

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

August 3, 2026 – 11:30 a.m.
1960 La Costa Avenue, Carlsbad, CA 92009

Link: [Join Teams Meeting](#)

Meeting ID: 249 454 510 349 890

Passcode: 5bt6g7pb

1. **Call to Order**
Teleconference with President Brown at the following location:
Moulton Niguel Water District
26161 Gordon Road
Laguna Hills, CA 92653
2. **Roll Call**
3. **Public Comment**
4. **Discussion of the Fall 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: July 30, 2026
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Fall 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 Fall 2026 Newsletter Articles Topics/Ideas

1. Lead Article Ideas (Page 1)

- *How technology plays a role in maintaining sewers*
 - *L1 Condition Assessment by using SmartBall Technology*
 - *Electric Vehicle to House Critical CCTV Inspection Equipment*
- *Water Career Day*

2. Main Articles (Page 2)

- *The Risks of Tampering with Manholes (safety and public health risk reminder)*
- *Fiscal year end stats for 2026 graphic*
 - *82 miles of pipeline video inspected*
 - *184 miles of pipeline cleaned*
 - *84 million of gallons of recycled water produced*

3. Educational Opportunities & Tours (Page 3)

- *Did you know? Fact*
- *Teacher Grant Applications Open*
- *What Not To Flush - FOG for holidays*
- *Smoke Testing results*
- *Are you a smart flusher? Take the [quiz](#)*

4. Resources (Page 4)

- *Lateral Reimbursement*
- *See our Crew? Scan the QR Code and Learn More*

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

- *Diana Pump Station Project*
- *Fiscal Year 2027 Pipeline Project*

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

- *CASA Award*
- *Cert. of Achievement for Excellence in Financial Reporting*
- *25 Years of Service - Trisha*

- *6 years without lost time to work-related injuries*

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*
- *QR code*

LWD Newsletter Production Schedule – Fall 2026 Edition

Weeks of July 1st–August 28th: Ideation & Copywriting

- LWD and RTP begin draft Newsletter articles topics and content ideas (July 1st – 7th)
- LWD to provide feedback on article topics and content ideas to RTP (July 7th–22nd)
- LWD to meet with CAC to discuss newsletter outline and content ideas (August 11th–13th)
- LWD and RTP determine who is writing each article
- LWD and RTP will commence development of Draft 1 newsletter text (August 14th–28th)

Weeks of August 31st–September 11th: Copywriting

- LWD will submit Draft 1 of newsletter text to CAC for review (August 31st–September 11th)
- LWD will make requested CAC changes to draft 1 text
- RTP will gather needed photo assets and start draft layout and graphic designer

Weeks of September 11th–October 19th: Draft layout

- RTP will send LWD the newsletter draft layout (by September 22nd)
- LWD will send RTP edits to the newsletter (September 22nd–28th)
- LWD will submit draft newsletter layout to CAC (October 5th–13th)
- LWD will work with RTP to make requested CAC changes
- RTP will revise and send layout design for LWD review (by October 19th)

Weeks of October 20th–November 6th: Finalize newsletter

- LWD will email final newsletter layout to Board for review (by October 23rd)
- RTP will make final revisions as needed (by October 30th)
- RTP will submit print/mail quotes for staff review (by November 5th)
- RTP will prepare final newsletter for printing and mailing and submit to printer (by November 6th)
- RTP will notify the mailing house of the approximate ship date

Weeks of November 6th-20th: Delivery

- Printer prepares newsletter & ships out newsletter (November 6th-20th)
- RTP will create and send LWD digital newsletter (by November 16th)