

Tiffany Baca

MUNICIPAL WATER DISTRICT
OF ORANGE COUNTY

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PROFESSIONAL BIO

Tiffany Baca is a dynamic, motivated public relations strategist with an extensive background in high-impact, multidimensional communications. With a lifetime of combined customer service, graphics, writing, strategy, and management experience, she has proven, award-winning success developing, implementing, and overseeing programs, communication tools, teams, and partnerships that build and support strong brands and strong communities.

Tiffany is the Public Affairs Manager at the Municipal Water District of Orange County (MWDOC), a wholesale water provider and resource planning agency that serves Orange County's 3.2 million residents through 28 retail water agencies. Here, she mobilizes creative teams that work to conceptualize, execute, and advance programs, strategies, and campaigns that educate, inform, and inspire action. Tiffany leads by example, placing trust and value in others so that all ideas are brought to the table, and everyone is confidently contributing to a shared vision. Some of her most notable work at MWDOC includes: redesigning the District's award-winning logo and website, managing and leading an innovative and successful rebranding effort, developing and writing award-winning communications campaigns and strategic plans, reimagining and reviving long-standing, well-respected programs and forging new ones, and building and nurturing lasting partnerships that flourish. As a result of these efforts, Tiffany has successfully contributed to the District's charge of being a leading, recognized, and trusted voice on Orange County water issues.

Tiffany is also recognized for her commitment to the health and reliability of our natural resources, and to the knowledge, strength, and resiliency of the next generation of California citizens. Through her role on the California Environmental Literacy Initiative Leadership Council, she works with statewide leaders in education to ensure that all California's K-12 students have access to impactful, local environment-based learning experiences that prepare them to logically approach larger statewide and global challenges like water pollution, drought, emergency preparedness, and more. Additionally, Tiffany leads the Water Energy Education Alliance, a powerful Southern California coalition of education, and water and energy industry leaders working together to build and bolster workforce pathway programs for Southern California students. She is steadfast in her commitment to providing young people education and career opportunities that will ultimately contribute to the health and welfare of future workers, their families, and the state's economy.

Tiffany commits each day to being an instrument of what is possible, and is also a multi-media artist who has exhibited in galleries and special venues for over 20 years (tiffanybaca.com). In the last few years, she has focused on donating her artwork to organizations that align with her values, vision, and hope for the future. Because of her passion for creating, she has found success in both her professional and creative endeavors, blending dynamic, vibrant content with reason and strategy. Tiffany approaches each day and new challenge with enthusiasm, purpose, and gratitude, and utilizes her talents in leadership and strategy to ensure that her home life is balanced, her workplace is productive, and the teams she leads are inspired and growing.