

# Outreach and Media Summary



**July 2023**

OC San Public Affairs Office

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# Outreach Report July 2023

Date	Tours	Attendees	Tour Guide
7/14/23	Eric Larsh and Contractor Tom Howard	2	Rob Thompson
7/17/23	Alternate Director Bui and guests	7	Rob Thompson
7/18/23	Purchasing and Accounting Group Tour	26	Dickie Fernandez
7/20/23	Costa Mesa Sanitary District Staff Tour	6	Jacob Dalgoff
7/20/23	City of Anaheim Staff Tour	12	Andrew Brown/ Dickie Fernandez
7/22/23	Resident Tour	3	Eddie Baker
7/25/23	Cal State Long Beach Nursing Group	25	Cortney Light
7/26/23	Cal State Long Beach Nursing Group	16	Tom Meregillano
7/27/23	New Employee Tour	20	Rob Thompson/ Jennifer Cabral
Date	Speaking Engagements/Events	Attendees	Presenter
7/20/23	Asian American Architects and Engineers	80	Eros Yong
7/20/23	Society of Military Engineers' OC and LA Small Business Forum on Capital Improvement Program	140	Mike Dorman
7/26/23	Huntington Beach Southeast Area Council Committee Meeting	20	Kelly Newell
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update	150	2 website posts/ 1 text alerts
Fountain Valley	Headquarters Building – bridge installation	500	1 website post
Los Alamitos/ Seal Beach	Los Alamitos Sewer - project update	1200	2 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 – budget approval	216	
Board Member Talking Points	One	50	
Website Posts	9 posts	2.3k views	Website
Facebook	18 posts	2.9k reached	Social Media

Twitter	16 tweets	1k reached	Social Media
Instagram	39 posts	6.7k reached	Social Media
LinkedIn	8 posts	5.6k reached	Social Media

## Post performance - Facebook Pages

Data from 01 Jul, 2023 to 31 Jul, 2023

### Sources

Orange County Sanitation District

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Jul 31, 14:06	PLUMBER: That'll be \$1300 to unclog your pipes because of all the wipes stuck in there. ENOUGH is ENOUGH! Stop flushing "flushable" wipes and flushing your money down the drain. #What2Flush #ThreePs	6.53%	215	199
Jul 29, 17:50	Protecting our beaches is preserving nature's beauty. Join the movement for a cleaner, greener future! #ProtectOurCoastline #CleanBeaches	3.39%	63	59
Jul 27, 16:01	Flush responsibly for a cleaner future: a message from OC San	5.88%	114	102
Jul 26, 20:38	Don't miss out, the OC San Steering Committee (5 p.m.) and Board Meetings (6 p.m.) are happening today. Click here to view the agenda:	4.35%	47	46
Jul 26, 19:21	OC San has switched to a new subscription system! Stay up to date on all the happenings at OC San. We are now using GovDelivery to send emails from an ocsanwebmaster account. To sign up visit, <a href="https://ocsan.gov">ocsan.gov</a> and submit your email in...	8.7%	48	46
Jul 23, 15:30	The Guides are back in town. JK, we never left, BUT the OC San IN PERSON TOURS ARE BACK! Visit <a href="https://ocsan.gov/tours">ocsan.gov/tours</a> to sign up for our next one. #OCSanTours #WastewaterTour	9.02%	266	255
Jul 21, 17:30	It's getting hot in here - in the Digesters! Our digesters are heated to about 98 degrees because the good anaerobic bacteria need heat. #TheMoreYouKnow #Biosolids	8.64%	256	243
Jul 21, 16:02	Ellis Avenue Detour Alert in Fountain Valley City Hall Please take note that a detour on Ellis Avenue will be in place starting as early as Friday, July 21 at 9 p.m. through Sunday, July 23 at 5 p.m. Ellis Avenue will be closed between...	5.42%	247	240
Jul 19, 18:00	Strap me in, coach! Safety is always the priority when working with OC San. Check out some of the work being done at our facility.	12.69%	331	331
Jul 17, 20:00	The Latest and Greatest is out. The summer issue of the OC San Connection Newsletter is available at <a href="https://ocsan.gov/newsletter">ocsan.gov/newsletter</a>	4.84%	68	62
Jul 17, 17:06	The Latest and Greatest is out. The summer issue of the OC San Connection Newsletter is available at <a href="https://ocsan.gov/newsletter">ocsan.gov/newsletter</a>	8.62%	65	58
Jul 14, 16:01	Wastewater, but making it look good! OC San was awarded two In-House Graphic Design Awards from Graphic Design USA this year for our street banners and CIP Report.	8.95%	205	190
Jul 12, 16:44	Check out the latest OC San career opportunities. If you don't see something you qualify for, submit a job interest form to be notified when something else becomes available. #CareersInWastewater #OCSanCareer	7.59%	508	461
Jul 10, 23:12	The OC San Administration Committee Meeting is happening this Wednesday, July 12 @5 p.m. Click here to view the agenda:	3.39%	72	59
Jul 10, 23:08	The GFOA of the US & Canada recognized us once again for our Annual Comprehensive Financial Report. Join in celebrating by giving us a like!	9.23%	211	195
Jul 05, 15:35	The Operations Committee Meeting is happening today at 5 p.m. Click here to view the agenda:	2.11%	104	95
Jul 03, 20:03	Check out our spiffy new look! 🚗 Our OC San Tour Bus is ready to hit the roads! 📺 Get a sneak peek of this amazing transformation in this time lapse video - a fresh start for fun, in-person tours! 📍 visit <a href="https://ocsan.gov/tours">ocsan.gov/tours</a> for more info....	7.49%	203	187
Jul 01, 18:00	Happy #FlushSmartDay! 🧼🚰 Our friends at the Responsible Flushing Alliance know the importance of practicing smart flushing habits to protect your local wastewater systems. Always take a quick look for the "Do Not Flush"...	3.95%	86	76

# Post performance - Twitter

Data from 01 Jul, 2023 to 31 Jul, 2023

## Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Jul 31, 14:03	PLUMBER: That'll be \$1300 to unclog your pipes because of all the wipes stuck in there. ENOUGH is ENOUGH! Stop flushing "flushable" wipes and flushing your money down the drain. #What2Flush #ThreePs" <a href="https://twitter.com/OCSanDis...">https://twitter.com/OCSanDis...</a>	6.73%	7	104
@OCSanDistrict Jul 29, 17:50	Protecting our beaches is preserving nature's beauty. Join the movement for a cleaner, greener future! #ProtectOurCoastline #CleanBeaches <a href="https://twitter.com/OCSanDistrict/status/1685346988982726656/photo/1">https://twitter.com/OCSanDistrict/status/1685346988982726656/photo/1</a>	0%	0	51
@OCSanDistrict Jul 27, 16:03	Flush responsibly for a cleaner future: a message from OC San <a href="https://twitter.com/OCSanDistrict/status/1684595383765196800/photo/1">https://twitter.com/OCSanDistrict/status/1684595383765196800/photo/1</a>	9.46%	7	74
@OCSanDistrict Jul 26, 19:21	OC San has switched to a new subscription system! Stay up to date on all the happenings at OC San. We are now using GovDelivery to send emails from an ocsanwebmaster account. To sign up visit, <a href="http://ocsan.gov">http://ocsan.gov</a> and submit your email in the pop-up box at the bottom.	2.22%	1	45
@OCSanDistrict Jul 23, 15:30	The Guides are back in town. Jk, we never left, BUT the OC San IN PERSON TOURS ARE BACK! Visit <a href="http://ocsan.gov/tours">http://ocsan.gov/tours</a> to sign up for our next one. #OCSanTours #WastewaterTour <a href="https://twitter.com/OCSanDistrict/status/168...">https://twitter.com/OCSanDistrict/status/168...</a>	5.3%	7	132
@OCSanDistrict Jul 21, 17:30	It's getting hot in here - in the Digesters! Our digesters are heated to about 98 degrees because the good anaerobic bacteria need heat. #TheMoreYouKnow #Biosolids <a href="https://twitter.com/OCSanDistrict/status/1682442946820308992/...">https://twitter.com/OCSanDistrict/status/1682442946820308992/...</a>	4.06%	5	123
@OCSanDistrict Jul 21, 16:12	Detour in Fountain Valley! Detour on Ellis Avenue starting as early as Fri 7/21 at 9 p.m. to Sun 7/23 at 5 p.m. Ellis Avenue closed between Bandilier Circle and Pacific Street for pedestrian bridge installation. More info at <a href="http://www.ocsan.gov">http://www.ocsan.gov</a>	0%	0	30
@OCSanDistrict Jul 19, 18:02	Strap me in, coach! Safety is always the priority when working with OC San. Check out some of the work being done at our facility. <a href="https://twitter.com/OCSanDistrict/status/1681726321095786498/photo/1">https://twitter.com/OCSanDistrict/status/1681726321095786498/photo/1</a>	5.33%	4	75
@OCSanDistrict Jul 17, 20:02	The Latest and Greatest is out. The summer issue of the OC San Connection Newsletter is available at <a href="http://ocsan.gov/newsletter">http://ocsan.gov/newsletter</a> <a href="https://twitter.com/OCSanDistrict/status/1681031619195412483/photo/1">https://twitter.com/OCSanDistrict/status/1681031619195412483/photo/1</a>	2.56%	1	39
@OCSanDistrict Jul 17, 17:05	The Latest and Greatest is out. The summer issue of the OC San Connection Newsletter is available at <a href="http://ocsan.gov/newsletter">http://ocsan.gov/newsletter</a> <a href="https://twitter.com/OCSanDistrict/status/1680987032124813314/photo/1">https://twitter.com/OCSanDistrict/status/1680987032124813314/photo/1</a>	2.86%	1	35
@OCSanDistrict Jul 14, 16:03	Wastewater, but making it look good! OC San was awarded two In-House Graphic Design Awards from Graphic Design USA this year for our street banners and CIP Report. <a href="https://twitter.com/OCSanDistrict/status/1679884304036290...">https://twitter.com/OCSanDistrict/status/1679884304036290...</a>	3.51%	2	57
@OCSanDistrict Jul 12, 16:44	Check out the latest OC San career opportunities. If you don't see something you qualify for, submit a job interest form to be notified when something else becomes available. #CareersInWastewater #OCSanCareer <a href="https://twitter.com/OCSanDistrict/status/1679884304036290...">https://twitter.com/OCSanDistrict/status/1679884304036290...</a>	2.13%	1	47
@OCSanDistrict Jul 10, 23:08	The @GFOA recognized us once again for our Annual Comprehensive Financial Report. Join in celebrating by giving us a like! <a href="https://twitter.com/OCSanDistrict/status/1678541853648453632/photo/1">https://twitter.com/OCSanDistrict/status/1678541853648453632/photo/1</a>	4.55%	3	66
@OCSanDistrict Jul 03, 20:00	Check out our spiffy new look! 🚗 Our OC San Tour Bus is ready to hit the roads! 📺 Get a sneak peek of this amazing transformation in this time lapse video – a fresh start for fun, in-person tours! 📍 visit <a href="http://ocsan.gov/tours">http://ocsan.gov/tours</a> for more info...	7.04%	5	71
@OCSanDistrict Jul 01, 18:01	Thanks to the "Do Not Flush" symbol, there's no more guess work when disposing of wipes! Always look for the symbol on wipes packaging to avoid clogs. #FlushSmartDay Visit the Responsible Flushing Alliance (@FlushSmart) to learn more! <a href="https://flushsmart.org/">https://flushsmart.org/</a>	10.53%	8	76
@OCSanDistrict Jul 01, 15:51	Congratulations, looking forward to the next 90 years of success and achievements. <a href="https://twitter.com/ocwdwaternews/status/1674840920364130304">https://twitter.com/ocwdwaternews/status/1674840920364130304</a>	5.88%	3	51

## Post performance - Instagram Business

Data from 01 Jul, 2023 to 31 Jul, 2023

### Sources

ocsandistrict

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
Jul 31, 14:01	PLUMBER: That'll be \$1300 to unclog your pipes because of all the wipes stuck in there. ENOUGH IS ENOUGH! Stop flushing "flushable" wipes and flushing your money down the drain. #What2Flush #ThreePs*	5.26%	259	10	228
Jul 29, 17:50	Protecting our beaches is preserving nature's beauty. Join the movement for a cleaner, greener future! #ProtectOurCoastline #CleanBeaches	5.81%	175	8	155
Jul 27, 16:01	Flush responsibly for a cleaner future: a message from OC San	9.76%	348	30	328
Jul 26, 16:20	Bridge under construction	0%	112	0	111
Jul 26, 16:09	(No description)	0%	114	0	113
Jul 26, 15:58	(No description)	0%	116	0	115
Jul 26, 15:53	(No description)	0%	118	0	117
Jul 26, 15:52	Nobody was harmed while walking up the stairs.	0%	120	0	119
Jul 26, 15:49	Plumbing work in progress	0%	121	0	120
Jul 26, 15:48	(No description)	0%	122	0	121
Jul 26, 15:47	Headquarters Building Tour	0%	123	0	122
Jul 26, 15:31	It's all about the angles	0%	130	0	129
Jul 26, 15:30	(No description)	0%	132	0	129
Jul 26, 15:30	(No description)	0%	146	0	143
Jul 25, 21:29	Don't be a goofy Hoover flushing just anything down the toilet. #What2Flush #3Ps Only pee, poop and toilet paper should be flushed.	0%	148	0	145
Jul 25, 17:57	Star talent 🌟 Some of our employees volunteer to be tour guides at our facility. Thank you for your dedication to OC San!!	0%	165	0	161
Jul 23, 15:30	The Guides are back in town. Jk, we never left, BUT the OC San IN PERSON TOURS ARE BACK! Visit <a href="https://ocsan.gov/tours">ocsan.gov/tours</a> to sign up for our next one. #OCSanTours #WastewaterTour	10.71%	287	21	252
Jul 21, 17:30	It's getting hot in here - in the Digesters! Our digesters are heated to about 98 degrees because the good anaerobic bacteria need heat. #TheMoreYouKnow #Bio solids	8.74%	302	23	286
Jul 21, 16:02	Ellis Avenue Detour Alert in Fountain Valley! Please take note that a detour on Ellis Avenue will be in place starting as early as Friday, July 21 at 9 p.m. through Sunday, July 23 at 5 p.m. Ellis Avenue will be closed between Bandfiller Cret...	2.54%	423	8	393
Jul 19, 21:21	Congrats Roy! He would be our pick for the PICK award too! #OCSanTeam	0%	161	0	157
Jul 19, 18:02	Strap me in, coach! Safety is always the priority when working with OC San. Check out some of the work being done at our facility.	12.33%	300	27	227
Jul 18, 23:38	(No description)	0%	117	0	117
Jul 18, 23:28	(No description)	0%	113	0	113
Jul 18, 23:28	(No description)	0%	115	0	115
Jul 18, 23:27	(No description)	0%	121	0	119
Jul 18, 23:17	(No description)	0%	127	0	127
Jul 18, 22:59	(No description)	0%	158	0	157
Jul 17, 20:00	The Latest and Greatest is out. The summer issue of the OC San Connection Newsletter is available at <a href="https://ocsan.gov/newsletter">ocsan.gov/newsletter</a>	0%	96	1	90
Jul 17, 18:39	(No description)	0%	209	0	204
Jul 17, 17:05	The Latest and Greatest is out. The summer issue of the OC San Connection Newsletter is available at <a href="https://ocsan.gov/newsletter">ocsan.gov/newsletter</a>	3.11%	181	4	161
Jul 14, 16:01	Wastewater, but making it look good! OC San was awarded two In-House Graphic Design Awards from Graphic Design USA this year for our street banners and CIP Report.	6.88%	177	10	160
Jul 12, 22:10	Our facility is full of surprise guests 🐦	0%	155	0	154
Jul 12, 17:19	(No description)	0%	174	0	170
Jul 12, 16:44	Check out the latest OC San career opportunities. If you don't see something you qualify for, submit a job interest form to be notified when something else becomes available. #CareersInWastewater #OCSanCareer	4.55%	271	11	242
Jul 11, 15:00	Congrats! Star Quality Staff at OC San 🌟	0%	169	0	169
Jul 10, 23:09	The @GFOA recognized us once again for our Annual Comprehensive Financial Report. Join in celebrating by giving us a like!	5.81%	206	10	172
Jul 06, 16:03	🚩🚩 Everyone needs to know this! Maybe take your own tour of our plant? 🏭	0%	180	0	178
Jul 04, 17:37	(No description)	0%	176	0	175
Jul 03, 20:02	Check out our spiffy new look! 🚌 Our OC San Tour Bus is ready to hit the roads! 📸 Get a sneak peek of this amazing transformation in this time lapse video - a fresh start for fun, in-person tours! 📍 visit <a href="https://ocsan.gov/tours">ocsan.gov/tours</a> for more info....	6.92%	476	24	419

## Post performance - LinkedIn Pages

Data from 01 Jul, 2023 to 31 Jul, 2023

### Sources

Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
Orange County Sanitation District Jul 26, 19:21	OC San has switched to a new subscription system! Stay up to date on all the happenings at OC San. We are now using GovDelivery to send emails from an ocsanwebmaster account. To sign up visit, <a href="https://ocsan.gov">ocsan.gov</a> and submit your email in...	2.31%	389	3	0
Orange County Sanitation District Jul 23, 15:30	The Guides are back in town. Jk, we never left, BUT the OC San IN PERSON TOURS ARE BACK! Visit <a href="https://ocsan.gov/tours">ocsan.gov/tours</a> to sign up for our next one. #OCSanTours #WastewaterTour	5.71%	1,524	38	0
Orange County Sanitation District Jul 17, 20:00	The Latest and Greatest is out. The summer issue of the OC San Connection Newsletter is available at <a href="https://ocsan.gov/newsletter">ocsan.gov/newsletter</a>	4.23%	568	4	2
Orange County Sanitation District Jul 17, 17:06	The Latest and Greatest is out. The summer issue of the OC San Connection Newsletter is available at <a href="https://ocsan.gov/newsletter">ocsan.gov/newsletter</a>	2.55%	392	4	0
Orange County Sanitation District Jul 14, 16:01	Wastewater, but making it look good! OC San was awarded two In-House Graphic Design Awards from Graphic Design USA this year for our street banners and CIP Report.	6.02%	997	28	1
Orange County Sanitation District Jul 12, 17:40	(No description)	4.5%	889	19	0
Orange County Sanitation District Jul 12, 16:44	Check out the latest OC San career opportunities. If you don't see something you qualify for, submit a job interest form to be notified when something else becomes available. #CareersInWastewater #OCSanCareer	3.95%	506	10	1
Orange County Sanitation District Jul 10, 23:08	The Government Finance Officers Association \((GFOA)\) recognized us once again for our Annual Comprehensive Financial Report. Join in celebrating by giving us a like!	2.3%	391	8	0



## Media Articles

Article	Date	Source	Link
'Frankenstein Chemicals' Are Even Worse Than 'Forever Chemicals'	7/5/2023	Bloomberg.com	<a href="https://www.bloomberg.com/opinion/articles/2023-07-05/pfas-are-bad-but-other-water-polluting-chemicals-are-even-worse">https://www.bloomberg.com/opinion/articles/2023-07-05/pfas-are-bad-but-other-water-polluting-chemicals-are-even-worse</a>
Forever no more: New tech 'annihilates' toxic PFAS chemicals	7/14/2023	Mlive.com	<a href="https://www.mlive.com/public-interest/2023/07/forever-no-more-new-tech-annihilates-toxic-pfas-chemicals.html">https://www.mlive.com/public-interest/2023/07/forever-no-more-new-tech-annihilates-toxic-pfas-chemicals.html</a>
How Orange County Sanitation District embraced technology to modernize processes and save staff time	7/17/2021	Granicus	<a href="https://granicus.com/success-stories/how-orange-county-sanitation-district-embraced-technology-to-modernize-processes-and-save-staff-time/">https://granicus.com/success-stories/how-orange-county-sanitation-district-embraced-technology-to-modernize-processes-and-save-staff-time/</a>
SoCal Water Recycling Program Gets \$80M From State	7/19/2023	My News LA	<a href="https://mynews1a.com/government/2023/07/19/socal-water-recycling-program-gets-80m-from-state/">https://mynews1a.com/government/2023/07/19/socal-water-recycling-program-gets-80m-from-state/</a>
Sewage Spill Shuts Down South OC Beach Monday	7/31/2023	OC Patch	<a href="https://patch.com/california/newportbeach/sewage-spill-shuts-down-south-oc-beach-monday">https://patch.com/california/newportbeach/sewage-spill-shuts-down-south-oc-beach-monday</a>