



Agenda Report

File #: 2019-649, **Version:** 1

FROM: James D. Herberg, General Manager

SUBJECT:

PUBLIC AFFAIRS YEAR-END REPORT

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION: Recommend to the Board of Directors to:

Receive and file the Public Affairs Year-End Report for Fiscal Year 2018/19.

BACKGROUND

Each year, staff provides a year-end report based on the approved Public Affairs Strategic Plan. This year, staff will provide a year-end report and a Project Book detailing all that was done over FY 2018-2019.

RELEVANT STANDARDS

- Build brand, trust, and support with policy makers and community leaders
- Maintain influential legislative advocacy and a public outreach program
- Maintain collaborative and cooperative relationships with regulators, stakeholders, and neighboring communities

PROBLEM

Having a defined plan with measurable objectives focuses staff energy, resources, and time on the agreed-upon direction. With a plan, this also allows for reflection, evaluation, and modifications to be made moving forward.

PROPOSED SOLUTION

By providing tours, community outreach, education, and general communication via the Sanitation District's website, social media outlets, and mainstream media, we have the ability to educate the community, local agencies, and businesses on the What2Flush program, energy production, water recycling, biosolids, and our source control program. This, in turn, results in better quality of wastewater, trust with the public, and support for our efforts.

TIMING CONCERNS

N/A

RAMIFICATIONS OF NOT TAKING ACTION

If we do not educate the community, local agencies, and the area businesses about the Sanitation District, we lose an opportunity to educate thousands of people about our facilities, source control, and the wastewater industry as a whole.

PRIOR COMMITTEE/BOARD ACTIONS

October 2018 - Received and filed the 2017-2018 Public Affairs Year-End Review.

ADDITIONAL INFORMATION

Year-End Review by the Numbers:

- Community Education (Community Events, Speaking Engagements, Tours, and Sewer Science) - Over 8,104 people.
- Community Relations (Construction, Maintenance, and Resident Outreach) - Over 81,750 homes and businesses.
- Industry Leaders - 18 Agency Awards, Hosted State of the District, Various Presentations at Industry Conferences.
- Internal Communications (Monthly) Digester, (Weekly Email) 3 Things to Know, (Every Other Month) Newsletter, (Daily) intranet - Over 436 publications.
- Media (Social and Traditional) - Reaching over 215,000 people.
- Grants - 3 grants received totaling \$42,000. Third grant, amount to be announced at a later date.

2018-2019 Public Affairs Highlights:

- Wrote, advertised, and secured an outside consultant to conduct a third-party communications audit for the Sanitation District.
- Integrated construction outreach into the overall agency communications program for the Sanitation District which for FY 18/19 included: approximately nine various capital projects impacting 16 cities, totaling more than \$122 million in construction costs, and reached more than 80,000 people.
- Launched a corporate identity program for all Sanitation District employees to ensure brand recognition with the public.
- The Sanitation District's 65th Anniversary and associated efforts (banners, history wall, etc.).

FINANCIAL CONSIDERATIONS

This Year-End Report request complies with authority levels of the Sanitation District's Purchasing Ordinance. This program has been budgeted. (Line item: Section 6, Page 11).

ATTACHMENT

The following attachment(s) are included in hard copy and may also be viewed on-line at the OCSD website (www.ocsd.com) with the complete agenda package:

- 2018-2019 Public Affairs Year-End Report - PowerPoint Presentation
- Public Affairs Project Book (*separate hard copy document*)