



Agenda Report

File #: 2021-1485, **Version:** 1

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SUBJECT:

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

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

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

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 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 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 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 the Sanitation District. 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 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

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

ADDITIONAL INFORMATION

Six-Month Public Affairs Highlights:

- Created and launched new logo and name for the Sanitation District.
- Secured an outside consultant to conduct a third-party audit of the Sanitation District's Construction Outreach Program.
- Launched a virtual tour program, successfully hosted 17 tours reaching over 1,000 people.
- Obtained a .gov domain website increasing the security of the site.
- Received nine awards.
- Had over 100 posts on each social media platform.
- Distributed Outreach Toolkits to our Member Agencies to help with the Sanitation District's messaging.
- Held virtual State of the District event with over 200 attendees.
- Participated in 19 speaking engagements.
- Distributed 20 construction notifications reaching over 20,000 people.

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