

# Public Affairs Year-End Report

Presented By:  
Jennifer Cabral, Communications Director

Administration Committee  
July 9, 2025

**OC SAN**  
ORANGE COUNTY SANITATION DISTRICT

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## Public Affairs Team

Jennifer Cabral, Communications Director

- 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, Graphic Designer
- Isai Carillo, Graphic Designer
- Cheryl Scott, Administrative Assistant
- Intern

Extension of Our Team

- Tanya Chong, Principal Staff Analyst (Engineering)
- VIPs

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## What We Do

- Employee Engagement
- Industry Experts
- Media Relations
- Agency Branding and Messaging
- Educational Outreach
- Capital and Maintenance Outreach
- Legislative Affairs
- Grant Coordination
- Local Government Affairs
- Crisis Management
- General Manager Support



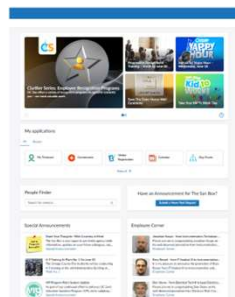
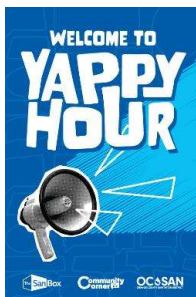
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## Employee Engagement

### Employee Engagement

- 789 communication pieces
- 5 employee events
- 635 volunteer hours
- New Intranet
- Engagement survey



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## Media / Educational Outreach

### Education

- 11 community events
- 110 tours
- 43 WW 101 Graduates



### Media

- 828 social media posts
- 1,244 new followers
- 30 articles published
- OC Register Water Insert

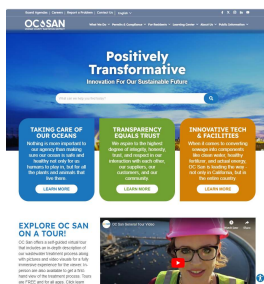


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## Branding / Industry Experts

### Branding

- Website redesign
- 4 newsletters
- 71 website articles
- 217 graphic design projects



### Experts

- 31 speaking engagements
- 16 awards
- RISE program

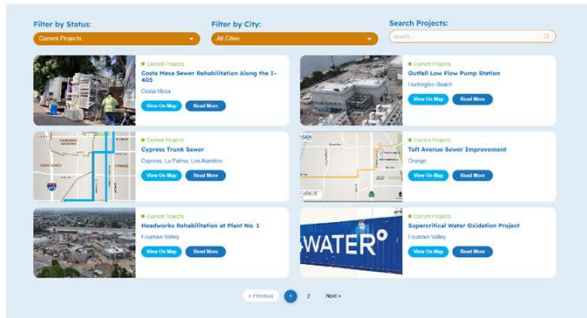


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# Construction Outreach

## Construction

- 18.3k people reached
- 38 electronic messages
- Supporting 8 projects



**Orange County Sanitation District Construction Notice**

### Costa Mesa Sewer Rehabilitation Along the I-405

Construction on the **Costa Mesa Sewer Rehabilitation Along the I-405 Project** (along the 405) has been in progress since Fall 2024. The work has been done in segments as to not affect the entire 4-mile project alignment at once. Construction will be coming soon to your neighborhood.

**Locations:** Near or along Olympic Ave., Tanana Pl., Yukon Ave., Concord St., Charleston St., and San Leandro Ln.

**What:** May include the installation of bypass pipes and pumps to temporarily reroute sewer flows to allow for uninterrupted sewer service, vector trucks to remove flows out of the pipeline, pipeline cleaning, inspection, and rehabilitation. Increased activity and noise are expected near the construction areas.

**When:** June 2025 - July 2025\*  
Approximately 1 week per segment.

**Hours\***

- Will vary by location but are typically Monday - Friday, 7 a.m. - 4 p.m.
- San Leandro Ln. location: Night Work, 9 p.m. - 6 a.m.
- Pipeline rehabilitation will require continuous uninterrupted work which is expected to extend outside normal working hours.

\*All dates and times are subject to change due to operational factors or inclement weather.

**More Information:**  
Additional details for each location are posted on the project website [ocsan.gov/alongthe405](https://ocsan.gov/alongthe405).

**SCAN TO SIGN UP FOR PROJECT ALERTS**  
[Click ocсан.gov/alongthe405](https://ocsan.gov/alongthe405) for additional details.

**CONTACT US**  
Community Liaison: (714) 278-2965  
Email: [construction@ocsan.gov](mailto:construction@ocsan.gov)

Stay informed! Follow us @OCSanDistrict

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# Govt. Affairs / Leg. / GM Support

## Govt. Affairs

- State of OC San
- Annual Report
- Quarterly Outreach Toolkits



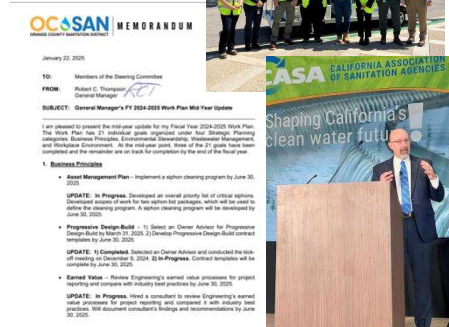
## Legislative

- 11 position letters
- Legislative Plan
- Advocacy Day



## GM Support

- Monthly Memo
- Work Plan
- Talking Points
- Presentations
- Strategic Plan



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## Year In Review



TOURS



INTERNAL  
COMMUNICATION  
PIECES



NEW  
SOCIAL MEDIA  
FOLLOWERS



PEOPLE REACHED



SOCIAL MEDIA  
IMPRESSIONS

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## Testimonials

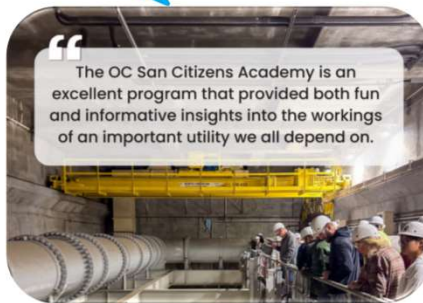
*The last open house was a great success! Everyone should come over and see the new building and treatment plant.*

*Come and visit with the OC San. Great day to come and immerse yourself into this amazing process and the people that run/manage it.*

*I'm new but I've felt welcome from day one. I like the events and all the things done to show appreciation for employees.*

**Overall, the District does an excellent job of communicating with employees...**

**“**  
The OC San Citizens Academy is an excellent program that provided both fun and informative insights into the workings of an important utility we all depend on.



- Kira Woodruff-Erquiaga**  
 An amazing team!  
 18w Love Reply Hide
- Rose Alvarado Escobar Marsella**  
 Well done 🙌  
 18w Love Reply Hide
- Tom Lam**  
 Best in the biz! 🙌  
 18w Love Reply Hide Edited
- Bob Bell**  
 Shoutout to the team members in PAO  
 18w Love Reply Hide

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## Next Year

- Library Education Program
- Family Picnic
- Art Contest
- Advocacy Days
- Construction Outreach
- Community Engagement
- Local Government Affairs Outreach

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## Next Steps

- Receive and File the Fiscal Year 2024-2025 Year-End Update to the Public Affairs Strategic Plan (FY 2024 – 2026).

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# Questions?

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