meeting.

8) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dd

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OUTREACH REPORT
February 17-March 9, 2022

- One press release sent to the media:
  - Final PWD Public Hearing on Redistricting Rescheduled for March 14 (Feb. 23)

- Print publicity:
  - Appointment Coming to Fill PWD Board (Feb. 20)
  - PWD to Offer Water Use, Conservation Courses to Customers (Feb. 21)
  - Water is Flowing Through Palmdale Ditch (Feb. 23)
  - PWD Moves up Map Hearing (Feb. 28)
  - PWD Directors Will Receive Compensation (March 2)
  - PWD Will Help Firm's Engineering Project (March 3)
  - PWD Ends Service to Delinquent Customers (March 4)

- Others:
  - ACWA Communications Committee (Feb. 17)
  - ACWA Awards/Scholarships Subcommittee Meeting (March 9)
  - United Water Conservation District Meeting/Tour LRD (March 8)
  - Read Across America (March 14)
  - Submit videos for CSDA Celebrates Women's Month
  - Ongoing Radio Ad for Drought Messaging

- Social Media Highlights:
  - 17 posts on FB and Twitter – Post announcing the start of our water shutoffs had the most reaches with 576 people. It had 25 reactions, comments and shares.
  - Started posting regularly on Instagram.
  - Employee highlights, job recruitments & RFPs on LinkedIn.

- Upcoming Events:
    - Let's Talk H2O! Water Supply 2022 – March 24
    - Special Districts Association of North L.A. County Quarterly Meeting/Lunch – March 31
    - Water-Wise Workshop: Gardening in the Desert – April 5
    - Jr. Water Ambassadors Academy – April 7
    - 4th Annual Water Ambassadors Academy – April 13, 20, 27 & 30

Ongoing Response to Drought:

- Radio Ads (KQAV & KCEL)
- Spring Pipeline (March), drought update
- Ways to Save Water Workshops
- AV Conservation Roundtable Member
- 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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