

# Outreach and Media Summary



**May 2023**

OC San Public Affairs Office

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# Outreach Report May 2023

Date	Tours	Attendees	Tour Guide
5/2/23	OC POTWs - OC Food Waste	7	Rob Thompson
5/5/23	OC San Board member tour	2	Rob Thompson
5/17/23	City of Fountain Valley Executive Staff	6	Rob Thompson
5/22/23	Cal/OSHA - Voluntary Protection Program (VPP)	12	John Frattali
5/24/23	National Association of Realtors	3	Rebecca Long
5/31/23	OC Waste and Recycling – Food Waste	8	Rob Thompson
Date	Speaking Engagements/Events	Attendees	Presenter
5/01/23	VerdeExchange Conference Expo	35	Rob Thompson
5/18/23	Water Environment Foundation Conference – Topic?	75	Brian Reed/ Jeff Brown
5/18/23	Virtual Water Resources User Group on OC San’s Facility Atlas and Drone Program	99	Rob Michaels
5/25/23	Orange County Water District PFAS Webinar	190	Vanh Phonsiri
5/21/23	Environmental Laboratory Accreditation Program Conference	340	Sam Choi
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update	350	1 website posts/ 1 text alerts
Fountain Valley	Headquarters Building	10	1 website post
Los Alamitos/ Seal Beach	Los Alamitos Sewer - project update	670	1 website posts/ 1 text alert
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One	216	
Board Member Talking Points	One	50	
Website Posts	10 posts	3.1 k views	Website
Facebook	21 posts	2.7k reached	Social Media
Twitter	17 tweets	1.3k reached	Social Media
Instagram	32 posts	5.1 k reached	Social Media

LinkedIn	3 posts	5 k reached	Social Media
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## Post performance - Facebook Pages

Data from 01 May, 2023 to 31 May, 2023

### Sources

Orange County Sanitation District

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
May 31, 16:01	Time for some Wastewater Wisdom this Wednesday.	5.36%	61	56
May 29, 14:01	Let us not forget those who gave their lives for our freedom. In observance of Memorial Day, the OC San admin offices will be closed. #Memorial Day	6.4%	136	125
May 27, 16:00	Hey there, ocean explorers! When dinglehoppers and other trash end up in the ocean, they can pollute the water and make it dirty. This can cause harm to Ariel and all her marine life friends, even making it hard to swim and breathe...	10.67%	83	75
May 26, 18:47	Mr. Bernstein was a valued member of the OC San Board of Directors for seven years. His contributions were many as a member of the Operations Committee and Vice Chair of the Legislative and Public Affairs Committee. Our deepest...	7.05%	242	227
May 25, 17:16	We've been busy celebrating #PublicWorksWeek at OC San to post about it. Every single member of the OC San team is dedicated and committed to helping keep the OC San mission of protecting public health and the...	12.2%	133	123
May 25, 12:58	Found water!	8.06%	68	62
May 22, 22:51	Don't miss the Steering Committee Meeting (4:30 p.m.) and the Board of Directors Meeting (6 p.m.) both happening this Wednesday, May 24. Click here to view the agendas:	4.17%	82	72
May 20, 16:00	Here's a sanitation joke to lighten the load when unloading! Anyone else have a joke book in the bathroom?	4.55%	126	110
May 19, 17:12	Construction Alert in the City of Seal Beach. Bike lane paving on Westminster Blvd. west of Bolsa Chica Rd. starts Monday, May 22. Details at <a href="http://www.ocsan.gov/westminster">www.ocsan.gov/westminster</a> .	0%	75	63
May 18, 18:00	Happy #ThrowbackThursday! Our sampling program has been around since 1974 because our dedication to protecting the environment has been a core piece of who we are as an agency. #OCSanAtWork #CareersInWastewater	11.28%	148	133
May 16, 16:42	And the walls came falling down... Actually, not at OC San. One of our main priorities is to upkeep and maintain our infrastructure so that no walls fall down. Happy #InfrastructureWeek. To learn more about our Capital Improvement...	2.82%	84	71
May 16, 14:01	Happy #NationalBuildingSafetyMonth! Even the younger generation knows how important safety is. Check out some of the illustrations we have received for our safety calendar over the years.	7.14%	110	98
May 14, 17:00	This Mother's Day, recite this poem for all to hear! Courtesy of OC San.	7.37%	236	217
May 11, 22:23	Can the Winners come up? American Society of Civil Engineers, Orange County Branch awarded OC San and Orange County Water District with the Project of the Year award and the Outstanding Wastewater Treatment Project of the Year...	23.62%	141	127
May 09, 21:38	Before compost and after compost! The choice is clear. After using OC San compost! We make our own Biosolids which are treated organic matter recovered through the treatment of wastewater. Find out more at <a href="http://ocsan.gov/bi...">ocsan.gov/bi...</a>	9.82%	135	112
May 08, 22:33	The Administration Committee Meeting will be happening this Wednesday at 5 p.m. Click here to view the agenda:	5.26%	73	57
May 08, 22:25	10 days left for high school and college students to enter our contest and win up to \$500! Full details at <a href="http://ocsan.gov/video">ocsan.gov/video</a>	2.56%	172	156
May 07, 20:55	Help us congratulate Mike Dorman, OC San's new Director of Engineering. Visit <a href="http://ocsan.gov">ocsan.gov</a> to learn why his qualifications make him the best person to lead the Engineering Division.	13.57%	485	479
May 05, 16:01	It's all fun and games until those tacos make you wish you were on your throne. When you get there, remember toilet paper can be flushed but wipes can't. #HappyCinco	4.08%	159	147
May 03, 17:30	Know what other big fashion event is happening this week? Construction Safety Week. How? Not only is PPE essential when out in a construction site, it's a statement piece AND it can keep you safe. The same might be said about Jare...	16.76%	239	173
May 02, 15:36	The Operations Committee Meeting will be happening this Wednesday, May 3 at 5 p.m. Click here to view the agenda:	8.86%	93	79

## Post performance - Twitter

Data from 01 May, 2023 to 31 May, 2023

### Sources

@OCSanDistrict

DATE	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
May 31, 16:03	Time for some Wastewater Wisdom this Wednesday. <a href="https://twitter.com/OCSanDistrict/status/1663939271420436480/photo/1">https://twitter.com/OCSanDistrict/status/1663939271420436480/photo/1</a>	4.17%	2	48
May 29, 14:04	Let us not forget those who gave their lives for our freedom. In observance of Memorial Day, the OC San admin offices will be closed. #Memorial Day <a href="https://twitter.com/OCSanDistrict/status/1663184492234776578/photo/1">https://twitter.com/OCSanDistrict/status/1663184492234776578/photo/1</a>	0%	0	42
May 27, 16:01	Hey there, ocean explorers! When dinglehoppers & other trash end up in the ocean, they pollute the water & make it dirty. This can cause harm to Ariel & all her marine life friends, even making it hard to swim & breathe! Let's do our par...	1.59%	1	63
May 25, 17:17	We've been too busy celebrating #PublicWorksWeek to post about it. Every member of our team is dedicated & committed to helping keep our mission of protecting public health & the environment. All while keeping things fun,...	15.66%	13	83
May 20, 16:01	Here's a sanitation joke to lighten the load when unloading! Anyone else have a joke book in the bathroom? <a href="https://twitter.com/OCSanDistrict/status/1659952550534053890/photo/1">https://twitter.com/OCSanDistrict/status/1659952550534053890/photo/1</a>	3.72%	7	188
May 19, 17:12	Construction Alert in the City of Seal Beach. Bike lane paving on Westminster Blvd. west of Bolsa Chica Rd. starts Monday, May 22. Details at <a href="http://www.ocsan.gov/westminster">http://www.ocsan.gov/westminster</a> . <a href="https://twitter.com/OCSanDistrict/status/1659608017850...">https://twitter.com/OCSanDistrict/status/1659608017850...</a>	0%	0	52
May 18, 18:02	Happy #ThrowbackThursday! Our sampling program has been around since 1974 because our dedication to protecting the environment has been a core piece of who we are as an agency. #OCSanAtWork #CareersInWastewater <a href="http://...">http...</a>	11.76%	6	51
May 16, 16:42	And the walls came falling down... Actually, not at OC San. One of our main priorities is to upkeep and maintain our infrastructure so that no walls fall down. Happy #InfrastructureWeek. To learn more about our Capital Improvement...	0%	0	56
May 16, 14:03	Happy #NationalBuildingSafetyMonth! Even the younger generation knows how important safety is. Check out some of the illustrations we have received for our safety calendar over the years. <a href="https://twitter.com/OCSanDistrict/status/1658...">https://twitter.com/OCSanDistrict/status/1658...</a>	2.56%	1	39
May 15, 18:53	Happy #ThrowbackThursday! Our sampling program has been around since 1974 because our dedication to protecting the environment has been a core piece of who we are as an agency. #OCSanAtWork #CareersInWastewater <a href="http://...">http...</a>	0%	0	0
May 14, 17:01	This Mother's Day, recite this poem for all to hear! Courtesy of OC San. <a href="https://twitter.com/OCSanDistrict/status/1657793184070549505/photo/1">https://twitter.com/OCSanDistrict/status/1657793184070549505/photo/1</a>	11.27%	8	71
May 11, 22:23	Can the Winners come up? @ASCEoc awarded OC San & @OCWDWaterNews with the Project of the Year award & the Outstanding Wastewater Treatment Project of the Year for the final completion of the Groundwater Replenishment...	1.82%	1	55
May 09, 21:38	Before compost and after compost! The choice is clear. After using OC San compost! We make our own Biosolids which are treated organic matter recovered through the treatment of wastewater. Find out more at <a href="http://ocsan...">http://ocsan...</a>	1.52%	1	66
May 08, 22:24	10 days left for high school and college students to enter our contest and win up to \$500! Full details at <a href="http://ocsan.gov/video">http://ocsan.gov/video</a> <a href="https://twitter.com/ocсандistrict/status/1649115603188293633">https://twitter.com/ocсандistrict/status/1649115603188293633</a>	0.97%	1	103
May 07, 20:55	Help us congratulate Mike Dorman, OC San's new Director of Engineering. Visit <a href="http://ocsan.gov">http://ocsan.gov</a> to learn why his qualifications make him the best person to lead the Engineering Division. <a href="https://twitter.com/OCSanDistrict/status/165531536...">https://twitter.com/OCSanDistrict/status/165531536...</a>	6.17%	5	81
May 05, 16:03	It's all fun and games until those tacos make you wish you were on your throne. When you get there, remember toilet paper can be flushed but wipes can't. #HappyCinco <a href="https://twitter.com/OCSanDistrict/status/16545170666390691...">https://twitter.com/OCSanDistrict/status/16545170666390691...</a>	3.95%	9	228
May 03, 17:30	Know what other big fashion event is happening this week? Construction Safety Week. How? Not only is PPE essential when out in a construction site, it's a statement piece, & it can keep you safe. The same might be said about...	2.26%	3	133

## Post performance - Instagram Business

Data from 01 May, 2023 to 31 May, 2023

### Sources


ocsandistrict






DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict May 31, 16:01	Time for some Wastewater Wisdom this Wednesday.	3.85%	108	4	104
ocsandistrict May 30, 15:16	(No description)	0%	169	0	169
ocsandistrict May 29, 14:01	Let us not forget those who gave their lives for our freedom. In observance of Memorial Day, the OC San admin offices will be closed. #Memorial Day	7.92%	105	8	101
ocsandistrict May 27, 16:00	Hey there, ocean explorers! When dinglehoppers and other trash end up in the ocean, they can pollute the water and make it dirty. This can cause harm to Ariel and all her marine life friends, even making it hard to swim and breathe...	4.88%	217	9	205
ocsandistrict May 25, 17:32	We've been too busy celebrating #PublicWorksWeek to post about it. Every member of our team is dedicated & committed to helping keep our mission of protecting public health & the environment. All while keeping things fun...	8.25%	0	18	291
ocsandistrict May 25, 17:07	(No description)	0%	104	0	104
ocsandistrict May 25, 15:56	Our friendly neighborhood squirrel	0%	127	0	126
ocsandistrict May 24, 23:19	Check out those lines!	0%	163	0	158
ocsandistrict May 22, 18:33	There is still time to register! Link below!	0%	117	0	115
ocsandistrict May 22, 18:27	Tell all high school and college students! 60 sec or less could win you up to \$500	0%	122	0	120
ocsandistrict May 22, 18:26	Deadline extended to this Friday!!! Submit for a chance to win!	0%	126	0	125
ocsandistrict May 22, 18:05	Another Day Another Construction Pic	0%	139	0	139
ocsandistrict May 22, 18:05	Another Day Another Construction Pic	0%	150	0	149
ocsandistrict May 20, 16:00	Here's a sanitation joke to lighten the load when unloading! Anyone else have a joke book in the bathroom?	4.04%	294	9	272
ocsandistrict May 19, 17:12	Construction Alert in the City of Seal Beach. Bike lane paving on Westminster Blvd. west of Bolsa Chica Rd. starts Monday, May 22. Details at <a href="http://www.ocsan.gov/westminster">www.ocsan.gov/westminster</a> .	3.29%	155	5	152
ocsandistrict May 19, 15:41	The dead line is today! Submit your videos for a chance to win a prize.	0%	69	0	69
ocsandistrict May 19, 15:40	The deadline is today! Submit your videos for a chance to win a prize.	0%	82	0	82
ocsandistrict May 18, 22:08	(No description)	0%	123	0	122
ocsandistrict May 18, 19:43	(No description)	0%	156	0	151
ocsandistrict May 18, 18:08	Happy #ThrowbackThursday! Our sampling program has been around since 1974 because our dedication to protecting the environment has been a core piece of who we are as an agency. #OCSanAtWork #CareersInWastewater	8.29%	253	16	205
ocsandistrict May 16, 16:42	And the walls came falling down... Actually, not at OC San. One of our main priorities is to upkeep and maintain our infrastructure so that no walls fall down. Happy #InfrastructureWeek. To learn more about our Capital Improvement...	5.33%	170	7	150
ocsandistrict May 16, 14:01	Happy #NationalBuildingSafetyMonth! Even the younger generation knows how important safety is. Check out some of the illustrations we have received for our safety calendar over the years.	4.96%	132	5	121
ocsandistrict May 15, 18:30	(No description)	0%	119	0	119
ocsandistrict May 15, 18:30	(No description)	0%	130	0	130
ocsandistrict May 11, 22:23	Can the Winners come up? @ASCEOC awarded OC San and @OCWD with the Project of the Year award and the Outstanding Wastewater Treatment Project of the Year for the final completion of the Groundwater Replenishment System...	10.04%	271	23	239
ocsandistrict May 09, 21:38	Before compost and after compost! The choice is clear. After using OC San compost! We make our own Biosolids which are treated organic matter recovered through the treatment of wastewater. Find out more at <a href="http://ocsan.gov/hj">ocsan.gov/hj</a> ...	5.91%	263	10	203
ocsandistrict May 08, 21:27	Only 10 days left to enter! For full details:	0%	109	0	108
ocsandistrict May 07, 20:55	Help us congratulate Mike Dorman, OC San's new Director of Engineering. Visit <a href="http://ocsan.gov">ocsan.gov</a> to learn why his qualifications make him the best person to lead the Engineering Division.	10.33%	431	38	397
ocsandistrict May 05, 16:01	It's all fun and games until those tacos make you wish you were on your throne. When you get there, remember toilet paper can be flushed but wipes can't. #HappyCinco	6.4%	212	10	203
ocsandistrict May 04, 17:10	(No description)	0%	131	0	130
ocsandistrict May 03, 17:31	Know what other big fashion event is happening this week? Construction Safety Week. How? Not only is PPE essential when out in a construction site, it's a statement piece AND it can keep you safe. The same might be said about...	7.45%	351	21	322
ocsandistrict May 03, 00:55	(No description)	0%	101	0	101

## Post performance - LinkedIn Pages

Data from 01 May, 2023 to 31 May, 2023

### Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 <b>Orange County Sanitation District</b> May 11, 22:23	 Can the Winners come up? American Society of Civil Engineers awarded OC San and Orange County Water District with the Project of the Year award and the Outstanding Wastewater Treatment Project of the Year for the final completio...	10.51%	1,722	51	0
 <b>Orange County Sanitation District</b> May 08, 22:27	10 days left for high school and college students to enter our contest and win up to \$500! Full details at <a href="https://ocsan.gov/video">ocsan.gov/video</a>	3.82%	497	2	0
 <b>Orange County Sanitation District</b> May 07, 20:55	 Help us congratulate Mike Dorman, OC San's new Director of Engineering. Visit <a href="https://ocsan.gov">ocsan.gov</a> to learn why his qualifications make him the best person to lead the Engineering Division.	9.19%	2,905	92	1



## May Media News Articles

Cutting Cost and Waste with Rinsewater Recycling	5/1/2023	Chemical Engineering	<a href="https://www.chemengonline.com/cutting-cost-and-waste-with-rinsewater-recycling/">https://www.chemengonline.com/cutting-cost-and-waste-with-rinsewater-recycling/</a>
OC San names new director of finance	5/1/2023	Water Finance Management	<a href="https://waterfm.com/oc-san-names-new-director-of-finance/">https://waterfm.com/oc-san-names-new-director-of-finance/</a>
World's largest water recycling facility now complete	5/11/2023	Global Spec	<a href="https://insights.globalspec.com/article/20364/world-s-largest-water-recycling-facility-now-complete">https://insights.globalspec.com/article/20364/world-s-largest-water-recycling-facility-now-complete</a>
This Machine Could Solve the Biggest Problems in Biosolids	5/18/2023	Hazen All Things Water	<a href="https://www.hazenandsawyer.com/horizons/t-his-machine-could-solve-the-biggest-problems-in-biosolids">https://www.hazenandsawyer.com/horizons/t-his-machine-could-solve-the-biggest-problems-in-biosolids</a>
A Tradition of Water System Innovation	5/23/2023	Municiple Sewer and Water	<a href="https://www.mswmag.com/editorial/2023/06/a-tradition-of-water-system-innovation">https://www.mswmag.com/editorial/2023/06/a-tradition-of-water-system-innovation</a>
Sewage spills last year far below average, Orange County health report shows	5/31/2023	OC Register	<a href="https://www.ocsan.gov/home/showdocument?id=33954&amp;t=638212013591333240">https://www.ocsan.gov/home/showdocument?id=33954&amp;t=638212013591333240</a>