

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, ocsan.gov 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 ocsan.gov/tours 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 ocsan.gov/newsletter	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 ocsan.gov/newsletter	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 ocsan.gov/tours 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" https://twitter.com/OCSanDis...	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 https://twitter.com/OCSanDistrict/status/1685346988982726656/photo/1	0%	0	51
@OCSanDistrict Jul 27, 16:03	Flush responsibly for a cleaner future: a message from OC San https://twitter.com/OCSanDistrict/status/1684595383765196800/photo/1	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, http://ocsan.gov 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 http://ocsan.gov/tours to sign up for our next one. #OCSanTours #WastewaterTour https://twitter.com/OCSanDistrict/status/168...	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 https://twitter.com/OCSanDistrict/status/1682442946820308992/...	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 http://www.ocsa...	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. https://twitter.com/OCSanDistrict/status/1681726321095786498/photo/1	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 http://ocsan.gov/newsletter https://twitter.com/OCSanDistrict/status/1681031619195412483/photo/1	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 http://ocsan.gov/newsletter https://twitter.com/OCSanDistrict/status/1680987032124813314/photo/1	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. https://twitter.com/OCSanDistrict/status/1679884304036290...	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 https://twitter.com...	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! https://twitter.com/OCSanDistrict/status/1678541853648453632/photo/1	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 http://ocsan.gov/tours 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! https://flushsmart.org/	10.53%	8	76
@OCSanDistrict Jul 01, 15:51	Congratulations, looking forward to the next 90 years of success and achievements. https://twitter.com/ocwdwaternews/status/1674840920364130304	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 ocsan.gov/tours 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 ocsan.gov/newsletter	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 ocsan.gov/newsletter	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 ocsan.gov/tours 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, ocsan.gov 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 ocsan.gov/tours 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 ocsan.gov/newsletter	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 ocsan.gov/newsletter	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	https://www.bloomberg.com/opinion/articles/2023-07-05/pfas-are-bad-but-other-water-polluting-chemicals-are-even-worse
Forever no more: New tech 'annihilates' toxic PFAS chemicals	7/14/2023	Mlive.com	https://www.mlive.com/public-interest/2023/07/forever-no-more-new-tech-annihilates-toxic-pfas-chemicals.html
How Orange County Sanitation District embraced technology to modernize processes and save staff time	7/17/2021	Granicus	https://granicus.com/success-stories/how-orange-county-sanitation-district-embraced-technology-to-modernize-processes-and-save-staff-time/
SoCal Water Recycling Program Gets \$80M From State	7/19/2023	My News LA	https://mynews1a.com/government/2023/07/19/socal-water-recycling-program-gets-80m-from-state/
Sewage Spill Shuts Down South OC Beach Monday	7/31/2023	OC Patch	https://patch.com/california/newportbeach/sewage-spill-shuts-down-south-oc-beach-monday