

Outreach and Media Summary



September 2023

OC San Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 2
TWITTER POSTINGS	PAGE 3
INSTAGRAM POSTINGS.....	PAGE 4
LINKEDIN POSTINGS.....	PAGE 5
NEWS ARTICLES.....	PAGE 6

Outreach Report September 2023

Date	Tours	Attendees	Tour Guide
9/5/23	Office of the Inspector General, USBR	5	Rob Thompson
9/7/23	OC Waste and Recycling PIO	11	Jennifer Cabral/ Tom Meregillano
9/15/23	Costa Mesa Sanitary District Staff tour	4	Eddie Baker
9/26/23	Cypress College	17	Valerie Ratto
9/26/23	Cypress College	21	Eric Halverson
Date	Speaking Engagements/Events	Attendees	Presenter
9/21/23	American Society of Civil Engineers Presentation	49	Rob Thompson
9/27/23	Southeast Area Huntington Beach Meeting to discuss Plant No.2 projects	20	Belen Carrillo
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update	2000	1 website posts/ 1 text alerts
Los Alamitos/ Seal Beach	Los Alamitos Sewer - project update	600	1 website posts/ 1 text alert
Westminster	Westminster Blvd. Sewer Project – post construction outreach survey	500	1 website post
Rossmoor	Westside Pump Station Enhancements – start of construction activity	100	1 website post
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One – OC San Continues to Invest in Infrastructure	216	
Board Member Talking Points	One	50	
Website Posts	4 posts	1.7k views	Website
Facebook	16 posts	2k reached	Social Media
Twitter	10 tweets	900 reached	Social Media
Instagram	19 posts	5.5k reached	Social Media
LinkedIn	4 posts	4k reached	Social Media

Post performance - Facebook Pages

Data from 01 Sep, 2023 to 30 Sep, 2023

Sources

Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Orange County Sanitation District Sep 30, 16:45	Hip hip hooray! For the video and the CIP Report - OUT NOW! Highlighted in this year's CIP annual report is achieving 100 percent recycling of reclaimable flows to complete the final expansion of the Groundwater Replenishment System. T...	24.44%	96	90
Orange County Sanitation District Sep 28, 16:08	Dive into the future of water management! 🌊 Join us in watching the captivating PBS video showcasing the partnership between OC San and OCWD in the Groundwater Replenishment System. Discover innovation in action! 💧...	8.93%	60	56
Orange County Sanitation District Sep 26, 22:01	🎉 Happy #NationalHRDay! 🧑‍💻 Behind the scenes, these HR heroes work tirelessly to ensure our employees are supported, nurtured, and empowered to make our water treatment mission a success. 💧👏 Let's raise a glass (of clean...	18.87%	221	212
Orange County Sanitation District Sep 25, 23:50	🌱 Talk about recycling! Orange County Sanitation District turns "eww" into "ooh" by converting waste into energy. All this since we installed our central generation system! 🌿 Saving the planet one flush at a time! 🌍 #OCSanFacts	13.46%	173	156
Orange County Sanitation District Sep 22, 18:02	Never too late, tomorrow is National Cleanup Day, so there is no better time than right now to help! Visit www.coastkeeper.org/cleanup-day to view the locations and register to join the movement.	3.57%	63	56
Orange County Sanitation District Sep 22, 15:26	The OC San Steering Committee Meeting (5 p.m.) and the Board of Directors Meeting (6 p.m.) are happening on Wednesday, 9/27/2023. Click here to view the agenda:	0%	58	54
Orange County Sanitation District Sep 21, 23:50	Orange County Water District and Orange County Sanitation District received the 2023 CSDA Innovative Project of the Year Award (large district category) for ...	6.82%	46	44
Orange County Sanitation District Sep 21, 17:03	We know construction is not fun, but in our case it is essential because it ensures that our infrastructure is in tip top shape. If you see us out on the streets remember that we appreciate your patience, we are just making sure your...	12.24%	55	49
Orange County Sanitation District Sep 19, 23:36	Let's give a shoutout to the unsung heroes of wastewater treatment, those who keep things flowing smoothly in a very different way! IT! 🧑‍💻💡 We for sure have had some changes in tech in the last two decades but just not visually! ...	13.1%	271	252
Orange County Sanitation District Sep 17, 18:01	Guess, do you think this picture of our mixed liquor (not what you think) is at Plant No. 1 in Fountain Valley or Plant No. 2 in Huntington Beach? ** Answer in our stories**	10.09%	235	228
Orange County Sanitation District Sep 15, 20:19	🚒 September is #NationalPreparednessMonth! 🚒 OC San plays a crucial role in emergency preparedness through efficient wastewater management conservation of our water resources, a vital asset during emergencies. Let's...	10.17%	63	59
Orange County Sanitation District Sep 11, 14:03	Today we remember and honor all of the brave 9/11 heroes who selflessly risked their lives on that tragic day. ❤️ #NeverForget	6.25%	89	80
Orange County Sanitation District Sep 10, 18:01	🌊 Did you know? The Orange County Sanitation District processes over 185 million gallons of wastewater daily! That's some serious clean-up power. 🧑‍💻🚰 #CleanWaterChamps	5.84%	305	291
Orange County Sanitation District Sep 08, 18:01	The OC San Administration Committee Meeting is happening on Wednesday, Sept. 13 at 5 p.m. Click here to view the agenda:	0%	64	61
Orange County Sanitation District Sep 08, 18:00	The OC San Administration Committee Meeting is happening on Wednesday, Sept. 13 at 5 p.m. Click here to view the agenda:	1.56%	68	64
Orange County Sanitation District Sep 07, 22:12	OC San and the Orange County Water District are the proud winners of the Innovative Program/Project of the Year Award from the California Special Districts Association for Recycling 100 Percent Local Reclaimable Wastewater...	10.86%	354	313

Post performance - Twitter

Data from 01 Sep, 2023 to 30 Sep, 2023

Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Sep 30, 16:45	Hip hip hooray! For the video and the CIP Report - OUT NOW! Highlighted in this year's CIP annual report is achieving 100% recycling of reclaimable flows to complete the final expansion of the Groundwater Replenishment System. To...	2.54%	3	118
@OCSanDistrict Sep 28, 16:00	Dive into the future of water management! 🌊 Join us in watching the captivating PBS video showcasing the partnership between OC San and OCWD in the Groundwater Replenishment System. Discover innovation in action! 💧 ...	5.26%	3	57
@OCSanDistrict Sep 26, 22:00	🎉 Happy #NationalHRDay! 🙌 Behind the scenes, these HR heroes work tirelessly to ensure our employees are supported, nurtured, & empowered to make our water treatment mission a success. 💧 🙌 Let's raise a glass of clean...	3.3%	3	91
@OCSanDistrict Sep 25, 23:50	Talk about recycling! Orange County Sanitation District turns "eww" into "ooh" by converting waste into energy. All this since we installed our central generation system! 🌱 Saving the planet one flush at a time! 🌍 #OCSanFacts...	4.24%	5	118
@OCSanDistrict Sep 22, 18:00	Never too late, tomorrow is National Cleanup Day, so there is no better time than right now to help! Visit http://www.coastkeeper.org/cleanup-day to view the locations and register to join the movement. https://twitter.com/OCSanDistrict...	0%	0	37
@OCSanDistrict Sep 21, 17:02	We know construction isn't fun, in our case it's essential. It ensures our infrastructure is in top shape. If you see us on the streets, remember we appreciate your patience and are just making sure your wastewater stays in th...	5.17%	6	116
@OCSanDistrict Sep 19, 23:36	Let's shout out to the unsung heroes of wastewater treatment, those who keep things flowing smoothly in a very different way! IT! 💻💡 We for sure have had some changes in tech in the last two decades but just not visually! 🛠️🔧...	4.23%	3	71
@OCSanDistrict Sep 15, 20:19	September is #NationalPreparednessMonth! 🚒 OC San plays a crucial role in emergency preparedness through efficient wastewater management conservation of our water resources, a vital asset during emergencies. Let's...	4.17%	3	72
@OCSanDistrict Sep 11, 14:01	Today we remember and honor all of the brave 9/11 heroes who selflessly risked their lives on that tragic day. ❤️ #NeverForget https://twitter.com/OCSanDistrict/status/1701234452167287119/photo/1	5.19%	7	135
@OCSanDistrict Sep 10, 18:00	🌊 Did you know? The Orange County Sanitation District processes over 185 million gallons of wastewater daily! That's some serious clean-up power. 🌊 #CleanWaterChamps https://twitter.com/OCSanDistrict/status/17009323087...	9.8%	10	102

Post performance - Instagram Business

Data from 01 Sep, 2023 to 30 Sep, 2023

Sources


ocsandistrict









DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Sep 30, 16:45	Hip hip hooray! For the video and the CIP Report - OUT NOW! Highlighted in this year's CIP annual report is achieving 100 percent recycling of reclaimable flows to complete the final expansion of the Groundwater Replenishment System. T...	11.04%	0	58	589
ocsandistrict Sep 28, 16:02	Dive into the future of water management! Join us in watching the captivating PBS video showcasing the partnership between OC San and OCWD in the Groundwater Replenishment System. Discover innovation in action! ...	10.12%	0	33	425
ocsandistrict Sep 27, 20:02	(No description)	0%	189	0	187
ocsandistrict Sep 26, 22:01	Happy #NationalHRDay! Behind the scenes, these HR heroes work tirelessly to ensure our employees are supported, nurtured, and empowered to make our water treatment mission a success. Let's raise a glass (of clean...	8.92%	243	19	213
ocsandistrict Sep 25, 23:50	Talk about recycling! Orange County Sanitation District turns "eww" into "ooh" by converting waste into energy. All this since we installed our central generation system! Saving the planet one flush at a time! #OCSanFacts	12.31%	382	29	260
ocsandistrict Sep 22, 18:02	Never too late, tomorrow is National Cleanup Day, so there is no better time than right now to help! Visit www.coastkeeper.org/cleanup-day to view the locations and register to join the movement.	2.88%	158	4	139
ocsandistrict Sep 21, 17:02	We know construction is not fun, but in our case it is essential because it ensures that our infrastructure is in tip top shape. If you see us out on the streets remember that we appreciate your patience, we are just making sure your...	7.98%	0	21	263
ocsandistrict Sep 19, 23:36	Let's give a shoutout to the unsung heroes of wastewater treatment, those who keep things flowing smoothly in a very different way! IT! We for sure have had some changes in tech in the last two decades but just not visually! ...	10%	588	47	500
ocsandistrict Sep 17, 18:01	Guess, do you think this picture of our mixed liquor (not what you think) is at Plant No. 1 in Fountain Valley or Plant No. 2 in Huntington Beach? ** Answer in our stories**	9.31%	391	25	333
ocsandistrict Sep 17, 18:00	(No description)	0%	222	0	220
ocsandistrict Sep 15, 20:19	September is #NationalPreparednessMonth! OC San plays a crucial role in emergency preparedness through efficient wastewater management conservation of our water resources, a vital asset during emergencies. Let's...	6.34%	0	20	347
ocsandistrict Sep 11, 14:03	Today we remember and honor all of the brave 9/11 heroes who selflessly risked their lives on that tragic day. #NeverForget	10.24%	183	17	166
ocsandistrict Sep 10, 18:00	Did you know? The Orange County Sanitation District processes over 185 million gallons of wastewater daily! That's some serious clean-up power. #CleanWaterChamps	9.58%	0	38	407
ocsandistrict Sep 07, 22:12	OC San and the @OCWaterDistrict are the proud winners of the Innovative Program/Project of the Year Award from the @CSDAdistricts for Recycling 100 Percent Local Reclaimable Wastewater Flows into High-Quality Drinking Water.	7.54%	0	30	650
ocsandistrict Sep 05, 17:58	Tastes like water because it is water @ocwaterdistrict	0%	151	0	150
ocsandistrict Sep 05, 17:58	(No description)	0%	153	0	152
ocsandistrict Sep 05, 17:35	(No description)	0%	154	0	153
ocsandistrict Sep 05, 17:35	(No description)	0%	166	0	165
ocsandistrict Sep 05, 17:34	Always learning Today OC San tours the GWRS @ocwaterdistrict	0%	176	0	173

Post performance - LinkedIn Pages

Data from 01 Sep, 2023 to 30 Sep, 2023

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Sep 30, 16:45	 Hip hip hooray! For the video and the CIP Report - OUT NOW! Highlighted in this year's CIP annual report is achieving 100 percent recycling of reclaimable flows to complete the final expansion of the Groundwater Replenishment System. T...	5.07%	1,243	27	1
 Orange County Sanitation District Sep 28, 16:03	 Dive into the future of water management! 🌊 Join us in watching the captivating PBS video showcasing the partnership between OC San and OCWD in the Groundwater Replenishment System. Discover innovation in action! 💧 ...	6.85%	686	31	1
 Orange County Sanitation District Sep 26, 22:01	 🎉 Happy #NationalHRDay! 🧑‍💼 Behind the scenes, these HR heroes work tirelessly to ensure our employees are supported, nurtured, and empowered to make our water treatment mission a success. 💧 🥂 Let's raise a glass \ (of clea...	8.49%	624	19	0
 Orange County Sanitation District Sep 07, 22:14	 OC San and the Orange County Water District are the proud winners of the Innovative Program/Project of the Year Award from the California Special Districts Association for Recycling 100 Percent Local Reclaimable Wastewa...	8.16%	1,482	70	3

Media News Articles- September 2023

Article	Date	Source	Link
GWRS Final Expansion Fortifies Orange County's Water Supply	9/1/2023	Black and Veatch	https://www.bv.com/projects/gwrs-final-expansion-fortifies-orange-county-s-water-supply
Leveraging Black & Veatch Solutions, Groundwater Replenishment Project Earns Water Environment Federation Project Excellence Award	9/20/2023	Business Wire	https://www.businesswire.com/news/home/20230920803687/en/Leveraging-Black-Veatch-Solutions-Groundwater-Replenishment-Project-Earns-Water-Environment-Federation-Project-Excellence-Award
Utility of the Future Today honors 47 water, wastewater utilities	9/28/2023	Water World	https://www.waterworld.com/water-utility-management/press-release/14299561/utility-of-the-future-today-honors-47-water-wastewater-utilities
Four special districts recognized for statewide leadership on climate action	10/4/2023	Public CEO	https://www.publicceo.com/2023/10/four-special-districts-recognized-for-statewide-leadership-on-climate-action/