

**AGENDA**

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT**

August 2, 2023 – 1:00 p.m.  
1960 La Costa Avenue, Carlsbad, CA 92009

---

- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment**
- 4. Discussion of the Fall 2023 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:** July 27, 2023  
**TO:** Community Affairs Committee (CAC)  
**FROM:** Paul J. Bushee, General Manager   
**SUBJECT:** Fall 2023 Newsletter Topics/Ideas and Production Schedule

---

**RECOMMENDATION:**

1. Discuss and provide direction as appropriate.

**DISCUSSION:**

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

Developing LWD's fall newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2024 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 2023 fall newsletter and RTP, along with staff, has subsequently developed the attached proposed article ideas and a production schedule for the CAC's review.

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 Fall 2023 Newsletter Articles Topics and Ideas**

### **1. Lead Article Ideas (Page 1)**

- Importance of Easement inspections and manholes
  - Canyon Easement video
- Rainy season expectation setting (how to minimize spills)

### **2. Main Articles (Page 2)**

- Instagram page promotion

### **3. Educational Opportunities & Tours (Page 3)**

- Teacher Grant application
- Did you know? Fact
- Reminder – Do not flush produce stickers
- Promote tours and an opportunity to view the mural

### **4. Resources (Page 4)**

- FOG LWD webpage
- Responsible Flushing Alliance website

### **5. CIP/Field Services Maintenance/Development Updates (Continue Page 4)**

- Rancho Verde Station Rehabilitation Project
- Diana Pump Station completion
- VP7 project completion
- L1 Condition Assessment project overview

### **6. Standout Achievements: Staff Awards, Professional Certs, District Awards (Page 5)**

- CASA Public Outreach & Education award
- Paul Bushee 20 years of service award
- Certificate of Achievement for Excellence in Financial Reporting
- Hugo Gonzalez 10 years of service award
- Rick Easton 10 years of service award
- Three Years Without Lost Time Work-Related Injuries
- Steve Krason for receiving second place for the California Water Environment Association Collection Systems Person of the Year award for the State of California

### **7. Call for More Local Photographers (Page 6)**

- Call to action referencing one of the lead articles
- Showcase a submission, ask for more, highlight how we will use them for the homepage of our website and important documents
- Sign up for new online newsletter

## *LWD Newsletter Production Schedule – Fall 2023 Edition*

### **Weeks of July 10th-August 25th**

- LWD and RTP begin draft Newsletter articles topics and content ideas (July 3<sup>rd</sup> – 10<sup>th</sup>)
- LWD to provide feedback on article topics and content ideas to RTP (July 11<sup>th</sup> – 17<sup>th</sup>)
- LWD to meet with CAC to discuss newsletter outline and content ideas (July 18<sup>th</sup> – Aug. 4<sup>th</sup>)
- LWD and RTP determine who is writing each article
- LWD and RTP will commence development of Draft 1 newsletter text (Aug. 5<sup>th</sup> – 25<sup>th</sup>)

### **Weeks of August 28th-September 22nd**

- LWD will submit Draft 1 of newsletter text to CAC for review. (Sept. 5<sup>th</sup> – Sept. 15<sup>th</sup>)
- LWD will make CAC-requested changes to draft 1 text
- RTP will work with LWD and graphic designer to start draft layout and gather needed photo assets.

### **Weeks of September 25th-October 27th**

- RTP will send LWD the newsletter draft layout (By Sept. 25<sup>th</sup>)
- LWD will send RTP edits to the newsletter (Sept. 25<sup>th</sup> - 28<sup>th</sup>)
- LWD will submit draft newsletter layout to CAC (Oct. 2nd-19<sup>th</sup>)
- LWD will work with RTP to make requested CAC changes
- RTP will revise and send layout design for LWD review (By Oct. 25<sup>th</sup>)

### **Weeks of October 30th- November 7th**

- LWD will email final newsletter layout to Board for review (By Oct. 30<sup>th</sup>)
- RTP will make final revisions as needed (By Nov. 7<sup>th</sup>)
- RTP will submit print/mail quotes for staff review (By Nov. 7<sup>th</sup>)
- RTP will prepare final newsletter for printing, mailing, and submit to printer (By Nov. 7<sup>th</sup>)
- RTP will notify the mailing house of the approximate ship date

### **Weeks of November 8th-November 21st**

- Printer prepares newsletter & ships out newsletter (Nov. 8<sup>th</sup>-21<sup>st</sup>)
- RTP will create LWD digital newsletter (By Nov. 21<sup>st</sup>)
- RTP to send out digital newsletter (By Nov. 21<sup>st</sup>)