



Agenda Report

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FROM: James D. Herberg, General Manager

SUBJECT:

PUBLIC AFFAIRS STRATEGIC PLAN FOR FISCAL YEARS 2020-2022

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION: Recommend to the Board of Directors to:

Approve the Public Affairs Strategic Plan for Fiscal Years 2020 - 2022.

BACKGROUND

The Orange County Sanitation District's (Sanitation District) Public Affairs Office is responsible for creating, organizing, and disseminating all internal and external communication. The primary objective of the Public Affairs team is to deliver messages that are accurate, transparent, and designed to foster trust and confidence. Results from the Communications Audit presented earlier this year were used in the development of the Strategic Plan. The Communications Audit helped clarify the path moving forward and identify opportunities for the Public Affairs Office 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 OCSD'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 Public Affairs Office must share with our internal and external stakeholders for continued operation and efficiency of the Sanitation District. 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 the Sanitation District. The plan will be in place for two years, with annual updates provided to the Legislative and Public Affairs Committee.

PRIOR COMMITTEE/BOARD ACTIONS

March 2020 - Received and Filed the Communications Audit Report.

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 General Manager's Work Plan goal.

ADDITIONAL INFORMATION

N/A

FINANCIAL CONSIDERATIONS

All items included in the Public Affairs Strategic Plan FY 2020-2022 are budgeted in the FY 2020-2022 Budget.

ATTACHMENT

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

- Public Affairs Strategic Plan Fiscal Years 2020-2022
- Public Affairs Portfolio Fiscal Year 2019-2020 (Appendix B to Public Affairs Strategic Plan)
- Presentation