

# Public Affairs Strategic Plan for Fiscal Years 2024-2026 Mid-Year Update

Presented by:  
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Administration Committee Meeting  
December 10, 2025

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ORANGE COUNTY SANITATION DISTRICT

1

## Public Affairs Programs

- Employee Engagement
- Industry Experts/Media Relations
- Agency Branding
- Educational Outreach
- Construction Outreach
- Legislative Affairs & Local Government Affairs
- New Initiatives

2

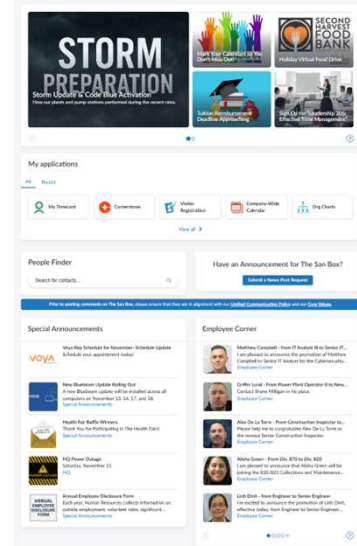
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## Employee Engagement



### Employee Engagement

- 275 The San Box Posts
- 26 Three Things to Know Emails
- 5 employee events
- 3 Pipeline issues
- 44 New Employee Welcome kits



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## Industry Experts/Media Relations



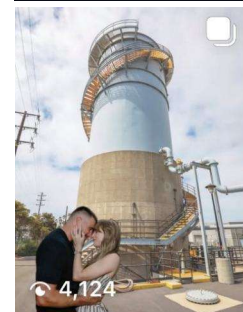
### Industry Experts

- 16 awards received
- 8 public speaking engagements



### Media

- 298 social media posts
- 635 new followers



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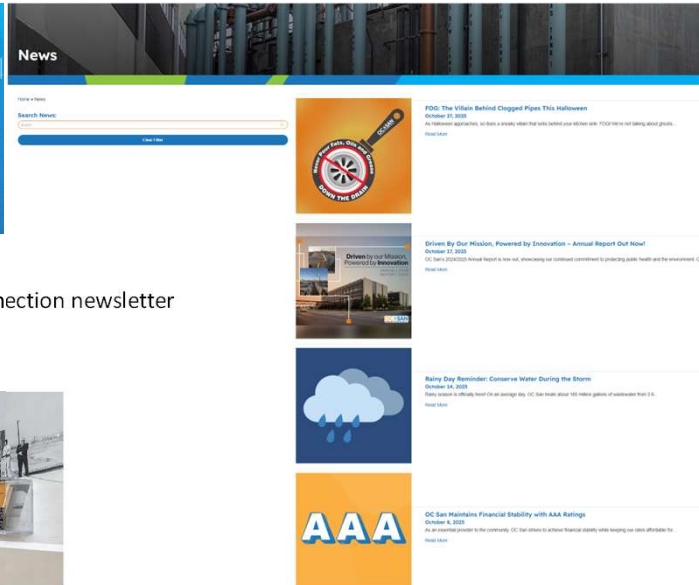
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## Agency Branding



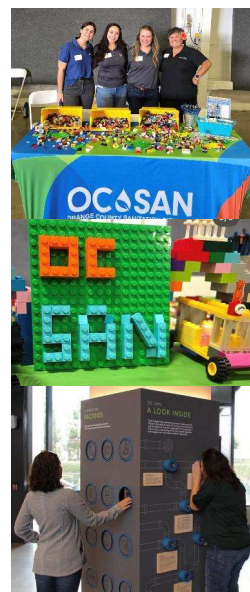
### Agency Branding

- 1 Community Connection newsletter
- 31 website articles
- 67 design projects



5

## Educational Outreach



### Education

- 6 community events
- 52 tours reaching over 900 people
- Completed Headquarters Educational Display – Phase 2
- 6<sup>th</sup> session of WW 101 -42 Graduates



6

6



## Construction Outreach

### Construction

- 10 printed notices reaching over 29,000 people
- 24 electronic messages
- 31 social media posts
- 8 Nextdoor Posts with over 83,000 impressions



### Weekly E-News



### Crossing Path Closed UNTIL FURTHER NOTICE



Upper Newport Bay  
Nature Reserve  
2301 University Dr.  
Newport Beach, CA

CHECK OUT  
THESE PATHS  
NEARBY!

Buck Gully Reserve  
San Joaquin Hills Rd.  
Newport Beach, CA



For more info on the Bay Bridge Construction Project visit:  
[ocsan.gov/BayBridge](http://ocsan.gov/BayBridge)



We apologize for the inconvenience.

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7

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## Legislative and Government Affairs



### Govt. Affairs

State of OC San  
Annual Report  
Quarterly Outreach Toolkits

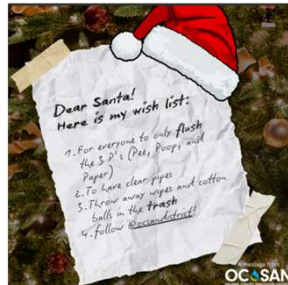


### Legislative

2 position letters  
2026 Legislative Plan

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2026 Legislative and Regulatory Plan



### GM Support

Monthly Memo  
Work Plan  
Talking Points  
Presentations  
Strategic Plan



8

8

## What's Next

- Video Library
- Library Education Program
- Employee Art Contest
- Construction Outreach
- Community Engagement

9

9

## Recommendation

Recommendation to the Board of Directors to:

- Receive and File the Public Affairs Strategic Plan for Fiscal Years 2024-2026 Mid-Year Update.

10

10



# Questions?

11