

Outreach and Media Summary



February 2024

OC San Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 3
TWITTER POSTINGS	PAGE 4
INSTAGRAM POSTINGS.....	PAGE 5
LINKEDIN POSTINGS.....	PAGE 6
NEWS ARTICLES.....	PAGE 7

Outreach Report February 2024

Date	Tours	Attendees	Tour Guide
2/2/24	Godinez High School/Coastkeepers	24	Randa AbuShaban
2/12/24	New Employee Tour	5	Rob Thompson
2/13/24	Orange County Water District Staff	28	Chris Cervellone
2/16/24	Air & Waste Management Association	1	Randa AbuShaban
2/22/24	El Modena High School	19	Eric Halverson
2/26/24	CISA Tour	8	Rob Thompson
2/27/24	Orange County Water District Staff	16	Cindy Murra
2/29/24	Orange County Water District Staff	25	Dickie Fernandez/ Chris Cervellone
Date	Speaking Engagements/Events	Attendees	Presenter
2/5-2/7/24	California Water Environment Association P3S Conference	100	Rob Thompson
2/6/24	Enhanced Source Control Workshop	20	Jennifer Cabral, Rob Thompson, Jonathan Powell, Mark Kawamoto, Jerome Jovenal, Brian Finkelstein, Kira Kaur
2/10/24	Westminster TET Parade	1,000	Kelly Newell, Al Garcia, Enisha Matthews, Hy Oh, Giti Radvar, Lan Wiborg, Gino Villalobos
2/15/24	Bay Area Clean Water Agency	25	Brian Waite
2/21/24	Inside the Outdoors Filming	3	Rebecca Long
2/28/24	Huntington Beach Christian Elementary School on What 2 Flush	20	Eddie Baker
2/29/24	Orange County Water District Webinar on Supercritical Water Oxidation Project	130	Rob Thompson
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update		1 website posts

Costa Mesa	Airway-Airport Loop Sewer Project – update		1 website posts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	OC San's Wastewater 101 Citizen Academy Starts in March	216	
Board Member Talking Points	One	50	
Website Posts	5 posts	1.1 k views	Website
Facebook	17 posts	2.5 k reached	Social Media
Twitter	9 tweets	557 reached	Social Media
Instagram	43 posts	5.8 k reached	Social Media
LinkedIn	2 posts	1.5 k reached	Social Media

Post performance - Facebook Pages

Data from 01 Feb, 2024 to 29 Feb, 2024

Sources

Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Feb 28, 19:28	The OC San Operations Committee Meeting is happening next week on 3/6/24 at 5 p.m. Click here to view the agenda:	1.96%	56	51
Feb 28, 18:43	#WaybackWednesday! Here is a photo of some of our employees out in the ocean during a project on the Ocean Outfall 1964. Just some OC San history for you.	11.25%	254	240
Feb 26, 16:22	(Post with no description)	2.48%	127	121
Feb 24, 16:01	Let's wrap up #EngineersWeek with a bang! Matt used to be an OC San intern, and now he is an OC San Engineer! For more info about our internships and open positions visit ocsan.gov/jobs #CareersInWastewater #OCSanCareer	8.33%	167	156
Feb 23, 00:48	The OC San Steering Committee Meeting (5 pm) and Board of Directors Meeting (6 pm) are happening next Wednesday, Feb. 28. Click here to view the agenda:	2.63%	49	38
Feb 22, 20:02	When some cooking oil accidentally goes down the drain... Accidents happen but if they continue to happen it may cause a clog in your pipe or ours. Fats, Oils, and Grease can harden around the pipe and overtime can create a blockage...	4.66%	414	386
Feb 20, 20:18	(Post with no description)	12.59%	157	143
Feb 20, 20:17	🌟 Let's give it up for our fantastic OC San engineers! 🌟 It's #EngineersWeek, and we're ready to shine a spotlight on these incredible minds who keep our systems running smoothly. Stay tuned as we showcase their alma maters and...	7.09%	136	127
Feb 20, 16:07	(Post with no description)	1.01%	106	99
Feb 15, 20:12	Our internship program dates back to the 60s. We've been sharing our knowledge for many years and continue to do so, visit ocsan.gov to learn more about our current internship program. #ThrowbackThursday #OCSanCareers...	8.93%	189	168
Feb 14, 17:36	(Post with no description)	2.7%	122	111
Feb 10, 16:02	ATTENTION ALL HIGH SCHOOL AND COLLEGE STUDENTS! OC San is now taking video submissions for our video contest, submit a short video and be entered for the chance to win a prize. Visit ocsan.gov/video for full details.	6.15%	157	130
Feb 09, 02:00	Stay Connected! We just released the latest issue of the OC San Connection newsletter visit ocsan.gov to read the full issue.	8.04%	134	112
Feb 07, 19:05	The OC San Administration Committee Meeting is happening on February 14 at 5 pm. Click here to view the agenda:	1.67%	75	60
Feb 07, 15:53	(Post with no description)	2.75%	123	109
Feb 06, 19:37	You heard it here first. Don't shower... until the rain has passed. Or at least postpone it to later in the day.	8.86%	368	350
Feb 06, 19:17	Don't forget, the OC San Operations Committee Meeting is happening tomorrow, Feb. 7 at 5 p.m. Click here to view the agenda:	1.49%	75	67

Post performance - Twitter

Data from 01 Feb, 2024 to 29 Feb, 2024

Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Feb 28, 18:43	#WaybackWednesday! Here is a photo of some of our employees out in the ocean during a project on the Ocean Outfall 1964. Just some OC San history for you. https://twitter.com/OCSanDistrict/status/1762911363758747897/photo/1	1.92%	1	52
@OCSanDistrict Feb 24, 16:00	Let's wrap up #EngineersWeek with a bang! Matt used to be an OC San intern, and now he is an OC San Engineer! For more info about our internships and open positions visit http://ocsan.gov/jobs #CareersInWastewater #OCSanCareer ht...	6%	3	50
@OCSanDistrict Feb 22, 20:00	When some cooking oil accidentally goes down the drain... Accidents happen but if they continue to happen it may cause a clog in your pipe or ours. Fats, Oils, and Grease can harden around the pipe and overtime can create a blockage...	1.41%	1	71
@OCSanDistrict Feb 20, 20:19	https://twitter.com/OCSanDistrict/status/1760036363573809608/video/1	12.96%	7	54
@OCSanDistrict Feb 20, 20:17	🌟 Let's give it up for our fantastic OC San engineers! 🌟 It's #EngineersWeek, & we're ready to shine a spotlight on these incredible minds who keep our systems running smoothly. Stay tuned as we showcase their alma maters & th...	6.25%	3	48
@OCSanDistrict Feb 15, 20:12	Our internship program dates back to the 60s. We've been sharing our knowledge for many years and continue to do so, visit http://ocsan.gov to learn more about our current internship program. #ThrowbackThursday...	6.76%	5	74
@OCSanDistrict Feb 10, 16:00	ATTENTION ALL HIGH SCHOOL AND COLLEGE STUDENTS! OC San is now taking video submissions for our video contest, submit a short video and be entered for the chance to win a prize. Visit http://ocsan.gov/video for full details. https://t...	3.28%	2	61
@OCSanDistrict Feb 09, 02:00	Stay Connected! We just released the latest issue of the OC San Connection newsletter. visit http://ocsan.gov to read the full issue. https://twitter.com/OCSanDistrict/status/1755773596079645003/photo/1	0%	0	62
@OCSanDistrict Feb 06, 19:37	You heard it here first. Don't shower... until the rain has passed. Or at least postpone it to later in the day. https://twitter.com/OCSanDistrict/status/1754952451973595594/photo/1	0%	0	85

Post performance - Instagram Business

Data from 01 Feb, 2024 to 29 Feb, 2024

Sources


ocsandistrict





DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
Feb 28, 18:43	#WyaBackWednesday! Here is a photo of some of our employees out in the ocean during a project on the Ocean Duffall 1964. Just some OC San History for you.	2.11%	147	3	142
Feb 27, 20:06	Our friends over at @ocwaterdistrict came to visit today! If you're also interested in joining a tour visit	0%	0	0	165
Feb 24, 17:55	(No description)	0%	88	0	87
Feb 24, 15:01	Let's wrap up #EngineersWeek with a bang! Matt used to be an OC San intern, and now he is an OC San Engineer! For more info about our internships and open positions visit ocsan.gov/jobs #CareersInWastewater #OCSanCareer	6.15%	0	16	260
Feb 24, 15:40	(No description)	0%	76	0	76
Feb 24, 15:40	(No description)	0%	0	0	84
Feb 24, 15:37	(No description)	0%	0	0	96
Feb 23, 20:23	(No description)	0%	148	0	145
Feb 23, 20:20	(No description)	0%	0	0	152
Feb 22, 23:44	Thanks to @nacwa for the National Environmental Achievement Community Leadership award for the Final Expansion of the Groundwater Replenishment System.	0%	110	0	108
Feb 22, 23:00	(No description)	0%	0	0	105
Feb 22, 18:02	When some cooking oil accidentally goes down the drain... Accidents happen but if they continue to happen it may cause a clog in your pipe or ours. Fats, Oils, and Grease can harden around the pipe and overtime can create a blockage...	3.1%	315	8	290
Feb 22, 18:41	(No description)	0%	0	0	109
Feb 22, 18:39	(No description)	0%	0	0	113
Feb 22, 18:38	(No description)	0%	127	0	125
Feb 21, 17:06	(No description)	0%	98	0	96
Feb 21, 17:04	(No description)	0%	100	0	99
Feb 21, 17:02	(No description)	0%	107	0	107
Feb 20, 21:42	Sneak Peak of the New Building Lit Up 🌟	0%	106	0	97
Feb 20, 20:20	(No description)	0%	135	0	129
Feb 20, 18:17	🌟 Let's give it up for our fantastic OC San engineers! 🌟 It's #EngineersWeek, and we're ready to shine a spotlight on these incredible minds who keep our systems running smoothly. Stay tuned as we showcase their alma maters and...	10.81%	366	27	296
Feb 15, 20:12	Our internship program dates back to the 60s. We've been sharing our knowledge for many years and continue to do so, visit ocsan.gov to learn more about our current internship program. #ThrowbackThursday #OCSanCareers...	3.97%	283	9	252
Feb 14, 22:53	(No description)	0%	56	0	56
Feb 14, 22:52	Love when we hear these words 🌸	0%	58	0	58
Feb 14, 22:51	(No description)	0%	59	0	59
Feb 14, 22:50	(No description)	0%	60	0	60
Feb 14, 17:34	Happy Valentines Day From OC San!	0%	71	0	71
Feb 13, 23:50	Submit your videos before the March deadline! Click post for full info.	0%	111	0	109
Feb 12, 19:37	(No description)	0%	148	0	146
Feb 12, 01:09	(No description)	0%	124	0	120
Feb 10, 18:24	Guess where we are today!	0%	201	0	198
Feb 10, 16:05	ATTENTION ALL HIGH SCHOOL AND COLLEGE STUDENTS! OC San is now taking video submissions for our video contest, submit a short video and be entered for the chance to win a prize. Visit ocsan.gov/video for full details.	5.45%	269	5	220
Feb 09, 02:00	Stay Connected! We just released the latest issue of the OC San Connection newsletter, visit ocsan.gov to read the full issue.	4.12%	185	7	170
Feb 08, 04:30	Welcome to the OC San Team!	0%	240	0	236
Feb 09, 22:51	(No description)	0%	80	0	80
Feb 06, 19:37	Don't throw away your rain! ☔️ Save Water During The Rain. You heard it here first. Don't shower...until the rain has passed. Or at least postpone it to later in the day.	7.5%	516	25	480
Feb 06, 00:08	(No description)	0%	119	0	115
Feb 05, 20:51	The OC San General Manager, Rob Thompson speaking at the @cweamembers conference.	0%	140	0	137
Feb 04, 22:34	The rain is here. So make sure you follow these tips.	0%	121	0	118
Feb 01, 17:01	Ours is to prep for the higher level of wastewater flow we receive during the rain.	0%	73	0	73
Feb 01, 16:55	(No description)	0%	79	0	79
Feb 01, 16:46	(No description)	0%	89	0	89
Feb 01, 00:41	Spread the word! 🌟	0%	73	0	73

Post performance - LinkedIn Pages

Data from 01 Feb, 2024 to 29 Feb, 2024

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Feb 10, 16:02	 <p>ATTENTION ALL HIGH SCHOOL AND COLLEGE STUDENTS! OC San is now taking video submissions for our video contest, submit a short video and be entered for the chance to win a prize. Visit ocsan.gov/video for full details.</p>	8.42%	891	5	1
 Orange County Sanitation District Feb 09, 02:00	 <p>Stay Connected! We just released the latest issue of the OC San Connection newsletter. visit ocsan.gov to read the full issue.</p>	5.24%	573	8	0

Media News Articles

Article	Date	Source	Link
Spark of Love Toy Drive grings joy and more to local children	2/1/2024	Fountain Valley Living	https://www.ocsan.gov/home/showdocument?id=34411&t=638430664527381167
How communities worldwide are working to solve the water crisis	2/2/2024	NPR	https://www.wwno.org/2024-02-02/how-communities-worldwide-are-working-to-solve-the-water-crisis
Building Climate Resiliency Coast to Coast	2/2/2024	Hazen	https://www.hazenandsawyer.com/horizons/building-climate-resiliency-coast-to-coast
Sewage closes ocean in Seal Beach	2/7/2024	Press Telegram	https://www.presstelegram.com/2024/02/07/sewage-spill-closes-ocean-in-seal-beach-rain-advisory-across-the-coast/
Brea City Council Gets a Pay Raise	2/7/2024	Voice of OC	https://voiceofoc.org/2024/02/brea-city-council-gets-a-pay-raise/
Long Beach, San Pedro sewage spills caused by recent storms, LA sanitation says	2/9/2024	FOX 11	https://www.foxla.com/news/long-beach-san-pedro-sewage-spills-la-sanitation
Orange County Sanitation District Wins National Environmental Achievement Award	2/15/2024	OC San Press Release	https://ocsdgov.sharepoint.com/sites/External/140%20PAO%20EXTERNAL/Forms/AllItems.aspx?ct=1708041319978&or=Teams%2DHL&ga=1&LOF=1&id=%2Fsites%2FExternal%2F140%20PAO%20EXTERNAL%2FCheryl%20News%20Article%2FOC%20San%20Wins%20NACWA%20Community%20Leadership%5F2%2E14%2E2024%2Epdf&parent=%2Fsites%2FExternal%2F140%20PAO%20EXTERNAL%2FCheryl%20News%20Article

Beyond the Pipes of the Orange County Sanitation District (OC San)	2/15/2024	UCI Newsletter	https://ocsdgov.sharepoint.com/sites/External/140%20%20PAO%20%20EXTERNAL/Forms/AllItems.aspx?ct=1708040523302&or=Teams%2DHL&ga=1&LOF=1&id=%2Fsites%2FExternal%2F140%20%20PAO%20%20EXTERNAL%2FCheryl%20News%20Article%2FBeyond%20the%20Pipes%20of%20the%20Orange%20County%20Sanitation%20District%2Epdf&parent=%2Fsites%2FExternal%2F140%20%20PAO%20%20EXTERNAL%2FCheryl%20News%20Article
Orange County Sanitation District Wins National Environmental Achievement Award	2/16/2024	Waste 360	https://www.waste360.com/industry-insights/orange-county-sanitation-district-wins-national-environmental-achievement-award
Southern California Achieves Unprecedented Wastewater Recycling Milestone	2/16/2024	BNN	https://bnnbreaking.com/world/us/southern-california-achieves-unprecedented-wastewater-recycling-milestone
Why Policymakers Hold The Key To Catalyzing Regenerative Wastewater Innovation And Adaptation	2/25/2024	City Biz	https://www.citybiz.co/article/524613/why-policymakers-hold-the-key-to-catalyzing-regenerative-wastewater-innovation-and-adaptation/
Moulten Niguel Water Gets FEMA Grant	2/28/2024	OC Ragister	https://ocsdgov.sharepoint.com/:b:/s/External/EXI7SwF_IzFKhVmq19C_oDIB39mIL5u_6-7diTe4s-8jlg?e=uWGwl8