

Outreach and Media Summary



October 2023

OC San Public Affairs Office

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Outreach Report October 2023

Date	Tours	Attendees	Tour Guide
10/5/23	Municipal Equipment Maintenance Association	30	Bob Bell
10/9/23	New Employees	14	Rob Thompson
10/10/23	New Employees/General Public	8	Nasrin Nasrollahi
10/12/23	SAWPA Plant No. 2 Tour	14	Rob Thompson
10/18/23	Columbia Tustin Middle School	33	Charles Falzone
10/20/23	UCI Engineering (Virtual)	26	Jenna Obenshain
10/23/23	Singapore Public Utilities Board	4	Rob Thompson/ Lan Wiborg
10/27/23	State of OC San Tour	35	Rob Thompson
Date	Speaking Engagements/Events	Attendees	Presenter
10/4/23	Day at the Dock Event	4	Laura Terriquez/ Ken Sakamoto/ Brian Cohn/ Raymond Lee/ Josh Hatfield/ Patrick Lynch/ Rose Cardonza/ Rob Gambler/ Sarah Franklin/ Danny Tang
10/10/23	Orange County Business Council - Infrastructure Improvement	30	Rob Thompson
10/12/23	Huntington Beach Fire Department CERT Program - Disaster Preparedness	35	John Frattali/ Daisy Covarrubias
10/13/23	OC Water Summit- Information Booth	30	Kelly Newell/ Rebecca Long
10/14/23	Placentia Heritage Festival	150	Gregg Blakley/ Julio Montes/ Giti Radvar/ Al Garcia/ Kelly Newell/ Enisha Matthews/ Pegah Behravan
10/25/23	Career Day at Saint Peter Saint Paul School	150	Rudy Davila
10/26/23	World Water Tech North America	150	Rob Thompson
10/27/23	State of OC San	150	Rob Thompson/Chad Wanke

Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update	250	1 website posts
Los Alamitos/ Seal Beach	Los Alamitos Sewer - project update	650	1 website posts/ 1 text alert
Westminster	Westminster Blvd. Sewer Project – post construction outreach survey	250	1 website post
Service Area	OC San Connection Newsletter	4000	1 website post
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One – OC San Annual Report	216	
Board Member Talking Points	One	50	
Website Posts	10 posts	2.9k views	Website
Facebook	12 posts	1.9k reached	Social Media
Twitter	9 tweets	800 reached	Social Media
Instagram	16 posts	3k reached	Social Media
LinkedIn	6 posts	4.2k reached	Social Media

Post performance - Facebook Pages

Data from 01 Oct, 2023 to 30 Oct, 2023

Sources

Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Orange County Sanitation District Oct 29, 18:01	<p>Think twice before washing that greasy pan in the sink! Fats, oils, and grease (FOG) can congeal in your pipes, leading to blockages and backups (AKA a Fatberg). Be kind to your plumbing and the environment by throwing FOG in t...</p>	9.3%	43	43
Orange County Sanitation District Oct 27, 16:04	<p>Dive into our year's journey! 🌊 Our Annual Report is out, packed with insights on our efforts for a cleaner, clearer Orange County. Discover the impact we've made together. Read now and at ocsan.gov! 🌟 #OCSanAnnualReport</p>	8.11%	113	111
Orange County Sanitation District Oct 26, 16:04	<p>We've all heard it before, but at OC San, teamwork really does make the dream work. Our staff rely and trust each other for their safety and growth. For open positions visit ocsan.gov/jobs #OCSanAtWork #CareersInWastewater #...</p>	10.78%	334	334
Orange County Sanitation District Oct 24, 17:48	<p>The look you have when you live at OC San, knowing they will always keep your water clean and safe for you to swim and live in. (The only resident allowed to reside onsite 24/7) #TurtleAndThriving</p>	10.74%	363	363
Orange County Sanitation District Oct 19, 20:29	<p>Don't forget that next week is the Steering Committee Meeting (5 pm) and the Board of Directors Meeting (6 pm). Click here to view the agenda:</p>	5.41%	41	37
Orange County Sanitation District Oct 19, 18:47	<p>Fall into reading with the latest issue of the OC San connection. Couch + Warm Drink + OC San Connection. Think about it. Visit ocsan.gov for the full issue.</p>	5.65%	130	124
Orange County Sanitation District Oct 12, 16:03	<p>🔒 October is #CybersecurityMonth, and OC San is here to help keep you and your kids safe online! Encourage them to use a mix of letters, numbers, and symbols, and never share passwords with anyone except trusted adults. This t...</p>	2.91%	106	103
Orange County Sanitation District Oct 10, 15:17	<p>Encouraged to get into the water field because of #WaterProfessionalsWeek? We've got you covered, check out these OC San open positions. #CareersInWastewater</p>	5%	459	440
Orange County Sanitation District Oct 10, 15:08	<p>Don't forget to join us tomorrow for the OC San Administration Committee Meeting at 5 p.m. Click here to view the agenda:</p>	3.92%	57	51
Orange County Sanitation District Oct 10, 15:08	<p>Don't forget to join us tomorrow for the OC San Administration Committee Meeting at 5 p.m. Click here to view the agenda:</p>	4.84%	68	62
Orange County Sanitation District Oct 09, 17:33	<p>A big THANK YOU to all our staff who help us meet our mission to protect public health and the environment. We will be highlighting some of the staff in our agency in the story section, make sure you go check them out! Happy...</p>	12.36%	99	89
Orange County Sanitation District Oct 06, 17:01	<p>We are thrilled to announce that OC San has been honored with the Excellence in IT Award at the MISAC conference, recognizing our IT program's outstanding achievements for the 16th year in a row! 🏆 #ExcellenceInIT #MISACConferen...</p>	8.27%	140	133

Post performance - Twitter

Data from 01 Oct, 2023 to 30 Oct, 2023

Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Oct 29, 18:01	Think twice before washing that greasy pan in the sink! Fats, oils, and grease (FOG) can congeal in your pipes, leading to blockages and backups (AKA a Fatberg). Be kind to your plumbing and the environment by throwing FOG in t...	4.17%	2	48
@OCSanDistrict Oct 27, 16:01	Dive into our year's journey! 🌊 Our Annual Report is out, packed with insights on our efforts for a cleaner, clearer Orange County. Discover the impact we've made together. Read now at http://ocsan.gov ! 🌱🌿...	7.27%	4	55
@OCSanDistrict Oct 26, 16:01	We've all heard it before, but at OC San, teamwork really does make the dream work. Our staff rely and trust each other for their safety and growth. For open positions visit http://ocsan.gov/jobs #OCSanAtWork #CareersInWastewater #...	10.77%	14	130
@OCSanDistrict Oct 24, 17:48	The look you have when you live at OC San, knowing they will always keep your water clean and safe for you to swim and live in. (The only resident allowed to reside onsite 24/7) #TurtleAndThriving https://twitter.com/OCSanDistrict/stat...	10.42%	10	96
@OCSanDistrict Oct 19, 18:47	Fall into reading with the latest issue of the OC San connection. Couch + Warm Drink + OC San Connection. Think about it. Visit http://ocsan.gov for the full issue. https://twitter.com/OCSanDistrict/status/1715077232069140806/photo/1	0%	0	33
@OCSanDistrict Oct 12, 16:02	🛡️ October is #CybersecurityMonth, and OC San is here to help keep you and your kids safe online! Encourage them to use a mix of letters, numbers, and symbols, and never share passwords with anyone except trusted adults. This t...	2.13%	1	47
@OCSanDistrict Oct 10, 15:17	Encouraged to get into the water field because of #WaterProfessionalsWeek? We've got you covered, check out these OC San open positions. #CareersInWastewater https://twitter.com/OCSanDistrict/status/1711762797...	5.56%	4	72
@OCSanDistrict Oct 09, 17:33	A big THANK YOU to all our staff who help us meet our mission to protect public health and the environment. We will be highlighting some of the staff in our agency in the story section, make sure you go check them out! Happy...	5.44%	13	239
@OCSanDistrict Oct 06, 17:01	We are thrilled to announce that OC San has been honored with the Excellence in IT Award at the MISAC conference, recognizing our IT program's outstanding achievements for the 16th year in a row! 🏆 #ExcellenceInIT #MISACConferen...	5%	4	80

Post performance - Instagram Business

Data from 01 Oct, 2023 to 30 Oct, 2023

Sources


ocsandistrict













DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Oct 29, 18:01	Think twice before washing that greasy pan in the sink! Fats, oils, and grease (FOG) can congeal in your pipes, leading to blockages and backups (AKA a Fatberg). Be kind to your plumbing and the environment by throwing FOG in t...	4.71%	0	10	276
ocsandistrict Oct 27, 16:04	Dive into our year's journey! 📖 Our Annual Report is out, packed with insights on our efforts for a cleaner, clearer Orange County. Discover the impact we've made together. Read now at ocsan.gov ! 🌟 #OCSanAnnualReport	5.08%	184	7	177
ocsandistrict Oct 26, 16:03	We've all heard it before, but at OC San, teamwork really does make the dream work. Our staff rely and trust each other for their safety and growth. For open positions visit ocsan.gov/jobs #OCSanATWork #CareersInWastewater #...	13.33%	296	32	255
ocsandistrict Oct 26, 01:32	What can we say, we love hosting! Check out when our next tour is @	0%	0	0	0
ocsandistrict Oct 24, 17:48	The look you have when you live at OC San, knowing they will always keep your water clean and safe for you to swim and live in. (The only resident allowed to reside onsite 24/7) #TurtleAndThriving	8.73%	264	17	229
ocsandistrict Oct 23, 20:26	(No description)	0%	0	0	0
ocsandistrict Oct 19, 20:24	(No description)	0%	0	0	0
ocsandistrict Oct 19, 18:47	Fall into reading with the latest issue of the OC San connection. Couch + Warm Drink + OC San Connection. Think about it. Visit ocsan.gov for the full issue.	5.7%	191	8	158
ocsandistrict Oct 13, 22:41	(No description)	0%	0	0	0
ocsandistrict Oct 13, 22:40	(No description)	0%	0	0	0
ocsandistrict Oct 12, 16:03	📱 October is #CybersecurityMonth, and OC San is here to help keep you and your kids safe online! Encourage them to use a mix of letters, numbers, and symbols, and never share passwords with anyone except trusted adults. This t...	0.96%	119	1	104
ocsandistrict Oct 12, 14:43	(No description)	0%	0	0	0
ocsandistrict Oct 12, 14:42	(No description)	0%	0	0	0
ocsandistrict Oct 11, 15:52	(No description)	0%	0	0	0
ocsandistrict Oct 11, 15:51	(No description)	0%	146	0	144
ocsandistrict Oct 10, 15:17	Encouraged to get into the water field because of #WaterProfessionalsWeek? We've got you covered, check out these OC San open positions. #CareersInWastewater	4.2%	411	13	381
ocsandistrict Oct 10, 14:33	(No description)	0%	143	0	143
ocsandistrict Oct 10, 14:32	(No description)	0%	169	0	164
ocsandistrict Oct 09, 17:36	(No description)	0%	195	0	191
ocsandistrict Oct 09, 17:33	A big THANK YOU to all our staff who help us meet our mission to protect public health and the environment. We will be highlighting some of the staff in our agency in the story section, make sure you go check them out! Happy...	13.36%	286	31	247
ocsandistrict Oct 06, 18:13	(No description)	0%	127	0	126
ocsandistrict Oct 06, 18:07	(No description)	0%	140	0	137
ocsandistrict Oct 06, 17:01	We are thrilled to announce that OC San has been honored with the Excellence in IT Award at the MISAC conference, recognizing our IT program's outstanding achievements for the 16th year in a row! 🏆 #ExcellenceInIT #MISACConference	5.97%	227	12	201
ocsandistrict Oct 03, 20:29	@cityofwestminsterca and City of Seal Beach residents and businesses, the Westminster Blvd. Sewer Project was completed earlier this year. Please help us out by answering a few questions regarding outreach communications...	0%	159	0	156

Post performance - LinkedIn Pages

Data from 01 Oct, 2023 to 30 Oct, 2023

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Oct 27, 16:04	 <p>STRATEGIC ALIGNMENT</p> <p>Dive into our year's journey! 🌊 Our Annual Report is out, packed with insights on our efforts for a cleaner, clearer Orange County. Discover the impact we've made together. Read now at ocsan.gov! 🌟🌱 #OCSanAnnualReport</p>	5.64%	319	1	0
 Orange County Sanitation District Oct 26, 16:03	 <p>We've all heard it before, but at OC San, teamwork really does make the dream work. Our staff rely and trust each other for their safety and growth. For open positions visit ocsan.gov/jobs #OCSanAtWork #CareersInWastewater \#...</p>	8.8%	1,171	45	0
 Orange County Sanitation District Oct 19, 18:47	 <p>Fall into reading with the latest issue of the OC San connection. Couch + Warm Drink + OC San Connection. Think about it. Visit ocsan.gov for the full issue.</p>	2.45%	408	6	0
 Orange County Sanitation District Oct 12, 16:03	 <p>🔒 October is #CybersecurityMonth, and OC San is here to help keep you and your kids safe online! Encourage them to use a mix of letters, numbers, and symbols, and never share passwords with anyone except trusted adults. This t...</p>	1%	301	2	0
 Orange County Sanitation District Oct 10, 15:17	 <p>Encouraged to get into the water field because of #WaterProfessionalsWeek? We've got you covered, check out these OC San open positions. #CareersInWastewater</p>	4.75%	926	11	1
 Orange County Sanitation District Oct 06, 17:01	 <p>We are thrilled to announce that OC San has been honored with the Excellence in IT Award at the MISAC conference, recognizing our IT program's outstanding achievements for the 16th year in a row! 🏆 #ExcellenceInIT #MISACConferen...</p>	6.87%	1,136	52	2

Media Articles for October 2023

Article	Date	Source	Link
Briefing Room: please don't clog Orange County's sewer system	10/12/2023	Sun News Seal Beach	https://www.sunnews.org/briefing-room-please-dont-clog-orange-countys-sewer-system/
OC San Recognized as Leaders in Solving Water Challenges	10/12/2023	CASA	https://casaweb.org/member-news-10-12/?utm_source=rss&utm_medium=rss&utm_campaign=member-news-10-12&utm_source=rss&utm_medium=rss&utm_campaign=member-news-10-12