

Outreach and Media Summary



December 2023

OC San Public Affairs Office

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Outreach Report December 2023


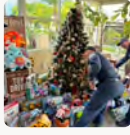




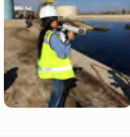

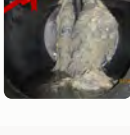
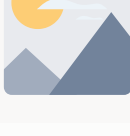

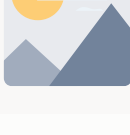
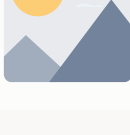

Date	Tours	Attendees	Tour Guide
12/4/23	Edison High School	40	Jacob Dalgoff/ Pegah Behravan
12/9/23	Bassett Adult School	9	Shabbir Basrai
12/12//23	New Employee Tour	18	Tom Meregillano
12/28/23	Resident Tour	5	Cortney Light
Date	Speaking Engagements/Events	Attendees	Presenter
12/7/23	Huntington Beach Water/Wastewater Workshop		
12/20/23	Anaheim Elementary School Class Presentation	15	Mohaab Abodia
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	VVP Plan	216	
Board Member Talking Points	One	50	
Website Posts	4 posts	3.8 k views	Website
Facebook	14 posts	2.9 k reached	Social Media
Twitter	9 tweets	638 reached	Social Media
Instagram	23 posts	4.6 k reached	Social Media
LinkedIn	2 posts	2 k reached	Social Media

Post performance - Facebook Pages

Data from 01 Dec, 2023 to 31 Dec, 2023

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Orange County Sanitation District Dec 31, 16:02	 (Post with no description)	3.48%	115	115
Orange County Sanitation District Dec 29, 19:55	 One last #FlashbackFriday before the year ends. Christmas is still fresh in our minds so we want to thank Fountain Valley Firefighters Association for being our partners for Spark of Love. And a huge THANK YOU to our team for donating so...	15.25%	241	236
Orange County Sanitation District Dec 27, 19:37	 #WastewaterWordWednesday. Trickling filter: A biological secondary treatment process where bacteria and other microorganisms grow as slime on the surface of rocks or plastic media and consume nutrients in the wastewater as it trickle...	9.17%	124	120
Orange County Sanitation District Dec 21, 03:01	 OC San is currently experiencing a lot of water from this storm. During heavy rains, and in the hours immediately following, the sewer lines carry significantly higher levels of water to the treatment plants due to the inflow and infiltration ...	3.36%	351	327
Orange County Sanitation District Dec 19, 21:51	 It's safe to say that receiving the STAR certification from Cal/OSHA for the Volunteer Protection Program was a lengthy but very worthwhile process! Flags up for this recognition that is all thanks to our team. Visit ocsan.gov to read the...	12.81%	218	203
Orange County Sanitation District Dec 15, 23:34	 When the wipes say "flushable" on them... #The3Ps #PeePoopPaper #Dontclogthethrone	12.35%	184	170
Orange County Sanitation District Dec 13, 14:03	 Biosolids and our biosolids team in action! The remaining solids from our wastewater treatment process gets turned into biosolids that are then used for farming non-edible crops. #BiosolidsTeam #OCSanCareers #JobsInWastewater	9.29%	238	226
Orange County Sanitation District Dec 11, 21:34	 The OC San Administration Committee meeting will be held on Wednesday, Dec. 13 at 5 p.m. and the Steering Committee Meeting (5 p.m.) and Board of Directors Meeting (6 p.m.) will be held on Thursday, Dec. 14. Click here to vie...	1.79%	63	56
Orange County Sanitation District Dec 10, 17:10	 🎁 Give the gift of a clog-free home this season! Remember, when you're at home or someone else's house celebrating, you should only put pee, poop, and (toilet paper down the drain...you could save them from the surprise of a...	7.59%	707	646
Orange County Sanitation District Dec 08, 23:30	 The Administration Committee Meeting is happening next week on Wednesday, Nov. 13 at 5 p.m. Click here to view the agenda:	1.92%	65	52
Orange County Sanitation District Dec 08, 16:42	 Welding was done at Plant No. 1 in Fountain Valley back in the mid-1950's. There is a large variety of careers at OC San, then and now. Visit ocsan.gov/job to view open positions. #FlashbackFriday	13.33%	343	315
Orange County Sanitation District Dec 06, 18:55	 The General Legal Services Ad Hoc Committee Meeting is on Thursday, Dec. 14 at 3:30 p.m. Click here to view the agenda:	0%	47	40
Orange County Sanitation District Dec 04, 22:17	 This Wednesday, Oct. 6, OC San will be having the Operations Committee Meeting (5 p.m.). Click here to view the agenda:	2.33%	49	43
Orange County Sanitation District Dec 02, 21:40	 OC San is looking for experts in their fields to join our team. Apply at ocsan.gov/jobs	5.17%	360	329

Post performance - Twitter

Data from 01 Dec, 2023 to 31 Dec, 2023

Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Dec 29, 19:55	One last #FlashbackFriday before the year ends. Christmas is still fresh in our minds so we want to thank @FountainValleyFirefighters for being our partners for Spark of Love. And a huge THANK YOU to our team for donating so many...	1.1%	2	182
@OCSanDistrict Dec 27, 19:38	#WastewaterWordWednesday. Trickling filter: A biological secondary treatment process where bacteria and other microorganisms grow as slime on the surface of rocks or plastic media and consume nutrients in the wastewater as it trickle...	7.5%	3	40
@OCSanDistrict Dec 21, 03:00	OC San is experiencing higher peak flows into the plant due to this recent storm. We are asking residents to please defer using water-using chores until after the storm has passed. Thank you for your cooperation. https://twitter.com/ocsan ...	7.55%	4	53
@OCSanDistrict Dec 19, 21:51	It's safe to say that receiving the STAR certification from Cal/OSHA for the Volunteer Protection Program was a lengthy but very worthwhile process! Flags up for this recognition that is all thanks to our team. Visit http://ocsan.gov to re...	3.85%	2	52
@OCSanDistrict Dec 15, 23:34	When the wipes say "flushable" on them... #The3Ps #PeePoopPaper #Dontlogthethrone https://twitter.com/OCSanDistrict/status/1735805458177261672/photo/1	4.84%	3	62
@OCSanDistrict Dec 13, 14:01	Biosolids and our biosolids team in action! The remaining solids from our wastewater treatment process gets turned into biosolids that are then used for farming non-edible crops. #BiosolidsTeam #OCSanCareers #JobsInWastewat...	5.26%	3	57
@OCSanDistrict Dec 10, 17:10	🎁 Give the gift of a clog-free home this season! Remember, when you're at home or someone else's house celebrating, you should only put pee, poop, and (toilet paper down the drain...you could save them from the surprise of a...	5.08%	3	59
@OCSanDistrict Dec 08, 16:42	Welding was done at Plant No. 1 in Fountain Valley back in the mid-1950's. There is a large variety of careers at OC San, then and now. Visit http://ocsan.gov/job to view open positions. #FlashbackFriday https://twitter.com/OCSanDis...	8.62%	5	58
@OCSanDistrict Dec 02, 21:42	OC San is looking for experts in their field to join our team. Visit http://ocsan.gov/jobs to apply now! https://twitter.com/OCSanDistrict/status/1731066268621681118/photo/1	2.67%	2	75

Post performance - Instagram Business

Data from 01 Dec, 2023 to 31 Dec, 2023

Sources


ocsandistrict





DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Dec 29, 19:56	One last #FlashbackFriday before the year ends. Christmas is still fresh in our minds so we want to thank @FountainValleyFirefighters for being our partners for Spark of Love. And a huge THANK YOU to our team for donating so many...	13.85%	282	25	231
ocsandistrict Dec 27, 19:38	#WastewaterWordWednesday. Trickling filter: A biological secondary treatment process where bacteria and other microorganisms grow as slime on the surface of rocks or plastic media and consume nutrients in the wastewater as it trickle...	5.98%	0	18	301
ocsandistrict Dec 27, 19:36	(No description)	0%	132	0	131
ocsandistrict Dec 25, 19:59	(No description)	0%	97	0	97
ocsandistrict Dec 22, 21:28	Listen to the Elf or he'll tell Santa 🧝	0%	120	0	118
ocsandistrict Dec 21, 03:00	OC San is experiencing higher peak flows into the plant due to this recent storm. We are asking residents to please defer using water-using chores until after the storm has passed. Thank you for your cooperation.	4.17%	0	9	216
ocsandistrict Dec 19, 21:51	It's safe to say that receiving the STAR certification from Cal/OSHA for the Volunteer Protection Program was a lengthy but very worthwhile process! Flags up for this recognition that is all thanks to our team. Visit ocsan.gov to read the...	7.08%	257	15	240
ocsandistrict Dec 15, 23:34	When the wipes say "flushable" on them... #The3Ps #PeePoopPaper #Dontlogthethrone	2.79%	193	3	179
ocsandistrict Dec 13, 23:40	(No description)	0%	120	0	120
ocsandistrict Dec 13, 23:38	Load up the 🚒 @fountainvalleyfirefighters	0%	122	0	121
ocsandistrict Dec 13, 23:37	Spark of Love with @fountainvalleyfirefighters	0%	125	0	122
ocsandistrict Dec 13, 23:36	And then we took it a step further and invited @fountainvalleyfirefighters	0%	124	0	123
ocsandistrict Dec 13, 23:34	We did a thing 🎁	0%	132	0	131
ocsandistrict Dec 13, 17:56	Idk about you, but we can't wait for the new building to be completed. Look at those lines!	0%	142	0	139
ocsandistrict Dec 13, 17:54	(No description)	0%	158	0	154
ocsandistrict Dec 13, 14:03	Biosolids and our biosolids team in action! The remaining solids from our wastewater treatment process gets turned into biosolids that are then used for farming non-edible crops. #BiosolidsTeam #OCSanCareers #JobsInWastewater	6.81%	315	16	279
ocsandistrict Dec 10, 17:10	🎁 Give the gift of a clog-free home this season! Remember, when you're at home or someone else's house celebrating, you should only put pee, poop, and (toilet paper down the drain...you could save them from the surprise of a...	6.29%	527	25	493
ocsandistrict Dec 08, 16:42	Welding was done at Plant No. 1 in Fountain Valley back in the mid-1950's. There is a large variety of careers at OC San, then and now. Visit ocsan.gov/job to view open positions. #FlashbackFriday	6.84%	290	18	263
ocsandistrict Dec 07, 21:53	Deck the halls with some Division Stockings!	0%	161	0	159
ocsandistrict Dec 07, 21:44	Get your feast on. Thanks for all our OC San server volunteers	0%	172	0	170
ocsandistrict Dec 07, 21:41	(No description)	0%	186	0	183
ocsandistrict Dec 07, 21:40	The Holidays at OC San	0%	190	0	186
ocsandistrict Dec 02, 21:40	OC San is looking for experts in their fields to join our team. Apply at ocsan.gov/jobs	6.05%	450	23	413

Post performance - LinkedIn Pages

Data from 01 Dec, 2023 to 31 Dec, 2023

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Dec 19, 21:51	 <p>It's safe to say that receiving the STAR certification from Cal/OSHA for the Volunteer Protection Program was a lengthy but very worthwhile process! Flags up for this recognition that is all thanks to our team. Visit ocsan.gov to read the...</p>	9.17%	600	18	3
 Orange County Sanitation District Dec 13, 14:03	 <p>Biosolids and our biosolids team in action! The remaining solids from our wastewater treatment process gets turned into biosolids that are then used for farming non-edible crops. #BiosolidsTeam #OCSanCareers #JobsInWastewater</p>	6.38%	1,411	42	1

Media Articles for December 2023

Article	Date	Source	Link
From flush to faucet: More places look to turn sewage into tap water	12/16/2023	Oregon Capital Chronicle	https://oregoncapitalchronicle.com/2023/12/16/from-flush-to-faucet-more-places-look-to-turn-sewage-into-tap-water/
STAR Status for OC San	12/18/2023	OC San Press Release	https://www.ocsan.gov/home/showpublisheddocument/34341/638385766867702233
California approves rules that turn sewage into drinking water	12/18/2023	Cal Matters	https://calmatters.org/environment/2023/12/california-rules-turn-sewage-into-drinking-water/
How Soon Will Southern Californians Be Using Water That's Gone From Toilet To Tap?	12/19/2023	Laist	https://laist.com/news/climate-environment/toilet-to-tap-water-southern-california-timeline
Stretch of Laguna Beach coast closed due to sewage spill (not OC San related)	12/23/2023	OC Register	https://www.oregionregister.com/2023/12/23/stretch-of-laguna-beach-coast-closed-due-to-sewage-spill/
2023: The Year of Orange County Water Woes	12/26/2023	OC Voice	https://voiceofoc.org/2023/12/2023-the-year-of-orange-county-water-woes/