

Public Affairs Strategic Plan FY2020-2022

Daisy Covarrubias, Pr. Public Affairs Specialist
Legislative & Public Affairs Committee

July 13, 2020



Public Affairs



What People Think We Do



What We Actually Do



PAO Staff



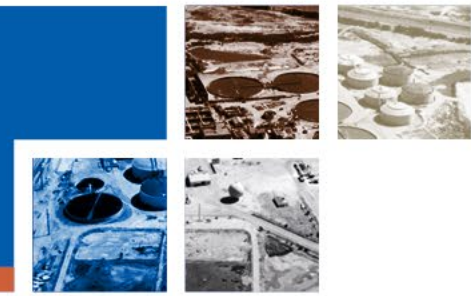
Jennifer Cabral, Administration Manager

- 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

Two-Year Review



July 2018 – June 2020

EMPLOYEES



765 communication pieces
11 events

EXPERTS



54 speaking engagements
22 agency awards

MEDIA



13 news releases
30 articles
1350 social media posts
Paid Advertisement (OCR Water insert)

BRANDING



85 website posts
fact sheets
Comm Audit
65th Anniv. Campaign
OC Polling

EDUCATION



17 events
283 tours
4500 guests
Open House
Tour Signage

Two-Year Review



CONSTRUCTION



75 notifications
13 neighborhood meetings
3 surveys

Regional Outreach Program

LEGISLATIVE



40 legislative bills
4 federal letters
12 state letters
2 bill agreements

GRANTS



2 grants applied/received

GOVT AFFAIRS



State of the District Annual Report
Centrifuge Ribbon Cutting
Member Agency Outreach Toolkit
Board Member Speaking Points

CRISIS



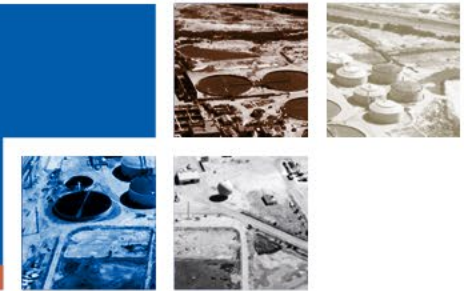
Response Plan
Virtual Town Hall

Current Situation



- Operations
 - Workforce
 - Community
 - Essential Services
 - Financial
-
- Sewer Fee Rates
 - Board Member turnover
 - Capital Improvement Program
 - Headquarters Building
 - Groundwater Replenishment System Final Expansion

PAO Strategic Plan



Fiscal Years 2020 – 2022

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

Plan – Cont.



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



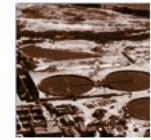
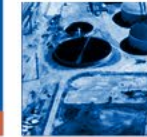
- Response Plan
- Develop Protocols

GM SUPPORT



- GM Monthly Report
- GM Work Plan
- Strategic Plan

Next Steps



- LaPA review and adoption
- Implement Plan