

Agenda Report

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FROM: James D. Herberg, General Manager

SUBJECT:

PUBLIC AFFAIRS UPDATE FOR THE MONTH OF NOVEMBER 2019

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

Receive and file the Public Affairs Update for the month of November 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

The Orange County Sanitation District (Sanitation District) is well recognized within the water/wastewater industry; however, within our service area there is limited knowledge by our customers of the important work we do to protect public health and the environment. In general, the customers we serve do not realize that when they improperly dispose of waste into the sanitation system, it can negatively affect our sewer lines, our treatment plants, 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 direct mailings, we have the ability to educate the community, local agencies, and businesses on our messaging such as the What2Flush program, energy production, water recycling, biosolids, and our source control program. This, in turn, helps improve the quality of wastewater that is recycled or released to the ocean.

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 may not have the support necessary to deliver our mission.

PRIOR COMMITTEE/BOARD ACTIONS

N/A

ADDITIONAL INFORMATION

November 2019

Activity	#	# of Guests
OCSD/OCWD Tours	4	83
OCSD Tours	12	181
Speaking Engagements	4	110
Events	3	450

Current Activities - November 2019

Groundwater Replenishment System Groundbreaking

On November 8, the Orange County Water District (OCWD) and Sanitation District celebrated the Final Expansion of the Groundwater Replenishment System (GWRS) with a groundbreaking ceremony attended by more than 250 elected officials, project stakeholders, and industry professionals.

The Final Expansion of the GWRS is the third and final phase of the project. The GWRS first began operating in 2008, producing 70 million gallons of water a day (MGD) and, in 2015, the GWRS underwent a 30 MGD expansion. When the Final Expansion is completed in 2023, the GWRS will produce 130 MGD of highly purified water to meet the needs of 1 million people.

Speaking Engagement

On November 14, Rob Thompson, Assistant General Manager, participated in the Construction Management Association of America Southern California Chapter State of the Economy forum alongside executive members from Orange County Public Works and Orange County Transportation Authority. Mr. Thompson presented on the Sanitation District's Capital Improvement Program, highlighting the plan for the next couple of years.

Turing Red Tape Into Red Carpet Awards Ceremony

Last month, staff attended the Orange County Business Council's Ninth Annual Turning Red Tape Into Red Carpet award ceremony. The Sanitation District submitted nominations for the following efforts: Odor and Corrosion Program, Converting Food Waste Into Green Energy, Battery Energy Storage System, and was included in an entry for our partnership with Orange County Health Care and Public Works, South Orange County Wastewater Authority for our joint effort with the Ocean Water Protection Program. We are happy to announce that we won an award in the Sustainable and Green Development Category for our Interim Food Waste Diversion Program.

Communications Audit is Underway

The Communications Audit, led by Tripepi Smith and Associates, is expected to be completed in March 2020. Sanitation District staff and Board members have been interviewed to assess the effectiveness of the Sanitation District's internal and external communication pieces. When complete, recommendations will be made for improvements to the Sanitation District's communication efforts. This valuable information will be used to formulate the Public Affairs Strategic Plan for FY 2020-2022.

Construction Outreach

The Santa Ana River Interceptor (SARI) Rock Stabilization Removal project in the City of Yorba Linda continues. Nearly half of the 22,000 tons of rock have been removed from the Santa Ana River. Work has commenced near residential neighborhoods and a notification was provided to the surrounding community to alert them of activity they may notice. Flyer boxes with copies of the notification were also set up along the bike trail adjacent to the river.

CEQA

N/A

FINANCIAL CONSIDERATIONS

N/A

ATTACHMENTS

The following attachment(s) may be viewed on-line at the OCSD website (www.ocsd.com) with the complete agenda package:

- Outreach Report November 2019
- Media Clips November 2019