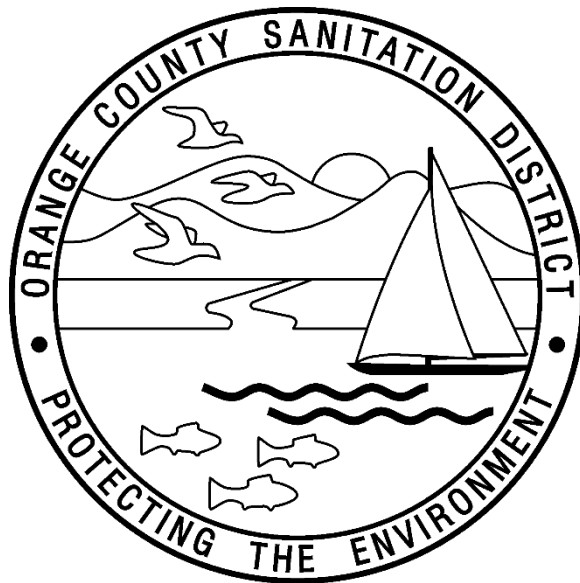


Outreach and Media Summary



September - October 2020

OCSD Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 3
TWITTER POSTINGS	PAGE 11
INSTAGRAM POSTINGS.....	PAGE 13
ARTICLE SUMMARY.....	PAGE 15

Outreach Report September-October 2020

Date	Tours	Attendees	Tour Guide
9/12/2020	OCSD Virtual Tour	52	Cortney Light
9/16//2020	OCSD / OCWD Virtual Tour	36	Jim Herberg/Mike Markus
9/30/2020	OCSD/ OCWD Nursing Virtual Tour	75	Cortney Light
10/5//2020	Boy Scouts Virtual Tour	33	Belen Carrillo
10/7/2020	Grand Jury Tour	6	Jim Herberg/Rob Thompson
10/13//2020	OCSD Virtual Tour	55	Dickie Fernandez
10/14/2020	UCI Virtual Tour	46	Dickie Fernandez
*10/30/2020	State of the District Virtual Tour	15	Jim Herberg/ Rob Thompson
*10/31/2020	OCSD Virtual Tour	50	Cortney Light
Date	Speaking Engagements	Attendees	Presenter
9/2/2020	SCAP- Effluent Limit Impacts When Moving to 100% Reuse	30	George Robertson/ Jim Herberg
9/12/2020	Citizens Climate Lobby	10	Director Glenn Parker
9/21/2020	University of Mass. Amherst	20	Violet Renick
10/1/2020	North American Society for Trenchless Technology presentation	200	Raul Cuellar/ Brad Moore
10/13/2020	Rossmoor Community Services District Board presentation	15	Kathy Millea
10/15/2020	Orange Coast College Marine Policy and Conservation.	37	Jeff Armstrong
*10/21/2020	UCI- Wastewater Treatment and Challenges	20	Tom Meregillano
*10/23/2020	Society of Women's Engineers: Evening with the Industry	100	Valerie Ratto
*10/27/2020	OCWD Webinar: Careers in Water/Wastewater Industry	100	Mary Farazmehr
*10/29/2020	CASQA Quarterly Meeting on Urban Runoff Program	40	Lan Wiborg
*10/30/2020	OCSD State of the District	150	Jim Herberg/ Chair Shawver
	*These events have not occurred at time of this report, therefore # of attendees is estimated.		

	Construction Outreach Notifications		
Project Area	Number of Construction Notices	# of People Reached	Website Posts and Text Alerts
Newport Beach	1 notification	15	
Westminster	Electronic Communication		2 website posts/ 2 text alerts
Huntington Beach	1 notification	200	
Anaheim	4 notifications	2260	4 website posts/ 4 text alerts
Seal Beach	1 notification	9,000	
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	Four	1,276	
Board Member Talking Points	Two	50	
Member Outreach Toolkit	One	25	
Website Posts	12 posts	129 views	
Facebook	46 posts	5k people	
Twitter	40 tweets	15k people	
Instagram	40 posts	7k people	

Facebook Posts Sept-Oct 2020

Page Summary Last 28 days ↕

Export Data 

Results from Sep 21, 2020 - Oct 18, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

Actions on Page

September 21 - October 18

1

Total Actions on Page ▲ 100%



Page Views

September 21 - October 18

258

Total Page Views ▼ 28%



Page Previews

September 21 - October 18

3

Page Previews ▲ 0%



Page Likes

September 21 - October 18

3

Page Likes ▼ 50%



Post Reach

September 21 - October 18

1,426

People Reached ▼ 10%



Story Reach

September 21 - October 18

Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

Recommendations

September 21 - October 18



We have insufficient data to show for the selected time period.

Post Engagement

September 21 - October 18

458

Post Engagement ▼ 27%



Videos

September 21 - October 18

721

3-Second Video Views ▼ 22%



Page Followers

September 21 - October 18

2

Page Followers ▼ 67%



Page Summary Last 28 days

Results from Sep 17, 2020 - Oct 14, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Actions on Page i

September 17 - October 14

1

Total Actions on Page ▲ 100%



Page Views i

September 17 - October 14

270

Total Page Views ▼ 24%



Page Previews i

September 17 - October 14

3

Page Previews ▼ 40%



Page Likes i

September 17 - October 14

2

Page Likes ▼ 67%



Post Reach i

September 17 - October 14

1,634

People Reached ▲ 20%



Story Reach i

September 17 - October 14

Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

Recommendations i

September 17 - October 14



We have insufficient data to show for the selected time period.










Post Engagement i

September 17 - October 14

497

Post Engagement ▼ 14%



<p>Actions on Page August 20 - September 16</p>  <p>We have insufficient data to show for the selected time period.</p>	<p>Page Views August 20 - September 16</p> <p>354 Total Page Views ▲ 30%</p> 	<p>Page Previews August 20 - September 16</p> <p>5 Page Previews ▼ 28%</p> 
<p>Page Likes August 20 - September 16</p> <p>6 Page Likes ▲ 20%</p> 	<p>Post Reach August 20 - September 16</p> <p>1,366 People Reached ▲ 9%</p> 	<p>Story Reach August 20 - September 16</p> <p>Get Story Insights See stats on how your Page's recent stories have performed.</p> <p>Learn More</p>
<p>Recommendations August 20 - September 16</p>  <p>We have insufficient data to show for the selected time period.</p>	<p>Post Engagement August 20 - September 16</p> <p>575 Post Engagement ▲ 28%</p> 	<p>Videos August 20 - September 16</p> <p>859 3-Second Video Views ▲ 66%</p> 
<p>Page Followers August 20 - September 16</p> <p>7 Page Followers ▲ 40%</p> 	<p>Orders August 20 - September 16</p> <p>0 Number of Orders ▲ 0%</p> <p>0 Earnings from Orders ▲ 0%</p>	Empty cell

All Posts Published



■ Reach: Organic / Paid ▼
■ Post Clicks ■ Reactions, Comments &

Published	Post	Type	Targeting	Reach	Engagement
10/19/2020 2:12 PM	 It's #MemberMonday! Our member this week is Tustin, in 2016 OCSD			44 ■	0 2 ■ ■
10/18/2020 11:51 AM	 Join us for our live virtual State of the District event. Everyone is			80 ■	0 2 ■ ■
10/17/2020 10:27 AM	 The sun goes down and the ghouls come out to play. Can you find the			216 ■	13 18 ■ ■
10/15/2020 7:33 PM	 Construction Alert for the City of Anaheim- Municipal Government -			117 ■	8 5 ■ ■
10/14/2020 9:00 AM	 Hoot, Hoot, Hooray! OCSD received the 2020 Achievement of Excellence			103 ■	9 8 ■ ■
10/12/2020 11:47 AM	 #MemberMonday. Connected through pipes! Did you know that			127 ■	4 2 ■ ■
10/11/2020 12:52 PM	 We would like to invite you to our first-ever live virtual State of the			106 ■	3 4 ■ ■
10/09/2020 10:49 AM	 Hours' worth of work squeezed into 30 seconds of video. These are			366 ■	43 34 ■ ■
10/08/2020 9:48 AM	 You've heard of the Cha Cha slide, the Nae Nae, and maybe even the			210 ■	31 8 ■ ■
10/07/2020 11:31 AM	 It's the little things like clean fresh air that many of us look forward to at the			101 ■	2 3 ■ ■
10/06/2020 8:33 AM	 They clean, they treat, they work in a team. Those are just some of the			343 ■	20 18 ■ ■
10/05/2020 8:58 AM	 Did you know OCSD owns and maintains approximately 54 miles of			138 ■	2 6 ■ ■
10/02/2020 11:07 AM	 No job is too big for OCSD! Our Headworks, the first stop for the 120			164 ■	13 5 ■ ■
09/30/2020 8:39 AM	 #OCSDJobs are the best jobs, but that's jut our opinion. Check out			62 ■	3 1 ■ ■
09/28/2020 3:07 PM	 Another #MemberMonday with the #CityOfBuenaPark. Did you know			136 ■	5 6 ■ ■

09/27/2020 9:12 AM	 Ever wondered why you can only flush Toilet Paper and not other kinds			117		5 5	 
09/25/2020 9:23 AM	 OCSD Enhances the Local Economy and Captures it all in Capital			144		12 7	 
09/23/2020 4:32 PM	 Traffic impacts at State Blvd and Lincoln Ave in City of Anaheim-			133		4 3	 
09/23/2020 9:45 AM	 Always remember the 3 Ps when flushing your toilet. It keeps that toilet			331		40 30	 
09/21/2020 2:22 PM	 This week, for our #MemberMonday, we are highlighting the City of			130		6 5	 
09/19/2020 11:23 AM	 What time is it? #CoastalCleanup Time! There's still time to head on			153		9 6	 
09/18/2020 9:21 AM	 Do you know how the regional sewer system is maintained? OCSD has			390		25 20	 
09/16/2020 11:38 AM	 Back to back! The Steering committee (5 p.m.) and Board			88		1 1	 
09/15/2020 4:56 PM	 It's that time again, #NationalITProfessionalsDay. OCSD			296		31 15	 
09/14/2020 4:12 PM	 City of Newport Beach - City Hall was one of our favorites, Balboa Island			164		13 11	 
09/14/2020 2:02 PM	 It's all virtual now. Register and join the meeting here:			99		1 1	 
09/13/2020 7:16 PM	 Construction Alert in City of Anaheim- Municipal Government. Restricted			117		7 2	 
09/13/2020 12:34 PM	 The time has come. Nightwork on the Westminster Blvd. Sewer Project			123		3 1	 
09/11/2020 10:17 AM	 #NeverForget			153		8 11	 
09/09/2020 1:59 PM	 In exactly 1 week! OCSD and OCWD will be doing a LIVE Joint Virtual			191		7 11	 
09/09/2020 11:38 AM	 September 14 at noon is the next Legislative and Public Affairs			113		5 1	 
09/07/2020 1:32 PM	 Stay Safe, Stay Healthy this Labor Day. Here's a quick message from			128		3 3	 

09/05/2020 3:00 PM	 You have 1 week left until the Live OCSD Virtual Tour on Sat. Sept. 12			362		29 21	
09/04/2020 9:04 AM	 When we say we're prepared, we mean it! The New York Times			255		22 24	
09/03/2020 3:09 PM	 Watch the Meeting the Moment video put together by California Association			172		24 8	
09/03/2020 10:57 AM	 The Administration Committee Meeting is happening next week on			110		2 1	
09/03/2020 8:37 AM	 Join virtually! Learn more and ask questions regarding the Bay Bridge			113		2 1	
09/01/2020 10:01 AM	 You've been behind the scenes before, but have you been "above			177		35 18	
08/31/2020 3:56 PM	 Cityof Fullerton, home of #CalStateFullerton AND an OCSD			179		26 7	
08/29/2020 9:15 AM	 Did someone say Tour Time? We're in! Are you? Join Cortney, a Tour			157		6 3	
08/27/2020 1:12 PM	 Can you say: "I applied at OCSD in 2020?" Because all our new hires			208		24 11	
08/26/2020 3:23 PM	 Join in on our Operations Committee Meeting on Wednesday, Sept. 2 at 5			76		1 1	
08/26/2020 3:02 PM	 And the CWEA Presidents Award goes too... Source Control			551		36 42	
08/25/2020 11:53 AM	 On Wednesdays we watch Webinars. Register now! Join our very own			130		12 5	
08/24/2020 12:31 PM	 City of Huntington Beach - Government is known as #SurfCity			149		9 5	
08/22/2020 10:40 AM	 We can basically smell it! Can you? Coffee in the morning is like a dream,			145		11 6	

Graphs of Page Likes, Post Reach and Total Views for Sept-Oct 2020

Total Page Likes: 964



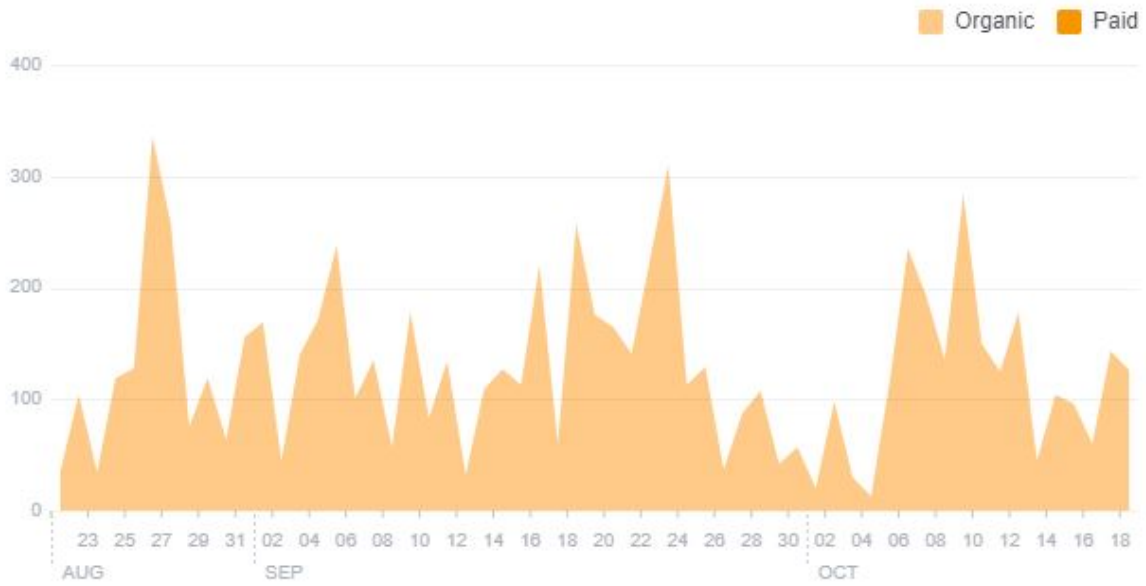
Page Likes

The number of organic Page likes, paid Page likes and unlikes.



Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



Total Views

By Section



Twitter Posts Sept- Oct 2020

28 day summary with change over previous period



Oct 2020 · 18 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 813 impressions

You've heard of the Cha Cha slide, the Nae Nae, and maybe even the famous TikTok Renegade, but have you heard of the churn and turn move? That's the latest rage at OCSD. See it here first.
[#WaterprofessionalsWeek](#)
[#WeAreCAWater](#) [#CAWaterWeek](#)
[#WorkForWater](#)
pic.twitter.com/OzeIGOB5w7

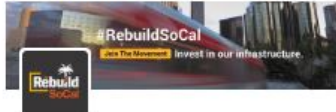


3 16

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 10.4K people



Rebuild So Cal

@RebuildSoCal follows you

#RebuildSoCal raises public awareness and educates elected officials about the infrastructure issues impacting Southern California. RTs are not endorsements.

[View profile](#)

Top mention earned 13 engagements

Districts Make the Difference
 @YourCADistricts · Oct 8

Join @OCSEwers for its first-ever live virtual State of the District event on Friday, October 30. The event will showcase exciting advances and include a special presentation from @RepLouCorrea.

Register: conta.cc/30ENwUA

[#DistrictsMakeTheDifference](#)
[#OrangeCounty](#)
pic.twitter.com/fjSGawE8Jwd



3 3

[View Tweet](#)

Top media Tweet earned 271 impressions

#MemberMonday. Connected through pipes! Did you know that OCSD owns a sewer line on Brea Boulevard in the City of Brea that continues into Fullerton, Anaheim, Garden Grove and ends at our Plant No. 1 in Fountain Valley. This sewer line is called the Euclid Sewer Trunk. #CityofBrea
pic.twitter.com/xznBNspCRG



4

[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](#)

OCT 2020 SUMMARY

Tweets 12	Tweet Impressions 4,626
Profile visits 51	Mentions 4
New followers 1	

Sep 2020 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 558 impressions

We ❤️ our GWRs water.
[twitter.com/OCWDWaterNews/...](https://twitter.com/OCWDWaterNews/)

🔄 2 · ❤️ 6

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 12K people



Dan Albano

@ocvarsityguy [Follows you](#)

O.C. Register sportswriter Trinity Football Pod (6/20)
<https://t.co/qh0tPwy7W> IG ocvarsityguy

[View profile](#)

Top mention earned 84 engagements



Orange County Water District
@OCWDWaterNews · Sep 16

OCWD General Manager Mike Markus and @OC Sewers General Manager Jim Herberg quench their thirst with a delicious sip of GWRs water during today's joint virtual tour.

#gwr #ocwd #ocsewers #waterreuse
#drinkingwater #virtualltour
#ocwdeducation
pic.twitter.com/mfy64IPj55



🔄 2 · ❤️ 10

[View Tweet](#)

SEP 2020 SUMMARY

Tweets
28

Tweet Impressions
10.5K

Profile visits
62

Mentions
10

New followers
3

Top media Tweet earned 483 impressions

#AwardSeason we received the Platinum Peak Performance Award, which recognizes member agencies for achieving 100% water discharge permit compliance over 5 years, & the Utility of the Future Award, which highlights the exceptional performance of water utilities, from @NACWA @wef_org
pic.twitter.com/shAHCP9i9z



❤️ 5

[View Tweet activity](#)

[View all Tweet activity](#)

**Instagram Posts
Sept- Oct 2020**

Instagram

Search



ocsewers Edit Profile

458 posts 1,086 followers 65 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.
www.ocsewers.com

POSTS IGTV SAVED TAGGED



ANHEIM



Article	Date	Resource	Link
Its Electric Grid Under Strain, California Turns to Batteries	3-Sep-20	New York Times	https://www.nytimes.com/2020/09/03/business/energy-environment/california-electricity-blackout-battery.html?searchResultPosition=1
Orange County saves ratepayers money with WIFIA loan update	8-Sep-20	Water Finance Management	https://waterfm.com/orange-county-saves-ratepayer-money-with-wifia-loan-update/
RO Provides Promising Win in Battle against Water Scarcity	14-Sep-20	Water World	https://www.waterworld.com/wastewater/treatment/article/14182398/ro-provides-promising-win-in-battle-against-water-scarcity
Brown & Caldwell, Black & Veatch team up for next-generation Class A wastewater digester facility	23-Sep-20	Smart Water Magazine	https://smartwatermagazine.com/news/brown-and-caldwell/brown-caldwell-black-veatch-team-next-generation-class-a-wastewater-digester
Brown and Caldwell/OCSD Press Release: Brown & Caldwell, Black & Veatch team up for next-generation Class A wastewater digester facility	21-Sep-20	Press Release	https://www.ocsd.com/Home/ShowDocument?id=29997
Brown and Caldwell, Black & Veatch team up for Orange County digester facility	24-Sep-20	Daily Commercial News	https://canada.constructconnect.com/dcn/news/projects/2020/09/brown-and-caldwell-black-veatch-team-up-for-orange-county-digester-facility
Brown and Caldwell, Black & Veatch to develop next-generation Class A wastewater digester facility	24-Sep-20	Water World	https://www.waterworld.com/wastewater/treatment/press-release/14184110/brown-and-caldwell-black-veatch-to-develop-nextgeneration-class-a-wastewater-digester-facility
Temperature-phased AD project gets underway at California wastewater plant	1-Oct-20	Bioenergy Insight	https://www.bioenergy-news.com/news/temperature-phased-ad-project-gets-underway-at-california-wastewater-plant/
Brown and Caldwell, Black & Veatch team up for 'next-generation' wastewater digester facility	5-Oct-20	Water Finance Management	https://waterfm.com/brown-and-caldwell-black-veatch-team-up-for-next-generation-wastewater-digester-facility/