

AGENDA

**COMMUNITY AFFAIRS COMMITTEE MEETING
LEUCADIA WASTEWATER DISTRICT**

January 28, 2025 – 12:30 p.m.
1960 La Costa Avenue, Carlsbad, CA 92009

1. **Call to Order**
2. **Roll Call**
3. **Public Comment**
4. **Discussion of the Spring 2025 Newsletter Proposed Article Topics and Production Schedule. (Pages 2-5)**
5. **Review of Teacher Grant Program. (Pages 6-10)**
6. **Review of the LWD Photo Contest. (Pages 11-15)**
7. **Information Items**
None.
8. **Directors' Comments**
9. **General Manager's Comments**
10. **Adjournment**

MEMORANDUM

DATE: January 23, 2025
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Spring 2025 Newsletter Topics/Ideas and Production Schedule

RECOMMENDATION:

1. Discuss and provide direction as appropriate.

DISCUSSION:

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

LWD's biannual newsletter is one of our key communication tools, reaching approximately 24,000 households and businesses in our service area. The biannual serves as an important communication tool used to provide information to the public, and developing the spring newsletter is a current year goal under the "Services" strategic focus area of the Tactics & Action Plan.

Staff and Rising Tide Partners worked together to develop the attached 2025 spring proposed production schedule and article ideas that incorporate Board members' and staffs' input. All received article ideas were included in the attached list.

Staff requests that the Community Affairs Committee review the proposed newsletter topics and production schedule, and provide direction by selecting one lead article and two main articles. Once the newsletter topics and production timeline are approved, staff will deliver the draft articles to the Committee according to the finalized schedule for further review and feedback.

th:PJB

Attachments

LWD's Spring 2025 Newsletter Articles Topics/Ideas

1. Lead Article Ideas (Page 1)

- FSTs presentations to local schools
- Teacher Grant winners

2. Main Articles (Page 2)

- Balancing Affordability and Sustainability in Rate Management
- LWD's sewer rate is one of the lowest in San Diego County
- Pool draining and pool plaster
- Restaurant FOG

3. Educational Opportunities & Tours (Page 3)

- Did you know? Fact
- Photo contest winner

4. Resources (Page 4)

- Surf cam
- Homeowner's Lateral Grant Program
- Reminders: Who to call if you have sewer blockage

5. CIP/Field Services Maintenance/Development Updates (Continue Page 4) LWD

- San Marcos Creek Diversion Project
- Rancho Verde Pump Station Project
- Batiquitos Pump Station Overflow Basin Project
- Diana Pump Station Project

6. Standout Achievements: Staff Awards, Professional Certs, District Awards (Page 5)

- Director Hanson remembrance
- Thank you to Director Omsted for his service
- CWEA Awards
- 5 years no spills
- No vehicle accidents in 3 years
- Ryan Rodriguez - 10 years of service award

7. Call for More Local Photographers (Page 6)

- Call to action referencing one of the lead articles
- Showcase a submission, ask for more, highlight how we will use them for the homepage of our website
- Sign up for new online newsletter
- Visit District's website using a QR code

LWD Newsletter Production Schedule – Spring 2025 Edition

Weeks of December 6 - December 23

- LWD & RTP begin draft Newsletter articles topics/ideas (December 6-23)

Weeks of January 13 - February 7

- LWD to meet with CAC to discuss newsletter outline and content ideas (January 13-16)
- LWD and RTP determine who is writing each article (Decide after CAC)
- LWD and RTP will commence development of Draft 1 newsletter text (Begin after sections are approved at CAC)

Weeks of February 10 - March 21

- LWD will submit Draft 1 of newsletter text to CAC for review (February 18-19)
- LWD and RTP will make requested CAC changes to draft 1 text (February 24)
- RTP will work with LWD and graphic designer to create draft layout and gather needed photo assets. (February 24-March 21)

Weeks of March 24 - May 9


- RTP will send LWD the newsletter draft layout (By March 24)
- LWD will send RTP edits to the newsletter (March 28)
- RTP will submit print/mail quotes for staff review (April 1)
- LWD will submit draft newsletter layout to CAC (April 7-10)
- LWD will work with RTP to make requested CAC changes (April 14-18)
- LWD will submit to Board for comments/edits (April 21-28)
- RTP will revise and submit copy and layout design for staff review (May 9)

Weeks of May 10 - May 23

- RTP will prepare final newsletter for printing and mailing and submit to printer (May 15)
- Newsletter is shipped to the mailing house.
- Newsletters are delivered to residents and businesses (May 26-June 5)
- RTP to send out digital newsletter (May 26-June 5)

MEMORANDUM

DATE: January 23, 2025
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager
SUBJECT: Review of Teacher Grant Program



RECOMMENDATION:

Staff recommends that the Community Affairs Committee (CAC):

1. Discuss and provide direction, as appropriate.

DISCUSSION:

At the December 16, 2024 meeting, the CAC reviewed applications for the Teacher Grant Program to determine the grant recipients and funding amounts. During this discussion, the Committee expressed the need to re-evaluate the program's criteria. As a follow-up, staff has prepared the following summary of the program's history and its impact:

- Prior to February 2009, the District awarded scholarships to high school students within the District's boundary. Over the nine years of the scholarship program, 19 scholarships were awarded totaling \$10,750, with an average scholarship amount of \$566 per student.
- During February 2009, the Board approved a Teacher Grant program. The purpose and goal of this new outreach program was to impact more students by offering teachers a grant to fund their project that educated students on the topics of water resource management, water reuse or ocean water pollution prevention.

To assist the CAC's discussion, staff has attached the February 2009 recommendation letter including the Teacher Grant Program guidelines that was ultimately approved by the Board. These guidelines continue to be the basis for the program today.

Since its inception, the District has awarded 61 teacher grants totaling \$73,656 and impacting over 20,000 students. The average cost per student for this program is \$3.67.

This item is presented for the committees discussion and staff is seeking direction on the best way to move forward with the program.

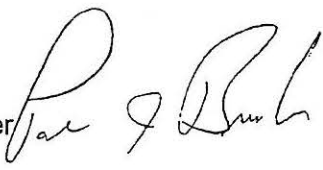
th:PJB

Attachment

MEMORANDUM

Ref: 09-1899

DATE: February 5, 2009
TO: Board of Directors
FROM: Paul J. Bushee, General Manager
SUBJECT: Teacher Grant Program



RECOMMENDATION:

Staff recommends that the Board of Directors:

1. Review the proposed Teacher Grant Program
2. Discuss and take other action, as appropriate.

DISCUSSION:

LWD has historically participated in a scholarship program that rewarded high school seniors attending school in our service area with monetary scholarships up to a maximum of \$1000. However, during the last few years, applications for our scholarship program have gradually decreased to the point where only one applicant applied in 2008.

Following last years' scholarship application period, continuation of the high school scholarship program was discussed along with the possibility of developing a Teacher Grant Program in its place. After further discussion with individual Board members and the Community Affairs Committee (CAC), staff was directed to pursue the Teacher Grant Program option.

Staff recently contacted representatives of several local area schools to determine their level of interest in a teacher grant program. All representatives responded in favor of the proposed program with some recommending that the program be coordinated with their local Parent Teacher Organization. School representatives also urged that the program be as general in nature as possible to allow maximum teacher flexibility.

On February 3, 2009, the General Manager provided the Community Affairs Committee with a verbal report on the status of the grant program indicating that program specifics were still being developed. Following discussion, the CAC directed staff to proceed with the Teacher Grant Program during the current school year.

Attached for the board's review is the proposed Teacher Grant Program that encourages and rewards teachers for their efforts to protect our resources by educating students in water reuse management and/or ocean water pollution prevention. Teachers from all schools in the District's service area are eligible for this grant from elementary to high school.

Staff requests that the Board of Directors review the proposed Teacher Grant Program and discuss and provide direction as appropriate.

cl:PJB

Attachment



LEADERS IN
ENVIRONMENTAL
PROTECTION

2009 Grant Application Instructions

Grant Criteria

The Selection Committee will evaluate completed applications using the following criteria:

- ❖ The project/activity is directed toward one of the following target areas: water resource management, water reuse, or ocean water pollution prevention.
- ❖ The project is for elementary, middle, and high schools located within LWD's boundary.
- ❖ The project description and objective are clearly stated.
- ❖ The budget is specific and includes all costs and other funding sources, if appropriate.
- ❖ The District anticipates awarding two grants up to \$1,000 each.

Narrative Instructions

- A. **Description of Project:** Please describe your project in one page or less. Including the following:
1. One paragraph summary of project, including the subject area or need being addressed
 2. The number of students, staff members, community members involved
 3. Describe the curriculum, activity, or project
 4. One sentence listing any in-kind resources or matching funds being used
 5. Provide the location, timeline or schedule for your project
- B. **Objectives:** Describe your goals for students for this project.
- C. **Budget:** Please include a brief itemized budget for your project. Please indicate any items which may be non-consumables and available for future use.

Applications can be submitted in either of two ways:

1. Email your application to thill@lwwd.org
OR
2. Mail your application to:

Leucadia Wastewater District
1960 La Costa Avenue
Carlsbad, CA 92009
Attention: Trisha Hill

Completed applications MUST BE emailed or received by (DATE). If you are awarded a grant, the check will be made payable to your school's parent organization or foundation and designated for the specified project. If you have any questions, please contact Leucadia Wastewater District at (760) 753-0155.



LEADERS IN
ENVIRONMENTAL
PROTECTION

2009 Grant Application Form

During the 2008-2009 school year Leucadia Wastewater District will award grants to teachers in local elementary, middle, and/or high schools in LWD's service area. The District anticipates awarding two grants up to \$1,000 each.

Use this cover sheet as page one of your application. Identifying information is to be included on the cover sheet only. **IN YOUR PROJECT NARRATIVE DO NOT INCLUDE YOUR NAME, THE NAME OF YOUR SCHOOL, OR THE NAME OF YOUR DISTRICT.** Completed applications **MUST BE** emailed to thill@lwwd.org or received by (DATE HERE).

IDENTIFYING INFORMATION

Teacher's name

Grade

Subject

School name

District

School address, including street, city and zip

Principal's name

School phone number

Name of parent organization (i.e. PTA or school foundation)

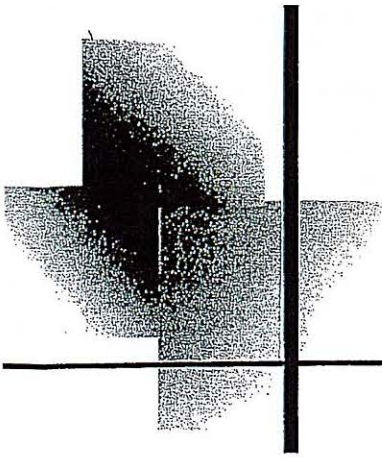
Project title

Grant amount requested

Teacher's signature

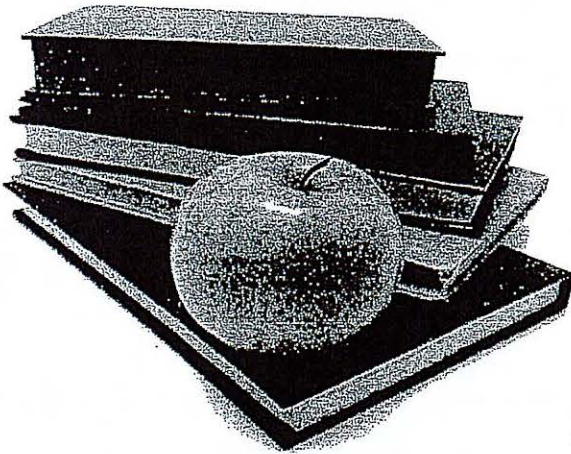
Please tell us how you heard about this program

Posture/Flyer Web site Another Educator Newsletter Other



LEADERS IN
ENVIRONMENTAL
PROTECTION

Teachers! What could you do with \$1,000 for your classroom?



Leucadia Wastewater District to Award
Grants to Local Teachers

APPLICATIONS NOW BEING ACCEPTED
DEADLINE: MAY 31, 2009

Contact: Trisha Hill
Ph: (760) 753-0155
Email: info@lwwd.org

1960 La Costa Avenue, Carlsbad, CA 92009

MEMORANDUM

DATE: January 23, 2025
TO: Community Affairs Committee
FROM: Paul J. Bushee, General Manager 
SUBJECT: Review of LWD's Photo Contest

RECOMMENDATION:

Staff recommends that the Community Affairs Committee (CAC):

1. Review the proposed Photo Contest, and
2. Discuss and provide direction, as appropriate.

DISCUSSION:

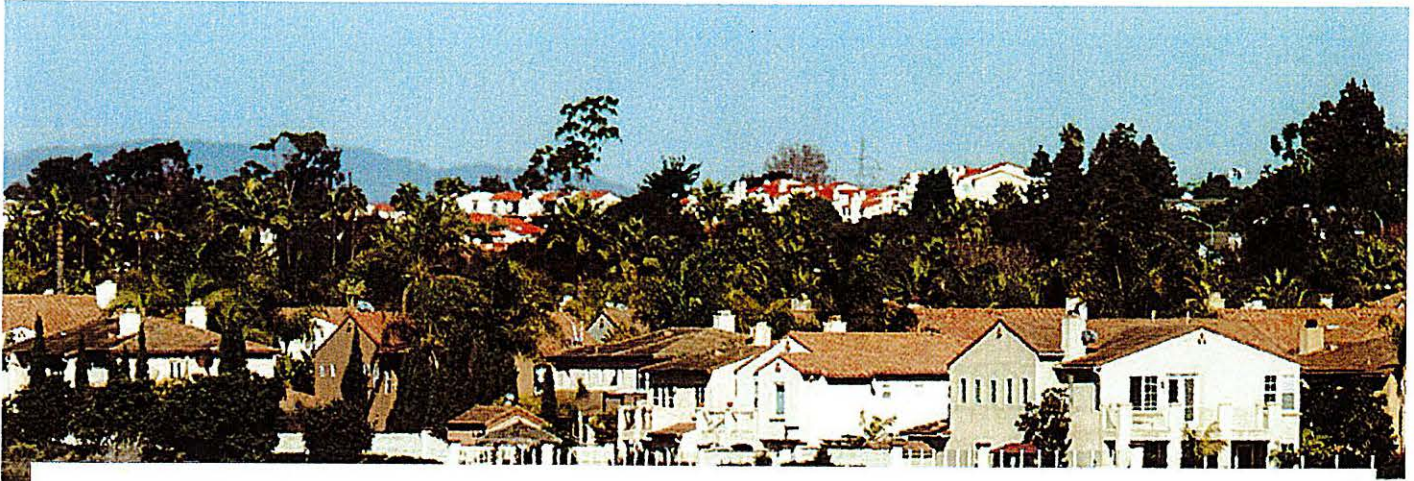
At the December 12, 2023, meeting, the CAC suggested expanding the District's outreach program by offering a photo contest for students attending local schools within the District service area.

In response, RTP and staff met with the San Dieguito Unified School District's Career and Technical Education (CTE) representative to gauge interest in the proposed contest. The CTE representative expressed strong support for the initiative, noting that students would likely be motivated by the opportunity to have their photos publicly displayed on social media, the LWD's website, and in other public publications.

During the December 16, 2024 CAC meeting, staff provided a verbal update on the program's progress, indicating that the photo contest would be announced to schools in the coming months. Once reviewed and approved by the CAC, contest details and criteria will be posted on the District's website under the Community Information webpage; a printout of the webpage is attached for your review. Staff will present this information at the upcoming committee meeting to gather feedback on the new photo contest webpage.

th:PJB

Report Sewage Spill and 24-7 Emergency Response: 760.753.0155



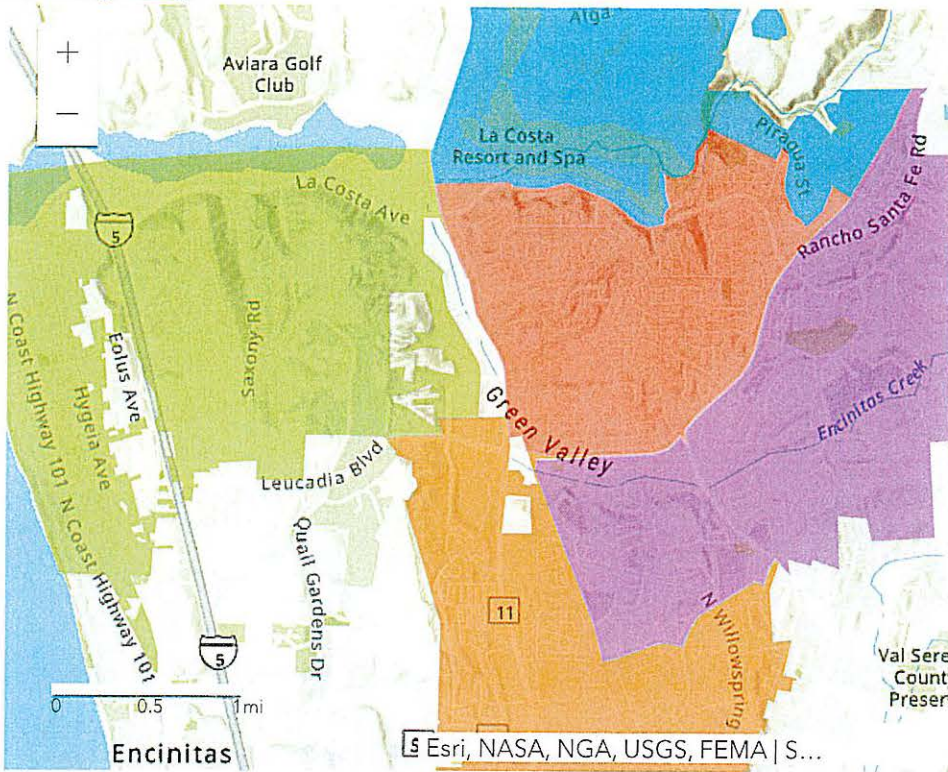
LWD LAUNCHES ITS 1ST PHOTO CONTEST - "CAPTURING THE FLOW: WHERE DOES IT GO?"

Leucadia Wastewater District (LWD) is excited to announce its first amateur photo contest, *Capturing the Flow: Where Does It Go?*, designed exclusively for elementary, middle, and high school students attending schools within the District's boundaries. This opportunity encourages young photographers to showcase their talent while exploring the vital journey of water in our community. The contest opens on February 1, 2025.

Contest Theme: Capturing The Flow: Where Does It Go?

We invite students to explore and visually tell the story of water within their community, highlighting everything from natural waterways to man-made systems like drains, pipes, and treatment facilities. Through their lens, participants can capture the beauty, complexity, and functionality of water systems within the stunning landscapes of Encinitas, Leucadia, and South Carlsbad. Submissions must be taken within the shaded area of the map provided below. When submitting, include the location of your photo to verify eligibility.

[View larger map](#)



Prizes:

- **For Students:** Each winner will receive recognition wherever their photo is used, plus a professionally framed copy of their winning image.
- **For the Community:** Winning photos will be displayed at the LWD office and may appear in various District materials, including the website, newsletters, and promotional campaigns.

Key Dates:

- Contest launch: February 1, 2025
- Submission deadline: April 30, 2025
- Judging: May 8, 2025
- Winners announced: May 15, 2025

Student's full name

First

Last

Name and contact of parent/guardian for consent for minors

First

Last

Email address (parent or guardian email if under 18)

Phone number

School name and grade level

Teacher's name and contact info (optional)

Title and description of the photo

Location of photo

Image upload

No file chosen

Unlimited number of files can be uploaded to this field.

100 MB limit.

Allowed types: gif, jpg, jpeg, png.

Photo Submission Requirements:

- Format: JPEG, PNG, RAW (e.g., .CR2, .NEF)
- Resolution: Minimum of 300 DPI (dots per inch) and recommend dimensions of at least 3000 pixels on the longest side to accommodate large prints.

- Location: Photos must be taken within the LWD district and during the contest timeframe. Verify boundaries using the provided map. - [see district boundaries here](#).
- Originality: Only one photo per participant. Submissions must be original and taken by the applicant.
- File Naming Convention: FirstName_LastName_School_PhotoTitle.jpg

Disclaimer:

By submitting photos, participants grant LWD permission to use their images for public purposes, including digital and print materials, without additional compensation. Credit will be attributed to photographers whenever possible.

Contest Judging:

Photos judged by the Community Affairs Committee (CAC) based on creativity, theme relevance, and composition. One winner will be selected from each school level: elementary, middle, and high school. The judges may choose multiple winners at their discretion. We can't wait to see how students capture the flow of water in our community. Start planning your shot today and join us in celebrating the wonders of water!

Submit



Leucadia Wastewater District
1960 La Costa Avenue
Carlsbad, CA 92009

Hours: M-F: 8am - 5pm
Phone: [760.753.0155](tel:760.753.0155)
Fax: 760.753.3094
Email: info@lwwd.org

Leucadia Wastewater District ©2024
[Privacy Policy](#)
[Terms and Conditions](#)