

# **Outreach and Media Summary**



**December 2023**

OC San Public Affairs Office

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# Outreach Report December 2023

| Date                        | Tours  | Attendees           | Tour Guide                       |
|-----------------------------|--|---------------------|----------------------------------|
| 12/4/23                     | Edison High School                                     | 40                  | Jacob Dalgoff/<br>Pegah Behravan |
| 12/9/23                     | Bassett Adult School                                   | 9                   | Shabbir Basrai                   |
| 12/12/23                    | New Employee Tour                                      | 18                  | Tom Meregillano                  |
| 12/28/23                    | Resident Tour  | 5                   | Cortney Light                    |
| Date                        | Speaking Engagements/Events                            | Attendees           | Presenter                        |
| 12/7/23                     | Huntington Beach Water/Wastewater Workshop             |                     |                                  |
| 12/20/23                    | Anaheim Elementary School Class Presentation           | 15                  | Mohaab Abodia                    |
| Project Area                | Outreach Notifications                                 | # of People Reached | Website Posts and Text Alerts    |
| Anaheim/<br>Buena Park      | Orange Western Sewer - project update                  |                     | 1 website posts/                 |
| Newport Beach               | MacArthur Sewer Project – start of construction notice | 800                 | 1 website posts                  |
| External Communications     | Distribution   | # of People Reached |                                  |
| 5 Minutes Per Month         | VVP Plan   | 216                 |                                  |
| Board Member Talking Points | One  | 50                  |                                  |
| Website Posts               | 4 posts  | 3.8 k views         | Website                          |
| Facebook                    | 14 posts   | 2.9 k reached       | Social Media                     |
| Twitter                     | 9 tweets   | 638 reached         | Social Media                     |
| Instagram                   | 23 posts   | 4.6 k reached       | Social Media                     |
| LinkedIn                    | 2 posts  | 2 k reached         | Social Media                     |





























## Post performance - Facebook Pages

Data from 01 Dec, 2023 to 31 Dec, 2023

### Sources

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Orange County Sanitation District



















| DATE ▼  | POST  | ENGAGEMENT RATE | IMPRESSIONS | REACH |
|---|---|-----------------|-------------|-------|
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 31, 16:02</div></div></div>   | <div></div> <div>(Post with no description)</div>  | 3.48%           | 115         | 115   |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 29, 19:55</div></div></div>   | <div></div> <div>One last #FlashbackFriday before the year ends. Christmas is stil fresh in our minds so we want to thank Fountain Valley Firefighters Association for being our partners for Spark of Love. And a huge THANK YOU to our team for donating so...</div>                     | 15.25%          | 241         | 236   |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 27, 19:37</div></div></div> | <div></div> <div>#WastewaterWordWednesday. Trickling filter: A biological secondary treatment process where bacteria and other microorganisms grow as slime on the surface of rocks or plastic media and consume nutrients in the wastewater as it trickle...</div>                      | 9.17%           | 124         | 120   |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 21, 03:01</div></div></div> | <div></div> <div>OC San is currently experiencing a lot of water from this storm. During heavy rains, and in the hours immediately following, the sewer lines carry significantly higher levels of water to the treatment plants due to the inflow and infiltration ...</div>            | 3.36%           | 351         | 327   |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 19, 21:51</div></div></div> | <div></div> <div>It's safe to say that receiving the STAR certification from Cal/OSHA for the Volunteer Protection Program was a lengthy but very worthwhile process! Flags up for this recognition that is all thanks to our team. Visit <a href="#">ocsan.gov</a> to read the...</div> | 12.81%          | 218         | 203   |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 15, 23:34</div></div></div> | <div></div> <div>When the wipes say "flushable" on them... #The3Ps #PeePoopPaper #Dontclogthethrone</div>  | 12.35%          | 184         | 170   |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 13, 14:03</div></div></div> | <div></div> <div>Biosolids and our biosolids team in action! The remaining solids from our wastewater treatment process gets turned into biosolids that are then used for farming non-edible crops. #BiosolidsTeam #OCSanCareers #JobsInWastewater</div>                                 | 9.29%           | 238         | 226   |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 11, 21:34</div></div></div> | <div></div> <div>The OC San Administration Committee meeting will be held on Wednesday, Dec. 13 at 5 p.m. and the Steering Committee Meeting (5 p.m.) and Board of Directors Meeting (6 p.m.) will be held on Thursday, Dec. 14. Click here to vie...</div>                              | 1.79%           | 63          | 56    |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 10, 17:10</div></div></div> | <div></div> <div>🎁🌟 Give the gift of a clog-free home this season! Remember, when you're at home or someone else's house celebrating, you should only put pee, poop, and (toilet paper down the drain...you could save them from the surprise of a...</div>                              | 7.59%           | 707         | 646   |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 08, 23:30</div></div></div> | <div></div> <div>The Administration Committee Meeting is happening next week on Wednesday, Nov. 13 at 5 p.m. Click here to view the agenda:</div>  | 1.92%           | 65          | 52    |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 08, 16:42</div></div></div> | <div></div> <div>Welding was done at Plant No. 1 in Fountain Valley back in the mid-1950's. There is a large variety of careers at OC San, then and now. Visit <a href="#">ocsan.gov/job</a> to view open positions. #FlashbackFriday</div>  | 13.33%          | 343         | 315   |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 06, 18:55</div></div></div> | <div></div> <div>The General Legal Services Ad Hoc Committee Meeting is on Thursday, Dec. 14 at 3:30 p.m. Click here to view the agenda:</div>   | 0%              | 47          | 40    |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 04, 22:17</div></div></div> | <div></div> <div>This Wednesday, Oct. 6, OC San will be having the Operations Committee Meeting (5 p.m.). Click here to view the agenda:</div>   | 2.33%           | 49          | 43    |
| <div><div></div><div><div>Orange County Sanitation District</div><div>Dec 02, 21:40</div></div></div> | <div></div> <div>OC San is looking for experts in their fields to join our team. Apply at <a href="#">ocsan.gov/jobs</a></div>   | 5.17%           | 360         | 329   |

Post performance - Twitter

Data from 01 Dec, 2023 to 31 Dec, 2023

Sources


 @OCSanDistrict






















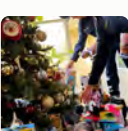

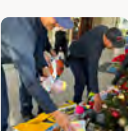





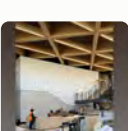

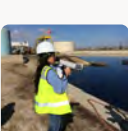

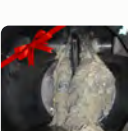

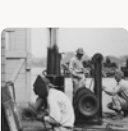



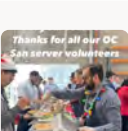

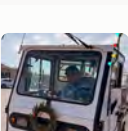

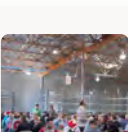

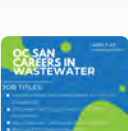
| DATE ▼   | POST  | ENGAGEMENT RATE | ENGAGEMENTS | IMPRESSIONS |
|--|---|-----------------|-------------|-------------|
|  @OCSanDistrict<br>Dec 29, 19:55   |  <p>One last #FlashbackFriday before the year ends. Christmas is stil fresh in our minds so we want to thank @FountainValleyFirefighters for being our partners for Spark of Love. And a huge THANK YOU to our team for donating so many...</p>  | 1.1%            | 2           | 182         |
|  @OCSanDistrict<br>Dec 27, 19:38 |  <p>#WastewaterWordWednesday. Trickling filter: A biological secondary treatment process where bacteria and other microorganisms grow as slime on the surface of rocks or plastic media and consume nutrients in the wastewater as it trickle...</p>  | 7.5%            | 3           | 40          |
|  @OCSanDistrict<br>Dec 21, 03:00 |  <p>OC San is experiencing higher peak flows into to the plant due to this recent storm. We are asking residents to please defer using water-using chores until after the storm has passed. Thank you for your cooperation. <a href="https://twitter.co...">https://twitter.co...</a></p>  | 7.55%           | 4           | 53          |
|  @OCSanDistrict<br>Dec 19, 21:51 |  <p>It's safe to say that receiving the STAR certification from Cal/OSHA for the Volunteer Protection Program was a lengthy but very worthwhile process! Flags up for this recognition that is all thanks to our team. Visit <a href="http://ocsan.gov">http://ocsan.gov</a> to re...</p>  | 3.85%           | 2           | 52          |
|  @OCSanDistrict<br>Dec 15, 23:34 |  <p>When the wipes say "flushable" on them... #The3Ps #PeePoopPaper #Dontclogthethrone <a href="https://twitter.com/OCSanDistrict/status/1735805458177261672/photo/1">https://twitter.com/OCSanDistrict/status/1735805458177261672/photo/1</a></p>   | 4.84%           | 3           | 62          |
|  @OCSanDistrict<br>Dec 13, 14:01 |  <p>Biosolids and our biosolids team in action! The remaining solids from our wastewater treatment process gets turned into biosolids that are then used for farming non-edible crops. #BiosolidsTeam #OCSanCareers #JobsInWastewat...</p>   | 5.26%           | 3           | 57          |
|  @OCSanDistrict<br>Dec 10, 17:10 |  <p>🎁✨ Give the gift of a clog-free home this season! Remember, when you're at home or someone else's house celebrating, you should only put pee, poop, and (toilet paper down the drain...you could save them from the surprise of a...</p>   | 5.08%           | 3           | 59          |
|  @OCSanDistrict<br>Dec 08, 16:42 |  <p>Welding was done at Plant No. 1 in Fountain Valley back in the mid-1950's. There is a large variety of careers at OC San, then and now. Visit <a href="http://ocsan.gov/job">http://ocsan.gov/job</a> to view open positions. #FlashbackFriday <a href="https://twitter.com/OCSanDis...">https://twitter.com/OCSanDis...</a></p> | 8.62%           | 5           | 58          |
|  @OCSanDistrict<br>Dec 02, 21:42 |  <p>OC San is looking for experts in their field to join our team. Visit <a href="http://ocsan.gov/jobs">http://ocsan.gov/jobs</a> to apply now! <a href="https://twitter.com/OCSanDistrict/status/1731066268621681118/photo/1">https://twitter.com/OCSanDistrict/status/1731066268621681118/photo/1</a></p>                         | 2.67%           | 2           | 75          |

Post performance - Instagram Business

Data from 01 Dec, 2023 to 31 Dec, 2023

Sources


 ocsandistrict





| DATE ▼  | POST   | ENGAGEMENT RATE | IMPRESSIONS | LIKES | REACH |
|---|--|-----------------|-------------|-------|-------|
| <div> ocsandistrict<br/>Dec 29, 19:56</div>   | <div><p>One last #FlashbackFriday before the year ends. Christmas is still fresh in our minds so we want to thank @FountainValleyFirefighters for being our partners for Spark of Love. And a huge THANK YOU to our team for donating so many...</p></div>                            | 13.85%          | 282         | 25    | 231   |
| <div> ocsandistrict<br/>Dec 27, 19:38</div>   | <div><p>#WastewaterWordWednesday. Trickling filter: A biological secondary treatment process where bacteria and other microorganisms grow as slime on the surface of rocks or plastic media and consume nutrients in the wastewater as it trickle...</p></div>                        | 5.98%           | 0           | 18    | 301   |
| <div> ocsandistrict<br/>Dec 27, 19:36</div>   | <div><p>(No description)</p></div>  | 0%              | 132         | 0     | 131   |
| <div> ocsandistrict<br/>Dec 25, 19:59</div>  | <div><p>(No description)</p></div>   | 0%              | 97          | 0     | 97    |
| <div> ocsandistrict<br/>Dec 22, 21:28</div> | <div><p>Listen to the Elf or he'll tell Santa 🧝</p></div>   | 0%              | 120         | 0     | 118   |
| <div> ocsandistrict<br/>Dec 21, 03:00</div> | <div><p>OC San is experiencing higher peak flows into to the plant due to this recent storm. We are asking residents to please defer using water-using chores until after the storm has passed. Thank you for your cooperation.</p></div>   | 4.17%           | 0           | 9     | 216   |
| <div> ocsandistrict<br/>Dec 19, 21:51</div> | <div><p>It's safe to say that receiving the STAR certification from Cal/OSHA for the Volunteer Protection Program was a lengthy but very worthwhile process! Flags up for this recognition that is all thanks to our team. Visit <a href="#">ocsan.gov</a> to read the...</p></div> | 7.08%           | 257         | 15    | 240   |
| <div> ocsandistrict<br/>Dec 15, 23:34</div> | <div><p>When the wipes say "flushable" on them... #The3Ps #PeePoopPaper #Dontclogthethrone</p></div>  | 2.79%           | 193         | 3     | 179   |
| <div> ocsandistrict<br/>Dec 13, 23:40</div> | <div><p>(No description)</p></div>  | 0%              | 120         | 0     | 120   |
| <div> ocsandistrict<br/>Dec 13, 23:38</div> | <div><p>Load up the 🚒 @fountainvalleyfirefighters</p></div>   | 0%              | 122         | 0     | 121   |
| <div> ocsandistrict<br/>Dec 13, 23:37</div> | <div><p>Spark of Love with @fountainvalleyfirefighters</p></div>  | 0%              | 125         | 0     | 122   |
| <div> ocsandistrict<br/>Dec 13, 23:36</div> | <div><p>And then we took it a step further and invited @fountainvalleyfirefighters</p></div>  | 0%              | 124         | 0     | 123   |
| <div> ocsandistrict<br/>Dec 13, 23:34</div> | <div><p>We did a thing 🎁</p></div>  | 0%              | 132         | 0     | 131   |
| <div> ocsandistrict<br/>Dec 13, 17:56</div> | <div><p>Idk about you, but we can't wait for the new building to be completed. Look at those lines!</p></div>   | 0%              | 142         | 0     | 139   |
| <div> ocsandistrict<br/>Dec 13, 17:54</div> | <div><p>(No description)</p></div>  | 0%              | 158         | 0     | 154   |
| <div> ocsandistrict<br/>Dec 13, 14:03</div> | <div><p>Biosolids and our biosolids team in action! The remaining solids from our wastewater treatment process gets turned into biosolids that are then used for farming non-edible crops. #BiosolidsTeam #OCSanCareers #JobsInWastewater</p></div>                                 | 6.81%           | 315         | 16    | 279   |
| <div> ocsandistrict<br/>Dec 10, 17:10</div> | <div><p>🎁🌟 Give the gift of a clog-free home this season! Remember, when you're at home or someone else's house celebrating, you should only put pee, poop, and (toilet paper down the drain...you could save them from the surprise of a...</p></div>                              | 6.29%           | 527         | 25    | 493   |
| <div> ocsandistrict<br/>Dec 08, 16:42</div> | <div><p>Welding was done at Plant No. 1 in Fountain Valley back in the mid-1950's. There is a large variety of careers at OC San, then and now. Visit <a href="#">ocsan.gov/job</a> to view open positions. #FlashbackFriday</p></div>  | 6.84%           | 290         | 18    | 263   |
| <div> ocsandistrict<br/>Dec 07, 21:53</div> | <div><p>Deck the hall's with some Division Stockings!</p></div>   | 0%              | 161         | 0     | 159   |
| <div> ocsandistrict<br/>Dec 07, 21:44</div> | <div><p>Get your feast on. Thanks for all our OC San server volunteers</p></div>  | 0%              | 172         | 0     | 170   |
| <div> ocsandistrict<br/>Dec 07, 21:41</div> | <div><p>(No description)</p></div>  | 0%              | 186         | 0     | 183   |
| <div> ocsandistrict<br/>Dec 07, 21:40</div> | <div><p>The Holidays at OC San</p></div>  | 0%              | 190         | 0     | 186   |
| <div> ocsandistrict<br/>Dec 02, 21:40</div> | <div><p>OC San is looking for experts in their fields to join our team. Apply at <a href="#">ocsan.gov/jobs</a></p></div>   | 6.05%           | 450         | 23    | 413   |

# Post performance - LinkedIn Pages

Data from 01 Dec, 2023 to 31 Dec, 2023

## Sources

 Orange County Sanitation District

| DATE ▼  | POST  | ENGAGEMENT RATE | IMPRESSIONS | REACTIONS | SHARES |
|---|---|-----------------|-------------|-----------|--------|
| <div> Orange County Sanitation District<br/>Dec 19, 21:51</div>  | <div><p>It's safe to say that receiving the STAR certification from Cal/OSHA for the Volunteer Protection Program was a lengthy but very worthwhile process! Flags up for this recognition that is all thanks to our team. Visit <a href="#">ocsan.gov</a> to read the...</p></div> | 9.17%           | 600         | 18        | 3      |
| <div> Orange County Sanitation District<br/>Dec 13, 14:03</div> | <div><p>Biosolids and our biosolids team in action! The remaining solids from our wastewater treatment process gets turned into biosolids that are then used for farming non-edible crops. #BiosolidsTeam #OCSanCareers #JobsInWastewater</p></div>                                | 6.38%           | 1,411       | 42        | 1      |
|   |   |                 |             |           | 5      |

Media Articles for December 2023

| Article  | Date       | Source                   | Link  |
|--|------------|--------------------------|---|
| From flush to faucet: More places look to turn sewage into tap water               | 12/16/2023 | Oregon Capital Chronicle | <a href="https://oregoncapitalchronicle.com/2023/12/16/from-flush-to-faucet-more-places-look-to-turn-sewage-into-tap-water/">https://oregoncapitalchronicle.com/2023/12/16/from-flush-to-faucet-more-places-look-to-turn-sewage-into-tap-water/</a> |
| STAR Status for OC San   | 12/18/2023 | OC San Press Release     | <a href="https://www.ocsan.gov/home/showpublisheddocument/34341/638385766867702233">https://www.ocsan.gov/home/showpublisheddocument/34341/638385766867702233</a>   |
| California approves rules that turn sewage into drinking water                     | 12/18/2023 | Cal Matters              | <a href="https://calmatters.org/environment/2023/12/california-rules-turn-sewage-into-drinking-water/">https://calmatters.org/environment/2023/12/california-rules-turn-sewage-into-drinking-water/</a>   |
| How Soon Will Southern Californians Be Using Water That's Gone From Toilet To Tap? | 12/19/2023 | Laist                    | <a href="https://laist.com/news/climate-environment/toilet-to-tap-water-southern-california-timeline">https://laist.com/news/climate-environment/toilet-to-tap-water-southern-california-timeline</a>   |
| Stretch of Laguna Beach coast closed due to sewage spill (not OC San related)      | 12/23/2023 | OC Register              | <a href="https://www.ocregister.com/2023/12/23/stretch-of-laguna-beach-coast-closed-due-to-sewage-spill/">https://www.ocregister.com/2023/12/23/stretch-of-laguna-beach-coast-closed-due-to-sewage-spill/</a>                                       |
| 2023: The Year of Orange County Water Woes   | 12/26/2023 | OC Voice                 | <a href="https://voiceofoc.org/2023/12/2023-the-year-of-orange-county-water-woes/">https://voiceofoc.org/2023/12/2023-the-year-of-orange-county-water-woes/</a>   |