

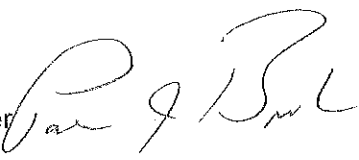
AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

April 18, 2011 – 9:30 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. Review Summer 2011 Newsletter Proposed Article Topics and Production Schedule. (Pages 1-3)
 - B. Review of LWD Public Outreach Work Plan. (Pages 4-10)
6. **Information Items**
None.
7. **Director's Comments**
8. **General Manager's Comments**
9. **Adjournment**

MEMORANDUM

DATE: April 14, 2011
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Summer 2011 Newsletter Topics

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 & Associates for production of our summer 2011 edition. TRG & Associates has developed proposed article ideas and a production schedule for the committee's 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 & Associates will provide draft text to staff and CAC in accordance with the approved production schedule.

cal:PJB

Attachments



April 13, 2011

To: Leucadia Wastewater District
Mr. Chuck LeMay

From: TRG & Associates
Lois Humphreys

RE: SUMMER NEWSLETTER

Topics

We are suggesting that the summer newsletter focus on beach/summer activities as the theme since local residents will soon be going to the beach and participating in other summer activities (lagoon walks, bird watching, just being outside). This will catch the attention of the reader.

We'll relate these summer/beach activities through the use of an illustration that shows people above ground, in their activities, while below ground, we'll illustrate pipelines, the Batiqitos Pump Station wet well/overflow tanks, alarms and backup systems. This illustration might start on the front cover and continue on pages 2 and 3. The concept is demonstrating how LWD protects the beach, lagoon and other land. This fits with the theme of environmental stewardship but it relates the information back to the reader and how it benefits the ratepayer.

We would use the back half page to describe the teacher grant program with some pictures.

Schedule

Review topics and concepts with Community Affairs Committee	April 18
Meet with graphic designer and describe illustration concept	April 19
Submit draft comp of illustration w/draft text and layout	April 29
Staff/Committee review of illustration/layout	May 6
Make text/illustration changes as needed	May 9
Submit draft 2 for staff/Committee review	May 10
Make final changes as needed	May 13
Prepare newsletter for final layout	May 16
Submit for final review by staff and Board	May 18
Prepare newsletter for printing/get print quotes if needed and Conduct press check	May 27
Printed newsletter delivered to mail house	June 5
Mailed to households	June 12-14

MEMORANDUM

DATE: April 14, 2011
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager
SUBJECT: LWD Public Outreach Work Plan



DISCUSSION:

At the March 8, 2011 CAC meeting, the CAC agree with staff to present the TRG & Associates contract to the Board for approval at their March 9, 2011 Board meeting. Their contract to provide public outreach services was approved. Director Omsted requested that staff present the CAC with the list of tasks/goals that TRG & Associates has proposed.

TRG & Associates has prepared a Public Outreach Work Plan that lists outreach tasks/goals for the initial period of their public information services contract. Staff has reviewed the attached work plan which is presented for the committee's review.

PJB

LWD Public Outreach Work Plan – March 2011-February 2011

Prepared by TRG & Associates

Overall outreach strategy: Elevate LWD's image and standing in the community by highlighting the Agency's outstanding record of both fiscal responsibility and environmental stewardship in a manner that directly relates to the ratepayers' interests.

Executive Summary:

LWD is a model for good government:

- Its Board of Directors provides well-planned policies that have allowed the agency to flourish financially; in its environmental direction; providing a positive environment for employees; and proactively encouraging good preventative maintenance of the infrastructure.
- As a result, the management and staff of LWD have put into place the safeguards, standards and workplace efficiencies that have allowed for a nearly accident-free history and a sound financial structure.
- Considering the financial crises facing most city, state and even federal government agencies, Leucadia Wastewater District has weathered the storm because of sound long term planning and policies.

There is an opportunity here to engage the community at a higher level, not only so the District's ratepayers can get to know the agency better, but because what the agency does is so central to living in a safe and healthy environment—one can merely empty a drain or flush a toilet and not give it another thought. Two philosophies that are tremendously important to the local communities—fiscal responsibility and environmental protection—are two areas in which Leucadia excels. It's a meaningful and powerful story that should be told.

The ideas and scope in our Work Plan reinforce and reflect those two elements. In addition to the local ratepayers/community, this outreach plan includes a participation element for the internal staff. The staff has a high degree of pride in what they do, and to continue to reinforce their positive morale, they should be given even more ways to be the messengers. They are the ones that are out in the community every single day, or they're answering the phones and meeting with people who need permits or information. Having some other ways of reaching out and telling the LWD story will increase the agency's recognition, at the same time, help the employees realize how essential their jobs are to maintaining a great place to live and work. It's a win-win approach to community engagement.

Every communication and activity in our Work Plan is intended to reinforce the messages that LWD is fiscally responsible and protectors of the local environment. The story has to be told in new ways that ratepayers engage with and relate to.

We have also focused on making sure that new content can be used in many ways, in different mediums. This both strengthens the impact of the message and gives more "bang for your buck". For example, we want to create an illustration for the summer newsletter that shows people walking or driving to the beach

or the lagoon, while below ground are the pipes and the infrastructure that take that the sewage to the treatment plant safely. We can use short callouts of information to explain the systems below the ground or in a pump station and how they protect the beach or wetland. This illustration would also be used on the website with rollovers or animations at certain places where we can explain in more detail the particular instrument, redundancy or equipment. We can take the same illustration and use it in the Environmental Protection Fact Sheet, and make it into a poster for events and presentations. We'd like to evaluate the feasibility of some new video footage for the website, as an introduction for presentations, and use at the Open House. We can also illustrate the wastewater/recycled water treatment process and use it on the website, posters, and presentations and in treatment plant tours. We can similarly coordinate the update of the financial fact sheet with website content as well as the winter newsletter.

We're suggesting that Open House is a venue that will provide a way for LWD to interface with the general public. We would also like to further investigate Encinitas Environmental Day as another potential event. These events offer an opportunity to allow employees to be involved in community engagement.

The web cam idea discussed with staff for Batiqitos Pump Station needs further investigation. It's a way to drive traffic to the website and at the same time, brand LWD as a protector of the environment. It's something new and interesting to get people to know more about the agency. And it's fun, which gives people a favorable opinion of LWD. Most visitors interested in the webcam would either be checking out the surf, or just looking at the beach: this gives you an audience with built-in interest in protecting the beach for their use, and we'd use this interest to offer the information on LWD's environmental protections in this area. The web cam idea needs to be further evaluated for financial considerations.

In summary, the Work Plan is strategic—each recommendation reinforces the messaging about financial success and environmental protection, while increasing the agency's visibility in the community.

Tasks & Activities

Task	Description	Timeline*
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TASK B

Task B.

Summer

Newsletters

- Focus on beach/summer activities and how LWD protects the beach and lagoon
- Use an illustration/diagram picturing a family crossing to the beach and the nesting site on the top level, then diagramming the facilities i.e. redundant pipelines, wet well/overflow tank, alarms, backup systems, proactive maintenance and asset management plan.
- Pictures of teachers from grant program, short description of projects and why LWD funds these programs.

Print June 2011

Winter

- Focus on financial responsibility and planning
- Demonstrate why this is important to ratepayers: low rates, maintenance, protection of waterways, well-managed agency in hard economic times
- Show what the ratepayers are paying for – use some of the illustrations above plus show the Vector and other equipment. Brief descriptions of the year’s capital projects, focusing on why they are important to the ratepayer. Staff has also suggested a story about special districts.

Print January 2012

TASK C

Task C. Website

Suggest and draft new website content

- Update construction/capital projects content.
- Evaluate feasibility of adding video content, from previously produced videos and possible additional footage. Will have to evaluate whether the current website has this video capability.
- Use the diagram developed for the summer newsletter on the website as well, to demonstrate LWDs environmental protections. The diagram can be customized with small animations for the website, making it interactive and memorable for the viewer.
- Add employee spotlight information previously in

Start May 2011-ongoing as needed

- newsletters.
- A new section for “Community Outreach” can highlight:
 - Teacher grant program, illustrated by photos of winners in their garden, with popcorn machine, etc.
 - Customer Service stories related to lateral grant program, other assistance.
 - Highlight Speaker’s Bureau presentations
 - Showcase partnerships with Lagoon foundations, participation in community events, Open House event
 - Evaluate feasibility of installing Webcam at Batiquitos pump station that will stream video to LWD’s website. This will require financial review to determine fiscal impact. We can link this on a number of “surfcam” sites driving traffic to LWD’s site. Once there, we’d use the opportunity to link to relevant information on the site, i.e. the environmental protection program

TASK D		
Task D. Fact Sheets	<p><u>Financial Fact Sheet</u></p> <p>Figures are out of date on existing fact sheet. We propose to give this fact sheet a longer shelf life by focusing on how explaining LWD’s philosophy of careful planning and how this protects assets and keeps rates low. Current numbers can be provided in the easily-updated FAQ included in the Media Kit.</p>	June 2011
	<p><u>Environmental Protection Fact Sheet</u></p> <p>We propose an additional Fact Sheet focusing on the protections and systems LWD has in place to protect the local environment. We can utilize the diagram developed for the Summer 2011 newsletter in this application as well.</p>	July 2011
Task D. Media Kit	<p>The existing Media Kit is up to date and looks great! There are sufficient remaining printed materials at this time and we don’t think there is a need for a radical overhaul. We will add press releases, fact sheets and update the FY Fact Sheet as needed.</p>	Ongoing as needed

TASK E

<p>Task E. Project Outreach/Construction Relations</p>	<p>No major construction is planned at this time; we will draft and distribute press releases as needed. Upcoming capital projects can be mentioned in Winter newsletter and on the website</p>	<p>Ongoing as needed</p>
<p>Task E. News Releases</p>	<p>We will write and distribute news releases as needed.</p> <ul style="list-style-type: none"> • CSFMO • Teacher Grant Awards for 2011 	<p>Photos April 20</p>
<p>Task E. Road Construction Signs</p>	<p>None needed at this time</p>	<p>As needed</p>
<p>Task E. Plan and coordinate event</p>	<p><u>Encinitas Environment Day</u> This event needs further evaluation to determine financial and staffing requirements. Sponsorship opportunities include event presence, web listing, poster listing and t-shirt listing. Have a booth at event; can show video, distribute Environmental Protection Fact sheet, information about proper disposal BMP, etc. Booth display could use the Summer Newsletter illustration with other bullets of information.</p> <p><u>LWD Open House</u> We propose development of a Fall Open House (Sept.-early October timeframe; Friday afternoon 3-6 p.m.).</p> <ul style="list-style-type: none"> • Hold employee planning session for input/ideas. • Participation/food provided by other shopping center tenants. • Invite Batiquitos (other?) Lagoon Foundation to participate. • Invite SDCWA SPLASH Lab • Offer tours of reclamation plant, pump station, trucks/equipment – how they work. Also tour Batiquitos Pump Station. • Invite related local organizations to participate: <ul style="list-style-type: none"> ○ Solana Center (formerly Solana Recyclers, offer environmental education) ○ Encinitas Clean Water Program ○ SEJPA ○ OMWD 	<p>June 5</p> <p>Fall 2011</p>

- Publicize via flyers to local businesses, small newspaper ads
- Distribute Mighty Microbe Trading cards
- Contact local surf shop to procure giveaway for a drawing
- Ask Home Depot to partner and distribute water saving devices
- Ask Whole Foods and Hansen's to provide prizes for drawing

TASK F

Task F.	<u>Review and update materials and presentation</u>	May – ongoing
Speakers	<ul style="list-style-type: none"> • Use edited video segments as opening/introduction 	
Bureau	<ul style="list-style-type: none"> • Update and shorten presentation with newly developed materials i.e. diagram of environmental protections, etc. 	
	<u>Research Community Groups and distribute presentation request letters</u>	May - ongoing
	<ul style="list-style-type: none"> • School groups/committees • Coordinate with Solana Center • Senior groups • Real Estate/Business groups 	
	<u>Coordinate editing/shooting of brief videos on specific subjects for presentations and the website (needs further evaluation to be considered)</u>	Mid-summer
	<ul style="list-style-type: none"> • Environmental protection • The wastewater/rw treatment process 	

TASK G

Task G.	<ul style="list-style-type: none"> • Research teacher grant history and review CASA's award requirements to determine if we can use it to submit. 	Due June 17 2011
Industry Outreach	<ul style="list-style-type: none"> • Research other industry awards opportunities • Assist LWD with industry presentations and papers 	Ongoing

*Timeline will be finalized after staff and Committee review and discussion.