



# LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE

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## Agenda Report

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**File #:** 2021-1726

**Agenda Date:** 7/12/2021

**Agenda Item No:** 6.

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**FROM:** James D. Herberg, General Manager

**SUBJECT:**

### **STRATEGIC PLAN ORGANIZATIONAL ADVOCACY AND OUTREACH POLICY**

#### **GENERAL MANAGER'S RECOMMENDATION**

##### RECOMMENDATION:

Information Only.

#### **BACKGROUND**

The Orange County Sanitation District (OC San) is updating its Strategic Plan. The Strategic Plan is a policy level roadmap which defines the future desired state of the agency and lays out initiatives to move toward that desired state. The Strategic Plan is intended to be a living document that is adjusted to meet new needs or regulations faced by OC San.

There are currently 14 individual policy areas which comprise the overall Strategic Plan. The policy statements were developed by the Executive Management Team based on input provided by Board Members and staff. The Board's input and direction is critical in developing and updating the Strategic Plan.

In order to create a cohesive and comprehensive Strategic Plan, a new policy topic has been proposed that will focus on keeping our stakeholders informed and garnering support for the OC San services provided. The Board leadership has requested that this policy paper be developed in conjunction with the Legislative and Public Affairs Committee.

Based on the feedback received from the Steering Committee, staff intends to finalize the draft policy paper and include it in the draft Strategic Plan that will be presented to the Board of Directors in August with formal adoption by the Board in November of this year. The adopted Strategic Plan will be the basis of Fiscal Year 2022-23 and 2023-24 budget development.

#### **RELEVANT STANDARDS**

- Maintain and adhere to appropriate internal planning documents: Strategic Plan
- Sustain 1, 5, 20-year planning horizons
- Build brand, trust, and support with policy makers and community leaders

**PROBLEM**

The current Strategic Plan was adopted by the Board of Directors in November 2019 and is currently in effect. The strategic planning process is intended to be reviewed every two years to make necessary adjustments due to new issues of concern for OC San. During the review and update process it was noted that an outreach component should be added to properly capture all of OC San's important areas.

**PROPOSED SOLUTION**

Add an additional policy topic to the Strategic Plan to cover OC San's organizational advocacy and outreach efforts which are an integral part of OC San's success.

**PRIOR COMMITTEE/BOARD ACTIONS**

May 2021 - Board of Directors Strategic Plan Recap.

April 2021 - Special Board of Directors Meeting, Strategic Plan Workshop No. 3.

March 2021 - Special Board of Directors Meeting, Strategic Plan Workshop No. 2.

February 2021 - Special Board of Directors Meeting, Strategic Plan Workshop No. 1.

January 2021 - Steering Committee reviewed the Strategic Plan development outline.

**ATTACHMENT**

*The following attachment(s) may be viewed on-line at the OC San website ([www.ocsan.gov](http://www.ocsan.gov)) with the complete agenda package:*

- OC San Organizational Advocacy and Outreach Policy - Draft
- OC San Strategic Plan November 2019