

AGENDA

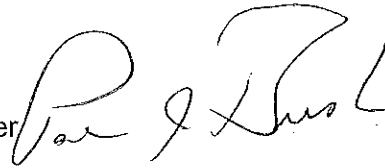
**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

January 12, 2012 – 10:00 a.m.
1960 La Costa Avenue, Carlsbad, CA 92009

- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment**
- 4. Old Business**
None.
- 5. New Business**
 - A. Discussion of the 2012 Winter Newsletter Proposed Article Topics and Production Schedule. (Pages 1-4)
- 6. Information Items**
None.
- 7. Director's Comments**
- 8. General Manager's Comments**
- 9. Adjournment**

MEMORANDUM

DATE: January 5, 2011
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager
SUBJECT: Winter 2012 Newsletter



RECOMMENDATION:

1. Discuss and provide direction as appropriate.

DISCUSSION:

Staff has identified newsletter development as a critical part of LWD's Public Information Program and has initiated discussions with TRG and Associates (TRG) for production of our 2012 winter edition. TRG developed proposed article ideas and a production schedule for the committees review (Attached).

Staff is requesting that the committee discuss story ideas and review the proposed production schedule and provide direction as appropriate prior to development of draft text. Once the story ideas and schedule are approved, TRG will provide draft text to staff and CAC in accordance with the approved production schedule.

cal:PJB

Attachments



December 16, 2011

To: Leucadia Wastewater District
Mr. Chuck Le May

From: TRG & Associates
Lois Humphreys

RE: LWD Winter News – Schedule and Topics

Topics:

My understanding is that we would address the issues of finance in the Winter Issue. In keeping with the concept of the Summer Newsletter, the story angle should always tie back to the question of “how does this information affect the ratepayer?” For the topic of finance, there’s a direct impact to the ratepayer since they pay sewer service charges. For each story about finances, we want to convey how the money spent *benefits* the ratepayer so we should show them what they are paying for.

We might also want to make this a brief and interesting “tutorial” - people in general don’t understand the difference between sewer service charges and connection fees and what those monies are used for. We could “recycle” some of the images created for the Summer Newsletter and show examples of what gets maintained, operated and constructed – every story should be illustrated to help people better understand the importance of a wastewater agency.

For example, sewer service charges pay for operations and maintenance – LWD maintains the sewers by cleaning and inspecting them; they have a replacement system in place so that equipment gets repaired and replaced when needed; they operate the water recycling treatment plant and the pump stations so that sewage is safely transported to Encina for treatment. This well managed system protects the public’s health and local wetlands and beaches.

Connection fees are used for capital and replacement so we could describe where this money comes from and how it’s used to keep the sewer system in tip top shape

(again, benefiting the ratepayers) and how LWD has a long range financial management plan in place to track what will be needed.

Rates could be discussed in a way that describes the careful calculations in determining rates; the fact that LWD has one of (or the lowest) rates in the county and even around the state. And there could be a brief discussion of the long range planning that goes into calculating rates, fees, replacement costs, etc. We should also describe why reserves are important and how this money keeps the wastewater system in top shape.

The other positive story that should be told is how LWD, with careful planning and spending, has remained fiscally sound in the midst of financial crises at every level of government. We might even have this story told from Paul Bushee, since he is the leader of LWD – it has a nice personal spin and conveys that he takes responsibility for being at the helm. This could be the cover story with the inside 2 page spread being all the facets of finance illustrated. We could either continue on the back or highlight a story about an employee, the public forum or some pollution prevention tips.

Newsletter Production Schedule

Please let us know when you would like to schedule a Committee meeting.

Week of January 2nd:

LWD staff discuss newsletter direction as described and provide outline of information to be covered. We may need a conference call for clarification. I will be in town from Jan. 11-13 if you'd like to arrange a committee meeting (12 & 13th would be best).

Week of January 16:

TRG will submit draft 1 of newsletter copy for review and start sketching layout.

Week of January 23:

LWD staff will provide comments on draft 1.

Week of January 30:

TRG will provide draft 2 with sketch layout.

Week of Feb.6:

LWD will provide comments on draft 2.
TRG will get print and mailing quotes.

Week of February 13:

TRG will submit a final draft with layout for final comments/revisions.

Week of February 20:

LWD will provide final comments and TRG will submit final newsletter. Any revisions will be completed this same week.

Week of February 27:

TRG will prepare final newsletter and send to the printer. Printing should take about a week. LWD/TRG will look at email list to make any adjustments.

Week of March 5:

TRG/Printer will coordinate sending the newsletter to the mailing house. Mailing will take about a week, so the newsletter should be delivered by March 12th.