



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

May 13, 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

WEDNESDAY, MAY 18, 2026

1:30 p.m.

DENNIS D. LaMOREAUX
General Manager

ALESHIRE & WYNDRER 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.)



- 4.1) Consideration and Possible Action on Approval of Minutes of Meeting held February 5, 2026.
- 4.2) Discussion of 2026 Outreach Activities. (Public Affairs Director Shay)
 - a) Outreach Report.
 - b) Upcoming Events/2026 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.



DENNIS D. LaMOREAUX,
General Manager

DDL/tg

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT,
FEBRUARY 5, 2026**

A meeting of the Outreach Committee of the Palmdale Water District was held Thursday, February 5, 2026, at 2029 East Avenue Q, Palmdale, CA 93550. Chair Dino called the meeting to order at 10:30 a.m.

1) Roll Call.

Attendance:

Committee:
Debbie Dino, Chair
Cynthia Sanchez,
Committee Member

Others Present:

Dennis LaMoreaux, General Manager
Scott Rogers, Assistant General Manager
Judy Shay, Public Affairs Director
Claudia Bolanos, Resource and Analytics Director
Don Wilson, Committee Member Alternate
Danielle Henry, Executive Assistant
Trisha Guerrero, Management Analyst

2) Adoption of Agenda.

It was moved by Committee Member Sanchez, 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 November 3, 2025.

It was moved by Committee Member Sanchez, 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 November 3, 2025, as written.

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)

Public Affairs Director Shay provided an overview of the proposed H2GO 5K Run/Walk with Race Ready LLC to be held on June 13 at Lake Palmdale, and after a brief discussion of services provided by Race Ready LLC, the registration cost, and public participation, it was

moved by Chair Dino and seconded by Committee Member Sanchez to approve a contract with Race Ready LLC to provide the set up and assistance for the Inaugural PWD 5K Run/Walk in the not-to-exceed amount of \$12,500.00.

4.3) 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 January 28, highlighting press releases, print publications, customer outreach, social media activity, community participation, and a staff meeting with Congressman Whitesides office regarding the Water Resources Development Act.

b) Upcoming Events/2025 Plans.

She then stated that upcoming events include the ACWA Legislative Symposium on February 11, the District-hosted Valentine's-themed Blood Drive on February 12, Let's Talk H2O! Making Conservation a Way of Life on March 11, the 8th Annual Water Ambassadors Academy in April, the inaugural PWD 5K Run/Walk on June 13, two Junior Water Ambassadors Academies in the Fall and District sponsorship of the AV ALTA Soccer Club for the 2026 season.

1) 2025 Christmas Parade Float Wrap-Up.

She then provided a brief overview of expenses related to the District's participation in the 2025 AV Chamber of Commerce Christmas Parade, which received the "Most Creative" award for its Hope and Renewal themed float, after which Director Dino commented that the District's investment made a positive impact in the community.

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) Department activities, including the completion of the annual water audit, submittal of the District's Making Conservation a California Way of Life Urban Water Use Objective Report, school outreach presentations and teacher surveys, the 2026 Earth Day Poster Contest, an upcoming Urban Water-Use Objective Workshop, the 2025 Urban Water Management Plan update, and Project WET staff trainings.

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 10:51 a.m.

Chair

DRAFT



PALMDALE WATER DISTRICT
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OUTREACH REPORT

February 5 – May 11, 2026

Press Releases:

- PWD to Host Valentine's Day-Themed Blood Drive on Feb. 12 (Feb. 5)
- Learn about Upcoming California Water Efficiency Rules at PWD's Let's Talk H2O! Event on March 11 (March 2)
- Earth Day Poster Contest Winners Receive Awards at PWD (April 28)

Print/Online Publicity:

- Water Reuse Solutions for Southern California's Drinking Water Challenges – Stantec website (February 10)
- Palmdale Water District to Host Let's Talk H2O Event on New Conservation Rules – *AV Press* (March 7)
- Poster Winners Receive Awards – *AV Press* (May 4)

Other:

- Graduated 19 community members at the 8th annual Water Ambassadors Academy
- Kicked off H2GO 5K Run/Walk event
- Hosted *Let's Talk H2O!* Making Conservation a California Way of Life
- Hosted Annual Blood Drive
- Hosted the Rotary Club and presented PWAV information
- Promoted PWD on AV Hispanic Chambers of Commerce media day video clip
- Hosted PWAV booth at Lockheed Earth Day Fair
- Hosted booth at AVC Palmdale Campus Block Party
- Toured Palmdale School District Parent Advisory Council at the Water Treatment Plant
- Design and mailed CCR notices to all customers
- Started meetings with consultant for Strategic Plan
- AGM Scott Rogers presented PWAV at Palmdale Women's Club

(more)

Other cont.

- Attended site visit to Littlerock Dam with ANF official and planning meetings
- Attended the AV EDGE Spring Summit
- Attended AVSWCA Legislative Tour
- Attended AV EDGE Legislative Committee monthly meeting
- Created H2GO 5K Run/Walk ads for *AV Press*
- Placed H2GO 5K ad in Rotary Club's Fiesta Day program
- Attended ACWA Legislative Symposium and met with state Senator Valladares and Assemblymember Carrillo's staff
- Held Special Districts Association of North L.A. County membership luncheon highlighting LAFCO candidates
- Facilitated monthly Special Districts Association of North L.A. County Executive Board meetings
- Attended annual CAPIO conference
- Attended CANVA conference in LA
- Published and mailed the spring edition of *The Pipeline* newsletter to customers

Social Media Highlights:

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

- On all three platforms, the H2GO 5K Run/Walk got the most views, shares and engagements. There were more than 10,000 engagements on Instagram, 6,000 on FB and 2,000 on X.

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

Upcoming Events

- Coffee with Director Dino (May 28)
- Help for Heroes Golf Tournament (May 29)
- H2GO 5K Run/Walk (June 13)
- Customer Appreciation Day (July 22)

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