

## Agenda Report

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**FROM:** James D. Herberg, General Manager

**SUBJECT:**

### **PUBLIC AFFAIRS UPDATE FOR THE MONTH OF OCTOBER 2019**

### **GENERAL MANAGER'S RECOMMENDATION**

**RECOMMENDATION:** Recommend to the Board of Directors to:

Receive and file the Public Affairs Update for the month of October 2019.

### **BACKGROUND**

Staff will provide an update on recent public affairs activities.

### **RELEVANT STANDARDS**

- Maintain influential legislative advocacy and a public outreach program
- Build brand, trust, and support with policy makers and community leaders
- Maintain collaborative and cooperative relationships with regulators, stakeholders and neighboring communities
- Listen to and seriously consider community input on environmental concerns

### **PROBLEM**

Many Californians are not aware of the Orange County Sanitation District (Sanitation District) and the important work we do to keep the environment clean by using the wastewater byproducts to create energy, water recycling, and the use of biosolids. In general, the community and businesses do not realize that when they improperly dispose of waste into the sanitation system, it can negatively affect the work we do and the quality of water we supply for the Groundwater Replenishment System.

### **PROPOSED SOLUTION**

By providing tours, community outreach, education, and general communication via the Sanitation District's website, social media outlets, and mainstream media, we have the ability to educate the community, local agencies, and businesses on the What2Flush program, energy production, water recycling, biosolids, and our source control program. This, in turn, results in a better quality of wastewater.

### **TIMING CONCERNS**

N/A

## RAMIFICATIONS OF NOT TAKING ACTION

If we do not educate the community, local agencies, and area businesses about the Sanitation District, we lose an opportunity to educate thousands of people about our plants, source control, and the wastewater industry as a whole.

## PRIOR COMMITTEE/BOARD ACTIONS

N/A

## ADDITIONAL INFORMATION

October 2019

Activity	#	# of Guests
OCSD/OCWD Tours	7	125
OCSD Tours	12	231
Speaking Engagements	4	109
Events	3	350

### Current Activities - October 2019

#### Water Professionals Week October 7-11

This year the Sanitation District participated in celebrating our water professionals by posting on our social media sites and internal website highlighting a few of our staff. Water Professionals Week is dedicated to honoring the important role that water and wastewater industry professionals play in our communities to ensure that we have clean, safe drinking water, effective wastewater treatment, and innovative water recycling techniques.

#### Placentia Heritage Festival

The Sanitation District hosted a booth at the **Placentia** Festival on October 12 where we spoke to residents about the Sanitation District and handed out What 2 Flush educational material.

#### Costa Mesa Sanitary District's 75<sup>th</sup> Anniversary Open House

On October 12, the Sanitation District attended the 75<sup>th</sup> Anniversary Open House for the **Costa Mesa Sanitary District** where our Board Chair presented a certificate of commendation. The event also brought California Legislators and staff to present resolutions in celebration of their 75<sup>th</sup> Anniversary.

#### Construction Outreach

### Plant No. 2 Outreach

As part of the Plant No.2 Neighborhood Outreach program, the neighbors were invited to tour the facility and learn about our operations and the upcoming construction. We had 4 people join the October 18 tour. We also distributed the seventh issue of the Neighborhood Connection Newsletter which goes out to approximately 1,500 of our neighbors in **Huntington Beach, Costa Mesa, and Newport Beach.**

### State College Sewer Construction Project

The project team participated in two **City of Anaheim** meetings to provide an update on the State College Sewer Project. The meetings were hosted by the City to provide an update to the public on various topics, our project being one of them. Attending these meetings allows us to connect to the public we serve and hear first-hand how they are dealing with the construction. We appreciate the City of Anaheim allowing us the opportunity to speak directly to their residents.

### **CEQA**

N/A

### **FINANCIAL CONSIDERATIONS**

N/A

### **ATTACHMENTS**

*The following attachment(s) are included in hard copy and may also be viewed on-line at the OCSD website ([www.ocsd.com](http://www.ocsd.com)) with the complete agenda package:*

- Outreach Report October 2019
- Media Clips October 2019