



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

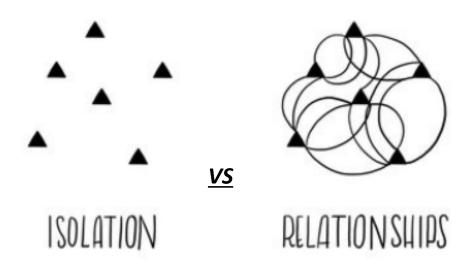
Final Draft: June 2024

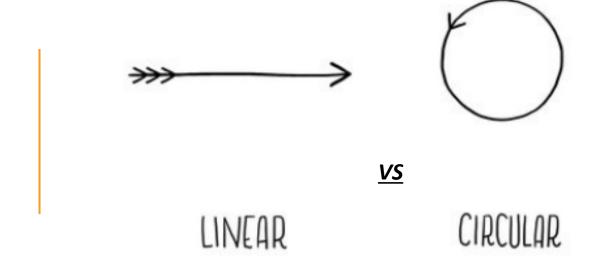
- Align Goals, Messages, Tactics, and Audience Groups
- P&O Discussion
- Distribute July 2024

Strategic Process

Systems Thinking







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

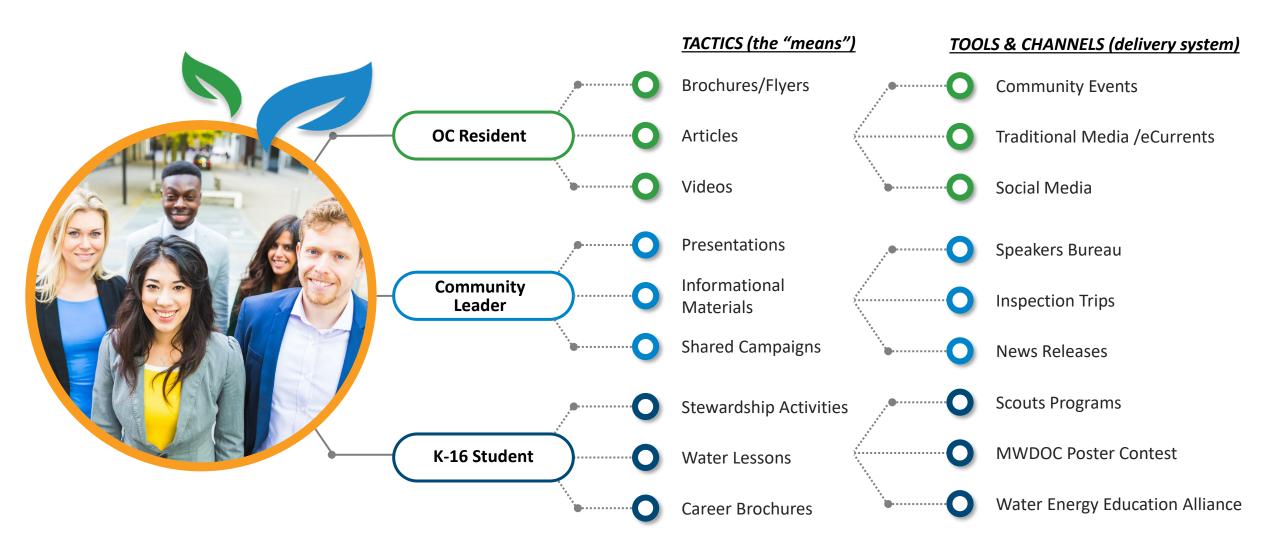
Example:



Policy Direction (the "end"): Educate, inform, and communicate MWDOC's value to Orange County/region.

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

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

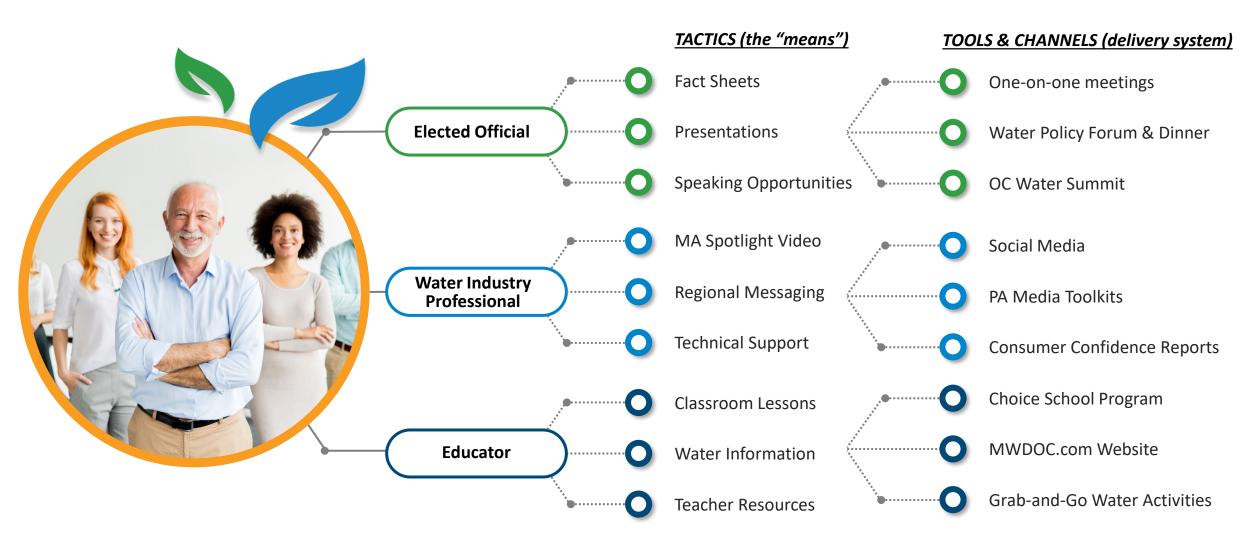


Example:

Policy Direction (the "end"): Identify, modify, expand, and promote MWDOC's shared services programs.

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

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













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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