



# 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

July 21, 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: 108-029-430#**

**Submit Public Comments at: <https://www.gomeet.com/108-029-430>**

**THURSDAY, JULY 28, 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 June 22, 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.



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DENNIS D. LaMOREAUX,  
General Manager

DDL/dd



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## **OUTREACH REPORT June 23-July 20, 2022**

### **Press Releases:**

- PWD to Host Composting Workshop on Aug. 2 with L.A. County & City of Palmdale (July 5)
- PWD's Annual Drinking Water Quality Report Now Available (July 7)

### **Print Publicity:**

- PWD Considering More Restrictions – *AV Press* (June 26)
- PWD Wants Grant to Enclose Ditch – *AV Press* (July 1)
- PWD Customers Saving Water – *AV Press* (July 4)
- Firms Will Aid in Traffic Management – *AV Press* (July 6)
- Water District to Discuss Public Health Goals – *AV Press* (July 11)
- PWD-Treated Water is in Compliance – *AV Press* (July 13)
- PWD Finances Improve in 2021 – *AV Press* (July 14)
- Plans for Water Treatment Plant in Development – *AV Press* (July 20)

### **Other:**

- ACWA Scholarship Committee Meeting (July 6)
- Donations for Palmdale School District's 5<sup>th</sup> Annual Backpack Giveaway (July 14)
- SDANLAC Board Meeting (July 19)

### **Social Media Highlights:**

- 18 posts on FB, Twitter and Instagram
  - Highlight on FB was the post about the Service Worker job opening. It had 1,800 engagements with 21 people reacting, commenting and sharing the post.
  - Instagram's highlight was the post about donations of water and school supplies to Palmdale School District. It had 1,400 engagements.
  - Twitter post featuring the crew cleaning the brine makers at the plant had 536 engagements.
- Employee highlights, job recruitments & RFPs on LinkedIn.

(more)

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**Digital Advertising:**

Spectrum – 166,557 Impressions, 1,405 Engagements, 130 site visits and 0.77% Interaction Rate. National average for Interaction Rate or Click Rate is 0.46%.

**Upcoming Events:**

- National Night Out – July 26
- Water-Wise Workshop: Composting – August 2

**Ongoing Response to Drought:**

- Digital Advertising
- Increased social media posts
- Billing envelope snipes
- Summer Pipeline (July), mandatory water conservation update
- WaterWiseWorkshops
- 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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