

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

October 25, 2016 – 9:30 AM.
1960 La Costa Avenue, Carlsbad, CA 92009

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
 - A. Discussion of the 2016 Fall/Winter Newsletter Proposed Article Topics and Production Schedule. (Pages 2-5)
5. **Information Items**
 - A. Facebook Update (verbal)
6. **Director's Comments**
7. **General Manager's Comments**
8. **Adjournment**

MEMORANDUM

DATE: October 20, 2016
TO: Community Affairs Committee (CAC)
FROM: Paul J. Bushee, General Manager
SUBJECT: Fall/Winter 2016 Newsletter



RECOMMENDATION:

1. Discuss and provide direction as appropriate.

DISCUSSION:

Developing LWD's fall/winter newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2017 Tactics & Action Plan. As such, the development of the newsletter is an important part of LWD's Public Information Program. Staff has initiated discussions with Rising Tide Partners (RTP) for production of the 2016 fall newsletter and RTP has subsequently developed proposed article ideas and a production schedule for the CAC's review (attached).

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

th:PJB

Attachments

Fall/Winter 2016 Newsletter Outline

1. **LWD Semi Annual Performance May 1 2016 – November 1 2016** (*This will be the cover page leader*)
 - a. System Overview
 - i. GPD Treated/day
 - ii. GPD Recycled/day
 - iii. Service Area size
 - iv. Manholes, miles of gravity fed vs pressurized pipeline
 - v. Pump Stations
 - vi. Water treatment plant
 - vii. Employee head count
 - b. Semi-Annual Performance
 - i. Total wastewater
 - ii. Total recycled water
 - iii. Regulatory compliance
 - iv. Safety and staff wellness
 - c. New Stats
 - i. Total and/or Additional Solar Capacity (Batiqitos, etc.) – installed a system that allowed changes to a lower cost rate at SDG&E
 1. Monthly cost savings
 2. payback time
 - ii. Inspection and cleaning stats
 - iii. Recycled water delivery (total amount, and put in perspective of how many people's annual consumption reuse offsets)
 - iv. Miles of pipeline lined and/or replaced
 1. Can do this as a 5 year look back OR
 2. Place in perspective of a program (77 line segments since 2013, when the District switched focus from line cleaning to the CCTV program)
2. **Keeping the Pipes Clear and Free of Obstructions, Pipeline Blockages, and Illegal Dumping** (*This will be the cover article under the leader*)
 - a. Findings inside of the sewer pipes include pool plaster, gloves, wipes and grease (reminder on wipes and grease – this is always an issue)
 - b. Paragraph on proper disposal techniques (what should and should not go down the drain)
 - c. Paragraph on pool plaster, and vetting installers and their subcontractors (California Pool and Spa Association, other resources)
 - d. Paragraph on solvents and danger to plant
 - e. Emphasize the importance of regular maintenance and cleaning (Reminder to Homeowners to inspect their laterals)

3. Outreach Efforts and Assets

- a. Expanding our Facebook page (more social outreach and updates on road work)
- b. Maps on website about construction
- c. Surf cam @Ponto
- d. Financial impact on local economy (estimate number of jobs created through construction projects, dollars invested in infrastructure/recycled back into local/SoCal economy)
- e. Teacher Grant Program (notification to schools and deadline)
- f. Update/photos of recent tours (Palomar College and Pacific Ridge)

4. Employee and Agency Recognitions

- a. Internal awards/commendations
- b. Employee certs, golden watchdog, employee safety commendations, time w/o a spill, no accident stats,
- c. 5 year and 15 year celebrations (Gabe, Mauricio and Trisha)
- d. Gabe, Marvin and Curney educational attainment, industry certifications
- e. New Employee Welcome: Jennifer Gabelein, Curney Russell, and Richard Duffey
 - i. Brief description of their work and background
 - ii. Personal narrative "why I work at LWD, what my job means to me"

5. Capital Improvements

- a. Update on the ongoing projects, (capital improvement pipeline upgrades, etc.) estimated or actual construction dates, and benefits to the community. Goal is to improve and replace infrastructure prior to failure.

6. Recycled Water

- a. Marquee article and infographic/image based piece on the different steps of recycling water (start educating public on how DPR and other recycling technology works)
- b. This section is going to be very short, basically an infographic and some icons introducing how water reuse/recycling works, the different phases. Future newsletters would then dive deeper into the specifics. This would function as a multi step outreach element that would be consistent in newsletters as one of many steps in educating residents about the benefits and safety of potable reuse.
- c. * This topic may need to be pushed to the next newsletter depending on available space

LWD Newsletter Production Schedule – Fall/Winter 2016 Edition

Week of October 24th

- Meet with CAC to discuss newsletter outline and content ideas.
- RTP will commence development of Draft 1 copy.
- RTP will coordinate with staff and mailing house regarding any updates to the mailing database.

Week of October 31st and November 5th

- RTP will submit Draft 1 copy for staff review.
- LWD staff will provide copy review, comments, and feedback.
- RTP will revise and submit Draft 2 copy for CAC review.
- RTP will work with graphic designer to start draft layout and gather needed photo assets.

Week of November 14th

- Meet with CAC to discuss changes on Draft 2 copy.
- RTP and LWD staff will determine card stock and print parameters.
- RTP will obtain print and mailing quotes so staff can prepare purchase orders.

Week of November 28th, December 5th and December 12th

- RTP will revise and submit copy and layout design for staff review.
- LWD staff will provide copy and layout review, comments, and feedback.
- RTP will make revisions and submit for CAC review.
- RTP will submit print/mail quotes for staff review.

Week of January 9th

- RTP will meet with LWD staff and Committee to get final comments and revisions.
- RTP will submit final layout for staff review. LWD will submit final newsletter layout to Board for review. RTP will make final revisions as needed.

Week of January 16th

- RTP will prepare final newsletter for printing and mailing and submit to printer.
- RTP will notify mailing house of approximate ship date.

Week of January 23rd

- Newsletter is shipped to mailing house.
- Newsletter is delivered to residents and businesses.