



Public Affairs Year End Report 2020-2021

*Presented by:
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Administration
Manager*

*Legislative and
Public Affairs
Committee*

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Public Affairs Office

What People Think We Do



What We Actually Do



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Public Affairs 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)
- Jennifer Wein, Staff Analyst (Engineering)
- VIPs

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PAO Strategic Plan

The diagram illustrates the PAO Strategic Plan through five interconnected pillars, each represented by an icon and a list of activities. The pillars are: EMPLOYEES (represented by a group of people icon), EXPERTS (represented by a person with a lightbulb icon), MEDIA (represented by a person with a camera icon), BRANDING (represented by a circular logo icon), and EDUCATION (represented by an open book icon). A horizontal line with an arrow at the end connects these pillars from left to right.

EMPLOYEES	EXPERTS	MEDIA	BRANDING	EDUCATION
<ul style="list-style-type: none">• Internal Communication• Employee Events	<ul style="list-style-type: none">• Speaking engagements• Awards	<ul style="list-style-type: none">• Media Training• Press Releases	<ul style="list-style-type: none">• New Logo• Headquarter Branding Plan• Community Newsletter	<ul style="list-style-type: none">• Virtual Tour• Wastewater 101 Academy• Mobile Education Unit

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PAO Strategic Plan

Year End Update

EMPLOYEES



806 communication pieces

EXPERTS



**30 speaking engagements
10 awards**

MEDIA



**4 press releases
22 articles
755 social media posts
OC Register Water Insert**

BRANDING



**OC San logo – cont.
55 website post
P1 Newsletter**

EDUCATION



**36 tours
Inside the Outdoors – virtual**



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PAO Strategic Plan

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

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PAO Strategic Plan

Year End Update

CONSTRUCTION	LEGISLATIVE	GRANTS	GOVT AFFAIRS	CRISIS	GM SUPPORT
					
40 Printed Notifications 46 website updates 7 Presentations Outreach Audit	56 Leg. Bills 13 Federal Letter 4 State Letters 24 Letters of Support Received	Monitoring	SOTD – 140 guests (virtual) Annual Report 4 Outreach Toolkits 12 Board Member Speaking Points	COVID Response	12 GM Reports GM Work Plan Strategic Plan Update

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Up Next

- Headquarters Building Branding
- Annual Report
- State of the District
- Updated Video Library
- Community Newsletter
- City Council Members Tour
- Media Training
- Grant Policy
- Heritage Museum

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For more information

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