

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

Presented by:
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Administration Committee Meeting
December 10, 2025

OC SAN
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

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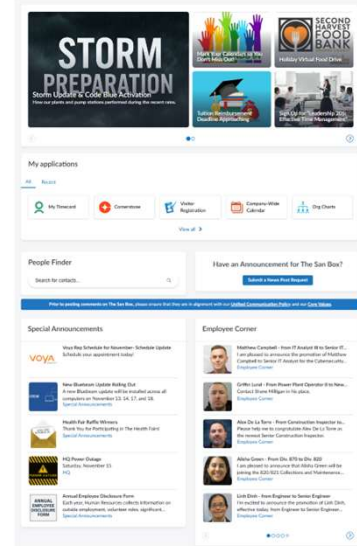
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Employee Engagement



Employee Engagement

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



3

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Industry Experts/Media Relations



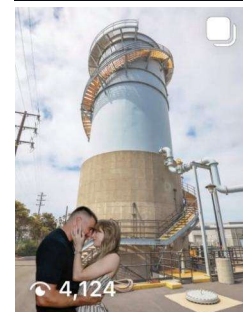
Industry Experts

- 16 awards received
- 8 public speaking engagements



Media

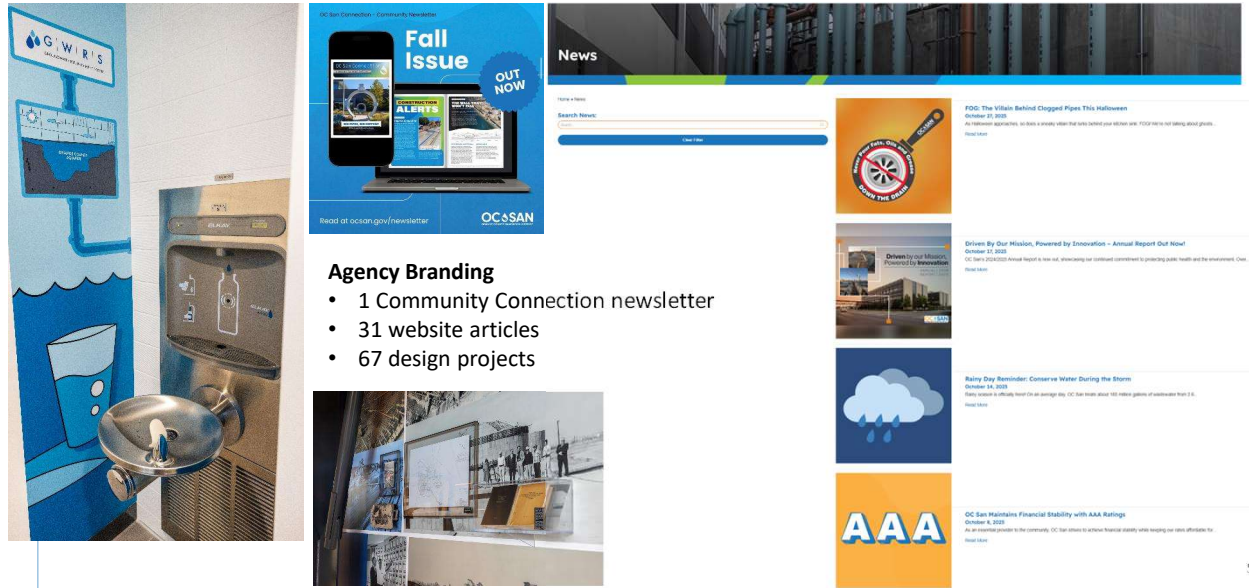
- 298 social media posts
- 635 new followers



4

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Agency Branding

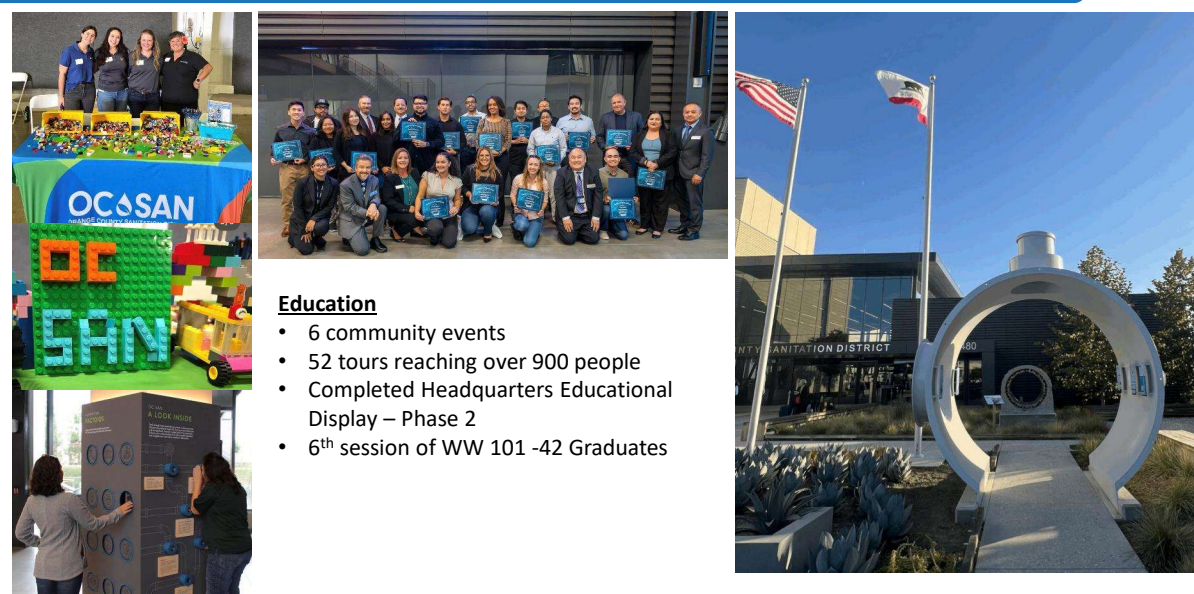


Agency Branding

- 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
- 6th 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



We apologize for the inconvenience.

OC SAN
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7

7

DC1

Legislative and Government Affairs



Govt. Affairs

State of OC San
Annual Report
Quarterly Outreach Toolkits



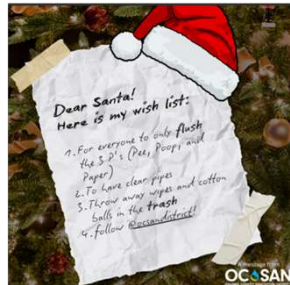
Driven by our Mission,
Powered by Innovation
ANNUAL | 2024
REPORT | 2025

Legislative

2 position letters
2026 Legislative Plan

OC SAN
ORANGE COUNTY SANITATION DISTRICT

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