

AGENDA

COMMUNITY AFFAIRS COMMITTEE MEETING

LEUCADIA WASTEWATER DISTRICT

Tuesday, February 10, 2026 – 10:30 a.m.

1960 La Costa Avenue, Carlsbad, CA 92009

1. Call to Order

Teleconference with President Brown at the following location:
Moulton Nigel Water District
26161 Gordon Road
Laguna Hills, CA 92653

2. Roll Call

3. Public Comment

4. Discussion of the Spring 2026 Newsletter Proposed Article Topics and Production Schedule. (Pages 2-6)

5. Information Items

None.

6. Directors' Comments

7. General Manager's Comments

8. Adjournment

MEMORANDUM

DATE: February 5, 2026

TO: Community Affairs Committee

FROM: Paul J. Bushee, General Manager

SUBJECT: Spring 2026 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 publication serves as an important communication tool used to provide information to the public.

Staff and Rising Tide Partners worked together to develop the attached proposed production schedule and article ideas that incorporate Board members' and staffs' input. All received article ideas were included in the attached list.

Staff requests that the Community Affairs Committee review the proposed newsletter topics and production schedule, and provide direction by selecting one lead article and two main articles. Once the newsletter topics and production timeline are approved, staff will deliver the draft articles to the Committee according to the finalized schedule for further review and feedback.

th:PJB

Attachments

LWD's Spring 2026 Newsletter Articles Topics/Ideas

1. Lead Article Ideas (Page 1)

- From Classrooms to Careers: How LWD Is Investing in the Next Generation
 - Talk about all the programs (visiting schools, teacher grants, Water Career Day)

2. Main Articles (Page 2)

- Upcoming Smoke Testing
- Sewer Systems vs. Storm drain systems are not the same

3. Educational Opportunities & Tours (Page 2)

- Did you know? Fact
- Interactive fun activity or a brain teaser (e.g. word puzzle or trivia challenge)
- Water Career Day coming soon - call for students/teachers
- FAQs of wastewater
 - Answer a few questions that we commonly get asked
- Environmental Protection
 - Lagoon health
 - How wastewater protection connects to beach season

4. Resources (Page 3)

- Surf Cam
- Reminder: Who to call if you have a sewer blockage
- Homeowner's Lateral Grant Program

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

- Diana Pump Station Project
- FY25 Gravity Pipeline Project
- Batiquitos PS Drywell Repairs Project
- Impact of cleaning wipes/baby wipes in the sewer system
- Fats, Oil, and Grease (FOG) disposal awareness

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

- CWEA Awards local - Community Outreach award
- Jeff Pivaral - Collections Person of the Year San Diego section
- Tianne Baity celebrates 20 years of service
- Curney Russell celebrates 10 years of service
- Performance & safety achievements

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*
- *Visit District's website using a QR code*

LWD Newsletter Production Schedule – Spring 2026 Edition

Weeks of January 12 – February 12

- RTP begin draft Newsletter articles topics/ideas (January 9-22)
- LWD to provide feedback on article topics/ideas to RTP (January 22–January 31)
- LWD to meet with CAC to discuss newsletter outline and content ideas (February 9-12)
- LWD and RTP determine who is writing each article (Decide after CAC)
- LWD and RTP will commence development of Draft 1 newsletter text (Begin after sections are approved at CAC)

Weeks of March 12 – April 13

- LWD will submit Draft 1 of newsletter text to CAC for review (March 9-12)
- LWD and RTP will make requested CAC changes to draft 1 text (March 16-23)
- RTP will work with LWD and graphic designer to start draft layout and gather needed photo assets (March 24–April 4)
- RTP and graphic designer will work to get LWD the newsletter draft layout (April 4–April 12)
- RTP will notify the mailing house of the approximate ship date (April 12) RTP will submit print/mail quotes for staff review (April 13)

Weeks of April 13 – May 16

- RTP will send LWD the newsletter draft layout (By April 12)
- LWD will send RTP edits to the newsletter (April 15–April 19)
- LWD will submit draft newsletter layout to CAC (April 22–26)
- LWD will work with RTP to make requested CAC changes (May 1–May 5)
 - Update feedback from CAC and last day to send edits is May 4 EOD from the Board
- RTP will revise and submit copy and layout design for staff review
 - (May 6–May 11)

Weeks of May 7 – May 30

- LWD staff will provide copy and layout review, comments, and feedback to press ready version (May 4–7)
- RTP will submit the final layout for staff review. LWD will email final

newsletter layout to the Board for review. RTP will make final revisions as needed (May 13-17)

- RTP will prepare final newsletter for printing and mailing and submit to printer (May 20)
- Newsletter is shipped to the mailing house.
- Newsletters are delivered to residents and businesses.
- RTP to send out digital newsletter (May 21-30)