

Outreach and Media Summary



May 2024

OC San Public Affairs Office

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Outreach Report May 2024

Date	Tours	Attendees	Tour Guide
5/1/24	Cal State Long Beach Nursing Tour	23	Cortney Light
5/2/24	Air & Waste Management Association	5	Randa Abushaban
5/6/24	Samueli Academy	16	Randa Abushaban/ Donald Herrera
5/9/24	Godinez High School	30	Giti Radvar
5/14/24	General Public Tour	10	Chris Wheatley
5/16/24	Association of Facility Engineers	11	Dickie Fernandez
5/17/24	Santiago Canyon College	8	Randa Abushaban
Date	Speaking Engagements/Events	Attendees	Presenter
5/15/24	Waste Stream Management & Circularity	20	Rob Thompson
5/18/24	Children and Family Health Fair	400	Enisha Matthews/ Belen Carrillo/ Rachel Orejel
5/18/24	Construction Network	50	Adam Nazaroff/ Raul Cuellar
5/30/24	El Modena High School	50	Sam Choi/Yiping Cao
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
	Community Newsletter	3500	
Costa Mesa	Airway-Airport Loop Sewer Project – update	183	1 website post
Cypress	Cypress Trunk Sewer – project introduction	35	
Newport Beach	MacArthur Sewer Project update		1 website post
Seal Beach	Seal Beach Pump Station Replacement update	75	1 website post/ 1 email alert
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	OC San: Headquarters Ribbon Cutting	216	

Board Member Talking Points	One	50	
Website Posts	7 posts	2.1k views	Website
Facebook	21 posts	4.2k reached	Social Media
Twitter	17 tweets	902 reached	Social Media
Instagram	38 posts	5.9k reached	Social Media
LinkedIn	10 posts	8.8k reached	Social Media

Post performance - Facebook Pages

Data from 01 May, 2024 to 31 May, 2024

Sources

Orange County Sanitation District

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
May 31, 16:13	Congratulations to Jon Bradley on his promotion to Operations Manager at OC San! We're excited to see him bring his diverse experience and passion to this new role.	17.95%	446	429
May 29, 15:22	Only 10 days until you can dive into the world of wastewater! Join the OC San Open House on June 8th for a fun and educational look at how we keep our community clean. Free tours, live entertainment, free ice cream, and more!...	3.54%	530	508
May 29, 01:37	The OC San General Legal Services Ad Hoc Committee is happening on June 5 at 3:30 pm. Click here to view the agenda:	3.19%	105	94
May 25, 18:53	The Headquarters Ribbon cutting was a success! If you want to come check out our new building and our treatment plant, visit us at the Open House on June 8! Full details at ocsan.gov	14.19%	171	148
May 25, 17:08	Thank you!!! We are very excited about our new building and even more excited to show it off during our open house on June 8. Thank you for being part of this ribbon cutting celebration.	21.66%	167	157
May 25, 17:04	Thank you. It was great having the team there to be part of the celebration.	17.45%	158	149
May 24, 16:05	Spotlight for Public Works Week! This entire week is for recognizing the amazing team we have at OC San who keep our communities clean and healthy. Today, we want to shout out to Tom, a dedicated employee who consistently goes...	8.49%	119	106
May 23, 20:02	Behind the scenes of a clean community! Meet Kim, a valuable member of our team at OC San. During Public Works Week, we celebrate the unseen heroes who make our daily lives possible. Thank you, Kim, for your hard work and...	16.56%	178	157
May 20, 22:01	Public Works Week is this week. It takes every single person on our team and all the positions at OC San to fulfill our mission of protecting public health and the environment. We will be highlighting some of our staff on our stories this week.	5.15%	222	194
May 19, 18:00	Less than a month away from the Open House! Are you ready to meet our team? Enjoy some ice cream? And maybe win a prize and take a tour of our facility? Visit ocsan.gov for more info.	1.6%	146	125
May 17, 16:20	#FlashbackFriday Here is a photo of some of our fellow board members core rig fishing!	9.95%	213	191
May 16, 23:10	The OC San Steering Committee Meeting will be happening on May 22, 2024 at 12:00 p.m. Click here to view the agenda:	3.17%	79	63
May 16, 20:15	OC San will be hosting a Board of Directors - Special Meeting from 4:30 PM - 5:30 PM that will be followed by the regular Board of Directors Meeting at 6 PM on May 22, 2024. Click here to view the agenda:	2.74%	85	73
May 15, 16:21	FOG and wipes arent the only things that can't go down the drain. Hair can also cause clogged pipes! Be wary of the hairy. #FatsOilsGreases #UNflushableWipes #Hair	4.08%	222	196
May 09, 16:01	So close! The anticipation is building over at OC San. We are so excited to welcome you all into our facility 🎉 #OCSanOpenHouse #70YearsOfExcellence	3.03%	162	132
May 08, 18:02	The OC San Open House is coming up on June 8! YOU DO NOT WANT TO MISS OUT ON THIS EVENT! Visit ocsan.gov for full details and to register for a tour.	5.08%	145	118
May 06, 22:50	Eww... gross right? This is what happens when anything other than pee, poop and paper get flushed! #What2Flush #NoWipesDownPipes	6.16%	940	876
May 06, 15:04	The Administration Committee Meeting is happening this Wednesday, 5/8/24 at 5 p.m. Click here to view the full agenda:	3.9%	88	77
May 06, 14:57	The OC San General Legal Services Ad Hoc Committee Meeting is happening on 5/14/24 at 1 p.m. Click here to read the full agenda:	3.9%	86	77
May 04, 14:02	At OC San, we have a diverse group of amazing employees. If you are interested in working for OC San, apply today at OCSan.gov/jobs!	5.11%	408	372
May 02, 22:45	OC San participates in community events throughout the year. Here's a photo of our decorated cart from one of our most recent events, the Tet Parade!!!	14.96%	278	254

Post performance - Twitter

Data from 01 May, 2024 to 31 May, 2024

Sources

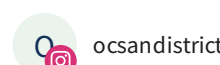
@OCSanDistrict

DATE	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
May 31, 16:13	Congratulations to Jon Bradley on his promotion to Operations Manager at OC San! We're excited to see him bring his diverse experience and passion to this new role. https://twitter.com/OCSanDistrict/status/179657562589492467...	2.96%	5	169
May 31, 16:02	Congratulations to Jon Bradley on his promotion to Operations Manager at OC San! We're excited to see him bring his diverse experience and passion to this new role. https://twitter.com/OCSanDistrict/status/179657300516368421...	0%	0	0
May 31, 22:31	OC San is featured in the @ocregister water-focused insert! Read about our 70-year history, the Supercritical Water Oxidation Project, and our upcoming Open House on pages 6, 7, and 9. https://online.pubhtml5.com/ccun/gpek/#p=1.h...	5.17%	3	58
May 29, 15:21	Only 10 days until you can dive into the world of wastewater! Join the OC San Open House on June 8th for a fun and educational look at how we keep our community clean. Free tours, live entertainment, free ice cream, and more!...	4.05%	3	74
May 24, 16:01	Spotlight for Public Works Week! This entire week is for recognizing the amazing team we have at OC San who keep our communities clean and healthy. Today, we want to shout out to Tom, a dedicated employee who consistently goes...	5.56%	4	72
May 23, 21:32	The Headquarters Ribbon cutting was a success! If you want to come check out our new building and our treatment plant, visit us at the Open House on June 8! Full details at http://ocsan.gov https://twitter.com/OCSanDistrict/status/179...	4.69%	3	64
May 23, 20:00	Behind the scenes of a clean community! Meet Kim, a valuable member of our team at OC San. During Public Works Week, we celebrate the unseen heroes who make our daily lives possible. Thank you, Kim, for your hard work and...	2.33%	2	86
May 20, 22:01	Public Works Week is this week. It takes every single person on our team and all the positions at OC San to fulfill our mission of protecting public health and the environment. We will be highlighting some of our staff this week. https://twitter.com/OCSanDistrict/status/179657300516368421...	3.9%	3	77
May 19, 18:00	Less than a month away from the Open House! Are you ready to meet our team? Enjoy some ice cream? And maybe win a prize and take a tour of our facility? Visit http://ocsan.gov for more info. https://twitter.com/OCSanDistrict/status/179657300516368421...	6.06%	4	66
May 17, 16:20	#FlashbackFriday Here is a photo of some of our fellow board members core rig fishing! https://twitter.com/OCSanDistrict/status/1791504010748325936/photo/1	1.92%	1	52
May 15, 16:21	FOG and wipes aren't the only things that can't go down the drain. Hair can also cause clogged pipes! Be wary of the hairy. #FatsOilsGreases #UNflushableWipes #Hair https://twitter.com/OCSanDistrict/status/17907795...	4.17%	3	72
May 15, 15:59	FOG and wipes aren't the only things that can't go down the drain. Hair can also cause clogged pipes! Be wary of the hairy. #FatsOilsGreases #UNflushableWipes #Hair https://twitter.com/OCSanDistrict/status/17907740...	0%	0	0
May 09, 16:01	So close! The anticipation is building over at OC San. We are so excited to welcome you all into our facility 🎉🎉 #OCSanOpenHouse #70YearsOfExcellence https://twitter.com/OCSanDistrict/status/1788600296...	7.14%	4	56
May 08, 18:01	The OC San Open House is coming up on June 8! YOU DO NOT WANT TO MISS OUT ON THIS EVENT! Visit http://ocsan.gov for full details and to register for a tour. https://twitter.com/OCSanDistrict/status/1788267989554417866/video/1	5.17%	3	58
May 06, 22:50	Eww... gross right? This is what happens when anything other than pee, poop and paper get flushed! #What2Flush #NoWipesDownPipes https://twitter.com/OCSanDistrict/status/1787615883344445511/photo/1	4.41%	3	68
May 04, 14:02	At OC San, we have a diverse group of amazing employees. If you are interested in working for OC San, apply today at http://OCSan.gov/jobs/ ! https://twitter.com/OCSanDistrict/status/1786758185157615843/photo/1	2.33%	2	86
May 02, 22:45	OC San participates in community events throughout the year. Here's a photo of our decorated cart from one of our most recent events, the Lunar Festival!!! https://twitter.com/OCSanDistrict/status/1786165076027703381/photo/1	3.45%	3	87

Post performance - Instagram Business

Data from 01 May, 2024 to 31 May, 2024

Sources













DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict May 23, 21:27	The Headquarters Ribbon cutting was a success! If you want to come check out our new building and our treatment plant, visit us at the Open House on June 8! Full details at ocsan.gov	10.23%	0	53	743
ocsandistrict May 21, 16:13	Congratulations to Jon Bradley on his promotion to Operations Manager at OC San! We're excited to see him bring his diverse experience and passion to this new role.	12.1%	385	39	372
ocsandistrict May 06, 22:50	Eww... gross right? This is what happens when anything other than pee, poop and paper get flushed! #What2Flush #NoWipesDownPipes	5.5%	356	17	327
ocsandistrict May 23, 20:00	Behind the scenes of a clean community! Meet Kim, a valuable member of our team at OC San. During Public Works Week, we celebrate the unseen heroes who make our daily lives possible. Thank you, Kim, for your hard work and...	6.64%	0	15	256
ocsandistrict May 02, 22:45	OC San participates in community events throughout the year. Here's a photo of our decorated cart from one of our most recent events, the Lunar Festival!!!	6.5%	266	15	246
ocsandistrict May 29, 22:01	Public Works Week is this week. It takes every single person on our team and all the positions at OC San to fulfill our mission of protecting public health and the environment. We will be highlighting some of our staff on our stories this week.	7.22%	213	14	194
ocsandistrict May 24, 16:01	Spotlight for Public Works Week! This entire week is for recognizing the amazing team we have at OC San who keep our communities clean and healthy. Today, we want to shout out to Tom, a dedicated employee who consistently goes...	4.47%	0	11	246
ocsandistrict May 27, 16:20	#FlashbackFriday Here is a photo of some of our fellow board members core rig fishing!	6.38%	203	11	188
ocsandistrict May 04, 14:02	At OC San, we have a diverse group of amazing employees. If you are interested in working for OC San, apply today at OCSan.gov/jobs!	2.66%	292	7	263
ocsandistrict May 15, 16:20	FOG and wipes aren't the only things that can't go down the drain. Hair can also cause clogged pipes! Be wary of the hairy. #FatsOilsGreases #UNFlushableWipes #Hair	3.57%	183	6	168
ocsandistrict May 09, 16:03	So close! The anticipation is building over at OC San. We are so excited to welcome you all into our facility 🎉 #OCSanOpenHouse #10YearsOfExcellence	2.81%	192	5	178
ocsandistrict May 29, 15:22	Only 10 days until you can dive into the world of wastewater! Join the OC San Open House on June 8th for a fun and educational look at how we keep our community clean. Free tours, live entertainment, free ice cream, and more!...	4.6%	190	5	174
ocsandistrict May 29, 16:00	Less than a month away from the Open House! Are you ready to meet our team? Enjoy some ice cream? And maybe win a prize and take a tour of our facility? Visit ocsan.gov for more info.	1.9%	178	2	158
ocsandistrict May 08, 18:02	The OC San Open House is coming up on June 8! YOU DO NOT WANT TO MISS OUT ON THIS EVENT! Visit ocsan.gov for full details and to register for a tour.	0.59%	0	1	169
ocsandistrict May 26, 02:59	Thank you to everyone for helping us celebrate this big moment for OC San. Join us for the Open House on June 8. Full details at:	0%	135	0	135
ocsandistrict May 20, 21:51	(No description)	0%	103	0	103
ocsandistrict May 14, 18:50	It's about upholding our mission of protecting public health and the environment.	0%	124	0	124
ocsandistrict May 23, 15:42	Stay tuned! Content from our Ribbon Cutting coming up!	0%	116	0	113
ocsandistrict May 22, 22:40	(No description)	0%	94	0	88
ocsandistrict May 14, 18:47	Infrastructure Week: OC San Edition	0%	139	0	138
ocsandistrict May 20, 16:29	(No description)	0%	106	0	105
ocsandistrict May 14, 18:49	It's all about capacity to serve the community.	0%	125	0	125
ocsandistrict May 29, 02:03	Visit our new building at the OC San Open House Saturday, June 8 9AM - 12PM Full details at:	0%	125	0	125
ocsandistrict May 14, 18:48	It's all about maintenance.	0%	126	0	125
ocsandistrict May 16, 03:17	(No description)	0%	101	0	101
ocsandistrict May 22, 16:30	(No description)	0%	99	0	99
ocsandistrict May 29, 22:29	OC San is featured in the @ecregister water-focused insert! Read about our 70-year history, the Supercritical Water Oxidation Project, and our upcoming Open House on pages 6, 7, and 9.	0%	97	0	95
ocsandistrict May 09, 18:32	They're back! The cutest guests.	0%	197	0	197
ocsandistrict May 14, 18:56	The turtles do.	0%	122	0	120
ocsandistrict May 16, 03:07	(No description)	0%	113	0	112
ocsandistrict May 14, 21:23	Award Recipients of a @californiacommunicator award for the GWRs Dedication Event 💧	0%	132	0	130
ocsandistrict May 20, 21:53	(No description)	0%	94	0	94
ocsandistrict May 08, 22:17	That means all hands on deck! 🙌	0%	196	0	193
ocsandistrict May 23, 21:29	OC San Headquarters Ribbon Cutting!	0%	113	0	113
ocsandistrict May 18, 17:36	Continuously sharing the OC San message 💧	0%	153	0	153
ocsandistrict May 21, 21:49	Did someone say wastewater panel? Were there!	0%	116	0	115
ocsandistrict May 31, 16:18	(No description)	0%	92	0	90
ocsandistrict May 01, 22:27	The latest and greatest! Check out the Spring 2024 newsletter:	0%	111	0	111
ocsandistrict May 14, 18:48	It's all about the angles 📐	0%	131	0	130

Post performance - LinkedIn Pages

Data from 01 May, 2024 to 31 May, 2024

Sources

Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
Orange County Sanitation District May 31, 16:13	 Congratulations to Jon Bradley on his promotion to Operations Manager at OC San! We're excited to see him bring his diverse experience and passion to this new role.	10.25%	1,805	71	0
Orange County Sanitation District May 29, 22:32	 OC San is featured in the Orange County Register water-focused insert! Read about our 70-year history, the Supercritical Water Oxidation Project, and our upcoming Open House on pages 6, 7, and 9. https://lnkd.in/gHsUSQd5	3.48%	603	12	0
Orange County Sanitation District May 29, 15:22	 Only 10 days until you can dive into the world of wastewater! Join the OC San Open House on June 8th for a fun and educational look at how we keep our community clean. Free tours, live entertainment, free ice cream, and more!...	5.41%	610	18	0
Orange County Sanitation District May 23, 21:33	 The Headquarters Ribbon cutting was a success! If you want to come check out our new building and our treatment plant, visit us at the Open House on June 8! Full details at ocsan.gov	17.14%	2,853	110	9
Orange County Sanitation District May 20, 22:01	 Public Works Week is this week. It takes every single person on our team and all the positions at OC San to fulfill our mission of protecting public health and the environment. We will be highlighting some of our staff this week.	2.91%	2,437	16	0
Orange County Sanitation District May 19, 18:00	 Less than a month away from the Open House! Are you ready to meet our team? Enjoy some ice cream? And maybe win a prize and take a tour of our facility? Visit ocsan.gov for more info.	2.24%	447	5	0
Orange County Sanitation District May 09, 16:01	 So close! The anticipation is building over at OC San. We are so excited to welcome you all into our facility 🎉🎉 #OCsanOpenHouse #70YearsOfExcellence	3.2%	562	8	0
Orange County Sanitation District May 08, 18:01	 The OC San Open House is coming up on June 8! YOU DO NOT WANT TO MISS OUT ON THIS EVENT! Visit ocsan.gov for full details and to register for a tour.	12.01%	1,157	31	2
Orange County Sanitation District May 04, 14:02	 At OC San, we have a diverse group of amazing employees. If you are interested in working for OC San, apply today at OCsan.gov/jobs!	4.81%	790	8	2
Orange County Sanitation District May 02, 22:45	 OC San participates in community events throughout the year. Here's a photo of our decorated cart from one of our most recent events, the Lunar Festival!!!	7.14%	490	10	0

Media News Articles for May

Article	Date	Source	Link
Treating Wastewater for 70 Years	May-24	Ca. Water	https://online.pubhtml5.com/ccun/qpek/#p=1
Navigating ocean waters	5/3/2024	UCI News	https://news.uci.edu/2024/05/03/navigating-ocean-waters/
O.C. Sanitation District unveils \$102.5-million headquarters in Fountain Valley	5/23/2024	LA Times	https://ocsdgov.sharepoint.com/:b:/s/External/EdFKbIXpgeZJpKfUuvspwxkBbalst7O7_D-tburEsgG4pg?e=8P3Wlq
Headquarters Ribbon Cutting	5/24/2024	ABC 7	https://abc7.com/14880197/
Billions flow through California special districts. Who makes big money in your city or county?	5/28/2024	OC Register	https://www.oregister.com/2024/05/26/billions-flow-through-california-special-districts-who-makes-big-money-in-your-city-or-county/