

Public Affairs Year-End Report

FY 2022 - 2024

Presented by:

*Jennifer Cabral,
Administration
Manager*

*Daisy Covarrubias,
Pr. Public Affairs Spec.*

Steering Committee

June 28, 2023



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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)
- VIPs

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Current Situation

- OC San Culture
- Operations
- Community
- Supercritical Water Oxidation Project
- Capital Improvement Program
- Board Members

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PAO Strategic Plan

EMPLOYEES



- Over 790 internal communication pieces
- Yearbook -Special Pipeline Issue

EXPERTS



- 24 speaking engagements
- 13 awards received

MEDIA



- Over 700 social media posts
- 960 new followers
- 11 press releases
- 41 news articles mentioned
- OC Register Insert

BRANDING



- Website RFP
- 4 issues of Neighborhood Newsletter
- Permittee awards program
- HQ Educ. Display

EDUCATION



- 46 tours
- WW 101 Academy
- 8 community events
- Heritage Museum

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PAO Strategic Plan

CONSTRUCTION	LEGISLATIVE	GRANTS	GOVT AFFAIRS	CRISIS	GM SUPPORT
					
<ul style="list-style-type: none"> 24 alerts 3 vendor workshops 3 city council presentations 	<ul style="list-style-type: none"> 27 position letters Leg Plan 	<ul style="list-style-type: none"> Approved for \$3.35M 	<ul style="list-style-type: none"> State of OC San Board Member speaking points Annual Report Outreach Toolkits 5 min per month Inflow/infiltration outreach 	<ul style="list-style-type: none"> Updates IERP COOP 	<ul style="list-style-type: none"> GM Monthly Reports GM Workplan Talking points/ presentations Strategic Plan

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Next Year

- Community Outreach
 - Events
 - Tours
 - Speaking Engagements
- Employee Engagement
- Headquarters
- Easement Efforts
- Construction Outreach
- Headquarters Move-in

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Next Steps

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

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Questions



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