

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

February 24, 2015 – 9:30 a.m.
1960 La Costa Avenue, Carlsbad, CA 92009

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
 - A. Discussion of the 2015 Spring Newsletter Proposed Article Topics and Production Schedule. (Pages 2-6)
5. **Information Items**

None.
6. **Director's Comments**
7. **General Manager's Comments**
8. **Adjournment**

MEMORANDUM

DATE: February 19, 2015
TO: Community Affairs Committee (CAC)
FROM: Paul J. Bushee, General Manager
SUBJECT: Spring 2015 Newsletter



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 2015 Tactics & Action Plan. As such, the development of the newsletter is a critical part of LWD's Public Information Program. Staff has initiated discussions with TRG and Associates (TRG) for production of the 2015 spring newsletter and TRG 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, TRG will provide draft text to the CAC in accordance with the approved production schedule.

cal:PJB

Attachments

LWD Spring Newsletter Topics – Draft 1

January 29, 2015

This is a brief overview of the newsletter topics

Cover Article:

LWD's Operations Require Skilled Operators

You might see LWD's field operations staff hard at work in the streets, maintaining the District's 10 pump stations and over 200 miles of pipelines. To ensure that wastewater is safely transported to the Encina Wastewater Authority plant for treatment, our employees work hard not only in the streets, but in the classroom! Employees are certified and trained on all the complex technical equipment they may need to use, and cross-trained, to work in our four areas of operations: hydrocleaning, pump station maintenance, the CCTV truck and our Gafner water recycling plant. Ongoing testing and refresher training keeps knowledge sharp and up-to-date, and many employees have chosen to continue their education at the university level, completing degree programs while working for the District.

This article will highlight 3-4 operators, describing their credentials and time at the District, along with photos showing the different operations.

Inside:

North County Recycled Water Coalition Secures a \$3.45 Million Grant

This project is a comprehensive cross-jurisdictional partnership, matching areas with a high demand for recycled water to facilities that can produce enough recycled water to meet that demand. These funds come from the passage of state Proposition 84, specifically to implement projects that augment local water supply demands. LWD is a participating member of the Coalition.

Highway 101 Construction Protects Lagoon and Beaches

Pipelines that transport raw sewage along Highway 101 from our Batiquitos Pump Station to the Encina Wastewater Authority's treatment plant are aging, which makes them prone to breaks or leakage. Sensitive areas including nesting sites for endangered birds, Batiquitos Lagoon and a stretch of Carlsbad State Beach could be impacted by any sewage spills along this pipeline. By replacing these pipes before there are breaks or sewage spills, the District is helping to protect our local environmental treasures. Construction began at the South end of the project area to be finished by the beginning of Least Tern nesting season to avoid any disturbance to the endangered birds; the project is due to be completed by June 2015.

Wipes Don't Belong in the Toilet

You might use many disposable wipes in your bathroom, for cleaning, makeup removal or to augment toilet paper. But even wipes marked "flushable" don't dissolve like toilet paper and are clogging pipelines and pump stations. Please dispose of all wipes in the trash—don't risk a clog or sewage backup!

LWD Awards

CSRMA Excellence Award for no Workers Compensation claims for an entire year

SD CWEA Engineering Achievement Award for its recycled water plant (need more information)

Employee Highlights

Trisha Hill, Employee of the Year

Steve Krason, San Diego CWEA, Mechanical Technician of the Year



February 17, 2015

**To: Chuck Le May, Administrative Manager
Trisha Hill, Executive Assistant**

From: Lois Humphreys, TRG & Associates

RE: Newsletter Production Schedule – Spring 2015 Edition

Week of February 23rd:

- Meet with CAC to discuss newsletter ideas, graphics and content
- TRG will start development of draft 1 copy
- TRG will coordinate with staff and mailing house regarding any updates to the mailing database.

Week of March 2nd:

- TRG will submit draft 1 copy for staff review.

Week of March 9th:

- LWD staff will provide comments and TRG will make changes and submit copy for CAC review.
- TRG will make arrangements with staff to take photos for lead article.

Week of March 16th:

- TRG and LWD CAC and staff will meet to get changes for text.
- TRG will get three print and mailing quotes so staff can prepare purchase orders.
- TRG will work with graphic designer to start draft layout.

Week of March 23rd :

- TRG will submit draft 2 copy and layout for staff review. TRG will make revisions and submit for staff/CAC review.
- TRG will submit print/mail quotes for staff review. Staff will prepare purchase orders for awarded firm.

LWD Spring 2015 Production Schedule – page 2

Week of March 30th:

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

Week of April 6th:

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

Week of April 13:

- Newsletter is shipped to mailing house.

Week of April 20th:

- Newsletter is delivered to residents and businesses.