



Palmdale Water District
2026-2030 Strategic Plan

Since 1918, Palmdale Water District has provided high-quality water at a reasonable cost. We strive for excellence in providing great customer care; advocating for local water issues that help our residents; educating the community on water-use efficiency; and leading our region in researching and implementing emerging technologies that increase operational efficiency.

PWD EST. 1918

PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

Palmdale Water District **2026-2030 Strategic Plan**



STRATEGIC INITIATIVE 1

Water Resource Reliability

Resilience, Development, Partnership. PWD ensures our customers and the region have access to a clean and reliable water supply.

Objectives:

- Support and collaborate with local agencies in the development of projects and policies that enhance water resources, storage capacity, and system reliability.
- Support projects and initiatives that enhance the resilience and long-term reliability of the State Water Project (SWP).
- Strengthen stakeholder relationships related to Littlerock Dam and continue advancing the Littlerock Reservoir Sediment Removal Project.
- Implement the Strategic Water Resources Plan (SWRP).
- Establish the Recycled Water Enterprise.



STRATEGIC INITIATIVE 2

Organizational Excellence

Train, Perform, Reward. PWD cultivates a safe, supportive and stimulating work culture which excels at promoting our values and priorities.

Objectives:

- Strengthen employee retention and recruitment efforts.
- Develop a Succession Planning Program to ensure continuity of operations and effective knowledge transfer.
- Continue promoting transparency for ratepayers through ongoing training and communication regarding District achievements.
- Cultivate a positive workplace culture and increase employee engagement.
- Improve safety for Directors, employees, and customers.
- Develop career paths for interns that foster long-term workforce development and seek state and federal grant funding to sustain and grow intern programs.



STRATEGIC INITIATIVE 3

Efficient Systems

Independence, Technology, Reliability. PWD continues to explore opportunities to use sustainable energy sources and maintains and upgrades our systems and facilities to ensure reliable service.

Objectives:

- Explore alternative energy sources.
- Incorporate energy-efficient technologies into the District's infrastructure to improve operational efficiency.
- Research and evaluate state-of-the-art treatment and distribution technologies to enhance system efficiency, reliability, and performance.
- Implement the Asset Management/ Computerized Maintenance Management System (CMMS).
- Improve SWP deliveries to WTP.
- Complete and maintain Palmdale Ditch to reduce water loss.
- Maintain readiness of the District's Operational Technology (OT) and Information Technology (IT) systems.
- Update the Water Master Plan.
- Upgrade access control and camera systems.
- Upgrade physical security at remote sites.
- Improve Capital Project Delivery.
- Improve Infrastructure Resilience.
- Improve Engineering Records and Information Management.

The PWD Strategic Plan is structured around six Strategic Initiatives, described below.

STRATEGIC INITIATIVE 4

Financial Health and Stability

Strength, Consistency, Balance. PWD has the financial resources and reserves to support and maintain its operations and pursues additional sources of revenue.

Objectives:

- Pursue and maximize grant funding opportunities to support District projects and operations.
- Maintain the District's five-year financial plan and Capital Improvement Program (CIP) as adopted through the Water Rate Study, ensuring long-term financial stability and infrastructure investment.
- Prepare for the development and implementation of the 2030 five-year Water Rate Plan.
- Build and maintain adequate reserve levels and achieve a high-level bond rating.
- Identify and pursue alternative revenue sources.
- Monitor finances, operations, and projects affected by emergencies.
- Digitize and document departmental workflows.

STRATEGIC INITIATIVE 5

Regional Leadership

Engage, Lead, Progress. PWD Board members and leaders continue to pursue opportunities to work with partner agencies to enhance the resilience of the Antelope Valley region.

Objectives:

- Continue providing opportunities and information for local businesses and vendors to contract with the District.
- Participate in regional emergency response exercises.
- Strengthen partnerships with water agencies throughout the District's region to identify and implement mutually beneficial projects.
- Plan and facilitate the successful implementation of recreation amenities at Littlerock Dam and Reservoir.
- Advance collaborative initiatives with statewide agencies.
- Maintain leadership and representation to support advocacy, collaboration, and resource development.

STRATEGIC INITIATIVE 6

Customer Care, Advocacy and Outreach

Promote, Educate, Support. PWD provides exceptional service to our customers, advocates for local water reliability and provides public education about water services and conservation.

Objectives:

- Enhance customer satisfaction through proactive communication and continuous feedback.
- Expand and market additional payment options.
- Enhance customer engagement through education, outreach, and awareness of District programs, services, water conservation practices, and self-service tools.
- Engage elected officials and the community through outreach, education, and advocacy to promote awareness of local and state water reliability issues.
- Promote recognition of the District's achievements.
- Implement the water meter system upgrade.

Message from the Board

On behalf of the Palmdale Water District (PWD), we are pleased to share our 2026-2030 Strategic Plan.

The plan comes at a pivotal time as PWD prepares to open the Pure Water Antelope Valley (PWAV) Demonstration Facility in 2027, an important step towards the North Los Angeles County's first recycled water purification system. With persistent drought, reduced access to shared regional supplies, and rising demand affecting our desert region, PWAV will expand our local supply of safe, clean, high-quality water.

Building on earlier versions, this Strategic Plan organizes PWD's work around six Strategic Initiatives. It will guide us in meeting our goals, honoring our core values, and continuing to deliver high-quality water at a reasonable cost. It will also map our operational planning and the annual budget, with the employees leading its implementation.

As the most comprehensive Strategic Plan in PWD's history, it is the product of extensive meetings, workshops, discussions, and revisions. We appreciate the time and thoughtful contributions of our managers and staff, along with the feedback from Water Ambassadors Academy graduates who helped shape the final plan.

PWD remains committed to leading the region by providing the **best water services, advancing regional sustainability, and obtaining both federal and state grants** to create a more resilient water future.

We value your continued support and partnership as we fulfill our essential responsibility to provide water for more than **127,000 people** today and many more in the future.

Sincerely,

PWD Board of Directors



Kathy Mac Laren-Gomez
President
Division 4



W. Scott Kellerman
Vice President
Division 1



Don Wilson
Treasurer
Division 2



Cynthia Sanchez
Secretary
Division 3



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