



Agenda Report

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FROM: Robert Thompson, General Manager

SUBJECT:

PUBLIC AFFAIRS UPDATE FOR THE MONTH OF OCTOBER 2023

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Receive and file the Public Affairs Update for the month of October 2023.

BACKGROUND

Included in this report are recent activities of interest managed by the Public Affairs Office for the month of October 2023.

RELEVANT STANDARDS

- Maintain influential legislative advocacy and a public outreach program
- 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 (OC San) is well-recognized within the water/wastewater industry; however, within our service area, as we do not have direct communications through a billing method, there may be limited knowledge by our customers of the important work we do to protect public health and the environment. In general, the customers we serve may 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 GWRS.

PROPOSED SOLUTION

By providing tours, community outreach, education, and general communication via OC San's website, social media, and direct mailings, we can share information with the community, local agencies, and businesses on our messaging such as the What2Flush program, energy production, water recycling, biosolids, and OC San's source control program. This, in turn, helps improve the quality of wastewater that is recycled or released to the ocean and the knowledge and understanding of wastewater treatment.

RAMIFICATIONS OF NOT TAKING ACTION

If OC San does not inform the community, local agencies, and area businesses about OC San, we may not have the support necessary to deliver our mission.

PRIOR COMMITTEE/BOARD ACTIONS

July 2022 - Public Affairs Strategic Plan for Fiscal Years 2022-2024 approved.

ADDITIONAL INFORMATION

Activities for the month of October 2023:

Outreach Report

An outreach report that includes tours, website and social media activity, construction notifications, speaking engagements, and more is attached to this Agenda Report.

Social Media

OC San messaging, announcements, and program updates were posted across OC San's social media platforms. Our social media handle is @OCSanDistrict.

- Facebook: 12 posts reaching 1.9k people
- Twitter: 9 posts reaching 800 people
- Instagram: 16 posts reaching 3k people
- LinkedIn: 6 posts and reaching 4.2k people

Media Coverage

During the month of October, two articles mentioned OC San. *The Sun News* in the City of Seal Beach reported on the 3 P's and reminding residents What 2 Flush. OC San was also highlighted in the California Association of Sanitation Agencies Member Profile on being a Utility of the Future. All the articles can be found in the Outreach Report.

Presentations and Industry Coverage

In October, OC San hosted eight tours and participated in eight speaking engagements reaching approximately 800 people. General Manager Rob Thompson presented to the Orange County Business Council Infrastructure Committee, staff presented to the Huntington Beach Fire Department CERT Program participants and a school career day, and held an informational booth at the OC Water Summit and the Placentia Heritage Festival. Details can be found in the Outreach Report.

State of OC San

The State of OC San was held in person on Friday, October 27. The event provided an update on OC San, our accomplishments, and the future direction of the agency. The event was attended by over 150 Local, State, and Federal dignitaries, and community members.

Annual Report

OC San's Annual Report highlights the 2022-2023 fiscal year accomplishments including the recent completion of the Groundwater Replenishment System, the progress of Headquarters building, the

Pretreatment Honor Roll Program, our financial situation, and so much more. The full report can be viewed at ocsan.gov.

Fall Community Newsletter

OC San's quarterly newsletter published the fall issue earlier this month. The electronic newsletter features articles on the Capital Improvement Program; Fats, Oils, and Grease; upcoming plant tours; and so much more. The newsletter is distributed to approximately 4,000 readers.

Construction Outreach Update

Outreach efforts continue for construction activities throughout the service area. Projects are ongoing in Fountain Valley, Seal Beach, Buena Park, Anaheim, and within both of our treatment plants. Website updates, email text alerts, and direct notifications continue to be distributed as the projects progress. In October, updates were provided to the Buena Park, Anaheim, Los Alamitos, and the Rossmoor communities.

Internal Communication

In October, there were 57 posts on the employee intranet -*The San Box*, four weekly emails were distributed on relevant topics for the week, and *The Pipeline*, which is distributed every two months, was sent out the first week of November.

Awards

OC San and OCWD won the Recycled Water Agency of the Year Award for the GWRS *Final Expansion* from WateReuse. General Manager Thompson attended the awards ceremony in Indian Wells, CA on November 6 to receive the award.

Upcoming Activities for November:

OC San Celebrates Our Veterans

In November, OC San will recognize and celebrate our employees who have proudly served in the Armed Forces. Street light banners will be created and posted throughout the two plants highlighting each one of our veterans. Website and social media posts will also be made and poster boards placed at Plant Nos. 1 and 2.

CEQA

N/A

FINANCIAL CONSIDERATIONS

All items mentioned are included in OC San's FY 2022-2024 Budget.

ATTACHMENT

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

- Outreach & Media Report - October 2023