OC San’s Construction Outreach Audit

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Our Service Area

- 388 miles of sewers
- 479 square miles
- 183 million gallons per day
- 2.6 million population
- 2 treatment plants
- 15 pump stations
- 20 cities
- 4 special districts
- Unincorporated parts of County of Orange
Construction Outreach Program

• $2.7 billion / 10-year program
• FY 2020-2021: 25 active projects
  $550 million
• How we connect with our ratepayers
• Pandemic impacts on communication
• Increase in projects and community involvement
Goals of the Audit

1. Assess the current program
2. Recommendations and suggestions to improve the program
3. Feedback and input
4. Analyze other public agency programs with service areas or missions comparable to OC San
Assessment Process

- Program and Material Review
- Staffing
- Internal Stakeholders
- External Stakeholders
- Comparison Agencies
Program & Material Review
Staffing

Manager (PAO)

Principal (PAO)

- Public Affairs Specialist
- Public Affairs Specialist
- Graphic Designer
- Administrative Assistant

Principal (Eng)

- Staff Analyst
Internal Assessment

65 INTERNAL SURVEYS

6 INTERNAL INTERVIEWS
Comparison Agencies

- **Los Angeles County Sanitation Districts**
  - *Converting Waste Into Resources*

- **Orange County Water District**
  - *Since 1933*

- **OCTA**
SWOT Analysis

Strengths
- Responsiveness
- Credible reputation
- Prioritize public impacts
- Good working relationships
- Timely notifications
- Effective material
- Shinning Star

Weaknesses
- Draft Plan
- Social Media not in Corp
- Identity Manual
- Social Media posts not seen
- Unaware of 24-hr hotline
- Website /webpages
- Future staff capacity
SWOT Analysis

Opportunities
- Virtual outreach options
- Text message sign-up
- Streamline meetings
- Social Media paid ads
- Monthly content packages
- Promote mitigation efforts
- Presentation requests option

Threats
- Schedule & plan changes
- Construction impacts
- Various projects throughout service area
Questions
Visit us at: OCSan.gov
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