



**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

April 3, 2025

**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, APRIL 9, 2025  
10:00 a.m.**

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**DENNIS D. LaMOREAUX**  
General Manager

**ALESHIRE & WYNDER LLP**  
Attorneys

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**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/2025-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 January 30, 2025.
- 4.2) Discussion of 2025 Outreach Activities. (Public Affairs Director Shay)
  - a) Outreach Report.
  - b) Upcoming Events/2025 Plans.
- 5) Reports.
  - 5.1) Water-Use Efficiency Activities. (Resource and Analytics Director Bolanos)
  - 5.2) Legislative/Lobbying Activities. (Public Affairs Director Shay)
- 6) Board Members' Requests for Future Agenda Items.
- 7) Date of Next Committee Meeting.
- 8) Adjournment.



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DENNIS D. LaMOREAUX,  
General Manager

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## **OUTREACH REPORT**

### **Feb. 1-April 2, 2025**

#### **Press Releases:**

- Give the Gift of Life This Valentine's, Donate Blood at PWD on Feb. 13 (Feb. 6)
- PWD to Hold Let's Talk Event with Fire Dept. & City to Discuss Prepping for Wildfires with Community (March 10)

#### **Print Publicity:**

- Curious about Water? Join PWD Ambassadors Academy – *AV Press* (Feb. 1)
- Palmdale Water District to Host Valentine's Day Themed Blood Drive – *AV Press* (Feb. 12)
- 3 Finalists Named for AV EDGE's Change Award – *AV Press* (Feb. 26)
- Let's Talk H2O! Workshop – *AV Press* (March 4)
- Capture6 Raises \$27.5 Million to Advance Water Recovery and Carbon Removal Tech – *ESGtoday* (March 12)
- Mac Laren-Gomez Honored at Summit – *AV Press* (March 21)

#### **Other:**

- Facilitated SDANLAC Executive Board meetings (Feb. 5, March 3 & April 2)
- Hosted Blood Drive: 35 participants, provided for 75 people at Palmdale Regional Medical Center (Feb. 13)
- Hosted SDANLAC Membership Luncheon in SCV (Feb. 19)
- Hosted PWD Booth at TPAA Career Fair (Feb. 27)
- Toured Senator Valladares & Staff at WTP (Feb. 28)
- Published and Mailed the Spring Pipeline to Customers (March 10-31)
- Attended Virtual DCP Communications Meeting (March 4)
- Attended ACWA Communications Meeting (March 5)
- Participated in Read Across America at Golden Poppy Elementary (March 6)

(more)

- Presented PWAV to VICA (March 6)
- Attended ACWA Scholarship Subcommittee Meeting, Reviewed & Scored Scholarship Applications (March 10)
- Provided PWD Notepads for AV EDGE Spring Summit Giveaway Bag (March 11)
- Attended Virtual Meeting with Congressman Whitesides' Staff (March 12)
- Submitted Letters of Support for AB 259 and SB 496 (March 12)
- Joined ACWA-led Coalition Opposing SB 350, Unless Appropriately Amended (March 12)
- Hosted Let's Talk H2O! Water During Wildfires (March 13)
- Attended AV EDGE Spring Summit (March 20)
- Attended Annual CAPIO Conference (April 1-3)

### **Social Media Highlights:**

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

- Across all three platforms, the most popular post was a video of a fire hydrant gushing water. On Instagram, there were 2,400 engagements. The FB post had 1,500 engagements, while X had 1,000. The video was taken by Field Customer Care Rep Angel Salmeron.

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

### **Upcoming Events**

- Water Ambassadors Academy (April 9, 16, 23 & 26)
- Water-Wise Workshop: Mastering Your Garden (May 1)

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