



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

BOARD OF DIRECTORS

W. SCOTT KELLERMAN
Division 1

DON WILSON
Division 2

GLORIA DIZMANG
Division 3

KATHY MAC LAREN-GOMEZ
Division 4

VINCENT DINO
Division 5

May 19, 2022

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: 474-328-033#

Submit Public Comments at: <https://www.gomeet.com/474-328-033>

TUESDAY, MAY 24, 2022

3:00 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 April 20, 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.
- 4.4) Discussion of Board engagement level. (Chair Mac Laren-Gomez)
- 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

April 21-May 17, 2022

Press releases:

- Local Business Owner Named New PWD Director (May 10)
- Coffee with PWD Director Dino Scheduled for June 1 (May 17)

Print Publicity:

- PWD Seeks Grant to Aid with Rebate Programs – *AV Press* (April 29)
- PWD Applying for Grant to Cover Garden’s Costs – *AV Press* (May 2)
- Program to Address Water Restrictions – *AV Press* (May 4)
- COVID-Related Leniency Costing PWD – *AV Press* (May 12)
- PWD Needs \$2 Million for Two Wells – *AV Press* (May 13)
- Water Board Extends LaMoreaux’s Contract – *AV Press* (May 18)

Other:

- Graduated 15 Community Members at 4th Annual Water Ambassadors Academy (April 30)
- SDANLAC Board Meetings (April 27 & May 12)
- Attended AWCA Communications Committee & Spring Conference (May 3-5)
- Created Ad for CSDA magazine (May 5)
- Participated in L.A County Water Plan’s final Educational Content Review (May 17)
- Created Artwork for Digital Advertising
- Worked with Vendor to Create Mandatory Water Conservation Flyer/Bill Insert
- Submitted photos, copy and data for Consumer Confidence Report

Social Media Highlights:

- 18 posts on FB, Twitter and Instagram – Highlight was the post announcing guidelines for watering days and times
 - FB post reached 5,500 people, with 32 people sharing the post.
 - Instagram post reached 2,000 people.
 - Twitter post reached 771 people.
- New Board Director, employee highlights, job recruitments & RFPs on LinkedIn.

(more)

Upcoming Events:

- Presentation at AV CERT (Community Emergency Response Team) – May 24
- Let's Talk H2O! Mandatory Water Conservation – May 26
- Coffee with Director Dino – June 1
- AVC Block Party – June 8
- SDANLAC Membership Luncheon – June 22

Ongoing Response to Drought:

- Digital Advertising
- Increased social media posts
- Billing envelope snipes
- 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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