

**AGENDA**

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT**

Tuesday, March 2, 2021 – 11:00 a.m.

Via Teleconference

Pursuant to the State of California Executive Order N-29-20, and in the interest of public health, the District is temporarily taking actions to mitigate the COVID-19 pandemic by holding meetings by teleconference. The general public may not attend this meeting at the District's office due to social distancing requirements.

Members of the public attending via teleconference will be provided with an opportunity to comment on each agenda item prior to Committee discussion.

**To join this meeting via Teleconference please dial: (669) 900-6833**

**Meeting ID: 862 4105 9287**

**Password: 013690**

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1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
  - A. Discussion of the Spring 2021 Newsletter Proposed Article Topics and Production Schedule. (Pages 2-4)
5. **Information Items**

None.
6. **Directors' Comments**
7. **General Manager's Comments**
8. **Adjournment**

MEMORANDUM

**DATE:** February 25, 2021  
**TO:** Community Affairs Committee (CAC)  
**FROM:** Paul J. Bushee, General Manager   
**SUBJECT:** Spring 2021 Newsletter Topics/Ideas and Production Schedule

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**RECOMMENDATION:**

1. Discuss and provide direction as appropriate.

**DISCUSSION:**

**Tactical Goal: Services / Write, Design, Print & Mail Spring Newsletter**

Developing LWD's spring newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2021 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 2021 spring newsletter and RTP, along with staff, has subsequently developed proposed article ideas and a production schedule for the CAC's review (attached).

Board members not participating on the CAC were asked for their input on the newsletter topics and no comments were received.

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

th:PJB

Attachments

## LWD's Spring 2021 Newsletter Articles Topics/Ideas

### 1. Lead Articles

- Smoke Testing information with link to Smoke Testing video

### 2. Main Articles

- COVID-19 detection in wastewater
- Pool plaster in sewer system
- Easement inspections and new easement crawler
- Reminder - What not to pour down sink/flush down the toilet
- Rate increase (*tentative – may delay*)

### 3. Educational Opportunities & Tours

- Congratulations to the FY 2021 Teacher Grant recipients
- Virtual Tour video

### 4. Resources

- Lateral Grants
- New website & Surf Cam

### 5. CIP/Field Services Maintenance/Development Updates

- FY 2021 Gravity Line Project Status
- Leucadia Pump Station Project Status
- Encinitas Estates PS Project Status

### 6. Standout Achievements: Staff Awards, Professional Certs, District Awards

- James Hoyett – Retired after 31 years of service
- 1 year no sewer spills
- 1 year without lost time work related injury
- Richard 5 years of service
- Tianne Baity 15 years of service
- Steve Krason 20 years of service
- Recycled Water Customer of the Year Award from Olivenhain Municipal Water District

### 7. Call for More Local Photographers

- Showcase the Submission, Ask for More
- Sign up for new online newsletter

## *LWD Newsletter Production Schedule – Spring 2021 Edition*

Weeks of February 22nd- March 12th

- LWD/RTP begin draft Newsletter articles topics/ideas (now –March 2nd)
- Meet with CAC to discuss newsletter outline and content ideas (March 2nd)
- LWD will commence development of Draft 1 newsletter text

Week of March 15th-April 9th

- LWD will submit Draft 1 of newsletter text to CAC for review. (April 6<sup>th</sup> - 8<sup>th</sup>)
- LWD will make requested CAC changes to draft 1 text
- RTP will work with LWD and graphic designer to start draft layout and gather needed photo assets. (April 5 – 9th)

Weeks of April 12<sup>th</sup> – May 7<sup>th</sup>

- LWD will submit draft newsletter layout to CAC (April 27<sup>th</sup> – 29<sup>th</sup>)
- LWD will work with RTP to make requested CAC changes
- RTP will revise and submit copy and layout design for staff review (May 5th)
- RTP and LWD staff will determine card stock and print parameters. (May 5th)

Weeks of May 10<sup>th</sup> – May 21<sup>st</sup>

- LWD staff will provide copy and layout review, comments, and feedback.
- RTP will submit final layout for staff review. LWD email final newsletter layout to Board for review. RTP will make final revisions as needed.
- RTP will submit print/mail quotes for staff review.
- RTP will prepare final newsletter for printing and mailing and submit to printer.
- RTP will notify mailing house of approximate ship date.

Week of May 24<sup>th</sup>

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