

Outreach and Media Summary



April 2022

OC San Public Affairs Office

Table of Contents

| | |
|--------------------------------|----------------|
| OUTREACH REPORT..... | PAGE 1 |
| FACEBOOK POSTINGS | PAGE 2 |
| TWITTER POSTINGS | PAGE 5 |
| INSTAGRAM POSTINGS..... | PAGE 6 |
| LINKEDIN POSTINGS..... | PAGE 8 |
| NEWS ARTICLES..... | PAGE 13 |




Outreach Report April 2022

| Date | Tours | Attendees | Tour Guide |
|-----------------------------|--|---------------------|----------------------------------|
| 04/08/2022 | Chair Withers/and Director Gallagher | 2 | Jim Herberg |
| 04/14/2022 | Director Brooke Jones | 2 | Jim Herberg |
| 04/22/2022 | Director Andrew Nguyen | 2 | Jim Herberg |
| | | | |
| Date | Speaking Engagements/Events | Attendees | Presenter |
| 04/06/2022 | Utility Exec Peer to Peer on Large Scale Battery Storage | 20 | Jim Herberg |
| 04/21/2022 | WEF Conference Presentation on Collections System | *200 | Dickie Fernandez |
| 04/25/2022 | Children's Water Festival | *6000 | |
| Project Area | Construction Outreach Notifications | # of People Reached | Website Posts and Text Alerts |
| Anaheim/ Buena Park | Project Update | | 1 website alert |
| Fountain Valley | Project Update | | 1 website alert |
| Los Alamitos/ Seal Beach | Project Update | | 1 website post/ 1 text alert |
| Westminster | Project Update – night work notification | | 2 website post / 3 text alert |
| External Communications | Distribution | # of People Reached | |
| 5 Minutes Per Month | One | 216 | |
| Board Member Talking Points | One | 50 | |
| Website Posts | 10 posts | 423 views | |
| Facebook | 23 posts | 16k reached | |
| Twitter | 19 tweets | 5.2k reached | |
| Instagram | 17 posts | 5.7k reached | |
| LinkedIn | 7 posts | 4 k reached | |



*These events have not occurred at time of this report, therefore # of attendees is estimated.

Page Overview

Discovery

| | |
|--|--------|
|  Post reach | 14,228 |
|  Post engagement | 606 |
|  New Page Followers | 6 |

Interactions

| | |
|---|-----|
|  Reactions | 159 |
|  Comments | 21 |
|  Shares | 20 |
|  Photo Views | 78 |
|  Link Clicks | 102 |

Posts

Last 90 Days

Date ▾



OC San has joined other local agencies throughout the county in a California Water supplemental educational insert in the OC Register. Click here to view:...
Wed, Apr 20

Post Reach **27** Engagement **1**



Lets talk about FOG baby, lets talk about Fats and Grease. (And Oils). Just a friendly OC San reminder that #FOG SHOULD NOT be put down your drain. #FOGClogs
Tue, Apr 19

Post Reach **48** Engagement **11**



Night work starts tomorrow night in City of Westminster. Visit www.ocsan.gov/Westminster for details.
Mon, Apr 18

Post Reach **550** Engagement **55**



A lot of our programs are run by volunteers. Our tour guides, public speakers and the team members you see at event booths, they're all OC San employees who volunteer their...
Sun, Apr 17

Post Reach **194** Engagement **16**



There is still time to register for the first series of the Wastewater 101 - Citizens Academy. Visit ocsan.gov/wastewater101 to register.
Sat, Apr 16

Post Reach **145** Engagement **9**



Shine Bright like a Diamo..... Welder. For #NationalWelderMonth We are showing off our highly experienced welders. Check out our stories throughout the...
Fri, Apr 15

Post Reach **327** Engagement **43**



Congratulations to Raul Cuellar on his promotion to Engineering Manager in the Construction Management Division. To learn more about him and his experience visit...
Thu, Apr 14

Post Reach **15** Engagement **38**



Yay to us for recently receiving the Honor Award for Optimized Odor Control and Cleaning in Sewer System from the American Academy of Environmental Engineers and...
Wed, Apr 13

Post Reach **365** Engagement **51**



OC San lab named first California public laboratory to receive accreditation to detect PFAS in wastewater. What does that mean for OC San? Visit ocsan.gov to find out.
Tue, Apr 12

Post Reach **41** Engagement **16**



Teamwork makes the dream work and an essential part of that team are our interns! They come from all sorts of educational backgrounds and schools. It just felt right to...
Mon, Apr 11

Post Reach **321** Engagement **43**



Orange County Sanitation District created a class.
Mon, Apr 11

Post Reach Engagement
0 **--**



Construction work is coming to the City of Seal Beach. Visit ocsan.gov/losalamitos for more info @sealbeachpolice
Sat, Apr 9

Post Reach Engagement
128 **5**



The secret is out! OC San is holding a Virtual Wastewater 101-Citizens Academy and it was made specifically for you. To register for this FREE Academy visit...
Fri, Apr 8

Post Reach Engagement
11720 **84**



A Special Board of Directors Meeting is happening on March 13 at 4:30 p.m. It will be followed by the Administration Committee Meeting at 5 p.m. Click here to view the agenda:
Thu, Apr 7

Post Reach Engagement
100 **8**



Don't get caught flushing wipes down the pipes. Remember that #MomKnowsBest and that only Pee, Poop and Toilet Paper belongs in the toilet. #WipesAreTrash #3Ps
Wed, Apr 6

Post Reach Engagement
118 **16**



Wondering what constructions projects are happening around OC? Visit ocsan.gov/construction to learn about the regional sewer upgrades OC San is working on....
Mon, Apr 4

Post Reach Engagement
120 **3**



The Legislative and Public Affairs Committee Meeting is happening on April 11 at 4 p.m. Click here to view the agenda:
Mon, Apr 4

Post Reach Engagement
34 **0**



Starting April right with some action shots of the first grade beam an pile cap concrete pour at the site of our new Headquarters Building in Fountain Valley. #OCSanAtWork
Fri, Apr 1

Post Reach Engagement
246 **33**



The Operations Committee Meeting is happening on April 6 at 5 p.m. Click here to view the agenda:
Wed, Mar 30

Post Reach Engagement
59 **0**



If you're an educator in the area. Check this event out and see how you and your class can get involved.
Tue, Mar 29

Post Reach Engagement
147 **12**



More OC San career opportunities have been added! Check out ocsan.gov/jobs to apply. #CareersInWastewater #OCSanJobs
Tue, Mar 29

Post Reach Engagement
841 **22**



The latest and greatest on the Los Alamitos Trunk Sewer Project. Construction on Northbound Los Alamitos Blvd. at Bradbury Rd from 8:30am - 5pm. Details at...
Fri, Mar 25

Post Reach Engagement
116 **1**



Interested in working for a wastewater treatment plant? Apply to one of our open positions at ocsan.gov/jobs
Thu, Mar 24

Post Reach Engagement
455 **44**

Twitter Posts April 2022

28 day summary with change over previous period



Apr 2022 • 19 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,415 impressions

OC San lab named first California public laboratory to receive accreditation to detect PFAS in wastewater. What does that mean for OC San? Visit ocsan.gov to find out. pic.twitter.com/p2Hs7Wwee5J



↩️ 2 ↻️ 3 ❤️ 16

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 3,840 people



Jimmy Bernot, PhD 🇸🇪 🇩🇪

@JimmyBernot FOLLOWS YOU

Marine Biologist | NSF postdoc @NMNH, @Senckenberg & @NHM_London working on crustacean genomics, parasite evolution & copepod taxonomy #TeamInvert he/him

[View profile](#)

Top mention earned 18 engagements

374Water
@374Water · Apr 14

Excellent feature with @csENGINEERmag about our work with @OCSanDistrict! lnkd.in/dJumh2Rr \$SCWO #engineering #scwo #water #pfas

🔄 4 ❤️ 5

[View Tweet](#)

Top media Tweet earned 1,172 impressions

Don't get caught flushing wipes down the pipes. Remember that #MomKnowsBest and that only Pee, Poop and Toilet Paper belongs in the toilet. #WipesAreTrash #3Ps pic.twitter.com/vf7ZM9fwAQ



❤️ 1

[View Tweet activity](#)

[View all Tweet activity](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

APR 2022 SUMMARY

| | |
|----------------|-------------------|
| Tweets | Tweet impressions |
| 16 | 4,742 |
| Profile visits | Mentions |
| 1,124 | 5 |
| New followers | |
| -1 | |

**Instagram Posts
April 2022**



ocsandistrict [Edit Profile](#) 

793 posts 1,259 followers 82 following

OC Sanitation District
The OC Sanitation District provides wastewater collection, treatment, and recycling for approx 2.6 million people in central & north Orange County.
ocsan.gov

POSTS VIDEOS SAVED TAGGED

CALIFORNIA
WATER
ORANGE COUNTY 2022





CELEBRATING OC SAN
VOLUNTEERS
WE THANK YOU ALL!



**Wastewater 101
Citizens Academy**

COMING MAY 2022





ENGINEERING MANAGER



RAUL CUELLAR

HONOR AWARD

AMERICAN ACADEMY
OF ENVIRONMENTAL ENGINEERS & SCIENTISTS

**OPTIMIZED ODOUR CONTROL AND CLEANING
IN SEWER SYSTEM**



**1ST CALIFORNIA PUBLIC
LAB TO RECEIVE
ACCREDITATION
TO DETECT PFAS IN
WASTEWATER**





- Marilyn - IT Intern
Computer Information Systems
CIO Perrine
- Kathryn - Operations Intern
Civil & Environmental Engineering
CIO Perrine
- Maria - Public Affairs Intern
Graphic Design
CIO Perrine
- Ruby - Planning Intern
Civil Engineering
CIO Long Beach

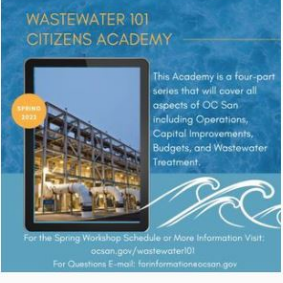
**Manhole Work
Starting Sunday, April 10
In the City of Seal Beach**

Los Alamitos, Trunk Sewer Project



For more info:
ocsan.gov/LosAlamitos
(714) 378-2965

**WASTEWATER 101
CITIZENS ACADEMY**



This Academy is a four-part series that will cover all aspects of OC San including Operations, Capital Improvements, Budgets, and Wastewater Treatment.

For the Spring Workshop Schedule or More Information Visit:
ocsan.gov/wastewater101
For Questions E-mail: faa@ocsan.gov



Learn about OC San's Current and Upcoming Construction Projects!

Visit ocsan.gov/construction

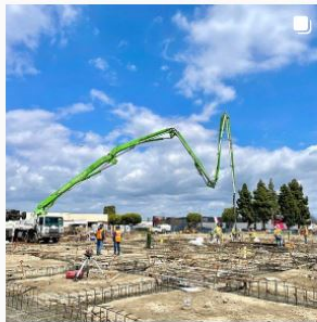


Capital Improvement Program

Orange County Sanitation District

CONSTRUCTION

Construction Map
Current Construction



WE ARE HIRING



- STUDENT INTERN (PUBLIC AFFAIRS)
- SOURCE CONTROL INSPECTOR II
- ENGINEER
- SENIOR ENVIRONMENTAL SPECIALIST (OCEAN MONITORING)



OC SAN
ORANGE COUNTY SANITATION DISTRICT

MANHOLE WORK
STARTING MONDAY, MARCH 28

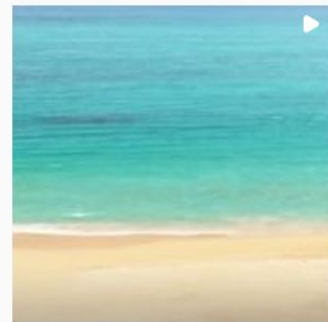
Los Alamitos Trunk Sewer Project

FOR MORE INFO:
OC SAN: 609.913.8310
(714) 378-2965

WE ARE HIRING

OPEN POSITIONS

- OFFICE ASSISTANT (WAREHOUSE/PURCHASING)
- LEAD MECHANIC (PLANT PROCESS)
- SENIOR ENGINEER (ELECTRICAL)
- ENGINEER (ELECTRICAL) - ESTABLISH ELIGIBLE LIST
- ENGINEERING SUPERVISOR (CONSTRUCTION MANAGEMENT)
- ENGINEER (ELECTRICAL)
- IT ANALYST II (PLC/DCS PROGRAMMER)



LinkedIn Posts
April 2022

Analytics

Last 30 day activity

1.1K ▲ 54.7%

Search appearances ?

Last 7 days

264 ▲ 13.8%

Unique visitors

40 ▼ 13%

New followers

6.8K ▼ 15%

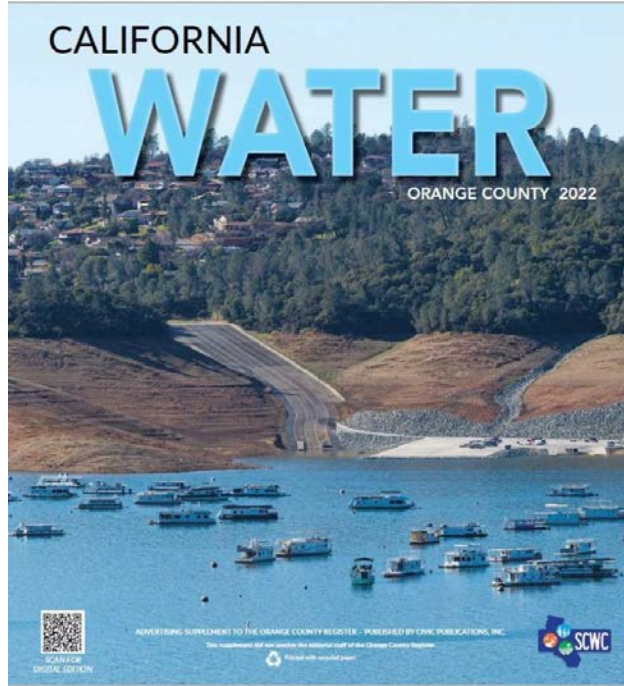
Post impressions

19 ▲ 26.7%

Custom button clicks

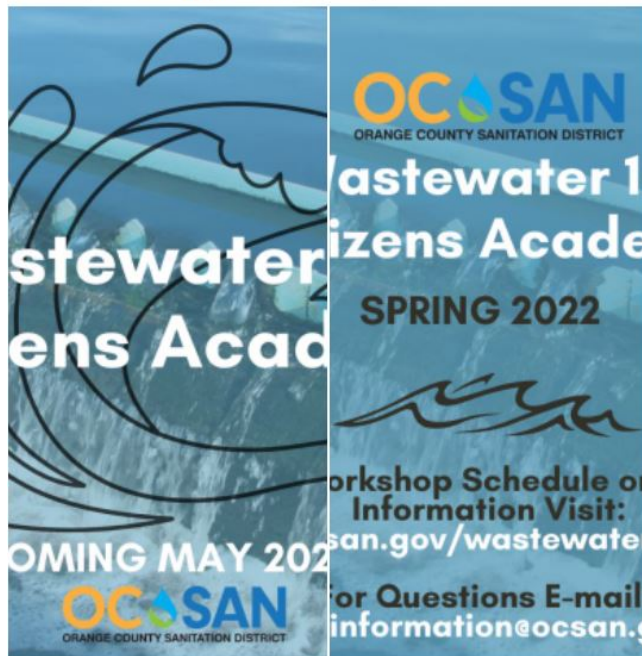
Orange County Sanitation District
3,600 followers
2h • 🌐

OC San has joined other local agencies throughout the county in a California Water supplemental educational insert in the OC Register. Click here to view: <https://lnkd.in/gZvSqvIQ>



Orange County Sanitation District
3,598 followers
3d • 🌐

There is still time to register for the first series of the Wastewater 101 - Citizens Academy. Visit ocsan.gov/wastewater101 to register.



Orange County Sanitation District
3,598 followers
3d • 🌐

374Water
1,429 followers
5d • 🌐

Excellent feature with [Civil + Structural Engineer Media](#) about our work with [Orange County Sanitation District](#)!
<https://lnkd.in/dJumh2Rr> ...see more

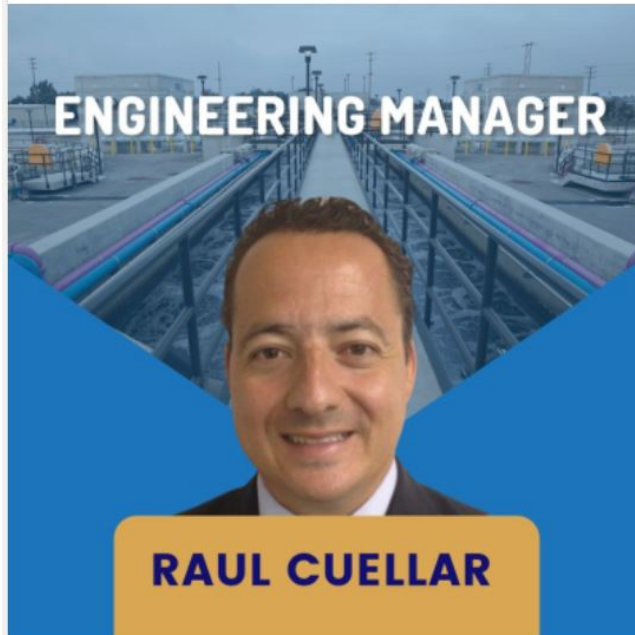


OC San and 374Water Enter into an Agreement to Deploy the First Commercial-Scale AirSCWO System

csengineermag.com • 2 min read

Orange County Sanitation District
3,598 followers
5d • 🌐

Congratulations to Raul Cuellar on his promotion to Engineering Manager in the Construction Management Division. To learn more about him and his experience visit ocsan.gov



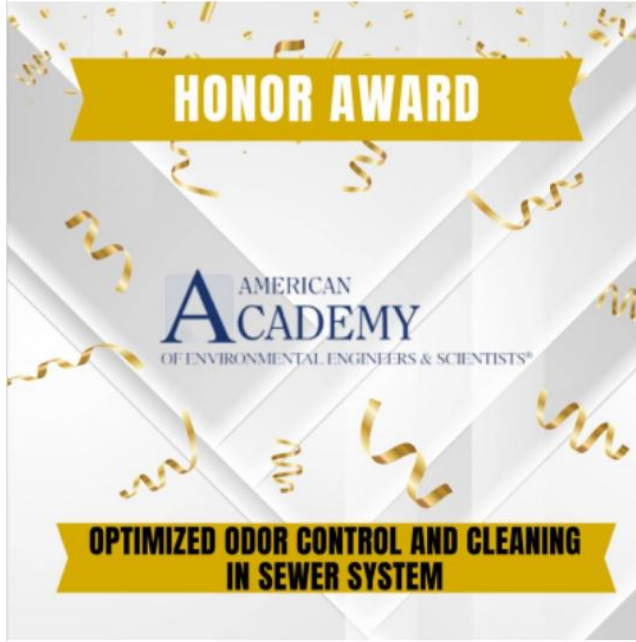


Orange County Sanitation District

3,598 followers

6d • 🌐

Congrats to OC San for recently receiving the Honor Award for Optimized Odor Control and Cleaning in Sewer System from the American Academy of Environmental Engineers and Scientists. Way to go team!



Orange County Sanitation District

3,598 followers

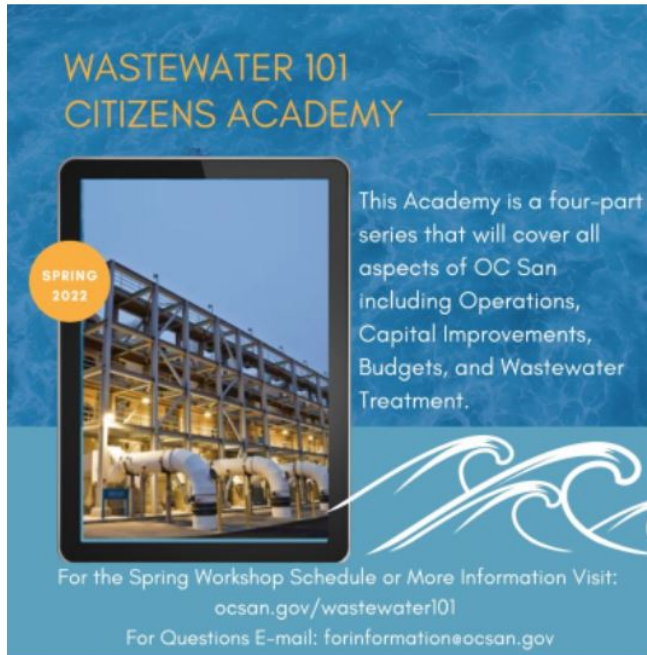
1w • 🌐

OC San lab named first California public laboratory to receive accreditation to detect PFAS in wastewater. What does that mean for OC San? Visit ocsan.gov to find out.



Orange County Sanitation District
OC&SAN 3,598 followers
1w • 🌐

The secret is out! OC San is holding a Virtual Wastewater 101-Citizens Academy and it was made specifically for you. To register for this FREE Academy visit ocsan.gov/wastewater101



**WASTEWATER 101
CITIZENS ACADEMY**

**SPRING
2022**

This Academy is a four-part series that will cover all aspects of OC San including Operations, Capital Improvements, Budgets, and Wastewater Treatment.

For the Spring Workshop Schedule or More Information Visit:
ocsan.gov/wastewater101
For Questions E-mail: forinformation@ocsan.gov

The graphic features a blue background with a white stylized wave at the bottom. A central image shows a large industrial building under construction at night, with a yellow circle containing the text 'SPRING 2022' overlaid on the left side.

| Article | Date | Resource | Link |
|---|-----------|--------------------------|---|
| Los Alamitos Newsletter - OC San Construction | 25-Mar-22 | Los Alamitos Newsletter | https://www.ocsan.gov/home/showdocument?id=32721&t=637860508386088211 |
| The Supervisor's Scoop: Latest Third District News | 31-Mar-22 | Donald Wagner Newsletter | https://www.ocsan.gov/home/showdocument?id=32635&t=637846568364614967 |
| March Hydrospectives | 31-Mar-22 | OCWD | https://www.ocsan.gov/home/showdocument?id=32637&t=637846573128752821 |
| Los Alamitos Newsletter - OC San Construction | 1-Apr-22 | Los Alamitos Newsletter | https://www.ocsan.gov/home/showdocument?id=32719&t=637860508371713169 |
| Los Angeles County Sanitation Districts Achieve Carbon Neutrality | 13-Apr-22 | Waste 360 | https://www.waste360.com/sustainability/los-angeles-county-sanitation-districts-achieve-carbon-neutrality |
| Los Alamitos Newsletter - OC San Construction | 13-Apr-22 | Los Alamitos Newsletter | https://www.ocsan.gov/home/showdocument?id=32689&t=637854428871184037 |
| ACC-OC Weekly Update | 13-Apr-22 | ACC-OC Weekly Update | https://www.ocsan.gov/home/showdocument?id=32691&t=637854461211987798 |
| 2022 CA Water OC Edition | 21-Apr-22 | OC Register | https://www.ocsan.gov/home/showpublisheddocument/32701 |
| OC San Announces Wastewater 101 - A Virtual Citizen's Academy! | 22-Apr-22 | ACC-OC WEEKLY UPDATE | https://www.ocsan.gov/home/showdocument?id=32717&t=637860498430775282 |
| CASA Newsletter | 22-Apr-22 | CASA Connects | https://www.ocsan.gov/home/showdocument?id=32723&t=637861274670879219 |