

**AGENDA**

**COMMUNITY AFFAIRS COMMITTEE MEETING  
LEUCADIA WASTEWATER DISTRICT  
Thursday, May 23, 2019 – 10:30 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. Discussion of the Summer 2019 Newsletter Proposed Article Topics and Production Schedule. (Pages 2-4)
5. **Information Items**
  - A. Downstream E-Newsletter Performance Report – 2019 Winter Newsletter (5-9)
6. **Directors' Comments**
7. **General Manager's Comments**
8. **Adjournment**

**MEMORANDUM**

**DATE:** May 20, 2019  
**TO:** Community Affairs Committee (CAC)  
**FROM:** Paul J. Bushee, General Manager   
**SUBJECT:** **Summer 2019 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 Summer Newsletter**

Developing LWD's summer newsletter is included as a goal under the "Services" strategic focus area of the 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 2019 summer newsletter. Staff and RTP 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 Summer 2019 Newsletter Articles Topics/Ideas**

### **1. Lead Articles**

- Wipes Clog Pipes Campaign

### **2. Main Articles**

- No Rate Increases for Fiscal Year 2020
- Lateral Grant Story
- Graphic on proper sewer connection vs. improper sewer connection

### **3. Educational Opportunities & Tours**

- Recent School Tours
- Now Accepting Teacher Grant Applications

### **4. Resources**

- Lateral Grants
- Surf Cam

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

- Batiquitos (B3) Force Main Discharge Section Replacement
- Easement maintenance and Inspections - Importance of Access
  - What is the process?

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

- 30 Year Service Award – James Hoyett (July 2019)
- Curney Russell – Received his CWEA Collection System Maintenance Grade 2 certification and was promoted to FST II
- CSRMA Dividend Award

### **7. Call for More Local Photographers**

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

## *LWD Newsletter Production Schedule – Summer 2019 Edition*

April 22<sup>nd</sup> to June 10<sup>th</sup>

- LWD/RTP draft Newsletter articles topics/ideas (April 22 – May 10<sup>th</sup>)
- Meet with CAC to discuss newsletter outline and content ideas (May 23<sup>rd</sup>)
- LWD will commence development of Draft 1 newsletter text (May 24<sup>th</sup>–June 10<sup>th</sup>)

June 10<sup>th</sup> to June 28<sup>th</sup>

- LWD will submit Draft 1 of newsletter text to CAC for review. (June 10<sup>th</sup>–13<sup>th</sup>)
- LWD will make requested CAC changes to draft 1 text (June 17<sup>th</sup> – 21<sup>st</sup>)
- RTP will work with LWD and graphic designer to start draft layout and gather needed photo assets. (June 17<sup>th</sup> – 28<sup>th</sup>)

July 15<sup>th</sup> to Aug. 2<sup>nd</sup>

- LWD will submit draft newsletter layout to CAC (July 15<sup>th</sup>)
- LWD will work with RTP to make requested CAC changes (July 22<sup>nd</sup>–26<sup>th</sup>)
- RTP will revise and submit copy and layout design for staff review (July 29<sup>th</sup> – Aug. 2<sup>nd</sup>)
- RTP and LWD staff will determine card stock and print parameters. (July 22<sup>nd</sup>– Aug. 2<sup>nd</sup>)

Week of August 5<sup>th</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.

Week of August 12<sup>th</sup>

- 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 19<sup>th</sup>

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



**MEMORANDUM**

**DATE:** May 20, 2019  
**TO:** Community Affairs Committee (CAC)  
**FROM:** Paul J. Bushee, General Manager   
**SUBJECT:** Downstream E-Newsletter Performance Report – 2019 Winter Newsletter

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**RECOMMENDATION:**

1. This item is for information purposes.

**DISCUSSION:**

The Leucadia Wastewater District (District) has been mailing its customers a newsletter for approximately 35 years now and it has been an important communication tool in our outreach program. Within the last ten years, the District has also sent out an electronic version of its newsletter or e-newsletter. The e-newsletter distribution list began with about 40 emails, and now it's up to 247 emails. Current e-newsletter software allows us to measure how many customers have opened or read the District's e-newsletter, however, it is hard to quantify how many customers read the mailed newsletters. Rising Tide Partners (RTP) indicated in a previous CAC meeting, that the industry standard for an open rate of a mailed newsletter is 3% - 4%, but the open rate for a e-newsletter is much greater at 26% for government agencies.

Therefore, with software available to measure the open rate for e-newsletters, RTP provided staff with a Downstream E-Newsletter Performance report for the 2019 winter e-newsletter. Based on the report, the 2019 winter e-newsletter open rate is significantly higher than the regularly mailed newsletter. The report indicates that 50% of customers that received the e-newsletter opened it and out of 50%, 4% clicked a link to read further information online.

Since the e-newsletter software allows for RTP to track the open rate, RTP re-sent the e-newsletter to only those individuals that did not open the e-newsletter. And the open rate for the re-sent e-newsletter was 26%. This is just a brief summary of the report; therefore, RTP will provide additional information about the report at the upcoming meeting.

This item is for information purposes; therefore, no action is required.

th:PJB

Attachment



LEADERS IN  
ENVIRONMENTAL  
PROTECTION

# Downstream E- Newsletter Performance

Winter 2019

Note that the e-newsletter was initially sent out on Monday, April 15 and re-sent to those who did NOT open the original email on Thursday, April 18.

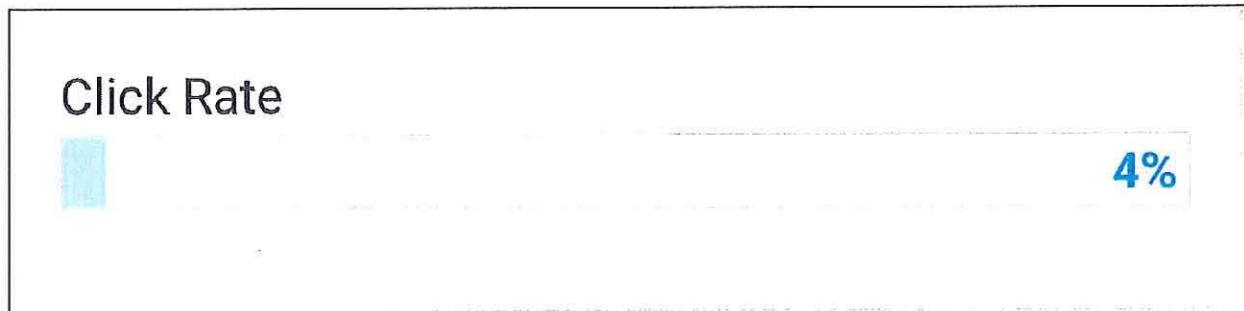
## Open and Click Rates



The blue bar represents open rates for all recipients on both desktop and mobile

A **majority** of readers (**64.4%**) viewed the e-newsletter on their **desktop**.

The industry average open rate for a e-newsletter is 22.97%, and at a **50% open rate**, the Downstream e-newsletter more than doubled that number.



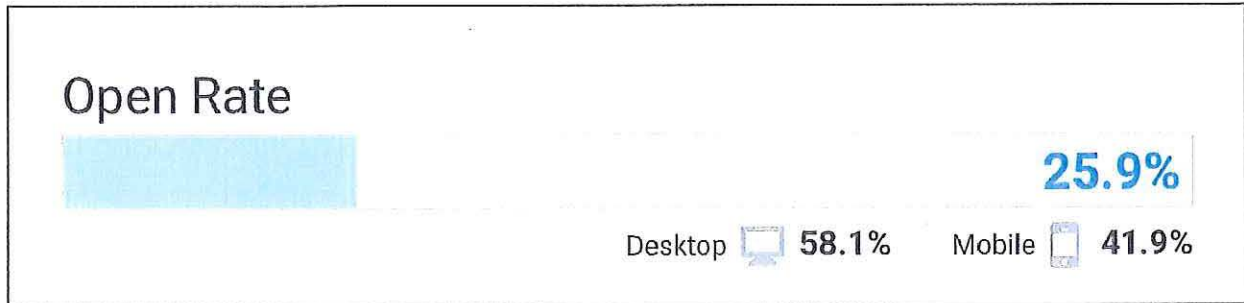
The percentage of click-throughs based on the number of contacts who actually opened the email

The click rate of the winter e-newsletter was **4%**, **which is lower than the industry average of about 9%**.

There are a couple of reasons for why this might be: First off, the e-newsletter contains a significant amount of content and a small number of links to click. Readers may have felt informed and caught up by just reading through the text that was already in the e-newsletter. Another possible reason for the low click rates is the PDF newsletter viewing option. Clicks made on the PDF would not show up on this report.

Re-send on April 18th

## Open and Click Rates



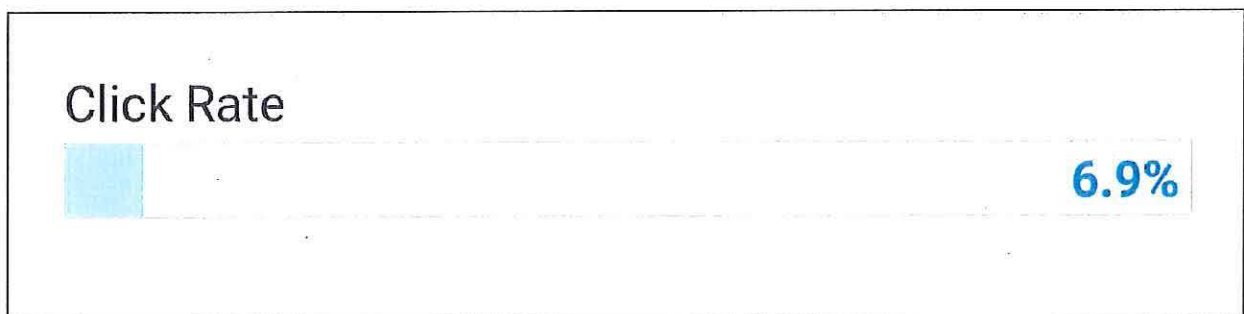
Open rates for all recipients on both desktop and mobile

A **majority** of readers (58.1%) viewed the e-newsletter on their **desktop**.

While the industry average open rate for a e-newsletter is 22.97%, the average open rate for a re-send is even lower. These numbers did not stop the Downstream e-newsletter from receiving a whopping **25.9% open rate**, even **surpassing the industry average for a first time send**.

The **collective open rate** for both the **original email** and the **re-send** is **58.9%**

According to [engagement statistics from 2018](#), open rates for mailers are estimated to be about 3.7%, meaning the **email newsletter** - at an overall 58.9% open rate - is **significantly more effective**.

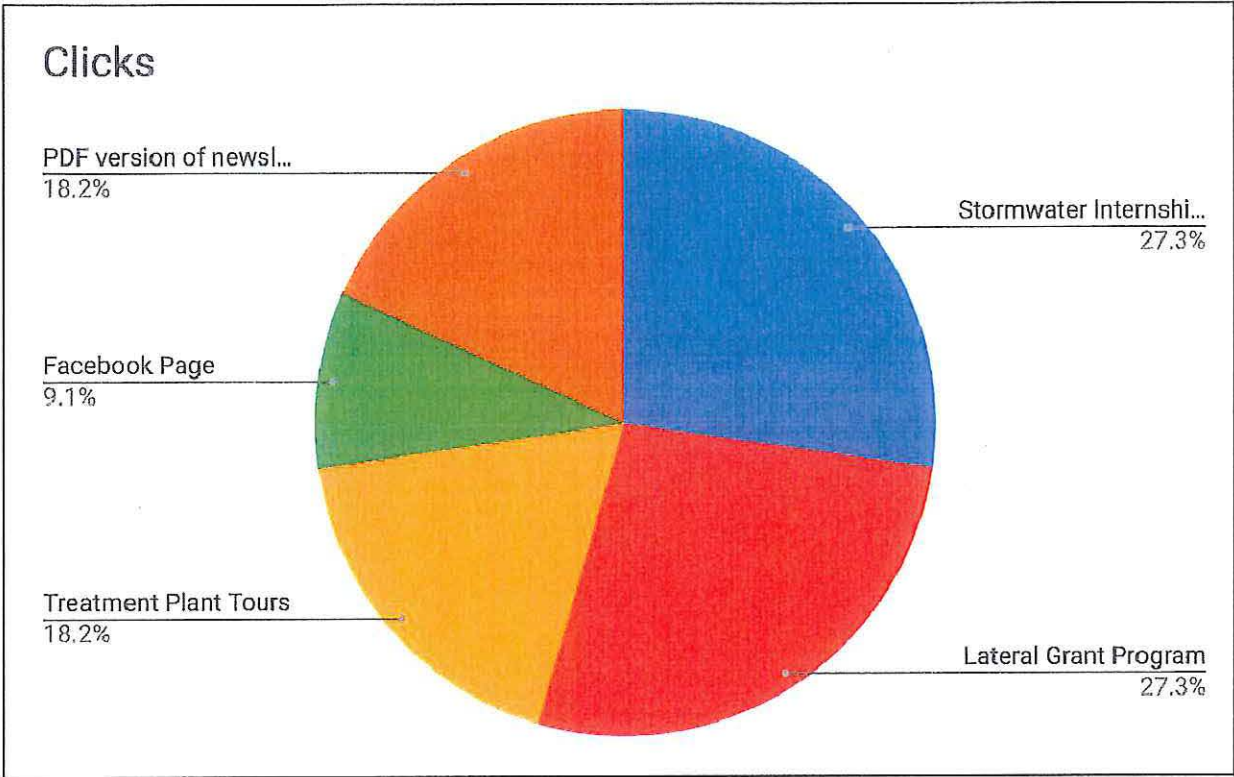


The percentage of click-throughs based on the number of contacts who actually opened the email

The click rate for the re-send email was a bit higher than that of the original, totaling a **6.9% click rate**. This is still lower than the industry average, but it is an improvement nonetheless.



# Clicks by Link



This chart represents the total amount of clicks for both the original email and the re-send

At **27.3%**, links for both the Lateral Grant Program and the Stormwater Internship each received a plurality of the e-newsletter's clicks, totaling **54.6%**.

## Subscriber List

We will continue to grow the subscriber list by adding a subscription button within the email.