

Public Affairs Mid-Year Report

FY 2022 - 2024

Presented by:

Jennifer Cabral,
Administration
Manager

Daisy Covarrubias
Pr. Public Affairs Spec.

Steering Committee

February 22, 2023



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Public Affairs

What People Think We Do



What We Actually Do



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Public Affairs Staff

Jennifer Cabral, Administration Manager

- Daisy Covarrubias, Principal Public Affairs Specialist
- Rebecca Long, Senior Public Affairs Specialist
- Kelly Newell, Public Affairs Specialist
- Belen Carrillo, Public Affairs Specialist
- Gregg Deterding, Graphic Designer
- Cheryl Scott, Administrative Assistant
- Interns

Extension of Our Team

- Tanya Chong, Principal Staff Analyst (Engineering)
- Jennifer Wein, Staff Analyst (Engineering)
- VIPs

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Current Situation

- EMT Changes/Employees / OC San Culture
- Operations
- Community
- Post COVID-19
- 100 percent reclaimable flow
- Sewer Rate Study
- Capital Improvement Program
 - GWRS 15th Anniversary
 - GWRS Final Expansion
 - Headquarter Building
- Board Members

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PAO Strategic Plan

EMPLOYEES



- Over 380 internal communication pieces
- Token of appreciation for 100% recycling

EXPERTS



- 19 speaking engagements
- 5 awards received

MEDIA



- Over 350 social media posts
- 140 new followers
- 3 press releases
- 41 news articles mentioned

BRANDING



- Website SOW
- 2 issues of Neighborhood Newsletter
- Award /Panel participation for branding
- Permittee awards program

EDUCATION



- 17 tours
- WW 101 Academy
- 5 community events
- Heritage Museum

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PAO Strategic Plan

CONSTRUCTION



- 49 alerts
- 2 virtual meetings
- 3 vendor workshops
- 3 city council presentations

LEGISLATIVE



- 10 position letters
- Leg Plan

GRANTS



- Approved for \$3.35M

GOVT AFFAIRS



- State of OC San Board Member speaking points
- Annual Report
- Outreach Toolkits
- 5 min per month
- Inflow/infiltration outreach

CRISIS



- Updates IERP
- COOP

GM SUPPORT



- GM Monthly Reports
- GM Workplan
- Talking points/ presentations

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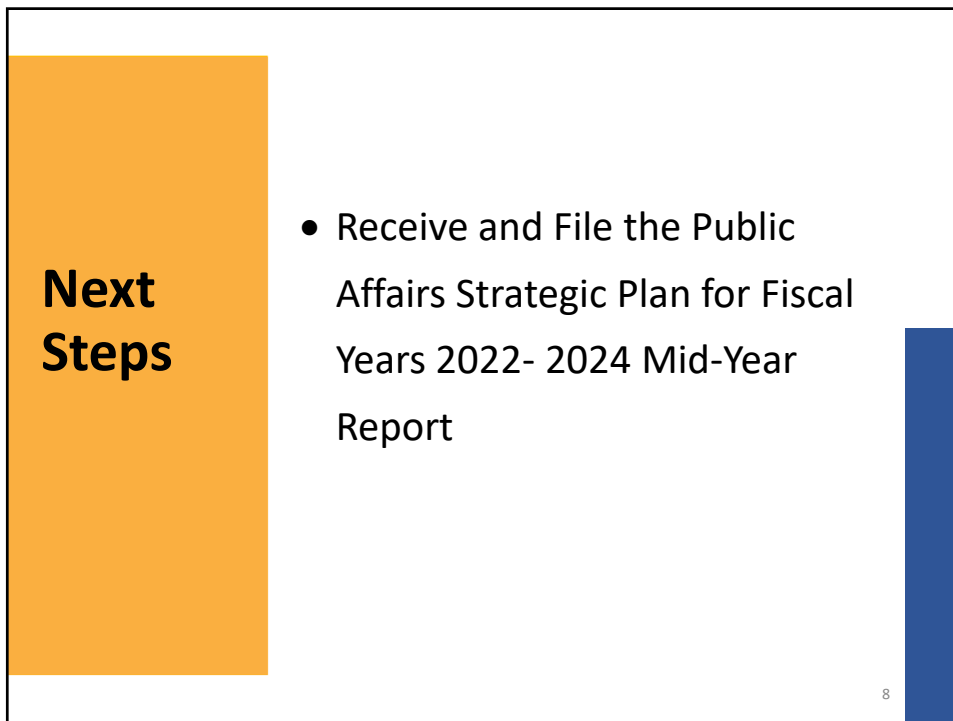


Next Six-Months

- Community Outreach
 - Events
 - Tours
 - Speaking Engagements
 - Wastewater 101 – Citizen Academy
- Employee Engagement
- Headquarters
- GWRS Final Expansion Event
- Easement Efforts

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Next Steps

- Receive and File the Public Affairs Strategic Plan for Fiscal Years 2022- 2024 Mid-Year Report

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Questions

