



## SUMMARY

The OCCOG has chosen to operate using contract staff to conduct its business in a cost-effective and efficient manner. The 2020-2021 draft Work Plan reflects the resources available to the OCCOG for the 2020-2021 fiscal year and the priorities the Board has expressed. The FY 20-21 Work Plan includes several major initiatives and ongoing projects:

- 2021 General Assembly
- Orange County Aerial Imagery Project (OCDAP)
- REAP Grant Program Development and Management
- Legislative and Grant Writing Support
- Marketing and Communications

The team of consultant resources will be managed by the Executive Director and will work cooperatively to achieve the goals and support the mission of the OCCOG. The Work Plan is intended to support OCCOG's member jurisdiction activities, including providing support for grant writing, legislative tracking and analysis, facilitating discussion and continued education on important policy areas including water, energy, land use and housing, transportation, and air quality, and delivering educational tools to support public engagement on policy issues important to members.

In addition, this fiscal year includes the launch of Orange County's aerial imagery data consortium. The Orange County Data Acquisition Partnership (OCDAP) has been spearheaded by CDR's Director, Deborah Diep and is largely funded by the Southern California Association of Government (SCAG) with contributions from over a dozen Orange County partner agencies. OCCOG will be acting as the pass-through billing agency for the consortium. We hope that additional partners will be joining the consortium as we move forward, as the data provided is very useful to multiple jurisdictions and functional units within agencies.

FY 20/21 will also see a one-time infusion of funding provided by SCAG for the Regional Early Action Planning (REAP) Grant. Funds from this grant can be used to support planning activities around increasing the housing supply. OCCOG staff has been working with the Executive Management Committee (EMC) and the Technical Advisory Committee (TAC), as well as the Orange County City Managers Association (OCCMA), to develop a plan that will benefit all OCCOG members for using the available REAP funding to present to the OCCOG Board and SCAG for approval in early fall 2020.



**WORK PLAN FY 2020-2021  
APPROVED JUNE 25, 2020**

Orange County Council of Governments

<b>ACTIVITY</b>	<b>RESPONSIBLE</b>	<b>BUDGET IMPACT</b>	<b>TIME FRAME</b>
<b>TIME-BOUND INITIATIVES</b>			
1. Under direction from EMC, update OCCOG Strategic Plan and other tasks as assigned.	Marnie Primmer Fred Galante	No added program cost	Q2
2. Working with the TAC and EMC, develop a plan for using approximately \$3.2M in REAP grant funding made available to the COG by SCAG for approval by the Board.	Marnie Primmer Nate Farnsworth	\$3.2M (+/-)	Q1
3. Working with the EMC and ex-officio partners, plan and execute a General Assembly in Spring 2021. Specific tasks include: <ul style="list-style-type: none"> <li>a. Develop budget</li> <li>b. Identify event theme</li> <li>c. Identify sponsorship packages and seek sponsors/exhibitors</li> <li>d. Determine venue</li> <li>e. Determine format and develop program</li> <li>f. Publicity: direct mail, partner publications, social media, website</li> <li>g. Design and manage online registration and mobile app</li> <li>h. Develop debrief/lessons learned document</li> </ul>	Marnie Primmer Lisa Telles	\$50,000	Q3/Q4
4. Update OCCOG’s approved legislative guidelines as needed. Develop priorities for 2021, aligned with the updated Strategic Plan. Track relevant legislation and OCCOG positions	Wendy Strack	No added program cost	Q2
5. Update OCCOG’s Communications Plan for 2020-2021 to include tactics and metrics for success.	Lisa Telles Communications LAB	TBD	Q2
6. Develop script, storyboard, and produce a series of up to 10 videos on housing topics to support member jurisdictions. <ul style="list-style-type: none"> <li>a. Implement video distribution plan</li> <li>b. Manage Housing Orange County website landing page</li> </ul>	Lisa Telles Marnie Primmer	Up to \$2,500 per video*	Q1-Q4
7. Complete program set-up for OCDAP and ensure that aerial imagery meets needs.	Deborah Diep	\$20,000 (funds go to product purchase)	Q1



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<b>ONGOING ACTIVITIES</b>			
8. Working with SCAG’s project manager and OCDAP partner agencies, act as payment clearinghouse for OCDAP.	John Hanson	No added program cost	Ongoing
9. Working with EMC, TAC, CDR and in cooperation with OCTA and SCAG staff, provide accurate and detailed information to OCCOG Board, OCCMA, and member jurisdictions regarding RTP/SCS and/or RHNA and other planning activities.	Marnie Primmer Nate Farnsworth	No added program cost	Ongoing
10. Oversee operations of OCCOG including work of consultant team.	Marnie Primmer	No added program cost	Ongoing
11. Develop monthly EMC and Board of Directors meeting agenda and prepare staff reports.	Marnie Primmer Eileen White Kathryn Morrison	No added program cost	Ongoing
12. Provide regular updates to the Board regarding activities of the OCCOG and progress on Strategic Plan and Work Plan.	Marnie Primmer	No added program cost	Quarterly/ As- needed
13. Monitor SCAG agendas and prepare briefings for Board and SCAG committee representatives in advance of committee and regional council meetings so that OC representation is prepared.	Marnie Primmer	No added program cost	Monthly
14. As appropriate, develop strategic guidance for OCCOG representatives, and work to develop consensus around policy issues to position Orange County as a leader within the SCAG region and to influence regional planning in a direction favorable to Orange County.	Marnie Primmer	No added program cost	As needed
15. Work with CDR to develop Orange County’s projections.	Deborah Diep OCCOG TAC	No added program cost	Ongoing
16. Identify opportunities for OCCOG to provide additional services to member jurisdictions and to generate new revenue sources allowing diversification from dues-based income.	Marnie Primmer Nate Farnsworth	TBD	Ongoing



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<p>17. Represent OCCOG at regional planning meetings and industry events, such as, but not limited to:</p> <ul style="list-style-type: none"> <li>a. SCAG Technical Working Group</li> <li>b. Sub-regional Executive Directors (Chair)</li> <li>c. CalCOG meetings</li> <li>d. CDR MOC meetings as needed</li> <li>e. OCCMA monthly meetings</li> <li>f. Member agency events &amp; meetings</li> <li>g. SCAG policy committee and Regional Council meetings, general assembly, and summits</li> <li>h. Ex-officio partner networking events and board meetings as appropriate</li> </ul>	<p>Marnie Primmer</p>	<p>No added program cost</p>	<p>Monthly</p>
<p>18. Assist OCCOG Board to actively engage in development of SCAG strategic documents and governance.</p>	<p>Marnie Primmer</p>	<p>No added program cost</p>	<p>Ongoing</p>
<p>19. Identify areas where OCCOG can partner with other sub-regions.</p>	<p>Marnie Primmer Nate Farnsworth</p>	<p>TBD</p>	<p>Ongoing</p>
<p>20. Coordinate legislative advocacy efforts with partners and member jurisdictions.</p>	<p>Wendy Strack</p>	<p>No added program cost</p>	<p>Ongoing</p>