

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

April 30, 2024 – 9:00 a.m.
1960 La Costa Avenue, Carlsbad, CA 92009

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **Spring 2024 Newsletter Draft Layout Review.** (Pages 2-8)
5. **Public Information Services Task Order No. 2**
Authorize the General Manager to execute Task Order No. 2 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$50,028.00 for the period of July 1, 2024 through June 30, 2025. (Pages 9-13)
6. **Information Items**
None.
7. **Directors' Comments**
8. **General Manager's Comments**
9. **Adjournment**

MEMORANDUM

DATE: April 25, 2024
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Spring 2024 Newsletter Draft Layout Review

RECOMMENDATION:

Staff requests that the Community Affairs Committee (CAC):

1. Review the draft layout for the spring 2024 newsletter; and
2. Discuss and provide direction, as appropriate.

DISCUSSION:

During February 2024, staff and Rising Tide Partners (RTP) developed a list of story ideas, and subsequently drafted the text for the spring 2024 newsletter, which was reviewed and approved by the CAC.

RTP and staff will present the proposed newsletter layout at the CAC meeting. Attached please find the draft layout for the spring 2024 newsletter for your review. Staff requests that the committee review the proposed newsletter layout and provide comments as appropriate.

Attachment

th:PJB

Downstream

2024 Spring Newsletter

Photo by Zain Ashraf

Potable Reuse - Safely Recycling Wastewater into Drinking Water

A Reliable and Drought-Resilient Water Supply

With California's history of ongoing water challenges, where droughts strain traditional water sources, innovative solutions are critical to securing a sustainable water future. Enter potable reuse - a game-changing approach that transforms wastewater **into safe, high-quality drinking water**. While the concept might raise eyebrows, the advanced water treatment processes used in facilities like the Orange County Water District's Groundwater Replenishment System prove that potable reuse technology is safe for augmenting California's water supply.

California's water woes are no secret. With water levels dwindling in reservoirs, prolonged droughts and unpredictable rainfall, the need for alternative water sources has never been more urgent. That's where potable reuse steps in, offering a **reliable and drought-resilient water supply**. Through a rigorous

series of filtration and purification stages, including microfiltration, reverse osmosis, and advanced oxidation, contaminants are meticulously removed from wastewater, **yielding water that not only meets water standards, but exceeds drinking water standards**. This reclaimed water isn't just a stopgap measure; it's a sustainable and environmental solution to California's future water crisis.

Take the Groundwater Replenishment System as a prime example. Providing drinking water to residents of Northern Orange County for over 15 years, this facility produces an astounding 100 million gallons of purified water daily, providing a lifeline to communities in need. As California faces increasingly severe water challenges, potable reuse offers a viable path toward water security, which is a testament to the power of innovation and the promise of a sustainable future.

Learning with Leucadia. Check Out Educational Opportunities and Tools Below!

Sewer Lateral Grant Program for Homeowners

Did you know that the District offers a financial assistance program that can reimburse homeowners 50% of your sewer lateral repair costs, up to a maximum of \$3,000? This program is geared to help with necessary sewer lateral repairs due to root intrusion, cracks, or potential blockages. The installation of lateral liners and/or replacing existing sewer pipe qualify as sewer repairs and can be reimbursed. A cleaning of the private lateral does not qualify for the program.

More information can be found at: bit.ly/LatGrant



Ian Riffel with recent lateral grant recipient Anne-Marie Wish

!?! Did you know?

Did you know that the Broad Street water pump in London, England, played a crucial role in the history of public health? During the 1854 cholera outbreak, Dr. John Snow's investigation pinpointed the community drinking water pump as a source of contaminated water, and by simply removing the pump's handle, he significantly reduced the number of cholera outbreaks, saving countless lives. This landmark event marked a significant advancement in understanding disease transmission and laid the groundwork for modern epidemiology.



London water pump

Congratulations to Our Teacher Grant Winners!

Each year, the District offers teacher grants to local schools within our service area to support educators in funding educational activities related to water resource management.

We received excellent submissions this past fall and are thrilled to announce the grant recipients:

- **Katie Oberman** from El Camino Creek Elementary for her "Garden Science and STEAM Class" project
- **June Honsberger** from La Costa Canyon High School for her "Pollinator Plant Garden" project
- **Nancy Jois** from Capri Elementary for her "We Can Keep Water Clean" project

This year, the winning schools were offered an in-person demonstration in English and Spanish by our Field Service Technicians (FSTs), who brought our trucks and equipment to each of the winning classes.



Capri students with the Field Service Technicians (FSTs)

Catch the Wave at Ponto Beach!



Ponto Surf Cam

Before you pack your surfboard and sunscreen for a day at Ponto Beach, take a moment to plan your visit! With LWD's webcam on the Batiqitos Pump Station, you can get a live glimpse of the surf conditions, soak up the sunny scenery, and check the parking situation from the comfort of your home. Simply visit bit.ly/pontosurfcam and let the beach come to you.

Sewer Service Rate Increase Proposed

Leucadia Wastewater District takes pride in providing top-tier service to our community while maintaining one of the lowest sewer service rates in San Diego County. With a current monthly rate of \$38.12 (or \$457.44 annually) for a single-family home, we stand well below the county average of \$58.79 per month (or \$705.48 annually). This commitment to affordability, coupled with a remarkable four-year no-spill streak, speaks volumes about our dedication to both quality service and environmental stewardship.

To sustain this level of service and ensure the reliability of our infrastructure, we are proposing a rate adjustment over the next three fiscal years. The Board of Directors will hold a public hearing to consider these proposed rate increases on Wednesday, June 12, 2024, at 5:00 p.m. in the Board Room at our headquarters located at 1960 La Costa Avenue, Carlsbad, CA 92009. This hearing provides you with an opportunity to voice your opinions, pose questions, and gain a deeper understanding of the proposed rate adjustments and their implications for our community.

If approved, the rate increases will be implemented on July 1st of each year, as outlined in the following table:

Fiscal Year	Annual Rate	Monthly Rate
Current	\$457.42	\$38.12
2024	\$516.96	\$43.08
2025	\$579.00	\$48.25
2026	\$636.96	\$53.08

The proposed sewer rate increases for the next three years were recommended in the latest Financial Plan Study. The Financial Plan Study was conducted by a financial firm and it projects the District's expenditures and revenues over the next twenty years. Over the next three years, it is anticipated that the District will allocate approximately \$61 million towards operational (\$29 million) and capital replacement and rehabilitation (\$32 million) costs, underscoring the necessity of these adjustments. The recommended rate increases are a direct result of this financial model and are crucial for meeting the operational and infrastructure needs of our District, ultimately safeguarding our local beaches and wildlife.

Installing or Resurfacing a Pool? Please Dispose of Pool Plaster Properly!



Pool plaster removed from the sewer.

With summer around the corner, a pool is an alternative to the beach to enjoy our warm Southern California weather. This is a reminder to homeowners and contractors to properly

dispose of the remaining pool plaster and to not pour pool plaster down the drain or your home's cleanout.

This past winter, the Field Services Technicians encountered pool plaster in the sewer system. Pool plaster is a cement-like material that begins as a liquid that will settle and harden in the sewer system. Removing pool plaster from a sewer pipe leads to extended work in the system. Depending on the volume of plaster found, it could take the Field Services Technicians 1-3 hours of additional work to thoroughly clean and video inspect the pipe. Preventing illegal pool plaster dumping saves LWD thousands of dollars in labor, equipment usage, and fuel consumption. Even though pool companies or contractors may believe it is okay to dispose of it down the drain, it is prohibited. Pouring this material down the drain will cause pipeline blockages that can lead to a sewer spill or a sewer backup in your home, and could lead to costly fines as stated in our Wastewater Ordinance No. 139, which can be read here: bit.ly/LWDCitation

Please pay close attention to your pool company or contractor and ensure they dispose of plaster at a municipal landfill or recycling center. Call us at (760) 753-0155 for more information or to report a problem. We appreciate your help.

Replacing Critical Infrastructure Before It Fails

San Marcos Creek Pipeline Crossing Emergency Repair

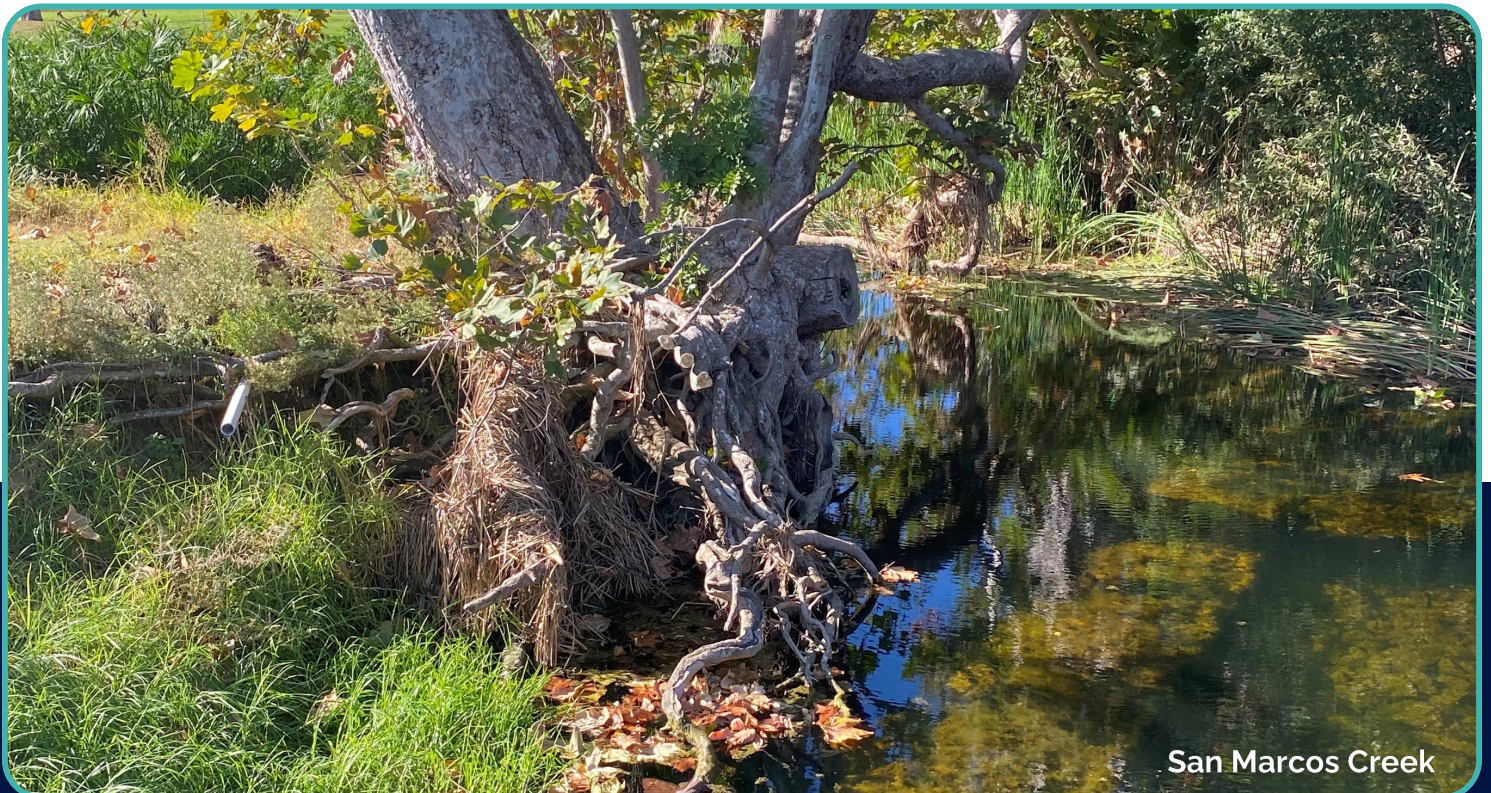
In December 2023, the District completed emergency repairs to fortify a sewer pipeline crossing San Marcos Creek on the eastern edge of the La Costa Resort and Spa south golf course. The pipeline became exposed in the creek, making it susceptible to damage by debris during storm events. When built, the pipeline was three feet under the creek bed. Over time, the pipeline was undercut by erosion and was suspended mid-stream. With winter approaching, the repair needed to be completed to protect the pipeline and prevent a spill into the creek. The repair consisted of placing gravel under the encasement for support and ballast rocks enclosed in wire baskets placed on both upstream and downstream sides of the pipeline. The team proactively avoided a significant sewer spill by effectively protecting the pipeline.

Rancho Verde Pump Station Rehabilitation Project

This pump station was constructed 28 years ago and the project includes a complete overhaul of mechanical, electrical, drainage and site layout. The project also includes vehicle access improvements to the site. This upgrade will ensure the pump station continues to maintain peak performance and avoid sewer spills. The construction is expected to begin between Spring 2025 and Summer 2025.

Fiscal Year 2024 Manhole Rehabilitation Project

The District maintains over 5,000 sewer manholes that allow for access and maintenance of our pipes. This project includes the repair of 75 sewer manholes throughout our service area. These repairs will ensure that the sewer manholes, which are most often constructed using concrete, are structurally sound and will eliminate any root intrusion or groundwater intrusion that can enter through cracks or joints. Minor traffic impacts may occur at some sites during construction in Spring 2024. Please check the District's Facebook page for updates on the project.



Standout Achievements

Staff Awards, Professional Certs, District Awards



Steve Krason, Field Services Technician, who retired in December 2023 after 23 years of outstanding service! Steve earned the reputation as the District's 'pump station guru', generously sharing his knowledge and expertise by training the entire field services staff on the operation and maintenance of the pump stations, thereby enhancing the capabilities and efficiency of the team. Steve's unwavering dedication, exceptional skills, attention to detail and creative approaches have greatly benefited the District, its employees, and the community. We want to extend our sincerest thanks and appreciation to Steve for his outstanding and distinguished service to the District and its customers.



Robin Morishita, Director of Technical Services, who retired in March 2024 after 20 years of outstanding service! He began his service as a Project Coordinator before climbing the ranks to the Technical Services Director position. He played an essential role in the District's capital improvement program, including LWD's headquarter building, major upgrades to the Batiquitos and Leucadia pump stations, replacing two major pipelines, and upgrading a majority of the District's smaller pump stations. Robin's overall dedication and support to these major upgrades and improvements has played a key role in the District's outstanding environmental record, including no sewer spills in over four years! We want to extend our sincerest thanks and appreciation to Robin for his outstanding and distinguished service to the District and its customers.

Standout Achievements: Celebrating Our Team



Field Services Technician **Hugo Gonzalez** for being awarded the Collection Systems Person of the Year award from the California Water Environment Association San Diego local section and statewide!



The San Diego section of the California Water Environment Association recognized the District for going above and beyond to serve our community by maintaining outstanding maintenance programs, regulatory compliance, and safety and training procedures.



Project Coordinator **Ian Riffel** 15 Years of Service Award.



LWD staff has gone two years without a vehicle accident. Considering our Field Services team includes 11 people, operates 8 vehicles, and spends over 10,000 hours a year on the road, it is quite an accomplishment achieving this goal.

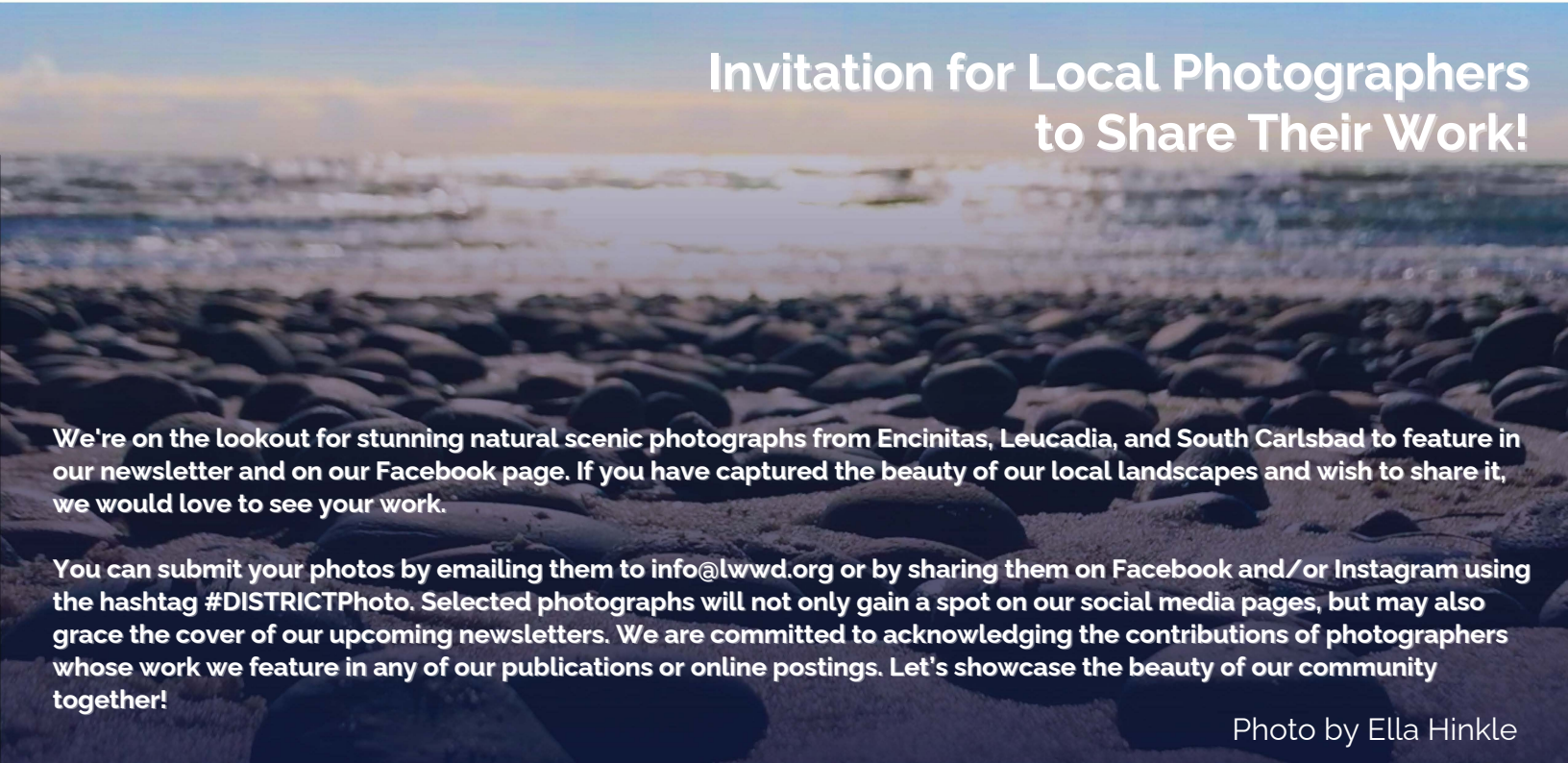


1960 La Costa Avenue
 Carlsbad, CA 92009
 (760) 753-0155

Downstream 2024 Spring Newsletter

Get the latest updates from the Leucadia Wastewater District!

Inside this newsletter, read about potable reuse drinking water, teacher grant winners, the sewer lateral grant program for homeowners, and other helpful resources for community members. Subscribe to our email newsletter for biannual updates from the District at: conta.cc/2T4pnUw



Invitation for Local Photographers to Share Their Work!

We're on the lookout for stunning natural scenic photographs from Encinitas, Leucadia, and South Carlsbad to feature in our newsletter and on our Facebook page. If you have captured the beauty of our local landscapes and wish to share it, we would love to see your work.

You can submit your photos by emailing them to info@lwwd.org or by sharing them on Facebook and/or Instagram using the hashtag #DISTRICTPhoto. Selected photographs will not only gain a spot on our social media pages, but may also grace the cover of our upcoming newsletters. We are committed to acknowledging the contributions of photographers whose work we feature in any of our publications or online postings. Let's showcase the beauty of our community together!

Photo by Ella Hinkle



Leucadia Wastewater District Newsletter

Leaders in environmental protection, keeping our lagoons, beaches and oceans clean and safe.



www.lwwd.org



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[@leucadiawastewaterdistrict6654](https://www.youtube.com/leucadiawastewaterdistrict6654)

Visit our website or social media pages for more information



MEMORANDUM

DATE: April 25, 2024
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: **Public Information Services Task Order No. 2**

RECOMMENDATION:

Staff requests that the Community Affairs Committee recommend that the Board of Directors:

1. Authorize the General Manager to execute Task Order No. 2 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$50,028 for the period of July 1, 2024 through June 30, 2025.
2. Discuss and take action, as appropriate.

DISCUSSION:

LWD entered into an agreement with RTP on March 8, 2023 to provide public information services to the District for a period of three years and twelve weeks. The additional 12 weeks was established to align the Task Order with LWD's fiscal year. Task Order No. 1 to this agreement is set to expire on June 30, 2024.

To continue RTP's services for fiscal year 2025, staff has negotiated the scope of work and fee for Task Order No. 2 with RTP for continued services that are similar to the prior task orders. The agreement's specific tasks include the following:

- ❖ Draft newsletter ideas and graphic design work for the District's biannual newsletters;
- ❖ Assist staff with planning and executing the Field Day/Hands-On Event;
- ❖ Assist staff with maintaining and updating LWD's social media accounts as required;
- ❖ Assist staff with the Teacher Grant Program;
- ❖ Develop project outreach materials, as required; and
- ❖ Develop, create, and edit video content for LWD's use on social media/website.

Staff believes these items are important for keeping LWD's public information efforts current, as well as enhancing LWD's ability to provide timely information to the media and the public. The total proposed fee for Task Order No. 2 is \$50,028. Staff plans to recommend funding the FY25 budget to cover these expenses.

The proposed Task Order No. 2 which includes the Scope of Work and a budget detailing anticipated expenses is attached for the CAC's review.

th:PJB

Attachment

**TASK ORDER NO. 2
TO THE AGREEMENT BETWEEN
THE LEUCADIA WASTEWATER DISTRICT
AND RISING TIDE PARTNERS (RTP)
FOR PROVIDING PUBLIC INFORMATION SERVICES**

Ref: 24-8751

This Task Order No. 2 to the AGREEMENT is made and entered into this 1th day of July, 2024 by and between the LEUCADIA WASTEWATER DISTRICT, hereinafter referred to as DISTRICT, and RISING TIDE PARTNERS, hereinafter referred to as CONSULTANT.

WHEREAS, the DISTRICT and CONSULTANT entered into an initial three-year and twelve-week AGREEMENT on March 8, 2023 for Public Information Services; and

WHEREAS, the DISTRICT has determined it would be most efficient to amend the AGREEMENT to allow CONSULTANT to continue with providing Public Information Services for the DISTRICT.

NOW THEREFORE, in consideration of their mutual promises, obligations and covenants hereinafter contained, the DISTRICT and CONSULTANT agree to amend the AGREEMENT as follows:

ARTICLE 2: SERVICES TO BE PERFORMED BY CONSULTANT

The Scope of Work is for the period July 1, 2024 to June 30, 2025 shall include the services described in Attachment A.

ARTICLE 4: COMPENSATION

Compensation for all work performed under Task Order No. 2 shall be calculated on a time and material basis. Compensation for the services described in Attachment A shall not exceed fifty thousand twenty-eight dollars and zero cents (\$50,028.00). This amount shall not be exceeded unless there is a change in the scope of work and/or additional authorization by the DISTRICT, in writing and agreed to by both parties.

All other provisions of the original AGREEMENT shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties hereto caused this Task Order No. 2 to be executed the day and year first written above.

RISING TIDE PARTNERS

LEUCADIA WASTEWATER DISTRICT

By: _____
Neal Bloom,
Chief Executive Officer

By: _____
Paul J. Bushee,
General Manager

ATTACHMENT A

SCOPE OF WORK FOR PUBLIC INFORMATION SERVICES

July 1, 2024 – June 30, 2025

DESCRIPTION OF SERVICES

The services included within this scope of work consist of the design and development of certain public information elements important to Leucadia Wastewater District. These services include a focus on LWD's commitment to environmental protection, financial stability, and excellent customer services, staying abreast of technology, low sewer service rates, and efficiencies in operations. The services included are those specifically required by the District.

I. SCOPE OF SERVICES

Based on our experience with similar public information projects, the following scope of services describes the tasks anticipated for LWD's Public Information Program in fiscal year 2025:

TASK 1 - NEWSLETTER

1. Draft Newsletter ideas and manage the graphic design, printing, and mailing of *up to* three District newsletter(s).
2. Meet with Community Affairs Committee for each newsletter.

TASK 2 – UPDATE SOCIAL MEDIA ACCOUNTS

1. Continue to build social media audience and focus on engaging community members.
2. Develop creative taglines for social media ads; generate content/ posts and schedule posts to ensure communications reflect current and relevant information.

TASK 3 – PROJECT OUTREACH

1. Draft and outreach for media alerts to residents adjacent to major construction projects and other pipeline installations.
2. Assist with the Teacher Grant Program.
3. Develop written and visual components to creative assets including but not limited to maps, fliers, door hangers, signs, or other as needed media for print and digital publication.
4. Assist with coordinating, preparing and executing the Hands-On/Field Day Event.

TASK 4 – VIDEO OUTREACH

1. Script and develop video(s) for LWD's website, Facebook, Instagram and other outreach channels.
2. Short videos to cover a variety of issues including but not limited to blockages, improper disposal, maintenance and field services work, capital improvement projects, personalities, and development of small-scale "hands on" assets about the plant.

II. FEES AND CONDITIONS

The Services described in Section I above will be provided on an hourly rate basis in accordance with the current RISING TIDE PARTNERS, LLC Standard Rate Schedule (Attachment B) with a not to exceed upper limit of \$50,028.00.



Task Order	Task Subcategories	Hourly Rate	Annual Hours	Budget Total
Task 1	Newsletters			\$13,629.00
	Public Outreach Strategist	\$99.00	21.00	\$2,079.00
	Copy Editor	\$165.00	30.00	\$4,950.00
	Graphic Design	\$132.00	50.00	\$6,600.00
Task 2	Maintain Website and Update Facebook/Instagram			\$23,826.00
	Public Outreach Strategist	\$99.00	50.00	\$4,950.00
	Content Research, Generation and Scheduling	\$66.00	280.00	\$18,480.00
	Web and Online Map Updates	\$66.00	6.00	\$396.00
Task 3	LWD Project Outreach			\$10,395.00
	Public Outreach Strategist	\$99.00	55.00	\$5,445.00
	Research	\$66.00	10.00	\$660.00
	Copy Editor	\$165.00	10.00	\$1,650.00
	Graphic Design/Layout	\$132.00	20.00	\$2,640.00
Task 4	Video			\$2,178.00
	Public Outreach Strategist	\$99.00	6.00	\$594.00
	Editing	\$132.00	12.00	\$1,584.00
Total RTP Task Orders Budget				\$50,028.00