

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

April 20, 2026 – 12:00 p.m.
1960 La Costa Avenue, Carlsbad, CA 92009

Zoom Link

<https://us02web.zoom.us/j/87439999180?pwd=Nfi1co3mGtoJUXPTy42BW8GG8MNbr0.1>

Meeting ID: 874 3999 9180 Passcode: 547571

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. **Spring 2026 Newsletter Draft Layout Review (Pages 2-8)**
5. **Rising Tide Partners (RTP) Agreement Extension for Public Information**
 - A. Authorize the General Manager to execute a two-year extension to the RTP agreement for Public Information Services; and
 - B. Authorize the General Manager to execute Tak Order No. 4 to the Rising Tide Partners Public Information Services Agreement in the amount no to exceed \$54,972 for services through June 30, 2027. (Pages 9-15)
6. **Information Items**
None.
7. **Directors' Comments**
8. **General Manager's Comments**
9. **Adjournment**

MEMORANDUM

DATE: April 16, 2026
TO: Community Affairs Committee
FROM: /s/ Paul J. Bushee, General Manager
SUBJECT: **Spring 2026 Newsletter Draft Layout Review**

RECOMMENDATION:

Staff requests that the Community Affairs Committee (CAC):

1. Review the draft layout for the spring 2026 newsletter; and
2. Discuss and provide direction, as appropriate.

DISCUSSION:

During February 2026, staff and Rising Tide Partners (RTP) developed a list of story ideas, and subsequently drafted the text for the spring 2026 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 2026 newsletter for your review. Staff requests that the committee review the proposed newsletter layout and provide comments as appropriate.

Attachment

th:PJB



From Classrooms to Careers

Educating the Next Generation of Environmental Stewards

At Leucadia Wastewater District (LWD), protecting public health and the environment begins with education. Over the past several years, LWD has expanded its efforts to reach students from **kindergarten through college**, building awareness of wastewater services, environmental stewardship, and **career opportunities in the water industry**.

Through LWD's long-standing **Teacher Grant Program**, more than **20,000 local students** have participated in hands-on lessons exploring wastewater, storm drain awareness, and environmental responsibility. Field Services staff bring equipment and real-world experience directly into classrooms — helping make these concepts tangible for students.

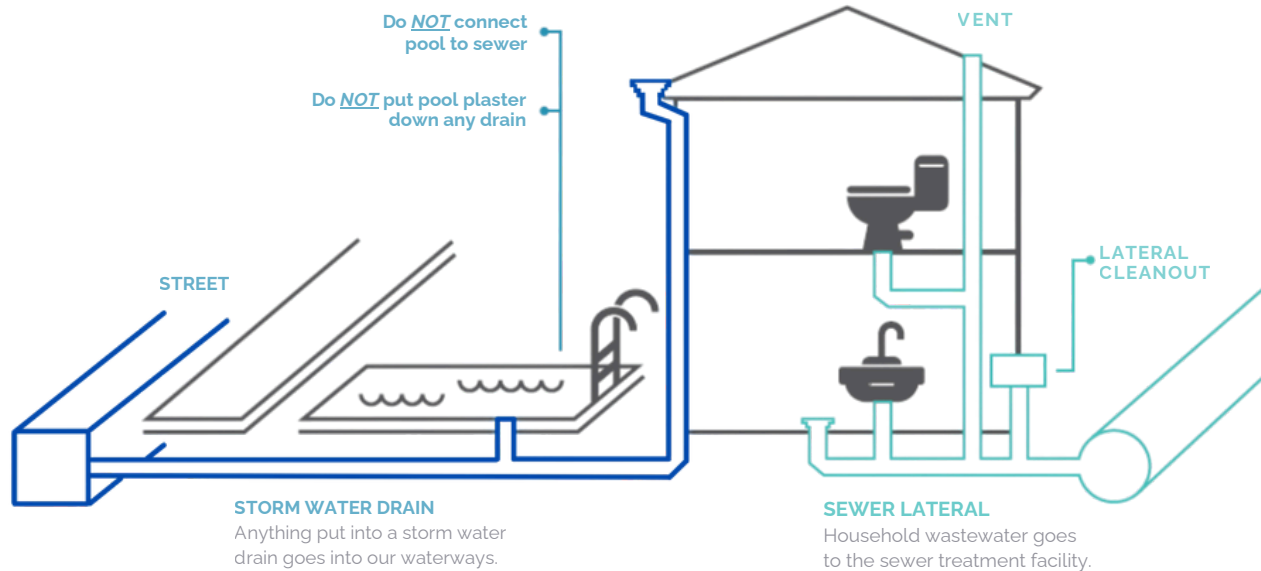
As students advance, LWD continues that connection by introducing them to **essential, hands-on careers that protect our community**. Programs like **Water Career Day on page 3** give students the opportunity to explore these career paths firsthand and connect with industry professionals. By investing in education across all ages, LWD strengthens community understanding while supporting the long-term sustainability of the water and wastewater workforce.



To learn more about the work we do and our history, visit www.lwwd.org or follow us on social media [@LeucadiaWastewaterDistrict](https://twitter.com/LeucadiaWastewaterDistrict).



Storm Drain vs. Sewer: What's the Difference?



While both sewer and storm drain systems are made up of underground pipes, **they are completely separate systems managed by different agencies.**

The sewer system, operated and maintained by LWD, carries wastewater from inside homes and businesses — including water from sinks, showers, toilets, and washing machines. That wastewater travels through a closed pipeline system to regional treatment facilities, where it is treated before being safely released into the ocean or recycled.

Storm drain systems, which are **managed by individual cities — not LWD**, collect rainwater runoff from streets, roofs, and driveways. This untreated water flows into local creeks, lagoons, and ultimately the ocean. During rain events, temporary beach advisories are typically related to stormwater runoff — not the sewer system.



!?! Did You Know?

Batiquitos Lagoon is home to **more than 180 species** of birds throughout the year. Healthy wetlands provide food, nesting areas, and protection for wildlife — which is why protecting water quality matters beyond just our beaches. Learn more here:





Customer Resources & FAQs



Is Your Sewer Blocked? Here's Who to Call

At times, our technicians respond to homeowners' calls about sewer blockages, and LWD can help determine whether the issue is in the public sewer system or a private lateral. If the blockage is not in the District's sewer main, we advise residents to call your plumber to inspect and clean the homeowner's private sewer lateral.

For service or emergencies, call LWD at (760) 753-0155 or scan for more information.



If the sewer lateral needs repair, we offer our customers a Lateral Grant Reimbursement Program. The District has a financial assistance program that can reimburse 50% of the repair cost, up to a maximum of \$3,000.



Details can be found by scanning here:



Word Challenge: Our Local Environment

Unscramble these words related to the environment we help protect:

NOGOLA _ _ _ _ _

RHEON _ _ _ _ _

HTELAH _ _ _ _ _

EHCAB _ _ _ _ _

TEAWR _ _ _ _ _

Answers found on bottom of page 5.

Frequently Asked Questions

Q: Is LWD part of the City of Encinitas or Carlsbad?

A: No. Leucadia Wastewater District is an independent special district that provides wastewater collection services within its service area. See our Service Area Map here:



Q: I just moved here. Do I need to set up a sewer account?

A: No action is typically required. Sewer service charges are included on your property tax bill.

Q: Can I drain my pool into the street?

A: Pool drainage guidelines are managed by your city, as storm drains flow directly to creeks and the ocean. If you are considering discharging pool water to the wastewater system, please contact LWD first for proper direction.

Q: Are "flushable" wipes safe to flush?

A: No. Wipes do not break down like toilet paper and can cause blockages in sewer lines. Only toilet paper should be flushed.



Check Out Our Live Surf Cam

Did you know Leucadia Wastewater District (LWD) hosts a live surf cam overlooking our beautiful local coastline? The camera provides real-time views of the ocean, giving residents and visitors a chance to check surf conditions while enjoying a glimpse of the beaches we work hard to protect.

You can view the live surf cam anytime by visiting www.lwwd.org or scan here:



Replacing Critical Infrastructure Before It Fails



Photo: Gravity Pipeline Project

Pipeline Rehabilitation Project Completed!

LWD recently completed a pipeline rehabilitation project to improve system reliability and address aging infrastructure. The work helps prevent future issues and ensures the system continues to operate efficiently. Projects like this are part of LWD's ongoing efforts to maintain and upgrade its wastewater system.

Batiquitos Pump Station Concrete Repair Completed

LWD recently completed repairs to a corroded concrete beam at the Batiquitos Pump Station, a critical part of the wastewater system. This work restores key infrastructure and helps ensure the facility continues to operate reliably. Pump stations play an essential role in moving wastewater through the system to the treatment plant.

Annual Water Career Day

Leucadia Wastewater District's award-winning Water Career Day introduces students to career opportunities in the water and wastewater industry. Hosted in partnership with San Elijo Joint Powers Authority and Olivenhain Municipal Water District, the event brings together high school students, college students, and veterans for a hands-on look at careers that support public health and environmental protection.

Participants engage in interactive demonstrations, speak directly with industry professionals, and explore a wide range of career paths — from field operations and skilled trades to technical and engineering roles. Water Career Day is part of LWD's ongoing commitment to building awareness and supporting the next generation of water professionals. **For more information, check out last year's event here:**





Standout Achievements: Staff Awards, Professional Certs, District Awards *Congratulations to:*



Jeffrey Pivaral: CWEA Collections Person of the Year

LWD is proud to announce that Jeffrey Pivaral, Field Services Technician, has been named Collections Person of the Year by the California Water Environment Association (CWEA). This award recognizes excellence in maintaining wastewater collection systems. Jeffrey's dedication to preventative maintenance, safety, and service reliability helps protect our community and local waterways. Congratulations, Jeffrey, on this well-earned honor.



Executive Assistant
Tianne Baity - Service Award



Field Services Technician
Curney Russell - Service Award



Community Engagement Award

Leucadia Wastewater District, in partnership with San Eljio Joint Powers Authority and Olivenhain Municipal Water District, received the CWEA Community Engagement and Outreach Program of the Year Award for Water Career Day. The award recognizes collaborative efforts to educate students and introduce career opportunities in the water and wastewater industry.



Congratulations To:



Field Services Technician Angel Hinojosa for receiving his Grade 2 Collection System Maintenance certification from the California Water Environmental Association and was promoted to a Field Services Technician 2.



Field Services Technician Matthew Anderson for receiving his Grade 2 Collection System Maintenance certification from the California Water Environmental Association! Matthew was also promoted to a Field Services Technician 2.



Field Services Supervisor Rick Easton for his recent promotion from Field Services Technician 3 to Field Services Supervisor. In his new role, Rick will help lead a team responsible for maintaining the District's sewer system and protecting our community's beaches, lagoon, and neighborhoods.

Answers to word scramble: Lagoon, Heron, Health, Beach, Water



1960 La Costa Avenue
Carlsbad, CA 92009
(760) 753-0155

Downstream 2026 Spring Newsletter

Inside this newsletter, read about wastewater education, capital improvement projects, frequently asked questions, and helpful community resources.

Subscribe to our email newsletter for biannual updates from the District at:



Quick Question:

How many species of birds have been documented at the Batiquitos Lagoon? Answer inside.

- A) 25 B) 75 C) More than 180



Photo Submitted by Jimmy Rigg



Leucadia Wastewater District Newsletter

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



www.lwwd.org



[@leucadiawastewater](https://www.facebook.com/leucadiawastewater)



[@LeucadiaWastewaterDistrict](https://www.instagram.com/LeucadiaWastewaterDistrict)



[@leucadiawastewaterdistrict6654](https://www.youtube.com/channel/UCleucadiawastewaterdistrict6654)

Visit our website or social media pages for more information



MEMORANDUM

DATE: April 16, 2026
TO: Community Affairs Committee (CAC)
FROM: /s/ Paul J. Bushee, General Manager
SUBJECT: **Rising Tide Partners Agreement Extension for Public Information Services**

RECOMMENDATION:

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

1. Authorize the General Manager to execute a two-year extension to the Rising Tide Partners (RTP) agreement for Public Information Services, and
2. Authorize the General Manager to execute Task Order No. 4 to the Rising Tide Partners Public Information Services Agreement in the amount no to exceed \$54,972.00 for services through June 30, 2027.
3. Discuss and take action, as appropriate.

DISCUSSION:

In March 2023, the Leucadia Wastewater District (LWD) entered into an agreement with RTP to provide public information services. The period of this agreement was for three years and twelve weeks, which concludes on June 30, 2026. The agreement included an option to extend the agreement for two additional years through June 30, 2028. This structure was designed for efficiency and to maintain continuity of service if deemed beneficial by both LWD staff and RTP.

As the initial term approaches its expiration, staff has been satisfied with RTP's performance and recommends executing the two-year contract extension option to extend the agreement through June 30, 2028.

Consistent with the terms of the original agreement, the extension does not establish a predetermined compensation amount. Instead, RTP's tasks will continue to be issued through task orders with a negotiated compensation limit.

Task Order No. 4

Staff has negotiated a scope of work for Task Order No. 4 and associated fees for the upcoming fiscal year 2026/2027. It includes similar services as the prior agreement. The agreement's specific tasks include the following:

- ❖ Draft newsletter ideas and graphic design work for the District's biannual newsletters;
- ❖ Assist staff with maintaining and updating LWD's social media accounts as required;
- ❖ Assist staff with the Teacher Grant Program;
- ❖ Assist staff with Public Outreach events;
- ❖ Develop project outreach materials, as required; and
- ❖ Develop, create, and edit video content for LWD's use on social media/website.

FISCAL IMPACT:

The total proposed fee for these services is \$54,972.00, which reflects a 10 percent increase from the prior year. While this is an increase, RTP's fees have remained relatively stable over the past several fiscal years. Funding for these services would be included in the FY2027 budget.

Staff believes it is in LWD's best interest to continue these services and has been very pleased with RTP's public outreach services. RTP has provided valuable support in helping keep the District's public information efforts current and in enhancing LWD's ability to provide timely and effective communication to the public.

The proposed agreement extension and Task Order No. 4 are attached for the CAC's review.

th:PJB

Attachments

AMENDMENT NO. 1

**TO THE AGREEMENT BETWEEN
THE LEUCADIA WASTEWATER DISTRICT
AND RISING TIDE PARTNERS
FOR PUBLIC INFORMATION SERVICES**

This Amendment No. 1 to the AGREEMENT is made and entered into this 1st day of July 2026 by and between the LEUCADIA WASTEWATER DISTRICT, hereinafter referred to as DISTRICT, and RISING TIDE PARTNERS (CONSULTANT), an independent contractor, with a principal place of business in San Diego, California.

WHEREAS, the DISTRICT and CONSULTANT entered into an AGREEMENT on March 8, 2023 for public information services to supplement the DISTRICT’s resources;

WHEREAS, the DISTRICT has determined it would be most efficient to amend the AGREEMENT to allow CONSULTANT to continue to provide public information services to 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 1: TERM OF CONTRACT

Amendment No. 1 became effective on July 1, 2026, and extends the term of the AGREEMENT to June 30, 2028, unless terminated under the provisions of Article 7 of the AGREEMENT.

All other provisions of the original AGREEMENT shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties hereto caused this Amendment to be executed the day and year first written above.

LEUCADIA WASTEWATER DISTRICT

RISING TIDE PARTNERS

By: _____
Paul J. Bushee, General Manager

By: _____
Neal Bloom, Chief Executive Officer

**TASK ORDER NO. 4
TO THE AGREEMENT BETWEEN
THE LEUCADIA WASTEWATER DISTRICT
AND RISING TIDE PARTNERS (RTP)
FOR PROVIDING PUBLIC INFORMATION SERVICES**

Ref: 26-9529

This Task Order No. 4 to the AGREEMENT is made and entered into this 1st day of July, 2026 by and between the LEUCADIA WASTEWATER DISTRICT, hereinafter referred to as the DISTRICT, and RISING TIDE PARTNERS, hereinafter referred to as CONSULTANT.

WHEREAS, the DISTRICT and CONSULTANT extended their initial three-year and twelve-week agreement for two additional years via Amendment No. 1 to the AGREEMENT for Public Information Services; and

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, 2026 to June 30, 2027 shall include the services described in Attachment A.

ARTICLE 4: COMPENSATION

Compensation for all work performed under Task Order No. 4 shall be calculated on a time and material basis. Compensation for the services described in Attachment A shall not exceed fifty-four thousand nine hundred and seventy-two dollars (\$54,972.00) 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. 4 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, 2026 – June 30, 2027

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 2027:

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 conduct outreach such as 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. Create 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 \$54,972.00.

Fiscal Year 2027

Task Order	Task Subcategories	Hourly Rate	Annual Hours	Budget Total
Task 1 Newsletters				\$14,976.00
	Public Outreach Strategist	\$108.00	22.00	\$2,376.00
	Copy Editor	\$180.00	30.00	\$5,400.00
	Graphic Design	\$144.00	50.00	\$7,200.00
Task 2 Maintain Website and Update Facebook/Instagram				\$22,536.00
	Public Outreach Strategist	\$108.00	40.00	\$4,320.00
	Content Research, Generation and Scheduling	\$72.00	248.00	\$17,856.00
	Web and Online Map Updates	\$72.00	5.00	\$360.00
Task 3 LWD Project Outreach				\$14,580.00
	Public Outreach Strategist	\$108.00	65.00	\$7,020.00
	Research	\$72.00	20.00	\$1,440.00
	Copy Editor	\$180.00	18.00	\$3,240.00
	Graphic Design/Layout	\$144.00	20.00	\$2,880.00
Task 4 Video				\$2,880.00
	Public Outreach Strategist	\$108.00	8.00	\$864.00
	Editing	\$144.00	14.00	\$2,016.00
Total RTP Task Order Budget				\$54,972.00