

Outreach and Media Summary



November 2023

OC San Public Affairs Office

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Outreach Report November 2023

Date	Tours	Attendees	Tour Guide
11/2/23	HDR/LA San Tour of Dewatering	25	Dickie Fernandez, Brian Waite, Tom Lam
11/7/23	OC Health Care	28	Dickie Fernandez/ Lab Staff
11/14//23	Orange Coast College	25	Yiping Cao
11/16/23	Valley High School	26	Eric Halverson
Date	Speaking Engagements/Events	Attendees	Presenter
11/3/23	Water Authority Coalition of Orange County presentation on Supercritical Water Oxidation	50	Rob Thompson
11/7/23	WateReuse Conference	75	Lan Wiborg
11/8/23	Construction Network Event at Long Beach Yacht Club	200	Adam Nazaroff/ Brad Moore/ Raul Cuellar
11/8/23	UCI Career Fair	70	Sergio Gonzalez/ Adam Montoya/ Lourdes Luna/ Aleks Glinka
11/14/23	California Special District Association Webinar – Board Member Orientation	100	Tina Knapp
11/29/23	California Water Environmental Agency Seminar	150	Rob Thompson
11/30/23	Hyperion Wastewater Treatment Plant	25	Rob Thompson
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update		1 website post
Los Alamitos/ Seal Beach	Los Alamitos Sewer - project update		1 website post
Costa Mesa	Costa Mesa Sewer project – start of construction notice	2600	1 website post/ 1 text alert
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One – Strategic Plan Adopted	216	
Board Member Talking Points	One	50	
Website Posts	5 posts	1.1k views	Website
Facebook	16 posts	2.3k reached	Social Media

Twitter	13 tweets	1,2 k reached	Social Media
Instagram	22 posts	3.7 k reached	Social Media
LinkedIn	7 posts	5.2k reached	Social Media

Post performance - Facebook Pages

Data from 01 Nov, 2023 to 30 Nov, 2023

Sources

Orange County Sanitation District

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Nov 29, 14:04	The Wastewater Word of the Day is Air Scrubbers.	12.5%	32	32
Nov 27, 16:03	Over the hills and far away, the sun is rising over OC San today. #HappyMonday #WastewaterViews	10.17%	238	236
Nov 25, 20:00	Stuffed? We mean ... stuffing, along with leftovers food scraps belong in the trash and not down the food waste disposal. Keep your pipes lean and clean by taking care of them properly. #FOG	5.94%	204	202
Nov 23, 17:03	#HappyThanksgiving from the OC San team. We are thankful for all of you and your continued support.	18.09%	98	94
Nov 21, 19:02	We are grateful to be recognized as a forward thinking agency. Thank you to Water Environment Federation (WEF) for the honor this year.	8.89%	139	135
Nov 19, 19:02	Happy #WorldToiletDay! 🚰 We are committed to #AcceleratingChange for a cleaner future. That is why we are always looking to improve our processes. Every flush is a step toward progress! Visit ocsan.gov under press releases to...	2.3%	89	87
Nov 17, 17:03	We see you 🌟 Garden Grove City Hall repping that What 2 Flush sticker proudly. Thanks for helping spread the word on only flushing pee, poop and toilet paper. If your city reps What 2 Flush, drop a pic in our DMs!	8.44%	231	225
Nov 15, 17:45	Happy America Recycles Day! At OC San, we're proud to partner with Orange County Water District to lead the way in wastewater recycling through the Groundwater Replenishment System. 🌱 Let's celebrate sustainable...	10.97%	161	155
Nov 14, 00:05	Don't forget to join us this week for the Steering Committee Meeting on Wednesday, November 15 at 5 p.m. and the Board of Directors Meeting at 6 p.m. Click here to view the agenda:	1.3%	83	77
Nov 11, 21:02	Today, we salute our heroes in uniform! 🇺🇸 On #VeteransDay, we honor the brave men and women, especially those at OC San, for your dedication, discipline, and sacrifice, which inspire us every day. Thank you for your servic...	13.46%	117	104
Nov 08, 15:04	And other duties as assigned... OC San General Manager Rob Thompson is not just the boss, he is the face of the agency. He proudly tells anybody who will stop to listen how great OC San is. Learn about our agency too by visiting visit...	19.39%	272	263
Nov 06, 17:03	Ever wondered how we get around our facility? Carts! We have around 150 carts that help us get around both of our 100 acre plants in Fountain Valley and Huntington Beach.	8.65%	314	312
Nov 04, 21:30	Forget the rest, flush the best! Stick to the 3Ps - Pee, Poop, and Toilet Paper - and keep our pipes and yours flowing smoothly. 🚰 #WastewaterWisdom	3.2%	138	125
Nov 02, 16:03	#ThrowbackThursday - Some things have changed, and some have not since the 1940s. OC San construction continues, but the safety measures we have in place have drastically changed since then.	7.37%	200	190
Nov 01, 21:36	Check it out! Free compost from our friends over @ocwaste	2.04%	53	49
Nov 01, 15:39	The OC San Administration Committee Meeting is scheduled for next week, Wednesday Nov. 9 at 5 p.m. Click here to view the agenda:	4.92%	67	61

Post performance - Twitter

Data from 01 Nov, 2023 to 30 Nov, 2023

Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Nov 29, 14:01	The Wastewater Word of the Day is Air Scrubbers. https://twitter.com/OCSanDistrict/status/1729863258281070899/video/1	6.38%	3	47
@OCSanDistrict Nov 27, 16:00	Over the hills and far away, the sun is rising over OC San today. #HappyMonday #WastewaterViews https://twitter.com/OCSanDistrict/status/1729168432887718053/photo/1	2.7%	3	111
@OCSanDistrict Nov 25, 20:00	Thanking leftover scraps should be thrown in the trash. Stuffed? We mean ... stuffing, along with leftovers food scraps belong in the trash and not down the food waste disposal. Keep your pipes lean and clean by taking care of them properly. #FOG https://twitter.com/OCSanDistrict/status/1729168432887718053/photo/1	0%	0	98
@OCSanDistrict Nov 23, 17:00	#HappyThanksgiving from the OC San team. We are thankful for all of you and your continued support. https://twitter.com/OCSanDistrict/status/1727733788396986846/video/1	0%	0	46
@OCSanDistrict Nov 21, 19:00	We are grateful to be recognized as a forward thinking agency. Thank you to @WEForG for the honor this year. https://twitter.com/OCSanDistrict/status/1727039380680773722/photo/1	0%	0	72
@OCSanDistrict Nov 19, 19:00	Happy #WorldToiletDay! 🚽 We are committed to #AcceleratingChange for a cleaner future. That is why we are always looking to improve our processes. Every flush is a step toward progress! Visit http://ocsan.gov under press...	0%	0	59
@OCSanDistrict Nov 17, 17:01	We see you 🌟 @CityOfGardenGrove, repping that What 2 Flush sticker proudly. Thanks for helping spread the word on only flushing pee, poop and toilet paper. If your city reps What 2 Flush, drop a pic in our DMs! https://twitter.com/OCSanDistrict/status/1727039380680773722/photo/1	2%	3	150
@OCSanDistrict Nov 15, 17:45	Happy America Recycles Day! We're proud to partner with @OCWaterDistrict to lead the way in wastewater recycling through the GWRS. Let's celebrate sustainable water practices together! Learn more about...	4.17%	9	216
@OCSanDistrict Nov 11, 21:00	Today, we salute our heroes in uniform! 🇺🇸 On #VeteransDay, we honor the brave men and women, especially those at OC San, for your dedication, discipline, and sacrifice, which inspire us every day. Thank you for your service...	3.39%	2	59
@OCSanDistrict Nov 08, 15:01	And other duties as assigned... OC San General Manager Rob Thompson is not just the boss, he is the face of the agency. He proudly tells anybody who will stop to listen how great OC San is. Learn about our agency too by visiting visit...	6.72%	8	119
@OCSanDistrict Nov 06, 17:01	Ever wondered how we get around our facility? Carts! We have around 150 carts that help us get around both of our 100 acre plants in Fountain Valley and Huntington Beach. https://twitter.com/OCSanDistrict/status/17215734352964...	4.13%	5	121
@OCSanDistrict Nov 04, 21:30	Forget the rest, flush the best! Stick to the 3Ps - Pee, Poop, and Toilet Paper - and keep our pipes and yours flowing smoothly. 🚽 #WastewaterWisdom https://twitter.com/OCSanDistrict/status/1720916357364043900/video/1	3.13%	3	96
@OCSanDistrict Nov 02, 16:01	#ThrowbackThursday - Some things have changed, and some have not since the 1940s. OC San construction continues, but the safety measures we have in place have drastically changed since then. https://twitter.com/OCSanDistrict/status/1720916357364043900/video/1	2.7%	2	74

Post performance - Instagram Business

Data from 01 Nov, 2023 to 30 Nov, 2023

Sources


ocsandistrict














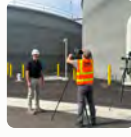
DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Nov 29, 14:00	The Wastewater Word of the Day is Air Scrubbers.	6.53%	0	10	199
ocsandistrict Nov 27, 16:03	Over the hills and far away, the sun is rising over OC San today. #HappyMonday #WastewaterViews	7.41%	194	14	189
ocsandistrict Nov 25, 20:01	Thanking leftover scraps should be thrown in the trash. Stuffed? We mean ... stuffing, along with leftovers food scraps belong in the trash and not down the food waste disposal. Keep your pipes lean and clean by taking care of them properly. #FOG	3.13%	237	7	224
ocsandistrict Nov 24, 21:51	(No description)	0%	117	0	116
ocsandistrict Nov 23, 17:01	#HappyThanksgiving from the OC San team. We are thankful for all of you and your continued support.	8.81%	0	20	227
ocsandistrict Nov 21, 19:02	We are grateful to be recognized as a forward thinking agency. Thank you to the Water Environment Federation for the honor this year.	2.44%	90	2	82
ocsandistrict Nov 21, 16:48	Apply here!	0%	159	0	157
ocsandistrict Nov 21, 07:12	(No description)	0%	161	0	159
ocsandistrict Nov 19, 19:00	🌊 Happy #WorldToiletDay! 🗑️ We are committed to #AcceleratingChange for a cleaner future. That is why we are always looking to improve our processes. Every flush is a step toward progress! Visit ocsan.gov under press releases to...	2.56%	0	4	195
ocsandistrict Nov 17, 17:03	We see you 🙌 @CityofGardenGrove, repping that What 2 Flush sticker proudly. Thanks for helping spread the word on only flushing pee, poop and toilet paper. If your city reps What 2 Flush, drop a pic in our DMs!	3.15%	245	7	222
ocsandistrict Nov 15, 17:45	🌊 Happy America Recycles Day! At OC San, we're proud to partner with @OCWaterDistrict to lead the way in wastewater recycling through the Groundwater Replenishment System. ♻️ Let's celebrate sustainable water...	11.5%	244	26	226
ocsandistrict Nov 09, 19:21	(No description)	0%	0	0	74
ocsandistrict Nov 08, 15:04	And other duties as assigned... OC San General Manager Rob Thompson is not just the boss, he is the face of the agency. He proudly tells anybody who will stop to listen how great OC San is. Learn about our agency too by visiting visit ...	6.56%	280	17	259
ocsandistrict Nov 08, 00:30	For more info visit:	0%	0	0	115
ocsandistrict Nov 07, 22:57	Click to apply!	0%	0	0	119
ocsandistrict Nov 07, 00:05	Winners 🏆	0%	0	0	176
ocsandistrict Nov 06, 17:03	Ever wondered how we get around our facility? Carts! We have around 150 carts that help us get around both of our 100 acre plants in Fountain Valley and Huntington Beach.	9.6%	271	22	250
ocsandistrict Nov 04, 21:30	🚫 Forget the rest, flush the best! Stick to the 3Ps – Pee, Poop, and Toilet Paper – and keep our pipes and yours flowing smoothly. 🌊 #WastewaterWisdom	2.62%	0	5	191
ocsandistrict Nov 03, 22:02	(No description)	0%	0	0	122
ocsandistrict Nov 03, 22:01	Prepping for Veterans Day	0%	0	0	137
ocsandistrict Nov 02, 16:03	#ThrowbackThursday - Some things have changed, and some have not since the 1940s. OC San construction continues, but the safety measures we have in place have drastically changed since then.	7.98%	226	17	213
ocsandistrict Nov 01, 21:33	Check it out!	0%	0	0	124

Post performance - LinkedIn Pages

Data from 01 Nov, 2023 to 30 Nov, 2023

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Nov 23, 17:02	 <p>#HappyThanksgiving from the OC San team. We are thankful for all of you and your continued support.</p>	5.67%	335	11	0
 Orange County Sanitation District Nov 21, 19:02	 <p>We are grateful to be recognized as a forward thinking agency. Thank you to the Water Environment Federation for the honor this year.</p>	4.56%	285	6	0
 Orange County Sanitation District Nov 19, 19:00	 <p>💧 Happy #WorldToiletDay! 🧻 We are committed to #AcceleratingChange for a cleaner future. That is why we are always looking to improve our processes. Every flush is a step toward progress! Visit ocsan.gov under press releases to...</p>	3.45%	522	8	0
 Orange County Sanitation District Nov 17, 17:03	 <p>We see you 🙌 City of Garden Grove repping that What 2 Flush sticker proudly. Thanks for helping spread the word on only flushing pee, poop and toilet paper. If your city reps What 2 Flush, drop a pic in our DMs!</p>	5.17%	522	10	0
 Orange County Sanitation District Nov 15, 17:45	 <p>💧 Happy America Recycles Day! At OC San, we're proud to partner with Orange County Water District to lead the way in wastewater recycling through the Groundwater Replenishment System. ♻️ Let's celebrate sustainable...</p>	10.27%	828	33	1
 Orange County Sanitation District Nov 11, 21:00	 <p>Today, we salute our heroes in uniform! 🇺🇸 On #VeteransDay, we honor the brave men and women, especially those at OC San, for your dedication, discipline, and sacrifice, which inspire us every day. Thank you for your servic...</p>	2.7%	445	8	0
 Orange County Sanitation District Nov 08, 15:04	 <p>And other duties as assigned... OC San General Manager Rob Thompson is not just the boss, he is the face of the agency. He proudly tells anybody who will stop to listen how great OC San is. Learn about our agency too by visiting visit...</p>	8.19%	2,357	62	0

Media Articles

Article	Date	Source	Link
Orange County Sanitation District Recognized by WaterReuse California	11/6/2023	OC San	https://www.ocsan.gov/home/showpublisheddocument/34269/638348808090201999
Looking Back, Looking Ahead: Getting Answers To Evolving Water Issues	11/8/2023	Water Online	https://www.wateronline.com/doc/looking-back-looking-ahead-getting-answers-to-evolving-water-issues-0001
374Water Releases Q3 2023 Results	11/9/2023	Yahoo finance	https://finance.yahoo.com/news/374water-releases-q3-2023-results-130000394.html
Editorial: What we flush down the toilet matters. Only the 'three Ps,' please	11/15/2023	LA Times	https://www.latimes.com/opinion/story/2023-11-15/editorial-toilet-or-trash
Winners announced for 2023 US Water Prize	11/17/2023	Water World	https://www.waterworld.com/water-utility-management/article/14301677/winners-announced-for-2023-us-water-prize
Partnerships Lead to sustainable water future for Orange County	11/20/2023	California Special Districts Magazine (page 40)	https://www.csda.net/member-resources/magazine?utm_source=informz&utm_medium=email&utm_campaign=electronic%20newsletter&zs=TrTpQ1&zl=5fQI7