



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

September 25, 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

**MONDAY, SEPTEMBER 30, 2024
2:00 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 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.

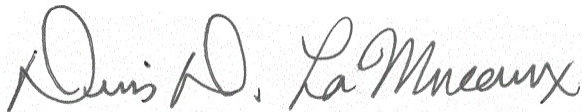
PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to conduct its meeting will 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 24, 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. (Water Use Efficiency Specialist I Rosati)
 - a) Water Awareness Education Program 2024-2025.
 - b) Water-Wise Workshop: Preparing Your Garden for Winter.
- 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

July 24 – Sept. 23, 2024

Press Release:

- PWD Begins Prop 218 Rate Study Process, Will Hold Public Workshops Oct. 7 & 23 (Sept. 19)

Print Publicity:

- Water Customers Get Say on Rate Hikes – *AV Press* (Sept. 20)
- EPA Announces WIFIA Loans to Palmdale, California, Birmingham, Alabama, and Ogden, Utah – EPA website (July)
- Stantec Completes Design of Demonstration Facility for Pure Water Antelope Valley – Stantec website (Aug. 5)
- Palmdale Water District's New AWT Facility Completes Design Phase – World Construction Network (Aug. 6)
- Stantec Completes Design of Demonstration Facility for Indirect Potable Reuse – WaterWorld (Aug. 7)
- PWD photos in ACWA Membership Appreciation video and ACWA News collage (Aug. 16)

Other:

- Hosted Let's Talk H2O! Water Quality at WTP (Aug. 1)
- Hosted booth at Palmdale National Night Out (Aug. 6)
- Sponsored Palmdale State of the City (Aug. 27)
- Met with Jackie Owens and Scott Watson from Congressman Garcia's office regarding Littlerock Dam and PWAV (Aug. 29)
- Met with Burbank Water and Power to provide information about PWAV (Sept. 4)
- Team PWD participated in Help for Heroes Softball Tournament (Sept. 7)
- Presentation on PWAV groundbreaking to ACWA Communications Committee (Sept. 9)
- Donate bottles of water to Mental Health L.A. (Sept. 10)

(more)

Other:

- Prop 218 Rate Study Notice and Fact Sheet mailed to all property owners and residents (Sept. 17)
- Designed ad for AV Press “Welcome to the AV” special edition
- Facilitated SDANLAC Executive Board meetings (Aug. 14 & Sept. 18)
- Created flyer for Palmdale Ditch Conversion Open House for contractors
- New lobby screen installed
- Named to ACWA Huell Howser Excellence in Communication Selection Committee
- Facilitated PWAV message training for staff with Katz & Associates

Social Media Highlights:

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

- On FB, the highlight was the post about the recruitment for the Maintenance Worker. It had 3,400 engagements.
- For both Instagram and X, the video showing the Super Scooper getting water from Lake Palmdale for the fires had the most engagements. X had 4,400, and Instagram had 4,100.

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

Upcoming Events

- Special Districts Association of North L.A. County Membership Luncheon (Oct. 2)
- Rate Study Virtual Workshop (5-6 p.m. Oct. 7)
- Jr. Water Ambassadors Academy (Oct. 9)
- Water-Wise Workshop: Preparing Your Garden for Winter (Oct. 10)
- Rate Study Workshop (Oct. 23)

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PALMDALE WATER DISTRICT
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WATER AWARENESS EDUCATION PROGRAM

2024-2025

Attention Palmdale School District Teachers:

Schedule a Water Awareness Class Today!

Palmdale Water District (PWD) is excited to introduce the 2024-2025 Water Awareness Education Program. This engaging and educational program is tailored to address essential water topics for various grade levels. Each 30-minute session includes informative content and time for questions and answers.

Topics Covered:

- **A Fun Water Cycle Lesson: Water Is Never New**
- **The Journey of PWD's Water and Local Water Sources**
- **How Pollution Affects Our Water Supply**
- **How Is Water Treated?**

This program is open to all schools within PWD service boundaries.

To schedule a presentation, please contact Water-Use Efficiency Specialist Robert Rosati at 661-441-5943.

Palmdale School District Message:

Distribution of this flyer is for information purposes only and does not necessarily constitute or imply endorsement, recommendation, or favoring by the Palmdale School District. Participation in any event or activity sponsored by this organization is strictly voluntary and is not in any way a school-sponsored activity of the Palmdale School District. Parents and guardians are solely responsible for determining the suitability of their child. If you have any questions, please contact the organization on the flyer.



WATER-WISE WORKSHOP:

Preparing Your Garden for Winter



Join our free workshop to learn about ways to protect your garden during the winter season.

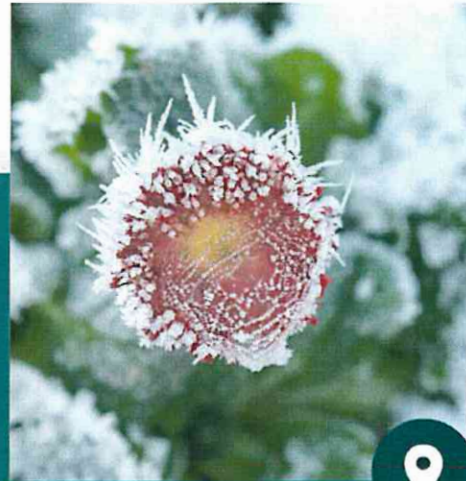
Guest Speaker and Nursery Manager of the Antelope Valley Resource and Conservation District, Derek Winkel, will share information to help you winterize your garden effectively.

Topics:

- Understanding when the cold season starts in the AV
- Identifying the types of plants and trees that need protection from the cold
- Exploring materials and techniques to safeguard your garden during the winter

Attendees will be entered into a raffle to win a winter tool or plant!

Scan the QR code to sign up:



Thursday, October 10, 2024

5-6 PM

2029 E. Avenue Q. Palmdale