

Outreach and Media Summary



March 2024

OC San Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 3
TWITTER POSTINGS	PAGE 4
INSTAGRAM POSTINGS.....	PAGE 5
LINKEDIN POSTINGS.....	PAGE 6
NEWS ARTICLES.....	PAGE 7

Outreach Report March 2024

Date	Tours	Attendees	Tour Guide
3/124	Seegerstrom High School	19	Jenna Obenshain
3/4/24	Yucaipa Valley Water staff	4	Justin Fenton/ Andrew Brown
3/5/24	University of California, Irvine	4	Ponce Navarro
3/9/24	Spirit Christian Academy	14	Dickie Fernandez/ Andrew Brown
3/11/24	Coastline Regional Occupational	17	Charles Falzone
3/12/24	Residential	2	Marianne Kleine
3/13/24	LA County Sanitation District staff	3	Michael Huls/ Chris Wheatley
3/1324	Cyress College	29	Marianne Kleine
3/14/24	Iranian Media	2	Rebecca Long
3/20/24	Anaheim Hills Elementary	9	Jenna Obenshain/ Donald Herrera
3/22/24	Santiago Canyon College	17	Eric Halverson
3/23/24	Bassett Adult School	4	Shabbir Basrai
3/25/24	University of California, Irvine	8	Reza Sobhani
3/26/24	LA County Sanitation District staff	1	Anthony Chang
3/29/24	South Coast AQMD staff	12	Randa AbuShaban/ Tom Meregillano
Date	Speaking Engagements/Events	Attendees	Presenter
3/6/24	Orange County Science and Engineering Virtual Fair	100	Cindy Murra/ Jeff Brown/ Dawn Myers/ Yiping Cao/ David Lo/ Courtney Sakuma/ Jenna Obenshain/ Rachel Van Exel/ Shawn Carman
3/724	Wastewater 101 Citizens Academy	20	Rob Thompson/ Lorenzo Tyner
3/19/24	Career Day at Villa Park Middle School	40	Belen Carrillo
3/21/24	Wastewater 101 Citizen Academy Protecting our Environment	23	Sam Choi/ Mark Kawamoto/ Tom Meregillano

3/25/24	Career Day at Carver Elementary	120	Sterling Harris
3/27-28/24	Children's Water Festival	350	Dindo Carrillo, Dawn Myers/ David Lo/ Randa AbuShaban/ Victoria Pilko/ Sam Choi/ Kelly Newell/ Rachel Orejel/ Belen Carrillo/ Tom Meregillano
3/28/24	Career Day at Monte Vista Elementary	120	Shabbir Basrai/ Jenna Obenshain/ Jenny Gomez
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/	Orange Western Sewer - project update	2,700	4 website posts/ 2 text alerts
Costa Mesa	Airway-Airport Loop Sewer Project – update	30	2 website posts
Fountain Valley	Bushard Diversion Structure Project – start of construction	4,000	1 website post/ 1 text alert
Newport Beach	MacArthur Sewer Construction – update		1 website update/ 1 text
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	OC San Takes Action	216	
Board Member Talking Points	One	50	
Website Posts	8 posts	2.1k views	Website
Facebook	15 posts	2.8k reached	Social Media
Twitter	11 tweets	705 reached	Social Media
Instagram	25 posts	4.1k reached	Social Media
LinkedIn	5 posts	2.9k reached	Social Media

Post performance - Facebook Pages

Data from 01 Mar, 2024 to 31 Mar, 2024

Sources

Orange County Sanitation District





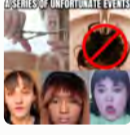





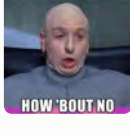
DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Orange County Sanitation District Mar 31, 14:19	On this very wet Easter, we ask that you defer water-using chores until after the storm has passed. Our sewer system works extra hard on rainy days like this. Thanks for helping your regional sewer provider.	5.26%	61	57
Orange County Sanitation District Mar 30, 14:02	2024 marks 70 Years of OC San, to celebrate we are counting down to our FREE Open House on June 8 where you can come onsite and see everything that happens behind the wall and even take a tour. Visit ocsan.gov to register!	4.76%	133	126
Orange County Sanitation District Mar 26, 16:29	The OC San Audit Ad Hoc Committee Meeting is happening on April 3, 2024 at 3:30 pm. Click here to view the agenda:	6.25%	85	80
Orange County Sanitation District Mar 24, 18:00	Exciting news, we are celebrating 70 years of Environmental Impact by hosting a FREE Open House to let the community discover the incredible work we do in wastewater management and environmental protection. Don't miss out on...	5.19%	163	154
Orange County Sanitation District Mar 22, 17:02	Let's celebrate #WorldWaterDay! Here at OC San, our efforts make a huge splash! Find out for yourself by joining us at our Open House in June and take a tour. For more info visit ocsan.gov	5.31%	121	113
Orange County Sanitation District Mar 21, 17:14	The OC San Steering Committee Meeting (5 pm) and Board of Directors Meeting (6 pm) are happening on 3/27/24. Click here to view the agenda:	1.69%	61	59
Orange County Sanitation District Mar 20, 19:02	We were as shocked as Janice! These companies who make "flushable wipes" are not our F.R.I.E.N.D.S.... get it. Flushable wipes belong in the trash because they can cause clogs in the pipes.	2.88%	110	104
Orange County Sanitation District Mar 18, 19:01	Next time you follow that DIY haircut tutorial... remember that hair goes in the trash not down the drain!!!! Hair balls can happen inside your pipes and ours. To clear them out is no easy task either. #What2Flush	1.52%	136	132
Orange County Sanitation District Mar 16, 15:01	3 things that should never go down the kitchen sink are fats, oils and greases. Make sure you throw them in the trash instead!! Remember that #FOGClogs	6%	213	200
Orange County Sanitation District Mar 14, 21:01	Happy Sunshine week! Sunshine Week aims to increase public awareness regarding the significance of transparent governance and encourages discussions on the consequences of excessive government confidentiality. At ...	2.02%	106	99
Orange County Sanitation District Mar 12, 22:48	Overnight Construction Happening. For full details visit ocsan.gov/AirwayAirport City of Costa Mesa	3.32%	1,108	1,083
Orange County Sanitation District Mar 12, 22:39	High School and College Students can win up to \$500! The deadline for the OC San Video Contest is coming up on March 31! For full details visit ocsan.gov/video	5.19%	188	154
Orange County Sanitation District Mar 12, 17:55	The Administration Committee Meeting is happening tomorrow at 5 p.m. Click here to view the agenda:	0%	51	45
Orange County Sanitation District Mar 07, 22:55	Check out our new name sign! It's giving ENVIRONMENTALLY AWARE vibes. It's giving INNOVATIVE vibes. It's giving OC San.	9.3%	227	215
Orange County Sanitation District Mar 01, 19:15	When the wipe says "flushable." Remember that even though wipes may be labeled as "flushable" they are not, they belong in the trash because they can cause clogs in your pipes and ours.	3.81%	229	210

Post performance - Twitter

Data from 01 Mar, 2024 to 31 Mar, 2024

Sources

 @OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Mar 30, 14:01	 2024 marks 70 Years of OC San, to celebrate we are counting down to our FREE Open House on June 8 where you can come onsite and see everything that happens behind the wall and even take a tour. Visit http://ocsan.gov to regist...	6.85%	5	73
@OCSanDistrict Mar 24, 18:00	 We are celebrating 70 years of Environmental Impact by hosting a FREE Open House to highlight the work we do in wastewater management & environmental protection. Don't miss out on tours, interactive booths, free ice cream, and mor...	0%	0	67
@OCSanDistrict Mar 22, 17:00	 Let's celebrate #WorldWaterDay! Here at OC San, our efforts make a huge splash! Find out for yourself by joining us at our Open House in June and take a tour. For more info visit http://ocsan.gov https://twitter.com/OCSanDistrict/sta...	3.57%	2	56
@OCSanDistrict Mar 20, 19:00	 We were as shocked as Janice! These companies who make "flushable wipes" are not our F.R.I.E.N.D.S. ... get it. Flushable wipes belong in the trash because they can cause clogs in the pipes. https://twitter.com/OCSanDistrict/status/1...	6.94%	5	72
@OCSanDistrict Mar 18, 19:00	 Next time you follow that DIY haircut tutorial... remember that hair goes in the trash not down the drain!!!! Hair balls can happen inside your pipes and ours. To clear them out is no easy task either. #What2Flush https://twitter.com/OCSan...	0%	0	58
@OCSanDistrict Mar 16, 15:00	 3 things that should never go down the kitchen sink are fats, oils and greases. Make sure you throw them in the trash instead!! Remember that #FOGClogs https://twitter.com/OCSanDistrict/status/1769015837959000509/photo/1	0%	0	84
@OCSanDistrict Mar 14, 21:00	 Happy Sunshine Week! This week increases public awareness of transparent governance and encourages discussions on the consequences of excessive government confidentiality. We are always open to the public about everythi...	2.5%	1	40
@OCSanDistrict Mar 12, 22:48	 Overnight Construction Happening. For full details visit http://ocsan.gov/Airway https://twitter.com/OCSanDistrict/status/1767684120316936527/photo/1	1.82%	1	55
@OCSanDistrict Mar 12, 22:39	 High School and College Students can win up to \$500! The deadline for the OC San Video Contest is coming up on March 31! For full details visit http://ocsan.gov/video https://twitter.com/OCSanDistrict/status/1767681867816309009/ph...	1.49%	1	67
@OCSanDistrict Mar 07, 22:55	 Check out our new name sign! It's giving ENVIRONMENTALLY AWARE vibes. It's giving INNOVATIVE vibes. It's giving OC San. https://twitter.com/OCSanDistrict/status/1765873993720971392/photo/1	12.2%	5	41
@OCSanDistrict Mar 01, 19:15	 When the wipe says "flushable." Remember that even though wipes may be labeled as "flushable" they are not, they belong in the trash because they can cause clogs in your pipes and ours. https://twitter.com/OCSanDistrict/status/...	3.26%	3	92

Post performance - Instagram Business

Data from 01 Mar, 2024 to 31 Mar, 2024

Sources


ocsandistrict











DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
Mar 30, 14:01	2024 marks 70 Years of OC San, to celebrate we are counting down to our FREE Open House on June 8 where you can come onsite and see everything that happens behind the wall and even take a tour. Visit ocsan.gov to register!	6.71%	183	11	164
Mar 28, 22:44	(No description)	0%	130	0	129
Mar 28, 22:40	(No description)	0%	145	0	144
Mar 27, 23:38	If you haven't done so visit our website to register for a tour at our open house!	0%	72	0	72
Mar 27, 22:11	(No description)	0%	71	0	71
Mar 27, 21:50	Just enter a video less than 1 minute in length Submit before March 31	0%	70	0	70
Mar 27, 21:49	Deadline to submit is March 31! Don't miss out on this chance to win up to \$500!	0%	74	0	73
Mar 27, 18:08	Teaching hundreds of kids the 3 Ps today.	0%	88	0	87
Mar 27, 18:04	Relay Race at the @ocwaterfest	0%	100	0	99
Mar 25, 14:44	Sign Up Now for a FREE Tour:	0%	125	0	122
Mar 24, 18:01	Exciting news, we are celebrating 70 years of Environmental Impact by hosting a FREE Open House to let the community discover the incredible work we do in wastewater management and environmental protection. Don't miss out on...	10.81%	359	23	333
Mar 22, 18:34	Danger: Cute turtles at OC San	0%	185	0	183
Mar 22, 18:20	FriYay Moment - Touring the Treatment Plant	0%	211	0	207
Mar 22, 17:02	Let's celebrate #WorldWaterDay! Here at OC San, our efforts make a huge splash! Find out for yourself by joining us at our Open House in June and take a tour. For more info visit ocsan.gov	6.02%	179	9	166
Mar 20, 19:02	We were as shocked as Janice! These companies who make "flushable wipes" are not our F.R.I.E.N.D.S.... get it. Flushable wipes belong in the trash because they can cause clogs in the pipes.	7.01%	288	18	271
Mar 18, 19:01	Next time you follow that DIY haircut tutorial... remember that hair goes in the trash not down the drain!!!! Hair balls can happen inside your pipes and ours. To clear them out is no easy task either. #What2Flush	4.41%	460	15	431
Mar 16, 15:01	3 things that should never go down the kitchen sink are fats, oils and greases. Make sure you throw them in the trash instead!! Remember that #FOGClugs	5.76%	205	9	191
Mar 14, 21:01	Happy Sunshine week! Sunshine Week aims to increase public awareness regarding the significance of transparent governance and encourages discussions on the consequences of excessive government confidentiality. At ...	5%	129	6	120
Mar 12, 22:40	High School and College Students can win up to \$500! The deadline for the OC San Video Contest is coming up on March 31! For full details visit ocsan.gov/video	6.47%	176	5	139
Mar 12, 14:07	Deadline to submit is coming up! March 31! For more details visit:	0%	0	0	89
Mar 11, 15:05	(No description)	0%	0	0	132
Mar 07, 22:55	Check out our new name sign! It's giving ENVIRONMENTALLY AWARE vibes. It's giving INNOVATIVE vibes. It's giving OC San.	10.71%	413	38	383
Mar 07, 19:43	(No description)	0%	0	0	153
Mar 03, 18:16	(No description)	0%	0	0	147
Mar 01, 19:15	When the wipe says "flushable." Remember that even though wipes may be labeled as "flushable" they are not, they belong in the trash because they can cause clogs in your pipes and ours.	0.63%	175	1	158

Post performance - LinkedIn Pages

Data from 01 Mar, 2024 to 31 Mar, 2024

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Mar 30, 14:01	 <p>2024 marks 70 Years of OC San, to celebrate we are counting down to our FREE Open House on June 8 where you can come onsite and see everything that happens behind the wall and even take a tour. Visit ocsan.gov to register!</p>	5.2%	442	10	2
 Orange County Sanitation District Mar 24, 18:00	 <p>Exciting news, we are celebrating 70 years of Environmental Impact by hosting a FREE Open House to let the community discover the incredible work we do in wastewater management and environmental protection. Don't miss out on...</p>	7.19%	793	24	2
 Orange County Sanitation District Mar 22, 17:02	 <p>Let's celebrate #WorldWaterDay! Here at OC San, our efforts make a huge splash! Find out for yourself by joining us at our Open House in June and take a tour. For more info visit ocsan.gov</p>	6.71%	656	17	2
 Orange County Sanitation District Mar 14, 21:05	 <p>Happy Sunshine week! Sunshine Week aims to increase public awareness regarding the significance of transparent governance and encourages discussions on the consequences of excessive government confidentiality. At ...</p>	2.55%	432	8	0
 Orange County Sanitation District Mar 12, 22:39	 <p>High School and College Students can win up to \$500! The dead line for the OC San Video Contest is coming up on March 31! For full details visit ocsan.gov/video</p>	6.3%	571	3	0

Media Articles

Article	Date	Source	Link
Harvesting water and minerals from waste slurries with supercritical water oxidation	3/1/2024	Chemical Engineering	https://www.chemengonline.com/supercritical-water-oxidation/
Large-Scale Construction To Impact Bus Operations	3/7/2024	OC Patch	https://patch.com/california/losalamitos/large-scale-construction-impact-bus-operations
Orange County Water District and Orange County Sanitation District Receive National Recognition for Water Recycling Project	3/13/2024	OC San/OCWD Press Release	https://www.ocsan.gov/home/showdocument?id=34443&t=638459379858810802
2024 WaterReuse Award Winners Exemplify Leadership and Innovation	3/20/2024	Municipal Sewer and Water	https://ocsdgov.sharepoint.com/:b:/s/External/EeENaQ2PRbFikmnbpbvExxcBx-THTiHVXuosityChISQYg?e=P4I7Ku
Socal's Water Resilient Future looks like Ventura Water Pure	3/24/2024	Sierra Club Angeles Chapter	https://angeles.sierraclub.org/news_conservation/blog/2024/03/socal-s-water-resilient-future-looks-like-ventura-water-pure
Fitch Rates Orange County Sanitation District, CA Rev Obligations 'AAA'; Outlook Stable	3/28/2024	Fitch Ratings	https://www.fitchratings.com/research/us-public-finance/fitch-rates-orange-county-sanitation-district-ca-rev-obligations-aaa-outlook-stable-28-03-2024/dodd-frank-disclosure