

Outreach and Media Summary



July 2024

OC San Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 2
TWITTER POSTINGS	PAGE 3
INSTAGRAM POSTINGS.....	PAGE 4
LINKEDIN POSTINGS.....	PAGE 5
NEWS ARTICLES.....	PAGE 6

Outreach Report July 2024

Date	Tours	Attendees	Tour Guide
7/2/24	New Employee Tour	12	Rob Thompson
7/9/24	Public Tour	18	Cortney Light
7/23/24	Cal State Long Beach Nursing	22	Cortney Light
Date	Speaking Engagements/Events	Attendees	Presenter
7/10/24	OC Realtors	35	Rebecca Long
7/23/24	Water Awareness Story time at Newhope Library in Santa Ana	35	Belen Carrillo/ Jenny Gomez/ Jacob Dalgoff/ Dindo Carrillo/ Marianne Klein/ Giti Radvar
7/31/24	California Association of Sanitation Agencies Conference	120	Rob Thompson
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Service Area	OC San Connection Community Newsletter	3500	1 website post
Anaheim/Buena Park	Orange-Western Trunk project update	343	1 website post
Costa Mesa	Costa Mesa Sewer Along I-405	183	1 website post
Newport Beach	MacArthur Sewer Project update	98	1 website post
Seal Beach	Seal Beach Pump Station Replacement update	160	1 website post/ 1 email alert
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	OC San Continuing to Protect Our Beaches	216	
Board Member Talking Points	One	50	
Website Posts	9 posts	3k views	Website
Facebook	14 posts	2k reached	Social Media
Twitter	10 tweets	726 reached	Social Media
Instagram	31 posts	3.7k reached	Social Media
LinkedIn	5 posts	13.7k reached	Social Media

Post performance - Facebook Pages

Data from 01 Jul, 2024 to 31 Jul, 2024

Sources

Orange County Sanitation District

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Jul 31, 20:01	Summer BBQs = Fun! Don't let FOG crash the party! Fats, Oils, & Grease belong in the trash, not the drain! Wipe grills with paper towels & toss. Let's keep our waterways healthy! #OCsan #FOGFree	4.72%	106	106
Jul 24, 17:42	OC San has been awarded 3 Graphic Design USA awards for our InHouse Design Content. Over 5,000 entries were submitted and only 10% were recognized as winners in this category. We won for: CIP Annual Report OC San Connection...	20.95%	273	253
Jul 19, 18:01	OC San: You're Welcome! If you want to find out how we clean the wastewater, visit ocsan.gov/tours and sign up for a tour!	1.78%	189	169
Jul 18, 14:18	OC San will be having the Steering Committee Meeting (5 pm) and Board of Directors Meeting (6 pm) on Wednesday, July 24. Click here to view the agenda:	3.85%	59	52
Jul 17, 14:52	At OC San we're looking for talented individuals to join our team. Make a difference in the wastewater treatment industry and build a fulfilling career. Learn more and apply at ocsan.gov/jobs . #OCsanCareers	5.96%	168	151
Jul 13, 16:02	The latest issue of the OC San Connection newsletter has just dropped, and it's a real page-turner! Dive in for all the updates, stories, and behind-the-scenes action. Don't miss out and check it out! #OCsanConnection	6.58%	91	76
Jul 12, 16:41	The OC San Administration Committee Meeting will be happening on July 17 at 5 pm. Click here to view the agenda:	5.77%	64	52
Jul 12, 16:09	(Post with no description)	4.11%	155	146
Jul 11, 23:06	Jennifer Cabral has been appointed as the Director of Communications at Orange County Sanitation District. With 20+ years of experience, she'll lead our new Communications Department, overseeing public affairs, community...	19.49%	405	390
Jul 10, 17:42	Did you know OC San is a 24/7 facility? We do this because just like your flow doesn't stop, neither do we. To learn about what we do and who we are visit ocsan.gov	8.49%	126	106
Jul 06, 17:00	Chad Wanke's hard work and dedication has made a big impact on our agency and wastewater recycling efforts. We know it and so does Orange County Water District County of Orange, California Assemblyman Phillip Chen Michelle Stee...	8.44%	237	225
Jul 04, 16:20	Happy 4th of July from OC San! As we celebrate our nation's independence, let's also remember to protect our environment. Enjoy the fireworks and festivities, and please dispose of waste responsibly. Nothing other than the 3 ...	5.61%	117	107
Jul 03, 22:30	The OC San Operations Committee Meeting is happening on July 10 at 5 PM. Click here to view the agenda:	1.96%	57	51
Jul 02, 15:52	Excited to announce Ryan Gallagher, Mayor Pro Tem of Tustin, as the new OC San Board Chairman and Jon Dumitru, Council member for Orange, as Vice-Chairman! Congrats to our #OCsanLeadership.	7.14%	152	140

Post performance - Twitter

Data from 01 Jul, 2024 to 31 Jul, 2024

Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Jul 31, 20:01	 Summer BBQs = Fun! Don't let FOG crash the party! Fats, Oils, & Grease belong in the trash, not the drain! Wipe grills with paper towels & toss. Let's keep our waterways healthy! #OCSan #FOGFree https://twitter.com/OCSanDistrict/stat...	0%	0	96
@OCSanDistrict Jul 24, 17:42	 OC San has been awarded 3 Graphic Design USA awards for our InHouse Design Content. Over 5,000 entries were submitted and only 10% were recognized as winners in this category. We won for: CIP Annual Report OC San Connection...	6.78%	8	118
@OCSanDistrict Jul 19, 18:02	 OC San: You're Welcome! 🙌💧 If you want to find out how we clean the wastewater, visit http://ocsan.gov/tours and sign up for a tour! https://twitter.com/OCSanDistrict/status/1814360238297944356/video/1	0%	0	36
@OCSanDistrict Jul 17, 14:52	 At OC San we're looking for talented individuals to join our team. Make a difference in the wastewater treatment industry and build a fulfilling career. Learn more and apply at http://OCSan.gov/jobs . #OCSanCareers https://twitt...	7.02%	4	57
@OCSanDistrict Jul 13, 16:01	 The latest issue of the OC San Connection newsletter has just dropped, and it's a real page-turner! 💧 Dive in for all the updates, stories, and behind-the-scenes action. Don't miss out and check it out! 📄🗞️ #OCSanConnection https://twitt...	0%	0	36
@OCSanDistrict Jul 11, 23:08	 Jennifer Cabral has been appointed as the Director of Communications at Orange County Sanitation District. With 20+ years of experience, she'll lead our new Communications Department, overseeing public affairs, community...	11.84%	9	76
@OCSanDistrict Jul 10, 17:42	 Did you know OC San is a 24/7 facility? We do this because just like your flow doesn't stop, neither do we. To learn about what we do and who we are visit http://ocsan.gov https://twitter.com/OCSanDistrict/status/18110935759138615...	6.45%	4	62
@OCSanDistrict Jul 06, 17:00	 Chad Wanke's hard work and dedication has made a big impact on our agency and wastewater recycling efforts. We know it and so does @OCWaterDistrict, @OCGov @AssemblymanPhillipChen @MichelleSteelCA who sent over...	9.49%	13	137
@OCSanDistrict Jul 04, 16:20	 Happy 4th of July from OC San! 🇺🇸 As we celebrate our nation's independence, let's also remember to protect our environment. Enjoy the fireworks and festivities, and please dispose of waste responsibly. Nothing other than the 3 ...	0%	0	52
@OCSanDistrict Jul 02, 15:52	 Excited to announce Ryan Gallagher, Mayor Pro Tem of Tustin, as the new OC San Board Chairman and Jon Dumitru, Council member for Orange, as Vice-Chairman! 🎉 Congrats to our #OCSanLeadership. https://twitter.com/OCSan...	1.79%	1	56

Post performance - Instagram Business

Data from 01 Jul, 2024 to 31 Jul, 2024

Sources


ocsandistrict











DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
Jul 31, 20:01	Summer BBQs = Fun! Don't let FOG crash the party! Fats, Oils, & Grease belong in the trash, not the drain! Wipe grills with paper towels & toss. Let's keep our waterways healthy! #OCSan #FOGFree	6.25%	97	6	96
Jul 30, 19:08	Partners 4 life Water 4 life	0%	106	0	105
Jul 27, 19:13	(No description)	0%	71	0	69
Jul 27, 19:13	(No description)	0%	68	0	66
Jul 27, 19:12	(No description)	0%	66	0	64
Jul 27, 19:12	(No description)	0%	75	0	73
Jul 27, 19:12	Throwback to our story time this week. Thanks @santaanalibrary for having us	0%	78	0	77
Jul 24, 17:42	OC San has been awarded 3 Graphic Design USA awards for our InHouse Design Content. Over 5,000 entries were submitted and only 10% were recognized as winners in this category. We won for CIP Annual Report OC San Connection...	11.22%	0	10	98
Jul 23, 18:57	And just like that, The OC San storytime was a success! Thanks to @santaanalibrary for having us stop by! @cityofsantaana	0%	96	0	96
Jul 23, 15:18	That's us! Stop by the Newhope Library in Santa Ana for our 10:30 am Storytime	0%	107	0	105
Jul 22, 23:16	(No description)	0%	138	0	137
Jul 19, 18:01	OC San: You're Welcome! If you want to find out how we clean the wastewater, visit ocsan.gov/tours and sign up for a tour!	4.96%	0	6	121
Jul 18, 23:03	(No description)	0%	146	0	146
Jul 17, 21:00	(No description)	0%	68	0	68
Jul 17, 20:56	(No description)	0%	68	0	68
Jul 17, 20:54	(No description)	0%	72	0	72
Jul 17, 20:49	(No description)	0%	75	0	75
Jul 17, 20:46	Emoji Day? Let's play "Guess the Phrase"	0%	88	0	88
Jul 17, 14:52	At OC San we're looking for talented individuals to join our team. Make a difference in the wastewater treatment industry and build a fulfilling career. Learn more and apply at OC San.gov/jobs . #OCSanCareers	4.72%	0	9	212
Jul 13, 16:00	The latest issue of the OC San Connection newsletter has just dropped, and it's a real page-turner! Dive in for all the updates, stories, and behind-the-scenes action. Don't miss out and check it out! #OCSanConnection	3.45%	0	2	87
Jul 12, 18:28	A special OC San Highlight from @esigram	0%	105	0	104
Jul 11, 23:06	Jennifer Cabral has been appointed as the Director of Communications at Orange County Sanitation District. With 20+ years of experience, she'll lead our new Communications Department, overseeing public affairs, community...	16.28%	323	39	301
Jul 10, 17:42	Did you know OC San is a 24/7 facility? We do this because just like your flow doesn't stop, neither do we. To learn about what we do and who we are visit ocsan.gov	8.25%	0	15	206
Jul 10, 16:09	(No description)	0%	156	0	154
Jul 06, 17:00	Chad Wanke's hard work and dedication has made a big impact on our agency and wastewater recycling efforts. We know it and so does @OCWD, @OCGov @StateAssemblyPhillipChen @MichelleSteelCA who sent over recognitions! A...	4.02%	221	8	199
Jul 04, 16:25	(No description)	0%	103	0	101
Jul 04, 16:20	Happy 4th of July from OC San! As we celebrate our nation's independence, let's also remember to protect our environment. Enjoy the fireworks and festivities, and please dispose of waste responsibly. Nothing other than the 3 ...	9.93%	158	13	141
Jul 03, 23:27	(No description)	0%	99	0	97
Jul 03, 17:59	(No description)	0%	103	0	102
Jul 02, 20:56	Perfect Day for a Tour	0%	162	0	162
Jul 02, 15:52	Excited to announce Ryan Gallagher, Mayor Pro Tem of Tustin, as the new OC San Board Chairman and Jon Dumitru, Councilmember for Orange, as Vice-Chairman! Congrats to our #OCSanLeadership.	7.63%	274	17	249

Post performance - LinkedIn Pages

Data from 01 Jul, 2024 to 31 Jul, 2024

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Jul 24, 17:42	 <p>OC San has been awarded 3 Graphic Design USA awards for our InHouse Design Content. Over 5,000 entries were submitted and only 10% were recognized as winners in this category. We won for: CIP Annual Report OC San Connection...</p>	8.66%	554	21	0
 Orange County Sanitation District Jul 17, 14:52	 <p>At OC San we're looking for talented individuals to join our team. Make a difference in the wastewater treatment industry and build a fulfilling career. Learn more and apply at OCSan.gov/jobs. #OCSanCareers</p>	11.54%	1,317	20	5
 Orange County Sanitation District Jul 13, 16:01	 <p>The latest issue of the OC San Connection newsletter has just dropped, and it's a real page-turner! 💧 Dive in for all the updates, stories, and behind-the-scenes action. Don't miss out and check it out! 📄 #OCSanConnection</p>	7.03%	555	7	0
 Orange County Sanitation District Jul 11, 23:08	 <p>Jennifer Cabral has been appointed as the Director of Communications at Orange County Sanitation District. With 20+ years of experience, she'll lead our new Communications Department, overseeing public affairs, community...</p>	7.75%	6,475	203	1
 Orange County Sanitation District Jul 02, 15:52	 <p>Excited to announce Ryan Gallagher, Mayor Pro Tem of Tustin, as the new OC San Board Chairman and Jon Dumitru, Council member for Orange, as Vice-Chairman! 🎉 Congrats to our #OCSanLeadership.</p>	5.78%	4,809	126	0

Media Articles for July

Article	Date	Source	Link
Hoping to reduce Colorado River dependency, Southern California bets big on wastewater recycling	7/5/2024	Courthouse News Service	https://www.courthousenews.com/hoping-to-reduce-colorado-river-dependency-southern-california-bets-big-on-wastewater-recycling/
Innovation in Action: Isle North America Recognizes Water Industry Trailblazers at National Gathering	7/11/2024	Isle Utilities	https://www.environmental-expert.com/news/innovation-in-action-isle-north-america-recognizes-water-industry-trailblazers-at-national-gathering-1150683
Coastal Commission upholds decision by N.B. City Council, Planning Commission on pump station	7/12/2024	Daily Pilot	https://www.latimes.com/socal/daily-pilot/news/story/2024-07-12/coastal-commission-upholds-decision-by-n-b-city-council-planning-commission-on-pump-station
374Water Deploying its Innovative AirSCWO Waste Destruction Technology to the City of Orlando's Iron Bridge Water Pollution Control Facility	7/16/2024	Morningstar	https://www.morningstar.com/news/accesswire/889518msn/374water-deploying-its-innovative-airscwo-waste-destruction-technology-to-the-city-of-orlandos-iron-bridge-water-pollution-control-facility
COVID reaches 'very high' level in CA, CDC wastewater data show; COVID on the rise in LA County	7/16/2024	ABC 7	https://abc7.com/post/covid-viral-activity-high-level-ca-cdc-wastewater/15061922/
Heal the Bay's 2024 'Beach Report Card' highlights link between rain, ocean health	7/17/2024	OC Register	https://ocsdgov.sharepoint.com/:b:/s/External/EaVhVAn99SZKkTln7z2uw7gBW6a1DEfaX8cgjf2oP9_Ndg?e=MyTknw
Best and worst beaches in Southern California	7/17/2024	OC Register	https://www.ocregister.com/2024/07/17/best-and-worst-beaches-in-southern-california/
Beach Report Card	7/17/2024	Heal the Bay	https://healthebay.org/wp-content/uploads/2024/07/Beach-Report-2023-2024_screen.pdf
Rise in storms hurts beaches	7/18/2024	OC Register	https://ocsdgov.sharepoint.com/:b:/s/External/EZu-TeQooihJpDe_zdzOaQcBetz1OWggcgSOuRxH6OQIDw?e=ETAHeA