

# Outreach and Media Summary



**August 2023**

OC San Public Affairs Office

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# Outreach Report August 2023

Date	Tours	Attendees	Tour Guide
8/2/23	Yorba Linda Council member and General Manager	2	Rob Thompson
8/3/23	Residents	4	Rob Thompson
8/8/23	Costa Mesa Sanitary District Staff tour	12	Randa Abushaban
8/9/23	Municipal Water District Orange County Interns and New Employees	12	Cortney Light
8/15/23	Inland Empire Utility Staff	6	Jon Bradley/ Mary Farazmehr
8/17/23	Encina Wastewater Tour	10	April Frost/ Chris Wheatley
8/17/23	Encina Wastewater Tour	10	Jon Bradley/ Anthony Chang
8/24/23	Grand Jury	19	Rob Thompson
Date	Speaking Engagements/Events	Attendees	Presenter
8/4/23	Water Advisory Committee of Orange County presentation on Supercritical Water Oxidation	60	Rob Thompson
8/28/23	PWX Stormwater Harvesting Forum	60	Lan Wiborg
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update	150	1 website posts/ 1 text alerts
Fountain Valley	Headquarters Building – bridge installation	500	1 website post
Los Alamitos/ Seal Beach	Los Alamitos Sewer - project update	650	1 website posts/ 1 text alert
External Communications	Distribution	# of People Reached	Channel
5 Minutes Per Month	One – Weathering the Storm	216	Email
Board Member Talking Points	One	50	Email
Website Posts	7 posts	unavailable	Website
Facebook	17 posts	4.1k reached	Social Media
Twitter	18 tweets	1.6k reached	Social Media
Instagram	21 posts	5.3k reached	Social Media
LinkedIn	4 posts	2.8k reached	Social Media

# Post performance - Facebook Pages

Data from 01 Aug, 2023 to 31 Aug, 2023

## Sources

Orange County Sanitation District

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Orange County Sanitation District Aug 30, 20:53	Happy #InternationalDayOfFriendship! Three's a crowd, but a group is a party! OC San workers are embracing the beauty of friendship.	19.22%	391	385
Orange County Sanitation District Aug 28, 23:23	Don't let your garbage disposal give you drama! Keep those pipes happy by giving 'em only the good stuff. 🍌🍌🍌 Say NO to coffee grounds, banana peels, and your failed attempts at becoming a chef (we see those eggshells)...	6.43%	567	513
Orange County Sanitation District Aug 26, 18:01	Double Whammy! Happy #NationalDogDay and #ToiletPaperDay! What better way to celebrate than a picture of a dog at a wastewater plant. Betcha he knows that only pee, poop and toilet paper should be flushed. No wipes!	7.74%	335	323
Orange County Sanitation District Aug 24, 23:38	More than a Super Star, a Safety Star! 🌟🌟🌟 Our Safety and Health Supervisor was selected as the Voluntary Protection Programs Participants' Association - Safety Star of the Quarter, a program with OSHA. Join us in congratulating him ...	9.78%	98	92
Orange County Sanitation District Aug 22, 15:26	California Association of Sanitation Agencies has awarded OC San and Orange County Water District with the 2023 Capital Project Award for the Final Completion of the GWRS. The award was handed out at the CASA Conference ...	14.18%	284	275
Orange County Sanitation District Aug 20, 18:00	Capturing the stunning sunset at OC San as another beautiful day gracefully fades away, illuminating the serenity of our solids treatment digesters. #SunsetViews #GoldenHour	9.02%	366	366
Orange County Sanitation District Aug 19, 16:01	Happy #WorldPhotoDay! Here's a glimpse into the ever-changing world here at OC San. Can you believe that picture 1 is the same as picture 2!?!?	6.17%	245	227
Orange County Sanitation District Aug 17, 23:07	OC San and Orange County Water District came together to show our appreciation for the incredible staff that made the GWRS Final Completion a reality. #GWRS #Celebrations #OCSan #OCWD 🎉🎉	22.89%	498	485
Orange County Sanitation District Aug 16, 23:41	The OC San Steering Committee Meeting is happening on August 23 at 5 p.m. Click here to view the agenda:	4.17%	75	72
Orange County Sanitation District Aug 16, 18:03	🏗️ Witness history in the making! Introducing "The Big Lift," the installation of OC San's bridge over Ellis Ave., uniting the new Headquarters Building with the existing wastewater facility across the street in Fountain Valley. 🏗️...	7.14%	91	84
Orange County Sanitation District Aug 14, 14:01	A touch of Epcot's magic right here in our construction zone! The striking resemblance between Walt Disney's iconic Epcot building and our glass roof under construction is a testament to innovation and inspiration #OCSanAtWork	7.58%	350	343
Orange County Sanitation District Aug 12, 18:05	Quack-tastic house hunting! Baby ducks trying to find their tiny home here at OC San. Not to worry, all ducks made it back to their mom with the help of our staff #TinyHomes	9.38%	281	256
Orange County Sanitation District Aug 11, 17:45	Flashback Friday! In honor of kids going back to school this month, here's a 2000s photo of a wastewater treatment operator's training. It looks just like school!	14.23%	263	253
Orange County Sanitation District Aug 08, 17:20	Maintenance workers, when they see Fats, Oils, and Grease (FOG) in pipes. Remember, FOG should never be poured down the sink or garbage disposal. It will stick to the sewer pipes' interior surface, hardens over time, and eventuall...	1.08%	104	93
Orange County Sanitation District Aug 06, 14:01	POV: Your toilet when you flush something you shouldn't down the drain. #What2Flush #3Ps	3.81%	118	105
Orange County Sanitation District Aug 04, 16:01	Laughter is contagious, so get ready to spread some joy with this hilarious wastewater joke!	5.07%	364	335
Orange County Sanitation District Aug 02, 18:00	For #WaterQualityMonth we want to highlight our partnership with Orange County Water District GWRS takes highly treated wastewater and purifies it through a 3-step treatment system. Learn more at <a href="https://ocwd.com/GWRS">ocwd.com/GWRS</a> ...	5.56%	80	72

## Post performance - Twitter

Data from 01 Aug, 2023 to 31 Aug, 2023

### Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Aug 30, 20:53	Happy #InternationalDayOfFriendship! Three's a crowd, but a group is a party! OC San workers are embracing the beauty of friendship. <a href="https://twitter.com/OCSanDistrict/status/1696989601049551094/photo/1">https://twitter.com/OCSanDistrict/status/1696989601049551094/photo/1</a>	1.16%	1	86
@OCSanDistrict Aug 28, 23:23	🚫 Don't let your garbage disposal give you drama! Keep those pipes happy by giving 'em only the good stuff. 🍌🍌 Say NO to coffee grounds, banana peels, and your failed attempts at becoming a chef (we see those eggshells)...	2.19%	3	137
@OCSanDistrict Aug 26, 18:00	Double Whammy! Happy #NationalDogDay and #ToiletPaperDay! What better way to celebrate than a picture of a dog at a wastewater plant. Betcha he knows that only pee, poop and toilet paper should be flushed. No wipes! <a href="http://...">http://...</a>	1.59%	2	126
@OCSanDistrict Aug 24, 23:38	More than a Super Star, a Safety Star! 🌟🌟🌟 Our Safety and Health Supervisor was selected as the Voluntary Protection Programs Participants' Association - Safety Star of the Quarter, a program with OSHA. Join us in congratulating him ...	3.19%	3	94
@OCSanDistrict Aug 22, 15:26	CASA has awarded OC San and @ocwaterdistrict with the 2023 Capital Project Award for the Final Completion of the GWRS. The award was handed out at the CASA Conference on August 10 <a href="https://twitter.com/OCSanDistrict/status/1694...">https://twitter.com/OCSanDistrict/status/1694...</a>	0%	0	0
@OCSanDistrict Aug 22, 15:26	CASA has awarded OC San and @ocwaterdistrict with the 2023 Capital Project Award for the Final Completion of the GWRS. The award was handed out at the CASA Conference on August 10 <a href="https://twitter.com/OCSanDistrict/status/1694...">https://twitter.com/OCSanDistrict/status/1694...</a>	3.96%	9	227
@OCSanDistrict Aug 20, 18:00	Capturing the stunning sunset at OC San as another beautiful day gracefully fades away, illuminating the serenity of our solids treatment digesters. #SunsetViews #GoldenHour <a href="https://twitter.com/OCSanDistrict/status/169332...">https://twitter.com/OCSanDistrict/status/169332...</a>	6.75%	11	163
@OCSanDistrict Aug 19, 16:01	Happy #WorldPhotoDay! Here's a glimpse into the ever-changing world here at OC San. Can you believe that picture 1 is the same as picture 2!?!? <a href="https://twitter.com/OCSanDistrict/status/1692929684852380101/photo/1">https://twitter.com/OCSanDistrict/status/1692929684852380101/photo/1</a>	6.21%	9	145
@OCSanDistrict Aug 17, 23:07	OC San and @ocwaterdistrict came together to show our appreciation for the incredible staff that made the GWRS Final Completion a reality. #GWRS #Celebrations #OCSan #OCWD 🎉🎉 <a href="https://twitter.com/OCSanDistrict/status/1692929684852380101/photo/1">https://twitter.com/OCSanDistrict/status/1692929684852380101/photo/1</a>	6.25%	11	176
@OCSanDistrict Aug 17, 23:07	OC San and @ocwaterdistrict came together to show our appreciation for the incredible staff that made the GWRS Final Completion a reality. #GWRS #Celebrations #OCSan #OCWD 🎉🎉 <a href="https://twitter.com/OCSanDistrict/status/1692929684852380101/photo/1">https://twitter.com/OCSanDistrict/status/1692929684852380101/photo/1</a>	0%	0	0
@OCSanDistrict Aug 16, 18:01	🏗️ Witness history in the making! Introducing "The Big Lift," the installation of OC San's bridge over Ellis Ave., uniting the new Headquarters Building with the existing wastewater facility across the street in Fountain Valley. <a href="https://twitter.com/OCSanDistrict/status/1692929684852380101/photo/1">https://twitter.com/OCSanDistrict/status/1692929684852380101/photo/1</a>	4.17%	4	96
@OCSanDistrict Aug 14, 14:01	A touch of Epcot's magic right here in our construction zone! The striking resemblance between Walt Disney's iconic Epcot building and our glass roof under construction is a testament to innovation and inspiration #OCSanAtWork...	2.35%	2	85
@OCSanDistrict Aug 12, 18:05	Quack-tastic house hunting! Baby ducks trying to find their tiny home here at OC San. Not to worry, all ducks made it back to their mom with the help of our staff #TinyHomes <a href="https://twitter.com/OCSanDistrict/status/169042402849792...">https://twitter.com/OCSanDistrict/status/169042402849792...</a>	4.44%	4	90
@OCSanDistrict Aug 11, 17:45	Flashback Friday! In honor of kids going back to school this month, here's a 2000s photo of a wastewater treatment operator's training. It looks just like school! <a href="https://twitter.com/OCSanDistrict/status/1690056775557357574/photo/1">https://twitter.com/OCSanDistrict/status/1690056775557357574/photo/1</a>	4.26%	2	47
@OCSanDistrict Aug 08, 17:20	Maintenance workers, when they see FOG in pipes. Remember, FOG should never be poured down the sink or garbage disposal. It will stick to the sewer pipes' interior surface, harden over time, and can cause sewage backups or...	4.39%	5	114
@OCSanDistrict Aug 06, 14:01	POV: Your toilet when you flush something you shouldn't down the drain. #What2Flush #3Ps <a href="https://twitter.com/OCSanDistrict/status/1688188447670902784/photo/1">https://twitter.com/OCSanDistrict/status/1688188447670902784/photo/1</a>	11.76%	12	102
@OCSanDistrict Aug 04, 16:03	Laughter is contagious, so get ready to spread some joy with this hilarious wastewater joke! <a href="https://twitter.com/OCSanDistrict/status/1687494450182774784/photo/1">https://twitter.com/OCSanDistrict/status/1687494450182774784/photo/1</a>	3.23%	2	62
@OCSanDistrict Aug 02, 18:02	For #WaterQualityMonth we want to highlight our partnership with @OCWDWaterNews GWRS takes highly treated wastewater and purifies it through a 3-step treatment system. Learn more at <a href="http://ocwd.com/GWRS...">http://ocwd.com/GWRS...</a>	7.69%	6	78

# Post performance - Instagram Business

Data from 01 Aug, 2023 to 31 Aug, 2023

## Sources

ocsandistrict

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Aug 31, 23:37	(No description)	0%	143	0	141
ocsandistrict Aug 31, 23:10	Winners! Click the post for more info.	0%	158	0	156
ocsandistrict Aug 30, 20:53	Happy #InternationalDayOfFriendship! Three's a crowd, but a group is a party! OC San workers are embracing the beauty of friendship.	7.14%	334	21	308
ocsandistrict Aug 28, 23:23	🚫🗑️ Don't let your garbage disposal give you drama! Keep those pipes happy by giving 'em only the good stuff. 🍌🍌🍌 Say NO to coffee grounds, banana peels, and your failed attempts at becoming a chef (we see those eggshells)....	5.88%	207	10	187
ocsandistrict Aug 26, 18:01	Double Whammy! Happy #NationalDogDay and #ToiletPaperDay! What better way to celebrate than a picture of a dog at a wastewater plant. Betcha he knows that only pee, poop and toilet paper should be flushed. No wipes!	6.52%	262	14	230
ocsandistrict Aug 24, 23:38	More than a Super Star, a Safety Star! 🌟🌟🌟 Our Safety and Health Supervisor was selected as the Voluntary Protection Programs Participants' Association - Safety Star of the Quarter, a program with OSHA. Join us in congratulating him ...	8.06%	367	20	310
ocsandistrict Aug 22, 15:26	CASA has awarded OC San and @OCWDistrict with the 2023 Capital Project Award for the Final Completion of the GWRs. The award was handed out at the CASA Conference on August 10.	10.65%	308	27	263
ocsandistrict Aug 20, 18:00	Capturing the stunning sunset at OC San as another beautiful day gracefully fades away, illuminating the serenity of our solids treatment digesters. #SunsetViews #GoldenHour	11.28%	297	28	257
ocsandistrict Aug 19, 16:03	Happy #WorldPhotoDay! Here's a glimpse into the ever-changing world here at OC San. Can you believe that picture 1 is the same as picture 2!?!?	5.96%	318	13	218
ocsandistrict Aug 18, 02:46	(No description)	0%	176	0	175
ocsandistrict Aug 17, 23:07	OC San and @OCWD came together to show our appreciation for the incredible staff that made the GWRs Final Completion a reality. Thank you for all your hard work and dedication. #GWRs #Celebrations 🎉👏	13.75%	410	38	291
ocsandistrict Aug 17, 00:55	(No description)	0%	142	0	141
ocsandistrict Aug 16, 18:01	🏗️🌟 Witness history in the making! Introducing "The Big Lift," the installation of OC San's bridge over Ellis Ave., uniting the new Headquarters Building with the existing wastewater facility across the street in Fountain Valley. 🏡🏡...	7.67%	0	21	365
ocsandistrict Aug 14, 17:04	Any students looking for an internship? We have a few openings. Click the link below!	0%	228	0	223
ocsandistrict Aug 14, 14:01	A touch of Epcot's magic right here in our construction zone! The striking resemblance between Walt Disney's iconic Epcot building and our glass roof under construction is a testament to innovation and inspiration #OCSanAtWork	8.87%	369	29	327
ocsandistrict Aug 12, 18:05	Quack-tastic house hunting! Baby ducks trying to find their tiny home here at OC San. Not to worry, all ducks made it back to their mom with the help of our staff #TinyHomes	7.02%	337	19	285
ocsandistrict Aug 11, 17:45	Flashback Friday! In honor of kids going back to school this month, here's a 2000s photo of a wastewater treatment operator's training. It looks just like school!	5.07%	315	13	276
ocsandistrict Aug 08, 17:20	Maintenance workers, when they see Fats, Oils, and Grease (FOG) in pipes. Remember, FOG should never be poured down the sink or garbage disposal. It will stick to the sewer pipes' interior surface, hardens over time, and eventual...	7.02%	340	20	299
ocsandistrict Aug 06, 14:01	POV: Your toilet when you flush something you shouldn't down the drain. #What2Flush #3Ps	2.89%	272	7	242
ocsandistrict Aug 04, 16:01	Laughter is contagious, so get ready to spread some joy with this hilarious wastewater joke!	3.9%	240	7	205
ocsandistrict Aug 02, 18:00	For #WaterQualityMonth we want to highlight our partnership with @ocwd. GWRs takes highly treated wastewater and purifies it through a 3-step treatment system. Learn more at <a href="https://ocwd.com/GWRs">ocwd.com/GWRs</a> #WastewaterReuse #SustainableLiving	6.78%	198	12	177

## Post performance - LinkedIn Pages

Data from 01 Aug, 2023 to 31 Aug, 2023

### Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 <b>Orange County Sanitation District</b> Aug 24, 23:38	 <p>More than a Super Star, a Safety Star! ★★★ Our Safety and Health Supervisor was selected as the Voluntary Protection Programs Participants' Association - Safety Star of the Quarter, a program with OSHA. Join us in congratulating him ...</p>	7.85%	675	33	0
 <b>Orange County Sanitation District</b> Aug 22, 15:26	 <p>California Association of Sanitation Agencies has awarded OC San and Orange County Water District with the 2023 Capital Project Award for the Final Completion of the GWRS. The award was handed out at the CASA Conference ...</p>	7.68%	768	39	0
 <b>Orange County Sanitation District</b> Aug 16, 18:01	 <p>🏗️ Witness history in the making! Introducing "The Big Lift," the installation of OC San's bridge over Ellis Ave., uniting the new Head quarters Building with the existing wastewater facility across the street in Fountain Valley. 🏢...</p>	7.81%	1,216	61	9
 <b>Orange County Sanitation District</b> Aug 02, 18:00	 <p>For #WaterQualityMonth we want to highlight our partnership with Orange County Water District. GWRS takes highly treated wastewater and purifies it through a 3-step treatment system. Learn more at <a href="http://ocwd.com/GWRS">ocwd.com/GWRS</a>...</p>	3.9%	436	20	0

Media News Articles

Article	Date	Source	Link
374Water Releases Q2 2023 Results and Defines Path Forward while Preparing to Deploy First Commercial AirSCWO Unit	8/9/2023	Digital Journal	<a href="https://www.digitaljournal.com/pr/news/accesswire/374water-releases-q2-2023-results-and-defines-path-forward-while-preparing-to-deploy-first-commercial-airscwo-unit">https://www.digitaljournal.com/pr/news/accesswire/374water-releases-q2-2023-results-and-defines-path-forward-while-preparing-to-deploy-first-commercial-airscwo-unit</a>
Congressional Visit Highlights 374Water's Innovation in Waste Treatment and PFAS Destruction	8/21/2023	Access Wire	<a href="https://www.accesswire.com/775263/Congressional-Visit-Highlights-374Waters-Innovation-in-Waste-Treatment-and-PFAS-Destruction">https://www.accesswire.com/775263/Congressional-Visit-Highlights-374Waters-Innovation-in-Waste-Treatment-and-PFAS-Destruction</a>
California seeks to introduce purified wastewater to drinking supplies	8/23/2023	Spectrum News 1	<a href="https://spectrumnews1.com/ca/orange-county/environment/2023/08/23/california-seeks-to-introduce-purified-wastewater-to-drinking-supplies">https://spectrumnews1.com/ca/orange-county/environment/2023/08/23/california-seeks-to-introduce-purified-wastewater-to-drinking-supplies</a>
GWRS Final Expansion Fortifies Orange County's Water Supply	9/1/2023	Black and Veatch	<a href="https://www.bv.com/projects/gwrs-final-expansion-fortifies-orange-county-s-water-supply">https://www.bv.com/projects/gwrs-final-expansion-fortifies-orange-county-s-water-supply</a>