

Public Affairs Mid-Year Update

Presented by:
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Administration Mgr.

Legislative and Public
Affairs Committee

February 8, 2021



OC SAN
ORANGE COUNTY SANITATION DISTRICT

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Public Affairs Office

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

Extension of Our Team

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

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PAO Strategic Plan



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PAO Strategic Plan

Mid-Year Update

EMPLOYEES



EXPERTS



MEDIA



BRANDING



EDUCATION



- 228 communication pieces
- 19 speaking engagements
- 2 press release
- OC San logo
- 17 tours
- Lunch-n-learn moved OCSD U
- 9 awards
- 19 articles
- 26 website post
- 840 participants
- 395 social media posts
- P2 Newsletter

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PAO Strategic Plan

CONSTRUCTION



LEGISLATIVE



GRANTS



GOVT AFFAIRS



CRISIS



GM SUPPORT



- CIP Campaign
- Legislative Plan
- Develop Policy
- State of the District - Virtual
- Response Plan
- GM Monthly Report
- Paid Advertisement
- Track & monitor
- Apply
- New Council Member(s) Tour
- Develop Protocols
- GM Work Plan
- Letters of support/oppose
- Strategic Plan

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PAO Strategic Plan

Mid-Year Update

| CONSTRUCTION | LEGISLATIVE | GRANTS | GOVT AFFAIRS | CRISIS | GM SUPPORT |
|---|--|---|--|--|--|
|  |  |  |  |  |  |
| <ul style="list-style-type: none">• 24 Notifications• 3 Presentations• 2 Videos | <ul style="list-style-type: none">• 41 Leg. Bills• 1 Federal Letter• 6 State Letters• 2 Bill Agreements | <ul style="list-style-type: none">• Monitoring grants | <ul style="list-style-type: none">• SOTD – 140 guests• Annual Report• 2 Outreach Toolkits• 6 Board Member Speaking Points | <ul style="list-style-type: none">• COVID Response | <ul style="list-style-type: none">• 6 GM Report• GM Workplan• Midyear Report• Strategic Plan Update |

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Up Next

- Construction Outreach Audit
- OC Register Water Insert
- Educational Mobile Unit
- YES conference (OC Children’s Water Festival)
- Updating video library
- Digital signage throughout the facilities
- Media Training - delayed
- Community Newsletter
- City Council Members’ Tour

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For more information

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Also on... [in](https://www.linkedin.com/company/ocsan-district) 