

AGENDA

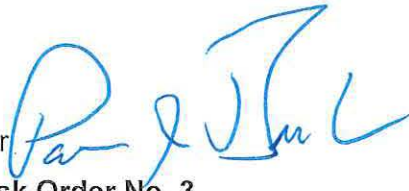
**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

June 15, 2017 – 9:00 AM.
1960 La Costa Avenue, Carlsbad, CA 92009

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
 - A. Authorize the General Manager to execute Task Order No. 3 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$56,600. (Pages 2-5)
 - B. Discussion of the 2017 Summer Newsletter Proposed Article Topics and Production Schedule. (Pages 6-10)
 - C. Open House Proposed production schedule and update of completed tasks. (Pages 11-17)
5. **Information Items.**

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

MEMORANDUM

DATE: June 12, 2017
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Public Information Services Task Order No. 3

RECOMMENDATION:

Staff requests that the Community Affairs Committee (CAC) recommend that the Board of Directors:

1. Authorize the General Manager to execute Task Order No. 3 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$56,600.
2. Discuss and take action, as appropriate.

DISCUSSION:

LWD entered into an agreement with RTP on March 9, 2016 to provide public information services to the District for an initial 3 year period. Task Order #1 of this agreement was effective March 9, 2016 - June 30, 2016. Task Order #2 of this agreement was effective July 1, 2016 to June 30, 2017.

Staff has negotiated the scope of work and fee for Task Order No. 3 with RTP and it includes services that are most important to LWD's public information program and includes tasks relating to the 2017 Community Open House event. Specific tasks include:

- project management services;
- drafting and designing of newsletter(s);
- assisting staff in maintaining and updating LWD's website as required;
- assisting staff in maintaining and updating LWD's Facebook as required;
- developing project outreach and construction relations media, as required; and
- assisting with industry outreach and speakers' bureau program.

As can be seen, many of the services to be provided are part of LWD's ongoing outreach efforts. Staff believes these items are important for keeping LWD's public information efforts current, as well as enhancing LWD's ability to provide timely information to the media and the public. The total proposed fee for Task Order No. 3 is \$56,600. Sufficient funds have been included in the FY18 budget to cover these expenses.

Proposed Task Order No. 3 which includes the Scope of Work and a budget detailing anticipated expenses is attached for the CAC's review.

th:PJB

Attachment

**TASK ORDER NO. 3
TO THE AGREEMENT BETWEEN
THE LEUCADIA WASTEWATER DISTRICT
AND RISING TIDE PARTNERS (RTP)
FOR PROVIDING PUBLIC INFORMATION SERVICES**

Ref: 17-5448

This Task Order No. 3 to the AGREEMENT is made and entered into this 12th day of July, 2017 by and between the LEUCADIA WASTEWATER DISTRICT, hereinafter referred to as DISTRICT, and RISING TIDE PARTNERS, hereinafter referred to as CONSULTANT.

WHEREAS, the DISTRICT and CONSULTANT entered into an initial three year AGREEMENT on March 9, 2016 for Public Information Services; and

WHEREAS, the DISTRICT has determined it would be most efficient to amend the AGREEMENT to allow CONSULTANT to provide specific public information services critical to the DISTRICT.

NOW THEREFORE, in consideration of their mutual promises, obligations and covenants hereinafter contained, the DISTRICT and CONSULTANT agree to amend the AGREEMENT as follows:

ARTICLE 2: SERVICES TO BE PERFORMED BY CONSULTANT

The Scope of Work is for the period July 1, 2017 to June 30, 2018 shall include the services described in Attachment A.

ARTICLE 4: COMPENSATION

Compensation for all work performed under Task Order No. 3 shall be calculated on a time and material basis. Compensation for the services described in Attachment A shall not exceed Fifty-six Thousand Six Hundred Dollars (\$56,600). This amount shall not be exceeded unless there is a change in the scope of work and/or additional authorization by the DISTRICT, in writing and agreed to by both parties.

All other provisions of the original AGREEMENT shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, the parties hereto caused this Task Order to be executed the day and year first written above.

RISING TIDE PARTNERS

LEUCADIA WASTEWATER DISTRICT

By: _____
Jared Criscuolo
President

By: _____
Paul J. Bushee
General Manager

ATTACHMENT A

SCOPE OF WORK FOR PUBLIC INFORMATION SERVICES

July 1, 2017

DESCRIPTION OF SERVICES

The services included within this scope of work consist of the design and development of certain public information elements important to Leucadia Wastewater District. These services include a focus on LWD's commitment to environmental protection, financial stability, and excellent customer services, staying abreast of technology, low sewer service rates, and efficiencies in operations. The services included are those specifically required by the District.

I. SCOPE OF SERVICES

Based on our experience with similar public information projects, the following scope of services describes the tasks anticipated for LWD's Public Information Program in Fiscal Year 2018:

TASK 1 – Review Existing Public Information Program

1. As-needed/periodic review of effectiveness of LWD public outreach efforts.
2. Review the Communications Plan every 6 months for improving and realigning the effectiveness of task items.

TASK 2 - NEWSLETTER

1. Draft and manage the design, printing, and mailing of *up to two* District newsletter(s).
2. Meet with Community Affairs Committee up to two times for each newsletter.

TASK 3 – MAINTAIN WEBSITE AND UPDATE FACEBOOK

1. Build Facebook Audience
2. Develop creative taglines for Facebook ads; generate content/posts and schedule posts to ensure communications reflect current and relevant information.
3. Provide monthly operations updates on Facebook and website
4. Script and develop video(s) for LWD's website or Facebook.
 - ❖ Potentially engaging maintenance and operational work, blog posts, personalities, first person "Vlog" (video blog) productions, and development of small-scale "hands on" assets about the plant.
 - ❖ Vlog/videos would focus on the individuals/staff members, their knowledge base, and commitment to the local environment.
5. Copyedit the website and create visual assets to help streamline existing website text.

TASK 4 – PROJECT OUTREACH

1. Draft and outreach for press releases and media alerts to residents adjacent to major construction projects and other pipeline installations.

TASK 5 – DEVELOP SPEAKERS BUREAU

1. Outreach to local and state level agencies, industry groups, environmental or public interest organizations, trade groups and other interested and relevant organizations.

TASK 6 – INDUSTRY OUTREACH

1. Draft award applications for various local industry, regulatory, and community awards, and releasing information to relevant organizations about awards won by LWD.
2. Announcing partnerships, special initiatives, investments, and efforts undertaken by LWD to improve operations and local water quality.

TASK 7 – COMMUNITY OPEN HOUSE EVENT

1. Assist with planning efforts, such as attendance at staff and CAC meetings, reviewing open house content and preparing for the event.
2. Develop the event's press release, update website and Facebook content, invitations, and media management.
3. Provide logistic support and assist with management of vendor and sponsor outreach.

II. FEES AND CONDITIONS

The Services described in Section I. above, will be provided on an hourly rate basis in accordance with the current RISING TIDE PARTNERS Standard Rate Schedule with a not to exceed upper limit of \$56,600.

MEMORANDUM

DATE: June 12, 2017
TO: Community Affairs Committee (CAC)
FROM: Paul J. Bushee, General Manager
SUBJECT: Spring/Summer 2017 Newsletter



RECOMMENDATION:

1. Discuss and provide direction as appropriate.

DISCUSSION:

Tactical Goal: Services / Write, Design, Print & Mail Spring/Summer Newsletter

Developing LWD's spring/summer newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2017 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 2017 summer newsletter and RTP has subsequently developed proposed article ideas and a production schedule for the CAC's review (attached).

Per the Board members request, staff asked the Board members for their suggested newsletter topics via email. Director Kulchin provided a list of potential newsletter article topics. The list of suggested topics has been attached for the CAC's review. No other comments or suggestions were received by the deadline.

Staff is requesting that the CAC discuss the suggested 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

LWD Summer 2017 Newsletter Outline

1. LWD Semi Annual Performance (November 1 2016 – June 1 2017) (this will be the cover page header)
 - a. System Overview
 - i. MGD treated
 - ii. MGD Recycled
 - iii. Ratepayer size
 - iv. Manholes
 - v. Pipeline length
 - vi. Employee count
 - vii. Pressurized pipeline distance
 - viii. Pump station count
 - ix. Recycled water plant count
 - b. Semi-Annual Performance
 - i. No lost work days
 - ii. MG treated
 - iii. MG recycled H2O Produced
 - iv. Cleaning
 - v. Inspection
 - vi. Local contracts
2. Lead Article Topic Ideas
 - a. Getting the Word Out/Community Outreach
 - i. Upcoming Open House
 1. Watershed theme and focus on LWD's services
 - ii. Update on Teacher Grant Recipients for FY 2017 and their projects
 - iii. Lateral Grant Program
 - iv. Board will approve the FY 2018 Budget (June 14th meeting) - Your rates will remain the same at \$28.64 per month, we continue to have one of the lowest sewer rates in San Diego County
 - v. New Ordinance (June 14th Board meeting) – EDUs and fines
3. CIP/Construction Updates
 - a. Infrastructure improvements – overview of what, why, and how over the past 6 months
 - b. CIPP Lining and L1 Forcemain project. Work done, importance, efforts to minimize neighborhood impact and move quickly
 - c. Description of the local watershed, groups (including LWD) working to protect the watershed, watershed graphic and how capital improvements are a proactive aspect of this
 - d. Installation of new SDG&E meter – potential 24% savings in electrical costs (\$35,000/year) project will pay for itself in 2.8 years
4. Recycled Water/Making PureWater Updates (Purple Pipe Focus)
 - a. Updates on North San Diego County Water Reliability Coalition efforts (individual member upgrades, joint lobbying efforts, etc) Brief article on LWD

5. Obstructions Reminder
 - a. Info and graphic from Pool Plaster Newsletter
 - b. Encinitas Estates Pump Station and neighborhood infographic showing the pipelines, pump station and how clogs happen. Show neighborhoods where the issue is by street
 - c. Avocado rag buildup
 - d. Diana Street wet wipes
 - e. Map of "hot spots"
6. Standout Achievements: Staff Awards and Professional Certs
 - a. Rick Easton CWEA SD and State
 - b. CWEA SD Community Engagement & Outreach Project of the Year Award
 - c. Certificate of Award for Outstanding Financial Reporting from the CA Society of Municipal Finance Officers (8th year in a row)
 - d. District was Distinction recertification was approved by CSDA
7. Potential upcoming awards:
 - a. We have not achieved yet, but hopefully will have no vehicle accidents for three years on July 8, 2017
 - b. One year without a sewer spill – date is Aug. 5, 2017

Trisha Hill

From: David Kulchin <dakulchin@sbcglobal.net>
Sent: Saturday, May 20, 2017 3:59 PM
To: Trisha Hill
Cc: Paul Bushee; Donald Omsted; Elaine Sullivan; Judy Hanson; Allan Juliusen; Tianne Baity
Subject: Newsletter

*This is in response to the request to offer some ideas for the next newsletter.
I reviewed all the newsletters going back to 2010LWD should be very proud of the work they did and the stories that were told. I don't think there is a single topic on my list that has not been covered in one way or another., HOWEVER...that doesn't stop me from making suggestions.*

- *I believe some repetition is good*
- *Keep the articles short...use pictures to tell the story, make it visibly easy to read.*
- *Tell a personal story. Like a homeowner smell problem and how it was solved...*
- *Maybe use a FAQ approach...frequently asked questions...touch on a lot of subjects with short answers.*
- *Explain again what we really do: touch on keeping pipes open, dealing with smells, flooding, protecting the environment, pipe obstructions, backups, etc.*
- *Repeat again some of the major awards and credits we received and why we are a district of distinction...awards, community involvement, scholarships...*
- *What really happens when you flush the toilet...what if it gets clogged?*
- *Who do you call if you have a problem?*
- *How are we funded*
- *Current projects*
- *Invite to meetings*
- *What geographic areas do we cover?*
- *And naturally...recycled water progress.*

Just random ideas...I'm sure your talented crew can weed through it and pick stuff out...looking forward to other ideas and the committee meeting

David Kulchin
760-492-1359
dakulchin@sbcglobal.net

LWD Newsletter Production Schedule – Summer 2017 Edition

Week of June 12th

- Meet with CAC to discuss newsletter outline and content ideas.
- RTP will commence development of Draft 1 copy.
- RTP will coordinate with staff and mailing house regarding any updates to the mailing database.

Week of June 19th and 26th

- 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 gather needed photo assets.

Week of July 3rd

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

Week of July 17th, 24th, and 31st

- RTP will revise and submit copy and layout design 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 August 7th

- 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 August 14th

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

Week of August 21st

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

MEMORANDUM

DATE: June 12, 2017
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Initial Planning Meeting for LWD Open House

RECOMMENDATION:

Staff requests that the Community Affairs Committee (CAC):

1. Discuss and provide direction, as appropriate.

DISCUSSION:

The purpose of this agenda item is to provide the CAC with an update on the planned tasks for the September 23, 2017 Community Open House. Following the March 29, 2017 CAC meeting, staff and Rising Tide Partners (RTP) worked together to develop an event timeline with a checklist of the required tasks, resources, and equipment for the open house. In addition, RTP has designed the draft marketing materials.

The open house task list with timeline, the proposed giveaways, and the draft design work for the marketing materials are attached for your review.

This item is for the CAC to review and provide direction as appropriate.

th:PJB

attachments

2017 Open House Community Event

Task/Subtask	Deadline	Distribution Dates	Responsibility	Completed	Notes
Budget					
Prepare	23-Mar-17		Jared	X	
Present to CAC	29-Mar-17		Jared	X	
Employee Planning Session					
All Hands Meeting	13-Mar-17			X	
Summarize	23-Mar-17			X	
CAC	29-Mar-17			X	
PM Meeting				X	
Logistics					
Staffing Plan	30-Jul-17		LWD		
Setup Map	30-Jul-17		Jared, Neal		
Schedule	30-Jul-17		Jared, Neal		
Equipment list when vendors finalized	1-Jul-17		LWD		
Equipment					
LWD popup tent	1-Jul		LWD		
LWD table cloth	1-Jul		LWD		
Vendor tents	1-Jul		LWD		
Tables	1-Jul		LWD		1 table per tent
Chairs	1-Jul		LWD		2/3 chairs per tent
Raffle tickets	30-Jul		LWD		
Ipads & Clipboard for Email signup			LWD		
Vector Truck & equipment kit			LWD		
Garbage cans			LWD		contact WM
Water supply			LWD		
CCTV Truck & equipment kit			LWD		
Clear Pipe Demonstration kit			LWD		
Clicker/counter and notepad	30-Jul-17		LWD		
Banner and/or flags	30-Jul-17		Jared		place along La Costa Ave, at entrance
Creative Assets					
Facilities map	15-Aug		Jared, Joe, Neal		
Event schedule and booth map	31-Jul		Jared, Joe, Neal		
Gafner water recycling graphic	15-Aug		Jared, Joe, Neal		
District map with pump stations	15-Aug		Jared, Joe, Neal		
Pump station diagram	15-Aug		Jared, Joe, Neal		
Lateral infographic and lateral grant info	15-Aug		Jared, Joe, Neal		
LWD branded FOG tin can topper	15-Aug		Jared, Joe, Neal		12 and 28 oz can size
No Wipes video and paper/wipes test video	15-Aug		Jared, Joe, Neal		combine no wipes videos and the Consumer Reports test into a streaming piece
No wipes stickers	15-Aug		Jared, Joe, Neal		check with Batiquitos Lagoon Foundation to see if they have anything we can repurpose. If not create coloring book with all the equipment and tools used by LWD, as well as the lagoon and animals that live in it, humans walking the trails, etc.
LWD and lagoon coloring books	31-Jul		Jared, Joe, Neal		
LWD branded reusable shopping bags	31-Jul		LWD		
Invitations Postcard	31-Jul		Jared, Joe, Neal		
Raffle Directions	15-Aug		Jared, Joe, Neal		how to participate in the raffle
Teacher grant poster	15-Aug		Jared, Joe, Neal		represent the outcome of various teacher grants in the local schools

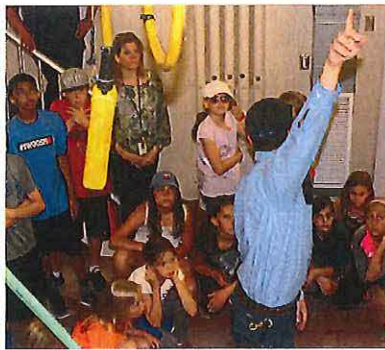
2017 Open House Community Event

Task/Subtask	Deadline	Distribution Dates	Responsibility	Completed	Notes
Design advertisement Quicklinks and Splash Page Event flier	15-Jul 15-Jul 15-Jul		Jared, Joe, Neal Jared, Joe, Neal Jared, Joe, Neal		format for handout, postcard and target audiences
People Photographer and drone	10-Sep-17		LWD		
Invite External Partners Encina Wastewater Authority	15-Jun-17		LWD	X	
City of Encinitas Enviro Commission and Stormwater	15-Jun-17		Jared	X	
Teacher Grant recipients	15-Jun-17		LWD	X	
Food and beverage sponsors	30-Jun-17		LWD		
Local NGOs	30-Jun-17		Jared, LWD		Batiquitos Lagoon Foundation, Surfrider, Coastkeeper, etc
Local water businesses/contractors/vendors	30-Jun-17		LWD		SmartCover, Institutiform, other regular vendors
Sponsorship Items Water	30-Aug-17		LWD	X	
Coffee	30-Aug-17		LWD	X	
Food/snacks	30-Aug-17		LWD		
Surf, swim, beach gear and clothing	30-Aug-17		LWD/Jared		
Fishing gear and clothing	30-Aug-17		LWD/Jared		
Contact and visit shopping center vendors	30-Aug-17		LWD	X	need to follow up
Follow up and finalize list	30-Aug-17		LWD		
Purchase anything not donated	30-Aug-17		LWD		
Promotion Contact local media for ad rates	1-Jun-17		Jared		Coast News, Encinitas Advocate, North Coast Current, Seaside Courier, North County Times
Place event in Community Calendars and Events	31-Jul-17	7/31, 8/14, 9/11, 9/20	Jared, Neal		Facebook Event and Website for: the Patch, Encinitas Chamber of Commerce, Downtown Encinitas Main Street, Leucadia 101, Cardiff 101 Chamber, Encinitas Educational Foundation, Solana Center, City of Carlsbad, City of Encinitas
Place info Online	31-Jul-17	7/31, 8/14, 9/11, 9/20	Jared, Neal		Refresh on the given dates
Place ads	31-Jul-17	7/31, 8/14, 9/11, 9/20	Jared, Neal		
District website	15-Jun-17		Jared, LWD	X	
Press release and media alert	31-Jul-17	7/31, 8/14, 9/11, 9/20	Jared, Neal		
Facebook posts and boost	31-Jul-17	7/31, 8/7, 8/14, 8/21, 8/28, 9/4, 9/11, 9/18, 9/20, 9/22	Jared, Neal		

It's time again for **Leucadia Wastewater District's**
OPEN HOUSE!

Full event details at lwwd.org/community-info/open-house

Interactive Exhibits / Q&A / Raffle
Giveaways & Goodies / Science & Robotics Activities



Learn how we keep wastewater flowing while protecting our local environment: Exciting tours, Equipment Demonstrations and fun activities for kids and adults! Free food, a raffle for neat prizes from local shops and much more!

SPECIAL THANKS TO OUR SPONSORS



Leucadia Wastewater District

www.lwwd.org • (760) 753-0155

Leaders in Environmental Protection, keeping our lagoons, beaches, and oceans clean and safe



1960 La Costa Avenue
Carlsbad, CA 92009

OPEN HOUSE

SATURDAY, SEPTEMBER 23RD, 10 am - 2 pm

Interactive Exhibits / Q&A / Raffle / Giveaways
& Goodies / Science & Robotics Activities

SPECIAL THANKS TO OUR SPONSORS

Encina Wastewater Authority • Palomar Water
Flippin' Pizza • Gelsons • Bing Surfboards
Starbucks • Bataquitos Lagoon Foundation
Olivenhain Municipal Water District



Come visit the Leucadia Wastewater District Open House!

Learn how we keep wastewater flowing
while protecting our local environment.
Exciting tours, Equipment Demonstrations
and fun activities for kids and adults! Free
food, a raffle for neat prizes from local shops



For more information,
visit www.lwwd.org or
call (760) 753-0155

Proposed 2017 Community Open House Giveaways

Reusable Tote bags (250)

Estimated cost: \$1,500



Grease Scraper

Estimated Cost: \$350



Can Cover (250)

Estimated Cost: \$270



A white LWD logo will be placed in the center of the can topper

Can cover description: This food can lid can reseal most common food and pet cans, adjusting to fit from 3 oz. to larger sized cans. Features a convenient pull-tab for easy removal. Simply fit it to the top of your open can to seal in the freshness. It can also be used to prevent spills! Ideal for promoting pet stores, grocery stores, and catering services. Top rack dishwasher safe. Improved design. Available in many colors! Made in the USA. Up to 4 assorted colors available at no additional charge.

Grease Scraper description: Scrapes without scratching or marring, the Lil' Chizler's unique edge allows cleaning of almost any tight space. Use in the kitchen, tool box or on your car when it's icy. Great as a scraper or for cleaning dishes. Materials: ABS (Acrylonitrile butadiene styrene) Plastic. Product Size: 2 7/8" w x 2 1/4" h x 1/8" d. Product Color: White. Made in the USA.

TOTAL ESTIMATED COST: \$2,120.00

Budget amount: \$3,000