



Agenda Report

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FROM: James D. Herberg, General Manager

SUBJECT:

PUBLIC AFFAIRS STRATEGIC PLAN FOR FISCAL YEARS 2020-2022 MIDYEAR UPDATE

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION: Recommend to the Board of Directors to:

Receive and file the Public Affairs Strategic Plan for Fiscal Years 2020 - 2022 Midyear Update.

BACKGROUND

The Orange County Sanitation District's (OC San) 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 in March 2020 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 served.

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 Public Affairs Office must share with 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 current Public Affairs Strategic Plan includes goals, objectives, strategies, and tactics to execute the various messages and efforts set forth by OC San. The two-year plan will be in place until June 2022, with updates provided to the Legislative and Public Affairs Committee every six months.

PRIOR COMMITTEE/BOARD ACTIONS

July 2021 - Received and filed the Public Affairs Strategic Plan for Fiscal Years 2020-2022 Year End Update.

February 2021 - Received and filed the Public Affairs Strategic Plan for Fiscal Years 2020-2022 Midyear Update.

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

ADDITIONAL INFORMATION

Six-Month Public Affairs Highlights:

- Launched the OC San Connection Newsletter - OC San's electronic newsletter.
- Partnered with the Heritage Museum of Orange County to develop virtual content for local schools.
- Developed and distributed summer and fall issues of the Neighborhood Connection newsletter to OC San Plant Nos. 1 and 2 neighbors.
- Developed the Organizational Advocacy and Outreach Policy for inclusion in OC San's 2021 Strategic Plan.
- Over 400 internal posts on The San Box.
- Hosted 14 virtual tours.
- 49 website posts.
- Received four awards.
- Over 350 posts on multiple social media platforms with an average reach of over 3,000 people.
- Distributed Outreach Toolkits to OC San's Member Agencies to help with OC San messaging.
- Distributed 11 construction notifications reaching nearly 60,000 people.
- Updated the 2022 Legislative & Regulatory Plan.

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 OC San website (www.ocsan.gov) with the complete agenda package:

- Public Affairs Strategic Plan FY 2020-2022
- Communications Audit Report Executive Summary, February 2020
- Presentation