

Outreach and Media Summary



August and September 2024

OC San Public Affairs Office

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Outreach Report August and September 2024

Date	Tours	Attendees	Tour Guide
8/9/24	San Diego Public Utilities	4	Rob Thompson
8/9/24	Santiago Canyon College	15	Eric Halverson
8/20/24	IT Group Tour	15	Randa Abushaban
8/21/24	IT Group Tour	17	Jenna Obenshein
8/22/24	IT Group Tour	13	Eric Halverson
8/23/24	Grand Jury Tour	11	Rob Thompson
8/27/24	Frontiers Academy	17	Randa Abushaban
8/27/24	Best Best & Krieger LLP Tour	6	Jennifer Cabral
9/4/24	Allen Matkins LLC Tour	4	Rob Thompson
9/9/24	City of Fullerton Tour	2	Rob Thompson
9/14/24	Basset Adult School Tour	2	Shabbir Basrai
9/18/24	New Employee Tour	9	Rob Thompson
9/19/24	Costa Mesa Sanitary District	2	Rob Thompson
9/20/24	International Partnership of Education Research and Communication Academy Tour	12	Belen Carrillo
9/24/24	City of Huntington Beach	2	Rob Thompson
9/26/24	City of Seal Beach	2	Rob Thompson
9/26/24	City of Tustin	2	Rob Thompson
Date	Speaking Engagements/Events	Attendees	Presenter
8/7/24	Fullerton Rotary	64	Rob Thompson
8/22/24	Overview of the Capital Improvement Program at SMPS-OC	40	Justin Fenton
9/5/24	Wake Up Newport	30	Rob Thompson
9/18/24	Construction Management Association of America Panelist	20	Raul Cuellar
9/27/24	OC Water Summit	100	Belen Carrillo/Daniel Jaques
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/Buena Park	Orange-Western Trunk project update	823	1 website post

Costa Mesa	Costa Mesa Sewer Along I-405	810	3 website posts 3 email alerts
Newport Beach	MacArthur Sewer Project update	73	1 website post
Seal Beach	Seal Beach Pump Station Replacement update	187	1 website post/ 1 email alert
Orange	Taft Sewer Replacement Project Update	393	1 website post/ 1 email alert 2 text alerts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	OC San Planning for the Future and Investing in our Community	432	
Board Member Talking Points	Two	100	
Website Posts	12 posts	16.3k views	Website
Facebook	15 posts	2.1k reached	Social Media
Twitter	12 tweets	636 reached	Social Media
Instagram	30 posts	5.9 k reached	Social Media
LinkedIn	4 posts	2.2 k reached	Social Media

Post performance - Facebook Pages

Data from 01 Aug, 2024 to 19 Sep, 2024

Sources

Orange County Sanitation District

DATE	POST	IMPRESSIONS	REACH
Orange County Sanitation District Sep 16, 18:01	This week is SepticSmart Week. Even if you have a septic tank, the 3 Ps still apply - only flush pee, poop, and (toilet) paper down your toilet. For more information on how you can maintain your septic tank, visit www.epa.gov/sept...	93	92
Orange County Sanitation District Sep 14, 16:02	We hope your back-to-school season is off to a great start. To brush up on your wastewater knowledge, visit the Education page on our website. Here you can learn all about our treatment plant processes, ocean monitoring program, sign...	156	154
Orange County Sanitation District Sep 12, 18:56	Join us for a community meeting to learn about the Taft Avenue Sewer Improvement Project, which will replace and relocate a portion of the Taft Sewer for the City of Orange California - Municipal Government. At the meeting...	117	111
Orange County Sanitation District Sep 11, 14:12	The results are in! The 2023-2024 Annual Heal the Bay Report Card is out, revealing OC beaches outperformed state averages and even made honor roll. Thank you to our OC San staff for their hard work in keeping our beaches safe and clean. Happy Swimming 🏊🌊	348	330
Orange County Sanitation District Sep 09, 18:02	At the OC San HQ, we've got some seriously cool educational displays that show off how we're keeping Orange County and the environment in tip-top shape. We're all about keeping things crystal clear—and safe. 💧🧼 #OCSan...	167	157
Orange County Sanitation District Sep 09, 16:13	The OC San Administration Committee Meeting is occurring on Wednesday, Sept. 11 at 5 pm. Click here to view the agenda:	41	37
Orange County Sanitation District Sep 04, 21:05	Join the OC San Audit AdHoc Committee Meeting (4 pm) and Operations Committee Meeting (5 pm), both happening today! Click here for more info:	58	50
Orange County Sanitation District Aug 26, 17:04	The OC San Steering Committee (5 pm) and Board of Directors Meeting (6 pm) are happening on Wednesday, August 28. Click here to view the agenda:	68	56
Orange County Sanitation District Aug 20, 15:09	We need your input! Help us update the Multi-Jurisdictional Hazard Mitigation Plan to keep our community safe from natural and human-caused hazards. Click here to submit the survey: https://docs.google.com/forms/d/e/1FAIpQ...	82	63
Orange County Sanitation District Aug 19, 19:02	From first-generation college graduate to Source Control Inspector I at OC San, Melody Rubiano's journey is a testament to the power of education! 🌟 Discover how her degree in Biological & Physical Sciences San Bernardino Valley Colle...	145	127
Orange County Sanitation District Aug 17, 16:01	🏆 Olympic champions never clog the track—don't clog your pipes! Toss FOG in the trash, not the drain, and keep things running smoothly. #CleanWins #OCSan #What2Flush	308	290
Orange County Sanitation District Aug 16, 18:01	🏊 Olympic athletes know when to flush it and when to hold it! Only the 3 Ps—pee, poo, and (toilet) paper—deserve a trip down the drain. Wipes cause clogs. #What2Flush #GoldMedalPipes	190	174
Orange County Sanitation District Aug 15, 14:03	Together, we can keep our systems running smoothly and free of Fats, Oils and Grease. These belong in the trash, not down the drain. #OCSan #FOGFree	231	216
Orange County Sanitation District Aug 14, 20:02	The Olympics are over, actually, they're just getting started. 🏆 Every Olympic champion knows the importance of teamwork—just like our efforts to keep drains clean! Remember, only flush the 3 Ps: pee, poo, and (toilet) paper...	105	97
Orange County Sanitation District Aug 13, 14:01	Rinse off after sandy beach days! Sand clogs pipes & can cause backups for everyone. Help us keep water flowing smoothly! Visit OCSan.gov for more info #KnowBeforeYouGo	150	141

Post performance - Twitter

Data from 01 Aug, 2024 to 19 Sep, 2024

Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Sep 19, 16:02	This week is Construction Appreciation Week and we're highlighting our Capital Improvement Program that's designed to ensure our infrastructure is operating efficiently and optimally. For more information on current and upcoming...	0%	0	0
@OCSanDistrict Sep 16, 18:01	This week is SepticSmart Week. Even if you have a septic tank, the 3 Ps still apply - only flush pee, poop, and (toilet) paper down your toilet. For more information on how you can maintain your septic tank, visit http://www.epa.gov...	3.85%	1	26
@OCSanDistrict Sep 14, 16:01	We hope your back-to-school season is off to a great start. To brush up on your wastewater knowledge, visit the Education page on our website. Here you can learn all about our treatment plant processes, ocean monitoring program, sign...	11.11%	4	36
@OCSanDistrict Sep 12, 18:56	Join us on June 18 in the @CityOfOrangeCA for a community meeting to learn about the Taft Avenue Sewer Improvement Project, which will replace and relocate a portion of the Taft Sewer for the City of Orange. Learn more: http://o...	1.96%	1	51
@OCSanDistrict Sep 11, 14:12	The results are in! The 2023-2024 Annual @HealtheBay Report Card is out, revealing OC beaches outperformed state averages and even made honor roll. Thank you to our OC San staff for their hard work in keeping our beaches safe and clean. Happy Swimming 🌊	0%	0	33
@OCSanDistrict Sep 09, 18:02	At the OC San HQ, we've got some seriously cool educational displays that show off how we're keeping Orange County and the environment in tip-top shape. We're all about keeping things crystal clear—and safe. 💧👏 #OCSan...	1.82%	1	55
@OCSanDistrict Aug 20, 15:09	We need your input! Help us update the Multi-Jurisdictional Hazard Mitigation Plan to keep our community safe from natural and human-caused hazards. Click here to submit the survey: https://docs.google.com/forms/d/e/1FAIpQ...	2.41%	2	83
@OCSanDistrict Aug 19, 19:00	From 1st gen college graduate to Source Control Inspector I at OC San, Melody's journey is a testament to the power of education. Discover how her degree in Biological & Physical Sciences @sbvalleycollege helped her secur...	6.78%	4	59
@OCSanDistrict Aug 17, 16:00	🏆 Olympic champions never clog the track—don't clog your pipes! Toss FOG in the trash, not the drain, and keep things running smoothly. #CleanWins #OCSan #What2Flush https://twitter.com/OCSanDistrict/status/18248387324...	2.44%	1	41
@OCSanDistrict Aug 16, 18:01	🏆 Olympic athletes know when to flush it and when to hold it! Only the 3 Ps—pee, poo, and (toilet) paper—deserve a trip down the drain. Wipes cause clogs. #What2Flush #GoldMedalPipes https://twitter.com/OCSanDistrict/status/182...	0%	0	44
@OCSanDistrict Aug 15, 14:03	Together, we can keep our systems running smoothly and free of Fats, Oils and Grease. These belong in the trash, not down the drain. #OCSan #FOGFree https://twitter.com/OCSanDistrict/status/1824084396565029094/photo/1	1.52%	1	66
@OCSanDistrict Aug 14, 20:01	The Olympics are over, actually, they're just getting started. 🏆 Every Olympic champion knows the importance of teamwork—just like our efforts to keep drains clean! Remember, only flush the 3 Ps: pee, poo, and (toilet) paper...	2.38%	2	84
@OCSanDistrict Aug 13, 14:01	Rinse off after sandy beach days! Sand clogs pipes & can cause backups for everyone. Help us keep water flowing smoothly! Visit http://OCSan.gov for more info #KnowBeforeYouGo https://twitter.com/OCSanDistrict/status/1823...	5.17%	3	58

Post performance - Instagram Business

Data from 01 Aug, 2024 to 19 Sep, 2024

Sources

ocsandistrict









DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
Sep 19, 16:02	This week is Construction Appreciation Week and we're highlighting our Capital Improvement Program that's designed to ensure our infrastructure is operating efficiently and optimally. If you haven't already, keep an eye out for our storie...	0%	0	1	0
Sep 17, 16:36	*Answers at end of week	0%	73	0	70
Sep 17, 16:34	(No description)	0%	76	0	73
Sep 17, 16:28	(No description)	0%	77	0	74
Sep 17, 16:28	(No description)	0%	82	0	78
Sep 16, 22:47	Click here for more info:	0%	84	0	82
Sep 16, 21:52	*results at the end of the week	0%	89	0	88
Sep 16, 18:01	This week is Septic Smart Week. Even if you have a septic tank, the 3 Ps still apply - only flush pee, poop, and (toilet) paper down your toilet. For more information on how you can maintain your septic tank, visit www.epa.gov/sept...	7.87%	128	9	127
Sep 14, 22:05	Happy 85th!!!! 📍 Out here celebrating @midwaycitysanitarydistrict with our Vice-Chairman and Assistant General Manager	0%	190	0	181
Sep 14, 16:01	We hope your back-to-school season is off to a great start. To brush up on your wastewater knowledge, visit the Education page on our website. Here you can learn all about our treatment plant processes, ocean monitoring program, sign...	6.54%	119	6	107
Sep 12, 18:56	Join us for a community meeting to learn about the Taft Avenue Sewer Improvement Project, which will replace and relocate a portion of the Taft Sewer for the @cityoforange_ca. At the meeting, you will have an opportunity ...	1.16%	1,164	9	1,124
Sep 11, 14:13	The results are in! The 2023-2024 Annual @HealtheBay Report Card is out, revealing OC beaches outperformed state averages and even made honor roll. Thank you to our OC San staff for their hard work in keeping our beaches safe...	6.54%	276	14	260
Sep 09, 18:02	At the OC San HQ, we've got some seriously cool educational displays that show off how we're keeping Orange County and the environment in tip-top shape. We're all about keeping things crystal clear—and safe. 💧 #OCSan...	10.11%	204	18	188
Aug 30, 23:00	(No description)	0%	134	0	134
Aug 26, 19:54	(No description)	0%	118	0	116
Aug 26, 19:54	Our favorite one all of them! Because they flush, unlike flushable wipes.	0%	126	0	124
Aug 26, 19:49	At OC San we like all toilet paper, we don't like flushable wipes as much. We do like the ones that say they belong in the trash can. Hear what brands your local "experts" on toilet paper have to say 🗑️🧻	15.59%	0	30	526
Aug 26, 17:14	Our passion is wastewater 🌊 Our General Manager, Rob Thompson was on the SoCal Water Solutions 9 panel this weekend 🙌	0%	160	0	159
Aug 21, 19:17	(No description)	0%	194	0	191
Aug 20, 15:09	We need your input! Help us update the Multi-Jurisdictional Hazard Mitigation Plan to keep our community safe from natural and human-caused hazards. For more info and to share your feedback visit ocsan.gov . #OCSanSafety...	4.55%	0	4	88
Aug 20, 14:52	(No description)	0%	71	0	71
Aug 20, 03:34	(No description)	0%	94	0	92
Aug 19, 19:00	🎓 From first-generation college graduate to Source Control Inspector I at OC San, Melody's journey is a testament to the power of education! 🌟 Discover how her degree in Biological & Physical Sciences @sbvalleycollege helped h...	13.89%	0	30	288
Aug 17, 16:00	🏅 Olympic champions never clog the track—don't clog your pipes! Toss FOG in the trash, not the drain, and keep things running smoothly. #CleanWins #OCSan #What2Flush	4.27%	0	5	117
Aug 16, 19:17	Shots fired	0%	75	0	74
Aug 16, 18:01	🏅 Olympic athletes know when to flush it and when to hold it! Only the 3 Ps—pee, poo, and (toilet) paper—deserve a trip down the drain. Wipes cause clogs. #What2Flush #GoldMedalPipes	3.88%	253	8	206
Aug 16, 17:41	(No description)	0%	90	0	88
Aug 15, 14:03	Together, we can keep our systems running smoothly and free of Fats, Oils and Grease. These belong in the trash, not down the drain. #OCSan #FOGFree	5.59%	170	9	161
Aug 14, 20:00	The Olympics are over, actually, they're just getting started. 🏅 Every Olympic champion knows the importance of teamwork—just like our efforts to keep drains clean! Remember, only flush the 3 Ps: pee, poo, and (toilet) paper...	5.71%	0	8	210
Aug 13, 16:49	- A Message from Us, OC San Sand can cause clogs in your shower. 🚿	0%	123	0	123
Aug 13, 14:01	Rinse after sandy beach days! Sand clogs pipes & can cause backups for everyone. Help us keep water flowing smoothly! Visit OCSan.gov for more info #KnowBeforeYouGo	4.23%	322	10	260

Post performance - LinkedIn Pages

Data from 01 Aug, 2024 to 19 Sep, 2024

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Sep 11, 14:23	 The results are in! The 2023-2024 Annual Heal the Bay Report Card is out, revealing OC beaches outperformed state averages and even made honor roll. Thank you to our OC San staff for their hard work in keeping our beaches safe...	3.56%	309	5	1
 Orange County Sanitation District Sep 09, 18:02	 At the OC San HQ, we've got some seriously cool educational displays that show off how we're keeping Orange County and the environment in tip-top shape. We're all about keeping things crystal clear—and safe. 💧 🧑‍🔬 #OCSan...	6.54%	658	19	2
 Orange County Sanitation District Aug 20, 15:09	 We need your input! Help us update the Multi-Jurisdictional Hazard Mitigation Plan to keep our community safe from natural and human-caused hazards. Click here to submit the survey: https://lnkd.in/dc8eKgnU #OCSanSafety...	3.9%	436	3	0
 Orange County Sanitation District Aug 19, 19:00	 🎓 From first-generation college graduate to Source Control Inspector I at OC San, Melody's journey is a testament to the power of education! 🌟 Discover how her degree in Biological & Physical Sciences SAN BERNARDINO VALLEY...	9.39%	799	15	0

Media Articles for August 2024

Article	Date	Source	Link
Weekend sewage spill shuts down Venice and Dockweiler beaches	8/1/2024	MSN.com	https://www.msn.com/en-us/travel/news/weekend-sewage-spill-shuts-down-venice-and-dockweiler-beaches/ar-BB1grpBz?apiversion=v2&noservercache=1&domshim=1&renderwebcomponents=1&wcseo=1&batchservertelemetry=1&noservertelemetry=1
Grouting Against I&I	8/12/2024	Municipal Water and Sewer Magazine	https://www.ocsan.gov/home/showpublisheddocument/34733/638614718846570000
70 Years and OC San going Strong	8/12/2024	Clean Water Magazine pages 51-53	https://www.kelmanonline.com/httpdocs/files/CWEA/cleanwater-issue3-2024/index.html#
After massive sewage spill that polluted beaches, L.A. agrees to spend \$20 million on improvements	8/20/2024	LA Times	https://ocsdgov.sharepoint.com/:b:/s/External/EQhed0JFPBpGmmX5GMpIYEIbElrKKhYEiWfoJci0UL4g?e=ZwUsev
Inside the Outdoors marks 50 years of inspiring environmental stewardship in Orange County	8/27/2024	OCDE Newsroom	https://newsroom.ocde.us/inside-the-outdoors-marks-50-years-of-inspiring-environmental-stewardship-in-orange-county/
Raw sewage leak forces Los Angeles beach closure	8/30/2024	KTLA 5	https://ktla.com/news/local-news/raw-sewage-leak-forces-los-angeles-beach-closure/
Ocean sewage spill averted, reopening popular L.A. County beach ahead of Labor Day weekend	8/30/2024	LA Times	https://www.yahoo.com/news/avoid-untreated-sewage-leak-avoid-202201472.html