

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

October 15, 2014 –9:30 AM
1960 La Costa Avenue, Carlsbad, CA 92009

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
 - A. Review of the Fall 2014 Draft Newsletter Layout. (Pages 2-6)
 - B. LWD's Facebook Update. (Pages 7-9)
5. **Information Items**

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

MEMORANDUM

DATE: October 9, 2014
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Fall 2014 Newsletter Draft Layout Review

RECOMMENDATION:

Staff requests that the Community Affairs Committee (CAC):

1. Review the draft layout for the Fall 2014 Newsletter; and
2. Discuss and provide direction, as appropriate.

DISCUSSION:

During August 2014, TRG and Associates (TRG) developed a list of story ideas for the fall 2014 newsletter. During September, draft text was prepared and presented to the CAC and staff for comments.

Comments by the CAC and staff have been incorporated into the proposed draft newsletter layout. TRG and staff will present the proposed newsletter layout at the CAC meeting.

Attached please find the draft layout for the fall 2014 Newsletter for your review. Staff requests that the committee review the proposed newsletter and provide comments as appropriate.

Attachment

cal:PJB

DOWNSTREAM

NEWSLETTER

Board of Directors

David Kulchin, President
 Allan H. Juliussen, Vice President
 Don Omsled, Director
 Judy Hanson, Director
 Elaine Sullivan, Director
 Paul J. Bushee, General Manager

WASTEWATER AND RECYCLED WATER SERVICE TO COMMUNITIES WITHIN ENCINITAS, LA COSTA, AND LEUCADIA

LWD and Encina Wastewater Authority – Partnering to Protect North County's Environment

Leucadia Wastewater District began service in 1959 to meet the wastewater needs of a largely unincorporated agricultural area that now includes parts of Encinitas and Carlsbad. Each community at that time had its own wastewater treatment plant. It wasn't long, however, until this redundancy of resources proved to be expensive and area leaders looked for a more cost-effective way to manage the wastewater needs of the growing population. The solution was a joint regional facility.

The Encina regional treatment facility was initially established in 1961 by the Cities of Carlsbad and Vista as a regional wastewater treatment facility. Since that time, four additional agencies have joined the partnership, including LWD in 1971. Today, LWD transports four million gallons of wastewater per day to Encina's regional facility for treatment and disposal. By partnering in a larger regional facility, the member agencies are able to take advantage of economies of scale, gaining cost effectiveness that translates into lower wastewater rates for the region. The six member

agencies are: Leucadia Wastewater District, Cities of Carlsbad, Encinitas and Vista, Vallecitos Water District and the Buena Sanitation District. This award-winning facility treats wastewater from the six agencies and either discharges it to the ocean or reuses it.

The Encina treatment facility is located in coastal Carlsbad south of Palomar Airport Road between Avenida Encinas and Interstate 5. Encina treats about 22 million

gallons per day (MGD) of wastewater. The wastewater is processed to what is known as the secondary level of treatment, which is suitable for safe discharge to the Pacific Ocean. Encina's process is very efficient and removes over 96% of the solids from the water that first enters the plant. In addition to its highly efficient treatment process, Encina has a long-term commitment to proactive environmental programs that are on the cutting edge of resource recovery, rivaling any industry in the country.

Continued on page two



Encina Wastewater Authority, located along the coast in Carlsbad.

LWD and Encina Wastewater Authority – Partnering to Protect North County’s Environment



An Encina operator checks power sources for the plant. Nearly 80% of the plant's power needs are generated onsite.



A bag of Pure Green soil amendment sits in the demonstration garden at Encina. Pure Green helps keep the garden blooming beautifully!



Recycled water keeps landscaping green and growing despite our drought conditions, saving valuable potable water supplies for other uses.

Continued from front page:

Key resource recovery programs are:

Energy Recovery

Encina operates an electrical generation plant that uses the methane generated from the wastewater treatment process to power large engine generators, producing enough electricity to power nearly 80% of Encina’s needs. Encina has been recognized by the U.S. Environmental Protection Agency (EPA) for its energy recovery program and ranked in the top 20 of EPA’s Green Power Leadership Program for Onsite Generators since 2011.

Biosolids Reuse

During the wastewater treatment process, solids (known as biosolids) are separated from the water. In the past, the biosolids were disposed of in a landfill. Encina now proudly recycles 100% of its biosolids at its state-of-the-art heat drying facility. A high heat process essentially pasteurizes the biosolids, killing any harmful bacteria, and leaving behind a highly valuable soil amendment which is sold under the “Pure Green” label to nurseries and landscape companies.

Water Recycling

It is well known that California is in the midst of a major water crisis. In order to preserve North County’s precious drinking water supplies, some wastewater supplies are processed further into recycled water. Encina currently recycles over 5 million gallons per day for plant use including irrigation, wash-down water and cooling water for its engine generators. In addition, LWD and the City of Carlsbad are recycling up to 4 million gallons per day. Encina is currently evaluating ways to recycle 100% of its water with the potential of implementing advanced treatment facilities that would convert the wastewater into drinking water.

These efforts to protect our local environment through extensive resource recovery programs have been recognized on numerous local, state, and federal fronts—Encina has been named as the best wastewater treatment plant in San Diego County for the past 12 years and the best in the State five times.

Protecting the Public's Health – LWD's Sewer System Management Plan



As a public wastewater agency, LWD must comply with a number of regulations that are designed to protect the public health and the environment in which we live.

The primary regulation that governs LWD is known as the Statewide General Waste Discharge Requirements, which outlines the rules and procedures we must follow. Under this regulation, LWD is required to adopt a Sewer System Management Plan (SSMP), which is a plan that ensures wastewater agencies: **1)** are properly operated; **2)** have adequate programs to replace deficient infrastructure; and **3)** provide sufficient funding for operations and infrastructure replacement. The goal of the SSMP, which must be updated every 5 years, is to reduce wastewater spills. A copy of the SSMP Update can be found on LWD's website at www.lwwd.org.

Homeowners Reminder: Lateral Grant Program Can Help

LWD offers a Homeowners Lateral Grant Program to provide financial assistance to help defray the cost of lateral repairs. Laterals are the sewer pipelines that run from a home or other building to the main sewer pipeline in the street. LWD encourages homeowners to have their laterals video-inspected by a licensed plumber at least every 5 years to help ensure there are no spills or, worse, sewer backups into your house. Over time, tree roots or other obstructions can block the lateral and cause these problems. If it is found that your lateral needs repair, LWD's Lateral Grant Program will reimburse 50% of the repair cost, up to a maximum of \$3,000. For more information on this program, please review the application on LWD's website at www.lwwd.org. And please call us at (760) 753-0155 before your plumber cleans out your pipeline so that we can dispatch personnel and equipment to your home or business to catch any debris before it can block the main pipeline. Roots and other debris can be pushed into LWD's main pipeline and cause blockages or spills downstream.



This giant root was pulled out of a LWD pipeline after a homeowner's lateral was cleaned out.

EASY TIPS FOR HELPING US PROTECT THE LOCAL ENVIRONMENT



Wipes don't belong in the toilet!

Even though toilet or cleaning wipes disappear down the drain, and may claim they are safe to flush, they don't break down like toilet paper. Instead, they can clog your household pipes, the pipes in the street or potentially cause a major spill at one of our pump stations. Please dispose of all wipes in the trash.

Free Local Paint Disposal



Did you know that you shouldn't dispose of paint down the drain? Paint has chemicals that can upset the biological process of wastewater treatment, and can be harmful to our ocean environment. These local stores will take your leftover paint for free (call before you go to make sure they can accommodate your paint that day):

Sherwin Williams Paint

208 N. El Camino Real
Encinitas
(760) 944-7976
Limit 5 gallons

Vista Paint

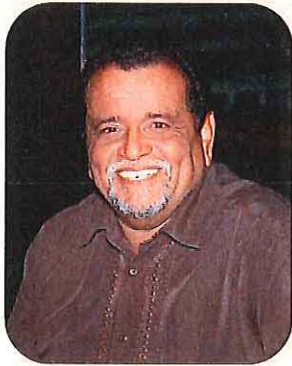
133 N. El Camino Real
Encinitas
(760) 634-2088
Limit 100 gallons



DOWNSTREAM

www.lwwd.org • Email: info@lwwd.org • Phone: 760-753-0155

EMPLOYEE NEWS



Frank Reynaga, Field Services Specialist, Retires after 35 Years of Outstanding Service

In 1978, Frank Reynaga started his career at LWD as a Field Services trainee, which he considered a pleasant change after working in his father's concrete business. It was no piece of cake, he will tell you, but he remembers his time with pride because of the people he worked with and what he accomplished.

Since those early days, times have changed and the tasks are different. Eventually, Frank moved from the field to the office where once again he was challenged to learn new tasks and accomplish new goals.

Today, he is the "go to" guy, the "face" of the district, the one with the technical experience and the knowledge of how it was "back then". As the District's Field Services Specialist, Frank is often the first contact for developers and customers alike, who contact LWD looking for guidance or information.

It isn't often that an employee will stay at their job for 35 years... Frank has been the exception. Maybe even more exceptional is that he works as if he just started – always supportive and encouraging to everyone.

"I've enjoyed all aspects of my work but helping residents and developers has been the most satisfying. While I'll miss the LWD staff, I'm looking forward to having more free time, enjoying my grandkids, traveling and getting to those home projects that have been on the back burner for a while," says Frank. "There's a strong camaraderie amongst everyone here – they're a great bunch of folks."

Everyone at LWD will miss Frank – he will always be remembered. From LWD, farewell and best of luck in all your endeavors.



LEADERS IN
ENVIRONMENTAL
PROTECTION

1960 LA COSTA AVENUE
CARLSBAD, CA 92009

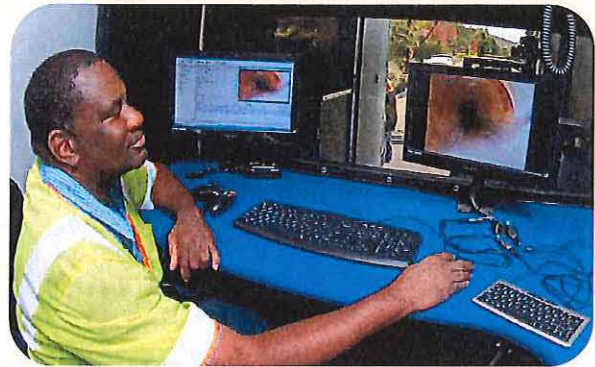
PSRST STD
U.S. POSTAGE
PAID
PERMIT NO. _____
_____, CA



Printed on FSC recycled paper
with soy-based ink

Prefer Email?

Contact us at info@lwwd.org to start receiving electronic editions of the biannual newsletter and occasional Leucadia Wastewater District updates.



James Hoyett Celebrates 25 Years of Service

James is a Field Services Technician III and one of the workers you might see operating the large sewer cleaning truck or the Television truck – equipment that can show up in your neighborhood to clean out sewer pipes and identify potential clogs. After 25 years, James literally knows the District's pipes inside and out. This milestone marks James' dedication to LWD and those we serve. Congratulations, James!

Join us on Facebook!



MEMORANDUM

DATE: October 9, 2014
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager
SUBJECT: Facebook Update



RECOMMENDATION:

Staff requests that the Community Affairs Committee (CAC):

1. Discuss and provide direction, as appropriate.

DISCUSSION:

At the September Board meeting, the Board adopted the Communication Plan Update. The Plan includes goals and objectives, recommended programs and a monthly action item list to increase the District's community exposure and to encourage public involvement.

One of the recommended programs and a monthly action item includes utilizing social media, specifically Facebook.

TRG & Associates (TRG) and staff have recently been updating the District's Facebook account. TRG also developed a list of topics and ideas to post on Facebook as well as, an Editorial Calendar of the when the posts will be scheduled to go live on the Facebook page. Attached please find the list of topics/ideas and the editorial calendar.

TRG will present the list of topics/ideas and the calendar at the meeting.

Staff requests that the committee review the list of Facebook topics/ideas, along with the calendar and provide direction as appropriate.

Attachment

th:PJB



Memo

To: CAC
From: Lois Humphreys, Jennifer Beales
Date: 10/9/2014
Re: Facebook Update

In order to best utilize Facebook's unique potential for building relationships and disseminating information, LWD will update its status often, offer relevant and timely information and generate conversation among posts on the "Wall". Other links to news stories, or events or posts by local groups will also be posted.

LWD controls who can view the page, post on the Wall, participate on a discussion board, view and respond to events, etc. To make the Facebook experience the richest for users, at this time we allow them to post to the Wall directly. We have set preferences to alert admins when users have posted something to the wall, which will allow us to review the Post before it is seen by other Fans of the Page. There is also a profanity filter, which has been set to "strong" to disallow inappropriate posting as much as possible.

LWD's posts

This is the information that LWD will be able to put on its Page for others to see.

In general, update FB when new information is posted to the website: calendar items, Quick Links, articles, employment updates, etc. FB and the website should work to drive traffic to the other.

We intend to post things like:

- Water conservation tips
- Storm drain reminders
- Pick up pet waste
- Keeping tree roots out of pipes
- Pharmaceutical disposal
- HHW disposal
- Why don't I get a bill?

- Links to related articles; i.e. London “fatberg”, CA drought crisis, etc.
- Occasional links to the webcam as a reminder
- Links to related organizations to promote their project updates, stories, or requests.
- Employee recognition
- Construction or service/street work updates
- Employee updates on people they’ve assisted, things found in pipes, pictures or videos of equipment working or from the CCTV van
- Where to go for help when a problem arises

Editorial Calendar

This is a schedule of our planned posts. Planned stories will be augmented by news links of interest, employee recognition, job postings, construction updates on the forcemain project, etc., as well as field tech suggestions when they encounter interesting things.

October	CSDA Teacher Grant program and link Newsletter link when it is mailed Batiquitos Lagoon Cleanup Oct. 11/12 Don’t use toilet as a trashcan—every flush counts! District History: old pic of Mrs. Gafner and explanation (Throwback Thursday?) Board meeting reminder and link to agenda
November	Remember to vote! (No specifics about LWD) Information on Special districts Reminder of Thanksgiving closure dates, emergency number How to save water in the bathroom Enormous root picture and Lateral cleanout reminder Board meeting reminder and link to agenda
December	Highlight “Pure Green” LWD’s teacher grant, feature a past project Safe disposal of pharmaceuticals Surf check! reminder about webcam Wastewater treatment process, use graphic developed for past newsletter Board meeting reminder and link to agenda
January	New Year’s resolutions (what not to flush) Story about big “flush rush” during Super Bowl Alert LWD before starting lateral work Feature on an endangered bird at Batiquitos and pic of nesting site Wipes—don’t flush them! Link to Dr. Oz story or class action lawsuit link Board meeting reminder and link to agenda
February	Highlight a microbe involved in sewer treatment process (Tardigrade in the news) Tour the Gafner plant with your organization Omni La Costa Resort golf course picture and how LWD supplies recycled water Rain and the storm drain—reminder to control pesticides, fertilizers, etc. Board meeting reminder and link to agenda