



Agenda Report

File #: 2022-2442, **Version:** 1

FROM: James D. Herberg, General Manager

SUBJECT:

PUBLIC AFFAIRS STRATEGIC PLAN FOR FISCAL YEARS 2022-2024

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Receive and File the Public Affairs Strategic Plan for Fiscal Years 2022-2024.

BACKGROUND

The Orange County Sanitation District's (OC San) Public Affairs Office (PAO) is responsible for creating, organizing, and disseminating all internal and external communication. The primary objective of the PAO is to deliver messages that are accurate, transparent, and designed to foster trust and confidence. Results from the Communications Audit, Construction Outreach Program Audit, and 2020-2022 PAO Strategic Plan have been used in the development of this updated Strategic Plan. The audits helped clarify the path moving forward and identify opportunities for the PAO 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 PAO must share with our internal and external stakeholders for continued operation and efficiency of OC San. The messaging must be consistent, concise, and thoroughly planned to be efficient and effective.

PROPOSED SOLUTION

The proposed Public Affairs Strategic Plan includes goals, objectives, strategies, and tactics to execute the various messages and efforts set forth by OC San. The plan will be in place for two years, with annual updates provided to the Legislative and Public Affairs Committee.

PRIOR COMMITTEE/BOARD ACTIONS

May 2022 - Information Item, Public Affairs Draft Strategic Plan for Fiscal Years 2022-2024.

ADDITIONAL INFORMATION

N/A

FINANCIAL CONSIDERATIONS

All items included in the Public Affairs Strategic Plan FY 2022-2024 are budgeted in the 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:

- Public Affairs Strategic Plan Fiscal Years 2022-2024
- Public Affairs Portfolio Fiscal Year 2021-2022 (Appendix B to Public Affairs Strategic Plan)
- Presentation from May 9, 2022 LaPA Committee Meeting