



Agenda Report

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FROM: James D. Herberg, General Manager

SUBJECT:

PUBLIC AFFAIRS DRAFT STRATEGIC PLAN FOR FISCAL YEARS 2022-2024

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Information Item.

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. An integrated Public Affairs Strategic Plan is essential to effectively manage the variety of audiences we serve. Staff will provide an overview of the Draft Strategic Plan and request feedback for incorporation, and present the final Plan for approval in July.

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 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 updates provided every six months to the Legislative and Public Affairs Committee.

PRIOR COMMITTEE/BOARD ACTIONS

N/A

ADDITIONAL INFORMATION

N/A

FINANCIAL CONSIDERATIONS

All items included in the Public Affairs Draft Strategic Plan FY 2022-2024 are included in the proposed 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 Draft Strategic Plan Fiscal Years 2022-2024
- Presentation