

Public Affairs Mid-Year Report

July – December 2021

Presented by:
Jennifer Cabral,
Administration
Manager

Legislative and
Public Affairs
Committee

February 7, 2022



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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)
- Jennifer Wein, Staff Analyst (Engineering)
- VIPs

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PAO Strategic Plan

EMPLOYEES EXPERTS MEDIA BRANDING EDUCATION



- Internal Communication
- Employee Events



- Speaking engagements
- Awards



- Media Training
- Press Releases



- New Logo
- Headquarter Branding Plan
- Community Newsletter



- Virtual Tour
- Wastewater 101 Academy
- Mobile Education Unit

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PAO Strategic Plan

Mid-Year Update (July-December 2021)

EMPLOYEES	EXPERTS	MEDIA	BRANDING	EDUCATION
				
447 communication pieces	4 speaking engagements 4 awards	1 press release 23 articles 371 social media posts	OC San logo – cont. 49 website post P1/P2 Newsletter & Community Newsletter Video Library	14 virtual tours Heritage Museum

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PAO Strategic Plan

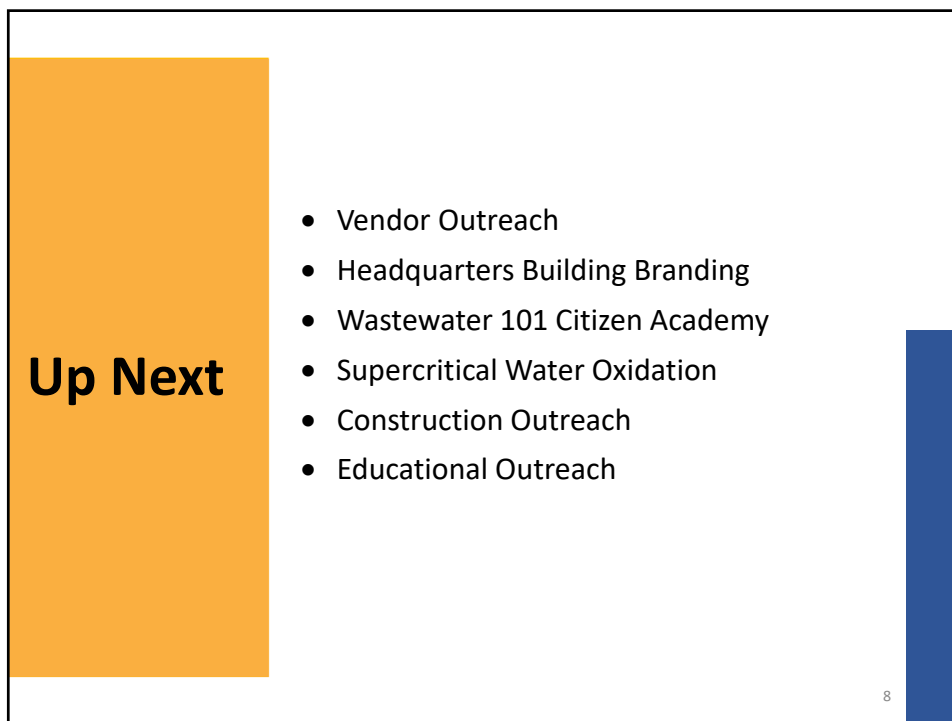
CONSTRUCTION	LEGISLATIVE	GRANTS	GOVT AFFAIRS	CRISIS	GM SUPPORT
					
<ul style="list-style-type: none"> • CIP Campaign • Paid Advertisement 	<ul style="list-style-type: none"> • Legislative Plan • Track & monitor • Letters of support/oppose 	<ul style="list-style-type: none"> • Develop Policy • Apply 	<ul style="list-style-type: none"> • State of the District - Virtual • New Council Member(s) Tour 	<ul style="list-style-type: none"> • Response Plan • Develop Protocols 	<ul style="list-style-type: none"> • GM Monthly Report • GM Work Plan • Strategic Plan

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