


Orange County
Sanitation District
70th Anniversary


Public Affairs Strategic Plan Item Nos. 7 & 8

Presented by:
Jennifer Cabral, Administration Manager

Steering Committee
June 26, 2024



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Agenda

- Introduction
- Staff
- Goals
- Results
- Plan for Fiscal Years 2024-26

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What We Do...














- Public Affairs Office is responsible for creating, organizing, and disseminating all internal and external communication.
- Deliver messages that are accurate, transparent, and designed to foster public trust and confidence among a varied audience.
- Develop goals, objectives, strategies, and tactics to execute the various messages and efforts set forth by OC San.

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Public Affairs Team



	Jennifer Cabral Administration Manager
	Daisy Covarrubias Public Affairs Supervisor
	Rebecca Long Senior Public Affairs Specialist
	Belen Carrillo Senior Public Affairs Specialist
	Kelly Newell Public Affairs Specialist
	VACANT Public Affairs Specialist
	Gregg Deterding Graphic Designer
	Isai Carrillo Graphic Designer
	Cheryl Scott Administrative Assistant
	Tanya Chong Principal Staff Analyst (Engineering)
	VIPS

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Internal / Media / Education

Media
 1,460 social media posts
 1,795 new followers
 Publications – CSDA Magazine,
 OC Register Water Insert

Education
 19 community events
 140 tours
 2 WW 101 sessions
 1,300 guests at Open House

Internal
 1,800 communication pieces
 12 employee events

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Experts/Branding/Construction

Experts
 57 speaking engagements
 25 awards

Branding
 8 newsletters
 172 website articles
 Website redesign
 HQ Educational Display

Construction
 33 printed notifications
 79k people reached
 142 electronic messages

Costa Mesa Regional Sewer Projects
 Airway Airport Loop Sewer Rehab

The regional wastewater services provider, the Orange County Sanitation District (OC San) is committed to providing and sustaining its infrastructure to ensure top performance and optimal levels of service and operations. These are the selected OC San sewer projects in the City of Costa Mesa, including the Airway Airport Loop Sewer Rehab, as shown on the map to the right.

The project includes rehabilitation of two parallel regional sewer pipelines along a one-mile stretch on Airway Avenue and Airport Loop Drive in the City of Costa Mesa, near the John Wayne Airport.

Project elements also include improvements at the Main Street Pump Station (near Red Hill Avenue and Main Street) to replace valves and piping, as well as exterior valve vaults. The regional sewer pipelines and pump station valves have heavy corrosion and will be rehabilitated by external trenchless technology for another 50-70 years.

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Leg/Govt. Affairs/GM Support



Legislative
53 position letters
Legislative Plan

GM Support
Monthly Memo
Work Plan
Talking Points
Presentations
Strategic Plan





OC San Highlights Major Achievements in Annual Report

STRATEGIC ALIGNMENT

The past year has been one for the books for OC San. A major milestone was reached by recycling 100 percent of our reclaimable water and completing the final expansion of the Groundwater Replenishment System. But that's just the beginning. OC San introduced a new General Manager, successfully wrapped up the year with a new rate structure and continued to carry out an effective and efficient Capital Improvement Program.

All of these achievements and more are captured in the 2022/2023 Annual Report. This year's annual report demonstrates OC San's collaborative and resilient approach to meeting the mission of protecting public health and the environment.

Read about OC San's year in the [OC San 2022/2023 Annual Report](#).

[For more on OC San](#)



OC San is Hiring

FOR ALL OPEN POSITIONS AND TO FIND OUT A JOB INTEREST, PLEASE VISIT [OC.SAN.EDU/JOBS](#)



HEADQUARTERS RIBBON CUTTING

YOU ARE INVITED!

ORANGE COUNTY SANITATION DISTRICT

State of OC San Luncheon

Friday, October 27
11 a.m. – 1 p.m.

Join our Board of Directors and General Manager as we discuss our accomplishments and exciting advances.

An optional tour of our Fountain Valley Plant No. 1 will take place immediately following the event.


Location:
Wick Square Golf Course Clubhouse
10401 Warner Avenue
Fountain Valley, CA 92708

For more information or questions, email us at: forinformation@OCSan.gov


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Public Affairs Strategic Plan for Fiscal Years 2024 - 2026




- Continue with Internal and External Communication
- Continue supporting OC San's existing programs
- New Items:
 - OC San new website
 - Library Educational Program
 - Headquarters Educational Display – Phase 2
 - Video Library Update
 - Employee Engagement Audit
 - New Employee Welcome Kit
 - Employee Art Contest



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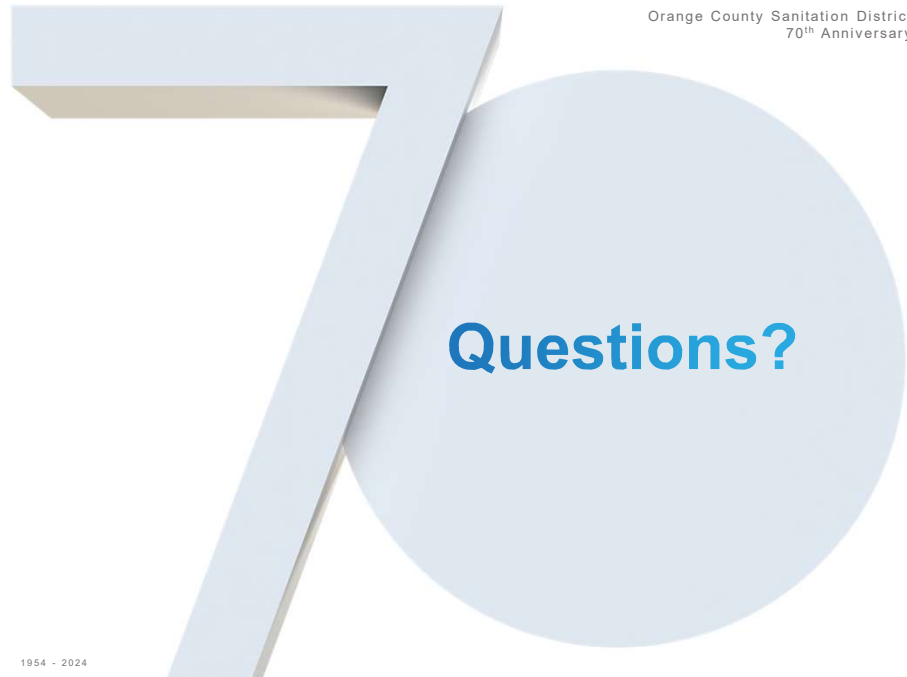
Next Steps

Receive and file the Public Affairs Strategic Plan for Fiscal Years 2022 – 2024 Summary.

Receive and file the Public Affairs Strategic Plan for Fiscal Years 2024 – 2026.

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Questions?

1954 - 2024

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