

**AGENDA**

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT  
Tuesday, January 14, 2020 – 1:00 p.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. Discussion of the Winter 2020 Newsletter Proposed Article Topics and Production Schedule. (Pages 2-4)
5. **Information Items**

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

**MEMORANDUM**

**DATE:** January 9, 2020  
**TO:** Community Affairs Committee (CAC)  
**FROM:** Paul J. Bushee, General Manager  
**SUBJECT:** **Winter 2020 Newsletter Topics/Ideas and Production Schedule**



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**RECOMMENDATION:**

1. Discuss and provide direction as appropriate.

**DISCUSSION:**

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

Developing LWD's winter newsletter is included as a goal under the "Services" strategic focus area of the Fiscal Year 2020 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 2020 winter newsletter and RTP, along with staff, has subsequently developed proposed article ideas and a production schedule for the CAC's review (attached).

Board members not participating on the CAC were asked for their input on the newsletter topics and no comments were received.

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, staff will provide draft text to the CAC in accordance with the approved production schedule.

th:PJB

Attachments

## LWD's Winter 2020 Newsletter Articles Topics/Ideas

### 1. Lead Articles

- Partnership with OMWD – Using Recycled Water in Vactors
- Information about PFAS

### 2. Main Articles

- FY 2019 Financial Audit Results
- Sewer Service Rate Increase
- Our EWA Partnership

### 3. Educational Opportunities & Tours

- Congratulations to the FY 2020 Teacher Grant recipients
- Congratulations to the CSDA Video Contest winner(s)
- Schedule a Tour

### 4. Resources

- Lateral Grants

### 5. CIP/Field Services Maintenance/Development Updates

- Leucadia Pump Station Rehabilitation Project
- Orchard Wood Pipeline Project

### 6. Standout Achievements: Staff Awards, Professional Certs, District Awards

- 8 years without an injury resulting in lost work time
- Government Finance Officers Association Achievement for Excellence in Financial Reporting
- Investment Policy Certification by the California Municipal Treasurers Association
- CWEA Awards

### 7. Call for More Local Photographers

- Showcase the Submission, Ask for More
- Sign up for new online newsletter

## *LWD Newsletter Production Schedule - Winter 2020 Edition*

Weeks of Jan. 6<sup>th</sup> and Jan. 13<sup>th</sup>

- LWD/RTP draft Newsletter articles topics/ideas
- Meet with CAC to discuss newsletter outline and content ideas (Jan. 14th)
- LWD will commence development of Draft 1 newsletter text (Jan. 14<sup>th</sup>-24<sup>th</sup>)

Weeks of Jan. 27<sup>th</sup> and Feb. 3<sup>rd</sup>

- RTP will work with LWD and graphic designer to start draft layout and gather needed photo assets. (Jan. 27<sup>th</sup> – 30<sup>th</sup>)
- LWD will submit Draft 1 of newsletter text to CAC for review. (Feb. 3<sup>rd</sup>)
- LWD will make requested CAC changes to draft 1 text

Weeks of Feb. 10<sup>th</sup> through Feb. 24<sup>th</sup>

- LWD will submit draft newsletter layout to CAC (Feb. 10<sup>th</sup>)
- LWD will work with RTP to make requested CAC changes (Feb. 10th – Feb 17<sup>th</sup>)
- RTP will revise and submit copy and layout design for staff review (Feb. 24<sup>th</sup>)
- RTP and LWD staff will determine card stock and print parameters. (Feb.24<sup>th</sup>)

Week of March 2<sup>nd</sup>

- LWD staff will provide copy and layout review, comments, and feedback.
- RTP will submit final layout for staff review. LWD email final newsletter layout to Board for review. RTP will make final revisions as needed.
- RTP will submit print/mail quotes for staff review.
- RTP will prepare final newsletter for printing and mailing and submit to printer.
- RTP will notify mailing house of approximate ship date.

Week of March 9<sup>th</sup>

- Newsletter is shipped to mailing house.
- Newsletter is delivered to residents and businesses.
- RTP will send the e-newsletter