

PROPOSED

Public Affairs Strategic Plan for Fiscal Years 2026-2028

Jennifer Cabral,
Director of Communications

Administration Committee
May 13, 2026



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The Purpose

- Present the Team
- Identify the Strategic Priorities
- Highlight Measurable Outcomes
- Request Board approval

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The Team



Jennifer Cabral
Director of
Communications



Daisy Covarrubias
Public Affairs
Supervisor



Rebecca Long
Principal Public
Affairs Specialist



Belen Carrillo
Senior Public
Affairs Specialist



Kelly Newell
Public Affairs
Specialist



Becky Polcyn
Public Affairs
Specialist



Gregg Deterding
Graphics
Designer



Isai Carrillo
Graphics
Designer



Cheryl Scott
Administrative
Assistant

**PAO is also supported by a Principal Staff Analyst from Engineering who co-leads the Capital Project & Community Outreach, and an intern. Additional support is provided via consulting services for certain efforts as deemed appropriate.*

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Who We Serve

Internal

- Board
- Executive Team
- Employees
- Retirees

External

- Public
- Ratepayers
- Member Agencies
- Media
- Elected officials
- Environmental groups

Industry

- Waste/Water Agencies
- Trade Organizations
- Contractors and Consultants

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Strategic Priorities

- Internal Communication & Employee Engagement
- Public Awareness & Education
- Media & Digital Communications
- Brand Management & Creative Services
- Government & Legislative Affairs
- Capital Project & Community Outreach
- Crisis & Emergency Communication
- General Manager & Executive Support

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Internal Communication and Engagement

- Increase participation by 10%
- >65% participation in surveys
- Consistent internal messaging



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Public Awareness & Education

- Reach 5,000+ annually
- 6-8 events per year
- Citizens' Academy
- Strengthen community engagement



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Media & Digital Communication

- 3-5 posts per week
- 10% annual growth
- Proactive storytelling
- Enhanced digital presence



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Brand Management

- 100% brand compliance
- Facility branding upgrades
- OC San mascot
- Expand visual storytelling



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Government Affairs

- Legislative tracking and advocacy
- Annual report
- Stakeholder engagement
- Board communication tools



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Capital Project Outreach

- Support 10+ projects
- 24-hour response
- Early and proactive outreach
- Community engagement and trust building



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Crisis Communication

- Maintain readiness plans
- Staff training
- Ensure rapid response capabilities



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GM / Executive Support

- Support GM Communication
- Develop Board materials
- Strategic messaging



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New Initiatives



Bus grant program



Ocean monitoring vessel christening



Facility branding upgrades



OC San mascot



Prop 218 Notification process



Deep Well Injection Outreach Campaign

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Measuring Success

- Engagement Metrics
- Outreach Participation
- Digital performance
- Stakeholder feedback

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Long-Term Vision

- 2026: Take Your Kid to Work Day
- 2027: Honor Wall
- 2028: Family Event / Take Your Kid to Work Day
- 2029: Open House 75th Anniversary / Honor Wall
- 2030: Take Your Kid to Work Day
- 2031: Family Event / Honor Wall
- 2032: Take Your Kid to Work Day
- 2033: Honor Wall
- 2034: Open House 80th Anniversary / Kid to Work Day
- 2035: Family Event / Honor Wall

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Recommendation

Recommend to the Board of Directors to:

Receive and file the Public Affairs Proposed Strategic Plan for Fiscal Years 2026 -2028.

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