



PALMDALE WATER DISTRICT

A CENTURY OF SERVICE

January 29, 2026

BOARD OF DIRECTORS

W. SCOTT KELLERMAN
Division 1

DON WILSON
Division 2

CYNTHIA SANCHEZ
Division 3

KATHY MAC LAREN-GOMEZ
Division 4

DEBBIE DINO
Division 5

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

Committee Members: Debbie Dino-Chair, Cynthia Sanchez

THURSDAY, FEBRUARY 5, 2026

10:30 a.m.

DENNIS D. LaMOREAUX
General Manager

ALESHERE & 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/2026-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.)

PALMDALE WATER DISTRICT
OUTREACH COMMITTEE MEETING
FEBRUARY 5, 2026

January 29, 2026

- 4.1) Consideration and Possible Action on Approval of Minutes of Meeting held November 3, 2025.
- 4.2) Consideration and Possible Action to Approve and Authorize the General Manager to Enter into a Contract with Race Ready LLC to Provide the Set Up and Assistance for the Inaugural PWD 5K Run/Walk. (\$12,500.00 – Not-to-Exceed – Budgeted – Budget Item No. 1-02-4190-700 – Public Affairs Director Shay)
- 4.3) Discussion of 2025 Outreach Activities. (Public Affairs Director Shay)
 - a) Outreach Report.
 - b) Upcoming Events/2026 Plans.
 - 1) 2025 Christmas Parade Float Wrap-Up
- 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.



DENNIS D. LaMOREAUX,
General Manager

DDL/tg

NOVEMBER 3, 2025
OUTREACH COMMITTEE MEETING

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, NOVEMBER 3, 2025

A meeting of the Outreach Committee of the Palmdale Water District was held Monday, November 3, 2025, at 2029 East Avenue Q, Palmdale, CA 93550. Chair Dino called the meeting to order at 2:00 p.m.

1) Roll Call.**Attendance:**

Committee:
Debbie Dino, Chair
Don Wilson, Committee Member
Member Alternate

Cynthia Sanchez,
Committee Member
--Absent

Others Present:

Dennis LaMoreaux, General Manager
Judy Shay, Public Affairs Director
Claudia Bolanos, Resource and Analytics Director
Danielle Henry, Executive Assistant
Trisha Guerrero, Management Analyst
1 member of the public

2) Adoption of Agenda.

It was moved by Alternate Committee Member Wilson, seconded by Chair Dino, and unanimously carried by all members of the Committee present at the meeting to adopt the agenda, as written.

3) Public Comments for Non-Agenda Items.

There were no 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 April 9, 2025.**

It was moved by Alternate Committee Member Wilson, seconded by Chair Dino, and unanimously carried by all members of the Committee present at the meeting to approve the minutes of the Outreach Committee meeting held April 9, 2025, as written.

4.2) Discussion of 2025 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay provided an overview of the written Outreach Report for events through October 29, highlighting press releases, print publications, customer outreach, social media activity, and community participation including the Palmdale Ditch Conversion Project story in the ACWA newsletter; advertisements placed in the Rotary Club of Antelope Valley Annual Fiesta Day flyer and in two AV Press special sections; Water-Use Efficiency (WUE) booths at the AV College Summer Block Party and National Night Out; three Coffee with a Director events; the Palmdale Ditch Conversion Groundbreaking in June; Customer Appreciation Day in July; attendance at Senator Suzette Valladares' Open House; water donations to two nonprofit organizations; the District receiving the CSDA Chapter of the Year award; an SF Gate interview with General Manager LaMoreaux; the Public Affairs team receiving the PRSA-LA Award of Achievement for the PWD Pipeline Newsletter; a Stantec photoshoot featuring Assistant General Manager Rogers; sponsorship of AV Alta Soccer Club; and 115 social media posts with the post featuring Director Debbie Dino's Oath of Office receiving the highest engagement.

b) Upcoming Events/2025 Plans.

She then stated that the District has started collecting items for the Annual PWD Food and Toy Drives and that upcoming events include the Junior Water Ambassadors Academy on November 6, the Special Districts Association of North Los Angeles County (SDANLAC) Membership Luncheon on November 13, and the Christmas Parade on December 6.

5) Reports.

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

Resource and Analytics Director Bolanos provided an update on the Water-Use Efficiency (WUE) activities including school outreach totals of 630 students in 2023-24,

over 1,100 students in 2024-25, and 680 students to date in 2025, with two upcoming presentations at the Palmdale Aerospace Academy reaching an additional 600 students, increased school participation in the Earth Day Poster Contest from 2024 to 2025, student engagements at the Palmdale Aerospace Academy Career Fair, attendance at the Salva Earth Day Celebration, and participants in the Mastering Your Water-Use Workshop and stated that WUE staff continue to hold pop-up events, with the next scheduled for March 2026, and welcomed Director participation.

She then reported a decrease in rebate applications, with 36 toilet and 15 washer rebates received in 2025, and noted that 17,000 square feet of turf have been removed and \$51,000 in rebates issued and stated that the WUE team has completed seven water surveys and that the water fountain between the NOB and Main Building will be converted into an employee memorial area.

6) Board Members' Requests for Future Agenda Items.

There were no requests for future agenda items.

7) Date of Next Committee Meeting.

There was no date set for the next Outreach Committee meeting.

8) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned at 2:20 p.m.

Chair



COMMITTEE MEMORANDUM

DATE: February 5, 2026
TO: OUTREACH COMMITTEE
FROM: Public Affairs Director Shay
VIA: General Manager LaMoreaux
RE: ***CONSIDERATION AND POSSIBLE ACTION TO APPROVE AND AUTHORIZE THE GENERAL MANAGER TO ENTER INTO A CONTRACT WITH RACE READY LLC TO PROVIDE THE SET UP AND ASSISTANCE FOR THE INAUGURAL PWD 5K RUN/WALK. (\$12,500.00 – NOT-TO-EXCEED – BUDGETED – BUDGET ITEM NO. 1-02-4190-700 – PUBLIC AFFAIRS DIRECTOR SHAY)***

Recommendation:

Staff recommends that the Committee approve and authorize the General Manager to enter into a contract with Race Ready LLC for its services to assist with the District's first 5K Run/Walk in a not-to-exceed amount of \$12,500.

Alternative Options:

The Committee may choose not to have the community event.

Impact of Taking No Action:

There will be no 5K Run/Walk.

Background:

The Public Affairs Team came up with the idea to host a 5K Walk/Run at Lake Palmdale as a way to involve staff in team building while providing an event at Lake Palmdale for the community. It will be a way to reach out to our community and beyond by attracting runners and walkers to the Lake, which is only accessible to members. From our research, there are many runners in the AV but not enough events locally. Many drive to L.A. to participate in weekend runs. This will be an excellent outreach opportunity. Race Ready LLC has done a site visit at Lake Palmdale and indicated that it will draw a lot of interest because of the lake. Race Ready is an experienced contractor that puts on 3-4 runs every weekend.

Strategic Plan Initiative/Mission Statement:

This item is under Strategic Initiatives No. 2 – Organizational Excellence, No. 5 – Regional Leadership and No. 6 – Customer Care, Advocacy and Outreach.

Budget:

This item is budgeted under Administration Budget Item No. 1-02-4190-700, Public Affairs Marketing/Outreach.



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

OUTREACH REPORT

November 4, 2025 – January 28, 2026

Press Releases:

- Applications Now Open for PWD'S 2026 Rate Assistance Program (Nov. 4, 2025)
- PWD'S Landmark Wind Turbine Decommissioned, Dismantling Underway (Nov. 19, 2025)
- PWD Welcomes New Finance Manager/CFO (Dec. 2, 2025)

Print/Online Publicity:

- PWD Welcomes New Finance Manager/Chief Financial Officer – *AV Press* (Dec. 2, 2025)
- The Reservoir Headache One California Desert City Can't Leave Behind – *SF Gate* (Dec. 10, 2025)
- PWD Sets Water Ambassador Academy for '26 – *AV Press* (Jan. 20. 2026)

Other:

- Graduated 14 high school students from the 5th annual Junior Water Ambassadors Academy
- Attended ACWA Fall Conference Communications Committee and Outreach Taskforce meetings
- Participated in AV Chambers of Commerce Christmas Parade – Received Most Creative Theme
- Submitted PWD highlights and photos for 2026 AV EDGE Roundtable Report
- PWAV ad for Palmdale School Foundation Dinner
- Sponsor AV ALTA soccer club's 2026 season
- Facilitated monthly Special Districts Association of North L.A. County Executive Board meetings as Chapter Administrator
- Published and mailed the winter edition of *The Pipeline* newsletter to customers

(more)

Social Media Highlights:

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

- Facebook – The post recapping PWD's 2025 highlights received the most engagement at 5,000.
- Instagram –A post featuring the crew logged 6,000 engagements
- X – The video about the annual food drive had 2,000 engagements.

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

Upcoming Events

- ACWA Legislative Symposium – Sacramento (Feb. 11-12)
- Valentine's-Themed Blood Drive (Feb. 12)
- Let's Talk H2O! Making Conservation a California Way of Life (March 11)
- 8th Annual Water Ambassadors Academy (April 8, 15, 22 & 25)
- Inaugural PWD 5K Run/Walk (June 13)

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