



Agenda Report

File #: 2020-979, **Version:** 1

FROM: James D. Herberg, General Manager

SUBJECT:

COMMUNICATIONS AUDIT REPORT

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Receive and file the Communications Audit Report.

BACKGROUND

As part of the General Manager's Work Plan, a Communications Audit was conducted to assess the various programs, tools, and methods used to communicate with the Sanitation District's internal and external audiences. The audit consisted of interviews, employee surveys, and review of existing communication material. Attached is the executive summary of the report and survey.

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 OCSD's roles and value to the community

PROBLEM

Over time, outreach programs can become stagnant and lose their effectiveness. Periodic assessments are necessary to determine the relevance and value of the various programs and techniques used to communicate to determine where efforts should be placed.

PROPOSED SOLUTION

Conduct an audit to assess the value, relevance, and need of the various communication programs, methods, and tools currently used by the Sanitation District's Public Affairs Office.

PRIOR COMMITTEE/BOARD ACTIONS

January 2020 - Received and Filed the General Manager's Fiscal Year 2019-2020 Work Plan Mid-Year Update.

December 2019 - Received and Filed the November 2019 Public Affairs Update with the Communications Audit status.

October 2019 - Received and Filed the Public Affairs Year End Report with the Communications Audit as a 2020 goal.

September 2019 - Approval of the General Manager's Fiscal Year 2019-2020 Work Plan.

ADDITIONAL INFORMATION

A consultant was hired to conduct the audit which consisted of interviews with Sanitation District staff, Orange County Water District staff, a community member, and five Board Members.

FINANCIAL CONSIDERATIONS

All items included in the General Manager's Work Plan are budgeted in the FY 2019-2020 Budget.

ATTACHMENT

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

- Communications Audit Report Executive Summary
- Employee Survey Summary
- PowerPoint presentation provided to Legislative and Public Affairs Committee on March 9, 2020