



Agenda Report

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FROM: James D. Herberg, General Manager

SUBJECT:

PUBLIC AFFAIRS STRATEGIC PLAN YEAR END REPORT

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION: Recommend to the Board of Directors to:

Receive and file the Public Affairs Strategic Plan for Fiscal Years 2020-21 and 2021-22 Year End Update.

BACKGROUND

The Orange County Sanitation District's (OC San) Public Affairs Office (PAO) 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 PAO Strategic Plan. The audit helped clarify the path moving forward and identify opportunities for the PAO 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 PAO 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 Plan is in place for two years with annual updates provided to the Legislative and Public Affairs Committee.

PRIOR COMMITTEE/BOARD ACTIONS

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

Staff will provide a Year End PAO presentation. A few highlights to note include:

- Launched a virtual tour program with 36 tours reaching almost 1300 participants.
- Participated in 30 speaking engagements reaching over 1800 people.
- Over 750 social media posts across four platforms.
- Over 800 internal communication pieces
 - The San Box - employee intranet site
 - The Pipeline - employee newsletter
 - 3 Things to Know Email - weekly email
 - Digester - monthly communication piece
- Over 100 website posts.
- Over 40 construction notices distributed reaching approximately 50,000 people.
- Neighborhood Newsletter expanded to Plant No. 1 residents reaching an additional 1450 neighbors.
- Featured in 22 news publications including the *OC Register* Water Insert.
- Rebranded agency from OCSD to OC San including new logo, website address, and social media handles.
- Developed and distributed four Member Agency Outreach Toolkits.
- Implemented monthly Board Member talking points to support AB1234 reporting.
- Hosted a virtual State of the District with over 140 guests.
- Hosted 11 Federal and State virtual Advocacy Visits.
- Submitted one Community Projects request and received 24 letters of support.

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 2020-21 and 2021-22
- Communications Audit Report Executive Summary, February 2020
- Public Affairs Portfolio FY 2020-21
- Presentation