



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

BOARD OF DIRECTORS

W. SCOTT KELLERMAN
Division 1

DON WILSON
Division 2

CYNTHIA SANCHEZ
Division 3

KATHY MAC LAREN-GOMEZ
Division 4

VINCENT DINO
Division 5

July 17, 2024

**AGENDA FOR A MEETING
OF THE OUTREACH COMMITTEE
OF THE PALMDALE WATER DISTRICT
TO BE HELD AT 2029 EAST AVENUE Q, PALMDALE
Committee Members: Vincent Dino-Chair, Cynthia Sanchez**

**WEDNESDAY, JULY 24, 2024
8:00 a.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 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 May 30, 2024.
- 4.2) Discussion of 2024 Outreach Activities. (Public Affairs Director Shay)
 - a) Outreach Report.
 - b) Upcoming Events/2024 Plans.
- 5) Reports.
 - 5.1) Water-Use Efficiency Activities. (Resource and Analytics Supervisor Bolanos)
- 6) Board Members' Requests for Future Agenda Items.
- 7) Date of Next Committee Meeting.
- 8) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dh



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OUTREACH REPORT

May 31-July 17, 2024

Press Releases:

- Littlerock Dam Celebrates 100th Anniversary (June 5)
- Meet PWD's Newest Board Director at Coffee Event on June 13 (June 7)
- PWD's Annual Drinking Water Quality Report Now Available (June 18)
- Coffee with PWD Board President Mac Laren-Gomez Set for June 27 (June 20)
- PWD Breaks Ground on Pure Water AV Demonstration Facility, Launching a Secure Water Supply Future (June 21)
- EPA Awards PWD \$14 Million Loan to Fund Pure Water AV Demonstration Facility (July 11)

Print Publicity:

- Littlerock Dam Reaches 100th Anniversary – *AV Press* (June 6)
- Celebrating Littlerock Dam's 100th Anniversary – Congressman Garcia's Weekly E-Newsletter (June 7)
- Sanchez to Participate in PWD Coffee Event – *AV Press* (June 11)
- Water District Begins Work on Demonstration Facility – *AV Press* (June 21)
- PWD Celebrates Littlerock Dam Centennial – ACWA News (June 21)
- Mac Laren-Gomez Slated to Appear at Coffee Event – *AV Press* (June 26)
- Carbon Capture Projects Launch in Los Angeles County as CO2 Levels Reach Global Records – *L.A. Times* (June 23)
- PWD Gets Loan for Water Treatment Demonstration – *AV Press* (July 12)

Other:

- Successfully hosted Littlerock Dam's 100th anniversary (June 1)
- Littlerock Dam Celebrates 100th Anniversary was one of the most clicked on ACWA's website in May/June

(more)

Other (cont.)

- Engineering Manager Rogers discusses Pure Water AV on AV Chambers of Commerce Podcast (June 4)
- Booth at AV College Summer Block Party at Palmdale campus (June 5)
- Debut of Littlerock Dam 100th anniversary video
- Distribution of the summer edition of The Pipeline newsletter
- Held Coffee with Director Sanchez (June 13)
- Successfully hosted Pure Water AV groundbreaking (June 20)
- Held Coffee with Director Mac Laren-Gomez (June 27)
- Facilitated SDANLAC (CSDA chapter) Board meetings (June 13 & July 17)
- Rate Study outreach planning

Social Media Highlights:

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

- On all the social media platforms, the Littlerock Dam's 100th anniversary posts had the most engagements with more than 3,3000 each.

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

Upcoming Events

- Let's Talk H2O! Water Quality (August 1)
- National Night Out – Palmdale (August 5)
- Rate Study – Virtual Workshop & Open House (TBD)

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