

Outreach and Media Summary



April 2023

OC San Public Affairs Office

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Outreach Report April 2023


Date	Tours	Attendees	Tour Guide
4/5/23	Ops Committee Tour P2	14	Rob Thompson
4/12/23	Admin Committee Tour P2	13	Rob Thompson
4/12/23	WW 101 Tour	32	Rob Thompson
4/13/23	OCEA	5	Rob Thompson
4/21/23	Board Members	2	Rob Thompson
4/24/23	Congressman Correa Tour	5	Rob Thompson
4/25/23	Maria Pareyra Tour	1	Cortney Light
4/27/23	Former Board Member and guests	6	Rob Thompson
Date	Speaking Engagements/Events	Attendees	Presenter
4/22/23	Costa Mesa Earth Day	100	Enisha Matthews/ Al Garcia/ Kevin Nugent/ Kelly Newell
4/25/23	Villa Park City Council	20	Rob Thompson
4/29- 5/3/23	CWEA Student Design Conference Judging	5	Valerie Ratto
4/29/23	Cal State Long Beach Annual Women's Conference	50	Nasrin Nasrollahi
4/30/23	No Dig Show in Oregon	50	Dickie Fernandez
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update	50	1 website posts/ 1 text alerts
Fountain Valley	Bushard Diversion Structure work	300	1 website post
Los Alamitos/ Seal Beach	Los Alamitos Sewer - project update	5000	1 website posts/ 1 text alert
Service Area	Community newsletter – spring issue	4500	1 website post
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One	216	
Board Member Talking Points	One	50	

Website Posts	9 posts	4k views	Website
Facebook	17 posts	4.8k reached	Social Media
Twitter	10 tweets	1.1k reached	Social Media
Instagram	32 posts	6.4 reached	Social Media
LinkedIn	7 posts	7.4 k reached	Social Media








































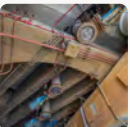
Post performance - Facebook Pages

Data from 01 Apr, 2023 to 30 Apr, 2023

Sources

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Orange County Sanitation District



















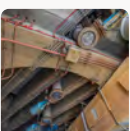
DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
<div></div> <div>Orange County Sanitation District Apr 28, 17:28</div>	<div></div> <div>(Post with no description)</div>	27.06%	181	170
<div></div> <div>Orange County Sanitation District Apr 28, 17:13</div>	<div></div> <div>(Post with no description)</div>	5.51%	140	127
<div></div> <div>Orange County Sanitation District Apr 27, 20:00</div>	<div></div> <div>The latest issue of the OC San Connection is now available on our website. Visit ocsan.gov to read all about what's going on behind the walls.</div>	5.59%	151	143
<div></div> <div>Orange County Sanitation District Apr 25, 16:36</div>	<div></div> <div>Yesterday, Rep. Lou Correa was at OC San to give us a really big check for \$3.45 million. This is part of the Community Project Funding Request for our Supercritical Water Oxidation Project. SCWO's technology is expected to...</div>	25.7%	189	179
<div></div> <div>Orange County Sanitation District Apr 25, 14:31</div>	<div></div> <div>We agree! Water should be a priority.</div>	14.16%	121	113
<div></div> <div>Orange County Sanitation District Apr 24, 15:04</div>	<div></div> <div>Don't forget to join in this Wednesday, April 26, the OC San Steering Committee Meeting (5 p.m.) and Board Meeting (6 p.m.). Click here to view the agenda:</div>	6.74%	97	89
<div></div> <div>Orange County Sanitation District Apr 20, 18:19</div>	<div></div> <div>ENTER AND SHARE! It's video contest time! Put your best video skills forward and enter our #FindYourselfAtOCSan Video Contest to win amazing prizes! Let's see your creative side - show us your #videomasterpiece 🎬</div>	2.69%	594	557
<div></div> <div>Orange County Sanitation District Apr 19, 21:04</div>	<div></div> <div>Ever met us in person? If not, hopefully soon! OC San has a fantastic group of volunteers who donate their time to help educate our community about what we do. They go out to community events, tours, speaking engagements, etc....</div>	20.07%	290	284
<div></div> <div>Orange County Sanitation District Apr 18, 20:08</div>	<div></div> <div>Job alert! Waiting for that perfect position to open up at OC San? The time is now! We have a diverse range of career openings! Apply now! Visit ocsan.gov/jobs for open positions.</div>	4.3%	1,293	1,234
<div></div> <div>Orange County Sanitation District Apr 16, 17:54</div>	<div></div> <div>The now completed Groundwater Replenishment System can provide up to 130 million gallons of water per day, enough to serve 1 million people.</div>	16%	116	100
<div></div> <div>Orange County Sanitation District Apr 15, 00:55</div>	<div></div> <div>Another successful project and event for the books! GWRS Final Completion 💧👏</div>	28.4%	176	162
<div></div> <div>Orange County Sanitation District Apr 13, 18:04</div>	<div></div> <div>He Shoots, He Scores! 🏏 These Kiddos were pros playing our OC San game @heritagemusoc</div>	10.4%	344	327
<div></div> <div>Orange County Sanitation District Apr 10, 18:29</div>	<div></div> <div>Join us in congratulating Wally, who was selected as the Director of Finance for OC San. Visit ocsan.gov to learn more about our newest member of the Executive Management Team.</div>	0%	0	0
<div></div> <div>Orange County Sanitation District Apr 10, 18:29</div>	<div></div> <div>Join us in congratulating Wally, who was selected as the Director of Finance for OC San. Visit ocsan.gov to learn more about our newest member of the Executive Management Team.</div>	11.03%	282	263
<div></div> <div>Orange County Sanitation District Apr 07, 14:01</div>	<div></div> <div>In honor of “spring cleaning” let's make sure your pipes are clean and not filled with icky, sticky FOG. #FPGClogs #CanItTrashItCoolIt #FOG</div>	0%	0	0
<div></div> <div>Orange County Sanitation District Apr 07, 14:01</div>	<div></div> <div>In honor of “spring cleaning” let's make sure your pipes are clean and not filled with icky, sticky FOG. #FPGClogs #CanItTrashItCoolIt #FOG</div>	1.85%	174	162
<div></div> <div>Orange County Sanitation District Apr 05, 15:00</div>	<div></div> <div>Join us in congratulating our new Human Resources Manager. He was selected from a talented pool of candidates. #OCSanCareers #JobsInWastewater #HumanResources</div>	0%	0	0
<div></div> <div>Orange County Sanitation District Apr 05, 15:00</div>	<div></div> <div>Join us in congratulating our new Human Resources Manager. He was selected from a talented pool of candidates. #OCSanCareers #JobsInWastewater #HumanResources</div>	14%	479	457
<div></div> <div>Orange County Sanitation District Apr 03, 16:39</div>	<div></div> <div>A Special Meeting of the OC San Operations Committee Meeting is happening on April 5 at 3 p.m. Click here to view the agenda:</div>	5.61%	125	107
<div></div> <div>Orange County Sanitation District Apr 03, 15:00</div>	<div></div> <div>As a Monday treat, we thought we would share some never before seen pictures of our Truck Loading facility at Plant No. 2 in Huntington Beach.</div>	12.53%	403	383

Post performance - Twitter

Data from 01 Apr, 2023 to 30 Apr, 2023

Sources


 @OCSanDistrict








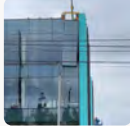













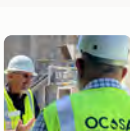

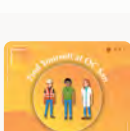

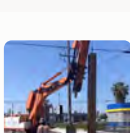

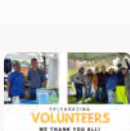

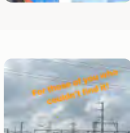

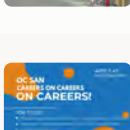

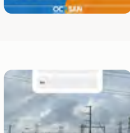

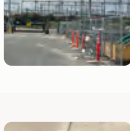





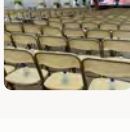









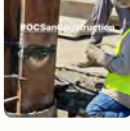





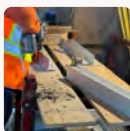

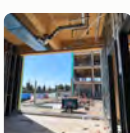




DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
 @OCSanDistrict Apr 27, 20:00	 <p>The latest issue of the OC San Connection is now available on our website. Visit http://ocsan.gov to read all about what's going on behind the walls. https://twitter.com/OCSanDistrict/status/1651677785901920262/photo/1</p>	2.78%	1	36
 @OCSanDistrict Apr 27, 16:11	<p>Don't miss out! Share this opportunity with everyone you know. https://twitter.com/cityoflapalma/status/1651618075135836163</p>	0%	0	51
 @OCSanDistrict Apr 25, 16:36	 <p>Lou Correa was at OC San to give us a check for \$3.45 million as part of the Community Project Funding Request for our Supercritical Water Oxidation Project. SCWO's technology is expected to destroy things like PFAS,...</p>	3.39%	2	59
 @OCSanDistrict Apr 20, 18:19	 <p>ENTER AND SHARE! It's video contest time! Put your best video skills forward and enter our #FindYourselfAtOCSan Video Contest to win amazing prizes! Let's see your creative side - show us your #videomasterpiece 📺 https://twitter.co...</p>	1.46%	3	205
 @OCSanDistrict Apr 19, 21:04	 <p>Ever met us in person? If not, hopefully soon! OC San has a fantastic group of volunteers who donate their time to help educate our community about what we do. They go out to community events, tours, speaking engagements, etc....</p>	2.25%	2	89
 @OCSanDistrict Apr 18, 20:08	 <p>Job alert! Waiting for that perfect position to open up at OC San? The time is now! We have a diverse range of career openings! Apply now! Visit http://ocsan.gov/jobs for open positions. https://twitter.com/OCSanDistrict/status/164841...</p>	16.95%	10	59
 @OCSanDistrict Apr 10, 18:29	 <p>Join us in congratulating Wally, who was selected as the Director of Finance for OC San. Visit http://ocsan.gov to learn more about our newest member of the Executive Management Team. https://twitter.com/OCSanDistrict/status/16454...</p>	0%	0	67
 @OCSanDistrict Apr 07, 14:01	 <p>In honor of “spring cleaning” let's make sure your pipes are clean and not filled with icky, sticky FOG. #FPGClogs #CanItTrashItCoolIt #FOG https://twitter.com/OCSanDistrict/status/1644339656241168386/photo/1</p>	3.42%	5	146
 @OCSanDistrict Apr 05, 15:03	 <p>Join us in congratulating our new Human Resources Manager. He was selected from a talented pool of candidates. #OCSanCareers #JobsInWastewater #HumanResources https://twitter.com/OCSanDistrict/status/1643630438588...</p>	5.52%	8	145
 @OCSanDistrict Apr 03, 15:03	 <p>As a Friday treat, we thought we would share some never before seen pictures of our Truck Loading facility at Plant No. 2 in Huntington Beach. https://twitter.com/OCSanDistrict/status/1642905594263740416/photo/1</p>	4.68%	11	235

Post performance - Instagram Business

Data from 01 Apr, 2023 to 30 Apr, 2023

Sources


 ocsandistrict















DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
 ocsandistrict Apr 27, 20:00	 <p>The latest issue of the OC San Connection is now available on our website. Visit OCsan.gov to read all about what's going on behind the walls.</p>	4.86%	157	7	144
 ocsandistrict Apr 26, 17:25	 <p>Awesome Prizes for an Awesome Contest! Make sure to submit ✓</p>	0%	109	0	108
 ocsandistrict Apr 25, 16:36	 <p>Yesterday, @reploucorrea was at OC San to give us a really big check for \$3.45 million. This is part of the Community Project Funding Request for our Supercritical Water Oxidation Project. SCWO's technology is expected to...</p>	7.83%	306	17	230
 ocsandistrict Apr 25, 16:14	 <p>#OCSanHeadquaters</p>	0%	165	0	163
 ocsandistrict Apr 24, 23:46	 <p>Supercritical Water Oxidation Remember that, you'll be hearing more about it soon! Let's talk about SCWO...</p>	0%	159	0	158
 ocsandistrict Apr 24, 18:21	 <p>Don't forget to submit your videos for a chance to win!</p>	0%	156	0	153
 ocsandistrict Apr 24, 18:20	 <p>The OC San Team always representing! Last week at the @cweamembers conference</p>	0%	178	0	174
 ocsandistrict Apr 22, 17:55	 <p>Happy Earth Day! We are celebrating by participating at @cityofcostamesa Earth Day event . Come visit us today...we're here until 2 pm.</p>	6.85%	277	17	248
 ocsandistrict Apr 22, 17:41	 <p>Come visit us today! We're here from 10-2pm</p>	0%	147	0	147
 ocsandistrict Apr 22, 17:40	 <p>We're at the Costa Mesa Earth Day today !</p>	0%	160	0	160
 ocsandistrict Apr 22, 18:19	 <p>☀️ Enjoying the sun & learning things</p>	0%	194	0	192
 ocsandistrict Apr 20, 18:20	 <p>ENTER AND SHARE! It's video contest time! Put your best video skills forward and enter our #FindYourself!@OCsan Video Contest to win amazing prizes! Let's see your creative side - show us your #videomasterpiece 🎬</p>	5.64%	251	10	195
 ocsandistrict Apr 20, 17:35	 <p>#OCSanConstruction Hard work happening on Western and Lincoln</p>	0%	154	0	152
 ocsandistrict Apr 19, 23:04	 <p>Ever met us in person? If not, hopefully soon! OC San has a fantastic group of volunteers who donate their time to help educate our community about what we do. They go out to community events, tours, speaking engagements, etc....</p>	10.26%	218	18	195
 ocsandistrict Apr 19, 01:51	 <p>For those of you who couldn't find it!</p>	0%	127	0	127
 ocsandistrict Apr 18, 20:08	 <p>Job alert! Waiting for that perfect position to open up at OC San? The time is now! We have a diverse range of career openings! Apply now! Visit ocsan.gov/jobs for open positions.</p>	4.63%	402	16	367
 ocsandistrict Apr 18, 17:00	 <p>(No description)</p>	0%	204	0	196
 ocsandistrict Apr 14, 22:13	 <p>We could not have of said it better ourselves. Bottoms Up! Here's to the GWRS Final Completion Dedication 💧</p>	6.82%	0	27	469
 ocsandistrict Apr 14, 18:37	 <p>#OCSanBoardChairman</p>	0%	158	0	156
 ocsandistrict Apr 14, 18:35	 <p>#GWRSFinalExpansion Every Big Milestone Requires a Celebration</p>	0%	162	0	160
 ocsandistrict Apr 14, 18:33	 <p>#GWRSFinalExpansion</p>	0%	175	0	171
 ocsandistrict Apr 13, 19:18	 <p>(No description)</p>	0%	138	0	137
 ocsandistrict Apr 13, 18:04	 <p>He Shoots, He Scores! 🏏 These Kiddos were pros playing our OC San game @heritagemusoc</p>	6.95%	256	11	187
 ocsandistrict Apr 13, 23:20	 <p>(No description)</p>	0%	159	0	158
 ocsandistrict Apr 11, 22:52	 <p>#OCSanConstruction</p>	0%	179	0	178
 ocsandistrict Apr 10, 18:29	 <p>Join us in congratulating Wally, who was selected as the Director of Finance for OC San. Visit ocsan.gov to learn more about our newest member of the Executive Management Team.</p>	7.46%	365	23	335
 ocsandistrict Apr 07, 18:01	 <p>#OCSanHeadquaters</p>	0%	148	0	146
 ocsandistrict Apr 07, 18:01	 <p>#OCSanHeadquaters</p>	0%	150	0	150
 ocsandistrict Apr 07, 17:40	 <p>An office with a view please ☀️ #OCSanHeadquaters</p>	0%	180	0	176
 ocsandistrict Apr 07, 14:01	 <p>In honor of "spring cleaning" let's make sure your pipes are clean and not filled with icky, sticky FOG. #FPGClogs #CanItTrashItCoolIt #FOG</p>	4.03%	165	5	149
 ocsandistrict Apr 05, 15:01	 <p>Join us in congratulating our new Human Resources Manager. He was selected from a talented pool of candidates. #OCSanCareers #JobsinWastewater #HumanResources</p>	8.87%	441	31	406
 ocsandistrict Apr 03, 15:03	 <p>As a Friday treat, we thought we would share some never before seen pictures of our Truck Loading facility at Plant No. 2 in Huntington Beach.</p>	7.14%	363	19	280

Post performance - LinkedIn Pages

Data from 01 Apr, 2023 to 30 Apr, 2023

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Apr 27, 20:00	 The latest issue of the OC San Connection is now available on our website. Visit ocsan.gov to read all about what's going on behind the walls.	3.03%	264	2	0
 Orange County Sanitation District Apr 25, 16:36	 Yesterday, Congressman Lou Correa was at OC San to give us a really big check for \$3.45 million. This is part of the Community Project Funding Request for our Supercritical Water Oxidation Project. SCWO's technology is expected to...	15%	1,627	84	4
 Orange County Sanitation District Apr 20, 18:19	 ENTER AND SHARE! It's video contest time! Put your best video skills forward and enter our #FindYourselfAtOCsan Video Contest to win amazing prizes! Let's see your creative side - show us your #videomasterpiece 🎬	6.86%	700	4	1
 Orange County Sanitation District Apr 18, 20:08	 Job alert! Waiting for that perfect position to open up at OC San? The time is now! We have a diverse range of career openings! Apply now! Visit ocsan.gov/jobs for open positions.	7.49%	721	15	3
 Orange County Sanitation District Apr 18, 16:17	 The GWRS Final Completion is something that we all should celebrate 🎉👏 https://lnkd.in/gdWfGfTV	7.04%	1,888	56	5
 Orange County Sanitation District Apr 10, 18:29	 Join us in congratulating Wally, who was selected as the Director of Finance for OC San. Visit ocsan.gov to learn more about our newest member of the Executive Management Team.	5.42%	1,180	31	0
 Orange County Sanitation District Apr 05, 15:01	 Join us in congratulating our new Human Resources Manager. He was selected from a talented pool of candidates. #OCSanCareers #JobsInWastewater #HumanResources	7.97%	1,104	38	0

April Media News Articles

Rob Thompson, OC San GM, at 374Water SCWO Week 2023	4/1/2023	374Water/U tube	https://www.youtube.com/watch?v=iVWM2SV1i_w
Acres of L.A. County sewage sludge threaten to contaminate Tulare Lake floodwaters	4/3/2023	LA Times	https://www.ocsan.gov/home/showdocument?id=33860&t=638180164630919272
Discovery of antibiotic-resistant superbugs in L.A. wastewater sparks worry	4/10/2023	LA Times	https://www.ocsan.gov/home/showdocument?id=33866&t=638180165209075603
The world's biggest water recycling facility gets bigger in OC	4/14/2023	OC Register	https://www.ocsan.gov/home/showdocument?id=33870&t=638180165227670109
A watershed moment: Orange County leaders gush over system completion	4/14/2023	Daily Pilot	https://www.latimes.com/socal/daily-pilot/news/story/2023-04-14/a-watershed-moment-orange-county-leaders-gush-over-system-completion
Officials Dedicate Final Expansion of O.C.'s Groundwater Replenishment System	4/14/2023	Orange Coast Magazine	https://www.orangecoast.com/article/officials-dedicate-final-expansion-of-ocs-groundwater-replenishment-system/
Final expansion complete on world's largest water reuse facility	4/17/2023	Water Finance Management	https://waterfm.com/final-expansion-complete-on-worlds-largest-water-reuse-facility/
Expansion of world's biggest water reuse system in Orange County now complete	4/17/2023	ABC7	https://abc7.com/orange-county-water-districts-groundwater-replenishment-system-mehul-patel-katie-porter/13128506/
374Water Demonstrates Revolutionary Waste Management Solution for a Deluge of Attendees at SCWO Week	4/18/2023	Yahoo Finance	https://finance.yahoo.com/news/374water-demonstrates-revolutionary-waste-management-130000803.html
As climate change drives drought throughout the West, there's no easy solution	4/18/2023	American City and County	https://www.americancityandcounty.com/2023/04/18/with-climate-change-driving-drought-conditions-in-the-west-theres-no-easy-solution/
Massive sewage spill could cost L.A. city up to \$21.7 million in fines	4/20/2023	LA Times	https://www.ocsan.gov/home/showdocument?id=33868&t=638180165221419501

Groundwater Replenishment System Completion Increases Water Supply Reliability for Orange County	4/24/2023	Fullerton Observer	https://fullertonobserver.com/2023/04/24/gro-undwater-replenishment-system-completion-increases-water-supply-reliability-for-orange-county/
Water Reuse Newsletter	4/24/2023	Water Reuse	https://www.ocsan.gov/home/showdocument?id=33864&t=638180164641700739
Groundwater Replenishment System Completion Increases Water Supply Reliability for Orange County	4/24/2023	Fullerton Observer	https://fullertonobserver.com/2023/04/24/gro-undwater-replenishment-system-completion-increases-water-supply-reliability-for-orange-county/
In Orange, Rep. Correa Announces over \$3 Million in Federal Funding for PFAS Contamination Cleanup	4/24/2023	Correa Press Release	https://www.ocsan.gov/home/showdocument?id=33862&t=638180164636231908
California County Recycles All Its Wastewater, A World First	4/28/2023	Karuna News	https://www.karunanews.org/story/11634/california-county-recycles-all-its-wastewater-a-world-first