



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

BOARD OF DIRECTORS

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General Manager

ALESHIRE & WYNDR LLP
Attorneys



**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

TUESDAY, SEPTEMBER 29, 2026

1:30 p.m.

NOTES: 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.

Additionally, an interpreter will be made available to assist the public in making **comments** under the section titled "Public Comments for Non-Agenda Items" and any action items where public input is offered during the meeting if requested at least 48 hours before the meeting. Please call Danielle Henry at 661-947-4111 x1059 with your request. (PWD Rules and Regulations Section 4.03.1 (c))

Adicionalmente, un intérprete estará disponible para ayudar al público a hacer **comentarios** bajo la sección titulada "Comentarios del Público para Asuntos No Calendarizados" y cualquier elemento de acción donde se ofrece comentarios al público durante la reunión, siempre y cuando se solicite con 48 horas de anticipación de la junta directiva. Por favor de llamar Danielle Henry al 661-947-4111 x1059 con su solicitud. (PWD reglas y reglamentos sección 4.03.1 (c))

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://public.govinity.com/portal/palmdalewater/> (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 Board of Directors prior to action being taken.)
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- 4.1) Consideration and Possible Action on Approval of Minutes of Meeting held May 18, 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.

This agenda was posted on Thursday, September 24, 2026 in accordance with the legal requirements of the Ralph M. Brown Act in a location freely accessible to the public and on the District's website.

**MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT,
MAY 18, 2026**

A meeting of the Outreach Committee of the Palmdale Water District was held Monday, May 18, 2026, at 2029 East Avenue Q, Palmdale, CA 93550. Chair Dino called the meeting to order at 1:30 p.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
Pam Clark, Resource and Analytics Supervisor
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 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 February 5, 2026.

It was moved by Committee Member Sanchez, seconded by Chair Dino, and unanimously carried by all members of the Committee present to approve the minutes of the Outreach Committee meeting held February 5, 2026, as written.

4.2) Discussion of 2026 Outreach Activities. (Public Affairs Director Shay)

a) Outreach Report.

Public Affairs Director Shay provided an overview of the written Outreach Report for activities through May 11, including press releases, print publications, customer outreach, social media activity, and community participation, highlighting an article posted on Stantec's website regarding water reuse solutions for Southern California's drinking water challenges featuring Assistant General Manager Scott Rogers, the graduation of 19 community members from the 8th Annual Water Ambassadors Academy, consultant meetings related to the Strategic Plan update,

and engagement with Senator Valladares and Assemblymember Carrillo's staff at the ACWA Legislative Symposium.

b) Upcoming Events/2026 Plans.

Public Affairs Director Shay stated that upcoming events include Coffee with Director Dino on May 28, the Help for Heroes Golf Tournament on May 29, Customer Appreciation Day on July 22, and the inaugural H2GO 5K on June 13, followed by a brief viewing of the staff-designed runners' medal and a discussion of cash commitments from 28 sponsors, with proceeds potentially supporting a PWD customer assistance program.

She then reported on lobbying activities, including meeting with Congressman Whitesides' staff regarding the Water Resources Development Act; support of ACWA coalition letters for SB 1153 on wildlife preparedness requirements for water suppliers and AB 2180 on Proposition 218; backing support letters for SB 1001 on standard identification for utility workers during emergencies and SB 872 on long-term funding for the State Water Project conveyance, subsidence repairs, and Delta levee improvements; submittal of a Community Project Funding application for the Littlerock Recreation Area, the Leslie O. Carter Water Treatment Plant, and the Joshua Acres Water Mutual Project; a response letter to the California Air Resources Board (CARB) regarding the Advanced Clean Fleets rule; and coordination with Capture6 and Assemblymember Carrillo to submit a budget request of \$20 million to support the Capture6 project.

5) Reports.

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

On behalf of Resource and Analytics Director Bolanos, Resource and Analytics Supervisor Clark provided an update of the Water-Use Efficiency (WUE) Department activities, including a lunch and learn for local government officials on AB 1572 regarding non-functional turf regulations, 64 classroom presentations reaching over 1,635 students, staff obtaining teacher certification for the Project WET program, the Earth Day Poster Contest reaching seven schools, 15 teachers and 301 students, PWD's Water-Wise Landscape Conversion and other rebate programs, work on a grant application for WaterSMART funding, and publishing of the draft Urban Water Management and Water Shortage Contingency plans.

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 1:53 p.m.

Chair



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

OUTREACH REPORT

May 18 – September 23, 2026

Press Releases:

- Join Board of Director Debbie Dino at PWD Coffee Event on May 28 (May 18)
- PWD Hosting H2GO 5K at Lake Palmdale on June 13, ABC7 Reporter Leo Stallworth to Emcee (May 28)
- Annual PWD Water Quality Report, Showing All Standards Met, Now Available (July 7)
- PWD Ratepayers Invited to Annual Customer Appreciation Day on July 22 (July 9)
- PWD to Give Water Quality Overview, Offer Tour of Treatment Plant on Sept. 24 (Sept. 15)

Print/Online Publicity:

- Annual PWD Water Quality Report, Showing All Standards Met, Now Available – *AV Press* (July 16)
- PWD Invites Customers to Appreciation Day – *AV Press* (July 21)
- Water District Displays Wares to Customers – *AV Press* (Aug. 27)
- PWD Sets Water Quality Overview, Tour of Plant – *AV Press* (Sept. 22)

Other:

- Hosted the first H2GO 5K Run/Walk with nearly 300 participants
- Held Coffee with Director Debbie Dino at Starbucks
- Annual Customer Appreciation Day held on July 22
- Customers and community members at *Let's Talk H2O!* learned about water quality and toured the water treatment plant
- Held Special Districts Association of North L.A. County membership luncheon highlighting all six AV and SCV elected officials from federal, state and county levels. Event included tour of the Parris Center.

(more)

Other continued

- Public Affairs and Water-Use Efficiency staff had a booth at National Night Out in Palmdale
- Worked on the 2026 Strategic Plan, included a dozen WAA grads for community input
- Created a short video of President Mac Laren-Gomez for a social media clip for AV EDGE
- Worked with DWR on a “Meet the Contractor” video, featuring Dennis LaMoreaux, Resource and Analytics Director Claudia Bolanos and Scott Wilk, former state senator and current Senior VP of Building Industry of Southern California LA/Ventura. The video is now available on DWR’s social media platforms.
- Design and mailed CCR notices to all billed customers and non-billed, in-house design saved nearly \$4,000
- Placed PWD ads in *AV Press’* AV Living Magazine and America’s 250th birthday special section
- Four staffers participated in the AV Help for Heroes Golf tournament
- Donated 300 bottles of water to Palmdale High School and Knight High School graduations
- Attended AV Water Managers Communications meeting
- Attended AV EDGE Legislative Committee monthly meeting
- Attended the annual CSDA Conference
- Attended a legislative luncheon featuring Congressman George Whitesides
- Attended AV EDGE Policymaker Reception featuring Supervisor Kathryn Barger
- Attended the AV Chambers Luncheon City of Palmdale Candidates Forum
- Attended AV EDGE’s monthly Legislative Committee meetings
- Organized staff tours of Pure Water AV
- Send PWD’s 100th anniversary history book to San Geronio Pass Water Agency
- Submitted the H2GO 5K event for a PRSA-LA Prism Award
- Facilitated monthly Special Districts Association of North L.A. County Executive Board meetings
- Published and mailed the summer and fall editions of *The Pipeline* newsletter to customers

Social Media Highlights:

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

- The post with the most engagement was the Facebook post about staff touring the Pure Water AV Demonstration Facility. It had 480 engagements. Facebook also had the most engagements at 4,900, compared to Instagram and X combined for May-September

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

(more)

Upcoming Events

- Imagine a Day Without Water (Oct. 15)
- PWD Blood Drive (Oct. 29)
- Jr. Water Ambassadors Academy (Nov. 4 & 5)
- Veterans Day Parade or AV Chambers of Commerce Holiday Parade (Nov. 7 or Dec. 12)
- SDANLAC Membership Luncheon (Dec. 16)

Lobbying Efforts

- Joined ACWA Coalition Letters:
 - ✓ SB 1153, asked Assemblymembers Lackey and Carrillo for AYE votes to enhance wildfire preparedness
 - ✓ Healthy Rivers and Landscape Program (HRL) funding in Gov. May revise
- Support Letter Requests:
 - ✓ Received support letter from Supervisor Barger for Capture6/PWAV
 - ✓ Received support letters for Bureau of Reclamation's Title XVI Water Reclamation and Reuse Program for PWAV

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