

**AGENDA**

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT**

Tuesday, February 1, 2022 – 10:00 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: 834 5115 4968 Password: 994287**

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- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment**
- 4. New Business**
  - A. Discussion of the Spring 2022 Newsletter Proposed Article Topics and Production Schedule. (Pages 2-4)
  - B. Authorize the General Manager to execute a Professional Services Agreement with Rising Tide Partners (RTP) for Public Information Services in an amount not to exceed \$49,764.00 (Pages 5- 10)
- 5. Information Items**

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

MEMORANDUM

**DATE:** January 27, 2022  
**TO:** Community Affairs Committee (CAC)  
**FROM:** Paul J. Bushee, General Manager  
**SUBJECT:** Spring 2022 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 Fall Newsletter

Developing LWD's spring newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2022 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 2022 spring newsletter and RTP, along with staff, has subsequently developed proposed article ideas and a production schedule for the CAC's review (attached).

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 2022 Newsletter Articles Topics/Ideas**

### **1. Lead Article Ideas**

- No sewer spill for 2 years
- Teacher Grant Application Winners

### **2. Main Articles**

- Restaurant FOG inspections
- Smoke testing
- Rainwater Harvesting
- Redistricting Results
- Which District's are up for Election
- 2021 Batiquitos Lagoon clean up
  - Canoe event overview
  - LWD/RTP overview

### **3. Educational Opportunities & Tours**

- Did you know? Fact
- Virtual tour
- FOG video

### **4. Resources**

- Lateral Grant information
- Pool Plaster information
- Surf Cam

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

- CIP video

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

- CWEA awards
- New employee Ryan Green
- New employee Conrad Giles, Jr.
- New employee (Admin. Specialist)

### **7. Call for More Local Photographers**

- Showcase the Submission, Ask for More, highlight how we will use them for the homepage of our website
- Sign up for new online newsletter

## ***LWD Newsletter Production Schedule – Spring 2022 Edition***

### **Weeks of January 11-February 4**

- LWD/RTP begin draft Newsletter articles topics/ideas (January 11-13)
- LWD to provide feedback on article topics/ideas to RTP (January 14-January 24)
- LWD to meet with CAC to discuss newsletter outline and content ideas (February 1)
- LWD and RTP determine who is writing each article
- LWD and RTP will commence development of Draft 1 newsletter text (January 31-February 4)

### **Weeks of February 22 - March 11**

- LWD will submit Draft 1 of newsletter text to CAC for review. (February 22-February 24)
- LWD will make requested CAC changes to draft 1 text (February 28-March 1)
- RTP will work with LWD and graphic designer to start draft layout and gather needed photo assets. (February 28-March 11)

### **Weeks of March 21 – April 8**

- LWD will submit draft newsletter layout to CAC (March 21-24)
- LWD will work with RTP to make requested CAC changes (March 28-April 1)
- RTP and LWD staff will determine card stock and print parameters (March 28-April 1)
- RTP will revise and submit copy and layout design for staff review (April 4-April 8)

### **Weeks of April 11 – April 25**

- LWD staff will provide copy and layout review, comments, and feedback to press ready version (April 11-15)
- RTP will submit the final layout for staff review. LWD will email final newsletter layout to Board for review. RTP will make final revisions as needed (April 18-21)
- RTP will submit print/mail quotes for staff review (April 18-21)
- RTP will prepare final newsletter for printing and mailing and submit to printer (April 25)
- RTP will notify the mailing house of the approximate ship date (April 25)

### **Week of May 2 – May 16**

- Newsletter is shipped to the mailing house. (May 2-5)
- Newsletters are delivered to residents and businesses. (May 13-16)
- RTP to send out digital newsletter (May 16)
- LWD will post newsletter on the website (May 16)



## MEMORANDUM

**DATE:** January 27, 2022  
**TO:** Community Affairs Committee  
**FROM:** Paul J. Bushee, General Manager   
**SUBJECT:** **Contract Amendment No. 1 to Rising Tide Partners for Public Information Services**

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**RECOMMENDATION:**

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

1. Authorize the General Manager to execute a one-year contract Amendment with Rising Tide Partners (RTP) for Public Information Services in an amount not to exceed \$49,764.00
2. Discuss and take action, as appropriate.

**DISCUSSION:**

RTP has provided public information services to the District since March 2016. LWD entered into a new professional services agreement with RTP on March 8, 2021. This agreement will expire on March 8, 2022, however, it includes language to extend the agreement for an additional year.

The District's procurement policy allows for continuation of services if the vendor/agency satisfactorily completes one phase of the project. Over these past six years, RTP has provided excellent public outreach services for the District and staff believes that executing an agreement for an additional year is in the best interest of the District.

Staff has negotiated a professional services agreement with a scope of work and fees. It includes similar services as the prior task orders. These services are most important to LWD's public information program. These specific tasks include the following:

- ❖ Draft newsletter ideas and graphic design work for the District newsletter(s);
- ❖ Assist staff with maintaining and updating LWD's Facebook 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 these services is \$49,764.00. Sufficient funds have been included in the FY22 budget for the remainder of the current year and additional funds will be budgeted in the FY23 budget to complete it.

The proposed Amendment No. 1, which includes the Scope of Work and a budget detailing anticipated expenses is attached for the CAC's review.

th:PJB

Attachment

**AMENDMENT NO. 1  
TO THE AGREEMENT BETWEEN  
THE LEUCADIA WASTEWATER DISTRICT  
AND RISING TIDE PARTNERS (RTP)  
FOR PROVIDING PUBLIC INFORMATION SERVICES**

Ref: 22-7859

This Amendment No. 1 to the AGREEMENT is made and entered into this 8th day of March, 2022 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 one-year AGREEMENT on March 8, 2021 for Public Information Services; and

WHEREAS, the DISTRICT has determined it would be most efficient to amend the AGREEMENT to allow CONSULTANT to provide specific public information services critical to 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 March 8, 2022 to March 8, 2023 shall include the services described in Attachment A.

**ARTICLE 4: COMPENSATION**

Compensation for all work performed under Amendment No. 1 shall be calculated on a time and material basis. Compensation for the services described in Attachment A shall not exceed Forty-Nine Thousand Seven Hundred Sixty-four Dollars (\$49,764.00). 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 Amendment No. 1 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**

**March 8, 2022 – March 8, 2023**

#### **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 2022 and a portion in Fiscal Year 2023:

##### **TASK 1 - NEWSLETTER**

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

##### **TASK 2 – UPDATE FACEBOOK AND MAINTAIN WEBSITE**

1. Continue to Build Facebook Audience and Focus on Engaging Community Members
2. Develop creative taglines for Facebook 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.

##### **TASK 4 – VIDEO OUTREACH**

1. Script and develop video(s) for LWD's website, Facebook, and other outreach channels.
  - i. 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 \$49,764.00.





Task Order	Task Subcategories	Hourly Rate	Annual Hours	Budget Total
Task 1 Newsletters				\$3,095.99
	Public Outreach Strategist	\$99.00	3.08	\$304.52
	Copy Editor	\$165.00	4.61	\$761.31
	Graphic Design	\$132.00	15.38	\$2,030.16
Task 2 Maintain Website and Update Facebook				\$6,861.94
	Public Outreach Strategist	\$99.00	16.00	\$1,583.52
	Content Research, Generation ar	\$66.00	79.98	\$5,278.42
	Web and Online Map Updates	\$60.00	0.00	\$0.00
Task 3 LWD Project Outreach				\$3,024.94
	Public Outreach Strategist	\$99.00	6.15	\$609.05
	Research	\$66.00	6.15	\$406.03
	Copy Editor	\$165.00	6.77	\$1,116.59
	Graphic Design/Layout	\$132.00	6.77	\$893.27
Task 4 Video				\$2,324.53
	Public Outreach Strategist	\$99.00	7.07	\$700.41
	Editing	\$132.00	12.30	\$1,624.13
<b>Total RTP Task Orders FY 22 Budget</b>				<b>\$15,307.41</b>



Task Order	Task Subcategories	Hourly Rate	Annual Hours	Budget Total
Task 1 Newsletters				\$6,969.01
	Public Outreach Strategist	\$99.00	6.92	\$685.48
	Copy Editor	\$165.00	10.39	\$1,713.69
	Graphic Design	\$132.00	34.62	\$4,569.84
Task 2 Maintain Website and Update Facebook				\$15,446.06
	Public Outreach Strategist	\$99.00	36.00	\$3,564.48
	Content Research, Generation and Scheduling	\$66.00	180.02	\$11,881.58
	Web and Online Map Updates	\$60.00	0.00	\$0.00
Task 3 LWD Project Outreach				\$6,809.06
	Public Outreach Strategist	\$99.00	13.85	\$1,370.95
	Research	\$66.00	13.85	\$913.97
	Copy Editor	\$165.00	15.23	\$2,513.41
Task 4 Video	Graphic Design/Layout	\$132.00	15.23	\$2,010.73
				\$5,232.47
	Public Outreach Strategist	\$99.00	15.93	\$1,576.59
	Editing	\$132.00	27.70	\$3,655.87
<b>Total RTP Task Orders FY 23 Budget</b>				<b>\$34,456.59</b>