



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

November 20, 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

**TUESDAY, NOVEMBER 26, 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 September 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 Director Bolanos)
- 6) Board Members' Requests for Future Agenda Items.
- 7) Date of Next Committee Meeting.
- 8) Adjournment.



SCOTT L. ROGERS,
Assistant General Manager

SLR/pg



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OUTREACH REPORT

Oct. 1 – Nov. 20, 2024

Press Releases:

- PWD Engineering Manager Scott Rogers Promoted to Assistant GM (Sept. 30)
- Attend PWD's Water-Wise Workshop on Oct. 10 for Tips on Prepping Your Garden for Winter (Oct. 8)
- PWD to Hold Public Workshop on Oct. 23 to Discuss Five-Year Revenue Adjustment (Oct. 16)
- Palmdale Water District Receives Two PR Awards (Oct. 30)
- Rate Assistance for Qualified PWD Customers Increased to \$25 Per Month, Applications Now Available (Nov. 4)
- PWD Water Revenues to Increase by 11% in 2025 (Nov. 6)
- PWD Board Approves \$34.5 Million Budget for 2025 (Nov. 20)

Print Publicity:

- Palmdale Water District Promotes Rogers to Assistant GM – *AV Press* (Oct. 5)
- Scott Rogers Named AGM – CSDA E-News (Oct. 8)
- Students Learn about Water Up Close – *AV Press* (Oct. 10)
- PWD ad in *Welcome to the AV* special section – *AV Press* (Oct. 19)
- PWD to Hold Public Workshop on Proposed Rate Increases – *AV Press* (Oct. 19)
- PWD Directors Approve Water Rate Hike – *AV Press* (Nov. 8)
- Scott Rogers Named AGM – ACWA Newsletter (Oct. 18)
- Scott Rogers Named AGM – CSDA Magazine (Nov./Dec. 2024)
- PWD Receives Two PR Awards (Most Clicked on Website) – ACWA Newsletter (Nov. 15)
- Increasing Water Resilience Through the Pure Water AV Program (co-authored by AGM Scott Rogers) – Journal AWWA (December 2024)

Other:

- SDANLAC fall membership luncheon (Oct. 2)

(more)

Other Cont.:

- Rate Study Zoom Workshop (Oct. 7)
- Graduated 14 students at Jr. Water Ambassadors Academy (Oct. 9)
- Tour DWR staff at treatment plant (Oct. 10)
- Organized presentation of certificates from Assemblymembers Lackey and Carrillo for Water Pros Appreciation Week (Oct. 10)
- Assisted with Water-Wise Workshop: Preparing Your Garden for Winter (Oct. 10)
- Created Imagine a Day Without Water Video for social media (Oct. 17)
- Rate Study In-Person Workshop (Oct. 23)
- Received two awards at Public Relations Society of America – L.A. Chapter PRism Awards (Oct. 24)
- Donated PWD reusable straws for AV EDGE Fall Forum giveaway bags (Oct. 24)
- AGM Scott Rogers presented PWAV info at AV EDGE Fall Forum (Oct. 29)
- Created video for 50th anniversary of Safe Drinking Water Act (Oct. 31)
- Facilitated SDANLAC Executive Board meeting (Nov. 6)
- AGM Scott Rogers & Junior Engineer Daniel Maldonado hosted booth at Construction Network (Nov. 7)
- Starbucks coffee donation and food drive delivered to SAVES (Nov. 20)

Social Media Highlights:

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

- On FB, the highlight was the post about the Rate Assistance Program. It had 2,000 engagements.
- For Instagram, the video with staff celebrating Imagine a Day Without Water reached 5,900 users.
- On X, the job posting for the Resource & Analytics position had the most engagement at nearly 2,000.

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

Upcoming Events

- Holiday Toy Drive – December
- SDANLAC Membership Luncheon – Feb. 19, 2025

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