

# Outreach and Media Summary



## July and August 2022

OC San Public Affairs Office

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# Outreach Report July-August 2022

| Date                        | Tours  | Attendees           | Tour Guide                       |
|-----------------------------|--|---------------------|----------------------------------|
| 07/28/22                    | Director Marshall Goodman                        | 2                   | Rob Thompson                     |
| Date                        | Speaking Engagements/Events                      | Attendees           | Presenter                        |
| 07/27/22                    | Huntington Beach Southeast Area Council          | 20                  | Tanya Chong                      |
| 08/03/22                    | Cypress College                                  | 50                  | Chris Cervellone                 |
| 08/04/22                    | Huntington Beach Wetlands Presentation           | 30                  | Tanya Chong /Valerie Ratto       |
| *08/25/22                   | SoCal Water Conference                           | 90                  | Lan Wiborg                       |
| Project Area                | Construction Outreach Notifications              | # of People Reached | Website Posts and Text Alerts    |
| Anaheim/<br>Buena Park      | Project Update                                   |                     | 2 website alert                  |
| Cypress                     | Community survey & project intro                 | 14,000              | 1 website alert                  |
| Los Alamitos/<br>Seal Beach | Project Update – Los Alamitos Blvd. notification | 8,500               | 2 website post/<br>2 text alert  |
| Westminster                 | Project Update                                   |                     | 1 website post /<br>1 text alert |
| Service Area                | Community Newsletter – summer issue              | 4500                |                                  |
| External Communications     | Distribution                                     | # of People Reached |                                  |
| 5 Minutes Per Month         | Two  | 432                 |                                  |
| Board Member Talking Points | Two  | 100                 |                                  |
| Member Agency Toolkit       | One – Wastewater 101                             | 49                  |                                  |
| Website Posts               | 11 posts   | 739 views           |                                  |
| Facebook                    | 32 posts   | 6.6 k reached       |                                  |
| Twitter                     | 32 tweets  | 3.9 k reached       |                                  |
| Instagram                   | 23 posts   | 4.4 k reached       |                                  |
| LinkedIn                    | 10 posts   | 9.1 k reached       |                                  |

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

## Post performance - Facebook

Data from 01 Jul, 2022 to 19 Aug, 2022

### Sources

Orange County Sanitation District

| DATE ▼   | POST   | ENGAGEMENT RATE | REACH | REACTIONS |
|--|--|-----------------|-------|-----------|
| Orange County Sanitation District<br>Aug 18, 21:38 | The Orange Western Trunk Sewer Project is full steam ahead. Some work is currently ongoing near the corner of Western Ave. and Crescent Ave. in the City of Buena Park - City Hall For more info visit <a href="http://ocan.gov/OrangeWestern...">ocan.gov/OrangeWestern...</a>  | 1.3%            | 772   | 2         |
| Orange County Sanitation District<br>Aug 18, 18:07 | The OC San Steering Committee Meeting (5 p.m.) and Board of Directors Meeting (6 p.m.) is happening on August 24. Click here to view the agenda:   | 6.67%           | 15    | 1         |
| Orange County Sanitation District<br>Aug 18, 18:07 | The OC San Steering Committee Meeting (5 p.m.) and Board of Directors Meeting (6 p.m.) is happening on August 24. Click here to view the agenda: <a href="https://ocsd.legistar.com/Calendar.aspx">https://ocsd.legistar.com/Calendar.aspx</a>   | 3.85%           | 52    | 1         |
| Orange County Sanitation District<br>Aug 15, 18:01 | Where to begin? Not only does Wastewater Wanda treat wastewater at OC San's Plant Nos.1 and 2, she also protects public health AND the environment. Don't even get us started on the "Flushable" wipes. She WOULD NEVER and HAS NEVER...   | 5.94%           | 101   | 4         |
| Orange County Sanitation District<br>Aug 13, 17:00 | For #WaterQualityMonth it only seems fitting that we point out how OC San performs around 100,000 tests ANNUALLY! To ensure that the water being sent to the @OCWD and being discharged into the ocean is up to standards.   | 9.15%           | 306   | 11        |
| Orange County Sanitation District<br>Aug 11, 17:00 | Construction on Los Alamitos Blvd. starts on Monday, August 15. Please use alternate routes and allow extra time to reach your destination. #ocsanconstruction City of Los Alamitos @Rossmoor @sealbeachpolice   | 2.33%           | 343   | 1         |
| Orange County Sanitation District<br>Aug 11, 14:02 | TINY HOMES - OC San Edition. Everybody has a different type of home, and this morning, as the sun rose near the Plant No.2 truck loading area, we saw an eight-legged crawler making the final preparations for their tiny house....   | 7.93%           | 328   | 10        |
| Orange County Sanitation District<br>Aug 09, 18:01 | #WastewaterJoke<br>Tuesday's are made for laughing!  | 9.29%           | 226   | 10        |
| Orange County Sanitation District<br>Aug 07, 18:00 | Run don't walk! The OC San Wastewater 101 - Citizens Academy is BACK! To sign up for this free academy visit <a href="http://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a>  | 6.64%           | 226   | 4         |
| Orange County Sanitation District<br>Aug 05, 14:01 | Don't sleep on these positions. OC San is hiring! Check out the new job openings at <a href="http://ocsan.gov/jobs">ocsan.gov/jobs</a> #OCSanjobs #JobsInWastewater  | 5.63%           | 817   | 5         |
| Orange County Sanitation District<br>Aug 03, 20:00 | The summer issue of the OC San Connection Newsletter is here! Read it now and sign up for future issues.   | 5.26%           | 114   | 2         |
| Orange County Sanitation District<br>Aug 01, 20:30 | Did you know that biosolids can help plants grow? Some of our biosolids are recycled and used as fertilizer on farm areas to boost crop fields and build and maintain healthy soils. Learn more at <a href="http://www.ocsan.gov/biosolids">www.ocsan.gov/biosolids</a> .  | 4.35%           | 92    | 3         |
| Orange County Sanitation District<br>Aug 01, 20:29 | Did you know that biosolids can help plants grow? Some of our biosolids are recycled and used as fertilizer on farm areas to boost crop fields and build and maintain healthy soils. Learn more at <a href="http://www.ocean.gov/biosolids">www.ocean.gov/biosolids</a>  | 3.45%           | 87    | 2         |
| Orange County Sanitation District<br>Jul 29, 18:02 | What a beautiful way to end the day, a Fountain Valley sunset! We appreciate all of the OC San staff who work nonstop to collect, treat, and recycle our water.  | 5.48%           | 146   | 4         |
| Orange County Sanitation District<br>Jul 27, 16:02 | Do you see all that timber? Look a little closer, our new Headquarters Building is full of it! Mass timber is an environmentally friendly option that aligns with our goal to be sustainable. Visit the Construction tab - Headquarters Project on <a href="http://oc...">oc...</a>  | 4.76%           | 147   | 2         |
| Orange County Sanitation District<br>Jul 25, 20:01 | OC San is an equal opportunity employer, and we are proud of the veterans that are employed at our agency. Stay tuned for a special tribute highlighting our veterans on Veterans Day.   | 4.35%           | 161   | 2         |
| Orange County Sanitation District<br>Jul 24, 16:01 | What do you do to keep the beaches clean? We are proud to say that we help make beach days enjoyable days because of our efforts to protect the ocean. To learn more visit <a href="http://ocsan.gov">ocsan.gov</a> and head over to the Education and Ocean...  | 3.42%           | 146   | 2         |
| Orange County Sanitation District<br>Jul 22, 18:01 | We have been recognized for the 27th time on our Annual Comprehensive Financial Report for fiscal year 2020-2021. The Government Finance Officers Association awarded us with the Certificate of Achievement for Excellence in...  | 11.29%          | 186   | 10        |
| Orange County Sanitation District<br>Jul 21, 16:45 | Stay in the loop. The OC San Steering Committee Meeting (5 p.m.) and Board of Directors Meeting (6 p.m.) is happening next week on Wednesday, July 27. Click here to view the agenda:  | 2.6%            | 77    | 2         |
| Orange County Sanitation District<br>Jul 20, 22:07 | Congratulations to Justin Fenton on his promotion to Engineering Planning Manager. Learn about Justin and his new role at <a href="http://ocsan.gov">ocsan.gov</a> .   | 23.77%          | 770   | 25        |
| Orange County Sanitation District<br>Jul 19, 18:38 | Just like everyone else, we've been fascinated by the recent pictures released by @NASA. When we looked closer we saw some "stars" close to our heart. The #3Ps!   | 7.24%           | 221   | 8         |
| Orange County Sanitation District<br>Jul 18, 19:48 | Check out the August Ad Hoc Committee Meeting happening this Wednesday, July 20 at 4 p.m. Click here to view the agenda: <a href="https://ocsd.legistar.com/Calendar.aspx">https://ocsd.legistar.com/Calendar.aspx</a>   | 5.26%           | 95    | 2         |
| Orange County Sanitation District<br>Jul 12, 17:31 | The #WastewaterWord of the day is Ocean Monitoring. For more than 45 years, OC San has maintained a comprehensive ocean monitoring program to guarantee the protection of the marine environment and public health. Each...  | 5.08%           | 118   | 6         |
| Orange County Sanitation District<br>Jul 11, 21:50 | (Post with no description)   | 8.78%           | 262   | 9         |
| Orange County Sanitation District<br>Jul 08, 18:25 | Manhole repair work today on eastbound Euclid St by 405 underpass in Fountain Valley. Please use alternate routes to avoid traffic.  | 3.72%           | 242   | 4         |
| Orange County Sanitation District<br>Jul 08, 14:03 | We know that everyone is raving about Stranger Things. For us stranger things is actually when we see wipes come down those pipes even though we all know they should be throw in the toilet. #What2Flush #W2F...  | 50%             | 4     | 2         |
| Orange County Sanitation District<br>Jul 07, 18:01 | Most of our content revolves around your toilet, poop, water, and OC San. We think its all exciting stuff! But we want to know what you think. Using all emojis comment down below what you think about our content.   | 6.54%           | 153   | 2         |
| Orange County Sanitation District<br>Jul 07, 17:52 | Happening next week on Wednesday, July 13. Special Board of Directors Meeting (4:45 pm) and Administrative Committee Meeting (5 pm). Click here to view the agenda:  | 10.2%           | 49    | 2         |
| Orange County Sanitation District<br>Jul 05, 22:33 | The Legislative & Public Affairs Committee Meeting is happening on July 11 at 5 p.m. Click here to view the agenda:  | 4.62%           | 65    | 2         |
| Orange County Sanitation District<br>Jul 03, 16:01 | We can't say for sure if this is or isn't a mega pint of OC San treated water, but it sure does look like it. We even put it on the stand to get the truth! What do you think?   | 8.33%           | 192   | 9         |
| Orange County Sanitation District<br>Jul 01, 19:00 | Hot off the press! The Adopted Budget for Fiscal Years 2022/23 & 2023/24 is now in effect. You can view it at <a href="http://ocsan.gov">ocsan.gov</a> -> About Us -> Transparency -> Financials -> Budget <a href="https://www.ocsan.gov/about-us/transparency/financials...">https://www.ocsan.gov/about-us/transparency/financials...</a> | 250%            | 2     | 5         |
| Orange County Sanitation District<br>Jul 01, 14:02 | Our offices will be closed on Monday, July 4.  | 5.95%           | 168   | 0         |

## Post performance - Twitter

Data from 20 Jun, 2022 to 19 Aug, 2022

### Sources

@OCsanDistrict

| DATE ▼        | POST  | ENGAGEMENT RATE | ENGAGEMENTS | IMPRESSIONS |
|---------------|---|-----------------|-------------|-------------|
| Aug 19, 18:01 | Calling all @City_of_Cypress residents and businesses, please help us out by answering a few questions about an upcoming sewer construction project. Survey available in English, Spanish, and Korean at <a href="http://www.ocsan.gov/Cy...">http://www.ocsan.gov/Cy...</a>  | 0%              | 0           | 0           |
| Aug 18, 21:38 | The Orange Western Trunk Sewer Project is full steam ahead. Some work is currently ongoing near the corner of Western Ave. and Crescent Ave. in the @BuenaParkCA For more info visit <a href="http://ocsan.gov/OrangeWestern...">http://ocsan.gov/OrangeWestern...</a>  | 3.08%           | 6           | 195         |
| Aug 15, 18:01 | Where to begin? Not only does Wastewater Wanda treat wastewater at OC San's Plant Nos.1 and 2, she also protects public health AND the environment. Don't even get us started on the "flushable" wipes. She WOULD NEVER and HAS NEV...  | 5.13%           | 16          | 312         |
| Aug 13, 17:00 | For #WaterQualityMonth it only seems fitting that we point out how OC San performs around 100,000 tests ANNUALLY! To ensure that the water being sent to the @OCWD and being discharged into the ocean is up to standards. <a href="https://t...">https://t...</a>  | 5.88%           | 6           | 102         |
| Aug 11, 14:05 | TINY HOMES - OC San Edition. Everybody has a different type of home, and this morning, as the sun rose near the Plant No.2 truck loading area, we saw an eight-legged crawler making the final preparations for their tiny house....  | 2.74%           | 2           | 73          |
| Aug 09, 18:01 | Saturday's are made for laughing! <a href="https://twitter.com/OCsanDistrict/status/1557064620426371074/photo/1">https://twitter.com/OCsanDistrict/status/1557064620426371074/photo/1</a>   | 4.96%           | 7           | 141         |
| Aug 07, 19:08 | Run don't walk! The OC San Wastewater 101 - Citizens Academy is BACK! To sign up for this free academy visit <a href="http://ocsan.gov/wastewater101">http://ocsan.gov/wastewater101</a> <a href="https://twitter.com/OCsanDistrict/status/1556356571822579712/photo/1">https://twitter.com/OCsanDistrict/status/1556356571822579712/photo/1</a>    | 2.45%           | 5           | 204         |
| Aug 07, 18:00 | Run don't walk! The OC San Wastewater 101 - Citizens Academy is BACK! To sign up for this free academy visit <a href="http://ocsan.gov/wastewater101">http://ocsan.gov/wastewater101</a> <a href="https://twitter.com/OCsanDistrict/status/1556339561881550851/photo/1">https://twitter.com/OCsanDistrict/status/1556339561881550851/photo/1</a>    | 0%              | 0           | 0           |
| Aug 05, 14:01 | Don't sleep on these positions. OC San is hiring! Check out the new job openings at <a href="http://ocsan.gov/jobs">http://ocsan.gov/jobs</a> #OCsanjobs #JobsInWastewater <a href="https://twitter.com/OCsanDistrict/status/155554475703959552/photo/1">https://twitter.com/OCsanDistrict/status/155554475703959552/photo/1</a>                    | 6.22%           | 24          | 386         |
| Aug 03, 20:00 | The summer issue of the OC San Connection Newsletter is here! Read it now and sign up for future issues. <a href="https://twitter.com/OCsanDistrict/status/1554920169869518596/photo/1">https://twitter.com/OCsanDistrict/status/1554920169869518596/photo/1</a>  | 0%              | 0           | 89          |
| Aug 01, 20:31 | Did you know that biosolids can help plants grow? Some of our biosolids are recycled and used as fertilizer on farm areas to boost crop fields and build and maintain healthy soils. Learn more at <a href="http://www.ocean.gov/biosolids">http://www.ocean.gov/biosolids</a> <a href="https://t...">https://t...</a>                              | 1.32%           | 1           | 76          |
| Jul 31, 16:01 | Summer is here! Did you know that #biosolids can help plants grow? Some of our biosolids are recycled and used as fertilizer on farm areas to boost crop fields and build and maintain healthy soils. Visit <a href="http://ocsan.gov/biosolids">http://ocsan.gov/biosolids</a> fo...   | 0%              | 0           | 0           |
| Jul 29, 18:02 | What a beautiful way to end the day, a Fountain Valley sunset! We appreciate all of the OC San staff who work nonstop to collect, treat, and recycle our water. <a href="https://twitter.com/OCsanDistrict/status/1553078415586213889/photo/1">https://twitter.com/OCsanDistrict/status/1553078415586213889/photo/1</a>                             | 5.32%           | 5           | 94          |
| Jul 27, 16:02 | Do you see all that timber? Look a little closer, our new Headquarters Building is full of it! Mass timber is an environmentally friendly option that aligns with our goal to be sustainable. Visit the Construction tab- Headquarters Project on <a href="http://t...">ht...</a>   | 0%              | 0           | 105         |
| Jul 25, 20:01 | OC San is an equal opportunity employer, and we are proud of the veterans that are employed at our agency. Stay tuned for a special tribute highlighting our veterans on Veterans Day. <a href="https://twitter.com/OCsanDistrict/status/15516588...">https://twitter.com/OCsanDistrict/status/15516588...</a>                                      | 0%              | 0           | 81          |
| Jul 24, 16:01 | What do you do to keep the beaches clean? We are proud to say that we help make beach days enjoyable days because of our efforts to protect the ocean. To learn more visit <a href="http://ocsan.gov">http://ocsan.gov</a> and head over to the Education and Ocea...   | 2.39%           | 6           | 251         |
| Jul 22, 18:01 | We have been recognized for our Annual Comprehensive Financial Report for fiscal year 2020-21. The Government Finance Officers Association awarded us with the Certificate of Achievement for Excellence in Financial Reporting. Visit ...  | 0%              | 0           | 56          |
| Jul 20, 22:07 | Congratulations to Justin Fenton on his promotion to Engineering Planning Manager. Learn about Justin and his new role at <a href="http://ocsan.gov">http://ocsan.gov</a> . <a href="https://twitter.com/OCsanDistrict/status/1549878653047160832/photo/1">https://twitter.com/OCsanDistrict/status/1549878653047160832/photo/1</a>                 | 2.02%           | 4           | 198         |
| Jul 20, 16:01 | Congratulations to Justin Fenton on his promotion to Engineering Planning Manager. Learn about Justin and his new role at <a href="http://ocsan.gov">http://ocsan.gov</a> . <a href="https://twitter.com/OCsanDistrict/status/1549786580172390407/photo/1">https://twitter.com/OCsanDistrict/status/1549786580172390407/photo/1</a>                 | 0%              | 0           | 0           |
| Jul 19, 18:38 | Just like everyone else, we've been fascinated by the recent pictures released by @NASA. When we looked closer we saw some "stars" close to our heart. The #3Ps! <a href="https://twitter.com/OCsanDistrict/status/154946361916698529/photo/1">https://twitter.com/OCsanDistrict/status/154946361916698529/photo/1</a>                              | 0%              | 0           | 68          |
| Jul 12, 17:31 | The #WastewaterWord of the day is Ocean Monitoring. For 45+ years, we have maintained an ocean monitoring program to protect the marine life & public health. Each year the test results are compiled into a report. For more info visit...   | 1.3%            | 1           | 77          |
| Jul 08, 14:03 | We know that everyone is raving about Stranger Things. For us stranger things is actually when we see wipes come down those pipes even though we all know they should be throw in the toilet. #What2Flush #W2F...   | 5.13%           | 14          | 273         |
| Jul 07, 18:01 | Most of our content revolves around your toilet, poop, water, and OC San. We think its all exciting stuff! But we want to know what you think. Using all emojis comment down below what you think about our content. <a href="https://twitter.com/...">https://twitter.com/...</a>  | 3.88%           | 4           | 103         |
| Jul 05, 16:02 | Time to celebrate! Happy Independence Day! Remember that all the Fats, Oils, and Grease from your hot dogs, burgers, and desserts goes into the trash, not the down the drain. <a href="https://twitter.com/OCsanDistrict/status/1544351025...">https://twitter.com/OCsanDistrict/status/1544351025...</a>  | 0%              | 0           | 0           |
| Jul 03, 16:01 | We can't say for sure if this is or isn't a mega pint of OC San treated water, but it sure does look like it. We even put it on the stand to get the truth! What do you think? <a href="https://twitter.com/OCsanDistrict/status/1543675914256324849/photo/1">https://twitter.com/OCsanDistrict/status/1543675914256324849/photo/1</a>              | 2.06%           | 2           | 97          |
| Jul 01, 19:00 | Hot off the press! The Adopted Budget for Fiscal Years 2022/23 & 2023/24 is now in effect. You can view it at <a href="http://ocsan.gov">http://ocsan.gov</a> -> About Us -> Transparency -> Financials -> Budget <a href="https://www.ocsan.gov/about-us/transparency/financials...">https://www.ocsan.gov/about-us/transparency/financials...</a> | 4.96%           | 6           | 121         |
| Jul 01, 14:02 | Our offices will be closed on Monday, July 4. <a href="https://twitter.com/OCsanDistrict/status/1542871330646786048/photo/1">https://twitter.com/OCsanDistrict/status/1542871330646786048/photo/1</a>   | 0%              | 0           | 71          |
| Jun 29, 16:00 | Can you flush hair? Q-tips? Kleenex? Let me stop you right there, the answer is no. The only 3 things that you should flush are Pee, Poop, and Toilet Paper. Visit <a href="http://ocsan.gov/What2Flush">http://ocsan.gov/What2Flush</a> for more info. #What2Flush #3Ps #W2F #...  | 2.48%           | 4           | 161         |
| Jun 27, 16:27 | Looking to apply for a new job this summer? OC San currently has openings in various fields. Visit <a href="http://ocsan.gov/jobs">http://ocsan.gov/jobs</a> to apply. <a href="https://twitter.com/OCsanDistrict/status/1541458136367767552/photo/1">https://twitter.com/OCsanDistrict/status/1541458136367767552/photo/1</a>                      | 0%              | 0           | 66          |
| Jun 25, 01:08 | Trying to sneak in a beach day this summer? Heal the Bay released their beach report card and once again the OC had the most beaches on the Honor Roll so run, don't walk, to the beach now! Visit <a href="http://ocsan.gov">http://ocsan.gov</a> to learn how OC San...   | 4.63%           | 5           | 108         |
| Jun 23, 19:01 | Not to toot our own horn but TOOTI TOOTI Super honored to be recognized with this award. <a href="https://twitter.com/cwea/status/1540047036791283712">https://twitter.com/cwea/status/1540047036791283712</a>  | 1.93%           | 8           | 414         |
| Jun 23, 18:19 | Congratulations to Kevin on his promotion to Maintenance Manager for the Operations and Maintenance Department. To learn more visit <a href="http://ocsan.gov">http://ocsan.gov</a> . <a href="https://twitter.com/OCsanDistrict/status/1540036754559868930/photo/1">https://twitter.com/OCsanDistrict/status/1540036754559868930/photo/1</a>       | 2.22%           | 1           | 45          |

## Post performance - Instagram Business

Data from 20 Jun, 2022 to 19 Aug, 2022

### Sources

ocsandistrict

| DATE ▼                         | POST  | ENGAGEMENT RATE | IMPRESSIONS | LIKES | REACH |
|--------------------------------|---|-----------------|-------------|-------|-------|
| ocsandistrict<br>Aug 18, 21:38 | The Orange Western Trunk Sewer Project is full steam ahead. Some work is currently ongoing near the corner of Western Ave. and Crescent Ave. in the @CityofBuenaPark. For more info visit <a href="https://ocan.gov/OrangeWestern">ocan.gov/OrangeWestern</a> ...   | 1.1%            | 101         | 1     | 91    |
| ocsandistrict<br>Aug 15, 18:02 | Where to begin? Not only does Wastewater Wanda treat wastewater at OC San's Plant Nos.1 and 2, she also protects public health AND the environment. Don't even get us started on the "flushable" wipes. She WOULD NEVER and HAS NEV...  | 4.73%           | 161         | 7     | 148   |
| ocsandistrict<br>Aug 13, 17:00 | For #WaterQualityMonth it only seems fitting that we point out how OC San performs around 100,000 tests ANNUALLY! To ensure that the water being sent to the @OCWD and being discharged into the ocean is up to standards.  | 8.54%           | 224         | 17    | 199   |
| ocsandistrict<br>Aug 11, 17:00 | Construction on Los Alamitos Blvd. starts on Monday, August 15. Please use alternate routes and allow extra time to reach your destination. #ocsanconstruction City of Los Alamitos @Rossmoor @sealbeachpolice  | 3.1%            | 146         | 4     | 129   |
| ocsandistrict<br>Aug 11, 14:03 | TINY HOMES - OC San Edition. Everybody has a different type of home, and this morning, as the sun rose near the Plant No.2 truck loading area, we saw an eight-legged crawler making the final preparations for their tiny house...   | 4.29%           | 305         | 12    | 280   |
| ocsandistrict<br>Aug 09, 18:01 | Saturday's are made for laughing!   | 9.65%           | 368         | 30    | 342   |
| ocsandistrict<br>Aug 07, 18:00 | Run don't walk! The OC San Wastewater 101 - Citizens Academy is BACK! To sign up for this free academy visit <a href="https://ocan.gov/wastewater101">ocan.gov/wastewater101</a>  | 7.97%           | 326         | 21    | 301   |
| ocsandistrict<br>Aug 05, 14:01 | Don't sleep on these positions. OC San is hiring! Check out the new job openings at <a href="https://ocan.gov/jobs">ocan.gov/jobs</a> #OCsanjobs #JobstnWastewater  | 1.98%           | 351         | 5     | 303   |
| ocsandistrict<br>Aug 03, 20:00 | The summer issue of the OC San Connection Newsletter is here! Read it now and sign up for future issues.  | 6.61%           | 141         | 8     | 121   |
| ocsandistrict<br>Aug 01, 20:30 | Did you know that biosolids can help plants grow? Some of our biosolids are recycled and used as fertilizer on farm areas to boost crop fields and build and maintain healthy soils. Learn more at <a href="https://www.ocsan.gov/biosolids">www.ocsan.gov/biosolids</a> .  | 3.39%           | 142         | 4     | 118   |
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| ocsandistrict<br>Jul 27, 16:02 | Do you see all that timber? Look a little closer, our new Headquarters Building is full of it! Mass timber is an environmentally friendly option that aligns with our goal to be sustainable. Visit the Construction tab - Headquarters Project on <a href="https://ocan.gov">ocan.gov</a> ...  | 7.18%           | 207         | 12    | 181   |
| ocsandistrict<br>Jul 25, 20:01 | OC San is an equal opportunity employer, and we are proud of the veterans that are employed at our agency. Stay tuned for a special tribute highlighting our veterans on Veterans Day.  | 3.85%           | 176         | 6     | 156   |
| ocsandistrict<br>Jul 24, 16:01 | What do you do to keep the beaches clean? We are proud to say that we help make beach days enjoyable days because of our efforts to protect the ocean. To learn more visit <a href="https://ocan.gov">ocan.gov</a> and head over to the Education and Ocean...  | 6.15%           | 148         | 8     | 130   |
| ocsandistrict<br>Jul 22, 18:01 | We have been recognized for the 27th time on our Annual Comprehensive Financial Report for fiscal year 2020-2021. The Government Finance Officers Association awarded us with the Certificate of Achievement for Excellence in...   | 4.73%           | 171         | 6     | 148   |
| ocsandistrict<br>Jul 20, 22:07 | Congratulations to Justin Fenton on his promotion to Engineering Planning Manager. Learn about Justin and his new role at <a href="https://ocan.gov">ocan.gov</a> .   | 7.22%           | 210         | 14    | 194   |
| ocsandistrict<br>Jul 19, 18:38 | Just like everyone else, we've been fascinated by the recent pictures released by @NASA. When we looked closer we saw some "stars" close to our heart. The #3Ps!  | 6.51%           | 183         | 10    | 169   |
| ocsandistrict<br>Jul 12, 17:31 | The #WastewaterWord of the day is Ocean Monitoring. For more than 45 years, OC San has maintained a comprehensive ocean monitoring program to guarantee the protection of the marine environment and public health. Each...   | 7.5%            | 140         | 9     | 120   |
| ocsandistrict<br>Jul 08, 14:03 | We know that everyone is raving about Stranger Things. For us stranger things is actually when we see wipes come down those pipes even though we all know they should be thrown in the toilet. #What2Flush #W2F...  | 9.16%           | 142         | 10    | 131   |
| ocsandistrict<br>Jul 07, 18:01 | Most of our content revolves around your toilet, poop, water, and OC San. We think its all exciting stuff! But we want to know what you think. Using all emojis comment down below what you think about our content.  | 2.74%           | 160         | 2     | 146   |
| ocsandistrict<br>Jul 03, 16:01 | We can't say for sure if this is or isn't a mega pint of OC San treated water, but it sure does look like it. We even put it on the stand to get the truth! What do you think?  | 6.3%            | 261         | 15    | 238   |
| ocsandistrict<br>Jul 01, 19:00 | Hot off the press! The Adopted Budget for Fiscal Years 2022/23 & 2023/24 is now in effect. You can view it at <a href="https://ocan.gov">ocan.gov</a> -> About Us -> Transparency -> Financials -> Budget <a href="https://www.ocsan.gov/about-us/transparency/financials">https://www.ocsan.gov/about-us/transparency/financials</a> ... | 1.83%           | 114         | 2     | 109   |
| ocsandistrict<br>Jul 01, 14:02 | Our offices will be closed on Monday, July 4.   | 2.67%           | 92          | 2     | 75    |
| ocsandistrict<br>Jun 29, 18:49 | Can you flush hair? Q-tips? Kleenex? Let me stop you right there, the answer is no. The only 3 things that you should flush are Pee, Poop, and Toilet Paper. Visit <a href="https://ocan.gov/What2Flush">ocan.gov/What2Flush</a> for more info. #What2Flush #3Ps #W2F #...  | 5.56%           | 161         | 7     | 144   |
| ocsandistrict<br>Jun 27, 16:27 | Looking to apply for a new job this summer? OC San currently has openings in various fields. Visit <a href="https://ocan.gov/jobs">ocan.gov/jobs</a> to apply.  | 4.89%           | 381         | 16    | 348   |
| ocsandistrict<br>Jun 24, 18:43 | Trying to sneak in a beach day this summer? Heal the Bay released their beach report card and once again the OC had the most beaches on the Honor Roll so run, don't walk, to the beach now! Visit <a href="https://ocan.gov">ocan.gov</a> to learn how OC San helps...   | 2.88%           | 157         | 4     | 139   |
| ocsandistrict<br>Jun 23, 18:19 | Congratulations to Kevin on his promotion to Maintenance Manager for the Operations and Maintenance Department. To learn more visit <a href="https://ocan.gov">ocan.gov</a> .   | 8.18%           | 237         | 15    | 220   |

# Post performance - LinkedIn Pages

Data from 20 Jun, 2022 to 19 Aug, 2022

## Sources

Orange County Sanitation District

| DATE          | POST  | ENGAGEMENT RATE | IMPRESSIONS | REACTIONS | SHARES |
|---------------|---|-----------------|-------------|-----------|--------|
| Aug 13, 17:00 | <b>Orange County Sanitation District</b><br>For #WaterQualityMonth it only seems fitting that we point out how OC San performs around 100,000 tests ANNUALLY! To ensure that the water being sent to the @OCWD and being discharged into the ocean is up to standards.  | 5.67%           | 1,199       | 28        | 0      |
| Aug 07, 18:00 | <b>Orange County Sanitation District</b><br>Wastewater 101 Citizens Academy<br>Run don't walk! The OC San Wastewater 101 - Citizens Academy is BACK! To sign up for this free academy visit <a href="https://ocsan.gov/wastewater101">ocsan.gov/wastewater101</a>   | 4.98%           | 923         | 18        | 0      |
| Aug 05, 14:01 | <b>Orange County Sanitation District</b><br>WE ARE HIRING<br>Don't sleep on these positions. OC San is hiring! Check out the new job openings at <a href="https://ocsan.gov/jobs">ocsan.gov/jobs</a> #OCSanjobs #JobsInWastewater   | 9.45%           | 487         | 15        | 2      |
| Aug 03, 20:00 | <b>Orange County Sanitation District</b><br>The summer issue of the OC San Connection Newsletter is here! Read it now and sign up for future issues. To check it out visit <a href="https://ocsan.gov/OCsanConnection">ocsan.gov/OCsanConnection</a>  | 1.95%           | 205         | 3         | 0      |
| Jul 27, 16:02 | <b>Orange County Sanitation District</b><br>Do you see all that timber? Look a little closer, our new Headquarters Building is full of it! Mass timber is an environmentally friendly option that aligns with our goal to be sustainable. Visit the Construction tab - Headquarters Project on <a href="#">oc...</a>                | 9.53%           | 1,186       | 65        | 4      |
| Jul 25, 20:01 | <b>Orange County Sanitation District</b><br>Hire a Veteran Day<br>OC San is an equal opportunity employer, and we are proud of the veterans that are employed at our agency. Stay tuned for a special tribute highlighting our veterans on Veterans Day.  | 3.38%           | 711         | 12        | 0      |
| Jul 22, 18:01 | <b>Orange County Sanitation District</b><br>OC SAN WINS FINANCE AWARD<br>We have been recognized for the 27th time on our Annual Comprehensive Financial Report for fiscal year 2020-2021. The Government Finance Officers Association awarded us with the Certificate of Achievement for Excellence in...                          | 3.87%           | 802         | 18        | 0      |
| Jul 20, 16:01 | <b>Orange County Sanitation District</b><br>Engineering Manager<br>Congratulations to Justin Fenton on his promotion to Engineering Planning Manager. Learn about Justin and his new role at <a href="https://ocsan.gov">ocsan.gov</a> .  | 6.82%           | 2,390       | 87        | 0      |
| Jul 01, 19:00 | <b>Orange County Sanitation District</b><br>BUDGET<br>Hot off the press! The Adopted Budget for Fiscal Years 2022/23 & 2023/24 is now in effect. You can view it at <a href="https://ocsan.gov">ocsan.gov</a> -> About Us -> Transparency -> Financials -> Budget <a href="https://lnkd.in/g/mBu5TxX">https://lnkd.in/g/mBu5TxX</a> | 4.25%           | 729         | 6         | 0      |
| Jun 30, 18:14 | <b>Orange County Sanitation District</b><br>Visit <a href="https://www.ocsan.gov/jobs">www.ocsan.gov/jobs</a> to apply!   | 7.39%           | 514         | 7         | 3      |
| Jun 27, 16:27 | <b>Orange County Sanitation District</b><br>WE ARE HIRING<br>Looking to apply for a new job this summer? OC San currently has openings in various fields. Visit <a href="https://ocsan.gov/jobs">ocsan.gov/jobs</a> to apply.   | 7.84%           | 676         | 16        | 4      |
| Jun 23, 18:19 | <b>Orange County Sanitation District</b><br>Congratulations to Kevin on his promotion to Maintenance Manager for the Operations and Maintenance Department. To learn more visit <a href="https://ocsan.gov">ocsan.gov</a> .   | 6.38%           | 1,223       | 44        | 0      |

| Article   | Date      | Resource                   | Link  |
|---|-----------|----------------------------|---|
| 374Water Offers a New Paradigm for Water and Sanitation Crisis  | Jun-22    | Sustainability Next        | <a href="https://sustainabilitynext.in/374water-offers-a-new-paradigm-for-water-and-sanitation-crisis/">https://sustainabilitynext.in/374water-offers-a-new-paradigm-for-water-and-sanitation-crisis/</a>   |
| World's largest water recycling plant located in Orange County getting major expansion                        | Jun-22    | ABC7                       | <a href="https://abc7.com/orange-county-groundwater-replenishment-system-worlds-largest-water-recycling-plant-expansion-project/11988409/">https://abc7.com/orange-county-groundwater-replenishment-system-worlds-largest-water-recycling-plant-expansion-project/11988409/</a> |
| From The Sewage To Your Cup. Can Recycling Water Save Southern California?                                    | 27-Jun-22 | LAist                      | <a href="https://laist.com/news/climate-environment/recycled-sewage-water-southern-california">https://laist.com/news/climate-environment/recycled-sewage-water-southern-california</a>   |
| Daily Commercial News   | 28-Jun-22 | Daily Commercial News      | <a href="https://canada.constructconnect.com/dcn/news/usa/2022/06/california-makes-way-for-tall-wood-buildings">https://canada.constructconnect.com/dcn/news/usa/2022/06/california-makes-way-for-tall-wood-buildings</a>   |
| Poop Fire leaves Town Wretched  | 30-Jun-22 | OC Register                | <a href="https://www.ocsan.gov/home/showdocument?id=32913&amp;t=637921887603326100">https://www.ocsan.gov/home/showdocument?id=32913&amp;t=637921887603326100</a>   |
| Synagro hit with possible \$765K air-pollution fine as High Desert waste fire hits 1 month                    | 30-Jun-22 | Victorville Daily Press    | <a href="https://www.ocsan.gov/home/showdocument?id=32943&amp;t=637934086099103196">https://www.ocsan.gov/home/showdocument?id=32943&amp;t=637934086099103196</a>   |
| Los Alamitos Newsletter - OC San Construction   | 1-Jul-22  | Los Alamitos Newsletter    | <a href="https://www.ocsan.gov/home/showdocument?id=32947&amp;t=637934091160634084">https://www.ocsan.gov/home/showdocument?id=32947&amp;t=637934091160634084</a>   |
| The Mojave Desert Air Quality Management District installed two air sensors in Hinkley. What do they measure? | 1-Jul-22  | Victorville Daily Press    | <a href="https://www.ocsan.gov/home/showdocument?id=32945&amp;t=637934086105822049">https://www.ocsan.gov/home/showdocument?id=32945&amp;t=637934086105822049</a>   |
| Fire crew: Synagro fire to smolder for about two more weeks; agencies investigating fire's origins            | 1-Jul-22  | Victorville Daily Press    | <a href="https://www.ocsan.gov/home/showdocument?id=32941&amp;t=637934086094103678">https://www.ocsan.gov/home/showdocument?id=32941&amp;t=637934086094103678</a>   |
| Crazy quilt of overlapping governments is no laughing matter  | 1-Jul-22  | OC Register                | <a href="https://www.ocreger.com/2022/07/01/crazy-quilt-of-overlapping-governments-is-no-laughing-matter/">https://www.ocreger.com/2022/07/01/crazy-quilt-of-overlapping-governments-is-no-laughing-matter/</a>   |
| The Abundance Choice - Part 10: Time to Stop Wasting Wastewater   | 2-Jul-22  | Californnina Policy Center | <a href="https://californiapolicycenter.org/the-abundance-choice-part-10-time-to-stop-wasting-wastewater/">https://californiapolicycenter.org/the-abundance-choice-part-10-time-to-stop-wasting-wastewater/</a>   |

|  |           |                         |   |
|--|-----------|-------------------------|---|
| Los Alamitos Newsletter - OC San Construction  | 8-Jul-22  | Los Alamitos Newsletter | <a href="https://www.ocsan.gov/home/showdocument?id=32949&amp;t=637934091188917000">https://www.ocsan.gov/home/showdocument?id=32949&amp;t=637934091188917000</a>   |
| Successes, challenges mount as California launches organic waste recycling program<br>Residential Water Use            | 11-Jul-22 | OC Register             | <a href="https://www.ocsan.gov/home/showdocument?id=32933&amp;t=637931262784558395">https://www.ocsan.gov/home/showdocument?id=32933&amp;t=637931262784558395</a>   |
| Faulty firefighting equipment may have let Synagro waste blaze spread in High Desert                                   | 13-Jul-22 | Victorville Daily Press | <a href="https://www.ocsan.gov/home/showdocument?id=32939&amp;t=637934086087385325">https://www.ocsan.gov/home/showdocument?id=32939&amp;t=637934086087385325</a>   |
| Orange County Water District Named Most effective agency on Federal Issues by Association of California Water Agencies | 14-Jul-22 | OCWD                    | <a href="https://www.ocwd.com/media/10707/ocwd-named-most-effective-agency-on-federal-issues-by-acwa.pdf">https://www.ocwd.com/media/10707/ocwd-named-most-effective-agency-on-federal-issues-by-acwa.pdf</a> |
| Los Alamitos Newsletter - OC San Construction  | 22-Jul-22 | Los Alamitos Newsletter | <a href="https://www.ocsan.gov/home/showdocument?id=32987&amp;t=637951361625933865">https://www.ocsan.gov/home/showdocument?id=32987&amp;t=637951361625933865</a>   |
| Thirsty? What was derided as 'toilet-to-tap' is key to our water future  | 4-Aug-22  | OC Register             | <a href="https://www.ocsan.gov/home/showdocument?id=32995&amp;t=637952124208199804">https://www.ocsan.gov/home/showdocument?id=32995&amp;t=637952124208199804</a>   |
| Los Alamitos Newsletter - OC San Construction  | 5-Aug-22  | Los Alamitos Newsletter | <a href="https://www.ocsan.gov/home/showdocument?id=33035&amp;t=637964166358156052">https://www.ocsan.gov/home/showdocument?id=33035&amp;t=637964166358156052</a>   |
| Los Alamitos Newsletter - OC San Construction  | 12-Aug-22 | Los Alamitos Newsletter | <a href="https://www.ocsan.gov/home/showdocument?id=33033&amp;t=637964166348937763">https://www.ocsan.gov/home/showdocument?id=33033&amp;t=637964166348937763</a>   |