

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

Thursday, April 7, 2022 – 10:30 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 Zoom Teleconference please dial: (669) 900-6833
Meeting ID: 889 5638 4206 Password: 596357

- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment**
- 4. New Business**
 - A. Review Spring 2022 Newsletter Draft Text. (Pages 2-8)
 - B. Review Communication Plan Update. (Pages 9-19)
- 5. Information Items**

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

MEMORANDUM

DATE: March 31, 2022
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Spring 2022 Newsletter Draft Layout Review

RECOMMENDATION:

Staff requests that the Community Affairs Committee (CAC):

1. Review the draft layout for the spring 2022 newsletter; and
2. Discuss and provide direction, as appropriate.

DISCUSSION:

During February 2022, staff and Rising Tide Partners (RTP) developed a list of story ideas, and subsequently drafted the text for the spring 2022 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 2022 newsletter for your review. Staff requests that the committee review the proposed newsletter layout and provide comments as appropriate.

Attachment

th:PJB



Five Local Schools Earned Teacher Grants!

Each year the District offers teacher grants to local schools in our service area to help teachers fund educational activities relating to water resource management. We were very pleased to award five deserving grants this year to the following schools:



Teacher Kelly Cole from Flora Vista Elementary was awarded \$1,352 to help develop **"Garden Signs"** for her 3rd grade classes' "Native and Drought Tolerant Garden" project.



Teacher Jennifer Smith from El Camino Creek Elementary was awarded \$1,998 to fund her 4th grade classes' **"Water Conservation Strategy"** project.



Teacher Julie Anguiano from Park Dale Lane Elementary received \$1,500 to fund her 5th Grade classes' **"Water Management Internship"** program.



Teacher June Honsberger from La Costa Canyon High School received \$2,000 for her **"Monarch Butterfly and Native Plant Garden"** project for her high school science students.



Teacher Nancy Jois from Capri Elementary received \$630 for her **"No Wipes Down the Pipes"** project for her kindergarten students.

Since the inception of the Teacher Grant Program, the District has awarded grants that have taught over 17,000 local students about the importance of water resource management. For more information about our Teacher Grant Program and to view past grantees' project videos, please visit our website at <http://bit.ly/lwdteachergrant>.



4 million gallons of
wastewater pumped per day



200 miles of pipeline



10 pump stations



>5,000 manholes

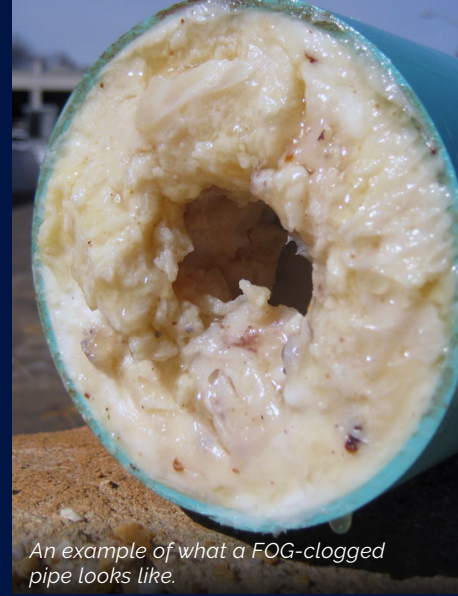
No Sewer Spills in Over Two Years!

We are pleased to report that the District has not had a Sewer Spill in over two years! This is a huge achievement considering the District has over 200 miles of pipeline, 10 pump stations and over 5,000 manholes. This accomplishment is attributed to the excellent work of our Field Services Team and their proactive approach to operating and maintaining the District's system. Safely transporting and treating the wastewater from our customers without spills is the District's number one priority and this accomplishment truly reflects our commitment to be "Leaders in Environmental Protection!"

How the District Reduces the Amount of Fats, Oils, and Grease (FOG) Released in the Sewer System

Restaurants and other food establishments have the potential to improperly dispose of FOG into the sewer system. When FOG enters the sewer system, it can cool and harden which causes pipe blockages and sewer spills. In order to help prevent sewer spills, our Field Services Technicians conduct inspections at restaurants within our service area to ensure they comply with the proper FOG disposal guidelines. Over the last seven months, our technicians have performed over 50 inspections to ensure the restaurants are in compliance with all District rules.

If you want more information about this program, please contact us at (760) 753-0155 or email us at info@lwwd.org.



Check out our recent video on what FOG looks like in the sewer system.

Pouring FOG down your kitchen sink may lead to a sewer backup into your home or a sewer spill that can be harmful to the environment, our local beaches and lagoons. Learn how to prevent this by doing your part in protecting our local community and environment.

<https://bit.ly/FOGvideo>

How the District Uses Smoke Testing to Ensure the Integrity of the Sewer System

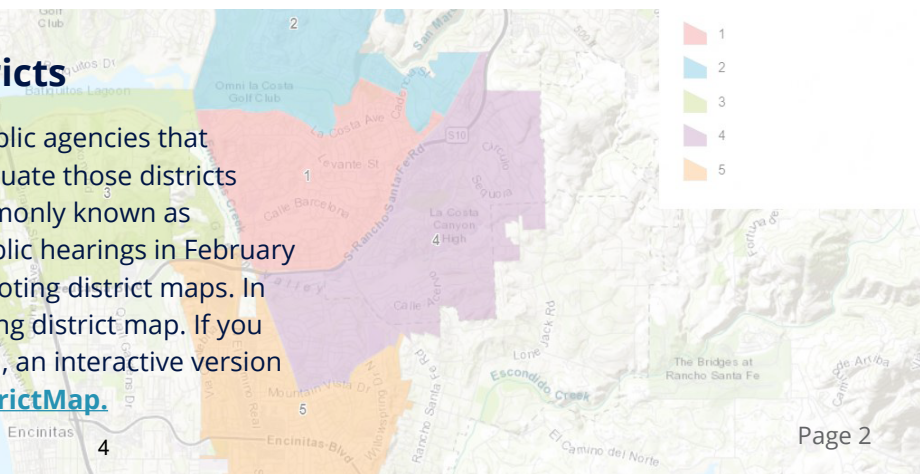
Smoke testing is a technology where a non-hazardous smoke vapor is injected into sewer pipelines to detect potential improper connections. Improper connections often allow extra stormwater to enter the sewer system, which can potentially exceed the system's capacity and lead to sewage spills. The non-hazardous smoke flows through pipelines and private laterals, and, if properly connected, should flow out of the roof vents of businesses and residences. If the smoke doesn't flow out the roof vents, there could be an improper connection that would allow stormwater into the system.

To view the District's smoke testing video, check out the District's website at <http://bit.ly/Smoke-Testing>.



The District Updates its Voting Districts

After the U.S. Census is completed every 10 years, public agencies that maintain separate voting districts are required to evaluate those districts based on the new population data. This event is commonly known as redistricting. The District's Board of Directors held public hearings in February and March to receive comment and review updated voting district maps. In March, the Board adopted the following updated voting district map. If you are interested in seeing what voting district you live in, an interactive version of the map can be found at <https://bit.ly/VotingDistrictMap>.



The District's Day of Service at Batiquitos Lagoon

At the District, we strive to be proactive in preserving local landscapes and encouraging environmental stewardship in our local communities.

With that said, last fall the District partnered with the Batiquitos Lagoon Foundation, the City of Carlsbad, and Rising Tide Partners to seed native plants at the Batiquitos Lagoon Nature Center in Carlsbad.

The Batiquitos Lagoon Foundation is also looking for volunteers for its annual Batiquitos Lagoon Kayak Fundraiser & Cleanup Event. For more information on this event and to register please go to the following link:

<https://bit.ly/batiquitoslagoon>.



Did you know?



The District transports an average of **4.0 million gallons of wastewater per day** to the Encina Water Pollution Control Facility in Carlsbad, where it is highly treated and either recycled or safely returned to the ocean. **That's enough water for 150,000 baths!**

Sewer Lateral Grant Program

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 <http://bit.ly/LatGrant>.



A large root stuck inside a homeowner's lateral pipe.

Take a look at our Virtual Tour

The District published its virtual tour last year, and it has received more than 2,800 views. While we miss hosting you at our headquarters in La Costa, we thank you for your continued interest in how we protect the environment from sewer spills.

If you have not yet viewed the virtual tour, you may watch it here: <https://www.lwwd.org/community-info/lwd-virtual-tour>. Feel free to share it with your family.





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

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

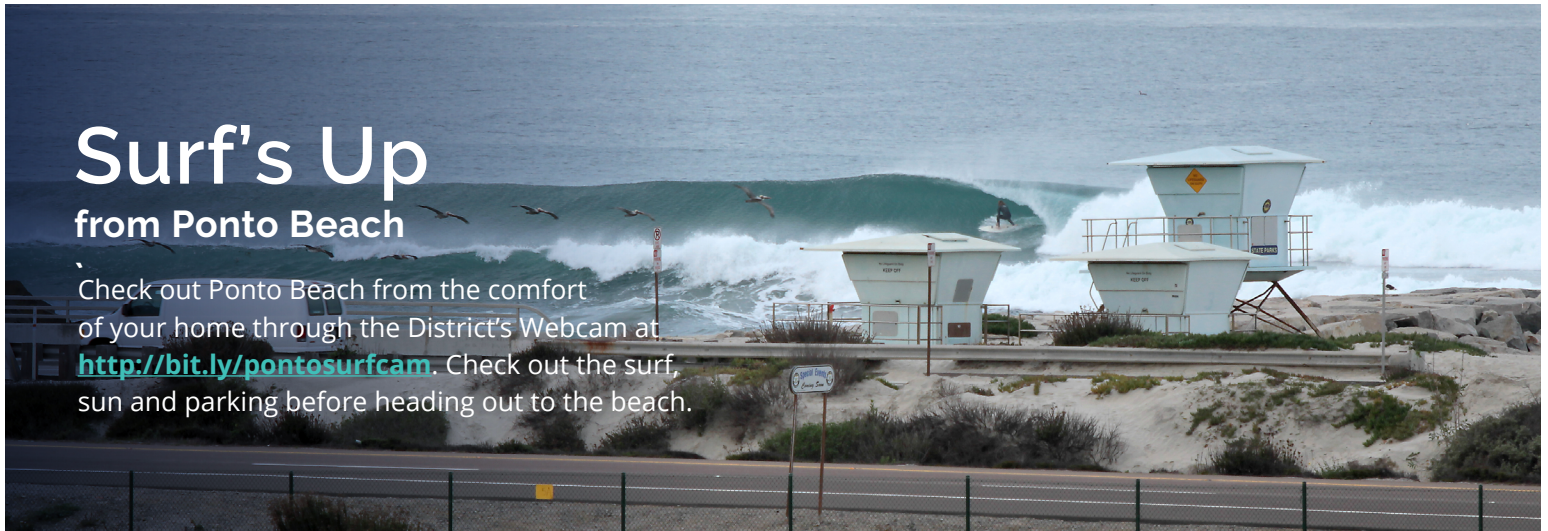
Even though plaster begins as a liquid, it is a cement-like material that can settle and harden in the sewer systems. It has the potential to cause pipeline blockages that can lead to sewer spills or sewer backups into your home. The discharge of these types of materials into sewers is prohibited and could lead to costly fines.

Please pay close attention to your pool company or contractor and ensure they dispose of plaster properly. Please contact us at (760) 753-0155 for more information or to report a problem. Thank you for your help!



Surf's Up from Ponto Beach

Check out Ponto Beach from the comfort of your home through the District's Webcam at <http://bit.ly/pontosurfcam>. Check out the surf, sun and parking before heading out to the beach.



8 of our 10 pump stations are located in residential and business areas in Encinitas, Leucadia and Carlsbad.

Check Out How We Maintain Our Pump Stations

Ever wondered what our hardworking staff is up to when you see them on the street or in your neighborhood? Watch this video to learn more about the maintenance required at the Encinitas Estates and Batiquitos Pump Stations. [\[Insert link here\]](#)

Welcome to our New Employee!

New Team Members join our efforts to be a recognized leader in wastewater services, water recycling, and environmental protection.



Ryan Green

Director of Finance and Administration

Ryan joined the Leucadia Team in January 2022. He brings unique industry and governmental experience from his tenures as the Finance Director of the City of Carlsbad, as an auditor with KPMG and his time working for NATO Headquarters in Brussels, Belgium. Ryan has a Master of Business Administration from Indiana University and a Bachelor of Arts degree in Business and Economics from the University of California, Santa Barbara. He is licensed Certified Public Accountant in the State of California. He is an avid Dodgers fan, enjoys coaching baseball, playing tennis and going to the beach with his family. He is excited to support the District's customers, Board and staff.



District Awards & Achievements

The District and its staff are honored to receive the following awards and recognitions:

2021 Collection System of the Year Award for the State & Local Section

The State and San Diego local 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 & training procedures.

Curney Russell—2021 Collection System Person of the Year Award

The San Diego local section of California Water Environment Association recognized Field Services Technician Curney Russell for his dedication in innovation and excellence in collection systems maintenance.

2021 Engineering Achievement Award

The San Diego local section of California Water Environment Association recognized the District for the Leucadia Pump Station Rehabilitation Project.

Encina Wastewater Authority Recognized for Innovative Sustainable Energy Production

Congratulations to the Encina Wastewater Authority (EWA) in Carlsbad. **The EPA's Green Power Partnership ranked the EWA number one in the United States for the percentage of total power produced onsite.** EWA produces 83% of its own electricity which saves approximately \$2 million per year.



2021 Collection System of the Year Award for State and Local Section



*Curney Russell
2021 Collection System Person of the Year Award*

Downstream

2022 Spring Newsletter

Sign Up for the Online Newsletter

Subscribe to our email newsletter for semi-annual updates from the District, which includes tips and resources for community members:

<http://bit.ly/LWDSubscribe>

Want to preserve our environment?

Read inside on how we prevent spills
and how you can dispose of waste properly.

Photo by **Eric O'Brien**

Please continue to submit your favorite pictures from Encinitas, Leucadia, and South Carlsbad by tagging a photo on Facebook with **#LWDPhoto** or send an email to **info@lwwd.org**. You could be featured on our Facebook page or the cover of our future newsletters. We will give recognition to any photo we use in any of our postings or newsletters.

MEMORANDUM

DATE: March 31, 2022
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager
SUBJECT: Communication Plan Update



RECOMMENDATION:

Staff requests that the Community Affairs Committee (CAC):

1. Review the draft Communication Plan Update; and
2. Discuss and provide direction, as appropriate.

DISCUSSION:

The Communication Plan Update is included as a goal in the Fiscal Year 2022 (FY22) Tactics & Action Plan.

LWD's current Communication Plan was adopted in September 2014. The Plan includes goals and objectives, along with recommended programs to increase the District's community exposure and to encourage public involvement. Rising Tide Partners (RTP) and staff recently reviewed the current plan to determine which goals and objectives continue to best meet the District's needs and to include new outreach tools that may improve the District's current communication methods.

RTP and staff made several updates to the plan to illustrate the effectiveness of improvements made to current outreach tools used to increase public awareness about the services provided by the District. In addition, the plan update validated several outreach tools that the District has used for many years; such as, the biannual newsletter, website, and the Teacher Grant Program which continue to meet the District's public outreach goals.

Attached please find the draft Communication Plan Update for your review. It includes the following sections:

- 1) Summary Overview of Goals and Objectives,
- 2) District Audience,
- 3) Analysis of current communication tools, and
- 4) Recommendations for public outreach activity/tasks

RTP and staff will provide an overview of the Communication Plan Update at the CAC meeting. Staff requests that the committee review the proposed Plan and provide direction as appropriate.

Attachment

th:PJB

Communication Plan Update 2022

Introduction

The past couple of years have proven to be challenging and 2022 promises to be the year that the world shifts out of the pandemic. With continuous changes in the national and local health mandates, the Leucadia Wastewater District (LWD) plans to continue to be flexible and adaptable. LWD looks forward to continue to reach out to customers to provide local regulatory updates, industry news and information in accordance with its mission.

Summary Overview

The Communication Plan Objectives are to:

- ❖ Understand the audience.
- ❖ Evaluate and improve current communication tactics.
- ❖ Initiate innovative communication methods.
- ❖ Maximize community exposure and public involvement.
- ❖ Emphasize the importance of serving the public and protecting the environment.
- ❖ Maintain high quality service at minimal costs.

LWD has reviewed its customer base and current public outreach offerings, and compiled a 2022 Communication Plan outlining the ways in which LWD will inform its customers.

The Plan continues to focus on public outreach efforts using the following methods:

- ❖ Facebook posts and continued growth of customer's following LWD's page
 - ✓ Continue boosting posts
- ❖ LWD's Website
 - ✓ Continue utilizing Bitly to create custom URLs to direct users to visit an LWD website
- ❖ Biannual newsletter
- ❖ Request for local photos
- ❖ Providing FOG covers to community members
- ❖ Continue Teacher Grant program
- ❖ Promote Lateral Grant program
- ❖ Sponsor the Agua Hedionda event
- ❖ Continue relationship building with community members and participants
- ❖ Create and distribute branded materials

LWD recommends the following programmatic enhancements:

- ❖ Create an Instagram account, similar to LWD's Facebook account to reach additional customers
- ❖ Continue investing in and adding new videos and new content to LWD's webpage
- ❖ Bring back in-person events, such as tours and an open house
- ❖ Support the Batiquitos Lagoon Kayak Fundraiser & Cleanup Event

Background

LWD was established in 1959, and serves approximately 62,600 residents in a 16-square-mile coastal area. LWD's mission focuses on collecting, transporting, treating and disposing of wastewater in a safe, reliable, efficient, cost effective, and environmentally responsive manner, while providing excellent service to its customers. The communities in the service area include La Costa, Leucadia and the Village Park area of Encinitas.

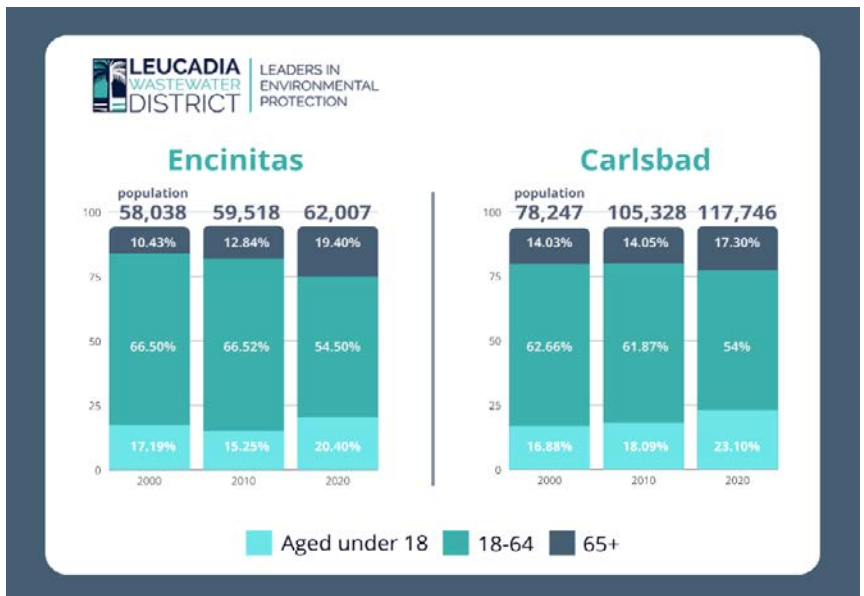
As with past communications plans, LWD has periodically updated its Communication Plan to review past tactics, results, and go forward plans. As previously acknowledged, LWD engages in proactive community engagement to inform ratepayers who don't directly pay LWD and therefore maintaining communications reflecting the agency's active role in collecting, transporting, recycling, and treating wastewater safely and efficiently.

Audience

Based on the following last three census, the local demographics show the following age trends.

As you can see, the population is changing over time.

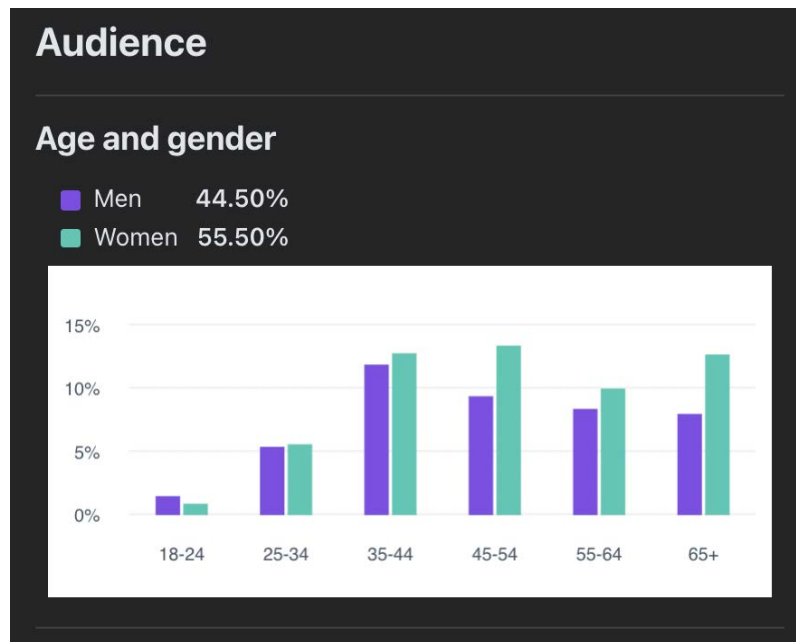
Based on this data from the US Census, the majority of residents within the District are in the age group 18-64. While the overall population has been growing, ages under 18 and 65+ are getting larger and growing faster. Within the next 10 years, it is expected that the majority of Encinitas and Carlsbad populations will be 0-18 and 65+. These demographics help RTP evaluate the most appropriate communication tools for this group.



Social Media Analysis

Facebook

Facebook is used to communicate with a target audience, reinforce LWD's website and brand, and to promote events or vital information when necessary. Social media use continues to grow in LWD's demographic target market but there is not one specific avenue that works for everyone. Based on LWD's Facebook followers, the audience is middle aged and older and highly educated. Social media requires consistent, interesting, helpful and relevant information, requiring a level of development and maintenance on the part of the outreach consultant and/or LWD staff.



As shown in the bar graph, the majority of those who follow LWD's Facebook page are women aged 45-54 and men aged 35-44. As new forms of social media continue to grow, younger generations tend to gravitate towards the new trends, leaving Facebook with a demographic that is mostly middle aged and older. However, by promoting the Facebook page in the newsletter, through YouTube videos and word of mouth, the page has grown throughout the years.

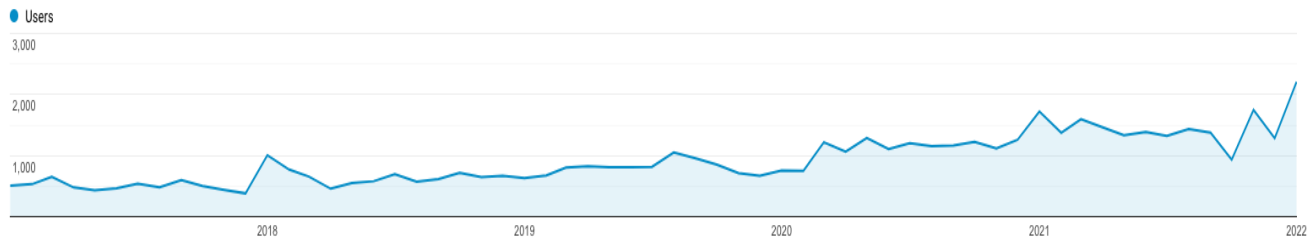
Recommendations: Based on the demographics of Carlsbad and Encinitas throughout the years, the population of those who are between 18 and 64 has remained consistent. This suggests LWD's Facebook should remain active since most people who follow the Facebook page are women aged 45-54 and men aged 35-44.

LWD should also take steps to engage the 18 & under and 18-35 year old populations on platforms they utilize. RTP suggests creating an Instagram account to engage. The same content being created for Facebook can be expressed on LWD's Instagram account and since they are the same company, there are easy tools to manage both efficiently.

Other platforms like Twitter or LinkedIn are less attractive based on audience demographics. Based on LWD's heavy video content, TikTok could be an interesting avenue, but the videos would need to be right sized for under three minutes content suitable for TikTok. This will also be benchmarked by looking at other agencies' usage and wastewater industry as a whole. LWD plans to continue monitoring other industry trends and outreach methods, such as TikTok, but do not plan to implement at this time.

LWD's Website

The recently updated website is a core communication tool that every business and government agency use to provide the user with thorough and detailed information about the agency. Since it was just updated in 2021, the content and design are reflections of what the staff and Board desired for the site. Continual upkeep and maintenance is relatively inexpensive, in light of the fact that the LWD has a number of graphics and articles from the newsletters that can be reused.



As shown by the graph above, the number of users on LWD's website has increased from 2017 until now. Current analytics suggest that the site visits are averaging about **1,300 users monthly**, split between 84% new visitors and 16% returning users. This is a significant increase from 2014, as the site visits averaged around 350 per month. The most active pages are the surf cam, employment opportunities and the request for bid page. The bounce rate (users that only look at the page they came to the site on) is about 61.37%. Over time, the website has maintained a consistent bounce rate.

This suggests that LWD can do a better job of providing more content to bring users deeper into the site—especially from the homepage.

<u>Data from 2018-2021</u>		Acquisition	
<input type="checkbox"/>	Default Channel Grouping	Users ? ↓	New Users ?
		49,412 % of Total: 100.00% (49,412)	49,551 % of Total: 100.02% (49,539)
<input type="checkbox"/>	1. Direct	26,070 (51.27%)	25,741 (51.95%)
<input type="checkbox"/>	2. Organic Search	20,610 (40.53%)	19,893 (40.15%)
<input type="checkbox"/>	3. Referral	2,929 (5.76%)	2,757 (5.56%)
<input type="checkbox"/>	4. Social	1,237 (2.43%)	1,159 (2.34%)
<input type="checkbox"/>	5. (Other)	1 (0.00%)	1 (0.00%)

However, many users are there for the information they need—i.e. job listings and forms and documents—and the number of entries straight into those pages suggests that users are able to find the information they need quickly, so functionally, the site is working well.

As shown from the data on the left, the referral and social default channels have encouraged traffic to the website through RTP efforts. Referral users are most likely

coming from LWD's newsletter, which includes multiple tracked Bitly links leading readers

to LWD's website. The social users are coming from LWD's Facebook, as many Facebook posts contain links leading to LWD's website.

Recommendations: The website should continue to be updated, so users will find new and relevant information. This has been done by adding new pages as new videos and other resources are created, especially on the Community tab. Existing newsletter content and graphics can be leveraged for the website with little cost or effort. Examples are evergreen graphics created by RTP such as "What Not to Flush" and "How to Dispose of FOG", pollution prevention articles, the Finance and Planning article and diagrams.

Photographs should also be cycled to show off the community's contributions.

Newsletter

The LWD newsletter goes out twice a year, each time to around 24,000 households. This is the only means of reaching and communicating with the entire service area. LWD also creates a digital version of the newsletter, with 411 people subscribed. The open rate of the e-newsletter averages around 35-40%, at least 5% higher than the industry average. Anecdotal evidence of readership like members receiving it in person, calling in and mentioning it help improve the industry average statistics.

RTP added feedback loops to understand additional readership, including Bitly tracked links, hashtags like #LWDPhoto, a call for submitting photos, a call for request for FOG caps, and more. We have seen a positive increase in engagement ever since these tactics were implemented.

Recommendations: Continue the newsletter as a means of communicating with the community. LWD sees readership and engagement based on feedback loops and should continue to build in feedback loops to understand engagement. LWD can increase feedback about LWD by always including a "call to action" in the newsletter—asking users to fill out the website survey, or sign up for the e-newsletter, for example.

Examples of Feedback Loops Designed into Public Outreach

Since RTP took over public outreach in 2016, a number of feedback loops were introduced to understand engagement and return-on-investment from public outreach efforts. These efforts are outlined below.

Community-submitted photos

Through the newsletter and social media, LWD asked the community to submit photos and to date community members have submitted 95 photos. Since LWD and the areas surrounding LWD are rich in nature, emphasizing the beauty of the coastal landscape gives LWD the opportunity to support local photographers and connect with the community.

Recommendations: Continue asking locals to send in photos for the website, Facebook and newsletter. Change the homepage of the website and Facebook cover photo every quarter to a photo sent in by the community. Utilize community photos for a calendar made by LWD.

FOG Can Cover

Similarly, LWD put word out that anyone wanting a FOG can cover can request one and LWD would mail them out. To date approximately 230 can covers have been requested.

Recommendations: Continue offering FOG covers to community members in LWD by promoting them on the website, Facebook and newsletter.

Link Management Platform - Bitly

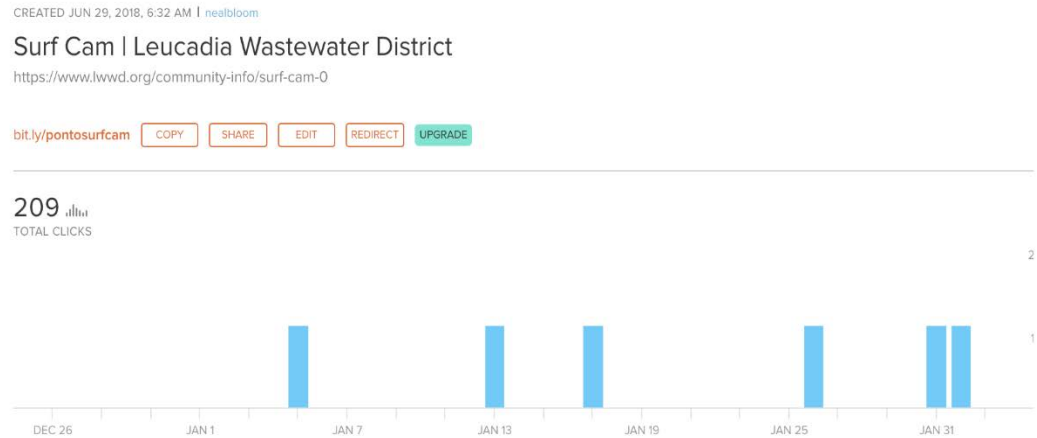
Bitly is a link management platform that shortens the original link for ease of sharing information and allows us to analyze the number of clicks per link. Understanding if constituents are going to LWD's website and engaging in the outreach is important to understand the return on investment of doing public outreach. Using website data with Bitly, LWD can track engagement in the newsletter, mailed brochures, and more using unique custom website URLs. This was originally developed for the print newsletter to understand if the readers are going to the website.

These URLs provide LWD statistics through unique link tracking. See some of the Bitlys from previous newsletters:

- ❖ Surf Cam Bitly (<http://bit.ly/pontosurfcam>) has 209 total clicks.
- ❖ Virtual Tour Bitly (<https://bit.ly/LWDvirtualtour>) has 43 total clicks.
- ❖ Homeowner's Lateral Grant Program Bitly (<http://bit.ly/latgrant>) has 72 total clicks.
- ❖ What 2 Flush Bitly (<http://bit.ly/What2Flush>) has 71 total clicks.

RTP will continue monitoring these links to determine what drives people back to the website.

The graph below depicts the Surf Cam Bitly, which is featured in almost every newsletter, has been clicked over 209 times.

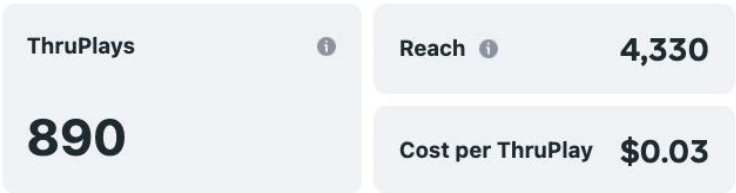


Recommendations: Continue utilizing Bitly to create custom URLs to direct users to visit an LWD webpage. This will encourage users to browse around LWD’s website.

Boosting Facebook posts

‘Boosting a Facebook post’ enables LWD to target a wider audience than just those who follow the Facebook page. RTP can set demographics and geographic focus of who is wanted to see a specific post and then allocate a daily budget to increase the exposure potential to the content. Since RTP started boosting posts, LWD has seen significant reach.

Performance



Activity



Shown above are the results of the boosted virtual tour video posted on Facebook. Most un-boosted posts reach around 30-300 people, but this boosted post reached 4,330 and at a rate of three cents per watch of video.

Recommendations: Continue boosting posts. RTP can start boosting a post once a week. Every video created should be boosted so more people can access it and learn from it. If an Instagram account is created, posts boosted on Facebook can be boosted on Instagram as well.

Teacher Grant Program

LWD started the Teacher Grant program in 2008. It has been used to help teachers fund their lesson plans, curriculums, and materials needed to teach water-focused lessons. To

date, a total of 48 teacher grants have been given out for a total amount of \$53,621, impacting over 17,000 students. Tactically, LWD began new outreach strategies in 2018 to get a wider pool of applicants. These tactics included offering to present to schools in person and virtually, dropping off educational materials like coloring books, calling school administrators, posting about the grant program on the website and LWD's Facebook page by tagging community organizations, producing videos of past teacher grant projects and re-sharing them, creating an email newsletter for teachers, administrators, and city workers to help spread the word, making sure other organizations promote it to their communities. Typically, \$6,000 per year was allocated to the program with a maximum amount of \$2,000 per grant.

With this outreach, FY2022 was a record year with 5 applications received for a total of \$7,480 requested. The additional funds were approved by the LWD.

Recommendations: Continue promoting the Teacher Grant through RTP's outreach strategies to get a wider pool of applicants. Continue to show the impact schools have on water education through their grant in promotion of new grant applications. Continue to partner with other organizations to help market the opportunity.

Lateral Grant Program

The Lateral Grant program has been around since 2008, in which time, 242 grants were awarded for a total of over \$537,000.

LWD has always mentioned the Lateral Grant program in the newsletter and on its Facebook but in 2019, LWD started showcasing the grant recipients in the newsletter, working to promote the grant both from the recipient word of mouth and LWD able to promote the actual recipients in print and digital form. This has shown an increase in grants per year.

Recommendations: Continue to increase promotion through newsletter articles, the website, and Facebook. RTP can produce the preparation of a one-page Fact Sheet about the program, available as a PDF online and printed out for LWD headquarters.

Videos

LWD's first video was produced in 2009. Over time, new distribution tactics have been used including posting more video to LWDs' Facebook page. Using Facebooks' analytics, it's clear that video posts get the most engagement and so in 2019, RTP began producing quarterly videos to have fresh content to story tell and promote LWDs' mission and positive impact in the community. Also, by posting videos and promoting them on Facebook, there's been a significant increase in viewership. Videos posted on LWD's Facebook range from 300-6,000+ views from 3+ years ago until present. Utilizing Facebook has greatly expanded the reach of video content.

Recommendations: Continue to invest in video. This content is proving to be engaging and is recyclable. The cost of filming has proven to be low while still providing high quality and the content is used multiple times. Video has also proven to be important in a time of a pandemic when in-person is not possible.

Events (In-person)

Events in the past, such as the 2017 Open House event, generated a fair amount of community participation (500+ attendees). While they are expensive to execute and the pandemic presents a complexity regarding safety, there are specific anecdotes that shows community appreciation for public outreach efforts with in-person events. With events, the public learns more about LWD and its operations which generates trust and positive attitudes about LWD through face-to-face interaction. LWD's staff can demonstrate their skills and knowledge and increase public awareness of pollution prevention, such as sewer spills.

Recommendations: Bring back in-person events, for reinvigorating community engagement. This includes in-person tours and/or live virtual tours and long-term, an Open House. When possible, an Open House would be ideal in the near future.

In the past, LWD has sponsored an Agua Hedionda event. In the future, LWD could support Batiquitos Lagoon through their Kayak Fundraiser & Cleanup Event and future community events, both financially and through marketing through LWD's Facebook page, newsletter, and elsewhere.

Partnership Outreach

To reach the general public, many organizations focus on specific stakeholders. These organizations have focuses like environment, sustainability, public awareness about specific programs, and other aligned messaging. LWD has already demonstrated this by utilizing schools to build awareness about the Teacher Grant Program.

Recommendations: LWD should continue to build relationships with important audiences, including schools, environment-related groups like Solana Center, Batiquitos Lagoon and Agua Hedionda Lagoon Foundations. Include information from these groups in LWD's outreach and vice versa ask these groups to spread the word about LWD related information.

Branded Giveaways

Like the can topper, materials that LWD can give out leave a lasting impression and a reminder to community members about LWD and therefore the importance of sewer collection services. While the newsletter is a branded item that shows up twice a year, there

are other materials that could be distributed. LWD has created giveaways for kids/schools in the past.

Recommendations:

Continue to create branded materials for community members. Examples like stickers for FSTs to give kids when they watch the Vactors go by, a 12-month color calendar with community-submitted photos, and more materials for schools will provide a lasting positive impression.