

# Outreach and Media Summary



**January 2024**

OC San Public Affairs Office

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# Outreach Report January 2024

Date	Tours	Attendees	Tour Guide
1/9/24	Orange County Water District	22	Chris Cervellone
1/16/24	Dana Hills High School	17	Charles Falzone
1/17/24	Costa Mesa Neighbor Tour	2	April Frost
1/17/24	National Water Research Institute	25	Rob Thompson
1/17/24	Board Member Headquarter Tour	23	Rob Thompson
1/23/24	Dana Hills High School	23	Nasrin Nasrollahi
1/29/24	Circulos High School	22	Randa AbuShaban
1/30/24	Dana Hills High School	24	Eric Halverson
Date	Speaking Engagements/Events	Attendees	Presenter
1/11/24	Career Day at University California Irvine	250	Troy Edwards
1/18/24	Fountain Valley Mayors Breakfast	40	Rob Thompson
1/24/24	City of Huntington Beach Southeast Area Council Meeting	20	Tanya Chong
1/26/24	California Association of Sanitation Agencies Conference presenting on Building a Culture of Accomplishment at Your Agency	300	Rob Thompson
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update		1 website posts
Newport Beach	MacArthur Sewer Project – start of construction notice	800	1 website posts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	Celebrating 70 Years	216	
Board Member Talking Points	One	50	
Website Posts	10 posts	8.6k views	Website
Facebook	18 posts	4k reached	Social Media

Twitter	12 tweets	669 reached	Social Media
Instagram	23 posts	5k reached	Social Media
LinkedIn	5 posts	5.6k reached	Social Media

## Post performance - Facebook Pages

Data from 01 Jan, 2024 to 31 Jan, 2024

### Sources

Orange County Sanitation District






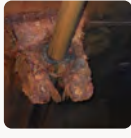




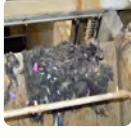

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Jan 30, 18:02	Checkout this picture we found in our archives. It was taken by a staff member, possibly while out taking water samples at the beaches. Any guesses as to what City this is? #OCSanHistory #70 Years	11.18%	316	313
Jan 28, 16:01	If this picture doesn't fit perfectly for #NationalFunDayatWork, nothing does! This was taken back at the 1996 OC San Family Day event.	15.53%	324	309
Jan 26, 18:57	OC San's Video Contest is now open for HIGH SCHOOL AND COLLEGE SUDENTS. Submit your videa to win a cash prize! Visit <a href="https://ocsan.gov/video">ocsan.gov/video</a> for full details.	2.34%	151	128
Jan 25, 00:29	Dive into the fascinating world of wastewater with OC San's Wastewater 101 - Citizens Academy! Registration is now open at <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> to join us and gain insights into our vital operations and environmental initiatives. 🌍...	7.11%	539	464
Jan 21, 16:01	This incredible photograph takes place at Plant 1 in Fountain Valley in the 40's! This was before OC San began official operations. I wonder what he was thinking? Guess in the comments below.	12.93%	410	379
Jan 19, 18:02	Just a reminder, when you flush the un-flushable our pipes look like this! Just the 3 P's please! #W2F #3Ps	4.04%	218	198
Jan 17, 18:02	Talk about a #WaybackWednesday. Here's a photograph from the 1960's of some of OC San's employees. Just to think, we've been operating for 70 years now and have more than 600 employees! To be a part of our team, visit <a href="https://ocsan.gov">ocsan...</a>	13.42%	417	380
Jan 15, 13:15	(Post with no description)	6.32%	112	95
Jan 13, 16:01	Talk about talented. The water that goes through our treatment process goes from semi-clean to really clean before leaving our plant. Pretty cool right? To learn more about our treatment process, visit <a href="https://ocsan.gov/tours">ocsan.gov/tours</a> to take a self-...	9.95%	443	412
Jan 12, 16:16	There are multiple career openings currently available at OC San! Visit <a href="https://ocsan.gov/jobs">OCSan.gov/jobs</a> to learn more about each position and apply today!	8.2%	557	512
Jan 12, 03:07	FYI	2.97%	109	101
Jan 10, 23:43	Don't forget to join us next week for the OC San Steering Committee Meeting happening on Jan. 17. Click here to view the agenda:	1.89%	59	53
Jan 09, 20:40	The General Legal Services Ad Hoc Committee Meeting is on Jan. 17 at 1:30 pm. Click here to view the agenda:	2%	60	50
Jan 09, 18:47	🎉 Celebrating 70 years of dedication and growth! 🌍 Since our official operations on June 9, 1954, OC San has evolved into more than just a wastewater treatment plant, now serving 2.6 million people. Stay tuned for...	9.42%	246	223
Jan 09, 18:06	(Post with no description)	0.91%	123	110
Jan 05, 18:02	We know that this year, we will no longer see this at our facility because you learned that "flushable" wipes should not be flushed down the toilet. Neither should sanitary products, tampons, sanitary pads, hair, pills, or anything other...	4.7%	166	149
Jan 02, 19:15	Have you wondered how OC San evaluates our assets and their condition? This is all accomplished and laid out in the new 2023 Asset Management Plan. To learn more and to view the report, visit <a href="https://ocsan.gov">ocsan.gov</a>	3.31%	138	121
Jan 01, 20:02	(Post with no description)	7.45%	112	94

## Post performance - Twitter

Data from 01 Jan, 2024 to 31 Jan, 2024

### Sources

 @OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Jan 30, 18:02	 Checkout this picture we found in our archives. It was taken by a staff member, possibly while out taking water samples at the beaches. Any guesses as to what City this is? #OCSanHistory #70 Years <a href="https://twitter.com/OCSanDistrict/status/1751636651623788751">https://twitter.com/OCSanDistrict/status/1751636651623788751</a>	5.45%	3	55
@OCSanDistrict Jan 28, 16:01	 If this picture doesn't fit perfectly for #NationalFunDayatWork, nothing does! This was taken back at the 1996 OC San Family Day event. <a href="https://twitter.com/OCSanDistrict/status/1751636651623788751/photo/1">https://twitter.com/OCSanDistrict/status/1751636651623788751/photo/1</a>	3.85%	2	52
@OCSanDistrict Jan 26, 18:57	 OC San's Video Contest is now open for HIGH SCHOOL AND COLLEGE SUDENTS. Submit your videa to win a cash prize! Visit <a href="http://ocsan.gov/video">http://ocsan.gov/video</a> for full details. <a href="https://twitter.com/OCSanDistrict/status/1750956203268600169/photo/1">https://twitter.com/OCSanDistrict/status/1750956203268600169/photo/1</a>	11.11%	5	45
@OCSanDistrict Jan 25, 00:29	 Dive into the fascinating world of wastewater with OC San's Wastewater 101 - Citizens Academy! Registration is now open at <a href="http://ocsan.gov/wastewater101">http://ocsan.gov/wastewater101</a> to join us and gain insights into our vital operations and environmental initiativ...	1.49%	1	67
@OCSanDistrict Jan 21, 16:00	 This incredible photograph takes place at Plant 1 in Fountain Valley in the 40's! This was before OC San began official operations. I wonder what he was thinking? Guess in the comments below. <a href="https://twitter.com/OCSanDistrict/status/1748405190879838599/photo/1">https://twitter.com/OCSanDistrict/status/1748405190879838599/photo/1</a>	4.44%	2	45
@OCSanDistrict Jan 19, 18:00	 Just a reminder, when you flush the un-flushable our pipes look like this! Just the 3 P's please! #W2F #3Ps <a href="https://twitter.com/OCSanDistrict/status/1748405190879838599/photo/1">https://twitter.com/OCSanDistrict/status/1748405190879838599/photo/1</a>	2.78%	1	36
@OCSanDistrict Jan 17, 18:00	 Talk about a #WaybackWednesday. Here's a photograph from the 1960's of some of OC San's employees. Just to think, we've been operating for 70 years now and have more than 600 employees! To be a part of our team, visit <a href="http://ocsan.gov/jobs">http://ocsan.gov/jobs</a>	7.79%	6	77
@OCSanDistrict Jan 13, 16:00	 Talk about talented. The water that goes through our treatment process goes from semi-clean to really clean before leaving our plant. Pretty cool right? To learn more about our treatment process, visit <a href="http://ocsan.gov/tours">http://ocsan.gov/tours</a> to take a...	0%	0	32
@OCSanDistrict Jan 12, 16:16	 There are multiple career openings currently available at OC San! Visit <a href="http://OCSan.gov/jobs">http://OCSan.gov/jobs</a> to learn more about each position and apply today! <a href="https://twitter.com/OCSanDistrict/status/1745842308501631175/photo/1">https://twitter.com/OCSanDistrict/status/1745842308501631175/photo/1</a>	12.82%	5	39
@OCSanDistrict Jan 09, 18:47	 🎉 Celebrating 70 years of dedication & growth! Since our official operations on June 9, 1954, we have evolved into more than just a wastewater treatment plant. Stay tuned for exciting updates as we celebrate 70 Years of OC San! Visi...	9.84%	6	61
@OCSanDistrict Jan 05, 18:00	 Hoping this year, we no longer see this at our facility because you learned that "flushable" wipes should not be flushed down the toilet. Neither should sanitary products, tampons, sanitary pads, hair, pills, or anything other than your pee,...	3.45%	4	116
@OCSanDistrict Jan 02, 19:15	 Have you wondered how OC San evaluates our assets and their condition? This is all accomplished and laid out in the new 2023 Asset Management Plan. To learn more and to view the report, visit <a href="http://ocsan.gov">http://ocsan.gov</a> <a href="https://twitter.com/OCSanDistrict/status/1745842308501631175/photo/1">https://twitter.com/OCSanDistrict/status/1745842308501631175/photo/1</a>	4.55%	2	44

## Post performance - Instagram Business

Data from 01 Jan, 2024 to 31 Jan, 2024

### Sources


ocsandistrict











DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Jan 31, 21:18	If you haven't yet, register!	0%	101	0	99
ocsandistrict Jan 30, 18:02	Checkout this picture we found in our archives. It was taken by a staff member, possibly while out taking water samples at the beaches. Any guesses as to what City this is? #OCSanHistory #70 Years	5.3%	286	11	264
ocsandistrict Jan 29, 20:03	(No description)	0%	109	0	109
ocsandistrict Jan 29, 19:51	OC SAN Tour >>> Regular school day To join a your visit	0%	133	0	131
ocsandistrict Jan 28, 16:01	If this picture doesn't fit perfectly for #NationalFunDayatWork , nothing does! This was taken back at the 1996 OC San Family Day event.	5.2%	291	12	269
ocsandistrict Jan 26, 18:58	OC San's Video Contest is now open for HIGH SCHOOL AND COLLEGE SUDENTS. Submit your videa to win a cash prize! Visit <a href="#">ocsan.gov/vidco</a> for full details.	9.76%	308	13	246
ocsandistrict Jan 26, 18:41	OC San is an expert on this topic!	0%	133	0	133
ocsandistrict Jan 26, 18:40	Presentation from our General Manager, Rob Thompson	0%	147	0	147
ocsandistrict Jan 25, 22:42	Sneak Peek 🗨️ It's all starting to come together.	0%	166	0	162
ocsandistrict Jan 25, 00:29	Dive into the fascinating world of wastewater with OC San's Wastewater 101 - Citizens Academy! Registration is now open at <a href="#">ocsan.gov/wastewater101</a> to join us and gain insights into our vital operations and environmental initiatives. 🌍...	4.65%	238	9	215
ocsandistrict Jan 22, 15:55	(No description)	0%	103	0	103
ocsandistrict Jan 21, 16:01	This incredible photograph takes place at Plant 1 in Fountain Valley in the 40's! This was before OC San began official operations. I wonder what he was thinking? Guess in the comments below.	8.08%	284	19	260
ocsandistrict Jan 19, 18:02	Just a reminder, when you flush the un-flushable our pipes look like this! Just the 3 P's please! #WZF #3Ps	3.39%	375	12	354
ocsandistrict Jan 17, 20:27	One for the books, thanks for joining us 💧	0%	219	0	216
ocsandistrict Jan 17, 18:02	Talk about a #WaybackWednesday. Here's a photograph from the 1960's of some of OC San's employees. Just to think, we've been operating for 70 years now and have more than 600 employees! To be a part of our team, visit <a href="#">ocsan...</a>	5.91%	212	12	203
ocsandistrict Jan 13, 16:01	Talk about talented. The water that goes through our treatment process goes from semi-clean to really clean before leaving our plant. Pretty cool right? To learn more about our treatment process, visit <a href="#">ocsan.gov/tours</a> to take a self-...	5.5%	312	15	291
ocsandistrict Jan 12, 16:17	WE ARE HIRING! There are multiple career openings currently available at OC San! Visit <a href="#">OCSan.gov/jobs</a> to learn more about each position and apply today!	5.61%	417	20	392
ocsandistrict Jan 10, 22:06	More than just partners. Friends @ocwaterdistrict	0%	195	0	194
ocsandistrict Jan 09, 18:47	🎉 Celebrating 70 years of dedication and growth! 🌍 Since our official operations on June 9, 1954, OC San has evolved into more than just a wastewater treatment plant, now serving 2.6 million people. Stay tuned for...	10.69%	312	28	290
ocsandistrict Jan 05, 18:02	We know that this year, we will no longer see this at our facility because you learned that "flushable" wipes should not be flushed down the toilet. Neither should sanitary products, tampons, sanitary pads, hair, pills, or anything other...	5.6%	548	23	518
ocsandistrict Jan 05, 16:48	(No description)	0%	137	0	136
ocsandistrict Jan 02, 19:15	Have you wondered how OC San evaluates our assets and their condition? This is all accomplished and laid out in the new 2023 Asset Management Plan. To learn more and to view the report, visit <a href="#">ocsan.gov</a>	3.07%	182	5	163
ocsandistrict Jan 01, 20:02	(No description)	0%	115	0	113

## Post performance - LinkedIn Pages

Data from 01 Jan, 2024 to 31 Jan, 2024

### Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 <b>Orange County Sanitation District</b> Jan 26, 18:57	 <p>OC San's Video Contest is now open for HIGH SCHOOL AND COLLEGE SUDENTS. Submit your videa to win a cash prize! Visit <a href="https://ocsan.gov/video">ocsan.gov/video</a> for full details.</p>	6.96%	503	3	1
 <b>Orange County Sanitation District</b> Jan 25, 00:29	 <p>Dive into the fascinating world of wastewater with OC San's Wastewater 101 - Citizens Academy! Registration is now open at <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a> to join us and gain insights into our vital operations and environmental initiatives. 🌍...</p>	6.86%	1,049	32	4
 <b>Orange County Sanitation District</b> Jan 12, 16:16	 <p>There are multiple career openings currently available at OC San! Visit <a href="https://ocsan.gov/jobs">OCSan.gov/jobs</a> to learn more about each position and apply today!</p>	8.89%	1,046	21	2
 <b>Orange County Sanitation District</b> Jan 09, 18:47	 <p>🎉 Celebrating 70 years of dedication and growth! 🌊 Since our official operations on June 9, 1954, OC San has evolved into more than just a wastewater treatment plant, now serving 2.6 million people. Stay tuned for...</p>	4.97%	1,811	55	2
 <b>Orange County Sanitation District</b> Jan 02, 19:15	 <p>Have you wondered how OC San evaluates our assets and their condition? This is all accomplished and laid out in the new 2023 Asset Management Plan. To learn more and to view the report, visit <a href="https://ocsan.gov">ocsan.gov</a></p>	6.05%	1,223	23	3



Media News Articles- January 2024

Article	Date	Source	Link
Groundwater system wins national award	1/18/2024	CA Water News Daily	<a href="https://californiawaternewsdaily.com/industry/groundwater-system-wins-national-award/">https://californiawaternewsdaily.com/industry/groundwater-system-wins-national-award/</a>
FV Mayor's Breakfast	1/18/2024	Utube	<a href="https://www.youtube.com/watch?v=kF2IjbzB5kU">https://www.youtube.com/watch?v=kF2IjbzB5kU</a>
Huntington Beach residents in battle with O.C. Sanitation District over easement	1/20/2024	Daily Pilot	<a href="https://www.ocsan.gov/home/showdocument?id=34401&amp;t=638416779755378992">https://www.ocsan.gov/home/showdocument?id=34401&amp;t=638416779755378992</a>
Swimming pools approved long ago are in jeopardy in one O.C. neighborhood	1/24/2024	Daily Pilot/LA Times	<a href="https://www.ocsan.gov/home/showdocument?id=34403&amp;t=638416866924688996">https://www.ocsan.gov/home/showdocument?id=34403&amp;t=638416866924688996</a>
LOCAL NEWS Huntington Beach residents may lose access to parts of their property thanks to an old sewer line	1/26/2024	CBS News	<a href="https://www.cbsnews.com/losangeles/news/huntington-beach-residents-may-lose-access-to-parts-of-their-property-thanks-to-an-old-sewer-line/">https://www.cbsnews.com/losangeles/news/huntington-beach-residents-may-lose-access-to-parts-of-their-property-thanks-to-an-old-sewer-line/</a>
Old sewer line causes property problems for Huntington Beach homeowners	1/26/2024	KCal News	<a href="https://www.youtube.com/watch?v=-gptkw6Pl60">https://www.youtube.com/watch?v=-gptkw6Pl60</a>