


AGENDA
COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT

July 7, 2015 – 9:30 AM
1960 La Costa Avenue, Carlsbad, CA

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **Old Business**
 - A. Discuss the Flushable Wipes Campaign. (Pages 2-5)
5. **New Business**
 - A. Discussion of the 2015 Fall Newsletter Proposed Article Topics and Production Schedule. (Pages 6-9)
6. **Information Items**
 - A. Flora Vista Elementary School's Public Service Announcement video. (Verbal)
7. **Director's Comments**
8. **General Manager's Comments**
9. **Adjournment**

MEMORANDUM

DATE: July 2, 2015
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Public Outreach Efforts - Do Not Flush the "Flushable Wipes"

RECOMMENDATION:

1. Discuss and provide direction as appropriate.

DISCUSSION:

During the June 2, 2015 CAC meeting, the committee reviewed and discussed TRG's proposed promotional campaign about the flushable wipes issue. The CAC determined that the proposed campaign warranted further discussion.

TRG has provided a revised promotional campaign that includes additional information on costs and it is attached for your review. Staff recommends that the CAC discuss these items and provide direction as appropriate.

th:PJB

Attachment



June 30, 2015

To: Chuck Le May, Administrative Services Manager

From: Lois Humphreys & Jennifer Beales

RE: **Promotional Campaign about Wipes**

The issue: wipes that are deemed “flushable” are not; in fact, they are clogging pipelines and pump stations, requiring more maintenance and disposal costs to get rid of them. Because they are advertised as flushable, consumers continue to flush them down the toilet. LWD staff working at the Ecofest found that very few people are aware that wipes are not flushable. A more visible education campaign is needed to help build awareness of the issue and the problem. Fortunately, we live in a community that values the environment and doing the right thing; therefore we think that once people know what a problem wipes are, they will change behaviors or stop buying them altogether.

It would be optimal to use multiple avenues *concurrently* for getting the message out – this increases awareness by reaching people through various means. With the following strategies, we could plan a fall campaign and then repeat some of the actions in the spring; all the while stepping up our social media presence and reach.

We have developed some ideas and strategies that would meet the objectives of raising awareness and changing behavior. Some of the estimated outside costs (District costs) associated with these ideas are listed, and we believe we can develop and implement a wipes campaign within our recommended FY 2016 budget.

1. Create Distribution Network for Materials

We would contact the cities of Encinitas and Carlsbad, local environmental stores, environmental groups and local plumbers to see if they would distribute and/or reach their constituencies via social media, at events, home visits (plumbers), and at counters, leaving refrigerator magnets and/or information. District staff could also distribute when they are working with local residents and they could be at the LWD counter.

2. Use Flora Vista Wipes Video

Use the Flora Vista video on wipes on the website, Facebook and YouTube and ask our distribution networks to also share them. We would also send this to local TV stations to generate interest in the news story.

Wipes Campaign Costs

3. Distribute Door Hangers

Use door hangers that are distributed throughout the District that describe the problem and solutions.

4. Pitch Wipes Story to San Diego Media

At the same time, we would pitch a story to local television news media about the problem, and have them come to the district for an interview and to shoot video. We could also show them the kids' video and they could post them on their website. We think the story is compelling enough to get their attention.

5. Use Wipes Story for Front Cover of Fall 2015 Newsletter

We would want to coordinate other outreach efforts around the same time to maximize attention on the issue.

6. Create Three Poster Boards for Table Top Display

One panel would focus on wipes, while the other two might be general information, the service map and other useful information. TRG has a three-panel table top display panel that we can give or loan to the District so that the only costs are the poster boards. These poster affix with Velcro and can be switched to other posters depending on the event.

7. Create Magnetic Truck Signs

Create a colorful magnet sign that could be on all District vehicles so that commuters would start to see the messages more often.

Costs:

1. Refrigerator Magnets

Design: (included in TRG budget)

Production: \$120 for 500; \$55 for 200 plus sales tax

2. Use FV Video (included in TRG budget)

3. Door Hangers (approx. 20,000)

Design: \$800

Print/distribution \$4,025-\$4,500 is one quote – we may be able to do cheaper by printing with Got Print.

4. Media coverage (in TRG budget)

5. Wipes newsletter story (in TRG budget)

Wipes Campaign Costs

6. Poster Boards
Design: \$2,850
Production: approx. \$325 for three
7. Magnetic Truck Signs
Design: \$225
Production: 17.7" x 11.6"
\$200 for 10 signs

Total LWD Costs: \$9,400

To be safe, I would use \$10,000 to include adjustments in quotes if over 30 days, to add sales tax, and increase if needed, the number of door hangers, refrigerator magnets and truck signs.

MEMORANDUM

DATE: July 2, 2015
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager
SUBJECT: Fall 2015 Newsletter



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 2015 Fall newsletter. TRG developed proposed article ideas and a production schedule for the committee's review (Attached).

Staff is requesting that the committee 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 staff and CAC in accordance with the approved production schedule.

th:PJB

Attachments



June 29, 2015

To: Chuck LeMay, Administrative Manager
Trisha Hill, Executive Assistant

From: Lois Humphreys, TRG & Associates

RE: **Fall 2015 Newsletter Topics**

Wipes – possible lead story, describing the problems that have occurred (or can occur) to pump stations and domestic pipes; explaining why they are not flushable.

Resource Recovery at Encina – reusing solid waste, water, methane as valuable resources; recovering phosphorus from wastewater to be used in fertilizer; mentioning the old flare of methane now used for energy; Encina's new FOG station that can recover methane used for heat drying. This could take up entire inside with photos and graphics showing what is reused and what it's used for.

Drought conditions means less water through the pipes; how does it impact wastewater treatment.

Awards and Accolades on back cover



June 29, 2015

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

From: Lois Humphreys, TRG & Associates

RE: Newsletter Production Schedule – Fall 2015

Week of July 7:

- Meet with CAC on July 7 to review newsletter topics.

Week of July 13:

- TRG will develop draft 1 of newsletter copy and submit for review.

Week of July 20:

- LWD provides edits to Draft 1 text. TRG will email back revised copy.

Week of July 27:

- TRG and LWD staff will meet with CAC to review and comment.
- TRG submits revised copy to staff for review.
- TRG meets with graphic designer to initiate design/layout, shoot photography at Encina.

Week of August 3:

- TRG will initiate draft design/layout of the newsletter and submit first layout with revised text to staff for review and comment.
- TRG will solicit bids for printing and mailing.
- TRG provides bids to staff for review. TRG will get three print and mailing quotes so staff can prepare purchase orders.

Week of August 17:

- TRG will meet with CAC to review text and layout. TRG will make changes and submit for review. After staff review/changes, newsletter will be submitted to Board for final review.

LWD Fall 2015 Production Schedule – page 2

Week of August 31:

- TRG will make any additional changes and submit final design for review.
- TRG will prepare final newsletter to selected printer and notify mail house that printing will be completed within 7 days.
- Final layout is sent to printer

Week of September 7-14:

- Newsletter is sent to mailing house for prep.
- Newsletters should be delivered approximately two weeks after print and mail processing.
- TRG will prepare web copy for emails and submit to staff.