

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

July 18, 2024 – 9:00 a.m.

1960 La Costa Avenue, Carlsbad, CA 92009

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **Discussion of the Fall 2024 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 11, 2024
TO: Community Affairs Committee (CAC)
FROM: Paul J. Bushee, General Manager 
SUBJECT: Fall 2024 Newsletter Topics/Ideas and Production Schedule

RECOMMENDATION:

1. Discuss and provide direction as appropriate.

DISCUSSION:

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

LWD's biannual newsletter is one of our key communication tools, reaching approximately 24,000 households and businesses in our service area. The biannual newsletter has continued to be an important communication tool used to communicate and provide information to the public. Therefore, developing the fall newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2025 Tactics & Action Plan.

Staff and Rising Tide Partners (RTP) worked together to develop the attached 2024 fall proposed article ideas and corresponding production schedule. In addition, Board members were asked for their input on proposed newsletter topics and all received article ideas were included in the attached list of article ideas.

Staff requests that the CAC discuss the suggested story ideas, review the proposed production schedule, and provide direction before the draft text development. Once the story ideas and schedule are approved, staff will provide the draft text to the CAC by the approved production schedule.

th:PJB

Attachments

LWD's Fall 2024 Newsletter Articles Topics/Ideas

1. Lead Article Ideas (Page 1)

- Water Career Day
- Potable reuse/recycled water overview Part 2
- Wastewater epidemiology - What illnesses can be discovered in wastewater and how testing can be used to detect and help prevent the spread of diseases.
 - What kind of filters are used in the wastewater treatment process

2. Main Articles (Page 2)

- Announcement of HPN Book and film (October)
- Fiscal year end stats for 2024
 - How many miles of pipeline were video inspected, pipelined cleaned and how many gallons of recycled water were produced

3. Educational Opportunities & Tours (Page 3)

- Did you know? Fact
- Teacher Grant Applications Open
- Reminder - What Not To Flush - including e-cigarettes

4. Resources (Page 4)

- Recent root found in manhole
- Collaboration with Carlsbad other local gov't implementing water quality programs
- The importance of easement inspections
- FOG article – importance of restaurants maintaining their grease interceptor

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

- Diana Pump Station Improvements
- San Marcos Creek Pipeline Crossing

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

- New employees Ashley, Angel, Matthew
- Matthew Anderson – rec'd his CWEA Collection System Maintenance Grade 1 cert.
- Rick Easton – CWEA Mechanical Technologist Grade 1 cert.
- 5 years without Lost Time Work-related Injuries
- GFOA Award
- CWEA Awards

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
- Sign up for new online newsletter, including a QR code

LWD Newsletter Production Schedule – Fall 2024 Edition

Weeks of July 1 - August 16 - Ideation & Copywriting

- LWD and RTP begin draft Newsletter articles topics and content ideas (July 1-5)
- LWD to provide feedback on article topics and content ideas to RTP (July 8-12)
- LWD to meet with CAC to discuss newsletter outline and content ideas (July 15-18)
- LWD and RTP determine who is writing each article
- LWD and RTP will commence development of Draft 1 newsletter text (July 22 – August 16)

Weeks of August 19 - August 30 - Copywriting and Layout

- LWD will submit Draft 1 of newsletter text to CAC for review (August 26-30)
- 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

Weeks of September 3 - October 25

- RTP will send LWD the newsletter draft layout (By September 23)
- LWD will send RTP edits to the newsletter (September 23-27)
- LWD will submit draft newsletter layout to CAC (October 7-17)
- LWD will work with RTP to make requested CAC changes (October 21-25)
- RTP will revise and send layout design for LWD review (By October 25)

Weeks of October 28 - November 12

- LWD will email final newsletter layout to Board for review (By October 28)
- RTP will make final revisions as needed (By November 8)
- RTP will submit print/mail quotes for staff review (By November 6)
- RTP will prepare final newsletter for printing and mailing and submit to printer (By November 12)
- RTP will notify the mailing house of the approximate ship date

Weeks of November 13 - November 27

- Printer prepares newsletter & ships out newsletter (November 13-27)
- RTP will create and send LWD digital newsletter (By November 19)