

Outreach and Media Summary



June 2023

OC San Public Affairs Office

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Outreach Report June 2023

Date	Tours	Attendees	Tour Guide
6/6/23	Garden Grove City Manager Tour	6	Riaz Moinuddin
6/13/23	Los Alamitos Mayor and family	2	Rob Thompson
6/14/23	Anaheim City Manager	1	Rob Thompson
6/24/23	Bible Study Fellowship International group	12	Rob Thompson
6/19/23	Placentia Mayor	3	Rob Thompson
6/20/23	Cal State Fullerton Nursing (virtual)	13	Mike Zedek
6/22/23	Cal State Fullerton CA Global Outreach	15	Cortney Light
6/29/23	Fullerton Mayor and Korean Delegation	20	Rob Thompson
Date	Speaking Engagements/Events	Attendees	Presenter
6/10/23	OC Green Expo	200	Giti Radvar/ Pegah Behravan/ Dana Andrews/ Kelly Newell
6/13/23	Asset Management presentation at CWEA Conference	40	Brian Waite
6/29/2023	IT presentation at MISAC conference	60	Loc Trang/ David Ngo
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Westminster	Westminster Sewer Project update		1 website post
Los Alamitos/ Seal Beach	Los Alamitos Sewer Project update	1000	1 website posts/ 1 text alert
Anaheim/Buena Park	Orange Western Sewer Project update	1500	
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	Topic: OC Register Water Insert	216	
Board Member Talking Points	One	50	
Website Posts	9 posts	5.4 k views	Website
Facebook	17 posts	3k reached	Social Media
Twitter	15 tweets	1k reached	Social Media
Instagram	22 posts	4.3 k reached	Social Media
LinkedIn	9 posts	7 k reached	Social Media

Post performance - Facebook Pages

Data from 01 Jun, 2023 to 30 Jun, 2023

Sources

Orange County Sanitation District

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Orange County Sanitation District Jun 29, 19:49	Celebrating the legacy of 4 amazing individuals who helped shape the OC San we know today! 🎉 We held the Honor Walk ceremony where Marc Dubois, James Ferryman, Larry Crandall and Jack Ellis were recognized for their impa...	22.83%	276	276
Orange County Sanitation District Jun 29, 16:01	It's Our Golden Hour. #OCSanConstruction #OrangeCounty #OCGoldenHour	11.63%	219	215
Orange County Sanitation District Jun 27, 15:48	OC San is honored to have been awarded the CMAA Award for Project Achievement for the GWRS - an incredible accomplishment for us and our partners Orange County Water District! 🏆👏	21.1%	241	237
Orange County Sanitation District Jun 23, 17:01	Steel has arrived! This marks the start of our pedestrian sky bridge connecting Plant No. 1 to our New Headquarters Building across the street. The bridge will span 100 feet and cross Ellis Ave. in Fountain Valley. **Try and find the two...	13.17%	179	167
Orange County Sanitation District Jun 22, 21:40	With #FlushSmartDay around the corner, take a deep dive into the importance of celebrating responsible flushing habits with our friends at the Responsible Flushing Alliance. Read this helpful blog post with more info about #FlushSmartDay and its importance! Flush Smart Day is On the...	5.1%	104	98
Orange County Sanitation District Jun 21, 23:13	Next Wednesday, June 28, is the Steering Committee Meeting (5 p.m.) and the Board of Directors Meeting (6 p.m.). Make sure you add it to your calendar! Click here to view the agenda:	4.82%	88	83
Orange County Sanitation District Jun 19, 19:17	Heal the Bay has released the 2022-23 Beach Report Card! Orange County Beaches continue to receive high grading with A's and B's across the board. Visit ocsa.gov to read the full report. #CleanWaterOC #OCWaterQuality...	6.67%	160	150
Orange County Sanitation District Jun 17, 18:00	OC San's Ocean Monitoring Program is responsible for keeping our beaches clean and free from harmful bacteria and other pollutants. So the next time you're enjoying a day at the beach, you can feel confident that the water is saf...	8.74%	195	183
Orange County Sanitation District Jun 15, 18:05	Join our mission to keep Orange County clean and green! We're excited to announce that we're hiring for multiple positions! Visit our website to learn more and apply today. #orangecountyjobs #hiring	5.26%	720	665
Orange County Sanitation District Jun 12, 20:31	OCWD 90th Anniversary Proud to to have a top notch organization like this as a partner.	12.37%	106	97
Orange County Sanitation District Jun 12, 17:34	The OC San Administrative Committee Meeting is happening this week on Wednesday (6/14) at 5 p.m. Click here to view the agenda:	5.77%	62	52
Orange County Sanitation District Jun 10, 18:13	Happy Saturday! Its a beautiful day to be at the Anaheim Green Expo. We are here talking about OC San and What 2 Flush! . Come stop by and say hi. We are here until 2 p.m. . . . #What2Flush #cityofanaheim #GreenExpo	9.51%	280	263
Orange County Sanitation District Jun 10, 02:32	Today we turn 69! Next year is the big 70 for us but every year should be celebrated. Visit ocsan.gov to learn more about us and our history.	13.17%	179	167
Orange County Sanitation District Jun 10, 02:31	Today we turn 69! Next year is the big 70 for us but every year should be celebrated. Visit ocsan.gov to learn more about us and our history.	16.29%	192	178
Orange County Sanitation District Jun 05, 19:13	Doing more than just telling you where to properly dispose of your "flushable" wipes (the trash). And with no better timing than the same week as #WorldEnvironmentDay and #WorldOceansDay, we wanted to share a sneak...	4.48%	78	67
Orange County Sanitation District Jun 02, 20:22	📰 News Alert! The American Water Works Association just released an article on the completion of the Groundwater Replenishment System! 🎉 Learn all about its immense impact on sustainable water management. Visit ocsan.gov t...	6.35%	80	63
Orange County Sanitation District Jun 01, 21:17	The OC San Audit Ad Hoc Committee Meeting (4 p.m.) and the Operations Committee Meeting (5 p.m.) are happening on June 7 this upcoming week. Click here to view the agenda:	4.55%	79	66

Post performance - Twitter

Data from 01 Jun, 2023 to 30 Jun, 2023

Sources

@OCSanDistrict

DATE	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
Jun 29, 19:49	Celebrating the legacy of 4 individuals who helped shape the OC San we know today! 🎉 We held the HonorWalk ceremony where they were recognized for their impact & will be memorialized with a permanent brick at our facility. 🧱...	2.53%	2	79
Jun 29, 16:03	It's Our Golden Hour. #OCSanConstruction #OrangeCounty #OCGoldenHour https://twitter.com/OCSanDistrict/status/1674448540569853953/photo/1	4.95%	5	101
Jun 28, 20:02	Check out our spiffy new look! 🥳 Our OC San Tour Bus is ready to hit the roads again! 🚗 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...	0%	0	0
Jun 27, 16:24	@HealTheBay	0%	0	2
Jun 27, 15:48	OC San is honored to have been awarded the CMAA Award for Project Achievement for the GWRS - an incredible accomplishment for us and our partners @OCWDWaterNews! 🎉🏆 https://twitter.com/OCSanDistrict/status/1674448540569853953/photo/1	5.88%	3	51
Jun 23, 17:00	Steel has arrived! This marks the start of our pedestrian sky bridge connecting Plant No. 1 to our New Headquarters Building across the street. The bridge will span 100 feet and cross Ellis Ave. in Fountain Valley. **Try and find the two...	5.97%	4	67
Jun 22, 21:38	#FLUSHSMARTDAY IS ABOUT ONE WEEK AWAY! Take a deep dive into the importance of #FlushSmart habits, the "Do Not Flush" symbol, and fatbergs with our friends @FlushSmart. Flush Smart Day is On the Way! - FlushSmart	4.23%	3	71
Jun 22, 15:21	The one big piece to success is partnerships. And we have the best partners 🤝 https://twitter.com/black_veatch/status/1671900415628132357	1.37%	1	73
Jun 21, 19:18	City Of HB dropping facts! https://twitter.com/cityofhbpio/status/1671597637856907264	1.23%	1	81
Jun 19, 19:17	Heal the Bay has released the 2022-23 Beach Report Card! Orange County Beaches continue to receive high grading with A's and B's across the board. Visit http://ocsan.gov to read the full report. @HealTheBay #CleanWaterOC...	6.51%	14	215
Jun 17, 18:01	OC San's Ocean Monitoring Program is responsible for keeping our beaches clean and free from harmful bacteria and other pollutants. So the next time you're enjoying a day at the beach, you can feel confident that the water is saf...	0%	0	65
Jun 15, 18:05	Join our mission to keep Orange County clean and green! We're excited to announce that we're hiring for multiple positions! Visit our website to learn more and apply today. #orangecountyjobs #hiring https://twitter.com/OCSanDistrict/status/1671597637856907264	11.54%	6	52
Jun 10, 02:33	Today we turn 69! Next year is the big 70 for us but every year should be celebrated. Visit http://ocsan.gov to learn more about us and our history. https://twitter.com/OCSanDistrict/status/1667359228749824000/photo/1	1.82%	1	55
Jun 05, 19:13	Doing more than just telling you that wipes belong in the trash & with no better timing than the week of #WorldEnvironmentDay & #WorldOceansDay, here is a sneak peek of the latest California Water insert of the @ocregister Visit http://ocsan.gov	4.23%	3	71
Jun 02, 20:22	@awwa released an article on the completion of the Groundwater Replenishment System! To Learn about its impact on sustainable water management, visit http://ocsan.gov to dive into the full article & be amazed b...	0.9%	1	111

Post performance - Instagram Business

Data from 01 Jun, 2023 to 30 Jun, 2023

Sources

ocsandistrict

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Jun 29, 19:49	Celebrating the legacy of 4 amazing individuals who helped shape the OC San we know today! 🎉 We held the Honor Walk ceremony where Marc Dubois, James Ferryman, Larry Crandall and Jack Ellis were recognized for their impa...	4.14%	392	14	362
ocsandistrict Jun 29, 16:01	It's Our Golden Hour. #OCSanConstruction #OrangeCounty #OCGoldenHour	8.97%	250	19	234
ocsandistrict Jun 28, 20:26	(No description)	0%	97	0	97
ocsandistrict Jun 28, 20:25	(No description)	0%	101	0	100
ocsandistrict Jun 28, 20:25	(No description)	0%	110	0	109
ocsandistrict Jun 28, 20:24	(No description)	0%	128	0	123
ocsandistrict Jun 27, 15:48	OC San is honored to have been awarded the CMAA Award for Project Achievement for the GWRs - an incredible accomplishment for us and our partners @OCWD! 🏆👏	12.94%	223	25	201
ocsandistrict Jun 26, 15:09	Steel has arrived! This marks the start of our pedestrian sky bridge connecting Plant No. 1 to our New Headquarters Building across the street. The bridge will span 100 feet and cross Ellis Ave. in Fountain Valley. **Try and find the two...	6.82%	420	23	381
ocsandistrict Jun 26, 14:45	(No description)	0%	152	0	150
ocsandistrict Jun 22, 18:05	(No description)	0%	139	0	137
ocsandistrict Jun 21, 23:08	(No description)	0%	141	0	138
ocsandistrict Jun 19, 19:17	Heal the Bay has released the 2022-23 Beach Report Card! Orange County Beaches continue receiving high grades with A's and B's across the board. Visit csa.gov to read the full report. @HealTheBay #CleanWaterOC...	6.28%	240	10	223
ocsandistrict Jun 17, 18:00	OC San's Ocean Monitoring Program is responsible for keeping our beaches clean and free from harmful bacteria and other pollutants. So the next time you're enjoying a day at the beach, you can feel confident that the water is saf...	8.73%	248	19	229
ocsandistrict Jun 15, 18:05	Join our mission to keep Orange County clean and green! We're excited to announce that we're hiring for multiple positions! Visit our website to learn more and apply today. #orangecountyjobs #hiring	6.7%	487	23	448
ocsandistrict Jun 14, 18:00	(No description)	0%	131	0	131
ocsandistrict Jun 10, 18:11	Happy Saturday! It's a beautiful day to be at the Anaheim Green Expo. We are here talking about OC San and What 2 Flush! . Come stop by and say hi. We are here until 2 p.m. ... #What2Flush #cityofanaheim #GreenExpo	7.29%	323	17	247
ocsandistrict Jun 10, 17:38	(No description)	0%	154	0	152
ocsandistrict Jun 10, 02:31	Today we turn 69! Next year is the big 70 for us but every year should be celebrated. Visit ocsan.gov to learn more about us and our history.	8.29%	210	15	181
ocsandistrict Jun 09, 17:09	(No description)	0%	147	0	146
ocsandistrict Jun 02, 17:09	(No description)	0%	161	0	161
ocsandistrict Jun 05, 19:13	Doing more than just telling you where to properly dispose of your "flushable" wipes (the trash). And with no better timing than the same week as #WorldEnvironmentDay and #WorldOceansDay, we wanted to share a sneak...	3.86%	288	9	259
ocsandistrict Jun 02, 20:22	📢 News Alert! The @AWWA just released an article on the completion of the Groundwater Replenishment System! 🌊 Learn all about its immense impact on sustainable water management. Visit ocsan.gov to dive into the full article and ...	3.6%	155	5	139

Post performance - LinkedIn Pages

Data from 01 Jun, 2023 to 30 Jun, 2023

Sources

Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
Orange County Sanitation District Jun 29, 19:54	Celebrating the legacy of 4 amazing individuals who helped shape the OC San we know today! 🥳 We held the Honor Walk ceremony where Marc Dubois, James Ferryman, Larry Crandall and Jack Ellis were recognized for their impa...	6.02%	598	11	0
Orange County Sanitation District Jun 29, 19:49	Celebrating the legacy of 4 amazing individuals who helped shape the OC San we know today! 🥳 We held the Honor Walk ceremony where Marc Dubois, James Ferryman, Larry Crandall and Jack Ellis were recognized for their impa...	3.6%	278	5	0
Orange County Sanitation District Jun 27, 15:48	OC San is honored to have been awarded the CMAA Award for Project Achievement for the GWRS - an incredible accomplishment for us and our partners Orange County Water District! 🏆👏	6.88%	1,148	34	1
Orange County Sanitation District Jun 23, 17:00	Steel has arrived! This marks the start of our pedestrian sky bridge connecting Plant No. 1 to our New Headquarters Building across the street. The bridge will span 100 feet and cross Ellis Ave. in Fountain Valley. 🏗️👀*Try and find the two...	6.94%	1,398	48	10
Orange County Sanitation District Jun 22, 21:42	We are about one week away from celebrating #FlushSmartDay! This second annual celebration provides an excellent reminder about the importance of practicing responsible flushing habits. The "Do Not Flush" symbol is an...	1.31%	534	5	0
Orange County Sanitation District Jun 19, 19:17	Heal the Bay has released the 2022-23 Beach Report Card! Orange County Beaches continue to receive high grading with A's and B's across the board. Visit ocsa.gov to read the full report. Heal the Bay #CleanWaterOC #OCWaterQual...	3.21%	530	5	0
Orange County Sanitation District Jun 15, 18:05	Join our mission to keep Orange County clean and green! We're excited to announce that we're hiring for multiple positions! Visit our website to learn more and apply today. #orangecountyjobs #hiring	7.58%	792	9	1
Orange County Sanitation District Jun 05, 19:13	Doing more than just telling you where to properly dispose of your "flushable" wipes (the trash!). And with no better timing than the same week as #WorldEnvironmentDay and #WorldOceansDay, we wanted to share a sneak...	3.79%	660	8	1
Orange County Sanitation District Jun 02, 20:22	📢 News Alert! The American Water Works Association just released an article on the completion of the Groundwater Replenishment System! 🏆 Learn all about its immense impact on sustainable water management. Visit ocsan.gov t...	2.92%	1,063	17	0

June Media Articles

Article	Date	Source	Link
Heal the Bay Releases Annual Beach Report Card & River Report Card 2022-2023	6/13/2023	Heal the Bay	https://healthebay.org/beachreportcard2022-2023/
How safe LA and Orange County beaches are in 2023, as graded by Heal the Bay	6/14/2023	OC Register	https://www.ocsan.gov/home/showdocument?id=33974&t=638223383078565661
Heal the Bay: Wet winter fouled the water for Southern California beaches	6/14/2023	OC Register	https://www.ocsan.gov/home/showdocument?id=33976&t=638223389473542864
The Ground Water Replenishment System	6/21/2023	OC Hispanic Chamber of Commerce Newsletter	https://www.ocsan.gov/home/showdocument?id=34020&t=638229435426123002
94th Annual California Water Environment Awards Announces Water Sector Honorees	6/29/2023	Investors Observer	https://www.investorsobserver.com/news/qm-pr/4924268040290031