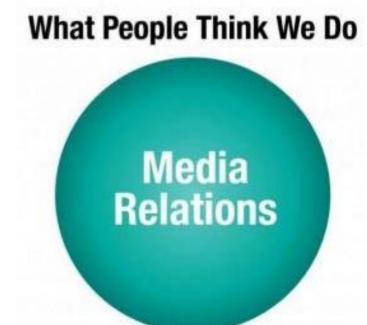
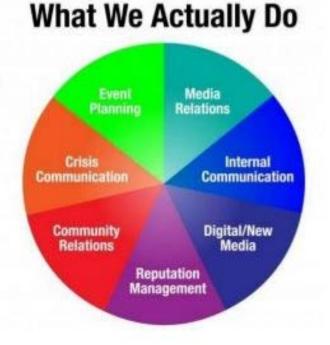
# **Public Affairs Mid-Year Update**



### **Public Affairs Office**





### **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

**EMPLOYEES** 

#### **EXPERTS**

#### **MEDIA**

#### **BRANDING**

#### **EDUCATION**











- Employee Lunch-n-Learn Sessions
- Digital Message System
- Speaking engagements
- Awards

- Media Training
- Press Releases
- New Logo
- Headquarter
  Branding Plan
- Community
  Newsletter

- Virtual Tour
- Wastewater 101
  Academy
- Mobile Education
  Unit

### **Mid-Year Update**

**EMPLOYEES EXPERTS MEDIA** BRANDING **EDUCATION** ORANGE COUNTY SANITATION DISTRICT 228 communication • 2 press release • **OC San logo** 19 speaking • 17 tours pieces 19 articles 26 website post engagement \* 840 participants Lunch-n-learn 395 social **P2** Newsletter 9 awards moved OCSD U media posts

CONSTRUCTION LE

**LEGISLATIVE** 

**GRANTS** 

**GOVT AFFAIRS** 

**CRISIS** 

**GM SUPPORT** 



- CIP Campaign
- Paid Advertisement



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



- Develop Policy
- Apply



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



- Response Plan
- Develop Protocols



- GM Monthly Report
- GM Work Plan
- Strategic Plan

### Mid-Year Update

CONSTRUCTION

**LEGISLATIVE** 

**GRANTS** 

**GOVT AFFAIRS** 

**CRISIS** 

**GM SUPPORT** 













- **24 Notifications**
- **3 Presentations**
- 2 Videos

- 41 Leg. Bills
- **1 Federal Letter** grants
- **6 State Letters**
- **2 Bill Agreements**
- Monitoring •
- SOTD 140 guests
  - **Annual Report**
  - 2 Outreach Toolkits
  - **6 Board Member Speaking Points**

- **COVID** Response
- **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

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