



Agenda Report Details (With Text)

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Title: PUBLIC AFFAIRS UPDATE FOR THE MONTHS OF JULY THROUGH AUGUST 2020

Sponsors: Jim Herberg

Indexes:

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Attachments: 1. Agenda Report, 2. Outreach and Media Summary Report July-August 2020, 3. Presentation - Public Affairs Update

Date	Ver.	Action By	Action	Result
9/23/2020	1	BOARD OF DIRECTORS		
9/14/2020	1	LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE	Recommended for Approval	

FROM: James D. Herberg, General Manager

SUBJECT:

PUBLIC AFFAIRS UPDATE FOR THE MONTHS OF JULY THROUGH AUGUST 2020

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Receive and file the Public Affairs Update for the months of July through August 2020.

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, within our service area there is limited knowledge by our customers of the important work we do to protect public health and the environment. In general, the customers we serve do not realize that when they improperly dispose of waste into the sanitation system, it can negatively affect 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 July and August:

Outreach Report

Staff has created a new outreach report that includes tours, website postings, social media postings, construction notifications, speaker engagements, and more. This report is included as an attachment to this Agenda Report.

Virtual Tours

Due to the COVID-19 pandemic, our Plant tours were discontinued. To continue engaging with the community and our stakeholders, staff created a virtual tour of the Plant that has allowed participants an opportunity to remotely visit the Plant and learn how we protect public health and the environment. Thus far, three virtual tours have taken place with a fourth scheduled for later this month.

First Joint Virtual Tours with the Orange County Water District

The Sanitation District and the Orange County Water District (OCWD) have partnered to present a live virtual tour of the two agency's treatment facilities. The tours took place on Friday, July 31 and Wednesday, August 19. OCWD General Manager Mike Markus and Sanitation District General Manager Jim Herberg served as the tour guides and presenters. The tour had 150 virtual attendees.

Staff Participates in GWRS Webinar

In August, Sanitation District employee Cindy Murra participated in a webinar hosted by OCWD titled *How'd They Do That? An Insider's Look at Expanding the World's Largest Potable Reuse Facility*; the Groundwater Replenishment System which is a joint project between the Sanitation District and OCWD.

Plant No 2. Newsletter

To keep the community surrounding Plant No. 2 informed of our activities, a neighborhood newsletter is distributed quarterly to portions of Huntington Beach, Newport Beach, and Costa Mesa. The summer issue of the *Neighborhood Connection* was recently distributed to 1,400 of our neighbors to let them know about upcoming and current construction projects.

Meeting the Moment Video

To showcase the importance of sanitary agencies during the COVID-19 pandemic, the California Association of Sanitation Agencies (CASA) created a video called *Meeting the Moment* featuring employees from across the state highlighting their role and effort in the everyday process of protecting public health. Two of our employees were featured in the video, April Frost, Operations Supervisor, and Absalon Diaz, Environmental Specialist. The video is currently posted on our website.

CASA 2020 Virtual Conference

On, Wednesday, August 12 Lan Wiborg, Director of Environmental Services and Rebecca Long, Senior Public Affairs Specialist presented at the California Association of Sanitation Agencies (CASA) Virtual Annual Conference. Lan facilitated a roundtable on COVID-19 and Wastewater Based Epidemiology and Rebecca facilitated a roundtable on how to develop a virtual tour.

NACWA Peak Performance Award

The Sanitation District was recently recognized as a recipient of the Platinum Peak Performance Award for our Reclamations Plant No. 1 and Treatment Plant No. 2. Receiving the Platinum Peak Performance Award means the Sanitation District was 100 percent compliant over a five-year period. This is the 7th year receiving this recognition.

Ocean Monitoring Vessel Logo Update

The *Nerissa*, the Sanitation District's Ocean Monitoring vessel, is used as part of the Ocean Monitoring Program. *Nerissa* makes trips along the Orange County coastline, therefore having a current and visual brand displayed is important. The vessel will be updated with a larger sign of our name and will add the Sanitation District's social media information. The branding updates will take place next month.

OC Polling

As a follow-up to the poll conducted in March 2020 to determine the service area's awareness of the Sanitation District, a new poll is taking place to identify any changes or improvements in the awareness level. The polling is taking place using social media and direct phone calls and will be reported back to this Committee once concluded.

CEQA

N/A

FINANCIAL CONSIDERATIONS

N/A

ATTACHMENTS

The following attachment(s) may be viewed on-line at the OCSD website (www.ocsd.com) with the complete agenda package:

- Outreach and Media Summary Report July-August 2020
- Presentation