

**AGENDA**

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT**


Thursday, February 6, 2020 – 11:00 a.m.  
1960 La Costa Avenue, Carlsbad, CA 92009

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1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **New Business**
  - A. Review the Winter 2020 Newsletter draft text. (Pages 2-7)
  - B. Authorize the General Manager to execute a one-year contract Amendment with Rising Tide Partners (RTP) for Public Information Services in an amount not to exceed \$45,120.00 (Pages 8-13)
5. **Information Items**

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

**MEMORANDUM**

**DATE:** January 30, 2020  
**TO:** Community Affairs Committee  
**FROM:** Paul J. Bushee, General Manager   
**SUBJECT:** Winter 2020 Newsletter Draft Text Review

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**RECOMMENDATION:**

Staff requests that the Community Affairs Committee (CAC):

1. Review the draft text for the Winter 2020 Newsletter; and
2. Discuss and provide direction, as appropriate.

**DISCUSSION:**

Last month, staff and Rising Tide Partners (RTP) presented a list of story ideas for the Winter 2020 Newsletter to the CAC for comments. Staff and RTP has completed the draft newsletter text. Staff will present the proposed newsletter text at the CAC meeting.

Attached please find the draft text for the Winter 2020 Newsletter for your review. Staff requests that the committee review the proposed newsletter text and provide comments as appropriate.

Attachment

th:PJB

## Coming Soon! Using Recycled Water to Flush Sewer Mains

*In Partnership with Olivenhain Municipal Water District (OMWD)*

The District will soon be filling our hydro-cleaning and vacuum trucks with recycled water from OMWD's recycled water fill stations. OMWD recently installed five recycled water fill stations in the Village Park neighborhood of Encinitas and in the La Costa neighborhood in Carlsbad. Within several months, the District will be able to use the recycled water to jet clean the sewer main lines. Currently, the hydro-cleaning trucks are filled with recycled water before leaving the District's site, but when out in the field, the trucks must refill with potable water because recycled water is not available. Over the past year, we have been working with OMWD to take advantage of this opportunity to reduce the use of potable water. By doing this, it will help lower the District's cost and save our ratepayers money. This also allows us to save valuable drinking water for OMWD ratepayers and future generations. <insert of photo filling up with recycled water>

## What are PFAS and their impacts on the Environment?

*Polyfluoroalkyl Substances, what are they?*

You may have heard recent news stories about a group of chemicals called Polyfluoroalkyl "PAUL-ee-floor-oh-AL-kill", **So what is it?** PFAS are a group of man-made fluorinated compounds that are widely used due to their resistance to heat, water and oil. Since the 1940's, PFAS have been found in every American household, and in products as diverse as non-stick cookware, stain resistant furniture and carpets, wrinkle free and water repellent clothing, cosmetics, lubricants, paint, pizza boxes, popcorn bags, and many other everyday products.

These chemicals are very persistent in the environment and in the human body – meaning they don't break down and they can accumulate over time. Certain PFAS chemicals are no longer manufactured in the United States as a result of phase outs including the PFOA (Perfluorooctanoic Acid) Stewardship Program in which eight major chemical manufacturers agreed to eliminate the use of PFOA and PFOA-related chemicals in their products and as emissions from their facilities. Although PFOA and PFOS (Perfluorooctanesulfonic Acid) are no longer manufactured in the United States, they are still produced internationally and can be imported into the United States in consumer goods.

Although there is some evidence that exposure to PFAS at certain levels can lead to adverse health outcomes in humans, health outcomes are still largely unknown. Several recent legislative and regulatory efforts across the US to address PFAS have focused on limiting levels in drinking water as policy makers act to minimize human interaction with these chemicals. **Therefore, potential legislative actions may affect how wastewater and water treatment facilities are operated, which in turn will increase their cost. These cost increases may be passed along to ratepayers in the near future.**

## Learning with Leucadia

*Educational Opportunities, the "Living Lab" at the District & Tours*

### **Schedule a Tour!**

Tours offer an opportunity for the community to meet the people who protect our coastline day in and day out, and learn about the mechanical, electrical, and biological aspects of protecting our

#### *Citations*

1. <https://www.epa.gov/pfas/basic-information-pfas#important>
2. <https://casaweb.org/renewable-resources/pfas-1/>

environment! The Gafner Treatment Plant, which recycles wastewater, is a living lab and we love hosting community groups, teachers and curious young minds who want to see what they learn in school in action. Please email us at [info@lwwd.org](mailto:info@lwwd.org) to schedule a tour.

### ***Congratulations to our Teacher Grant Recipients!***

During December, we awarded \$4,091 in teacher grants to fund three water/wastewater projects to local schools in our service area. We had some excellent submissions last Fall and are pleased to announce the winners of the 2019 Teacher Grant Program!

- June Honsberger from La Costa Canyon High School and her students will be expanding their “Drought Tolerant Garden”.
- Nancy Jois from Capri Elementary and her students will create a “Rain Garden.”
- Jennifer Smith from El Camino Creek Elementary will expand on the school’s “Hydroponic Garden.” **<photo of one of the projects>**

These projects will help students learn about the importance of water conservation, where it comes from and how to efficiently use it in everyday life.

## **Financial Report**

The Fiscal Year 2019 Financial Audit has been completed and we are pleased to report very positive results. Our finance team assembled a Comprehensive Annual Financial Report or CAFR. This document summarizes our financial outcomes and health for the year. Our independent auditors issued a ‘clean opinion’ – meaning the CAFR fairly represents the financial condition of the District and no adjustments were needed.

### *Financial Operating Highlights by the Numbers for FY 2019*

- Operating expenses came in at approximately \$7 million (3% under budget)
- Infrastructure expenditures of \$6 million
- ***The District has the lowest sewer service rate in San Diego County***

## **District’s Lateral Grant Program Assists Another Homeowner Homeowner Receives \$3,000 Grant to Help Repair Sewer Lateral**

In December 2019, District staff performed routine hydro-cleaning, which consists of using water at high-pressure, of the public sewer system and discovered a large amount of gravel in a sewer line. The District followed up with a televised camera inspection and identified a sewer lateral that had a major buildup of gravel. District staff worried the gravel buildup had the potential to create a sewer lateral blockage and result in a sewer backup into the house. The District immediately notified homeowner Jeremy Neill. Mr. Neill decided to further investigate the situation and hired a plumbing company to perform a camera inspection in his sewer lateral. The inspection revealed two major voids that allowed the gravel to enter his sewer lateral. At this time, the District provided Mr. Neill information on the Lateral Grant Program. The financial assistance provided by the Lateral Grant Program helped Mr. Neill make the decision to have the necessary repairs completed and resolve the issue. The District was able to approve a maximum lateral grant of \$3,000 to help offset some of the lateral repair costs. Mr. Neill was very appreciative of the financial assistance, especially with the Holiday season in full

swing. Mr. Neill stated that he and his family were “fortunate that District staff cared enough to investigate the problem before it became an even bigger one.”

Had District staff not located the gravel and subsequently informed Mr. Neill, not only was there a potential for a backup into his home but could also have caused damage to the District’s infrastructure. In turn, damaged sewer lines would then potentially cause a spill and further endanger the environment as well as human and animal life.

Since July 2019, we are pleased to report that the District has funded approximately \$50,000 in lateral grants to 17 homeowners, like Mr. Neill, to help with their sewer lateral repairs. The District will pay half the cost of lateral repairs up to \$3,000 on approved projects. To Learn more about the District’s Lateral Grant Program, please visit the District website at [bit.ly/latgrant](http://bit.ly/latgrant) or call us at (760) 753-0155. The lateral grant must be pre-approved, so please contact us before you begin repair work on your sewer lateral. We are here to help!

## **How A Winning Team Keeps the Oceans Clean**

*Leucadia Wastewater District and Encina Wastewater Authority Are An Award-Winning Team*

While you know that the District maintains and operates the sewer system that connects from your lateral, do you know where all the sewage goes? From your lateral, wastewater travels through the District’s pipes, through a series of pump stations we operate throughout Encinitas and Carlsbad, and is eventually pumped to the Carlsbad-based Encina Water Pollution Control Facility which is operated by Encina Wastewater Authority (EWA). You may have seen it to the west of the I-5, south of Palomar Airport Road. This facility treats wastewater from nearly 380,000 residents of North County and is jointly owned by the cities of Carlsbad, Encinitas and Vista, and Buena Sanitation District, Vallecitos Water District, and the Leucadia Wastewater District. EWA is run by a team that has received multiple plant wide awards over the past few years, such as, California Water Environment Association Plant of Year Award and the U. S. Environmental Protection Agency Green Power Partner award. You can watch an overview video about EWA here <http://bit.ly/EWAOverview>.

## **Capital Project Underway this Winter**

*Leucadia Pump Station Rehabilitation Project*

**About the Project:** The Leucadia Pump Station is the District’s second largest pump station. It pumps approximately 3.2 million gallons of wastewater per day to the Encina Wastewater Treatment Plant. The pump station is located at the District’s headquarter site and services the southeastern portion of Carlsbad and the eastern portion of Encinitas. The project will include the installation of five new pumps and a permanent emergency pump in an overflow basin. The new equipment will further bolster the District’s ability to respond to emergencies and prevent sewer spills. Additionally, the District will install a super-oxygenation system for odor, safety and corrosion control. That system saturates the wastewater with oxygen to prevent the formation of Hydrogen Sulfide (H<sub>2</sub>S), an odorous, potentially dangerous and highly corrosive gas.

### *Citations*

<sup>1</sup>. <https://www.epa.gov/pfas/basic-information-pfas#important>

<sup>2</sup>. <https://casaweb.org/renewable-resources/pfas-1/>

**Location of project:** This project is located at the District's site at 1960 La Costa Avenue in Carlsbad. **This project will not impact traffic on surface streets. However, visitors to the District's Office should exercise caution when entering our facility.**

**Timeline:** Construction is anticipated to begin in Spring 2020 and continue until Summer 2021.

## **District Awards and Achievements**

We are honored to receive ongoing commendations and distinctions for the work the District does to protect our coastline and run an efficient operation.

**Congratulations to Field Services Technician Hugo Gonzalez!** He was recognized as the **2019 California Water Environment Association (CWEA) San Diego Section Collections System Person of the Year**. This award highlights Hugo's dedication to our mission and by demonstrating consistent strong work ethics, integrity, willingness to help coworkers and his "can do" attitude.

**Congratulations to Field Services Technician Ryan Rodriguez** for receiving his five years of service award!

The District received the **2019 CWEA San Diego Section Collection System of the Year Award**. This award recognizes the District's outstanding maintenance programs, regulatory compliance and safety and training procedures.

The District also received the **2019 CWEA Video Film Festival Award for Community Engagement and Outreach – Best use of Social Media**. This award recognizes achievements in promoting awareness and understanding of water quality issues through social media campaigns.

On November 30, 2019, the Government Finance Officers Association of the United States and Canada (GFOA) awarded a **Certificate of Achievement for Excellence in Financial Reporting** to the District for its comprehensive annual financial report for the fiscal year ended June 30, 2018. In order to be awarded a Certificate of Achievement, a government agency must publish an easily readable and efficiently organized comprehensive annual financial report. This report must satisfy both generally accepted accounting principles and applicable legal requirements.

The District also recently received an **Investment Policy Certification** from the California Municipal Treasurers Association (CMTA), certifying that the District's investment policy complies with current California State statues governing the investment practices of local government.

## **Proposed Rate Increase beginning July 1, 2020**

In June 2018, the District's Board of Directors approved an update to the District's long-range Wastewater Financial Plan. This Plan, along with the District's Asset Management Plan, provides critical information regarding required operating and capital expenditures for the next 20 years. The Financial Plan update indicated that in order for the District to meet future financial obligations and maintain the integrity of its collection system, a sewer service charge increase was required starting in July 2020.

The District operates on a fiscal year instead of a calendar year. Our fiscal year runs from July 1<sup>st</sup> through June 30<sup>th</sup> of the following year. The District is proposing rate increases for the next three fiscal years. The District has not had an increase for the past three years. These rate increases will pay for increasing

operating, maintenance, treatment costs and projected capital expenditure costs of approximately \$50 million over the next three years. All rates are based on the standard fee for one home, referred to as one Equivalent Dwelling Unit (EDU). The current San Diego County average sewer charge is \$48.97 per month or \$587.64 per year per EDU based on a 2018 survey. The District's current rate is \$28.64 per month or \$343.68 per year and **currently is the lowest rate in San Diego County**.

The Board of Directors will hold a public hearing on Wednesday, June 10, 2020, starting at 5:00 p.m. to consider public input on the proposed sewer service charge rates for the next three fiscal years. The public hearing will be held in the Leucadia Wastewater District (LWD) Board Room located at 1960 La Costa Avenue, Carlsbad, CA 92009. If approved, rate increases will be adjusted on July 1<sup>st</sup> of each year in accordance with the following chart.

Fiscal Year	Annual Rate	Monthly Rate
2020 (Current)	\$343.68	\$28.64
2021	\$378.05	\$31.50
2022	\$415.85	\$34.65
2023	\$457.44	\$38.12

### Share your Perspective with the Community!

Thank you for your continued contributions of beautiful photos of Leucadia and Encinitas! We are proud to continue showcasing photos from local photographers of our beautiful community. Submit high resolution photos at [info@lwwd.org](mailto:info@lwwd.org) or on social media by tagging #LWDPhoto with images of South Carlsbad, Leucadia, and Encinitas. We publish and give credit for photos in our newsletters and on our social media accounts!

*Citations*

- 1. <https://www.epa.gov/pfas/basic-information-pfas#important>
- 2. <https://casaweb.org/renewable-resources/pfas-1/>

## MEMORANDUM

**DATE:** January 30, 2020  
**TO:** Community Affairs Committee  
**FROM:** Paul J. Bushee, General Manager   
**SUBJECT:** **Contract Amendment No. 3 to Rising Tide Partners for Public Information Services**

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**RECOMMENDATION:**

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

1. Authorize the General Manager to execute a one-year contract Amendment with Rising Tide Partners (RTP) for Public Information Services in an amount not to exceed \$45,120.00
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 and the agreement includes language to extend the contract. Staff believes that executing the contract for an additional year is in the best interest of the District.

Staff has negotiated the scope of work and fees with RTP. It includes similar services as the prior task orders that are most important to LWD's public information program. These specific tasks are:

- ❖ Draft newsletter ideas and graphic design work for the District newsletter(s);
- ❖ Assist staff with maintaining and updating LWD's Facebook *as required*;
- ❖ Assist staff with the Teacher Grant Program;
- ❖ Develop project outreach materials, *as required*; and
- ❖ Develop, create, and edit video content for LWD's use on social media/website.

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 Amendment No. 3 is \$45,120.00. Sufficient funds have been included in the FY20 budget to initiate this project and additional funds will be budgeted in the FY21 budget to complete it.

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

th:PJB

Attachment



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

Ref: 20-7004

This Amendment No. 3 to the AGREEMENT is made and entered into this 9th day of March, 2020 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 March 9, 2020 to March 8, 2021 shall include the services described in Attachment A.

**ARTICLE 4: COMPENSATION**

Compensation for all work performed under Amendment No. 3 shall be calculated on a time and material basis. Compensation for the services described in Attachment A shall not exceed Forty-Five Thousand One Hundred Twenty Dollars (\$45,120). 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 Amendment No. 3 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

March 9, 2020 – March 8, 2021

#### 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 2020 and a portion in Fiscal Year 2021:

##### TASK 1 - NEWSLETTER

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

##### TASK 2 – UPDATE FACEBOOK AND MAINTAIN WEBSITE

1. Continue to Build Facebook Audience and Focus on Engaging Community Members
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

##### TASK 3 – PROJECT OUTREACH

1. Draft and outreach for media alerts to residents adjacent to major construction projects and other pipeline installations.
2. Assist with the Teacher Grant Program.
3. 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 \$45,120.00.



Task Order	Task Subcategories	Rate	Hourly Rate	Annual Hours	Budget Total
Task 1 Newsletters					\$2,814.54
	Public Outreach Strategist	\$75.00	\$90.00	3.08	\$276.84
	Copy Editor	\$125.00	\$150.00	4.61	\$692.10
	Graphic Design	\$100.00	\$120.00	15.38	\$1,845.60
Task 2 Maintain Website and Update Facebook					\$6,514.97
	Public Outreach Strategist	\$75.00	\$90.00	16.00	\$1,439.57
	Content Research, Generation and Scheduling	\$50.00	\$60.00	79.98	\$4,798.56
	Web and Online Map Updates	\$50.00	\$60.00	4.61	\$276.84
Task 3 LWD Project Outreach					\$2,436.19
	Public Outreach Strategist	\$75.00	\$90.00	3.08	\$276.84
	Research	\$50.00	\$60.00	5.54	\$332.21
	Copy Editor	\$125.00	\$150.00	6.77	\$1,015.08
	Graphic Design/Layout	\$100.00	\$120.00	6.77	\$812.06
Task 4 Video					\$2,113.21
	Public Outreach Strategist	\$75.00	\$90.00	7.07	\$636.73
	Editing	\$100.00	\$120.00	12.30	\$1,476.48
<b>Total RTP Task Orders Budget</b>					<b>\$13,878.91</b>

Note: Cost for remaining portion of FY 2020



Task Order	Task Subcategories	Rate	Hourly Rate	Annual Hours	Budget Total
Task 1 Newsletters					\$6,335.46
	Public Outreach Strategist	\$75.00	\$90.00	6.92	\$623.16
	Copy Editor	\$125.00	\$150.00	10.39	\$1,557.90
	Graphic Design	\$100.00	\$120.00	34.62	\$4,154.40
Task 2 Maintain Website and Update Facebook					\$14,665.03
	Public Outreach Strategist	\$75.00	\$90.00	36.00	\$3,240.43
	Content Research, Generation and Scheduling	\$50.00	\$60.00	180.02	\$10,801.44
	Web and Online Map Updates	\$50.00	\$60.00	10.39	\$623.16
Task 3 LWD Project Outreach					\$5,483.81
	Public Outreach Strategist	\$75.00	\$90.00	6.92	\$623.16
	Research	\$50.00	\$60.00	12.46	\$747.79
	Copy Editor	\$125.00	\$150.00	15.23	\$2,284.92
	Graphic Design/Layout	\$100.00	\$120.00	15.23	\$1,827.94
Task 4 Video					\$4,756.79
	Public Outreach Strategist	\$75.00	\$90.00	15.93	\$1,433.27
	Editing	\$100.00	\$120.00	27.70	\$3,323.52
<b>Total RTP Task Orders Budget</b>					<b>\$31,241.09</b>

Note: Cost for portion of FY 2021