



Strategic Communications Plan Update

MWDOC Administration & Finance Committee

April 10, 2024

Discussion Items

Agenda



Background

Purpose of the Communications Plan



Approach

Plan Update – Where We're At



Strategic Process

Steps and Examples



Board Discussion

Communications Priorities



Next Steps

Moving Forward



Purpose and Benefits

Why Have a Strategic Communications Plan?

Effective communication is critical to an organization's success, like securing support for a particular program or initiative, shaping public opinion, or managing a crisis.

- Clearly Defines Key Communications Priorities
- Provides a Roadmap for Staff (Framework)
- Aligns Board Key Priorities with Staff Actions
- Clarifies the Purpose of Programs and Activities

Phased Approach

Where We're At



Review Existing Plan: Now

- ✓ Goals, Messages, Tactics
- ✓ Platforms and Channels
(Conducting Audits)
- ✓ Audience Groups
(Analytics & Demographic Studies)

Goals Review: April 2024

- ✓ Board Communications Priorities
- ✓ Present Revised Draft Goals
- ✓ Discuss and Amend

Seek Input: March 2024

- ✓ Board Survey and Discussions
- ✓ Workgroups and Manager Meetings
- ✓ Department Poll

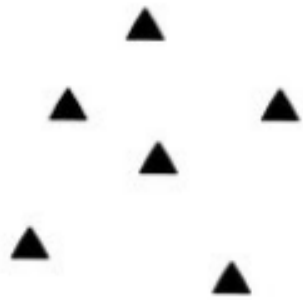
Final Draft: June 2024

- ✓ Align Goals, Messages, Tactics, and Audience Groups
- ✓ P&O Discussion
- ✓ Distribute July 2024



Strategic Process

Systems Thinking



VS

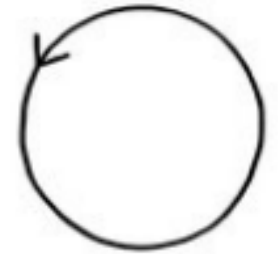


ISOLATION

RELATIONSHIPS



VS



LINEAR

CIRCULAR

- ✓ Audience Groups:
People who use or need our programs or services.

- ✓ Message:
A significant point or central theme.

- ✓ Tactics (*the "means"*):
Specific actions taken to reach an end goal.

- ✓ Tools & Channels (*delivery system*):
The conduit for delivering messages, which may be an activity, program, or partnership.

Pull & Push Marketing

Mapping Classifications and Interests



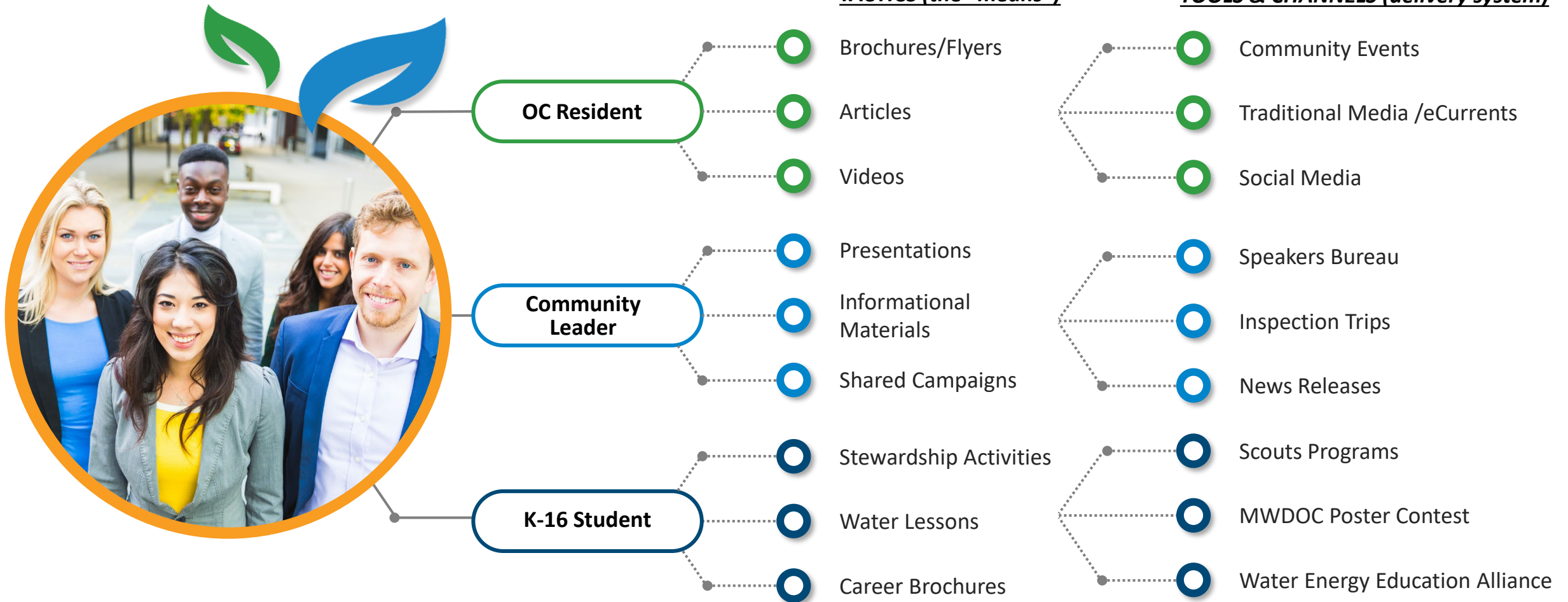
- No MWD OC Program or Activity has one purpose.
- No Audience Group aligns with a *single* MWD OC Program or Activity.
- Communications tools are layered creating a force-multiplier to extend message reach.

Example:

Policy Direction (the “end”): Educate, inform, and communicate MWD OC’s value to Orange County/region.

Message #1: Ensuring a safe, healthy, dependable supply of water is our highest priority.

Message #2: MWD OC offers FREE resources and incentives to help you save Water, Time, and Money.

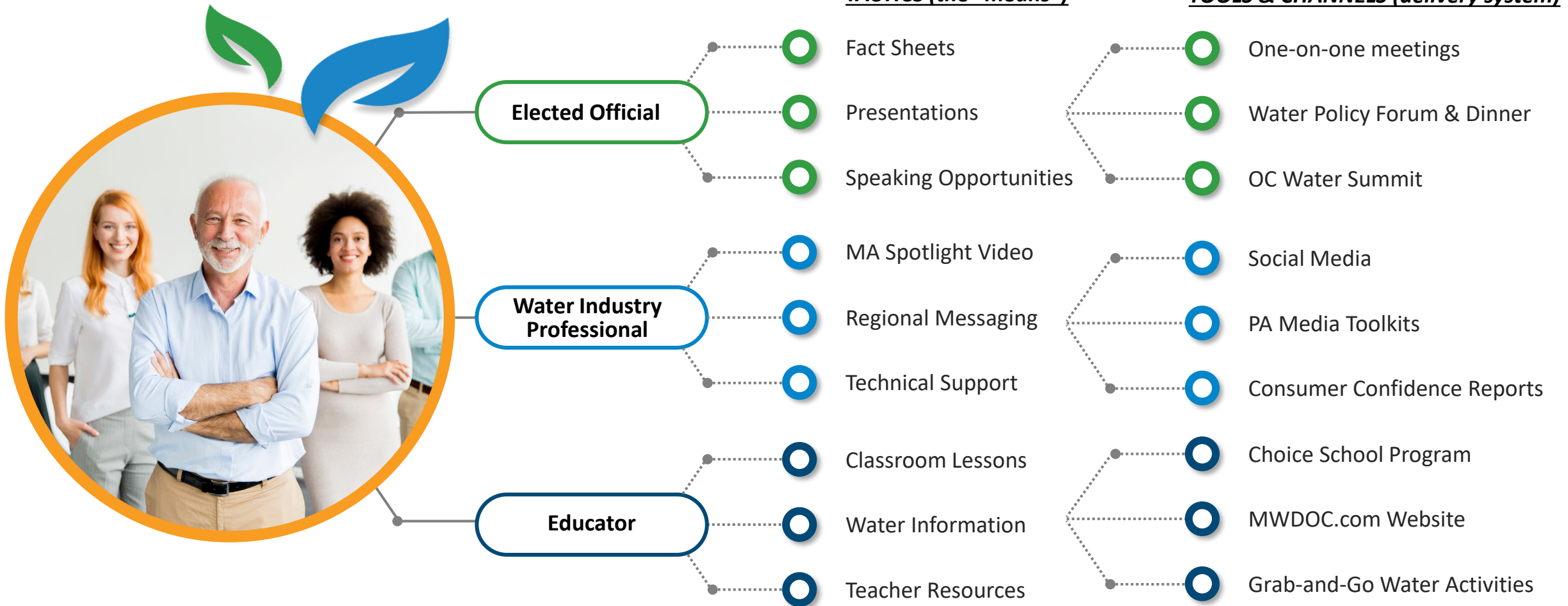


Example:

Policy Direction (the “end”): Identify, modify, expand, and promote MWD OC’s shared services programs.

Message #1: MWD OC offers quality programs and services that inform, support, and empower our communities.

Message #2: MWD OC collaborates with MET and OC water providers to create opportunities that benefit OC’s water future.





Board Feedback Needed

Policy Direction *(the “end”)*

Top three (3) Overarching Communications Goals

MWDOC’s Strategic Communications Plan is a **living document** to implement effective, relevant communication with timeliness and accuracy.

- 🌿 Educate, inform, and communicate MWDOC’s value to Orange County and the region. Examples:
 - 🍂 MET Representation
 - 🍂 Collaboration with OC Water Providers
- 🌿 Identify, modify, expand, and promote MWDOC’s shared services programs. Examples:
 - 🍂 Leak Detection Program
 - 🍂 WEROC
- 🌿 Elevate MWDOC’s visibility and relevance to develop an extended network of informed advocates. Examples:
 - 🍂 Choice School Programs
 - 🍂 Annual OC Grand Jury Inspection Trips

Next Steps...

Use Today's Feedback & Input to Inform the Communications Plan Update.

- 🌿 Board Update: June 2024
 - 💧 Present Revised Draft
 - 💧 Discuss and Amend
- 🌿 Distribute Final Draft: June/July 2024
 - 💧 Committee Information Item
 - 💧 Post Appropriately



Thank You. Questions?

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