

**AGENDA**

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT**

April 21, 2016 – 12:00 PM.  
1960 La Costa Avenue, Carlsbad, CA 92009

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- 1. Call to Order**
- 2. Roll Call**
- 3. Public Comment**
- 4. New Business**
  - A. Discussion of the 2016 Spring Newsletter Proposed Article Topics and Production Schedule. (Pages 2-5)
  - B. Discussion of the District's Branding Strategy (verbal)
- 5. Information Items**
  - A. 2016 Encinitas EcoFest is scheduled for Sunday, May 15, 2016 from 10AM-5PM. (verbal)
- 6. Director's Comments**
- 7. General Manager's Comments**
- 8. Adjournment**

**MEMORANDUM**

**DATE:** April 15, 2016  
**TO:** Community Affairs Committee (CAC)  
**FROM:** Paul J. Bushee, General Manager  
**SUBJECT:** Spring 2016 Newsletter



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**RECOMMENDATION:**

1. Discuss and provide direction as appropriate.

**DISCUSSION:**

Developing LWD's spring newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2016 Tactics & Action Plan. As such, the development of the newsletter is an important part of LWD's Public Information Program. Staff has initiated discussions with Rising Tide Partners (RTP) for production of the 2016 spring newsletter and RTP has subsequently developed proposed article ideas and a production schedule for the CAC's review (attached).

Staff is requesting that the CAC discuss the story ideas; review the proposed production schedule; and provide direction prior to development of draft text. Once the story ideas and schedule are approved, RTP will provide draft text to the CAC in accordance with the approved production schedule.

th:PJB

Attachments

### **Spring 2016 Newsletter Outline**

#### **1. LWD Performance (*this will be the Cover article*)**

##### **a. Environmental Performance**

- 10 year reduction in total number of Sewer System Overflows (SSOs)
- Our GM attributes this improvement to several factors including strong Board support for investing in our infrastructure, the shift in focus from hydro-cleaning to Closed Circuit Television (CCTV) inspections, enhanced recruitment process, and the procurement of new equipment.

##### **b. Innovative/Unique use of Resources**

- Recycled water in VACTOR trucks
- Updates from North San Diego Water Reuse Coalition...

##### **c. System Overview**

- Gafner Facility condition assessment/state of the agency/proposed improvements

#### **2. Semi annual performance - Nov 1 2015 - May 1 2016**

- a. Total million gallons of water treated
- b. Solids sent to EWA for reuse into fertilizer
- c. Total million gallons of water recycled and reused for irrigation
- d. NPDES permit compliance/exceeded
- e. 4 years w/o a lost time injury = reduced insurance cost to keep rates low

#### **3. LWD Helps Teachers Educate their Students**

- a. Ms. June Honsberger from La Costa Canyon High School will receive \$1,000 to fund the school's Native Plant Garden.
- b. Mr. Chris Noonan from La Costa Heights Elementary School will receive \$1,000 to help fund their SWPPP Internship Field Trip and Water Test Labs.
- c. Ms. Tanya DeGregorio from Park Dale Lane Elementary School will receive \$1,000 to help fund the school's Water Wise Learning and Demonstration Garden.
- d. Ms. Mim Michelove from the Encinitas Unified School District Farm Lab will receive \$1,000 to help fund the Israeli Rain Barrel Project

#### **4. Investment/Construction Update - Where is your money going?**

- a. Investment Update/Upgrades to improve service and Protect the Pacific

- L1 Force main project/ Leucadia Force main West Section
- Solar Panels on Batiquitos Pump Station
- Gravity pipeline repair priority list (include a map of the areas affected) and award for 2016
- Recycled Water Program Status Update (verbal from 2/16)
- Saxony Pump Station rehab
- Village Park 5 Pump station replacement
- Scotts Valley Pipeline Repair/Rehab

## 5. Awards & People of LWD

### a. People/Individual Awards

- CWEA Collection System Maintenance Grade 2 Rick Easton – 3<sup>rd</sup> certification since 2013 when he joined LWD
- Field Services Technician Todd Amos received the CWEA San Diego Local Section Collections System Person of the Year Award
- Ryan and Hugo = Grade T1 Cert from SWRCB

### b. Agency Awards

- Outreach program of the year Award 2015 (CWEA SD Section)
- CSMFO Outstanding Financial Reporting 2014–15, 7 consecutive years
- The District received the California Water Environment Association (CWEA) San Diego Local Section Community Engagement & Outreach Award for its "No Wipes Down the Pipes" campaign

### c. Special section on Chuck LeMay (retired January 19<sup>th</sup>).

## 6. "Keeping Things Flowing Smoothly"

- Ways for homeowners to do their part to prevent sewage spills – including be to be sure contractors don't dispose of any materials or chemicals down a manhole.
- Upcoming easement inspections and the individual outreach process we follow

# **RISEING TIDE**

## **PARTNERS**

### LWD Newsletter Production Schedule – Spring 2016 Edition

#### Week of April 18<sup>th</sup>

- Meet with CAC to discuss newsletter outline, content, and draft style guide ☐
- RTP will start development of Draft 1 copy ☐
- RTP will coordinate with staff and mailing house regarding any updates to the mailing database,

#### Week of April 25<sup>th</sup>

- RTP will submit Draft 1 copy for staff review
- LWD staff will provide copy review, comments, and feedback
- RTP will revise and submit Draft 2 copy for CAC review
- RTP will work with graphic designer to start draft layout and determine needed photo assets

#### Week of May 2<sup>nd</sup>

- Meet with CAC to discuss changes on Draft 2 copy. ☐
- RTP and LWD staff will determine card stock and print parameters.
- RTP will obtain three print and mailing quotes so staff can prepare purchase orders. ☐

#### Week of May 9<sup>th</sup>

- RTP will revise and submit copy and layout for staff review.
- LWD staff will provide copy and layout review, comments, and feedback.
- RTP will make revisions and submit for CAC review. ☐
- RTP will submit print/mail quotes for staff review.

#### Week of May 16<sup>th</sup>

- RTP will meet with LWD staff and Committee to get final comments and ☐revisions. ☐
- RTP will submit final layout for staff review. LWD will submit final☐newsletter layout to Board for review. RTP will make final revisions as needed. ☐

#### Week of May 23<sup>rd</sup>

- RTP will prepare final newsletter for printing and mailing and submit to printer. ☐
- RTP will notify mailing house of approximate ship date. ☐

#### Week of May 30<sup>th</sup> ☐

- Newsletter is shipped to mailing house
- Newsletter is delivered to residents and businesses.