

**AGENDA**

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT**

February 13, 2014 – 9:30 a.m.  
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 2014 Spring Newsletter Proposed Article Topics and Production Schedule. (Pages 2-4)
5. **Information Items**
  - A. Website Update. (verbal)
6. **Director's Comments**
7. **General Manager's Comments**
8. **Adjournment**

**MEMORANDUM**

**DATE:** February 7, 2014  
**TO:** Community Affairs Committee  
**FROM:** Paul J. Bushee, General Manager  
**SUBJECT:** Spring 2014 Newsletter



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**RECOMMENDATION:**

1. Discuss and provide direction as appropriate.

**DISCUSSION:**

Staff has identified newsletter development as a critical part of LWD's Public Information Program and has initiated discussions with TRG and Associates (TRG) for production of the 2014 Spring newsletter. TRG developed proposed article ideas and a production schedule for the committees review (Attached).

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

cal:PJB

Attachments

**Proposed Spring 2014 Newsletter Topics:  
(not necessarily in this order)**

**1. Capital Projects Overview:**

We are suggesting that we use some of the new photos taken for the website so show how LWD protects Batiquitos Lagoon, the beach, and the community by continually improving LWD facilities to prevent spills before they happen. Even though some of these projects are underground, they are helping to keep the system in good condition, keeping with our mission to protect our local environment and the community. We will use some beach, lagoon and community shots and possibly showing staff/maintenance shots as well.

**2. Awards:**

- CWEA San Diego Chapter, Small Agency Safety award
- CSRMA Workers Comp Award for no accidents
- Collection System of the Year – Gabe Mendez

**3. Proposition 218 Notice April 2014** – mention the Financial Management Plan and how rate increases are planned for every three years to prevent high rate spikes. LWD still has one of the lowest rates in the County.

**4. Website Upgrade** – invite readers to log onto the new site and describe some of the new features.

**5. Teacher Grant Update**

**6. The Drought and the need for recycled water** – mention of the Coalition, recycled water being used at Omni La Costa and the statewide mandate for conservation.

**Proposed Newsletter Production Schedule:**

We would like to publish in mid-April. This is a more compressed production schedule than usual.

**Week of February 11<sup>th</sup>**

- CAC meeting to discuss newsletter topics
- TRG starts writing with approved newsletter topics

**Week of February 17<sup>th</sup>:**

- TRG will email draft 1 copy of text to staff for review.

**Week of February 24th:**

- LWD staff will provide comments back to TRG.
- TRG will send back edited version for CAC review.
- LWD will schedule CAC meeting for week of March 4<sup>th</sup> to review/comment.
- TRG will initiate rough layout and submit to staff for review.

**Week of March 3rd:**

- TRG/Staff/CAC will meet to go over comments.
- TRG will work on draft layout
- TRG will coordinate with staff and mailing house regarding any updates to the mailing database.

**Week of March 10th:**

- TRG will submit draft design with text for review.

**Week of March 17th:**

- LWD will review draft design.
- TRG will submit draft 2 design and copy for review.
- TRG will meet with CAC if needed to receive comments.

**Week of March 24th**

- LWD will get final comments on layout/illustration and text to TRG.
- ITRG will return final draft for review.

**Week of March 31st**

- LWD staff and Committee will provide final comments and revisions.
- TRG will provide final newsletter for review.
- CAC meeting if needed.
- TRG will work on preparing newsletter for print.

**Week of April 7<sup>th</sup>**

- TRG will submit final final (if needed) newsletter for staff and Committee review. TRG will make final revisions if needed.
- TRG will submit final newsletter layout to printer. Printing takes approximately 4-5 business days

**Week of April 14<sup>th</sup>**

- TRG will coordinate with printer and mailing house.
- TRG will notify mailing house of approximate ship date.

**Week of April 21st**

- Newsletter is delivered to residents and businesses.