



# Organizational Advocacy and Outreach Policy

Strategic Plan Topic Area

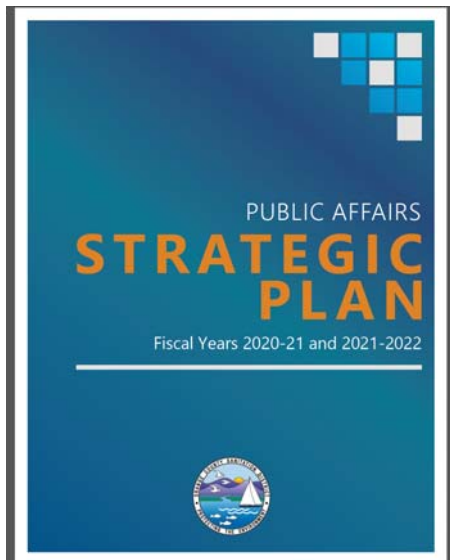
Presented by:  
Jennifer Cabral,  
Administration  
Manager

LaPA Committee  
September 13, 2021




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## PAO Strategic Plan



PUBLIC AFFAIRS  
**STRATEGIC PLAN**  
Fiscal Years 2020-21 and 2021-2022



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# Policy Statement

OC San will create and disseminate information to our stakeholders with an end goal to educate, inform, and garner support for the services provided thus allowing us to operate in a more efficient and effective manner. OC San will deliver messages that are accurate, transparent, and designed to foster public trust and confidence. Additionally, legislative oversight will ensure OC San's interests are protected.

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# Student Educational Outreach



**A RESOURCE NOT A WASTE**  
Put your TikTok, YouTube, and social media skills to good use and create a 15-59 second video that highlights the role of wastewater treatment.

**PRIZES AWARDED:**  
3 Winning videos will each receive — \$500  
1 Instagram Viewer's Choice Award — \$200  
1 Facebook Viewer's Choice Award — \$200

**WHO CAN ENTER:**  
Students in grades 6-12 attending school within the OC San service area are eligible to enter.

**FOR QUESTIONS OR ADDITIONAL INFORMATION:**  
Email: [outreach@oc-san.com](mailto:outreach@oc-san.com) or call 949-440-7000

**DEADLINE TO SUBMIT VIDEO:**  
April 23, 2021

**OC SAN**  
Orange County Sanitation Districts

April 19-23, 2021

**Youth Environmental Summit**

Presented by

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# Infrastructure Outreach



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# Employee Engagement



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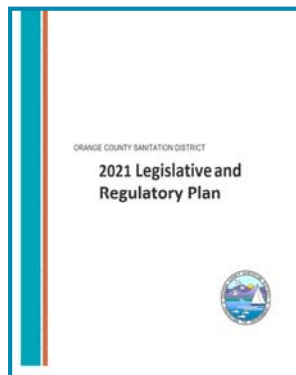
## Brand Recognition



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## Legislative Affairs



### Legislative and Regulatory Advocacy

- Federal
- State
- Local

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## Initiatives to Support the Policy

- Relaunch the Vendor Outreach Program with a focus on Orange County to enhance the competitive bidding opportunities for OC San. This effort will increase the number of vendor and contractors soliciting OC San projects thus expanding the pool and providing a greater variety of partners.
- Develop an outreach program for member agencies regarding inflow and infiltration issues emerging within their sewer system. The program will aim to educate, inform, and improve the situation affecting the local and regional sewer system.
- Develop an educational display in the Headquarters building to illustrate OC San's reuse and recycling efforts in support of the environment and public health. Display to be revealed when new building is unveiled.

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## Initiatives – cont.

- Commemorate OC San's achievement of reusing 100 percent of the reclaimable flow upon completion of the Groundwater Replenishment System's Final Expansion. Celebrate the milestone and acknowledge the accomplishment with staff and stakeholders.
- Actively engage, pursue, and monitor activities in California and Washington, D.C. and take appropriate action in support of or opposition to legislative and regulatory initiatives affecting OC San and the wastewater industry through Monitoring and Analysis, Advocacy Days, Position letters and Funding Requests (as deemed suitable).

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**Next Steps**

September 29	Draft Strategic Plan
November 17	Final Strategic Plan Adoption

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**Questions**



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