

AGENDA


**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

May 7, 2025 – 3:00 p.m.

1960 La Costa Avenue, Carlsbad, CA 92009

- 1. Call to Order**
Teleconference with Vice President Brown at the following location:
Moulton Nigel Water District
26161 Gordon Road
Laguna Hills, CA 92653
- 2. Roll Call**
- 3. Public Comment**
- 4. Spring 2025 Newsletter Draft Layout Review (Pages 2-8)**
- 5. Public Information Services Task Order No. 3**
Authorize the General Manager to execute Task Order No. 3 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$50,028.00 for the period of July 1, 2025 through June 30, 2026. (Pages 9-13)
- 6. Information Items**
None.
- 7. Directors' Comments**
- 8. General Manager's Comments**
- 9. Adjournment**

MEMORANDUM

DATE: May 1, 2025
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Spring 2025 Newsletter Draft Layout Review

RECOMMENDATION:

Staff requests that the Community Affairs Committee (CAC):

1. Review the draft layout for the spring 2025 newsletter; and
2. Discuss and provide direction, as appropriate.

DISCUSSION:

During February 2025, staff and Rising Tide Partners (RTP) developed a list of story ideas, and subsequently drafted the text for the spring 2025 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 2025 newsletter for your review. Staff requests that the committee review the proposed newsletter layout and provide comments as appropriate.

Attachment

th:PJB

Bringing Wastewater Education to Life

Field Service Technicians Connect with Local Schools

At Leucadia Wastewater District, we believe that hands-on learning is one of the best ways to engage the next generation. That's why, for the second year in a row, our Field Service Technician team has been visiting local schools to provide interactive, bilingual demonstrations—bringing real-world wastewater science straight to the classroom.

During the 2024/2025 school year, our team visited multiple schools, providing over 200 students with a firsthand look at the essential role wastewater services play in protecting public health and the environment with live demonstrations in both English and Spanish.

From learning how wastewater flows through underground pipelines to understanding the impact of non-flushable items on the system, students experienced wastewater management in a way that was both fun and educational.

Check out this video, showing a demonstration to a local school:



Schools have embraced this initiative, integrating our demonstrations into annual events like Water Day at Capri Elementary and specialized science programming at other campuses.

This year, the program expanded further, with teachers requesting demonstrations for entire grade levels after seeing the excitement and engagement of the students during our previous visits.

By bringing wastewater education directly to the classroom, our team ensures that students not only learn about water conservation but also understand how their daily actions can protect our local water resources.



If you're an educator interested in participating in LWD's Teacher Grant Program or scheduling a demonstration for your school, visit our website to learn more.

Investing in a Sustainable Future While Keeping Rates Affordable

We work hard to keep your sewer rates fair while making sure our community has a reliable and environmentally friendly wastewater system. Our team maintains over 200 miles of sewer pipes and 10 pump stations, regularly inspecting, cleaning, and upgrading infrastructure to prevent costly problems. Thanks to these efforts, the Leucadia Wastewater District has gone over **five years without a single sewer spill** - an achievement that protects our beaches, lagoons, and local environment.

To keep everything running smoothly, we invest in major infrastructure projects, such as pipeline repairs and pump station upgrades, while also using new technology to extend the life of our sewer system. For example, instead of completely replacing old pipes, we often use a cost-effective method called cured-in-place pipe (CIPP) lining, which strengthens pipes from the inside without the need for disruptive digging. By making smart upgrades now, we avoid costly emergency repairs later and ensure our wastewater system remains strong for years to come.

LWD also takes a responsible approach to financial planning, using a 20-year financial plan to anticipate costs and avoid sudden rate hikes. This long-term strategy helps us balance affordability with necessary improvements, so residents can count on reliable service without unexpected increases. With **careful budgeting, proactive maintenance, and a focus on sustainability**, we continue to provide high-quality wastewater services while keeping rates among the lowest in San Diego County.

Congratulations to Our Teacher Grant Winners!

After reviewing many outstanding applications this past fall, we are excited to announce the 2024/2025 grant recipients and their inspiring projects:

- **Katie Oberman** from El Camino Creek Elementary for her "Garden Science and STEM Class" project
- **June Honsberger** from La Costa Canyon High School for her "Pollinator Plant Garden" project
- **Nancy Jois** from Capri Elementary for the "We Can Help Ocean Animals" project
- **Carrie Hendon** from Encinitas Union School District Farm lab for the "Water Wise: Experimenting with Groundwater Simulator" project
- **Jessica Caldararo** from La Costa Heights Elementary for the "Kinder-Garden for a Better Earth" project
- **Jacquelyn Street** from La Costa Heights Elementary for the "Young Water Protectors - Ocean Water Pollution Prevention" project

These projects will reach over 1,500 students, engaging them in water conservation, environmental stewardship, and sustainability efforts.



Did you know?



A leaky toilet can waste up to 200 gallons of water per day! A silent leak might be driving up your water bill.

Try adding a few drops of food coloring to the tank—if the color seeps into the bowl without flushing, it's time for a fix!

Construction In Progress & Development Updates

San Marcos Creek Crossing Diversion Project Successfully Completed!



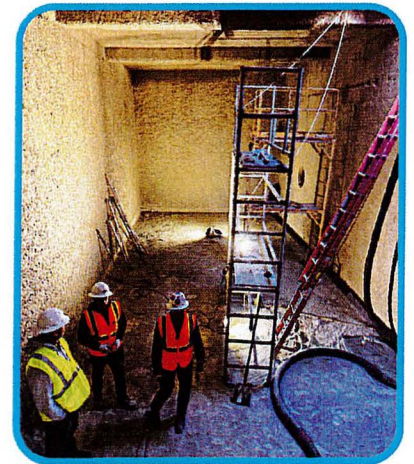
We are pleased to announce the successful completion of the San Marcos Creek Crossing Diversion Project, an essential infrastructure improvement designed to protect local waterways and ensure long-term wastewater system reliability.

This critical project rerouted wastewater flow from approximately 400 residences that were connected to a compromised pipeline crossing the San Marcos Creek. By redirecting flows to a reinforced sewer pipeline further east, we eliminated the risk of a sewer spill into the creek, safeguarding both the environment and public health.

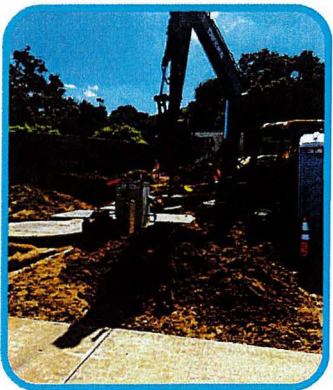
Batiquitos Pump Station Emergency Basin Project Successfully Completed!

We are pleased to announce the successful completion of the Batiquitos Pump Station Emergency Basin Project. The emergency basin is a critical piece of infrastructure that serves as temporary wastewater storage for excess flows during high wet weather flows or emergency situations. The emergency basin work included concrete restoration on the walls and ceiling and then lining the concrete with an epoxy.

Upgrading this component of the district's largest pump station, which is next to the Batiquitos lagoon and pumps about 5 million gallons of wastewater per day, helps make sure we are ready during the largest storm events.



Rancho Verde Pump Station Rehabilitation Project Begins in Spring 2025



We are set to begin construction on the Rancho Verde Pump Station, near La Costa Canyon High School.

Built 29 years ago, the pump station will be retrofitted with new electrical and mechanical components, and other general site improvements. These upgrades will help prevent system failures and ensure continued top-quality service for the community.

Residents may notice increased activity in the area for about 4 months during construction, and rest assured that we are working hard to minimize disruptions. This project is part of our ongoing commitment to maintaining a resilient and efficient wastewater system. For updates, visit our [website](#) or follow us on social media.

Diana Pump Station Upgrade: Enhancing Reliability for Leucadia Residents

This project will enhance the reliability and emergency response capabilities of the pump station which serves the Leucadia community, along Highway 101. The upcoming upgrade includes adding an onsite emergency generator to ensure continued operation during power outages and relocating electrical equipment to a newly acquired easement on Diana Street. Construction is expected to begin in 2026. Stay tuned for updates as this project moves forward!





Remembering our Leaders

Leucadia Wastewater District Remembers Longest Serving Board Member Judy Hanson

With great sadness, we share the passing of longtime Board member and community volunteer Judy Hanson. As a dedicated public servant, Judy served on the Leucadia Wastewater District Board of Directors for an extraordinary 40 years, from 1983 until September 6, 2023. She played a vital role on numerous committees and held multiple terms as Board President and Vice President.



Beyond the District, Judy was an advocate for regional collaboration, serving on the California Sanitation Risk Management Authority and Encina Wastewater Authority Boards. Her commitment to public service extended to volunteering at Scripps Memorial Hospital in Encinitas and serving as Treasurer of the Friends of the Encinitas Library.

Judy's career began as one of LWD's earliest employees, later becoming Finance Supervisor at the San Dieguito Water District/City of Encinitas. She was widely recognized for her contributions, earning accolades such as the Al Wrigley Memorial Award and the Golden Shovel Award from the California Water Environment Association.

Honoring Director Donald F. Omsted for His Years of Service

The Leucadia Wastewater District extends its deepest appreciation to Director Donald F. Omsted, who has faithfully served the District and our community for a total of 22 years.



Director Omsted first joined our Board of Directors in 1982, serving a four-year term, and rejoined in 2006. Throughout his tenure he supported key infrastructure improvements, including modernizing the District's headquarters, upgrading our two largest pump stations, and enhancing major pipelines and forcemains. His efforts have helped us maintain our reputation as a leader in environmental protection and operational excellence.

Director Omsted's legacy at the District is marked not only by his commitment to infrastructure and environmental stewardship, but also by his unwavering focus on fiscal responsibility. Under his leadership, the District has consistently maintained one of the **lowest wastewater service rates in San Diego County** while continuing to provide high-quality service to its customers.

We sincerely thank Director Omsted for his dedication, leadership, and years of service to the District and our community. His impact will be felt for generations to come, and we wish him all the best in his future endeavors.

Standout Achievements: Staff and District Awards



Field Services Technician
Ryan Rodriguez
10 Years of Service Award

No Vehicle Accidents in 3 Years

Our team has maintained a spotless safety record, going three years without a vehicle accident. The Field Services team of 13 professionals operating 8 vehicles and logging over 10,000 hours on the road each year.

This achievement is a testament to their skill, vigilance, and commitment to safety.



Not only does this milestone reflect our dedication to protecting staff and the community, but it also helps keep operational costs and rates low for our customers.

No Spills for 5 Years

We are proud to announce a major operational milestone—**five consecutive years without a single sewer spill**. This achievement underscores our unwavering commitment to system reliability, proactive maintenance, and environmental protection.

LWD's dedicated **Field Services team** works tirelessly to keep our system running smoothly, inspecting and maintaining **over 200 miles of pipeline** to prevent overflows and disruptions. Through rigorous preventative maintenance, state-of-the-art monitoring, and a proactive approach to infrastructure management, we continue to set a high standard for wastewater service in our community.

Keeping our system spill-free not only protects local waterways and public health but also helps keep operational costs and customer rates low. **We thank our hardworking team for their vigilance and dedication to this outstanding accomplishment!**



Leucadia Wastewater District is honored to announce that we have received two prestigious awards from the California Water Environment Association (CWEA).

Collection System of the Year - 1st Place Local & State Award:

This award recognizes LWD's excellence in managing and maintaining our wastewater collection system, ensuring reliable and efficient service to our community.

Community Engagement and Outreach Project of the Year - 1st Place Local & 2nd Place State Award:

This accolade celebrates our innovative efforts in connecting with the community, particularly through our bilingual educational programs and in-person demonstrations led by our Field Service Technicians.

These achievements reflect our unwavering commitment to operational excellence and proactive community involvement. We extend our gratitude to our dedicated staff and the supportive community we serve.

Downstream 2025 Spring Newsletter

Get the latest updates from the Leucadia Wastewater District!

Inside this newsletter, read about bringing wastewater education to life, teacher grant winners, capital improvement projects, Field Services Maintenance/Development updates, and other helpful resources for community members. Subscribe to our email newsletter for biannual updates from the District at:

conta.cc/2T4pnUw

Photo by: Wade Mortenson

Invitation for Local Photographers to Share Their Work With Us!

We're on the lookout for stunning natural scenic photographs from Encinitas, Leucadia, and South Carlsbad to feature in our newsletter and on our Facebook page. If you have captured the beauty of our local landscapes and wish to share it, we would love to see your work.

You can submit your photos by emailing them to info@lwwd.org or by sharing them on Facebook and/or Instagram using the hashtag #DISTRICTPhoto. Selected photographs will not only gain a spot on our social media pages, but may also grace the cover of our upcoming newsletters. We will acknowledge the contributions of photographers whose work we feature in any of our publications or online postings.



Leucadia Wastewater District Newsletter

Leaders in environmental protection, keeping our lagoons, beaches and oceans clean and safe.



www.lwwd.org



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MEMORANDUM

DATE: May 1, 2025
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Public Information Services Task Order No. 3

RECOMMENDATION:

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

1. Authorize the General Manager to execute Task Order No. 3 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$50,028 for the period of July 1, 2025 through June 30, 2026.
2. Discuss and take action, as appropriate.

DISCUSSION:

LWD entered into an agreement with RTP on March 8, 2023 to provide public information services to the District for a period of three years and twelve weeks. The additional 12 weeks was established to align the Task Order with LWD's fiscal year. Task Order No. 2 to this agreement is set to expire on June 30, 2025.

To continue RTP's services for fiscal year 2026, staff has negotiated the scope of work and fee for Task Order No. 3 with RTP for continued services that are similar to the prior task orders. The agreement's specific tasks include the following:

- ❖ Draft newsletter ideas and graphic design work for the District's biannual newsletters;
- ❖ Assist staff with planning and executing the Field Day/Hands-On Event;
- ❖ Assist staff with maintaining and updating LWD's social media accounts 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 Task Order No. 2 is \$50,028, and staff will include a corresponding funding request in the FY26 budget.

The proposed Task Order No. 3, which includes the Scope of Work and a budget detailing anticipated expenses, is attached for the CAC's review.

th:PJB

Attachment

**TASK ORDER NO. 3
TO THE AGREEMENT BETWEEN
THE LEUCADIA WASTEWATER DISTRICT
AND RISING TIDE PARTNERS (RTP)
FOR PROVIDING PUBLIC INFORMATION SERVICES**

Ref: 25-9096

This Task Order No. 3 to the AGREEMENT is made and entered into this 1th day of July, 2025 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 three-year and twelve-week AGREEMENT on March 8, 2023 for Public Information Services; and

WHEREAS, the DISTRICT has determined it would be most efficient to amend the AGREEMENT to allow CONSULTANT to continue with providing Public Information Services for 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 July 1, 2025 to June 30, 2026 shall include the services described in Attachment A.

ARTICLE 4: COMPENSATION

Compensation for all work performed under Task Order No. 3 shall be calculated on a time and material basis. Compensation for the services described in Attachment A shall not exceed fifty-thousand and twenty-eight dollars (\$50,028) 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 Task Order No. 3 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

July 1, 2025 – June 30, 2026

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 2025:

TASK 1 - NEWSLETTER

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

TASK 2 – UPDATE SOCIAL MEDIA ACCOUNTS

1. Continue to build social media audience and focus on engaging community members.
2. Develop creative taglines for social media 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, Instagram and other outreach channels.
2. 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 \$50,028.

Task Order	Task Subcategories	Hourly Rate	Annual Hours	Budget Total
Task 1 Newsletters				\$13,629.00
	Public Outreach Strategist	\$99.00	21.00	\$2,079.00
	Copy Editor	\$165.00	30.00	\$4,950.00
	Graphic Design	\$132.00	50.00	\$6,600.00
Task 2 Maintain Website and Update Facebook/Instagram				\$20,856.00
	Public Outreach Strategist	\$99.00	40.00	\$3,960.00
	Content Research, Generation and Scheduling	\$66.00	250.00	\$16,500.00
	Web and Online Map Updates	\$66.00	6.00	\$396.00
Task 3 LWD Project Outreach				\$13,365.00
	Public Outreach Strategist	\$99.00	65.00	\$6,435.00
	Research	\$66.00	20.00	\$1,320.00
	Copy Editor	\$165.00	18.00	\$2,970.00
	Graphic Design/Layout	\$132.00	20.00	\$2,640.00
Task 4 Video				\$2,178.00
	Public Outreach Strategist	\$99.00	6.00	\$594.00
	Editing	\$132.00	12.00	\$1,584.00
Total RTP Task Orders Budget				\$50,028.00