

Outreach and Media Summary



June 2024

OC San Public Affairs Office

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Outreach Report June 2024

Date	Tours	Attendees	Tour Guide
6/11/24	Cal State Fullerton Nursing Tour	11	Cortney Light
6/14/24	Custom Pipe Company	7	Charles Falzone
6/20/24	International Facility Management Association	16	Charles Falzone
6/24/24	Local Resident Tour	9	Eric Halverson
Date	Speaking Engagements/Events	Attendees	Presenter
6/8/24	OC San Open House	1,300	
6/12/24	America Water Works Association	100	Rob Thompson/ Lan Wiborg
6/12/24	Biosolids Regional Group	20	Jennifer Cabral
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim	Orange Western Trunk Sewer – update	200	1 website post
Costa Mesa	Airway-Airport Loop Sewer Project – update	183	1 website post
Cypress	Cypress Trunk Sewer – project introduction	35	1 notification/ in person meeting
Rossmoor	Westside Pump Station Enhancement update	95	1 notification
Seal Beach	Seal Beach Pump Station Replacement update		1 website post/ 1 email alert
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	OC San's New Board Leadership	216	Electronic Database
Board Member Talking Points	One	50	Email
Website Posts	6 posts	1.4k views	Website
Facebook	14 posts	4.2k reached	Social Media
Twitter	8 tweets	902 reached	Social Media
Instagram	32 posts	5.9k reached	Social Media
LinkedIn	5 posts	8.8k reached	Social Media

Post performance - Facebook Pages

Data from 01 Jun, 2024 to 30 Jun, 2024

Sources

Orange County Sanitation District









DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Jun 28, 18:01	<p>TOURS! We love showing everyone around our new building and ESPECIALLY giving them a tour of our reclamation plant. Thanks to American Society Of Professional Estimators for visiting us! Visit ocsan.gov to learn about taking a...</p>	19.2%	263	250
Jun 25, 21:26	<p>The OC San Steering Committee Meeting (5 PM) and the Board of Directors Meeting (6 PM) are happening tomorrow, Wednesday, June 26. Click here to view the agenda:</p>	3.95%	90	76
Jun 25, 17:58	<p>More than a summer job, a career. Check out our current openings at ocsan.gov/jobs. #OCSanCareers #CareersInWastewater</p>	5.41%	132	111
Jun 20, 22:52	<p>At OC San, safety is a core value. Today, we conducted an earthquake drill to ensure our team is ready for emergencies. Here's a photo of our dedicated Evacuation Coordinators who ensure everyone onsite is safely evacuated....</p>	16.72%	314	293
Jun 18, 19:01	<p>Drumroll, please! 🥁 Our Open House raffle prize winners have been drawn! 🎉 Check your name and inboxes – you might be the lucky one! 🙌 Thanks for making our event a blast! ❤️ #OCSanOpenHouse #LuckyWinners #RaffleFun</p>	1.68%	142	119
Jun 14, 20:58	<p>OC San received the Audacity Award! This award recognizes a utility's contributions over the course of their innovation program journey and those that have made significant contributions to the water industry through innovation...</p>	12.85%	307	288
Jun 10, 22:00	<p>We are thrilled to announce that Don Cutler will be joining OC San as the new Engineering Design Manager. With over 30 years of experience in water and wastewater, including 7 incredible years at OC San, Don joins in elevating the...</p>	10.6%	312	283
Jun 10, 20:04	<p>The OC San Administrative Committee Meeting is happening this week on June 12 at 5 p.m. Click here to view the full agenda:</p>	1.12%	112	89
Jun 10, 16:20	<p>Check out Goldens video submission for our Video Contest where he highlights being an OC San Engineer. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like your favorite. At t...</p>	5.15%	173	136
Jun 10, 16:11	<p>Check out this video submission for our Video Contest where they highlight being an OC San Crane Operator. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like/heart/react to y...</p>	25.57%	397	352
Jun 10, 16:04	<p>Check out Dannels video submission for our Video Contest where he highlights being an OC San Engineer. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like/heart/react to y...</p>	6.61%	148	121
Jun 10, 00:26	<p>Today marks 70 years of OC San. Thank you for coming out to celebrate with us. 70 looks good on us. #OCSanOpenHouse City of Fountain Valley - Government City of Santa Ana - Municipal Government City of Placentia - Government City ...</p>	16.09%	267	230
Jun 04, 18:28	<p>(Post with no description)</p>	7.76%	243	219
Jun 03, 22:50	<p>The OC San Operations Committee Meeting is happening on June 5 at 5 PM. Click here to view the full agenda:</p>	4.4%	107	91

Post performance - Twitter

Data from 01 Jun, 2024 to 30 Jun, 2024

Sources



DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Jun 28, 18:01	 TOURS! We love showing everyone around our new building and ESPECIALLY giving them a tour of our reclamation plant. Thanks to the OC branch of American Society of Professional Estimators for joining us! Visit http://ocsan.go...	13.04%	6	46
@OCSanDistrict Jun 25, 17:58	 More than a summer job, a career. Check out our current openings at http://ocsan.gov/jobs . #OCSanCareers #CareersInWastewater https://twitter.com/OCSanDistrict/status/1805661803952652616/video/1	6.67%	4	60
@OCSanDistrict Jun 20, 22:52	 At OC San, safety is a core value. Today, we conducted an earthquake drill to ensure our team is ready for emergencies. Here's a photo of our dedicated Evacuation Coordinators who ensure everyone onsite is safely evacuated....	1.2%	1	83
@OCSanDistrict Jun 18, 19:01	 🎉 Drumroll, please! 🎉 Our Open House raffle prize winners have been drawn! 🎉 Check your name and inboxes – you might be the lucky one! 🎉 Thanks for making our event a blast! 🎉 #OCSanOpenHouse #LuckyWinners #RaffleFun ...	2%	1	50
@OCSanDistrict Jun 14, 20:58	 OC San received the Audacity Award, it recognizes a utility's contributions over the course of their innovation program journey & those that have made significant contributions to the water industry through innovation efforts. Thank...	5%	3	60
@OCSanDistrict Jun 10, 22:00	 We are thrilled to announce that Don Cutler will be joining OC San as the new Engineering Design Manager. With over 30 years of experience in water and wastewater, including 7 incredible years at OC San, Don joins in elevating the...	6.41%	5	78
@OCSanDistrict Jun 10, 00:27	 Today marks 70 years of OC San. Thank you for coming out to celebrate with us. 70 looks good on us. #OCSanOpenHouse https://twitter.com/OCSanDistrict/status/1799961607507784016/video/1	11.81%	17	144
@OCSanDistrict Jun 04, 18:28	 https://twitter.com/OCSanDistrict/status/1798059165254078755/photo/1	10.75%	10	93

Post performance - Instagram Business

Data from 01 Jun, 2024 to 30 Jun, 2024

Sources


ocsandistrict











DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
Jun 28, 18:01	TOURS! We love showing everyone around our new building and ESPECIALLY giving them a tour of our reclamation plant. Visit ocsan.gov to learn about taking a tour!	14.75%	231	30	217
Jun 25, 17:57	More than a summer job, a career. Check out our current openings at ocsan.gov/jobs . #OCSanCareers #CareersInWastewater	7.25%	0	9	138
Jun 20, 22:52	At OC San, safety is a core value. Today, we conducted an earthquake drill to ensure our team is ready for emergencies. Here's a photo of our dedicated Evacuation Coordinators who ensure everyone onsite is safely evacuated....	8.85%	250	19	226
Jun 18, 19:01	Drumroll, please! 🎉 Our Open House raffle prize winners have been drawn! 🎉 Check your name and inboxes - you might be the lucky one! 🎉 Thanks for making our event a blast! 🎉 #OCSanOpenHouse #LuckyWinners #RaffleFun	5.46%	206	9	183
Jun 14, 20:58	OC San received the Audacity Award! This award recognizes a utility's contributions over the course of their innovation program journey and those that have made significant contributions to the water industry through innovation...	6.49%	257	14	231
Jun 10, 22:00	We are thrilled to announce that Don Cutler will be joining OC San as the new Engineering Design Manager. With over 30 years of experience in water and wastewater, including 7 incredible years at OC San, Don joins in elevating the...	3.56%	624	18	506
Jun 10, 19:54	So glad we got to have our friends from @midwaycitysanitarydistrict join us for the Open House	0%	154	0	153
Jun 10, 16:20	Check out Goldens video submission for our Video Contest where he highlights being an OC San Engineer. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like/heart/react to y...	17.83%	0	576	5,710
Jun 10, 16:12	Check out Jenny's video submission for our Video Contest where she highlights being an OC San Crane Operator. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like your favorite....	37.69%	0	708	2,884
Jun 10, 16:05	Check out Danmys video submission for our Video Contest where he highlights being an OC San Engineer. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like your favorite. At t...	6.83%	0	56	879
Jun 09, 23:40	(No description)	0%	116	0	115
Jun 09, 23:39	Today marks 70 years of OC San. Thank you for coming out to celebrate with us. 70 looks good on us. #ocsanopenhouse	10.97%	0	49	766
Jun 08, 22:11	Blown away by @fvmbattery 🔥	0%	108	0	108
Jun 08, 22:10	Shoutout to @fvmproud for coming out to support.	0%	115	0	115
Jun 08, 22:06	That's us!	0%	123	0	122
Jun 08, 18:38	(No description)	0%	145	0	141
Jun 08, 18:35	(No description)	0%	144	0	142
Jun 08, 17:57	(No description)	0%	145	0	143
Jun 08, 17:57	(No description)	0%	154	0	147
Jun 08, 17:56	(No description)	0%	149	0	145
Jun 08, 16:43	A whole schedule of things to do! Come check it out. 18480 bandliier circle, fountain valley, CA	0%	142	0	139
Jun 08, 16:28	(No description)	0%	163	0	157
Jun 08, 16:28	(No description)	0%	165	0	159
Jun 08, 16:20	The lab has the spirit and water in them!	0%	166	0	161
Jun 08, 16:19	Tours are out!!! Seats available in person.	0%	170	0	164
Jun 08, 15:09	The big day is here! OC San Open House. Stop by at 9 am 18480 bandliier circle, fountain valley, CA	0%	180	0	173
Jun 07, 23:19	(No description)	0%	197	0	190
Jun 07, 21:26	Taylor wants to know if you're coming to the Open House?	0%	211	0	206
Jun 05, 18:44	(No description)	0%	74	0	73
Jun 05, 18:43	ocsan.gov..."/> The new OC San Headquarters has been a long time coming and now that it's here, we appreciate all the kind words and visitors we've had since its opening. To check it out visit the upcoming OC San Open House. Full details at ocsan.gov ...	7.9%	0	41	595
Jun 05, 18:24	(No description)	0%	80	0	80
Jun 04, 18:28	Not all heroes wear capes... some wear hard hats and go through pipes! Shoutout to our amazing staff for keeping the flow going at OC San. #MysteryOfThePipes #OCSan	8.26%	396	26	363
Jun 04, 17:20	(No description)	0%	99	0	98

Post performance - LinkedIn Pages

Data from 01 Jun, 2024 to 30 Jun, 2024

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Jun 28, 18:01	 <p>TOURS! We love showing everyone around our new building and ESPECIALLY giving them a tour of our reclamation plant. Thanks to American Society of Professional Estimators for visiting us! Visit ocsan.gov to learn about taking a...</p>	12.55%	2,718	56	0
 Orange County Sanitation District Jun 25, 17:58	 <p>More than a summer job, a career. Check out our current openings at ocsan.gov/jobs. #OCSanCareers #CareersInWastewater</p>	9.31%	784	5	3
 Orange County Sanitation District Jun 20, 22:52	 <p>At OC San, safety is a core value. Today, we conducted an earthquake drill to ensure our team is ready for emergencies. Here's a photo of our dedicated Evacuation Coordinators who ensure everyone onsite is safely evacuated....</p>	6.91%	811	21	0
 Orange County Sanitation District Jun 14, 20:58	 <p>OC San received the Audacity Award! This award recognizes a utility's contributions over the course of their innovation program journey and those that have made significant contributions to the water industry through innovation...</p>	9.95%	1,075	45	0
 Orange County Sanitation District Jun 10, 22:00	 <p>We are thrilled to announce that Don Cutler will be joining OC San as the new Engineering Design Manager. With over 30 years of experience in water and wastewater, including 7 incredible years at OC San, Don joins in elevating the...</p>	7.22%	6,893	184	0

Media Articles for June

Article	Date	Source	Link
ENR 2024 Water Report: Managers Look to Potable Water Reuse	6/12/2024	ENR News	https://www.enr.com/articles/58816-enr-2024-water-report-managers-look-to-potable-water-reuse
WIFIA funding helps communities address the impacts of climate change	6/14/2024	American City and County	https://www.americancityandcounty.com/2024/06/14/wifia-funding-helps-communities-address-the-impacts-of-climate-change/
OC San Orange County Sanitation District Educational Open House Tour - YouTube	6/17/2024	You Tube	OC San Orange County Sanitation District Educational Open House Tour - YouTube
OC Sanitation District Announces New Board Leadership	6/24/2024	Fullerton Observer	https://fullertonobserver.com/2024/06/24/oc-sanitation-district-announces-new-board-leadership/
Orange County Sanitation District Elects Ryan Gallagher and Jon Dumitru as Chairman and Vice-Chairman	6/25/2024	Waste 360	https://www.waste360.com/industry-insights/orange-county-sanitation-district-elects-ryan-gallagher-and-jon-dumitru-as-chairman-and-vice-chairman
Water At 4 South OC Beaches Have 'Illness-Inducing' Bacteria Levels	6/27/2024	The Patch	https://patch.com/california/lagunaniguel-danapoint/5-south-oc-beaches-ocean-waters-measure-high-bacteria-levels