



Agenda Report

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SUBJECT:

PUBLIC AFFAIRS STRATEGIC PLAN FOR FISCAL YEARS 2020-2022 YEAR-END REPORT

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Receive and file the Public Affairs Strategic Plan for Fiscal Years 2020 - 2022 Year-End Report.

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 the 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 completed in June

2022, with updates that have been provided to the Legislative and Public Affairs Committee every six months since adoption in July 2020.

PRIOR COMMITTEE/BOARD ACTIONS

February 2022 - Received and filed the Public Affairs Strategic Plan for Fiscal Year 2020-2022 Mid-Year Update.

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 Mid-Year Update.

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

ADDITIONAL INFORMATION

Year-End Public Affairs Highlights (July 2021 - April 2022):

- Launched the OC San Connection Newsletter - published three electronic newsletters.
- Partnered with the Heritage Museum of Orange County to develop virtual content for local schools and content for in-person tours.
- Developed the Organizational Advocacy and Outreach Policy for inclusion in OC San's 2021 Strategic Plan.
- Over 550 internal posts on The San Box.
- Hosted 23 tours.
- 89 website posts.
- 10 speaking engagements reaching over 6,000 people.
- Received four awards.
- Over 371 posts on multiple social media platforms.
- Distributed four Outreach Toolkits to OC San's Member Agencies to help with OC San messaging.
- Distributed 16 construction notifications reaching nearly 74,000 people.
- Updated the 2022 Legislative & Regulatory Plan.
- Published the OC San Annual Report

FINANCIAL CONSIDERATIONS

All items included in the Public Affairs Strategic Plan FY 2020-2022 are included 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
- Presentation