



ORANGE COUNTY SANITATION DISTRICT **SPECIAL NOTICE REGARDING CORONAVIRUS (COVID-19)** **AND ATTENDANCE AT PUBLIC MEETINGS**

On March 4, 2020, Governor Newsom proclaimed a State of Emergency in California as a result of the threat of COVID-19. On March 12, 2020 and March 18, 2020, Governor Newsom issued Executive Order N-25-20 and Executive Order N-29-20, which temporarily suspend portions of the Brown Act which addresses the conduct of public meetings.

The General Manager and the Chairman of the Board of Directors have determined that due to the size of the Orange County Sanitation District's Board of Directors (25), and the health and safety of the members, the Board of Directors will be participating in meetings of the Board telephonically and via Internet accessibility.

PUBLIC PARTICIPATION

Your participation is always welcome. The Legislative and Public Affairs Committee meeting will be available to the public online at:

<https://ocsd.legistar.com/Calendar.aspx>

You may submit your comments and questions in writing for the Committee's consideration in advance of the meeting by using the eComment feature available via the webpage above or sending them to OCSanClerk@ocsd.com with the subject line "PUBLIC COMMENT ITEM # (insert the item number relevant to your comment)" or "PUBLIC COMMENT NON-AGENDA ITEM". Submit your written comments by 9:00 a.m. on Monday, February 8, 2021.

You may also submit comments and questions for the Committee's consideration during the meeting by using the eComment feature that will be available via the webpage above for the duration of the meeting.

All public comments will be provided to the Committee and may be read into the record or compiled as part of the record.

Thank you.

Serving:

Orange County Sanitation District

10844 Ellis Avenue, Fountain Valley, CA 92708
714.962.2411 • www.ocsd.com

Anaheim

Brea

Buena Park

Cypress

Fountain Valley

Fullerton

Garden Grove

Huntington Beach

Irvine

La Habra

La Palma

Los Alamitos

Newport Beach

Orange

Placentia

Santa Ana

Seal Beach

Stanton

Tustin

Villa Park

County of Orange

Costa Mesa
Sanitary District

Midway City
Sanitary District

Irvine Ranch
Water District

Yorba Linda
Water District

February 1, 2021

NOTICE OF SPECIAL MEETING

**LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE
ORANGE COUNTY SANITATION DISTRICT**

Monday, February 8, 2021 – 4:00 p.m.

ACCESSIBILITY FOR THE GENERAL PUBLIC

Due to the spread of COVID-19, the Orange County Sanitation District will be holding all upcoming Board and Committee meetings by teleconferencing and Internet accessibility. This meeting will be available to the public online at:

<https://ocsd.legistar.com/Calendar.aspx>

A special meeting of the Legislative and Public Affairs Committee of the Orange County Sanitation District will be held in the manner indicated herein on Monday, February 8, 2021 at 4:00 p.m.

Our Mission: To protect public health and the environment by providing effective wastewater collection, treatment, and recycling.



LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE MEETING DATES	BOARD MEETING DATES
Monday 02/08/21 4:00 p.m.	02/24/21
Monday 03/08/21 12:00 p.m.	03/24/21
Monday 04/12/21 3:30 p.m.	04/28/21
Monday 05/10/21 12:00 p.m.	05/26/21
JUNE – DARK	06/23/21
Monday 07/12/21 3:30 p.m.	07/28/21
AUGUST – DARK	08/25/21
Monday 09/13/21 12:00 p.m.	09/22/21
OCTOBER – DARK	10/27/21
Monday 11/08/21 12:00 p.m.	11/17/21 *
DECEMBER – DARK	12/15/21 *
JANUARY – DARK	01/26/22

*** Meeting will be held on the third Wednesday of the month**

ROLL CALL

LEGISLATIVE & PUBLIC AFFAIRS COMMITTEE

Meeting Date: February 8, 2021

Time: 4:00 p.m.

Adjourn: _____

COMMITTEE MEMBERS (7)

Jesus S. Silva, Chair	
Marshall Goodman, Vice-Chair	
Kim Carr, Member-At-Large	
Anthony Kuo, Member-At-Large	
Andrew Nguyen, Member-At-Large	
David Shawver, Board Chair	
John Withers, Board Vice-Chair	

OTHERS

Brad Hogin, General Counsel	

STAFF

Jim Herberg, General Manager	
Rob Thompson, Assistant General Manager	
Lorenzo Tyner, Assistant General Manager	
Celia Chandler, Director of Human Resources	
Kathy Millea, Director of Engineering	
Lan Wiborg, Director of Environmental Services	
Kelly Lore, Clerk of the Board	

ORANGE COUNTY SANITATION DISTRICT
BOARD OF DIRECTORS
Complete Roster

Effective 1/27/2021

AGENCY/CITIES	ACTIVE DIRECTOR	ALTERNATE DIRECTOR
Anaheim	Stephen Faessel	Jose Diaz
Brea	Glenn Parker	Steven Vargas
Buena Park	Art Brown	Connor Traut
Cypress	Stacy Berry	Anne Hertz
Fountain Valley	Patrick Harper	Glenn Grandis
Fullerton	Jesus J. Silva	Nick Dunlap
Garden Grove	Steve Jones	John O'Neill
Huntington Beach	Kim Carr	Dan Kalmick
Irvine	Anthony Kuo	Farrah N. Khan
La Habra	Rose Espinoza	Jose Medrano
La Palma	Marshall Goodman	Nitesh Patel
Los Alamitos	Mark A. Chirco	Ron Bates
Newport Beach	Brad Avery	Joy Brenner
Orange	Mark Murphy	Kim Nichols
Placentia	Chad Wanke	Ward Smith
Santa Ana	Johnathan Ryan Hernandez	Nelida Mendoza
Seal Beach	Sandra Massa-Lavitt	Schelly Sustarsic
Stanton	David Shawver	Carol Warren
Tustin	Ryan Gallagher	Austin Lumbard
Villa Park	Chad Zimmerman	Robert Collacott

Sanitary/Water Districts

Costa Mesa Sanitary District	Bob Ooten	Art Perry
Midway City Sanitary District	Andrew Nguyen	Sergio Contreras
Irvine Ranch Water District	John Withers	Douglas Reinhart
Yorba Linda Water District	Brooke Jones	Phil Hawkins

County Areas

Board of Supervisors	Doug Chaffee	Donald P. Wagner
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LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE

Special Meeting Agenda

Monday, February 8, 2021 - 4:00 PM

Board Room

Administration Building

10844 Ellis Avenue

Fountain Valley, CA 92708

(714) 593-7433

AGENDA POSTING: In accordance with the requirements of California Government Code Section 54954.2, this agenda has been posted outside the main gate of the Sanitation District's Administration Building located at 10844 Ellis Avenue, Fountain Valley, California, and on the Sanitation District's website at www.ocsd.com not less than 72 hours prior to the meeting date and time above. All public records relating to each agenda item, including any public records distributed less than 72 hours prior to the meeting to all, or a majority of the Board of Directors, are available for public inspection in the office of the Clerk of the Board.

AGENDA DESCRIPTION: The agenda provides a brief general description of each item of business to be considered or discussed. The recommended action does not indicate what action will be taken. The Board of Directors may take any action which is deemed appropriate.

MEETING AUDIO: An audio recording of this meeting is available within 24 hours after adjournment of the meeting. Please contact the Clerk of the Board's office at (714) 593-7433 to request the audio file.

NOTICE TO DIRECTORS: To place items on the agenda for a Committee or Board Meeting, the item must be submitted in writing to the Clerk of the Board: Kelly A. Lore, MMC, (714) 593-7433 / klore@ocsd.com at least 14 days before the meeting.

FOR ANY QUESTIONS ON THE AGENDA, BOARD MEMBERS MAY CONTACT STAFF AT:

General Manager: Jim Herberg, jherberg@ocsd.com / (714) 593-7300

Asst. General Manager: Lorenzo Tyner, ltwyner@ocsd.com / (714) 593-7550

Asst. General Manager: Rob Thompson, rthompson@ocsd.com / (714) 593-7310

Director of Human Resources: Celia Chandler, cchandler@ocsd.com / (714) 593-7202

Director of Engineering: Kathy Millea, kmillea@ocsd.com / (714) 593-7365

Director of Environmental Services: Lan Wiborg, lwiborg@ocsd.com / (714) 593-7450

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL AND DECLARATION OF QUORUM:

Clerk of the Board

PUBLIC COMMENTS:

Your participation is always welcome. The Legislative and Public Affairs Committee meeting will be available to the public online at: <https://ocsd.legistar.com/Calendar.aspx>.

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You may also submit comments and questions for the Committee's consideration during the meeting by using the eComment feature that will be available via the webpage above for the duration of the meeting. All public comments will be provided to the Committee and may be read into the record or compiled as part of the record.

REPORTS:

The Committee Chairperson and the General Manager may present verbal reports on miscellaneous matters of general interest to the Directors. These reports are for information only and require no action by the Directors.

CONSENT CALENDAR:

Consent Calendar Items are considered to be routine and will be enacted, by the Committee, after one motion, without discussion. Any items withdrawn from the Consent Calendar for separate discussion will be considered in the regular order of business.

1. APPROVAL OF MINUTES

[2020-1392](#)

RECOMMENDATION:

Approve Minutes of the Regular Meeting of the Legislative and Public Affairs Committee held November 9, 2020.

Originator: Kelly Lore

Attachments: [Agenda Report](#)
[11-09-2020 LaPA Committee Minutes](#)

NON-CONSENT:

**2. PUBLIC AFFAIRS STRATEGIC PLAN FOR FISCAL YEARS 2020-2022
MIDYEAR UPDATE**

[2021-1450](#)

RECOMMENDATION: Recommend to the Board of Directors to:

Receive and file the Public Affairs Strategic Plan for Fiscal Years 2020 - 2022 Midyear Update.

Originator: Jim Herberg

Attachments: [Agenda Report](#)
[Public Affairs Strategic Plan FY2020-2022](#)
[Communications Audit Report Executive Summary February 2020](#)

3. PUBLIC AFFAIRS UPDATE FOR THE MONTHS OF NOVEMBER 2020 THROUGH JANUARY 2021 [2021-1415](#)

RECOMMENDATION: Recommend to the Board of Directors to:

Receive and file the Public Affairs Update for the months of November 2020 through January 2021.

Originator: Jim Herberg

Attachments: [Agenda Report](#)
[Outreach and Media Summary Report November 2020-January 2021](#)

4. LEGISLATIVE AFFAIRS UPDATE FOR THE MONTHS OF NOVEMBER 2020 THROUGH JANUARY 2021 [2021-1412](#)

RECOMMENDATION: Recommend to the Board of Directors to:

Receive and file the Legislative Affairs Update for the months of November 2020 through January 2021.

Originator: Jim Herberg

Attachments: [Agenda Report](#)
[ENS Legislative Update](#)
[TPA Legislative Update](#)
[Grant Tracker 2021-2022](#)

5. LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE MEETING DATES FOR CALENDAR YEAR 2021 [2021-1458](#)

RECOMMENDATION:

Review and provide staff direction on the upcoming calendar of meeting dates for the Legislative and Public Affairs Committee.

Originator: Kelly Lore

Attachments: [Agenda Report](#)
[Condensed Calendar 2021](#)

INFORMATION ITEMS:

None.

DEPARTMENT HEAD REPORTS:

CLOSED SESSION:

None.

OTHER BUSINESS AND COMMUNICATIONS OR SUPPLEMENTAL AGENDA ITEMS, IF ANY:

BOARD OF DIRECTORS INITIATED ITEMS FOR A FUTURE MEETING:

At this time Directors may request staff to place an item on a future agenda.

ADJOURNMENT:

The next Legislative and Public Affairs Committee meeting is scheduled for Monday, March 8, 2021 at 12:00 p.m.



LEGISLATIVE AND PUBLIC AFFAIRS
COMMITTEE

Administration Building
10844 Ellis Avenue
Fountain Valley, CA 92708
(714) 593-7433

Agenda Report

File #: 2020-1392

Agenda Date: 2/8/2021

Agenda Item No: 1.

FROM: James D. Herberg, General Manager
Originator: Kelly A. Lore, Clerk of the Board

SUBJECT:

APPROVAL OF MINUTES

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Approve Minutes of the Regular Meeting of the Legislative and Public Affairs Committee held November 9, 2020.

BACKGROUND

In accordance with the Board of Directors Rules of Procedure, an accurate record of each meeting will be provided to the Directors for subsequent approval at the following meeting.

RELEVANT STANDARDS

- Resolution No. OC SAN 21-01

ATTACHMENT

The following attachment(s) may be viewed on-line at the OC San website (www.ocsan.gov) with the complete agenda package:

- Minutes of the Legislative and Public Affairs Committee meeting held November 9, 2020



CALL TO ORDER

A regular meeting of the Legislative and Public Affairs Committee was called to order by Committee Chair Peter Kim on Monday, November 9, 2020 at 12:00 p.m. in the Administration Building of the Orange County Sanitation District. Chair Kim stated that the meeting was being held telephonically and via audio/video teleconferencing in accordance with the Governor's Executive Order No. N-29-20, due to the Coronavirus Pandemic (COVID-19). Chair Kim led the Flag Salute.

ROLL CALL AND DECLARATION OF QUORUM:

Roll call was taken and a quorum was declared present, as follows:

PRESENT: Peter Kim, Allan Bernstein, Lucille Kring, Christina Shea, David Shawver and John Withers
ABSENT: Erik Peterson

STAFF PRESENT: Jim Herberg, General Manager; Kelly Lore, Clerk of the Board; and Brian Engeln were present in the Board Room. Rob Thompson, Assistant General Manager; Lorenzo Tyner, Assistant General Manager; Celia Chandler, Director of Human Resources; Kathy Millea, Director of Engineering; Lan Wiborg, Director of Environmental Services; Jennifer Cabral; Belen Carrillo; Tanya Chong; Daisy Covarrubias; Lisa Frigo; Tina Knapp; Rebecca Long; Joshua Martinez; Tom Meregillano; Kelly Newell; and Thomas Vu were in attendance telephonically.

OTHERS PRESENT: Brad Hogin, General Counsel; Eric Sapirstein, ENS Resources; Eric O'Donnell, Townsend Public Affairs (TPA); and Cori Takkinen, Townsend Public Affairs (TPA) were in attendance telephonically.

PUBLIC COMMENTS:

Clerk of the Board Kelly Lore read an eComment of support for the Committee provided by Greg Sebourn, PLS.

David This, CCL commented in regard to Item No. 3 requesting Orange County Sanitation District's support of House of Representatives Bill (H.R.) 763.

REPORTS:

Chair Kim congratulated the staff and Board Chairman on a very successful State of the District. He further stated that this will be his last meeting as his term will be coming to end in December and thanked the committee for their service.

General Manager Jim Herberg announced that the Sanitation District would be closed on November 11th in observance of Veteran's Day. He also provided a brief update regarding OCSD's Headquarters Complex project.

CONSENT CALENDAR:

1. APPROVAL OF MINUTES

[2020-1287](#)

Originator: Kelly Lore

MOVED, SECONDED, AND DULY CARRIED TO:

Approve Minutes of the Regular Meeting of the Legislative and Public Affairs Committee held September 14, 2020.

AYES: Peter Kim, Allan Bernstein, Lucille Kring, Christina Shea and David Shawver

NOES: None

ABSENT: Erik Peterson and John Withers

ABSTENTIONS: None

NON-CONSENT:

Chair Kim stated that Late Communication had been received for Item No. 2 with an amended recommendation.

2. 2021 LEGISLATIVE AND REGULATORY PLAN

[2020-1262](#)

Originator: Jim Herberg

Senior Public Affairs Specialist Rebecca Long provided a brief PowerPoint presentation. The recommendation was amended as described in late communication.

MOVED, SECONDED, AND DULY TO:

Review the Draft Orange County Sanitation District 2021 Legislative and Regulatory Plan; authorize staff to make changes to the Orange County Sanitation District 2021 Legislative and Regulatory Plan and recommend to the Board of Directors meeting of December 16, 2020 for approval.

AYES: Peter Kim, Allan Bernstein, Lucille Kring, Christina Shea, David Shawver and John Withers

NOES: None

ABSENT: Erik Peterson

ABSTENTIONS: None

3. **CONSIDERATION OF HOUSE OF REPRESENTATIVES BILL (H.R.) 763** [2020-1263](#)

Originator: Jim Herberg

Eric Sapirstein, ENS Resources, provided information and a brief overview of the Bill.

MOVED, SECONDED, AND DULY CARRIED TO:

Continue to monitor and watch House of Representatives Bill (H.R.) 763 - Energy Innovation and Carbon Dividend Act (Deutch); and provide update to future meeting.

AYES: Peter Kim, Allan Bernstein, Lucille Kring, Christina Shea, David Shawver and John Withers

NOES: None

ABSENT: Erik Peterson

ABSTENTIONS: None

4. **LEGISLATIVE AFFAIRS UPDATE FOR THE MONTHS OF SEPTEMBER AND OCTOBER 2020** [2020-1261](#)

Originator: Jim Herberg

Mr. Sapirstein provided a PowerPoint presentation that addressed key legislative activities including election results and impacts, infrastructure policymaking, and fiscal year 2022 appropriations.

Eric O'Donnell, TPA, provided a PowerPoint presentation that included a legislative end of session update, election results, and possible implications of the election results.

MOVED, SECONDED, AND DULY CARRIED TO: Recommend to the Board of Directors to:

Receive and file the Legislative Affairs Update for the months of September and October 2020.

AYES: Peter Kim, Allan Bernstein, Lucille Kring, Christina Shea, David Shawver and John Withers

NOES: None

ABSENT: Erik Peterson

ABSTENTIONS: None

5. **PUBLIC AFFAIRS UPDATE FOR THE MONTHS OF SEPTEMBER AND OCTOBER 2020** [2020-1265](#)

Originator: Jim Herberg

Daisy Covarrubias, Principal Public Affairs Specialist, provided a PowerPoint

presentation that provided an overview of public affairs activities in September and October, an overview of upcoming activities, and a recap of awards recently received by the Sanitation District.

MOVED, SECONDED, AND DULY CARRIED TO: Recommend to the Board of Directors to:

Receive and file the Public Affairs Update for the months of September and October 2020.

AYES: Peter Kim, Allan Bernstein, Lucille Kring, Christina Shea, David Shawver and John Withers

NOES: None

ABSENT: Erik Peterson

ABSTENTIONS: None

INFORMATION ITEMS:

None.

DEPARTMENT HEAD REPORTS:

None.

CLOSED SESSION:

None.

OTHER BUSINESS AND COMMUNICATIONS OR SUPPLEMENTAL AGENDA ITEMS, IF ANY:

Board Chairman Shawver thanked each of the four outgoing members for their service and wished them luck in the future. Chair Kim and Vice-Chair Bernstein also stated their appreciation of staff and partners ENS & TPA for their hard work.

BOARD OF DIRECTORS INITIATED ITEMS FOR A FUTURE MEETING:

None.

ADJOURNMENT:

Committee Chair Kim declared the meeting adjourned at 1:05 p.m. to the next Legislative and Public Affairs Committee meeting, Monday, February 8, 2021 at 12:00 p.m.

Submitted by:

Kelly A. Lore, MMC
Clerk of the Board



LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE

Administration Building
10844 Ellis Avenue
Fountain Valley, CA 92708
(714) 593-7433

Agenda Report

File #: 2021-1450

Agenda Date: 2/8/2021

Agenda Item No: 2.

FROM: James D. Herberg, General Manager

SUBJECT:

PUBLIC AFFAIRS STRATEGIC PLAN FOR FISCAL YEARS 2020-2022 MIDYEAR UPDATE

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION: Recommend to the Board of Directors to:

Receive and file the Public Affairs Strategic Plan for Fiscal Years 2020 - 2022 Midyear Update.

BACKGROUND

The Orange County Sanitation District's (Sanitation District) Public Affairs Office is responsible for creating, organizing, and disseminating all internal and external communication. The primary objective of the Public Affairs team is to deliver messages that are accurate, transparent, and designed to foster trust and confidence. Results from the Communications Audit presented in March 2020 were used in the development of the Strategic Plan. The Communications Audit helped clarify the path moving forward and identify opportunities for the Public Affairs Office to explore. An integrated Public Affairs Strategic Plan is essential to effectively manage the variety of audiences we serve.

RELEVANT STANDARDS

- Build brand, trust, and support with policy makers and community leaders
- Maintain collaborative and cooperative relationships with regulators, stakeholders, and neighboring communities
- Make it easy for people to understand OC San's roles and value to the community
- Maintain influential legislative advocacy and a public outreach program

PROBLEM

There are various initiatives and messages that the Public Affairs Office must share with our internal and external stakeholders for continued operation and efficiency of the Sanitation District. The messaging must be consistent, concise, and thoroughly planned to be efficient and effective.

PROPOSED SOLUTION

The current Public Affairs Strategic Plan includes goals, objectives, strategies, and tactics to execute the various messages and efforts set forth by the Sanitation District. The plan will be in place for two

years, with annual updates provided to the Legislative and Public Affairs Committee.

PRIOR COMMITTEE/BOARD ACTIONS

July 2020 - Approved the Public Affairs Strategic Plan for Fiscal Years 2020-2022.

ADDITIONAL INFORMATION

Six-Month Public Affairs Highlights:

- Created and launched new logo and name for the Sanitation District.
- Secured an outside consultant to conduct a third-party audit of the Sanitation District's Construction Outreach Program.
- Launched a virtual tour program, successfully hosted 17 tours reaching over 1,000 people.
- Obtained a .gov domain website increasing the security of the site.
- Received nine awards.
- Had over 100 posts on each social media platform.
- Distributed Outreach Toolkits to our Member Agencies to help with the Sanitation District's messaging.
- Held virtual State of the District event with over 200 attendees.
- Participated in 19 speaking engagements.
- Distributed 20 construction notifications reaching over 20,000 people.

FINANCIAL CONSIDERATIONS

All items included in the Public Affairs Strategic Plan FY 2020-2022 are budgeted in the FY 2020-2022 Budget.

ATTACHMENT

The following attachment(s) may be viewed on-line at the OC San website (www.ocsan.gov) with the complete agenda package:

- Public Affairs Strategic Plan FY 2020-2022
- Communications Audit Report Executive Summary, February 2020



PUBLIC AFFAIRS

STRATEGIC PLAN

Fiscal Years 2020-21 and 2021-2022



Introduction

The Orange County Sanitation District's (OCSD) Public Affairs Office (PAO) is responsible for creating, organizing, and disseminating all internal and external communication. The primary objective of our Public Affairs team is to deliver messages that are accurate, transparent, and designed to foster public trust and confidence. An integrated Public Affairs Strategic Plan is essential to deal effectively with the variety of audiences we serve.

The Public Affairs staff provides services and tools and implements programs to meet the communication needs of several audiences for OCSD. This includes planning and implementing media relations; website and intranet site content; construction outreach; elected officials, and government relations; internal communications, education, and outreach; and graphic development.

The Public Affairs Office has created a Strategic Plan for Fiscal Years 2020 - 2022. This Plan is developed based upon the principles of OCSD's Mission of protecting public health and the environment and will support the implementation of OCSD's Strategic Plan. This Plan offers a vision to unify our communication efforts and focus resources to achieve the greatest impact and greatest results.

This plan was created amidst the COVID-19 pandemic thus resulting in modifications to the goals and objectives. Much of what is planned and created by this group is based on external factors and therefore outside of our control. The Public Affairs Office will follow the guidance set forth by Management and the Board of Directors to carry out OCSD's messaging and support our member agencies.

Background Information

The Orange County Sanitation District represents 20 cities, 4 special districts and a portion of the unincorporated County of Orange. This area represents a community of 2.6 million people with approximately 550,000 customer accounts.

Unlike most public agencies where there is direct contact with customers, at the Orange County Sanitation District, billing occurs through the County of Orange property tax bills. Therefore, the Sanitation District, must work through other means to communicate with the public and the rate payers.

We have a 25-member Board of Directors, and over 600 employees within six departments with various goals and objectives. While these groups work independently on a variety of projects, the goal of the Public Affairs Office is to provide support and messaging that is consistent throughout the agency so that we are one voice, representing the same overall goals, and portraying the same brand.

While there are many challenges with serving such a large and diverse customer base, there are also great opportunities working through the strategies laid out in this Plan.

Public Affairs Team

The division is staffed with six full-time employees and overseen by the Manager.

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, Graphics Designer

Cheryl Scott, Administrative Assistant

Each of these staff members carry out specific functions to meet the communication goals and objectives laid out in this Plan.

Situation Analysis

- There is a global pandemic occurring which has shifted the way we operate and perform our mission of protecting public health and the environment. As we learn to navigate the recovery phase and move into new social distancing norms, our communication efforts will be modified accordingly to meet the needs of the agency, community, and workforce.
- Due to COVID-19, close to 50 percent of staff is working remotely. The uncertainty of the pandemic creates unknown future work conditions for staff. These circumstances impact the ability and method of communicating and reaching employees, thus alternative communication techniques must be explored and implemented.
- OCSD is in the third year of a five-year rate program, with a scheduled 1.2 percent increase in fees to take effect July 1. Due to the economic impacts of COVID-19 the rate increase for Fiscal Year 2020-2021 will be delayed with no significant financial impacts to OCSD operations.
- There could potentially be a significant turnover of board members in 2020. Succession management and onboarding for the board members is critical for the success of this agency.

- During the COVID-19 pandemic, OCSD has sustained its operational, planning, and preparation efforts to ensure there is no lapse in service today or in the future. As an essential service, OCSD has continued to execute the Capital Improvement Program (CIP) to keep the regional projects on schedule that are enhancing our entire service area. In Fiscal Year 2020-2021 OCSD is on track to bid and issue \$500 million of construction contracts for over 35 projects.

Mission

The Public Affairs Office is committed to communicating information about OCSD in a timely, accurate and accessible way to the employees, the Board of Directors, our member agencies, the public, and the news media.

- We are committed to open, honest, clear, and respectful two-way communication with our audiences.
- We are dedicated to informing others about how OCSD serves the public and protects the environment.
- We are committed to outstanding customer service by responding to requests quickly and efficiently.
- We are dedicated to teamwork and collaboration as well as being creative and taking the initiative to be out in front of issues.

Audiences

This Public Affairs Plan focuses largely on four primary audiences.

- Internal
 - Board of Directors
 - Executive Management Team
 - Employees
 - Retirees
- The Public
 - Ratepayers
 - Member Agencies
 - Residents, Businesses, Commuters Impacted by OCSD Construction
 - OCSD Neighbors in Fountain Valley and Huntington Beach
 - Schools and Students
 - Tour Groups

- Industry
 - Water/Wastewater Agencies
 - Trade Organizations
 - Trade Media
- Influential Public
 - Local, State, and Federal Elected Officials
 - Environmental Groups
 - Local Media

Agency Key Messages

- OCSD is committed to protecting public health and the environment by providing effective wastewater collection, treatment, and recycling.
- OCSD is more than a wastewater treatment facility, we are a resource recovery facility making use of all our byproducts.
- OCSD is dedicated to exceeding wastewater quality standards used for resource recovery.
- OCSD is committed to proper planning to ensure that the public's money is wisely spent.
- OCSD's assets are monitored and evaluated regularly to ensure top performance and timely replacement.
- OCSD values communicating our mission and strategies with those we serve and all other stakeholders.
- OCSD will provide reliable, responsive, and affordable services in line with our customer needs and expectations is a top priority for OCSD.
- OCSD focuses on creating the best possible workforce where safety, productivity, customer service, and training are a top priority.
- OCSD has worked very hard to create an integrated planning environment which begins with the expectations of its Board of Directors and flows down to the work product of each employee. We have worked hard to assure our staff members are communicating and providing transparent services to each other in support of the plan.

- OCSD has developed an integrated Planning/Asset Management system that allows for intentional, thoughtful decision making to maintain current operations while adding resilience and meeting new challenges.
- OCSD has an organizational structure with informal relationships between employees that allow for collaboration toward common goals.

Public Affairs' Goals for Fiscal Year 2020/21 and 2021/22

1. Optimize communication with our internal audience including those operating in the field with limited time to access online communication.
2. Continue to build OCSD's reputation as infrastructure leaders in the wastewater and resource recovery industry.
3. Cultivate relationships with traditional and social media journalists and influencers to promote OCSD's programs and initiatives.
4. Enhance OCSD's image and branding by utilizing proper messaging in external communication pieces such as OCSD's website, presentation, digital media, and advertising. Maintain a positive experience and image for our visitors.
5. Identify and implement avenues for education and outreach within OCSD's service area to further promote OCSD as a resource recovery agency, promote OCSD's mission and promote career opportunities within the wastewater industry.
6. Develop and implement outreach programs that will engage the communities affected by OCSD construction projects.
7. Participate in proactive engagement in legislative advocacy efforts that could impact OCSD and the wastewater industry.
8. Monitor, track, and apply for grants available and that make business sense to OCSD.
9. Ensure that local elected officials, member agencies, stakeholders, and OCSD Board Members are actively engaged in the work of OCSD.
10. Ensure the Public Affairs Office serves as the primary spokesperson for OCSD during normal business and crisis scenarios and facilitates the dissemination of information.
11. Ensure the General Manager and Assistant General Managers are supported with information necessary to communicate to the varied OCSD audiences.

To achieve these goals, the Public Affairs Office presents the following strategies and tactics, along with the primary staff assigned to that area. While individual staff members are the key contacts for each of the goals, the team works collectively and collaboratively, reflecting our core values. Our staff recognizes the key role we play at OCSD, not only communicating

information, but also teaching and consulting others and serving as a resource to our Board of Directors, employees, the wastewater industry, and our member agencies.

As we navigate through the pandemic recovery efforts, the team will follow this plan, and make necessary modifications to effectively communicate OCSD's strategic direction. Flexibility is implemented into this plan to deal with the dynamic situation we are all in.

Public Affairs Strategies and Tactics

1. Category: Employee Communications

Program Manager: Rebecca Long,

Program Coordinator/Support: Kelly Newell, Belen Carrillo, Gregg Deterding, and Cheryl Scott

Goal (what): Optimize communication with our internal audience including those operating in the field with limited time to access online communication.

Objective (measure): Create employee engagement by utilizing the identified communication methods to share agency wide messages. Increase the availability of employee communications by five percent based on previous plan's goals.

Strategy (why): We value open and honest communication with our employees. PAO is committed to various efforts aimed at keeping OCSD employees informed about important topics, increasing the overall quality of communications to our employees while tying the business aspects of the agency with the human-interest side.

Tactics (how):

- Keep information on MyOCSD homepage current, relevant, and useful for OCSD employees by working with the various Departments to gather information that should be shared.
- On a regular basis, staff will continue to support various departments with their communication and outreach needs.
- PAO will produce six *Pipeline* newsletters per year with a goal of circulation by the third week of the publication month.
- PAO will track Volunteer Incentive Program (VIP) points for all participating employees and coordinate the VIP appreciation celebration.
- Create employee recognition and celebratory events throughout the year that comply with new social distancing guidelines, may include small in-person gatherings and virtual events. To include but not limited to the Annual Holiday Lunch, the Harvest Festival, and VIP Celebration, etc.

- Continue with the Honor Walk program which acknowledges retired staff and past Board Members for their contribution to OCSD. The recognition event will be hosted every other year starting in 2021.
- Write and coordinate the *3 Things to Know* email blast to be distributed to all staff each Monday.
- Produce monthly *Digester* bulletin.
- Coordinate and produce two Town Hall meetings (live and/or pre-recorded) to keep employees informed and engaged.
- Host organizational awareness lunch-n-learns monthly to keep staff informed about agency programs and initiatives.
- Research and identify an agency-wide digital message system to provide messages in staff areas across both plants and the Mt. Langley office space. Implementation to occur in Fiscal Year 2021-2022.

2. Category: Industry Experts

Program Manager: Daisy Covarrubias

Program Coordinator/Support: Kelly Newell, Gregg Deterding, and Cheryl Scott

Goal (what): Establish and solidify OCSD's reputation as infrastructure leaders in the wastewater and resource recovery industry.

Objective (measurable): Increase participation in strategic organizations through conferences, networking activities and awards by five percent.

Strategy (why): To build positive public perception and confidence among our various audiences.

Tactics (how):

- Encourage participation and presentation in conferences.
- Encourage and support award application submittals.
- Publicize and coordinate award acceptance logistics.
- Track all awards won by OCSD by keeping a master list.
- Track and promote staff abstract's and publications.

3. Category: Media Relations

Program Managers: Daisy Covarrubias and Rebecca Long

Program Coordinators: Kelly Newell, Belen Carrillo, Gregg Deterding, and Cheryl Scott

Goal (what): Cultivate relationships with traditional and social media journalists and influencers.

Objective (measurement): Increase media coverage with positive stories about OCSD.

Strategy (why): While a presence in the community is important to putting a face on our agency, media (traditional and social) is equally important with a broader reach and a more direct line of communication.

Tactics (how):

- Annually update media list to stay current and fresh.
- Develop a press kit to be online and interactive.
- Build a calendar of news release topics of interest to the public and stakeholders.
- Invite media for a facility tour (virtual or small group).
- Develop media strategies for important events, decisions, or actions.
e.g. CIP Campaign (see details in Category 6: Capital and Maintenance Outreach)
- Conduct media training for Board leadership, EMT and key staff members.
- Generate weekly (3-5 times) social media posts about the good things happening at OCSD with focus on OCSD's accomplishments and mission.
- Continue with social media campaigns #OCSDatWork, #What2Flush, and those currently supporting ongoing efforts.

4. Category: Agency Branding and Messaging

Program Manager: Daisy Covarrubias

Program Coordinators/Support: Gregg Deterding, Kelly Newell, and Cheryl Scott

Goal (what): Enhance OCSD's image and branding by utilizing proper messaging in external communication pieces such as OCSD's website, presentations, digital media and advertising, which includes maintaining a positive experience for OCSD visitors.

Objective (measure): Launch a rebranding campaign for a new logo and a modified name over the next two fiscal years. Update collateral material, signage, website, social media accounts, and promotional material as appropriate and as it is used. Include in messaging that OCSD's official name remains Orange County Sanitation District. Maintain the lobby(s) current and informative with relevant information, i.e. displays, awards case, etc.

Strategy (why): A cohesive voice, message, look, and feel are critical to the public perception that an organization holds with its community. A positive and pleasant in-person experience reinforces OCSD's culture and Core Values as well as showcasing OCSD as industry leaders, and a well-run organization, leaving behind the stigma of typical government agencies.

Tactics (how):

- Update and maintain the corporate identity manual to provide guidance on use of the logo, name, use of fonts, and graphics.
- Keep website current with informative news stories posted weekly.
- Provide presentations, consultation, and advice on the branding and image of OCSD.
- Develop new key messages focused on new branding logo and name.
- Develop new collateral materials around the key messages.
- Incorporate OCSD's messaging and branding into all external presentations.
- Explore advertising options to inform public of agency efforts and role in economic development.
- Fulfill all requests for graphics, photos, and logos.
- Conduct second phase of community poll to determine name recognition and reach.
- Develop an online community newsletter for digital distribution within our service area to increase awareness of OCSD, our programs, and initiatives.
- Develop a branding plan for the new Headquarters Building.
- Maintain the lobby wall in the Administration Building at Plant No. 1 and the Operations Center at Plant No. 2 with OCSD's current branding and messaging.
- Rotate flags on light poles along Street Parkway on a biennial basis.
- Keep the award display cabinet up to date by rotating awards.
- Keep the retiree display in the Administration Building hallway up to date. On an annual basis collect the names of the retirees and update the display board.
- Maintain and coordinate the installation of Honor Walk bricks on a biennial basis.
- Display collateral material in a neatly and organized manner displayed with current and relevant information.

5. Category: Educational Outreach

Program Manager: Rebecca Long

Program Coordinators/Support: Kelly Newell, Belen Carrillo, Gregg Deterding, and Cheryl Scott

Goal (what): Identify and implement avenues for education and outreach within OCSD's service area to promote OCSD's mission and vision.

Objective (measurement): Create and identify new educational opportunities including virtual events and webinars to promote and educate the community on OCSD's work and the essential service provided.

Strategies (why): To further promote OCSD as a resource recovery agency, promote OCSD's mission and promote career opportunities within the wastewater industry.

Tactics (how):

- Execute the Inside the Outdoors contract for Fiscal Year 2020-2021 to continue OCSD's educational program including the Sewer Science program to 500 students within Orange County and introduce them to OCSD's pilot virtual tour program.
- Implement virtual tour program in lieu of physical tours of the plant which are temporarily suspended due to COVID-19. An estimated 1,000 participants will take part in the virtual tour program per year.
- Evaluate the participation of community events due to COVID-19 restrictions. Once events are rescheduled within OCSD's service area, participation will be evaluated to determine safety for staff, and overall impact and reach.
- Continue to encourage and promote the Volunteer Incentive Program to have a pool of staff that volunteer for events and speaking engagements that OCSD participates in.
- Expand OCSD's speaker's bureau to provide a wider set of speakers available.
- Create a Public Service Announcement (PSA) Contest – work with local colleges and high schools in our service area to create a promotional PSA for OCSD on a biennial basis. Obtain a minimum of 20 individual and/or group entries.
- Implement a Wastewater 101 Academy for our ratepayers, fellow agencies, and influential public to showcase OCSD operations and initiatives. Host a minimum of four (4) sessions per cycle.
- Research and obtain a Mobile Educational Unit utilize at public events that helps generate greater understanding of the wastewater process and OCSD's messaging.

6. Category: Capital and Maintenance Outreach

Program Managers: Daisy Covarrubias and Tanya Chong from Engineering,
Program Coordinators/Support: Belen Carrillo, Kelly Newell, Gregg Deterding, and Cheryl Scott

Goal (what): Develop and implement outreach programs that will engage the communities affected by OCSD construction projects.

Objective (measurement): Develop, implement, and provide outreach support for over 20 capital projects scheduled to break ground in fiscal years 2020/2021 and 2021/2022 within 12 cities.

Strategy (why): Form a positive presence in the community prior to the start of construction projects or maintenance activities that is personal and proactive. Provide impacted community with information ahead of construction activities. Inform them of the benefits and need for the project to gain support and understanding of the necessary construction.

Tactics (how):

- Proactively offer briefings and community meetings to impacted neighborhoods, civic groups, businesses, schools, churches, and other institutions within the project area on an as needed basis.
- Launch CIP Campaign to highlight the efforts of the program and the financial contributions to the local economy.
- Explore the option of placing advertising pieces in communities/areas impacted by construction.
- Respond to inquiries within a 24-hour period.
- Provide project description and notifications to impacted residents at least two weeks before construction begins.
- Update collateral materials, fact sheets and website with current construction information on an as needed basis.
- Maintain ongoing communications with city staff and Board Members on current and upcoming construction outreach projects in affected cities.
- Maintain ongoing communications with impacted residents within the project area through collateral material (e.g., flyers, door hangers, emails, text alerts, social media posts, etc.).
- Measure customer satisfaction through a construction outreach survey to be distributed at the close of construction programs.

7. Category: Legislative Affairs

Program Manager: Rebecca Long

Program Coordinator/Support: Kelly Newell, Gregg Deterding, and Cheryl Scott

Goal (what): Proactive engagement in legislative advocacy efforts that could impact OCSD and the wastewater industry.

Objective (measure): Continue positive relationships with local, state, and federal officials through facility tours, meetings, and bill tracking as stated in the Legislative Plan.

Strategy (why): Legislative advocacy is an important aspect of our business. Having relationships and being actively involved, providing input and OCSD's perspective on potential legislature can and does directly affect OCSD and our business.

The Public Affairs Office is responsible for executing the Board approved Legislative Plan, which is updated on an annual basis. In addition, staff is responsible for tracking state and federal legislation, managing the Sanitation District's legislative advocates, and seeking appropriations and grants.

Tactics (how):

- Develop and implement Annual Legislative Plan in the second quarter of each fiscal year.
- Track bills and maintain a priority list of key legislation.
- Provide regular updates to the Legislative and Public Affairs Committee on state and federal matters.
- Host legislative tours.
- Engage in Advocacy Days in Sacramento and Washington DC twice a year.
- Take positions on bills that could affect OCSD or the industry.
- Work with industry organizations on state and federal issues to ensure OCSD's positions are communicated.
- Partner with industry organizations to co-host virtual events and activities.
- Manage the legislative advocates' contracts and facilitate regular communication between lobbyists, staff, and the Board of Directors.

8. Category: Grants Coordination

Program Manager: Rebecca Long

Program Coordinator/Support: Kelly Newell, Gregg Deterding, and Cheryl Scott

Goal (what): Monitor, track, and apply for grants available to OCSD.

Objective (measure): Apply and obtain grants for qualified OCSD projects and programs.

Strategy (why): Outside funding is important in moving OCSD projects and programs forward. With ongoing attention to government spending, it is vital for OCSD to apply for and secure grants to offset costs when available.

Tactics (how):

- Apply for two grants a year based on availability.
- Develop Grant Policy during fiscal year 2020-2021.
- Research grant opportunities and report out to the Legislative and Public Affairs Committee.
- Seek appropriations and grants and provide support to other divisions seeking grant funding.
- Secure letters of support.
- Publicize grant awards received.
- Create and measure outcomes.

9. Category: Local Government Affairs

Program Manager: Daisy Covarrubias

Program Coordinators/Support: All PAO staff

Goal (what): Ensure that local elected officials, member agencies, stakeholders, and OCSD Board Members are actively engaged in the work of OCSD.

Objective (measure): Provide at least two communication tools per month.

Strategy (why): Keeping OCSD's influential public engaged in OCSD's projects and accomplishments are critical to the support and success of our agency.

Tactics (how):

- Provide Board of Director's with speaking points following every OCSD board meeting that can be used when reporting back to their respective councils and community groups.
- Facilitate an orientation for new Board members.
- Develop and keep a current list of monthly informational presentations.
- Maintain an informational presentation video library for the Board of Directors on key agency topics.
- Provide regular reports to the Legislative and Public Affairs Committee.
- Develop OCSD's Annual Report.
- Publish a *Five Minutes Per Month*, each month.
- Coordinate presentations to each member agency.
- Participate in government affairs committees.
- Invite new council members within OCSD's service area to take a tour of OCSD.
- Create and distribute quarterly outreach tool kits for member agency PIOs to help them easily share and disseminate information about OCSD.
- Host a "State of the District" event for influential leaders throughout the infrastructure and water/wastewater industry, including virtual option.

10. Category: Crisis Management

Program Manager: Rebecca Long

Program Coordinators/Support: All PAO Staff

Goal: Ensure the Public Affairs Office serves as the primary spokesperson for OCSD during normal business and crisis scenarios and facilitates the dissemination of information.

Objective: Ensure that the PIOs in the PAO can respond in a crisis. Provide a crisis communication training course every two years by an outside consultant and an annual refresher course by staff.

Strategy: It is imperative during a crisis that OCSD be proactive and provide clear and effective messaging to employees, public, and the media.

Tactics (how):

- Maintain an updated crisis communication plan including regular briefings with staff to identify possible issues and responses.
- Maintain and update PAO's Continuity of Operations Plan (COOP).
- Work with Risk and Safety Management on Public Affairs' role in an emergency, including our role via the Integrated Emergency Response Plan.
- Ensure proper procedures are in place for Board, employees, and public notification.
- Maintain updated contact lists for resource, member, and partnering agencies to coordinate and assist during crisis.
- Develop protocols on everyday PAO tasks to facilitate the operations of the group in a time of crisis.

11. Category: General Manager Support

Program Manager: Daisy Covarrubias

Program Coordinators/Support: All PAO Staff

Goal: Ensure the General Manager and Assistant General Managers are supported with information necessary to communicate to the varied OCSD audiences.

Objective: Develop monthly communication pieces on behalf of the General Manager. Ensure General Manager (or designee) is participating and involved in promoting OCSD's initiatives.

Strategy: Collaborate with the General Manager to prepare communication and messaging that reflects the mission and vision of OCSD.

Tactics (how):

- Assist the General Manager and the Assistant General Managers with keeping the Board Members informed and up to date with OCSD activities.
- Assist in the development of the General Manager's Monthly Report.
- Develop talking points for Board and Committee meetings.
- Develop material and speaking points for presentations and speaking engagements.
- Support the development of the OCSD Strategic Plan.
- Assist in the development of the General Managers Annual Work Plan.

- Manage *Ask the GM* questions submitted.
- Coordinate and support VIP tours guided by General Manager and Assistant General Managers.

Closing Comments

This plan is a broad outline of the Public Affairs Office program. As new issues arise, new functions and duties will evolve as well. The role of the Public Affairs Office is to stay ahead of issues, be responsive and flexible to meet the needs of the agency. We will adjust our program accordingly.

Appendix

- A. Highlights of Performance Results from Fiscal Years 2018/2019 -2019/2020
- B. Public Affairs Portfolio Fiscal Year 2019/2020

Appendix A: Highlights of Performance Results from FY 2018/2019 and 2019/2020

- Over 75 construction outreach pieces distributed regarding specific CIP projects reaching over 155,0000 people
- 800 internal communications publications: 3 Things to know email, Digester, Pipeline and MyOCSD
- 11 internal events
- 18 published news releases
- Over 30 articles mentioning and/or focusing on OCSD
- 1,350 Social Media posts reaching over 400,000 people
- 85 Website posts
- 17 Community Events reaching nearly 12,000 people
- 54 Speaking Engagements (8 career days)
- 283 Tours reaching approximately 4,534 guests
- 1,700 students reached via Sewer Science Program
- 22 Agency Awards Received
- 2 State of the District events reaching 215 guests
- 2 grants were successfully applied for and received totaling \$42,000 for Headquarters Project and Tour Signage
- 40 legislative bills monitored and tracked
- 4 Federal Position letters and 12 State Position letters issued
- Governor agreed with 2 of our bills/positions:
 - SB 212: Jackson. Solid waste: pharmaceutical and sharps waste stewardship.
 - SB 1440: Hueso. Energy: biomethane: biomethane procurement

New Tactics Introduced

- Member Agency Outreach Toolkit
- Board Member Speaking Points
- Virtual Town Hall
- Orange County Polling
- Communications Audit
- Paid Advertisement – OC Register Water Insert
- Regional Outreach Program (CIP)
- Tour signage



Public Affairs Division
10844 Ellis Avenue
Fountain Valley, CA 92708





Communications Audit Report Executive Summary

February 2020

Submitted by Ryder Todd Smith

Jon Barilone

Bria Balliet

Karen Villaseñor



TRIPEPI SMITH

marketing • technology • public affairs

Executive Summary

The Orange County Sanitation District engaged Tripepi Smith to objectively review OCSD's internal and external Communications tactics prior to forming the Public Affairs Strategic Plan for FY 2020-2022. Tripepi Smith made these determinations through a combination of methods, such as: interviewing key stakeholders, weighing OCSD's practices against local government communication best practices, and quantitative data analysis of message Reach and Engagement.

Compared to other California public agencies Tripepi Smith has assessed, the Orange County Sanitation District has one of the most centralized and organized Communications processes. A single team, with defined roles, produces and/or approves all internal and external communication content. OCSD also has clear policies that outline expectations for staff when it comes to producing communication content and interacting with both internal and external audiences. The OCSD Brand/Style Guide is a particularly advanced best practice.

Tripepi Smith's recommendations generally center on:

- Technical optimizations for the District's website and social media sites;
- Expanding the reach of external communications and targeting public agency audience;
- Producing more engaging content for external audiences;
- Consistently measuring content reach and engagement to inform future strategy.

Overall, OCSD's internal communication efforts are solid in terms of quantity, quality and readership. A key question for OCSD's leadership to consider now is: how much do you want to 'publicize' the District's services and programs through external communication efforts? There appears to be tension between wanting to remain 'out of sight, out of mind' and producing more modern, innovative content that will engage various stakeholders in OCSD's service area.

Communications Observations

General

- OCSD splits its communications efforts between its internal audiences (employees, Board of Directors, executive management team) and external audiences (ratepayers, elected officials, community leaders, etc.).
- Several Public Affairs Office (PAO) staff centrally control execution of all internal and external communications. Anecdotally speaking, staff feels they allocate equal time to internal and external communications.
- Staff does not archive all external or internal communications in a single, central location, though the MyOCSD SharePoint intranet houses many internal pieces.
- Tripepi Smith perceived a gap in effective communications from Plant No. 1 to Plant No. 2. Some Plant No. 2 employees expressed they do not feel they receive the same communication level as employees at Plant No. 1. Part of the difference is due to Plant 2 employees' ability to check their work computers as often as office-based employees at Plant 1.
 - OCSD is constructing a new headquarters across the street from the current Administration Building. This could exacerbate the perceived issue of lack of communication between operations and management staff.
- In the world of social media, public agencies have to compete for attention with the world's largest brands. The PAO would like to focus on producing more content (especially video) that is fun and inventive to capture external audiences better.

Strategy & Policy

- OCSD had an established Public Affairs Strategic Plan from July 2016 to June 2018 but did not produce a plan for 2018-2020. Staff intends to develop the next Strategic Plan for July 2020 to June 2022.
- OCSD directs the majority of external communications toward elected officials and specific neighborhood groups that are close to CIP projects. As of this writing, there is no emphasis or strategy on how to consistently reach all 2.6 million residents in OCSD's service area.
 - As a result, OCSD does not advertise on any social media platforms, regularly write Press Releases, or pitch stories to local media.
- OCSD has three communications-related policies: the OCSD Policies and Procedures Unified Communications Policy, the OCSD Social Media Policy, and the OCSD Personnel Policies Wireless/Electronic Communications (WEC) Policy.
- OCSD has a Brand/Style Guide, which is a best practice for public agencies. The PAO ensures all branding is consistent on all OCSD collateral.

Website (ocsd.com)

- OCSD has an external-facing website at ocsd.com. Granicus hosts the website, which operates on the Vision Content Management System.

- OCSD does not have an established Website Governance Policy that dictates who is responsible for what content and technical features of the site. However, all staff who have Editing privileges understand that the PAO must approve all content.
- The website has an SSL certificate, which is a best practice. It does not have an American with Disabilities Act (ADA) Notice.
- The IT Department has installed Google Analytics on the site, but staff does not regularly view these analytics for reporting or strategic planning purposes.

Social Media

- Public Affairs Specialist Kelly Newell is OCSD's primary social media manager.
- Graphics Designer Gregg Deterding and OCSD interns assist with developing photo and video content for social media.
- OCSD's LinkedIn Page has the largest audience of all OCSD social media platforms (2,578 Followers), but the Page is not active.
- Staff provides a brief social media report to the Legislative & Public Affairs Committee every month. Data includes number of posts, reach and impressions for each platform.
- Anecdotally speaking, few OCSD employees like/follow or engage with OCSD on social media. There is an untapped opportunity for staff to share content with their friends and family that highlights OCSD's mission, vision and values.

Media/Press

- OCSD's Unified Communications Policy spells out that all media inquiries should flow to/through the Public Affairs Office; employees know and follow this directive.
- OCSD does not regularly write Press Releases or pitch stories to local media.
- OCSD has a media list with contact information for several media outlets including radio, television, print and Vietnamese/Spanish outlets. Interns maintain and update this list, though the frequency is unclear.
- OCSD uses Meltwater to monitor media mentions. Administration Manager Jennifer Cabral receives all reports.

Direct Communications

- OCSD uses Constant Contact for email marketing (Five Minutes Per Month, and a Biosolids Newsletter). As of this writing, there are 2,139 subscribers for Five Minutes Per Month while the Biosolids Newsletter purposely has under 500 subscribers.
- OCSD does not email all internal publications directly to employees. 3 Things to Know is currently the only publication PAO delivers to all employee inboxes. Others may route through supervisors/managers or be on display at OCSD facilities.
- OCSD prints many internal communication pieces onsite, such as Digester, SafetyGrams, Safe Bulletins, and Pipeline.
- Employees receive emergency notifications via email, office phones and OCSD-issued mobile phones through the Send Word Now system.

Summarized Recommendations

NOTE: Tripepi Smith offers specific Action Items for each of these Recommendations in the full version of the Communications Audit Report.

1 – Establish Relationships with Public Information Officers in Orange County

City and county public information officers (PIOs) are responsible for providing information to a city's and/or county's constituents. PIOs typically have established processes for effectively communicating with their constituents. Considering OCSD's external audience includes approximately 2.6 million Orange County residents, OCSD would benefit substantially from forming relationships with PIOs in Orange County who could assist in disseminating OCSD information to their shared audience.

2 - Leverage Additional Communications Platforms

OCSD's LinkedIn Page has the largest audience (2,578 Followers) of all OCSD-managed social media accounts, but the Page is not currently active. Additionally, 659 LinkedIn Users list OCSD as their employer. OCSD should consider leveraging LinkedIn in their social media strategy. Additionally, OCSD should take advantage of digital screens/signage throughout the OCSD facilities to reach staff and visitors to campus.

3 – Consistently Analyze Available Metrics

OCSD should consider regularly analyzing and reporting on available website and social media data. Staff currently provides a social media metrics report to the Legislative & Public Affairs Committee but could expand this report. By consistently analyzing OCSD's website and social media data, OCSD staff can gather insights to use in improving its communications efforts.

4 – Increase Video Content

Across all digital platforms, video tends to be the most engaging content. OCSD should consider increasing production of video content that resonates with its audiences and helps disseminate information in an eye-catching way.

5 – Improve the ocsd.com Website

Search engine optimization on ocsd.com can help OCSD better reach its audience through the ocsd.com website. There are also multiple Vision Content Management System features to enable to improve website administration and user experience. OCSD should consider completing the steps below to improve the website.

6 – Optimize Internal Communications

The Public Affairs Office creates several internal communications pieces to keep employees updated. OCSD should consider combining, rescheduling and updating content on certain communications to ensure they reach employees effectively and efficiently.

7 – Improve Communications with Field Level Employees

The Public Affairs Office’s internal communications pieces may not always reach field level employees as consistently as they reach office staff.

8 – Optimize External Communications

The Public Affairs Office has several opportunities to enhance its external communications strategy. However, these recommendations operate under the assumption that OCSD is comfortable with drawing more attention to itself, its services, its infrastructure, and its staff.

9 – Take Inventory of Communications Collateral

Old communications collateral may spread outdated information about OCSD. The Public Affairs Office should consider taking inventory of all internal and external collateral to ensure all communications are up to date.

Conclusion

Compared to other California public agencies Tripepi Smith has assessed, the Orange County Sanitation District has one of the most centralized and organized Communications processes. A single team, with defined roles, produces and/or approves all internal and external communication content. OCSD also has clear policies that outline expectations for staff when it comes to producing communication content and interacting with both internal and external audiences. The OCSD Brand/Style Guide is a particularly advanced best practice.

Overall, OCSD’s internal communication efforts are solid in terms of quantity, quality and readership. A key question for OCSD’s leadership to consider now is: how much do you want to ‘publicize’ the District’s services and programs through external communication efforts? There appears to be tension between wanting to remain ‘out of sight, out of mind’ and producing more modern, innovative content that will engage various stakeholders in OCSD’s service area.

Thank you again for this opportunity to provide the Orange County Sanitation District with an objective third-party assessment of its communication efforts. Should you wish to further engage Tripepi Smith to execute on recommendations in this report, we are ready to assist.



LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE

Administration Building
10844 Ellis Avenue
Fountain Valley, CA 92708
(714) 593-7433

Agenda Report

File #: 2021-1415

Agenda Date: 2/8/2021

Agenda Item No: 3.

FROM: James D. Herberg, General Manager

SUBJECT:

PUBLIC AFFAIRS UPDATE FOR THE MONTHS OF NOVEMBER 2020 THROUGH JANUARY 2021

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION: Recommend to the Board of Directors to:

Receive and file the Public Affairs Update for the months of November 2020 through January 2021.

BACKGROUND

Staff will provide an update on recent public affairs activities.

RELEVANT STANDARDS

- Maintain influential legislative advocacy and a public outreach program
- Build brand, trust, and support with policy makers and community leaders
- Maintain collaborative and cooperative relationships with regulators, stakeholders, and neighboring communities
- Listen to and seriously consider community input on environmental concerns

PROBLEM

The Orange County Sanitation District (Sanitation District) is well-recognized within the water/wastewater industry; however, as a regional provider without direct access to our customers there is opportunity to always expand knowledge or awareness within our service area of the important work we do to protect public health and the environment and the part they can have to protect our sewer lines, our treatment plants, and the quality of water we supply for the Groundwater Replenishment System.

PROPOSED SOLUTION

By providing tours, community outreach, education, and general communication via the Sanitation District's website, social media outlets, and direct mailings, we have the ability to educate the community, local agencies, and businesses on our messaging such as the What2Flush program, energy production, water recycling, biosolids, and our source control program. This, in turn, helps improve the quality of wastewater that is recycled or released to the ocean.

TIMING CONCERNS

N/A

RAMIFICATIONS OF NOT TAKING ACTION

If we do not educate the community, local agencies, and area businesses about the Sanitation District, we may not have the support necessary to deliver our mission.

PRIOR COMMITTEE/BOARD ACTIONS

N/A

ADDITIONAL INFORMATION

Current activities for the months of November 2020 through January 2021:

Virtual Tours

Due to the COVID-19 pandemic, our in-person Plant tours are temporarily suspended. To continue engaging with the community and our stakeholders, staff conducts virtual tours of the Plant which has allowed participants an opportunity to remotely visit the Sanitation District and learn how we protect public health and the environment. For this reporting period, we held five virtual tours reaching over 200 people.

Plant No. 2 Neighborhood Newsletter Distributed

As part of the ongoing outreach efforts to keep our Plant No. 2 neighbors informed and engaged, the Fall issue of the Neighborhood Connection Newsletter was distributed in November. Over 1,400 residents in Huntington Beach, Costa Mesa, and Newport Beach receive this publication. The newsletter includes updates on the ongoing construction of the low flow pump station, the final expansion of the Groundwater Replenishment System, and the future construction of the new temperature-phased anaerobic digester facility. The current and previous issues are available on our website at www.ocsd.com/plant2.

Transition from OCSD to OC San

The rollout of the new logo and new name has begun. We anticipate the entire transition to be a two-year process. This will allow time to utilize the existing inventory of OCSD material that is in stock and only replacing items as the inventory is depleted or scheduled for replacement. The following are updates that have occurred:

- Updated signature block
- Electronic letterhead
- Updated templates
- New PowerPoint template
- Social media campaign
- Ocsan.gov website secured
- Updates to website

- Ocean Monitoring Vessel, Nerissa, branded
- Streetlight poles at Plant Nos.1 and 2

Awards:

- The Headquarters Complex received an award in the Unbuilt Green Category for the Architects Newspaper Awards. This is the first time we've received this award.
- For the 13th consecutive year, the Sanitation District has been awarded the Municipal Information Systems Association of California (MISAC) award. This award signifies that the Sanitation District met or exceeded MISAC standards.

Media Coverage:

Director of Engineering Kathy Millea and Dan Bunce with Brown and Caldwell were interviewed on the Sanitation District's Temperature Phased Anaerobic Digestion (TPAD) facility. A link to the article is in the Outreach Summary Report.

ATTACHMENTS

The following attachment(s) may be viewed on-line at the OC San website (www.ocsan.gov) with the complete agenda package:

- Outreach and Media Summary Report November 2020 through January 2021

Outreach and Media Summary



November 2020 - January 2021

OC San Public Affairs Office

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Outreach Report November 2020 - January 2021

Date	Tours	Attendees	Tour Guide
11/12/2020	OC San Virtual Tour	38	Cortney Light
12/4/2020	CSUF Engineering Virtual Tour	10	Sam Choi
12/15/2020	OC San/ OCWD Joint Virtual Tour	90	Jim Herberg/Mike Markus
01/12/2021	Godinez High School	40	Deirdre Bingman
01/20/2021	New Employee Tour	20*	Pegah Behraven
Date	Speaking Engagements	Attendees	Presenter
11/16/2020	UCI AAEES Networking	20	Eros Yong
11/16/2020	Los Alamitos City Council Presentation	15	Kathy Millea
12/14/2020	Seal Beach City Council Presentation	15	Kathy Millea
12/15/2020	UCR World Water Day Presentation	50	Jim Herberg
1/14/2021	ACC-OC Presentation	15	Jim Herberg
01/21/2021	Construction Network CIP	50*	Brian Bingman/ Raul Cuellar
	*These events have not occurred at time of this report, therefore # of attendees is estimated.		
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim	6 notifications	7,800	5 website posts / 4 text alerts
Fullerton	2 notifications	2600	1 website post
Huntington Beach	1 newsletter	1400	
Westminster	2 notifications	13,065	4 website posts / 4 text alerts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	Two	600	
Board Member Talking Points	Three	75	
Member Outreach Toolkit	One	25	
Website Posts	7 posts	61 views	

Facebook	54 posts	9.5k people	
Twitter	59 tweets	16.5k people	
Instagram	43 posts	1.6k people	

Facebook Posts
Nov 2020- Jan 2021

Page Summary Last 28 days ↕

Export Data

Results from Oct 28, 2020 - Nov 24, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page ⓘ
 October 28 - November 24

2
 Total Actions on Page ▲100%

Page Views ⓘ
 October 28 - November 24

184
 Total Page Views ▼12%

Page Previews ⓘ
 October 28 - November 24

2
 Page Previews ▲100%

Page Likes ⓘ
 October 28 - November 24

7
 Page Likes ▲133%

Post Reach ⓘ
 October 28 - November 24

1,458
 People Reached ▼10%

Story Reach ⓘ
 October 28 - November 24

Get Story Insights
 See stats on how your Page's recent stories have performed.

[Learn More](#)

Recommendations ⓘ
 October 28 - November 24

We have insufficient data to show for the selected time period.

Post Engagement ⓘ
 October 28 - November 24

394
 Post Engagement ▼15%

Videos ⓘ
 October 28 - November 24

395
 3-Second Video Views ▼47%

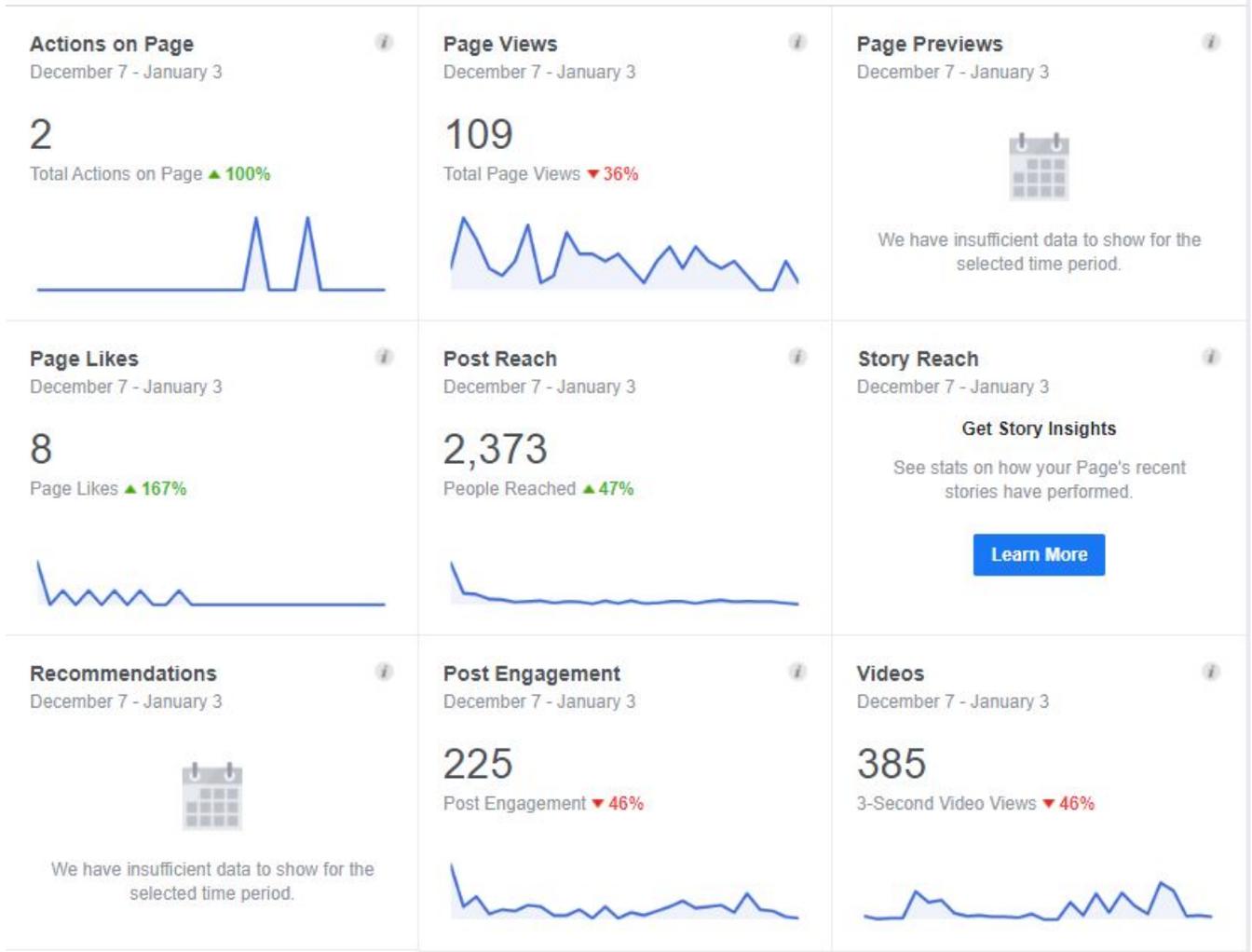
Page Followers ⓘ
 October 28 - November 24

8
 Page Followers ▲300%

Results from Dec 7, 2020 - Jan 3, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid



Page Summary Last 28 days

Export Data

Results from Dec 16, 2020 - Jan 12, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

December 16 - January 12

2

Total Actions on Page ▲ 100%



Page Views

December 16 - January 12

101

Total Page Views ▼ 28%



Page Previews

December 16 - January 12



We have insufficient data to show for the selected time period.

Page Likes

December 16 - January 12

4

Page Likes ▼ 43%



Post Reach

December 16 - January 12

687

People Reached ▼ 77%



Story Reach

December 16 - January 12

Get Story Insights

See stats on how your Page's recent stories have performed.

Learn More

Recommendations

December 16 - January 12



We have insufficient data to show for the selected time period.

Post Engagement

December 16 - January 12

153

Post Engagement ▼ 57%



Videos

December 16 - January 12

281

3-Second Video Views ▼ 48%



Page Followers

December 16 - January 12

4

Page Followers ▼ 43%



Reach: Organic / Paid Post Clicks Reactions, Comments &

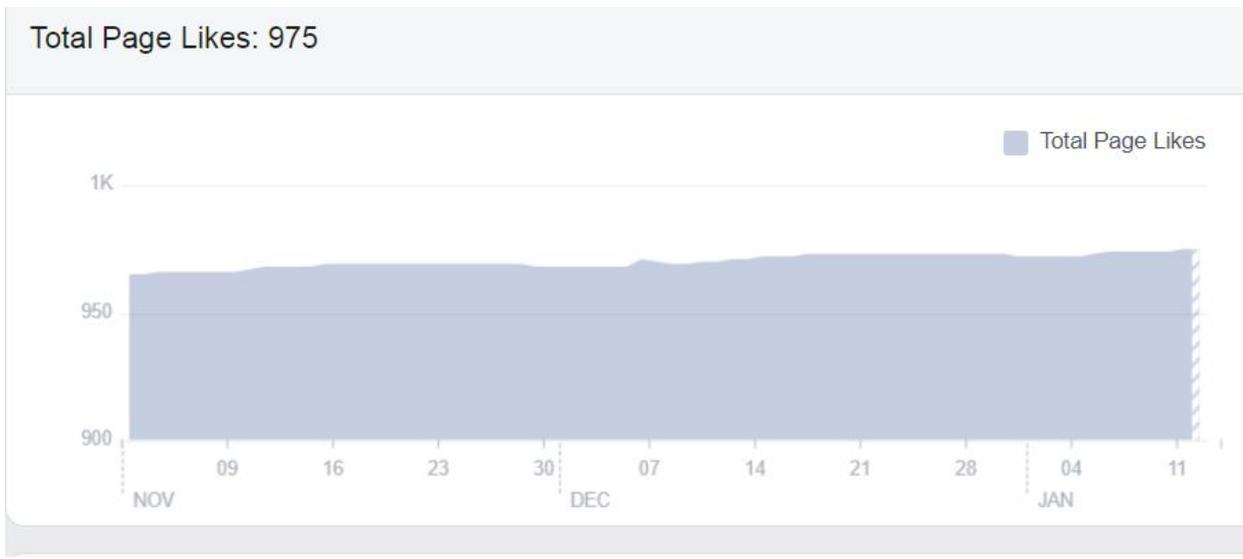
Published	Post	Type	Targeting	Reach	Engagement
01/13/2021 10:13 AM	 If there there's one thing nobody wants to see, it's a clogged pipe.			6	0 0
01/11/2021 10:44 AM	 A community coming together. On behalf of the County of Orange we			118	5 3
01/07/2021 9:45 AM	 Back in the 1990's we began installation of our Central Generation			143	1 5
01/05/2021 2:56 PM	 You should only flush the 3 P's: Pee, Poop, and Toilet Paper. This is the			215	4 9
01/01/2021 9:00 AM	 Happy New Year! We're ready to flow into 2021, we hope you are too!			116	0 7
12/31/2020 9:00 AM	 #1! Through everything that this year has brought we have managed to			91	5 1
12/30/2020 9:00 AM	 #2! New Year, New You? Well we wanted to start the year as OC San			105	12 7
12/29/2020 9:00 AM	 #3! We created a VIRTUAL TOUR! And what better way to end the year			63	1 1
12/28/2020 8:49 AM	 #4! Today marks our very last #MemberMonday and it's with			139	3 2
12/27/2020 10:57 AM	 Today starts our countdown to New Years! #5! This year we reached over			140	9 8
12/25/2020 9:00 AM	 Merry Christmas! From OC San to you. And because we are who we			117	10 8
12/24/2020 9:00 AM	 Our Administrative officer will be closed on Thursday, December 24			112	2 5
12/23/2020 12:59 PM	 For the 13th consecutive year, OC San has been awarded the			52	7 4
12/21/2020 9:00 AM	 The @cityofvp owns and operates a sanitary sewer system in			108	3 4
12/19/2020 10:47 AM	 On the Westminster Blvd. Sewer Project, this is near the Seal Beach			131	1 8

12/17/2020 2:37 PM		Construction Alert for City of Anaheim- Municipal Government			103		3 2	
12/16/2020 1:13 PM		It's been awhile since we had Wastewater Word Wednesday. So			90		1 2	
12/14/2020 3:00 PM		While the @cityoflapalma does not have any direct reuse of recycled			138		1 3	
12/14/2020 1:13 PM		Construction Alert for City of Anaheim- Municipal Government -			105		0 3	
12/13/2020 10:54 AM		Many of you know us as OCSD, but this year we made it official and will			74		2 8	
12/11/2020 1:00 PM		Friday FOG Fact: NEVER dump cooking fats, oils, and grease (FOG)			143		7 5	
12/10/2020 11:43 AM		Join in on Wednesday, Dec. 16 at 6 p.m. for our Board of Directors			55		0 1	
12/09/2020 1:28 PM		Apply to officially become a part of the OC San family. Go to			286		11 7	
12/07/2020 10:16 AM		The City of Seal Beach is home to one of our pump stations and also			1.8K		27 22	
12/04/2020 10:43 AM		Demo Day at OC San. Watch to learn more about the demo to			222		12 11	
12/02/2020 4:36 PM		Construction alert for City of Anaheim- Municipal Government.			112		1 2	
12/02/2020 12:26 PM		The Administration Committee meeting is scheduled for Wednesday,			79		0 0	
12/02/2020 10:46 AM		Register now! https://gcc02.safelinks.protection.outl			126		4 3	
11/30/2020 11:34 AM		Keeping our infrastructure in tip top shape is a priority. That's why next			120		0 1	
11/29/2020 11:24 AM		A good way to start the week, a message from our General Manager.			125		32 5	
11/28/2020 11:41 AM		It's #SmallBusinessSaturday, let's support the local business on State			123		0 2	
11/27/2020 7:14 AM		When we think of Black Friday we think FOG! Over time, the Fat, Oil			329		8 11	

11/26/2020 8:54 AM		Happy Thanksgiving. This Thursday we are thankful for you. A community			105		4 4	
11/24/2020 1:53 PM		Our Board of Director's represent the residents throughout our service			109		5 2	
11/24/2020 8:25 AM		It's Thanksgiving Week so we're sharing all the reasons we are			141		18 14	
11/23/2020 4:19 PM		City Government Page of La Habra, CA has always been a great partner.			163		6 8	
11/23/2020 3:54 PM		Orange County Sanitation District			30		0 22	
11/19/2020 10:49 AM		#WorldToiletDay brings awareness to sustainable sanitation, so we only			197		5 11	
11/18/2020 10:47 AM		We have a range of positions open right now, visit ocsd.com/jobs to view			223		7 5	
11/16/2020 3:02 PM		The City of Irvine City Hall is home to our friends the Irvine Ranch Water			378		2 7	
11/16/2020 11:54 AM		Be engaged! Join us this Wednesday for the Steering Committee at 5 p.m.			71		1 0	
11/16/2020 11:26 AM		Construction continues on State College Blvd. in City of Anaheim-			323		0 7	
11/11/2020 6:56 AM		Today we honor all who served our Country. Thank you from the Orange			671		59 69	
11/10/2020 5:28 PM		Now is the time! We are looking for the right person to join our team!			134		7 4	
11/10/2020 11:10 AM		Reminder: Our offices will be closed Wednesday, Nov. 11 in observance			95		0 1	
11/09/2020 1:26 PM		City of Cypress City Hall is home to Cypress College, a learning			129		3 3	
11/08/2020 10:19 AM		Trying to plan your monthly activities? Well we have one more to			130		2 5	
11/05/2020 9:27 AM		Coming up! The Administration Committee Meeting on Nov. 10 at 5			101		2 2	
11/04/2020 10:19 AM		Check it out! We have a new employment opportunity.			174		25 4	

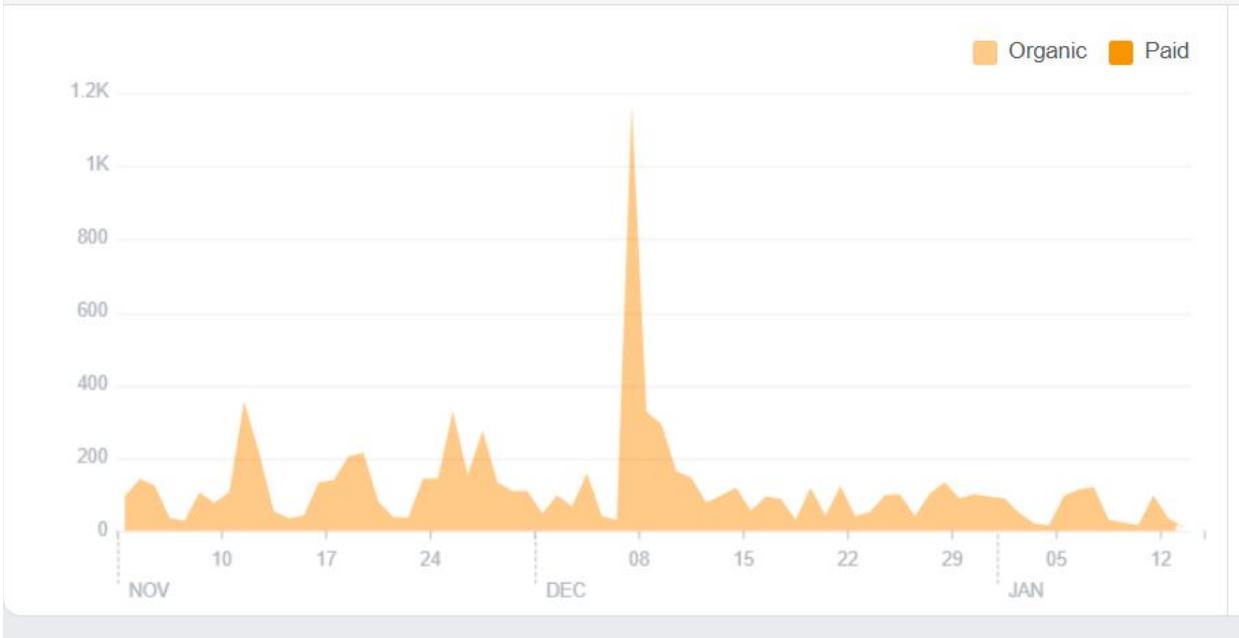
11/04/2020 9:27 AM	 Time for some #WastewaterWisdom. The OCSD collections system			134		4 5	
11/03/2020 3:47 PM	 In case you couldn't join, you can still go and watch! \$\$\$			99		6 2	
11/02/2020 5:10 PM	 This week's #MemberMonday takes us to the City of Orange. As a part of			115		2 3	
11/02/2020 8:53 AM	 Construction Alert for City of Anaheim- Municipal Government-			102		1 1	
11/02/2020 8:08 AM	 The Legislative and Public Affairs Committee Meeting will be held on			66		0 1	

Graphs of Page Likes, Post Reach and Total Views for November 2020- January 2021



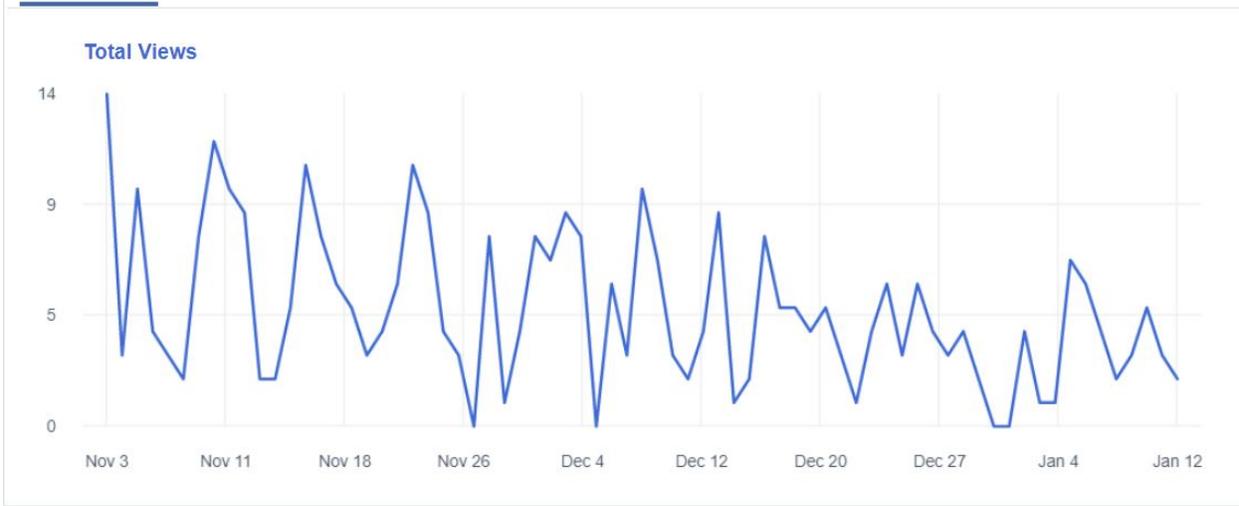
Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



Total Views

By Section



Twitter Posts
Nov 2020- Jan 2021

28 day summary with change over previous period



Jan 2021 • 12 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 208 impressions

You should only flush the 3 P's: Pee, Poop, and Toilet Paper. This is the Way. #3Ps #What2Flush #thisistheway pic.twitter.com/JKpINlOLmU



1 retweet 1 like

[View Tweet activity](#)

[View all Tweet activity](#)

Top media Tweet earned 199 impressions

Happy New Year! We're ready to flow into 2021, we hope you are too! pic.twitter.com/vq3J542LO2



2 likes

[View Tweet activity](#)

[View all Tweet activity](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

JAN 2021 SUMMARY

Tweets 4	Tweet impressions 1,492
Profile visits 30	Mentions 1
New followers -1	

Top Follower followed by 1,994 people



Hannah Fry

@Hannahfry [FOLLOWS YOU](#)

Orange County reporter @latimes. Southern California native. Formerly @TheDailyPilot @ocregister Tips? hannah.fry@latimes.com

[View profile](#)

TWEET HIGHLIGHTS

Top Tweet earned 1,035 impressions

The City of Seal Beach is home to 1 of our pump stations & also where the Westminster Blvd. Sewer Project is taking place. Construction may not always be pleasant but upgrading our infrastructure is our top priority so we can provide continuous service. [#MemberMonday](#)
pic.twitter.com/9SPWP0TBRZ



🔗 2

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 370 people



EnsoGroupInc

@ensogroupinc [FOLLOWS YOU](#)

Your partner in energy management and savings.

[View profile](#)

Top mention earned 31 engagements



Orange County Water District

@OCWDWaterNews · Dec 11

Interested in learning more about our operations? We're hosting a virtual tour w/[@OCSanDistrict](#) on 12/15. See our facilities up close and have your questions answered live by GMs Mike Markus and Jim Herberg. Space limited. Register at ow.ly/PRPt50CJIV9.
pic.twitter.com/llyVOFxnU6



🔗 3 ❤️ 3

[View Tweet](#)

Top media Tweet earned 542 impressions

Friday FOG Fact: NEVER dump cooking fats, oils, and grease (FOG) down the kitchen sink. They will clog your pipes & ours. FOG can be meat fats, lard, cooking oil, shortening, butter, and much more. Collect it and dump it in the trash. Visit What2Flush.com for more. [#FOG](#) [#W2F](#)
pic.twitter.com/w4fyXECyRi



🔗 5 ❤️ 4

DEC 2020 SUMMARY

Tweets
20

Tweet impressions
8,082

Profile visits
205

Mentions
7

New followers
7

TWEET HIGHLIGHTS

Top Tweet earned 642 impressions

The [@City_of_Irvine](#) is home to our friends the [@IRWDnews](#). OCSD currently receives sewage sludge from IRWD at Plant No. 1. This is scheduled to stop by 2021 when IRWD completes their own solids treatment facility. This is what some may call a sludgy solution. [#MemberMonday](#)
pic.twitter.com/whBzNpVv7k



↩ 1 ❤ 4

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 2,458 people



Amanda FencI, PhD

[@alfenci](#) FOLLOWS YOU

[@TAMU](#) post-doc | she/her | 🌱 on governance of [#water](#) [#adaptation](#), [#environmentaljustice](#) | alum [@ucdGEO](#) [@SEIresearch](#) [@TuftsUniversity](#)

[View profile](#)

Top mention earned 64 engagements



Jeff Mosher

[@Jeff4water](#) · Nov 2

WEBINAR: Exploring Careers in the Water and Wastewater Industry (especially for high school and college students) - Sponsored by the Orange County Water District
[@OCWDWaterNews](#) [@OCSanDistrict](#)
[@CarolloTweets](#) youtu.be/gOErIPf82YQ

↩ 1 🗨 5 ❤ 16

[View Tweet](#)

Top media Tweet earned 617 impressions

In the past 66 years we've learned, grown & become the agency you know...rich in history & innovation. We are thankful for our past and ready to embark on the future as OC San. New look, same great service. Our mission is & always will be to protect public health & the environment.
pic.twitter.com/Gj2IQc3YFC



❤ 4

[View Tweet activity](#)

[View all Tweet activity](#)

NOV 2020 SUMMARY

Tweets
25

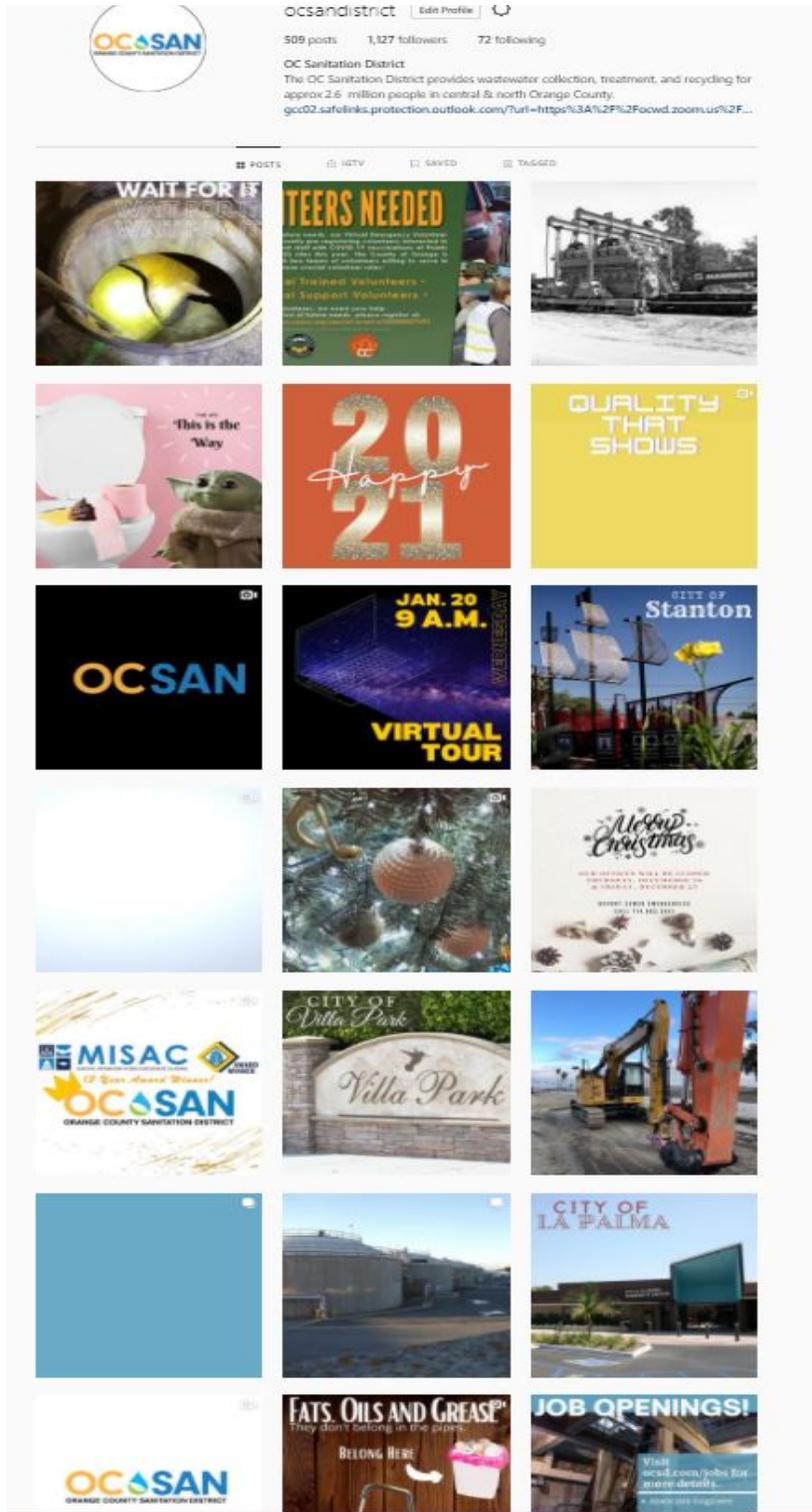
Tweet impressions
7,041

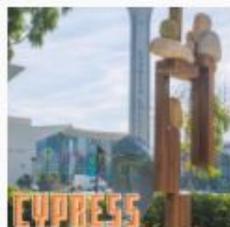
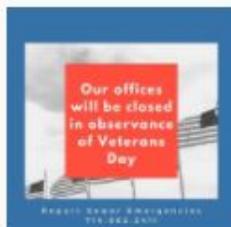
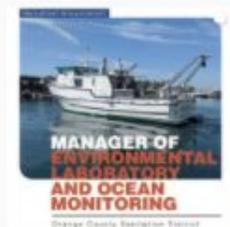
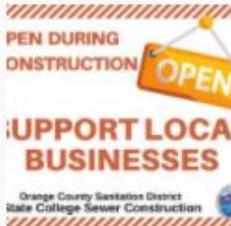
Profile visits
200

Mentions
11

New followers
16

**Instagram Posts
Nov 2020- Jan 2021**





OC San News Articles November 2020 - January 2021

Article	Date	Resource	Link
OneWater: Closing the Loop	30-Nov-20	Energy and Environmental Policy Analysis 2020	https://eepolicy2020.wordpress.com/2020/11/30/onestwater-closing-the-loop/
OC Sanitation announces sewer rehabilitation for 2021	10-Dec-20	News Enterprise	https://event-newsenterprise.com/oc-sanitation-announces-sewer-rehabilitation-for-2021/
California county to benefit from temperature-phased anaerobic digestion facility	16-Dec-20	ASCE	https://source.asce.org/california-county-to-benefit-from-temperature-phased-anaerobic-digestion-facility/
La Palma swears in new members	17-Dec-20	News Enterprise	https://event-newsenterprise.com/la-palma-swears-in-new-
Here are the 2020 AN Best of Design	23-Dec-20	Architect Newspaper	https://www.archpaper.com/2020/12/here-are-the-2020-an-best-of-design-awards-winners-part-7/
After two terms, Mayor Murphy steps away from the public stage	5- Jan- 21	News Enterprise	https://event-newsenterprise.com/after-two-terms-mayor-murphy-steps-away-from-the-public-stage/
Chirco elected Mayor, Hasselbrink Mayor Pro-tem	5-Jan- 21	News Enterprise	https://event-newsenterprise.com/18072-2/



LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE

Administration Building
10844 Ellis Avenue
Fountain Valley, CA 92708
(714) 593-7433

Agenda Report

File #: 2021-1412

Agenda Date: 2/8/2021

Agenda Item No: 4.

FROM: James D. Herberg, General Manager

SUBJECT:

LEGISLATIVE AFFAIRS UPDATE FOR THE MONTHS OF NOVEMBER 2020 THROUGH JANUARY 2021

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION: Recommend to the Board of Directors to:

Receive and file the Legislative Affairs Update for the months of November 2020 through January 2021.

BACKGROUND

The Orange County Sanitation District's (Sanitation District) legislative affairs program includes advocating the Sanitation District's legislative interests; sponsoring legislation (where appropriate); and seeking Local, State, and Federal funding for projects and programs. Staff will provide an update on recent legislative and grant activities.

RELEVANT STANDARDS

- Maintain influential legislative advocacy and a public outreach program
- Build brand, trust, and support with policy makers and community leaders
- Maintain collaborative and cooperative relationships with regulators, stakeholders, and neighboring communities

PROBLEM

Without a strong advocacy program, elected officials may not be aware of the Sanitation District's mission, programs, and projects and how they could be impacted by proposed legislation.

PROPOSED SOLUTION

Continue to work with Local, State, and Federal officials to advocate the Sanitation District's legislative interests. Help to create/monitor legislation and grants that would benefit the Sanitation District, the wastewater industry, and the community as a whole. To assist in our relationship building activities, we will continue to reach out to our elected officials providing facility tours, one-on-one meetings, and trips to D.C. and Sacramento.

TIMING CONCERNS

N/A

RAMIFICATIONS OF NOT TAKING ACTION

If we do not work with Local, State, and Federal elected officials, legislation could be passed that negatively affects the Sanitation District and the wastewater industry as a whole. Additionally, a lack of engagement may result in missed funding opportunities.

ADDITIONAL INFORMATIONState:

The Legislature returned to Sacramento on January 11, 2021 to start the first year of the current two-year legislative session. The Legislature will be focused on introducing bills prior to the February 19 bill introduction deadline. Topics that are expected to dominate the Legislature's time in Sacramento this year include COVID-19 relief and response, climate resiliency, housing, homelessness, social equity, and police reform.

Federal:

At the end of 2020, congressional leaders reached agreement on a massive omnibus spending bill, COVID-19 relief package, renewal of the Water Resources Development Act, and authorization of renewable energy mandates. It is expected that the next relief package will focus on core infrastructure needs and climate/environmental issues.

FINANCIAL CONSIDERATIONS

N/A

ATTACHMENT

The following attachment(s) may be viewed on-line at the OC San website (www.ocsan.gov) with the complete agenda package:

- Federal Update - ENS Resources
- State Update - Townsend Public Affairs
- Grant Tracker 2021-2022



TO: Rebecca Long
FROM: Eric Sapirstein
DATE: January 18, 2021
SUBJECT: Washington Update

The past month has been one of historical transition as Congress completed action on an omnibus spending bill and a fourth COVID-19 relief bill that the president signed into law. The 117th Congress convened on January 3 when new members, including OC San's Representative Young Kim and Michelle Steel, were sworn into office. At the time of this writing, committee assignments had not been officially announced. Also, when Congress convened earlier in the month, it adopted rules governing the House that included extension of the Climate Crisis Committee, signaling a commitment to address climate policy in the coming year.

In the Senate, Vice President-elect Kamala Harris officially resigned her Senate seat, making California Secretary of State Alex Padilla the new California Senator. Padilla is filling his office with seasoned congressional staff. This action suggests he will start his Senate career with all speed. With the Georgia Senators expected to be sworn into office, along with Padilla, the Senate will be in Democrat control with a 50/50 split broken by Harris' vote as the Senate President. However, given the potential for division in both parties, it is unclear how often a Harris tie breaking vote would be necessary.

With the approaching Inauguration, the Biden Transition Team announced the selection of US Environmental Protection Agency's (USEPA's) senior leaders. North Carolina's Department of Environment leader, Michael Regan will become the Administrator. Janet McCabe, previously the Office of Air Assistant Administrator under President Obama, will serve as the Deputy Administrator; a position generally considered the day-to-day manager of the agency. The appointments signal a priority for enforcement of environmental mandates and the reinstatement of climate policy as a priority for the agency.

Omnibus and COVID-19 Relief

At the end of 2020, congressional leaders reached agreement on a massive omnibus spending bill, COVID-19 relief package, renewal of the Water Resources Development Act, and authorization of renewable energy mandates. The action means that the remainder fiscal year 2020 was funded at essentially current spending levels eliminating the potential for further program disruptions. Also, Congress and the White House reached an agreement to fund extensions of pandemic relief programs and in a new effort included a limited \$638 million to provide grants nationwide for the loss of ratepayers' payments to water and wastewater agencies because of economic and health impact of COVID-19.

President-Elect Releases Next Pandemic Response Package

President-elect issued the American Rescue Plan that he intends to work with Congress to pass expeditiously to reverse the pandemic's health and economic impacts. The plan builds upon the fourth package enacted into law in December that provided assistance to support arrearages related to utility services. Under the plan, a series of provisions could benefit OC SAN'S.

- **Emergency Rental Assistance Program**
Provides \$30 billion for direct emergency rental assistance payments to states and local governments with 200,000 residents or more. The plan envisions cities and states making payments directly to landlords or wastewater agencies on behalf of renters. If a landlord refuses to accept the rental assistance, cities and states can give assistance directly to the renter, who could then make payments to an agency.
- **Low-Income Household Drinking Water and Wastewater Emergency Assistance Program**
Provides an additional \$5 billion in grants to assist low-income households pay their water utility bills by providing grants to public water and wastewater agencies to reduce arrearages and to support needs to pay for water services. The funds will be made available to agencies through a new Low-Income Household Drinking Water and Wastewater Emergency Assistance Program that states can distribute via existing networks such as Low-Income Home Energy Assistance Program (LIHEAP).
- **Paid Mandatory Sick and Family Leave**
The Plan would provide for reimbursement of mandatory paid sick and family leave through September 30, 2021. This would enhance earlier efforts to simply provide tax credits to public agencies for the provision of leave. A maximum federal benefit of \$1,400 per month would be available.

- **Occupational Safety and Health Administration (OSHA) Assistance**
The plan envisions the implementation of a COVID-19 OSHA protection standard to cover frontline essential works to protect workers from unsafe conditions and retaliation.
- **Support of State and Local Governments**
The plan envisions \$350 billion in emergency funding for state, local, and territorial governments to ensure that they are in a position to keep front line public workers on the job and paid.

Infrastructure

Once Congress completes action on the fifth COVID-19 relief package, it is expected to turn attention of a national infrastructure initiative that would likely merge core infrastructure needs with climate policy priorities. The positive outlook for infrastructure is grounded in a sense that a national infrastructure funding program could reverse the COVID-19 created economic challenges and create employment. The starting point of any package appears to be the Moving Forward Act that the House passed last year. This almost \$2 trillion bill placed a priority on funding the State Revolving Fund program as well as new programs to provide grants to help wastewater agencies adopt technologies that could modernize the treatment process.

The outlines of any infrastructure policy remains to be developed in the coming months. However congressional staff indicate that the latter part of spring could see Congress moving aggressively to pass a bill.

To: Orange County Sanitation District
From: Townsend Public Affairs, Inc.
Date: January 18, 2021
Subject: Legislative and Public Affairs Agenda Report

State Legislative Update

The Legislature returned to Sacramento on January 11, 2021 to start the first year of the current two-year legislative session. For the next month, the Legislature will be focused on introducing bills prior to the February 19 bill introduction deadline. Once bills are introduced in their respective houses, they must sit for 30 days before they can be acted on. The Legislature is expected to introduce upwards of 2,7000 bills before the deadline. A significant portion of these bills will be spot bills, which are bills with little or no substantive language. These bills will be amended as the legislative session continues to address various policy topics.

Topics that are expected to dominate the Legislature's time in Sacramento this year include COVID-19 relief and response, climate resiliency, housing, homelessness, social equity, and police reform.

Below are the upcoming relevant dates for the Legislature:

January 22 – Last day to submit bill requests to Legislative Counsel

February 19 – Bill introduction deadline

Governor's January Budget Proposal

On January 8, Governor Newsom released his January Budget proposal. The proposed budget is a \$227.2 billion fiscal blueprint that focuses on COVID-19 relief funding, economic strengthening and recovery, vaccine distribution, small business support, housing, homelessness, and education. The Governor's January Budget proposal kick-starts the process of budget hearings, subcommittee hearings, and other discussions leading up to the May Revise and then final Budget adoption by the Legislature prior to June 15.

As part of the January Budget proposal, the Governor and Department of Finance are projecting the State will have a current-year budget surplus of \$15 billion. This surplus is a result of higher than expected revenues in the budget year, as well as fewer people accessing state services than was anticipated.

The Governor is proposing to utilize most of those dollars to invest in the economic recovery of the State, as well as to combat the harmful effects of the COVID-19 pandemic. Since the budget surplus is anticipated to be one-time in nature, the Governor proposes to utilize the funds largely for one-time expenditures as opposed to ongoing spending that would need to be cut in a future budget.

Below are a few highlights of priority areas of the Budget proposal:

- **COVID-19 Relief:**
 - \$4.4B proposed in emergency response
 - \$2B for coronavirus testing
 - \$473M for contact tracing
 - \$372M for vaccine administration
- **Economic Recovery Package:**
 - \$4.5B proposed in economy recovery
 - \$1.1B immediate relief for small businesses
 - \$777M for California Jobs Initiative
 - \$353M for Workforce Development
 - \$300M for Deferred Maintenance
 - \$500M for Housing Development
 - \$1.5B for Zero-Emissions Vehicles
- **Golden State Stimulus**
 - \$2.4B total
 - \$600 direct payments to an estimated 4 million Californians
 - Extension of eviction moratorium enacted via AB 3088
- **Housing:**
 - The Budget includes \$500M for the Infill Infrastructure Grant Program to accelerate economic recovery through the creation of jobs and long-term housing development
 - \$500M for a third round of low income housing tax credits
- **Homelessness:**
 - \$1.75B in one time new investments
 - \$750M for competitive local government grants to purchase motels/hotels (Project Homekey Acquisitions)
 - \$750M in behavioral health continuum infrastructure available over 3 years for developing community mental health housing
 - \$250M for dedicated housing for vulnerable seniors
- **Climate Change:**
 - \$1B to support the Forest Management's Task Force's Wildlife and Forest Resilience Action Plan
 - \$248.6M for restoration of natural areas and ecosystems
 - \$183M for flood management
 - \$6.5M for coastal protection

Beginning this week, the Legislature will start to conduct Budget Committee hearings to receive a broad overview of the Governor's proposals. Additionally, the Administration will continue to develop trailer bill language, which will detail how various budget proposals would be implemented.

TPA will continue to keep the Orange County Sanitation District updated on the budget process, the status of those items identified as potential priority for the District, as well as the Legislature's response to the Governor's Budget proposal.

Priority Legislation

Although the legislative session just began, there are a few bills already introduced that TPA has preliminarily identified as priority bills for the District:

AB 59 (Gabriel) - Mitigation Fee Act: fees: notice and timelines

AB 59 would repeal Section 66022 of the Government Code, which establishes the 120-day statute of limitations for legal challenges to new or increased connection fees or capacity charges. Under current law, any legal challenges for water and sewer connection fee or capacity charge must be commenced within 120 days after a water or sewer agencies adopts or amends a fee. This bill would change the statute of limitations to begin once the agency actually charges the fee to the ratepayer.

AB 59 would also require local agencies that collect fees in excess of the amount needed to provide their specific services to reimburse the ratepayer for that amount as opposed to re-investing that excess into reducing rates.

AB 59 has been double referred to the Assembly Local Government Committee and the Assembly Housing and Community Development Committee.

SB 45 (Portantino) – Wildfire Prevention, Safe Drinking Water, Drought Preparation, and Flood Protection Bond Act of 2022

SB 45 would establish a \$5.5 billion general obligation bond that would appear on the November 2022 ballot. SB 45 would provide funding for a wide variety of natural resources and climate resilient projects including: wildfire prevention, safe drinking water and water quality, protecting fish, wildlife, and agriculture from Climate risks, and protecting coastal resources.

SB 45 is a re-introduction of SB 45 (Allen, 2018). This proposal and conversations around a climate focused bond were put on hold largely due to the COVID-19 pandemic. It is important to note that Governor Newsom's January budget request did not include a climate/natural resources bond.

Name of Grant/Loan	Synopsis of Grant/Loan	Amount of Grant/Loan	Amount Applying for	Applying Y/N	Project/Program	Reason	Match	Deadline	Category	Rcvd Grant/Financing Y/N
STATE										
Organics Grant Program	The Organics Grant Program is part of California Climate Investments, a statewide program that puts billions of cap-and-trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment - particularly in disadvantaged and/or low-income communities. The Cap-and-Trade program also creates a financial incentive for industries to invest in clean technologies and develop innovative ways to reduce pollution. California Climate Investments projects include affordable housing, renewable energy, public transportation, zero-emission vehicles, environmental restoration, more sustainable agriculture, recycling, and much more. At least 35 percent of these investments are made in disadvantaged and low-income communities.	Application materials for FY 2020-21 will tentatively be available summer 2020.	TBD	Yes	Food-Waste Co-Digestion facility at Plant No.2 in Huntington Beach to accept up to 150 wet tons per day (wtpd) of pre-processed source separated organics.	We will review the possible funding opportunity to determine if it is a fit for the Sanitation District.	TBD	TBD	Energy/Recycling	No
CalOES Grant- Community Power Resiliency Allocation to Special Districts Program	The purpose of the Community Power Resiliency Allocation to Special Districts Program is to support California special districts with additional preparedness measures in response to power outage events. Of the \$50 million overall appropriation for Community Power Resiliency funding, \$20 million has been reserved for special district needs.	\$300,000	\$300,000	No	Portable Generators	We did not meet the requirements of the grant.	NA	10/30/2020	Renewable energy	No
Integrated Regional Water Management (IRWM) Grant Program	The Proposition 1 IRWM Grant Program, administered by DWR, provides funding for projects that help meet the long term water needs of the state, including: Assisting water infrastructure systems adapt to climate change; Providing incentives throughout each watershed to collaborate in managing the region's water resources and setting regional priorities for water infrastructure	TBD	NA	No	NA	TPA and OCSD are monitoring the grant program development from the Santa Ana Watershed Project Authority (SAWPA). Currently, Round 2 has yet to be announced. TPA and OCSD will continue to watch this and other matches.	50%	NA. Will return in 2021 for Round 2	Water	No
FEDERAL										
The Water Infrastructure Improvements Act (WIIN)	The Title XVI Water Reclamation and Reuse Projects funding opportunity allows for sponsors of water reclamation and reuse projects that are congressionally authorized or are eligible under section 4009(c) of the WIIN Act to request cost-shared funding for planning, design and/or construction of those Projects. Water reclamation and reuse projects provide improved efficiency, flexibility during water shortages and diversifies the water supply.	Reclamation is making up to \$20 million available for those projects authorized under the WIIN Act.	\$20 million	Pending Funding Opportunity Announcement (FOA)	Final Expansion of GWRS Headworks (P2-122)	The Sanitation District developed a proposal for last year that could be used as a basis for a new submittal.	\$20mm or 25% of project costs whichever is less.	6/28/2019	Water/ Infrastructure	Pending FOA
Stormwater and CSO Grant Program	USEPA is authorized to provide grants assistance of public agencies to control stormwater flows and CSO's. Funding through state awards. Total funding available is \$60 million nationwide but increased funding expected in next budget cycle or under infrastructure bill.	Funding cost-share is not identified in the law	TBD	TBD. We will monitor for possible funding opportunities/A	TBD	FY 2020 - \$28 million	Yes	Anticipate by July 2020	Water/ Infrastructure	USEPA published allocation formula with deadline for public comments 9/3/2020. Expect formal allocation to State within next two months.

Name of Grant/Loan	Synopsis of Grant/Loan	Amount of Grant/Loan	Amount Applying for	Applying Y/N	Project/Program	Reason	Match	Deadline	Category	Rcvd Grant/Financing Y/N
The Department of Energy (DOE), USBR and USEPA	The DOE's Office of Energy Efficiency is likely to continue to be funded by Congress to support such efforts as biogas, biosolids and green energy.	Through the WaterSmart program, USBR will issue solicitations for innovative approaches to managing water and water treatment through technology and processes for FY 2020 - \$60 million	TBD	TBD. We will monitor for possible funding opportunities	Project Funding Opportunity: Energy production to reduce costs of recycled water through innovative technologies. Innovative water monitoring technology that can produce efficient real time monitoring and data analysis, Biogas Management and Use Improvements.	We will review the possible funding opportunity to determine if it is a fit for the Sanitation District.	N/A	TBD	Energy/Water/Infrastructure	TBD
USEPA	Climate Resiliency	TBD	TBD	TBD	Anticipate that USEPA will issue FOA's to promote studies and plans to address resiliency needs and strategies	We will review the possible funding opportunity to determine if it is a fit for the Sanitation District.	Unclear	TBD	Climate	TBD
Other										
							Match	ongoing	Education	Yes
							No	03/18/19	Environment	Yes



LEGISLATIVE AND PUBLIC AFFAIRS
COMMITTEE

Administration Building
10844 Ellis Avenue
Fountain Valley, CA 92708
(714) 593-7433

Agenda Report

File #: 2021-1458

Agenda Date: 2/8/2021

Agenda Item No: 5.

FROM: James D. Herberg, General Manager
Originator: Kelly A. Lore, Clerk of the Board

SUBJECT:

LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE MEETING DATES FOR CALENDAR YEAR 2021

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Review and provide staff direction on the upcoming calendar of meeting dates for the Legislative and Public Affairs Committee.

BACKGROUND

According to Resolution No. OC SAN 21-01, Rules of Procedure for the Conduct of Business of the District, the Legislative and Public Affairs Committee meets regularly on the second Monday of various months at 12:00 p.m. or as noted below.

The Board of Directors approved the following dates for the 2021 calendar year in November 2020. The need arose to possibly change the date or time of this Committee's meetings to accommodate new Committee members' schedules.

The approved dates for the 2021 calendar year are:

JANUARY - DARK

February 8, 2021 - 12:00 p.m.

March 8, 2021 - 12:00 p.m.

April 12, 2021 - 3:30 p.m.

May 10, 2021 - 12:00 p.m.

JUNE - DARK

July 12, 2021 - 3:30 p.m.

AUGUST - DARK

September 13, 2021 - 12:00 p.m.

OCTOBER - DARK

November 8, 2021 - 12:00 p.m.

DECEMBER - DARK

ATTACHMENT

The following attachment(s) may be viewed on-line at the OC San website (www.ocsan.gov) with the complete agenda package:

- 2021 Condensed Meeting Calendar

**ORANGE COUNTY SANITATION DISTRICT
2021 COMMITTEE/BOARD CALENDAR**

JANUARY '21							FEBRUARY '21							MARCH '21						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28							28	29	30	31			
31																				
APRIL '21							MAY '21							JUNE '21						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3							1			1	2	3	4	5
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
11	12	13	14	15	16	17	9	10	11	12	13	14	15	13	14	15	16	17	18	19
18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29	30		23	24	25	26	27	28	29	27	28	29	30			
							30	31												
JULY '21							AUGUST '21							SEPTEMBER '21						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7				1	2	3	4
4	5	6	7	8	9	10	8	9	10	11	12	13	14	5	6	7	8	9	10	11
11	12	13	14	15	16	17	15	16	17	18	19	20	21	12	13	14	15	16	17	18
18	19	20	21	22	23	24	22	23	24	25	26	27	28	19	20	21	22	23	24	25
25	26	27	28	29	30	31	29	30	31					26	27	28	29	30		
OCTOBER '21							NOVEMBER '21							DECEMBER '21						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2		1	2	3	4	5	6				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

 Steering/Board (Blue)
 Operations (Red)
 Administration (Green)
 OCSD Holidays (Yellow)

 Legislative & Public Affairs (Lt. BI)

ORANGE COUNTY SANITATION DISTRICT COMMON ACRONYMS

ACWA	Association of California Water Agencies	LOS	Level Of Service	RFP	Request For Proposal
APWA	American Public Works Association	MGD	Million Gallons Per Day	RWQCB	Regional Water Quality Control Board
AQMD	Air Quality Management District	MOU	Memorandum of Understanding	SARFPA	Santa Ana River Flood Protection Agency
ASCE	American Society of Civil Engineers	NACWA	National Association of Clean Water Agencies	SARI	Santa Ana River Interceptor
BOD	Biochemical Oxygen Demand	NEPA	National Environmental Policy Act	SARWQCB	Santa Ana Regional Water Quality Control Board
CARB	California Air Resources Board	NGOs	Non-Governmental Organizations	SAWPA	Santa Ana Watershed Project Authority
CASA	California Association of Sanitation Agencies	NPDES	National Pollutant Discharge Elimination System	SCADA	Supervisory Control And Data Acquisition
CCTV	Closed Circuit Television	NWRI	National Water Research Institute	SCAP	Southern California Alliance of Publicly Owned Treatment Works
CEQA	California Environmental Quality Act	O & M	Operations & Maintenance	SCAQMD	South Coast Air Quality Management District
CIP	Capital Improvement Program	OCCOG	Orange County Council of Governments	SOCWA	South Orange County Wastewater Authority
CRWQCB	California Regional Water Quality Control Board	OCHCA	Orange County Health Care Agency	SRF	Clean Water State Revolving Fund
CWA	Clean Water Act	OCSD	Orange County Sanitation District	SSMP	Sewer System Management Plan
CWEA	California Water Environment Association	OCWD	Orange County Water District	SSO	Sanitary Sewer Overflow
EIR	Environmental Impact Report	OOBS	Ocean Outfall Booster Station	SWRCB	State Water Resources Control Board
EMT	Executive Management Team	OSHA	Occupational Safety and Health Administration	TDS	Total Dissolved Solids
EPA	US Environmental Protection Agency	PCSA	Professional Consultant/Construction Services Agreement	TMDL	Total Maximum Daily Load
FOG	Fats, Oils, and Grease	PDSA	Professional Design Services Agreement	TSS	Total Suspended Solids
gpd	gallons per day	PFAS	Per- and Polyfluoroalkyl Substances	WDR	Waste Discharge Requirements
GWRS	Groundwater Replenishment System	PFOA	Perfluorooctanoic Acid	WEF	Water Environment Federation
ICS	Incident Command System	PFOS	Perfluorooctanesulfonic Acid	WERF	Water Environment & Reuse Foundation
IERP	Integrated Emergency Response Plan	POTW	Publicly Owned Treatment Works	WIFIA	Water Infrastructure Finance and Innovation Act
JPA	Joint Powers Authority	ppm	parts per million	WIIN	Water Infrastructure Improvements for the Nation Act
LAFCO	Local Agency Formation Commission	PSA	Professional Services Agreement	WRDA	Water Resources Development Act

ORANGE COUNTY SANITATION DISTRICT GLOSSARY OF TERMS

ACTIVATED SLUDGE PROCESS – A secondary biological wastewater treatment process where bacteria reproduce at a high rate with the introduction of excess air or oxygen and consume dissolved nutrients in the wastewater.

BENTHOS – The community of organisms, such as sea stars, worms, and shrimp, which live on, in, or near the seabed, also known as the benthic zone.

BIOCHEMICAL OXYGEN DEMAND (BOD) – The amount of oxygen used when organic matter undergoes decomposition by microorganisms. Testing for BOD is done to assess the amount of organic matter in water.

BIOGAS – A gas that is produced by the action of anaerobic bacteria on organic waste matter in a digester tank that can be used as a fuel.

BIOSOLIDS – Biosolids are nutrient rich organic and highly treated solid materials produced by the wastewater treatment process. This high-quality product can be recycled as a soil amendment on farmland or further processed as an earth-like product for commercial and home gardens to improve and maintain fertile soil and stimulate plant growth.

CAPITAL IMPROVEMENT PROGRAM (CIP) – Projects for repair, rehabilitation, and replacement of assets. Also includes treatment improvements, additional capacity, and projects for the support facilities.

COLIFORM BACTERIA – A group of bacteria found in the intestines of humans and other animals, but also occasionally found elsewhere, used as indicators of sewage pollution. E. coli are the most common bacteria in wastewater.

COLLECTIONS SYSTEM – In wastewater, it is the system of typically underground pipes that receive and convey sanitary wastewater or storm water.

CERTIFICATE OF PARTICIPATION (COP) – A type of financing where an investor purchases a share of the lease revenues of a program rather than the bond being secured by those revenues.

CONTAMINANTS OF POTENTIAL CONCERN (CPC) – Pharmaceuticals, hormones, and other organic wastewater contaminants.

DILUTION TO THRESHOLD (D/T) – The dilution at which the majority of people detect the odor becomes the D/T for that air sample.

GREENHOUSE GASES (GHG) – In the order of relative abundance water vapor, carbon dioxide, methane, nitrous oxide, and ozone gases that are considered the cause of global warming (“greenhouse effect”).

GROUNDWATER REPLENISHMENT SYSTEM (GWRS) – A joint water reclamation project that proactively responds to Southern California’s current and future water needs. This joint project between the Orange County Water District and OCSD provides 70 million gallons per day of drinking quality water to replenish the local groundwater supply.

LEVEL OF SERVICE (LOS) – Goals to support environmental and public expectations for performance.

N-NITROSODIMETHYLAMINE (NDMA) – A N-nitrosamine suspected cancer-causing agent. It has been found in the GWRS process and is eliminated using hydrogen peroxide with extra ultra-violet treatment.

NATIONAL BIOSOLIDS PARTNERSHIP (NBP) – An alliance of the NACWA and WEF, with advisory support from the EPA. NBP is committed to developing and advancing environmentally sound and sustainable biosolids management practices that go beyond regulatory compliance and promote public participation to enhance the credibility of local agency biosolids programs and improved communications that lead to public acceptance.

PER- AND POLYFLUOROALKYL SUBSTANCES (PFAS) – A large group (over 6,000) of human-made compounds that are resistant to heat, water, and oil and used for a variety of applications including firefighting foam, stain and water-resistant clothing, cosmetics, and food packaging. Two PFAS compounds, perfluorooctanesulfonic acid (PFOS) and perfluorooctanoic acid (PFOA) have been the focus of increasing regulatory scrutiny in drinking water and may result in adverse health effects including developmental effects to fetuses during pregnancy, cancer, liver damage, immunosuppression, thyroid effects, and other effects.

PERFLUOROCTANOIC ACID (PFOA) – An ingredient for several industrial applications including carpeting, upholstery, apparel, floor wax, textiles, sealants, food packaging, and cookware (Teflon).

PERFLUOROCTANESULFONIC ACID (PFOS) – A key ingredient in Scotchgard, a fabric protector made by 3M, and used in numerous stain repellents.

PLUME – A visible or measurable concentration of discharge from a stationary source or fixed facility.

PUBLICLY OWNED TREATMENT WORKS (POTW) – A municipal wastewater treatment plant.

SANTA ANA RIVER INTERCEPTOR (SARI) LINE – A regional brine line designed to convey 30 million gallons per day of non-reclaimable wastewater from the upper Santa Ana River basin to the ocean for disposal, after treatment.

SANITARY SEWER – Separate sewer systems specifically for the carrying of domestic and industrial wastewater.

SOUTH COAST AIR QUALITY MANAGEMENT DISTRICT (SCAQMD) – Regional regulatory agency that develops plans and regulations designed to achieve public health standards by reducing emissions from business and industry.

SECONDARY TREATMENT – Biological wastewater treatment, particularly the activated sludge process, where bacteria and other microorganisms consume dissolved nutrients in wastewater.

SLUDGE – Untreated solid material created by the treatment of wastewater.

TOTAL SUSPENDED SOLIDS (TSS) – The amount of solids floating and in suspension in wastewater.

ORANGE COUNTY SANITATION DISTRICT GLOSSARY OF TERMS

TRICKLING FILTER – A biological secondary treatment process in which bacteria and other microorganisms, growing as slime on the surface of rocks or plastic media, consume nutrients in wastewater as it trickles over them.

URBAN RUNOFF – Water from city streets and domestic properties that carry pollutants into the storm drains, rivers, lakes, and oceans.

WASTEWATER – Any water that enters the sanitary sewer.

WATERSHED – A land area from which water drains to a particular water body. OCSD's service area is in the Santa Ana River Watershed.