



Agenda Report

File #: 2021-1618, Version: 1

FROM: James D. Herberg, General Manager

SUBJECT:

CONSTRUCTION OUTREACH COMMUNICATIONS AUDIT REPORT

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION: Recommend to the Board of Directors to:

Receive and file the Construction Outreach Communications Review and Audit 2021.

BACKGROUND

As outlined in the Public Affairs Strategic Plan, one of the goals is to develop and implement outreach programs that will engage the communities affected by the Orange County Sanitation District's (OC San) Capital Improvement Program (CIP) construction projects. To properly assess the effectiveness of the current program, an audit was conducted that consisted of internal and external surveys and interviews as well as a thorough review of outreach material and the communication process.

RELEVANT STANDARDS

- Build brand, trust, and support with policy makers and community leaders
- Maintain influential legislative advocacy and a public outreach program
- Maintain collaborative and cooperative relationships with regulators, stakeholders, and neighboring communities

PROBLEM

OC San's Construction Outreach Program has been in place for many years. Over time, programs can become stagnant and lose their effectiveness. Periodic assessments are necessary to determine the relevance and value of the programs and be able to make appropriate changes.

PROPOSED SOLUTION

Conduct a thorough review and audit of OC San's construction outreach communications, with the goal of identifying the program's strengths, weaknesses, opportunities, and threats. Specifically, identify how well OC San communicates when relaying information regarding capital improvement projects and prepare to enhance communications for future projects.

TIMING CONCERNS

Several CIP projects are scheduled to commence in the next few months, having the assessment completed prior to the start of construction will allow changes and modifications, if necessary, to be made before outreach efforts begin.

RAMIFICATIONS OF NOT TAKING ACTION

OC San's CIP is a critical component of the agency's operations and communicating the benefits and necessity of the improvement programs is imperative to the success of each project and the program as a whole.

PRIOR COMMITTEE/BOARD ACTIONS

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

ADDITIONAL INFORMATION

A Consultant was hired to conduct the audit which consisted of material review and evaluation, internal and external interviews, a comparative review, and recommendations.

FINANCIAL CONSIDERATIONS

All items included are 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:

- Construction Outreach Communications Review and Audit 2021
- Public Affairs Strategic Plan for Fiscal Years 2020-21 and 2021-22