

Outreach and Media Summary



February 2025

OC San Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 3
TWITTER POSTINGS	PAGE 4
INSTAGRAM POSTINGS.....	PAGE 5
LINKEDIN POSTINGS.....	PAGE 6
NEWS ARTICLES.....	PAGE 7

Outreach Report February 2025

Date	Tours	Attendees	Tour Guide
2/5/25	Orange County Health Care Agency	23	Cortney Light
2/7/25	Orange County Transportation Authority	2	Rob Thompson
2/8/25	Bassett Adult School	7	Shabbir Basrai
2/12/25	CASA New Director Tour	3	Rob Thompson
2/18/25	Cal State Long Beach Nursing	27	Cortney Light
2/19/25	Cal State Long Beach Nursing	19	Cortney Light
2/24/25	Chinese Delegation	6	Sharon Yin/ Jennifer Cabral
2/28/25	Godinez High School	30	Donald Herrera
Date	Speaking Engagements/Events	Attendees	Presenter
2/5/25	CWEA P3S Conference	50	Mark Kawamoto
2/13/25	Coalition for Environmental Protection, Restoration and Development	25	Rob Thompson
2/18/25	Orange County Water Association	70	Rob Thompson and Ryan Gallagher
2/19/25	Unity Middle College High School-Career Day	7	Jenny Gomez
2/28/25	UC Riverside Industry Night		Kayla Arias/Giti Radvar/Warren Liu
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Costa Mesa	Costa Mesa Sewer Along I-405	350	1 website post
Costa Mesa	Costa Mesa Sewer Along 1-405	100	Printed Notification
Orange	Taft Sewer Replacement Project Update	421	1 website post
Seal Beach	Seal Beach Pump Station	278	1 website post
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	OC San's Wastewater 101 Citizens Academy Announcement	132	
Board Member Talking Points	One	50	

Website Posts	One post	15 views	Website
Facebook	21 posts	2.6k reached	Social Media
Twitter	22 tweets	770 reached	Social Media
Instagram	23 posts	5.3k reached	Social Media
LinkedIn	6 posts	3.9k reached	Social Media

Post performance - Facebook Pages

Data from 01 Feb, 2025 to 24 Feb, 2025

Sources

Orange County Sanitation District

DATE ▼	POST	IMPRESSIONS	REACH
Feb 24, 16:25	Celebrating #MemberAgencyMonday with a special highlight of City of Villa Park - City Hall! Villa Park operates about 29 miles of collector and trunk sewer mains, ranging from 8-15 inches in diameter. After traveling through these pipe...	0	0
Feb 24, 16:13	The OC San Steering Committee Meeting (5 PM) and Board of Directors Meeting (6 PM) will be happening on Wednesday, February 26. You can view the agenda here: ocsd.legistar.com	0	0
Feb 21, 15:56	It's Government Communications Day! 🎉 Our talented Public Affairs team wears many hats from graphic designers and educators to social media experts and construction liaisons. Our team plays a key role in streamlining internal an...	165	164
Feb 20, 16:29	Over the past weeks, OC San has welcomed several new members to our Board of Directors! We look forward to working alongside them to serve our community. Learn more at ocsan.gov/boardmembers .	70	70
Feb 20, 16:24	Over the past weeks, OC San has welcomed several new members to our Board of Directors! We look forward to working alongside them to serve our community. Learn more at ocsan.gov/boardmembers . City of Anaheim...	87	86
Feb 19, 22:56	Tonight, OC San's Board of Directors will hold a new Board Member Orientation, covering board member roles and agency functions. For more information, visit www.ocsan.gov/calendar .	130	124
Feb 19, 21:05	Less than a month away! It's not too late to sign up for our Wastewater 101 Citizens Academy, where YOU can learn all about what we do it and how we do it. Register now at ocsan.gov/wastewater101 📄	123	120
Feb 18, 17:58	At OC San, we have tons of skilled engineers across all our divisions! This #EngineersWeek, we're shining a light on our talented team that helps us protect public health and the environment everyday 🌱	109	104
Feb 17, 21:00	Happy #MemberAgencyMonday to City of Santa Ana - Municipal Government. We've started gearing up for our Santa Ana Trunk Rehabilitation Project, slated to start construction in 2026. This project will reline nearly 3 miles of existing...	97	92
Feb 16, 22:00	In observance of Presidents Day, our Administrative Offices will be closed on Monday, February 17. Our reclamation plants will continue to operate as always. In case of a sewer emergency, please call 714-593-7025.	65	60
Feb 14, 17:01	In case you need a last minute Valentine's Day card, we've got you covered. Choose one of our wastewater-themed cards to make sure your special day doesn't end up down the drain. 🗑️	178	166
Feb 13, 21:00	An engineer, scientist, and operator walk into a room... sorry, no joke coming. We actually have an engineer, scientist, and operator in a room at our Wastewater 101 Citizens Academy. Join the room at ocsan.gov/wastewater101 .	104	97
Feb 12, 23:28	Thank you to California Association of Sanitation Agencies newly appointed Director of Renewable Resources, Maile Lono-Batura; current Director of Renewable Resources, Greg Kester; and Director of Air, Climate, and Energy,...	88	88
Feb 12, 23:24	Thank you to CASA's newly appointed Director of Renewable Resources, Maile Lono-Batura; current Director of Renewable Resources, Greg Kester; and Director of Air, Climate, and Energy, Sarah Deslauriers for visiting our...	245	233
Feb 12, 16:10	OC San is expecting heavier flows due to the upcoming rain through Friday. During heavy rains, and in the hours immediately following, the sewer lines carry significantly higher levels of water to the reclamation plants due to the inflow...	72	67
Feb 11, 18:30	It's International Women in STEM Day! We're proud to celebrate the incredible women who are driving sustainability and innovation forward at OC San and in the wastewater industry! 🌱💧👩🏫 #CareersInWastewater #OCSanCareers	422	402
Feb 10, 16:15	Fun fact! Almost 10 years ago, OC San transferred over 150 miles of local sewers serving City of Tustin - Municipal Government and unincorporated area of Orange County to the East Orange County Water District. This change allowed ...	95	91
Feb 09, 19:00	We're rooting for clean pipes this Superbowl! Sunday. Remember to make the right call by disposing of fats, oils, and grease in trash. For easy clean up, pour grease into a can, let it cool, then dispose in the trash. Visit ocsan.gov/FOG for...	94	86
Feb 07, 23:00	It's National Green Week — a time to teach the importance of reducing, reusing, and recycling. Through our biosolids program, we're able to recycle solids from our treatment process into nutrient-rich soil for land application. Learn about ...	95	88
Feb 05, 18:28	The OC San Administration Committee Meeting is happening on Feb. 12 at 5 PM. Click here to view the agenda:	70	62
Feb 05, 17:30	There's no better time than now! Visit www.ocsan.gov/careers to learn about our open positions and join the team. #OCSanCareers #JobsInWastewater	175	157
Feb 03, 20:00	A big shoutout to Garden Grove City Hall this #MemberAgencyMonday! They've been an incredible partner, always helping us spread the word on how to keep our pipes in tip-top shape.	90	81
Feb 01, 20:00	Whether we get an early spring or more winter, clean pipes are always in season. Only flush the 3 P's — pee, poop, and toilet paper — to keep your pipes happy and healthy for the season ahead 🌱💧 Visit ocsan.gov/what2flush !	153	136

Post performance - Twitter

Data from 01 Feb, 2025 to 24 Feb, 2025

Sources

@OCSanDistrict

DATE	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Feb 24, 16:25	Celebrating #MemberAgencyMonday with a highlight of @cityofvp! Villa Park operates about 29 miles of collector and trunk sewer mains, ranging from 8-15 inches in diameter. After traveling through these pipes, wastewater flows into ...	3.33%	1	30
@OCSanDistrict Feb 21, 17:20	It's Government Communications Day! 🎉 Our talented Public Affairs team plays a key role in streamlining communication and enhancing transparency for everyone - from the public and our employees to the Board of Directors and a...	0%	0	0
@OCSanDistrict Feb 21, 16:14	It's Government Communications Day! 🎉 Our talented Public Affairs team wears many hats from graphic designers and educators to social media experts and construction liaisons. 📌 #GovCommsDay2025 https://twitter.com/OCSan...	7.55%	4	53
@OCSanDistrict Feb 21, 16:13	It's Government Communications Day! 🎉 Our talented Public Affairs team wears many hats from graphic designers and educators to social media experts and construction liaisons. 📌 #GovCommsDay2025 https://twitter.com/OCSan...	0%	0	0
@OCSanDistrict Feb 20, 16:32	Over the past weeks, OC San has welcomed several new members to our Board of Directors! We look forward to working alongside them to serve our community. Learn more at http://ocsan.gov/boardmembers https://twitter.com/OCSan...	6.9%	2	29
@OCSanDistrict Feb 19, 22:56	Tonight, OC San's Board of Directors will hold a new Board Member Orientation, covering board member roles and agency functions. For more information, visit http://www.oc-san.gov/c-alendar https://twitter.com/OCSanDistrict/status/18...	0%	0	29
@OCSanDistrict Feb 19, 21:05	Less than a month away! It's not too late to sign up for our Wastewater 101 Citizens Academy, where YOU can learn all about what we do it and how we do it. Register now at http://ocsan.gov/wastewater101 https://twitter.com/OCSan...	0%	0	29
@OCSanDistrict Feb 18, 17:01	At OC San, we have tons of skilled engineers across all our divisions! This #EngineersWeek, we're shining a light on our talented team that helps us protect public health and the environment everyday 🌍 https://twitter.com/OCSanDi...	17.65%	9	51
@OCSanDistrict Feb 17, 21:00	Happy #MemberAgencyMonday to @CityofSantaAna. We're gearing up for our Santa Ana Trunk Rehabilitation Project, slated to start construction in 2026. This project will reline nearly 3 miles of existing sewer line to extend its service life...	3.39%	2	59
@OCSanDistrict Feb 16, 22:00	In observance of Presidents Day, our Administrative Offices will be closed on Monday, February 17. Our reclamation plants will continue to operate as always. In case of a sewer emergency, please call 714-593-7025. https://twitt...	0%	0	37
@OCSanDistrict Feb 14, 17:01	In case you need a last minute Valentine's Day card, we've got you covered. Choose one of our wastewater-themed cards to make sure your special day doesn't end up down the drain. 🗑️ https://twitter.com/OCSanDistrict/status/1...	3.03%	1	33
@OCSanDistrict Feb 13, 21:00	An engineer, scientist, and operator walk into a room... sorry, no joke coming. We actually have an engineer, scientist, and operator in a room at our Wastewater 101 Citizens Academy. Join the room at http://ocsan.gov/wastewater101 , http://...	11.11%	3	27
@OCSanDistrict Feb 12, 23:33	Thank you to @CASA_CleanWater Directors Maile Lono-Batura, Greg Kester, and Sarah Deslauriers for visiting our Headquarters and Plant No. 1 today. We truly appreciate your advocacy for clean water initiatives in California and hope yo...	11.32%	6	53
@OCSanDistrict Feb 12, 16:10	OC San is expecting higher peak flows to the plant due to the upcoming storm. We're asking residents to please defer using water-using chores until after the storm has passed. Thank you for your cooperation. https://twitter.com/OCSan...	2.94%	1	34
@OCSanDistrict Feb 11, 18:30	It's international Women in STEM Day! We're proud to celebrate the incredible women who are driving sustainability and innovation forward at OC San and in the wastewater industry! 🌱💧👩🏫 #CareersInWastewater #OCSanCareers http://...	8.16%	4	49
@OCSanDistrict Feb 10, 16:15	Nearly 10 years ago, OC San transferred 150+ miles of sewers serving @CityofTustin and unincorporated Orange County to the East Orange County Water District, allowing us to provide regional collection, treatment, and...	0%	0	34
@OCSanDistrict Feb 09, 19:00	We're rooting for clean pipes this Superbowl! Sunday. Remember to make the right call by disposing of fats, oils, and grease in trash. For easy clean up, pour grease into a can, let it cool, then dispose in the trash. Visit http://ocsan.gov/E...	0.91%	1	110
@OCSanDistrict Feb 07, 23:00	It's National Green Week — a time to teach the importance of reducing, reusing, and recycling. Through our biosolids program, we're able to recycle solids from our treatment process into nutrient-rich soil for land application. Learn more a...	8.33%	2	24
@OCSanDistrict Feb 05, 18:03	There's no better time than now! Visit http://ocsan.gov/careers to learn about our open positions and join the team. #OCSanCareers #JobsInWastewater https://twitter.com/OCSanDistrict/status/1887200364828762571/video/1	9.09%	2	22
@OCSanDistrict Feb 05, 17:30	There's no better time than now! Visit http://ocsan.gov/jobs to learn about our open positions and join the team. #OCSanCareers #JobsInWastewater https://twitter.com/OCSanDistrict/status/1887191994960646260/video/1	0%	0	0
@OCSanDistrict Feb 03, 20:00	A big shoutout to @CityGardenGrove this #MemberAgencyMonday! They've been an incredible partner, always helping us spread the word on how to keep our pipes in tip-top shape. https://twitter.com/OCSanDistrict/status/1886505...	0%	0	27
@OCSanDistrict Feb 01, 20:00	Whether we get an early spring or more winter, clean pipes are always in season. Only flush the 3 P's — pee, poop, and toilet paper — to keep your pipes happy and healthy for the season ahead 🌱💧 Visit http://ocsan.gov/what2flush! http://...	0%	0	40

Post performance - Instagram Business

Data from 01 Feb, 2025 to 24 Feb, 2025

Sources


ocsandistrict












DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Feb 24, 16:25	Celebrating #MemberAgencyMonday with a special highlight of @cityofvilapark! Vila Park operates about 29 miles of collector and trunk sewer mains, ranging from 8-15 inches in diameter. After traveling through thes...	4.65%	43	3	43
ocsandistrict Feb 22, 17:49	(No description)	0%	157	0	155
ocsandistrict Feb 21, 15:59	(No description)	0%	289	0	279
ocsandistrict Feb 21, 15:56	It's Government Communications Day! 🎉 Our talented Public Affairs team wears many hats from graphic designers and educators to social media experts and construction liaisons. Our team plays a key role in streamlining internal an...	11.3%	662	50	478
ocsandistrict Feb 20, 16:29	Over the past weeks, OC San has welcomed several new members to our Board of Directors! We look forward to working alongside them to serve our community. Learn more at ocsan.gov/boardmembers .	4.73%	177	8	169
ocsandistrict Feb 19, 22:56	Tonight, OC San's Board of Directors will hold a new Board Member Orientation, covering board member roles and agency functions. For more information, visit www.ocsan.gov/calendar .	5.71%	181	10	175
ocsandistrict Feb 19, 21:05	Less than a month away! It's not too late to sign up for our Wastewater 101 Citizens Academy, where YOU can learn all about what we do and how we do it. Register now at ocsan.gov/wastewater101 📄	6.18%	276	15	259
ocsandistrict Feb 18, 17:00	At OC San, we have tons of skilled engineers across all our divisions! This #EngineersWeek, we're shining a light on our talented team that helps us protect public health and the environment everyday 🌱	12%	0	34	300
ocsandistrict Feb 17, 21:00	Happy #MemberAgencyMonday to @CityofSantaAna. We've started gearing up for our Santa Ana Trunk Rehabilitation Project, slated to start construction in 2026. This project will reline nearly 3 miles of existing sewer line to extend its...	7.22%	201	14	194
ocsandistrict Feb 16, 22:00	In observance of Presidents Day, our Administrative Offices will be closed on Monday, February 17. Our reclamation plants will continue to operate as always. In case of a sewer emergency, please call 714-593-7025.	1.49%	138	2	134
ocsandistrict Feb 14, 17:03	In case you need a last minute Valentine's Day card, we've got you covered. Choose one of our wastewater-themed cards to make sure your special day doesn't end up down the drain. 🗑️	18.32%	648	45	535
ocsandistrict Feb 13, 21:00	An engineer, scientist, and operator walk into a room... sorry, no joke coming. We actually have an engineer, scientist, and operator in a room at our Wastewater 101 Citizens Academy. Join the room at ocsan.gov/wastewater101 .	7.14%	214	11	196
ocsandistrict Feb 12, 23:24	Thank you to CASA's newly appointed Director of Renewable Resources, Maile Lono-Batura; current Director of Renewable Resources, Greg Kester; and Director of Air, Climate, and Energy, Sarah Deslauriers for visiting our...	8.64%	432	31	359
ocsandistrict Feb 12, 16:10	OC San is expecting heavier flows due to the upcoming rain through Friday. During heavy rains, and in the hours immediately following, the sewer lines carry significantly higher levels of water to the reclamation plants due to the inflow...	5.49%	192	8	182
ocsandistrict Feb 11, 18:30	It's International Women in STEM Day! We're proud to celebrate the incredible women who are driving sustainability and innovation forward at OC San and in the wastewater industry! 💧🌱 #CareersInWastewater #OCSanCareers	12.46%	302	32	281
ocsandistrict Feb 10, 16:15	Fun fact! Almost 10 years ago, OC San transferred over 150 miles of local sewers serving Tustin and unincorporated area of Orange County to the East Orange County Water District. This change allowed us to provide regional collection,...	6.25%	204	11	192
ocsandistrict Feb 09, 19:00	We're rooting for clean pipes this Superbowl! Sunday. Remember to make the right call by disposing of fats, oils, and grease in trash. For easy clean up, pour grease into a can, let it cool, then dispose in the trash. Visit ocsan.gov/FOG for...	10.83%	166	17	157
ocsandistrict Feb 07, 23:00	It's National Green Week — a time to teach the importance of reducing, reusing, and recycling. Through our biosolids program, we're able to recycle solids from our treatment process into nutrient-rich soil for land application. Learn about...	5.57%	322	16	305
ocsandistrict Feb 05, 17:30	There's no better time than now! Visit ocsan.gov/careers to learn about our open positions and join the team. #OCSanCareers #JobsInWastewater	9.32%	0	13	161
ocsandistrict Feb 05, 17:11	beautiful rainbow spotted from OC San's HQ 🌈	0%	253	0	250
ocsandistrict Feb 04, 17:39	(No description)	0%	170	0	168
ocsandistrict Feb 03, 20:00	A big shoutout to @gardengrovecityhall this #MemberAgencyMonday! They've been an incredible partner, always helping us spread the word on how to keep our pipes in tip-top shape.	6.94%	151	10	144
ocsandistrict Feb 01, 20:00	Whether we get an early spring or more winter, clean pipes are always in season. Only flush the 3 P's — pee, poop, and toilet paper — to keep your pipes happy and healthy for the season ahead 🌊 Visit ocsan.gov/what2flush !	7.94%	205	14	189

Post performance - LinkedIn Pages

Data from 01 Feb, 2025 to 24 Feb, 2025

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Feb 21, 21:13	It's Government Communications Day! 🎉 Our talented Public Affairs team wears many hats— including graphic designers, educators, social media experts, and even construction liaisons. They play a key role in streamlining internal and external communication and enhancing transparency...	22.27%	458	11	0
 Orange County Sanitation District Feb 20, 16:31	 Over the past weeks, OC San has welcomed several new members to our Board of Directors! We look forward to working alongside them to serve our community. Learn more at ocsan.gov/boardmembers .	7.76%	322	12	0
 Orange County Sanitation District Feb 18, 17:01	 At OC San, we have tons of skilled engineers across all our divisions! This #EngineersWeek, we're shining a light on our talented team that helps us protect public health and the environment everyday 🌱	13.64%	1,393	37	0
 Orange County Sanitation District Feb 13, 21:00	 An engineer, scientist, and operator walk into a room...sorry, no joke coming. We actually have an engineer, scientist, and operator in a room at our Wastewater 101 Citizens Academy. Join the room at ocsan.gov/wastewater101 .	6.2%	677	17	0
 Orange County Sanitation District Feb 11, 18:30	 It's International Women in STEM Day! We're proud to celebrate the incredible women who are driving sustainability and innovation forward at OC San and in the wastewater industry! 🌱💧🔧 #CareersInWastewater #OCSanCareers	7.84%	459	18	0
 Orange County Sanitation District Feb 05, 17:30	 There's no better time than now! Visit www.ocsan.gov/careers to learn about our open positions and join the team. #OCSanCareers #JobsInWastewater	15.25%	669	8	3

Media Articles

Leading the Way in Water Reuse	2/7/2025	CDM Smith	https://www.cdmsmith.com/en/client-solutions/projects/orange-county-groundwater-replenishment-system
374Water Announces Timeline for Deployment of AirSCO Technology at OC San	2/13/2025	One World Daily Brief	374Water Announces Timeline for Deployment of AirSCO Technology at Orange County, California Sanitation District One World Daily Brief
374Water Announces Timeline for Deployment of AirSCO Technology at OC San	2/13/2025	Sogotrade	https://sogotradedev.websol.barchart.com/?module=topNews&storyID=30928488&selected=news&symbol=
374Water Inc. Partners with Orange County Sanitation District for Deployment of Advanced AirSCWO Waste Management Technology	2/13/2025	Nasdaq	374Water Inc. Partners with Orange County Sanitation District for Deployment of Advanced AirSCWO Waste Management Technology Nasdaq
374Water Announces Timeline for Deployment of AirSCWO Technology at Orange County, California Sanitation District	2/13/2025	GlobeNewsWire	374Water Announces Timeline for Deployment of AirSCWO
374Water Announces Timeline for Deployment of AirSCWO Technology at Orange County, California Sanitation District	2/13/2025	Morningstar	https://www.morningstar.com/news/globe-newswire/9358397/374water-announces-timeline-for-deployment-of-airscwo-technology-at-orange-county-california-sanitation-district
374Water Inc. Partners with Orange County Sanitation District for Deployment of Advanced AirSCWO Waste Management Technology	2/13/2025	Quiver Quantitative	https://www.quiverquant.com/news/374Water+Inc.+Partners+with+Orange+County+Sanitation+District+for+Deployment+of+Advanced+Air+SCWO+Waste+Management+Technology

374Water to Demonstrate Commercial-Scale PFAS Destruction Capabilities in Upcoming DoD ESTCP/DIU Project	2/13/2025	BeamStart	https://beamstart.com/news/374water-to-demonstrate-commercial-scale-173876242
374Water Announces Timeline for Deployment of AirSCWO Technology at Orange County, California Sanitation District	2/13/2025	Marketscreener	https://www.marketscreener.com/quote/stock/374WATER-INC-120791885/news/374Water-Announces-Timeline-for-Deployment-of-AirSCWO-Technology-at-Orange-County-California-Sanita-49061233/
374Water Advances Waste Tech with Orange County Deal	2/13/2025	Investing.com	https://www.investing.com/news/company-news/374water-advances-waste-tech-with-orange-county-deal-93CH-3869040
374Water Announces timeline for deployment of AirSCWO Technology at Orange County, California	2/13/2025	Bakersfield Californian	https://www.bakersfield.com/ap/news/374water-announces-timeline-for-deployment-of-airscwo-technology-at-orange-county-california/article_22601a60-df68-5b6b-a25c-61e772887404.html
374Water inc. offers technology that converts wet wastes into recoverable resources in US	2/19/2025	Simply WallSt.	February 2025's Top US Penny Stocks To Consider - Simply Wall St News