



Agenda Report Details (With Text)

File #: 2021-1824 **Version:** 1 **Name:**

Type: Non-Consent **Status:** Filed

File created: 8/20/2021 **In control:** LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE

On agenda: 9/13/2021 **Final action:** 9/13/2021

Title: STRATEGIC PLAN ORGANIZATIONAL ADVOCACY AND OUTREACH POLICY

Sponsors: Jim Herberg

Indexes:

Code sections:

Attachments: 1. Agenda Report, 2. Strategic Plan_Organizational Advocacy and Outreach Policy Paper_2021, 3. Strategic Plan November 2019, 4. Presentation - Strategic Plan_Outreach Policy Paper

| Date | Ver. | Action By | Action | Result |
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| 9/13/2021 | 1 | LEGISLATIVE AND PUBLIC AFFAIRS COMMITTEE | | |

FROM: James D. Herberg, General Manager

SUBJECT:

STRATEGIC PLAN ORGANIZATIONAL ADVOCACY AND OUTREACH POLICY

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Information Only.

BACKGROUND

The Orange County Sanitation District (OC San) is updating its Strategic Plan. The Strategic Plan is a policy level roadmap which defines the future desired state of the agency and lays out initiatives to move toward that desired state. The Strategic Plan is intended to be a living document that is adjusted to meet new needs or regulations faced by OC San.

There are 14 individual policy areas which comprise the overall Strategic Plan. The policy statements were developed by the Executive Management Team based on input previously provided by Board Members and staff. The Board's input and direction is critical in developing and updating the Strategic Plan.

Staff intends to finalize the Strategic Plan and compile a draft Plan for formal adoption in November of this year. The adopted Strategic Plan will be the basis of Fiscal Year 2022-23 and 2023-24 budget development.

RELEVANT STANDARDS

- Maintain and adhere to appropriate internal planning documents: Strategic Plan
- Sustain 1, 5, 20-year planning horizons
- Build brand, trust, and support with policy makers and community leaders

PROBLEM

The current Strategic Plan was adopted by the Board of Directors in November 2019. An update to the Strategic Plan is currently underway. OC San's Board Members have requested staff to augment the draft Strategic Plan with a Policy paper for advocacy and outreach efforts.

PROPOSED SOLUTION

Add a policy area to the 2021 Strategic Plan to focus on the advocacy and outreach efforts of OC San. By establishing a policy specific to this area, it will guide our ongoing agency efforts and note the importance of keeping stakeholders informed.

PRIOR COMMITTEE/BOARD ACTIONS

July 2021 - Strategic Plan Organizational Advocacy and Outreach Policy, Informational presentation to the LaPC Committee.

May 2021 - Information Item to the Board, Strategic Plan Workshop Recap.

April 2021 - Special Board of Directors Meeting, Strategic Plan Workshop No. 3.

March 2021 - Special Board of Directors Meeting, Strategic Plan Workshop No. 2.

February 2021 - Special Board of Directors Meeting, Strategic Plan Workshop No. 1.

January 2021 - Steering Committee reviewed the Strategic Plan development outline.

ATTACHMENT

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

- OC San Organizational Advocacy and Outreach Policy Statement
- OC San Strategic Plan November 2019
- Presentation