

Orange County Sanitation District

Communications Audit Findings



March 9, 2020

Why We Are Here



OCSD asked Tripepi Smith to analyze:

1. Digital communications
2. Printed materials & other communication methods
3. Resident/community engagement
4. Marketing/communication practices for events
5. Emergency communications
6. Media and public inquiry/concern response



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Assessment Process



- **Discovery** – 23 group Interviews with 60+ OCSD Staff, 1 Interview with OCWD, 5 Interviews with Board Members, 1 Electronic Survey to Staff (37 responses)
- **Documentation** – Fact Statements Reviewed by PAO
- **Analysis** – Social Media, Website, Intranet and Emails
- **Recommendations** – PAO has full, 127-page report with specific Action Steps in 9 Recommendation areas



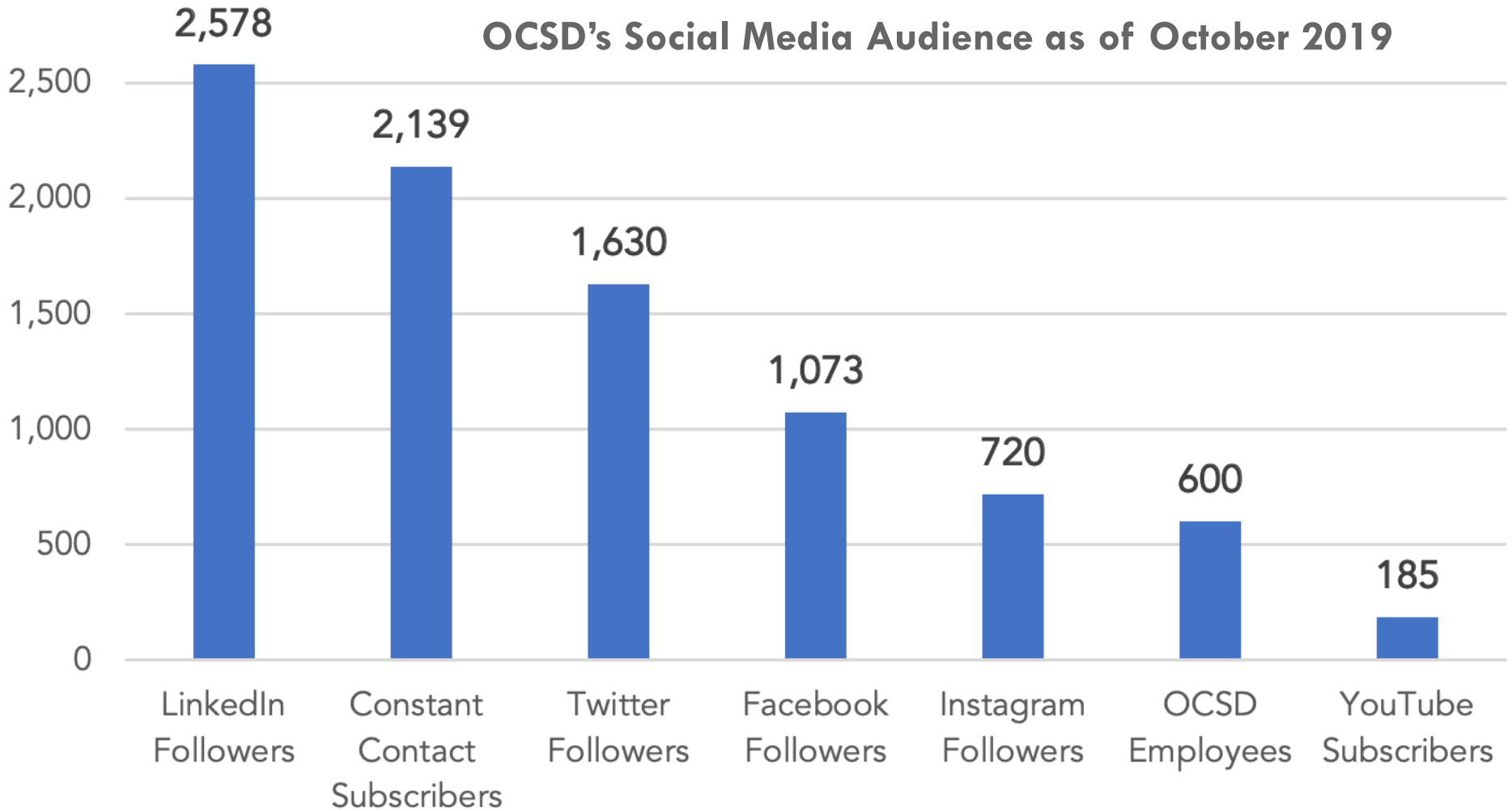
Why Communication Matters

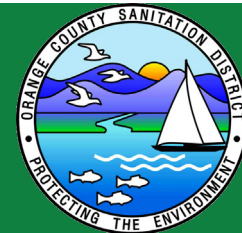


- Support Transparency in Local Government and Establish Trust
- Gather Community Feedback Before an Issue Becomes a Crisis
- Educate Residents on Staying Informed



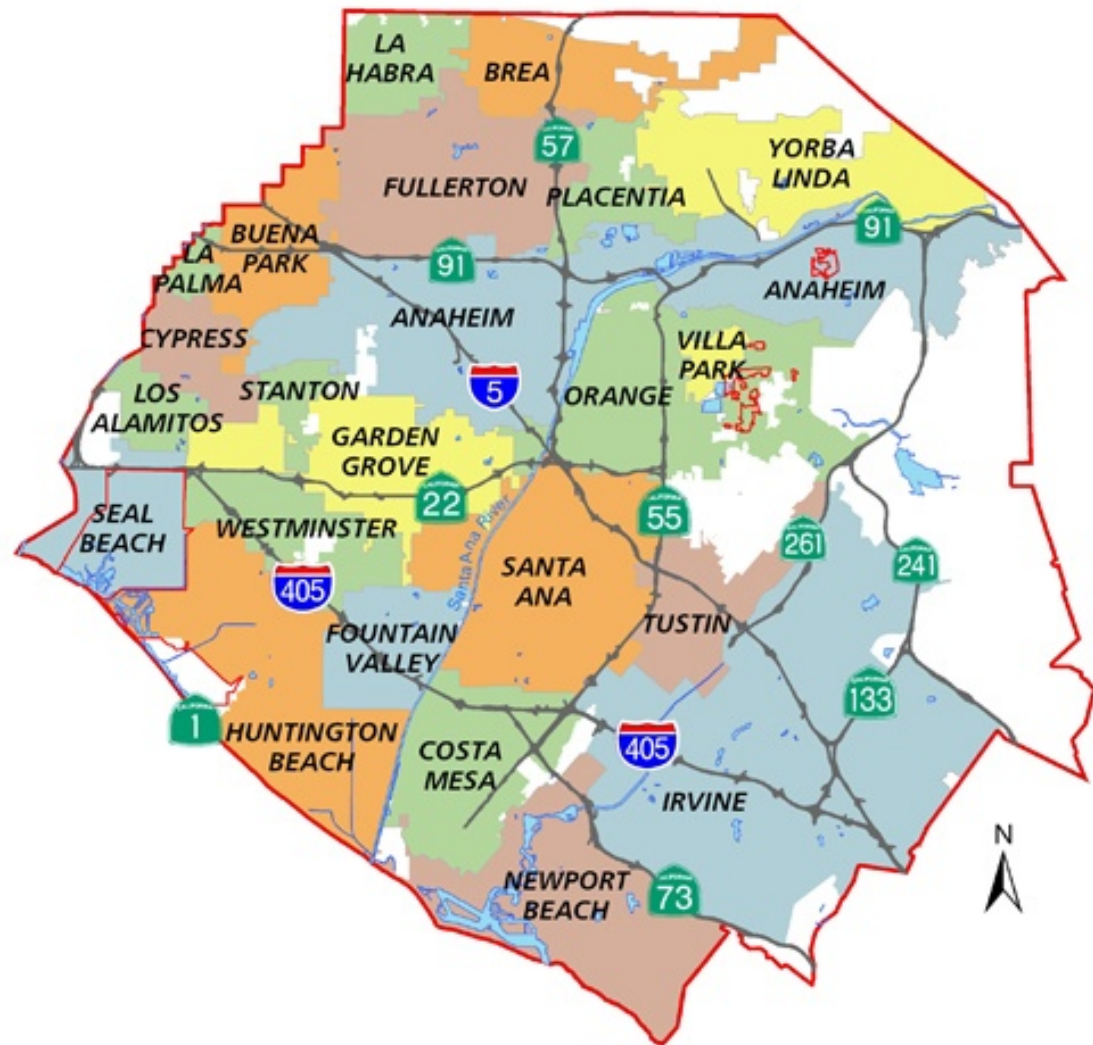
OCSD's Social Media Audience as of October 2019





Potential Audience

- 2.6 million people in the Service Area
- Millions of Facebook users live and/or work in this same area



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A photograph of a library with wooden bookshelves and a table, overlaid with text. The scene is dimly lit, with a window in the background showing a bright light source. The floor is cluttered with books and papers, suggesting a state of disarray or neglect. The text is centered in the upper half of the image.

Content
x Distribution
IMPACT

Summarized Observations



- Public Affairs Office (PAO) has firm control of all internal and external communications.
- OCSD staff is satisfied with the organizational (internal) communications they receive.
- Main external audiences are elected officials and neighborhood groups close to CIP projects.
 - No current strategy (or agreed-on desire) to reach local media or the 2.6 million residents.



Summarized Observations



- PAO has capability to produce/commission interesting and engaging multimedia content.
- OCSD staff separates work & personal lives. They rarely follow OCSD on social media.
- OCSD has a Brand/Style Guide—an advanced best practice for public agencies.



Our Recommendations



1. Establish/Deepen Relationships with Public Information Officers (PIOs) in Orange County
2. Leverage Additional Communications Platforms
 - a. The power of LinkedIn
3. Consistently Analyze Available Metrics
 - a. Inform your content strategy



Our Recommendations



4. Increase Video Content (most engaging type)

5. Improve the ocsd.com Website

a. Make Vision/Granicus work for you

6. Optimize Internal Communications

a. Consider combining similar products and/or rescheduling deliveries to maximize reach



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Our Recommendations



7. Improve Communications with Field-Level Employees
8. Optimize External Communications
 - a. Hinges on decision whether to increase awareness of OCSD programs, facilities & services
9. Take Inventory of Communications Collateral



Questions?



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