

# Public Affairs Mid-Year Update

*Presented by:*  
*Jennifer Cabral,*  
*Administration Mgr.*

*Legislative and Public*  
*Affairs Committee*

*February 8, 2021*

**OC SAN**  
ORANGE COUNTY SANITATION DISTRICT

# Public Affairs Office

## What People Think We Do



## What We Actually Do



# 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

# PAO Strategic Plan

## EMPLOYEES



- Employee Lunch-n-Learn Sessions
- Digital Message System

## EXPERTS



- Speaking engagements
- Awards

## MEDIA



- Media Training
- Press Releases

## BRANDING



- New Logo
- Headquarter Branding Plan
- Community Newsletter

## EDUCATION



- Virtual Tour
- Wastewater 101 Academy
- Mobile Education Unit

# PAO Strategic Plan

## Mid-Year Update

### EMPLOYEES



- 228 communication pieces
- Lunch-n-learn moved OCSD U

### EXPERTS



- 19 speaking engagement
- 9 awards

### MEDIA



- 2 press release
- 19 articles
- 395 social media posts

### BRANDING



- OC San logo
- 26 website post
- P2 Newsletter

### EDUCATION



- 17 tours
- 840 participants

# PAO Strategic Plan

## CONSTRUCTION



- CIP Campaign
- Paid Advertisement

## LEGISLATIVE



- Legislative Plan
- Track & monitor
- Letters of support/oppose

## GRANTS



- Develop Policy
- Apply

## GOVT AFFAIRS



- State of the District - Virtual
- New Council Member(s) Tour

## CRISIS



- Response Plan
- Develop Protocols

## GM SUPPORT



- GM Monthly Report
- GM Work Plan
- Strategic Plan

# PAO Strategic Plan

## Mid-Year Update

### CONSTRUCTION



- 24 Notifications
- 3 Presentations
- 2 Videos

### LEGISLATIVE



- 41 Leg. Bills
- 1 Federal Letter
- 6 State Letters
- 2 Bill Agreements

### GRANTS



Monitoring grants

### GOVT AFFAIRS



- SOTD – 140 guests
- Annual Report
- 2 Outreach Toolkits
- 6 Board Member Speaking Points

### CRISIS



- COVID Response

### GM SUPPORT



- 6 GM Report
- GM Workplan Midyear Report
- Strategic Plan Update

# 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



# For more information

**Visit us at: [OCSan.gov](http://OCSan.gov)**  
**Follow us: [@OCSanDistrict](https://twitter.com/OCSanDistrict)**



*Also on...*  