Outreach and Media Summary



November & December 2021 and January 2022

OCSAN Public Affairs Office

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Outreach Report November and December 2021 and January 2022

Date	Tours	Attendees	Tour Guide
11/09/2021	OC San/OCWD Joint Tour	40	Jim Herberg
11/16/2021	Cal State Long Beach Nursing	7	Mike Zedek
11/29/2021	USC Tour	11	Andrew Brown
12/1/2021	Cal State Long Beach Nursing	13	Cortney Light
01/28/2022	General Public Tour	10*	Sam Choi
	*These events have not occurred at time of this report, therefore # of attendees is estimated.		
Date	Speaking Engagements/Events	Attendees	Presenter
11/02/2021	H2OC Subcommittee Presentation on OC San Rebranding	24	Daisy Covarrubias
12/6/2021	CASA Webinar	139	Jim Herberg
12/15/2021	NACWA Women in Water	12	Jennifer Cabral
01/10/2022	Seal Beach City Council	20	Kathy Millea /Raul Cuellar
01/26/2022	Huntington Beach Southeast Area Council Committee Meeting	25*	Daisy Covarrubias
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/Buena Park/Cypress	One printed notification	8,500	1 website posts
Fountain Valley	One printed notification	200	1 website post
Los Alamitos/ Seal Beach/ Rossmoor	Two printed notifications	15,500	4 website posts/ 4 text alerts
Westminster	Two Printed notifications	8,930	2 website posts / 3 text alerts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	Three	651	
Board Member Talking Points	Three	50	
Community Newsletter	Service Area	4,500	
Website Posts	16 Posts	240 views	

Facebook	46 posts	9.7k reached	
Twitter	44 tweets	9.3k reached	
Instagram	38 posts	625 likes	
LinkedIn	8 posts	161 people	

Facebook Posts Nov/Dec 2021 and Jan 2022

Page Overview	
Discovery	
Post reach	1,946
Post engagement	392
New Page Followers	3
Interactions	
© Reactions	113
Comments	•
Comments	9
Shares	12

Posts

Last 90 Days

Date v



Sam the Scientist returns this month as the OC San Virtual Tour Guide. If you haven't had the chance to join, nows the time. Register for FREE at ocsan.gov/tours

Post Reach Engagement

> 98 1

Tue, Jan 11



Join us in welcoming our new members of the OC San Board of Directors. Gloria Ma'ae from the City of Anaheim-Municipal Government ,Ted Bui from the Fountain Valley C... Mon, Jan 10

Post Reach Engagement

69 36

When you ask around the house who flushed the wipes down the pipes. Remember that all wipes belong in the trash, not the toilet. #W2F #3Ps #Spiderman

Post Reach Engagement

153 9

Fri, Jan 7



A Special Board of Directors meeting is happening next week on Wednesday, Jan. 12 at 5 pm. Click here to view the agenda: https://ocsd.legistar.com/Calendar.aspx Wed, Jan 5

Post Reach Engagement

179 23

Today, we're highlighting OC San's service area. Can you find your city on this map? If so, you live within our 479 sq. mile service area. We have almost 400 miles of sewer...

Post Reach Engagement

312 24

Wed, Jan 5

Sat, Jan 1



New year, new me, but not new pipes. To avoid getting #FOGclogs in your pipes, throw fats, oils, and grease in the trash not down the drain. This helps your pipes, your city's... Mon, Jan 3

Post Reach Engagement

12

Happy New Year from our family to yours. Happy 2022. As we close the year we want to thank our staff for another successful year and send a shoutout to those working ove...

Post Reach Engagement

176

414



It's #WastewaterWednesday! To celebrate here's a fun fact about OC San: About 2% of the people who apply to the Guinness World Records actually make it in. Yours truly is... Dec 29, 2021

Post Reach Engagement 4

134



Before the year ends, make sure to apply to our most recent job openings here at OC San! For more info visit ocsan.gov/jobs

Post Reach Engagement

258 12



Happy Holidays from OC San 🎄 Dec 25, 2021

Dec 27, 2021

Post Reach Engagement

168

11



After months of hard work, the 2020-21 OC San Asset Management Plan is now available! The plan includes an inventory of critical assets, an evaluation of their condition... Dec 23, 2021

Post Reach Engagement

260 13



Just a reminder that OC San's admin offices will be closed Dec. 23-24th for the holidays! But even we we're off, we're not off. A team of OC San operators and lab staff will be... Dec 22, 2021

285

Post Reach Engagement

28

Thank you @ocbiz_council for shining a light on OC San's Capital Improvement Program which is not only focused on enhancing Orange County's infrastructure but also... Dec 21, 2021

147

Post Reach Engagement

3



Presents belong under the tree 🎄 just like fats, oils, and grease belong in the trash. No need to wrap the gift of FOG, just can it, cool it, & trash it 🥡 . Visit what2flush.com to lea... Dec 20, 2021

823

Post Reach Engagement

36



The walls are changing. Construction is starting at Plant No. 1 on Ward St. You will see the chain link fence being removed and replaced with a block wall. This work is being... Dec 17, 2021

Post Reach

212

Engagement

20



OC San is at it again. We are so excited to share with you that we were recently awarded the District Transparency Certificate of Excellence by the Special District Leadership... Dec 16, 2021

Post Reach 103

Engagement

10



One of the good things that comes out of construction are super cool pictures. Like this one of an OC San contractor lowering the chemical grout injection packer into a manhol... Dec 13, 2021

Post Reach Engagement

436 41



Dec 11, 2021

As your kitchens fill with fun, family, and food, remember to avoid dumping Fats, Oils, & Grease down your pipes this holiday season! #FOG

137

Post Reach Engagement

DISTRICT CALIFORNIA	The Steering Committee Meeting (5 p.m.) and Board Meeting (6 p.m.) are happening on Dec. 15. Click here to view the agenda: Dec 9, 2021	76	шуауешеш 2
WE ARE MARKET. - THE PARK STATE OF THE PARK STA	Don't miss out on the opportunity to work at OC San! To learn more about our recent job openings, visit ocsan.gov Dec 9, 2021	Post Reach 268	Engagement 15
Additional Management of the control of the contro	OC San Tip: Use the Happy Birthday song as a time reference when washing your hands. $\ensuremath{\text{Dec}}\xspace 7,2021$	Post Reach 129	Engagement 4
00	We immediately saw a resemblance between the 3 Ps and Squid Games. Wipes clog pipes. Even if the they say "Flushable," wipes don't belong down the toilet . They Dec 6, 2021	Post Reach 152	Engagement 5
DISTRICT	The Administration Committee Meeting is happening on Wed., Dec. 8 @5 p.m. Click here to view the agenda: Dec 1, 2021	Post Reach 60	Engagement 1
The state of the s	Today is the day. Construction is officially moving into Los Alamitos Blvd. To find out more about the work being done as part of the Los Alamitos Trunk Sewer Project visit $\label{eq:Dec 1} \text{Dec } 1,2021$	Post Reach 310	Engagement 11
WI AND HIRING	Want to start 2022 off with a career at a wastewater treatment plant? Don't miss out on that chance and apply today at ocsan.gov/jobs Nov 29, 2021	Post Reach 203	Engagement 16
DISTRICT	The Operations Committee Meeting is this Wednesday, Dec 1 at 5 pm. Click here to view the agenda: Nov 29, 2021	Post Reach 68	Engagement 2
ne study to	Just a Friendly reminder from us to not invite FOG into your home. The proper way to dispose of Fats, Oils and Grease is to pour them in a can, let them cool, and throw them in the Nov 26, 2021	Post Reach 84	Engagement 19
Happy StateAguing QC SSAN	Happy Thanksgiving from us to you. Nov 25, 2021	Post Reach 113	Engagement 3
Thanksgiving	After all the holiday cooking, remember to put all your fats, oils, and grease in a disposable container, let it cool, and throw it in the trash. #FOGClogs Nov 24, 2021	Post Reach 852	Engagement 36
The same of the sa	Make sure you stay fully informed on the Los Alamitos Construction Project by visiting ocsan.gov/LosAlamitos and sign up for email and text alerts. #LosAlamitosConstructio Nov 23, 2021	Post Reach 386	Engagement 21



Curious about current construction projects? By visiting our construction page, you can read the latest on our infrastructure projects. Visit: ocsan.gov/construction for...

Post Reach Engagement

75 11

Nov 21, 2021

Nov 20, 2021



Ever wondered how sewage sludge helps our environment? Vist ocsan.gov/biosolids to learn more.

Post Reach Engagement

89

4



Westminster, we have a neighborhood bulletin you'll want to check. Learn the latest details of the Westminster Blvd. Sewer Project including what to expect in the weeks ahead... Nov 17, 2021

Post Reach Engagement

733

52



All things OC San. Your favorite agency, OC San, just released your new favorite read. The first issue of The OC San Connection newsletter is now available on ocsan.gov.... Nov 16, 2021

Post Reach Engagement

119



All happening on Nov. 17. The Steering Committe will meet at 5 pm and the Board Meeting at 7 pm. Click here to view the agenda:

Post Reach Engagement

82

4

At OC San nothing gets wasted. We recycle the water, the solids, the gas, and the heat. Just doing our part for #AmericaRecyclesDay today and everyday. To learn more... Nov 15, 2021

Post Reach Engagement

136

4



Baked goods, homemade meals, and family are what the holidays are made of. To get there we use products like butter, oil, and dairy that make up FOG. To avoid #FOGclog... Nov 13, 2021

Post Reach Engagement

137



Thank you to all the Veterans who served our Country. We want to take this moment and highlight the Veterans that are part of the OC San Family. #ThankYou #VeteransDay

151

Post Reach Engagement 16

Nov 11, 2021

Nov 15, 2021



Just a reminder that our offices will be closed on Thursday, Nov. 11 in observance of Veterans Day.

Nov 10, 2021

Post Reach Engagement 105 3



About to put "Flushable" wipes down the toilet . RED LIGHT! Throws it in the trash instead. GREEN LIGHT! Wipes clog pipes. Even if they say "Flushable," wipes, the... Post Reach Engagement

196 14



Tour Time. The OC San and OCWD General Managers come together for a joint special virtual tour on Tuesday, November 9 at 10 a.m. Visit ocsan.gov/tours to register. Nov 6, 2021

Post Reach Engagement

161



The numbers are in and so is OC San's 2020-21 Annual Report and Video. Visit ocsan.gov to view them both. Nov 4, 2021

108

Post Reach Engagement 3



The Administration Committee Meeting will be happening on Wed, Nov. 10 at 5 p.m. Click here to view the agenda: Nov 3, 2021

Post Reach 55

Engagement

1



Congratulations to Anthony and Matt - our Plant No.1 and Plant No.2 Operators of the Year. They were selected by their peers and management as the top operators and we are so... Nov 2, 2021

Post Reach Engagement

218

24



Nov 2, 2021

Nov 1, 2021

The Legislative & Public Affairs Committee Meeting is happening on Nov. 8 at 4:30 p.m. Click here to view the agenda:

Post Reach Engagement

52

1

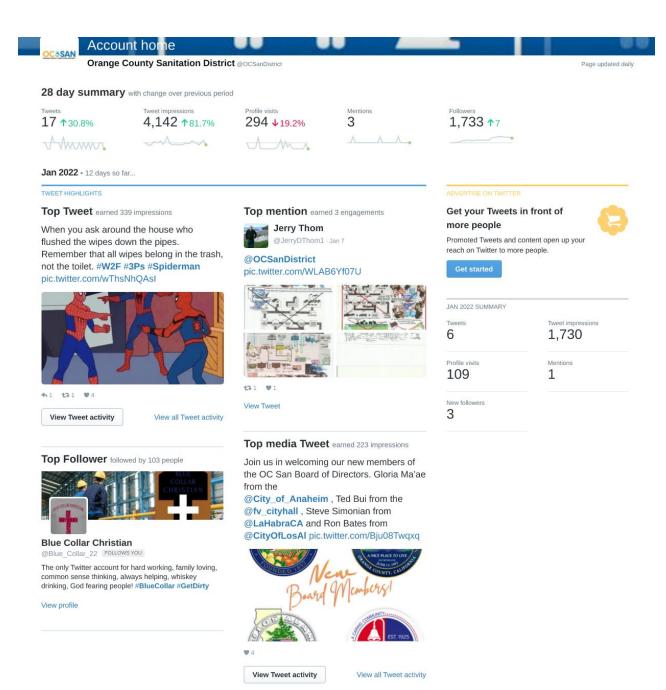


Ghosts and ghouls came out to play. We were ready! Our collections team suited up and attacked the scary things that hide at night and in the pipes. What scary things did you...

Post Reach Engagement

271

Twitter Posts Nov/Dec 2021 and Jan 2022



Dec 2021 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 690 impressions

Happy Holidays from OC San 🎄 pic.twitter.com/b8bQRfxxYM



View Tweet activity

View all Tweet activity

Top Follower followed by 1,719 people



Marie Y. Lemelle, MBA

Playwright - Kwanzaa: A Celebration of Unity Journalist/Columnist @LA_WaveNews @thecomptonherald Storytelling is my life! https://t.co/XVOrEb7AUH

View profile

Top mention earned 21 engagements



CALSTRAT @Calstrat1 - Dec 17

John Withers on the massive jobs and water infrastructure he's coordinating as Chair of @OCSanDistrict. \$200M in construction contracts for sewer projects throughout Orange County targeted to local vendors, contractors, and consultants in the next year. tinyurl.com/mr26jcmz

t71 **V**3

View Tweet

Top media Tweet earned 391 impressions

One of the good things that comes out of construction are super cool pictures. Like this one of an OC San contractor lowering the chemical grout injection packer into a manhole. And clean and maintained OC San sewer lines of course... @CityOfLosAl pic.twitter.com/x48pac6C6o



♦1 ₩5

View Tweet activity

View all Tweet activity

DEC 2021 SUMMARY

18

3,748

270

3

New followers

TWEET HIGHLIGHTS

Top Tweet earned 577 impressions

Ghosts and ghouls came out to play. We were ready! Our collections team suited up and attacked the scary things that hide at night and in the pipes. What scary things did you encounter? pic.twitter.com/OfmkncUmKi



41 93

View Tweet activity

View all Tweet activity

Top Follower followed by 231 people



Steven Elie

@steve_elie13 FOLLows you

Papa Bear to two wonderful human beings; Director, Inland Empire Utilities Agency; Lawyer and Partner Musick Peeler & Garrett.

View profile

Top mention earned 135 engagements



Larry Tenney Make #GoodTrouble

@LarryTenney - Nov 12

In April @OCSanDistrict requested funding support from #CA48 Michelle Steel for a clean water project. She turned them down

Instead, she requested \$15.5M worth of sand to be dumped on her own backyard beach

Steel always puts party & self above community

ocsan.gov/home/showpubli...

£3 27 ₩ 29

View Tweet

Top media Tweet earned 560 impressions

About to put "Flushable" wipe down the toilet . RED LIGHT! Throw it in the trash instead. GREEN LIGHT! Wipes clog pipes. Even if they say "Flushable," wipes don't belong down the toilet. They belong in the trash. #NoWipesDownThePipes #W2F #What2Flush pic.twitter.com/cGUpnrLUut



41 131 96

View Tweet activity

View all Tweet activity

NOV 2021 SUMMARY

7weets

3,846

Profile visits

14

New followers

Instagram Posts Nov/Dec. 2021 and Jan 2022

























































LinkedIn Posts

Nov/Dec. 2021 and Jan 2022





Orange County Sanitation District 3,473 followers

3,473 followe

After months of hard work, the 2020-21 OC San Asset Management Plan is now available! The plan includes an inventory of critical assets, an evaluation of their condition and performance, and so much more. Visit ocsan.gov to learn more.

2021 Asset Management Plan

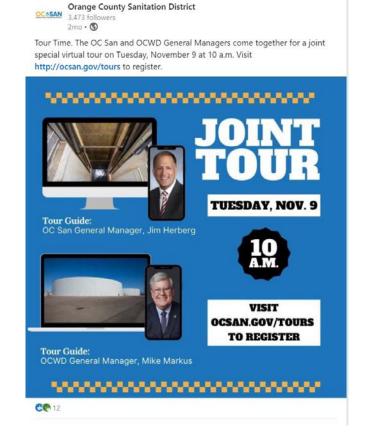


CO Gregg Deterding and 25 others

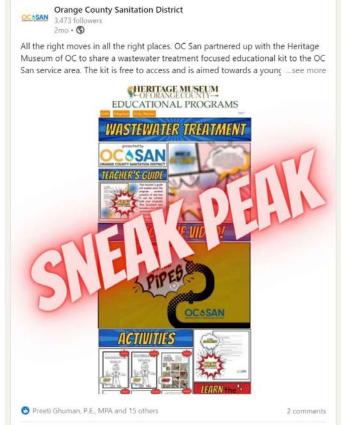












Article	Date	Resource	Link
			https://www.waterworld.com/drinking-
			water/infrastructure-funding/press-
			release/14212909/los-angeles-receives-224m-
Los Angeles receives \$224M WIFIA loan	26-Oct-21	WaterWorld	<u>epa-water-infrastructure-loan</u>
			https://www.ocsan.gov/residents/construction-
			program-projects/current-construction/los-
Los Alamitos Trunk Sewer Construction Project	28-Oct-21	Los Al Weekly newsletter	alamitos-trunk-sewer-project
	20 000 22	2007 ii Weekiy Hewstetter	statities statities project
			https://www.ocsan.gov/home/showdocument?id
Los Alamitos weekly e-mail	5-Nov-21	Los Al Weekly newsletter	<u>=32476&t=637782804876596441</u>
			https://www.ocsan.gov/home/showdocument?id
Los Alamitos weekly e-mail	12-Nov-21	Los Al Weekly newsletter	=32470&t=637782804831752582
			https://lifitary.C40.ib.com/ com/com/ca/12024_44_47
Illumentian Mateur Deplacementian Diseates Construct 4 Mile			https://kfiam640.iheart.com/content/2021-11-17-
Hyperion Water Reclamation Plant to Conduct 1-Mile	17 Nov. 21	City Navya Camilaa	hyperion-water-reclamation-plant-to-conduct-1-
Outfall Tests This Week	17-NOV-21	City News Service	mile-outfall-tests-this-week/ https://worldnationnews.com/state-addresses-
State addresses urgency to prepare roads, water systems			urgent-need-to-prepare-roads-water-systems-for-
for rising sea	19-Nov-21	World Nation News	rising-seas/
To Tising sea	10-1107-21	World Nation News	insing seasy
			https://www.dailybreeze.com/2021/11/17/mont
Months after massive sewage spill, Hyperion plant tests			hs-after-massive-sewage-spill-hyperion-plant-to-
are successful on 1-mile outfall	18-Nov-21	LA Times	test-1-mile-outfall/
			1 //
Landa de la constitución de la c	40.11 5:	Las Albarada Las	https://www.ocsan.gov/home/showdocument?id
Los Alamitos weekly e-mail	19-Nov-21	Los Al Weekly newsletter	<u>=32472&t=637782804847689740</u>
			https://www.ocsan.gov/home/showdocument?id
Los Alamitos weekly e-mail	26-Nov-21	Los Al Weekly newsletter	=32474&t=637782804861127460
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		https://ocbc.org/newsroom/ocbc-indicator-
2-Dec-21	OCBC	enewsletter/
		https://www.ocsan.gov/home/showdocument?id
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3-Dec-21	Los Ai Weekly Hewsiettei	https://news.bloomberglaw.com/product-liability-
0.024	Bloombon Lo	and-toxics-law/states-cut-forever-chemicals-in-
8-Dec-21	Bloomberg Law	biosolids-as-they-await-epa
		hatter //-la-7/ii
		https://abc7.com/omicron-in-southern-california-
8-Dec-21	ABC 7	covid-variant-wastewater/11313692/
		https://www.ocsan.gov/home/showdocument?id
10-Dec-21	Los Al Weekly newsletter	=32462&t=637782801723808294
		https://www.ocsan.gov/home/showdocument?id
17-Dec-21	Los Al Weekly newsletter	<u>=32464&t=637782801749745662</u>
		https://www.ocsan.gov/home/showdocument?id
21-Dec-21	Financial News	=32500&t=637787995372345555
		https://www.ocsan.gov/home/showdocument?id
24-Dec-21	Los Al Weekly newsletter	=32466&t=637782801770058475
		https://www.ocsan.gov/home/showdocument?id
31-Dec-21	Los Al Weekly newsletter	=32468&t=637782801785371057
		https://www.ocsan.gov/home/showdocument?id
7-Jan-22	Los Al Weekly newsletter	=32488&t=637782811218219245
		https://finance.yahoo.com/news/orange-county-
10-Jan-22	Yahoo Finance	sanitation-district-ca-205906637.html
		https://www.ocsan.gov/home/showdocument?id
14-Jan-22	Los Al Weekly newsletter	=32486&t=637782811201812689
	3-Dec-21 8-Dec-21 10-Dec-21 17-Dec-21 21-Dec-21 31-Dec-21 7-Jan-22	2-Dec-21 OCBC 3-Dec-21 Los Al Weekly newsletter 8-Dec-21 Bloomberg Law 8-Dec-21 ABC 7 10-Dec-21 Los Al Weekly newsletter 17-Dec-21 Los Al Weekly newsletter 21-Dec-21 Financial News 24-Dec-21 Los Al Weekly newsletter 31-Dec-21 Los Al Weekly newsletter 7-Jan-22 Los Al Weekly newsletter 10-Jan-22 Yahoo Finance