

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT
Thursday, June 21, 2018 – 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 Summer 2018 Newsletter Proposed Article Topics and Production Schedule. (Pages 2-4)
 - B. Authorize the General Manager to execute Task Order No. 4 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$34,400. (Pages 5-9)
5. **Information Items**
 - A. Facebook Update. (Verbal)
6. **Directors' Comments**
7. **General Manager's Comments**
8. **Adjournment**

MEMORANDUM

DATE: June 14, 2018
TO: Community Affairs Committee (CAC)
FROM: Paul J. Bushee, General Manager
SUBJECT: Summer 2018 Newsletter



RECOMMENDATION:

1. Discuss and provide direction as appropriate.

DISCUSSION:

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

Developing LWD's summer newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2018 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 2018 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. No 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's Summer 2018 Newsletter Topics/Ideas

1. Lead Articles

- No Rate Increases for Fiscal Year 2019/Finance Plan Update
- Easement maintenance and Inspections - Importance of Access

2. Main Articles

- Grease/FOG Awareness
- Granny Flats/Accessory Dwellings Units

3. Educational Opportunities / "Living Lab" at LWD & Tours

- School Tours
- Community Organizations
- Teacher Grants
- Protecting Lagoons/Batiquitos Lagoon Foundation

4. Resources

- Lateral Grants
- Surf Cam

5. CIP/Construction Updates

- FY 2018 Gravity Pipeline CIPP Rehab Project
- Completion of Gafner AWT Improvement
- Leucadia Pump Station Rehab

6. Call for More Local Photographers

- Showcase The Submission, Ask For More

7. Standout Achievements: Staff Awards, Professional Certs, District Awards

- Award for Outstanding Financial Reporting from Cal Soc of Muni Finance Officers (CSMFO)
 - 9th time receiving this award
- 15 Year Service Award – Paul Bushee
- 15 Year Service Award – Maggie McEniry
- CSRMA Dividend Award
- Welcome Mark as New Employee

LWD Newsletter Production Schedule – Winter 2018 Edition

Week of June 21st

- 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 July 2nd and 9th

- 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 16th

- 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 23rd, 30th, and August 6th

- 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 13th

- 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 20th

- 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 27th

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

MEMORANDUM

DATE: June 14, 2018
TO: Community Affairs Committee (CAC)
FROM: Paul J. Bushee, General Manager
SUBJECT: Public Information Services Task Order No. 4



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. 4 to the Rising Tide Partners (RTP) Public Information Services Agreement in an amount not to exceed \$34,350.
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. Task Order #3 of this agreement was effective July 1, 2017 to June 30, 2018.

Staff has negotiated the scope of work and fee for Task Order No. 4 with RTP. It includes services that are most important to LWD's public information program and includes specific tasks such as:

- 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. 4 is \$34,350. Sufficient funds have been included in the FY19 budget to cover these expenses.

Proposed Task Order No. 4 which includes the Scope of Work and a budget detailing anticipated expenses is attached for the Board's review.

th:PJB

Attachment

**TASK ORDER NO. 4
TO THE AGREEMENT BETWEEN
THE LEUCADIA WASTEWATER DISTRICT
AND RISING TIDE PARTNERS (RTP)
FOR PROVIDING PUBLIC INFORMATION SERVICES**

Ref: 18-6243

This Task Order No. 4 to the AGREEMENT is made and entered into this 11th day of July, 2018 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, 2018 to March 8, 2019 shall include the services described in Attachment A.

ARTICLE 4: COMPENSATION

Compensation for all work performed under Task Order No. 4 shall be calculated on a time and material basis. Compensation for the services described in Attachment A shall not exceed Thirty Four Thousand Three Hundred Fifty Dollars (\$34,350.00). 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, 2018

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 2019:

TASK 1 - 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 2 – 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. Copyedit the website and create visual assets to help streamline existing website text.

TASK 3 – PROJECT OUTREACH

1. Draft and outreach for press releases and media alerts to residents adjacent to major construction projects and other pipeline installations.
2. Develop written and visual components to creative assets including but not limited to maps, fliers, door hangers, signs, or other as needed media for print and digital publication.

TASK 4 – VIDEO OUTREACH

1. Script and develop video(s) for LWD’s website, Facebook, and other outreach channels.
 - i. Short videos to cover a variety of issues including but not limited to blockages, improper disposal, maintenance and field services work, capital improvement projects, personalities, and development of small-scale “hands on” assets about the plant.

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 \$34,350.00.



Task Order	Task Subcategories	Rate	Overhead	Hourly Rate	Annual Hours	Budget Total
Task 1 Newsletters						\$13,200.00
	Public Outreach Strategist	\$75.00	20%	\$90.00	20.00	\$1,800.00
	Copy Editor	\$125.00	20%	\$150.00	36.00	\$5,400.00
	Graphic Design	\$100.00	20%	\$120.00	50.00	\$6,000.00
Task 2 Maintain Website and Update Facebook						\$17,160.00
	Public Outreach Strategist	\$75.00	20%	\$90.00	44.00	\$3,960.00
	Content Research, Generation and Scheduling	\$50.00	20%	\$60.00	190.00	\$11,400.00
	Web and Online Map Updates	\$50.00	20%	\$60.00	30.00	\$1,800.00
Task 3 LWD Project Outreach						\$2,610.00
	Public Outreach Strategist	\$75.00	20%	\$90.00	4.00	\$360.00
	Research	\$50.00	20%	\$60.00	5.00	\$300.00
	Copy Editor	\$125.00	20%	\$150.00	5.00	\$750.00
	Graphic Design/Layout	\$100.00	20%	\$120.00	10.00	\$1,200.00
Task 4 Video						\$1,380.00
	Public Outreach Strategist	\$75.00	20%	\$90.00	2.00	\$180.00
	Editing	\$100.00	20%	\$120.00	10.00	\$1,200.00
Total RTP Task Orders Budget						\$34,350.00