PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

BOARD OF DIRECTORS

W. SCOTT KELLERMAN
Division 1

DON WILSON
Division 2

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Division 3

KATHY MAC LAREN-GOMEZ
Division 4

VINCENT DINO
Division 5

DENNIS D. LaMOREAUX
General Manager

ALESHIRE & WYNDER LLP
Attorneys

ACWA
PROUD MEMBER

November 2, 2023

AGENDA FOR A MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE

Committee Members: Kathy Mac Laren-Gomez-Chair, Gloria Dizmang

WESDAY, NOVEMBER 8, 2023
1:30 p.m.

NOTE: To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Danielle Henry at 661-947-4111 x1059 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 or on the District's website at https://www.palmdalewater.org/governance/committee-activity/2023-committee-agendas-and-minutes/ (Government Code Section 54957.5). Please call Danielle Henry at 661-947-4111 x1059 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 conduct 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 July 25, 2023.

4.2) Discussion of 2023 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

b) Upcoming Events/2023 Plans.

5) Reports.

5.1) Water-Use Efficiency Activities. (Resource and Analytics Supervisor Bolanos)

5.2) 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/tg

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OUTREACH REPORT
July 26 – Nov. 1, 2023

Press Releases:

- Coffee with Director Mac Laren-Gomez Set for Sept. 14 (Sept. 7)
- Learn How to Customize Your Yard at PWD's Water-Wise Workshop on Sept. 26 (Sept. 19)
- Blood Drive Coming to PWD on Halloween (Oct. 17)
- PWD to Highlight Water Augmentation Project at *Let's Talk H2O!* Event (Oct. 24)
- PWD to Begin Removal of Baffle Curtains from Clearwell; Water Supply, Water Safety Not Affected (Oct. 26)
- PWD's *Save Our Water* Lawn Sign Graphics for Drought Messaging Wins PR Award (Oct. 31)
- Qualified Customers Needing Help with Water Bills in 2024 Can Now Apply for Rate Assistance (Nov. 1)

Print Publicity:

- Hear About Testing of Water at PWD Event– *AV Press* (July 26)
- PWD Plans to Purify Recycled Water – *AV Press* "On the Horizon" special edition (July 28)
- Three photos of PWD staff featured in Membership Appreciation Month collage – *ACWA News* (Aug. 18)
- Mac Laren-Gomez Featured at PWD Coffee Event – *AV Press* (Sept. 8)
- PWD Planning Water-Wise Workshop Today – *AV Press* (Sept. 26)
- Three photos of staff featured in Water Professionals Appreciation Week collage – *ACWA News* (Oct. 20)
- Palmdale Due to Work on Water Tank – *AV Press* (Oct. 27)
- Learn about Water Treatment Plant Thursday – *AV Press* (Oct. 30)

Other:

- Pure Water AV featured in QuenchCA website (July 24)
- Attended San Gabriel Mountains Community Collaborative Meeting (July 27)

(more)

- Half-page advertisements for Pure Water AV in *AV Press* "On the Horizon" special edition (July 28) and on regular edition (Nov. 1)
- Hosted *Let's Talk H2O!* Water Quality event at treatment plant (Aug. 3)
- Facilitated SDANLAC (CSDA chapter) Board meetings (Aug. 9 & Sept. 20)
- Toured Assemblymember Carrillo and staff at LRD & treatment plant (Aug. 10)
- Connected LRCID with Littlerock park's reading program for water donation (Aug. 15)
- Donated 10 cases of water to AV Fair livestock participants (Aug. 15)
- Published and distributed fall edition of *The Pipeline* customer newsletter (Aug. 15)
- Café con Leche Spanish-language radio interview (Aug. 21)
- Hosted Strategic Water Resources Plan public meeting (Sept. 7)
- Submitted PWD info for Delta Conveyance Authority website (Sept. 12)
- Hosted Coffee with Director Mac Laren-Gomez (Sept. 14)
- Attended AV EDGE quarterly luncheon (Sept. 20)
- Shared a booth with L.A. County Waterworks at the AV Fair (Sept. 25)
- Hosted Water-Wise Workshop: Customize Your Yard (Sept. 26)
- Held SDANLAC (CSDA chapter) Membership Luncheon (Oct. 12)
- Graduated 14 students at the 3rd annual Jr. Water Ambassadors Academy on *Imagine a Day Without Water* (Oct. 19)
- Donated cases of water to AV Mental Health Awareness Day & Walk (Oct. 12)
- Received PRism Award from PRSA-LA for *Save Our Water* lawn sign graphics (Oct. 26)
- Assisted with the Red Cross Blood Drive at PWD (Oct. 31)

Social Media Highlights:

71 posts on Facebook, Instagram and X (formerly Twitter)

- On FB, the post about the passing of sheriff Deputy Clinkunbroomer had the most engagements with 2,200.
- Instagram's highlight was the post about Op-Techs Corey Shere and Mike Childs rebuilding an altitude valve. It had 2,100 engagements.
- Our water quality statement following the inaccurate info on social media received 1,000 engagements on X.

Employee highlights, job recruitments, project news and RFPs on LinkedIn.

Upcoming Events

- Let's Talk H2O! Pure Water AV (Nov. 2)
- Annual Food Drive (Through Nov. 14)
- Water-Wise Workshop: Water Cycle 101 for Kids (Dec. 7)

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CONGRATULATIONS

TO THE 2023 PRISM AWARDS FINALISTS



- AARP California
- AIJ Communications
- APCO Worldwide
- Blaze PR
- Blue Shield of California
- Bob Gold & Associates
- ChavezPR, LLC
- City of West Hollywood
- Communications LAB
- Connect Creative
- Elev8 New Media
- Fiona Hutton & Associates
- Fraser Communications
- GOLIN LA
- Herbalife
- Hill+Knowlton Strategies
- Idea Hall
- Jackson Spalding
- Keck Medicine of USC
- LAGRANT Communications
- Lee Andrews Group
- Lucky Break PR
- Merriwether & Williams Insurance Services
- Merryman Communications, Inc.
- Miller Geer & Associates
- Olmstead Williams Communications
- Palmdale Water District
- PlayWise Partners
- RMG Communications
- Rocket Launch Marketing & PR
- Runyon Saltzman Inc.
- Scatena Daniels Communications
- SKC, Inc.
- The Culturist Group
- The Wonderful Company
- University of California, Los Angeles
- VPE Communications
- Zapwater Communications

prsala.org

#PRism59

Water-wise Landscape Program



PWD has received 42 WWLCP applications so far, with 32 completed YTD.
A total of 49,113 sq ft has been converted and $75,124.50 in cash has been awarded.





36842 Burroughs Way - 1,587 sq.ft. converted.
Before project, water bill average was $111.23 (22 CCF)
Project finished May 2023. Water bill amount was $80.67 (17 CCF)
June-September 2023 average (6 CCF). Bill after conversion $58.19, saving an average of 16 CCF.





1724 High Vista Ave - 1,425 sq.ft. converted.
Before project water bill average was $125.81 (28 CCF)
Project finished January 2023 - Water bill amount was $82.37.
February-September 2023 average (11 CCF). Bill amount after conversion $56.99, saving 17 CCF.





6019 Lisbon Ct - 1,000 sq.ft. converted.
Before project water bill average was $98.82 (22 CCF).
Project finished June 2023 - Water bill amount was $77.28 (18 CCF).
July-September 2023 average bill amount after conversion is $62.24 (10 CCF), savings of 12 CCF.





37627 49th St. E. - 747 sq.ft. converted.
Before project water bill average was $51.94 (6 CCF).
Project finished March 2023 - Water bill amount was $49.79 (3 CCF).
April-September 2023 average bill amount after conversion $47.66 (2 CCF), saving 4 CCF.





36902 32nd St. East - 1,641 sq.ft. converted.
Before project water bill amount average was $90.38 (18 CCF).
Project finished July 2023 - Water bill amount was $73.16 (15 CCF).
August-September 2023 average bill after conversion $52.48 (6 CCF), saving 12 CCF.