Dear PWD Customer:

We are pleased to present to you the 2022 Strategic Plan. Our Board of Directors and management staff spent many hours discussing and finalizing the goals listed under the six initiatives. Each of the 38 goals was created with your best interest in mind. They will be the guide as we work to continue providing the services needed by our community to flourish and prosper.

Today, the drought has increased the challenges of water resiliency exponentially. More important than ever is our ability to accept new technology, collaborate with regional agencies and increase conservation efforts.

The next few years will be a time of great change and progress. In early 2024, the demonstration facility for Pure Water AV, a water augmentation program, will open. You will be able to tour the facility and see how PWD runs treated recycled water through a four-step filtration system. Once the actual Pure Water AV is built in 2027, it will have the ability to treat 5,325 acre-feet of recycled water before injecting it into the aquifer and later pumped for potable use, supplementing the water supply. This period also calls for continuing the Littlerock Sediment Removal Project, which is creating much-needed space at the Littlerock Reservoir for water storage. Both projects will ease the burden of relying on surface water from the state, a process that has become extremely challenging due to the lack of snowpack in the Northern Sierra.

You are one of 126,000 individuals in our service area depending on us to provide you and your family with safe, clean, reliable water each day. It is a monumental responsibility that our Board and staff acknowledge and plan for strategically. It is why we adopted this comprehensive Strategic Plan. We hope you will read it and reach out if you have questions or comments.

Thank you for your continued support as we embark on a critical time in our history when we are faced with severe drought and heat. Together, we can overcome it.

Thank you,

[Signatures]

Gloria Dizmang
PWD Board President

Dennis D. LaMoreaux
General Manager

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BOARD OF DIRECTORS

2029 E. Avenue Q, Palmdale, CA 93550 | palmdalewater.org

STRATEGIC PLAN
Adopted 2022

2029 E. Avenue Q, Palmdale, CA 93550 | palmdalewater.org
So that foundations are in place to always support the mission of PWD promises to keep thinking ahead and strategically set goals to be more drought-proof, have local control of water and landscape, one of the best solutions is using recycled water. Pure Water AV, a water augmentation program, will allow PWD to ensure sufficient water supply. In the Antelope Valley’s desert, one of the best solutions is using recycled water. For the past century, Palmdale Water District (PWD) has always served the community clean and affordable water. Whether it is in times of water abundance or lack thereof, PWD diligently plans for the future of water to meet its obligation to the customers. Severe drought, diminishing groundwater supply and surface water shortages are all challenges that are becoming the norm and requiring intensive planning. Strategic planning with specific goals is how PWD is ensuring that it stays at the forefront of meeting the community’s water needs. Each of the goals listed under the six Strategic Initiatives was adopted to ensure that PWD continues to provide water services on a daily basis with a focused mission while leading the management of water in the Antelope Valley and beyond. More than ever, the severe drought these past couple of years has accelerated the need for new and innovative ways to ensure sufficient water supply. In the Antelope Valley’s desert landscape, one of the best solutions is using recycled water. PWD is pleased to announce that Pure Water AV is in the works and will be instrumental in securing long-term water solutions. Pure Water AV, a water augmentation program, will allow PWD to be more drought-proof, have local control of water and improve our groundwater quality and quantity. It is the future of water.

PWD promises to keep thinking ahead and strategically set goals so that foundations are in place to always support the mission of providing clean, affordable water for generations ahead.

**No. 1 - Water Resource Reliability**

- **Resilience, Development, Partnership**
- Support and participate with local agencies in the development of projects and policies that improve water resource, storage, and reliability.
- Maximize state and federal funding opportunities for Pure Water AV.
- Support projects and initiatives that ensure the resilience of the State Water Project.
- Develop water storage options for State Water Project, workshops and improve groundwater capture capabilities.
- Strengthen Littlerock Dam stakeholder relationships and continue Littlerock Reservoir Sediment Removal Project.

**No. 2 - Organizational Excellence**

- **Train, Perform, Reward**
- Offer competitive compensation and benefits package for employee retention.
- Focus Succession Planning Program on ensuring an overlap of training for key positions.
- Continue providing transparency to employees through training for the ongoing achievement of the Districts Distinction certification.
- Encourage cohesiveness, transparency, and integrity within the staff through Codes of Conduct and increased accountability.
- Ensure employees are trained on the Strategic Plan and Core Values.
- Ensure safety for Directors, employees, and customers.
- Develop career paths at the District for interns, and pursue funding options.
- Improve Palmdale Ditch to reduce water loss.

**No. 3 - Systems Efficiency**

- **Innovate, Technology, Research**
- Explore energy independence and evaluate the feasibility of energy options, including wind and solar.
- Incorporate more energy efficient technologies into the District’s infrastructure.
- Research state-of-the-art treatment technologies to enhance systems efficiency.
- Re-evaluate Lake Palmdale by-pass pipeline and pursue funding options.
- Improve current wastewater systems.

**No. 4 - Financial Health and Stability**

- **Strengthen Consistency, Balance**
- Pursue grant funding for District projects and operations.
- Maintain the five-year financial plan adopted as part of the 2019 Water Rate Study, including the five-year Capital Improvement Plan.
- Conduct and adopt a 2024 five-year Water Rate Plan.
- Build adequate reserve levels and achieve high water bond rating.
- Seek potential revenue sources from vacant District properties.
- Ensure financial, operations, and projects affected by emergencies.
- Optimize financial, operations, and projects affected by emergencies.

**No. 5 - Regional Leadership**

- **Engage, Lead, Progress**
- Continue to provide opportunities and information for local businesses and agencies to participate with the District.
- Continue to collaborate with neighboring water agencies throughout and outside of the Antelope Valley through Greater Antelope Valley Mutual Response Agreements and emergency response efforts.
- Develop working relationships and mutually beneficial projects with other water agencies in the District’s region.
- Research state-of-the-art treatment techniques to enhance systems efficiency.
- Incorporate more energy efficient technologies, including wind and solar.
- Explore energy independence and require intensive planning.

**No. 6 - Customer Care, Advocacy and Outreach**

- **Promote, Educate, Support**
- Enhance customers’ experience through communication and feedback.
- Expand and market additional payment options.
- Continue to increase public awareness of current programs and services through traditional and new media platforms.
- Engage elected officials and the community about the importance of water conservation and the need to continue Palmdale Water District’s mission of providing clean and affordable water.
- Continue representation on larger cooperative regional efforts.
- Continue to provide opportunities and information for local businesses and agencies to participate with the District.
- Continue to collaborate with neighboring water agencies throughout and outside of the Antelope Valley through Greater Antelope Valley Mutual Response Agreements and emergency response efforts.

**STRENGTH, CONSISTENCY, BALANCE**

- Continue to provide opportunities and information for local businesses and agencies to participate with the District.
- Continue to increase public awareness of current programs and services through traditional and new media platforms.
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