

# Outreach and Media Summary



**April 2023**

OC San Public Affairs Office

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# Outreach Report April 2023

Date	Tours	Attendees	Tour Guide
4/5/23	Ops Committee Tour P2	14	Rob Thompson
4/12/23	Admin Committee Tour P2	13	Rob Thompson
4/12/23	WW 101 Tour	32	Rob Thompson
4/13/23	OCEA	5	Rob Thompson
4/21/23	Board Members	2	Rob Thompson
4/24/23	Congressman Correa Tour	5	Rob Thompson
4/25/23	Maria Pareyra Tour	1	Cortney Light
4/27/23	Former Board Member and guests	6	Rob Thompson
Date	Speaking Engagements/Events	Attendees	Presenter
4/22/23	Costa Mesa Earth Day	100	Enisha Matthews/ Al Garcia/ Kevin Nugent/ Kelly Newell
4/25/23	Villa Park City Council	20	Rob Thompson
4/29- 5/3/23	CWEA Student Design Conference Judging	5	Valerie Ratto
4/29/23	Cal State Long Beach Annual Women's Conference	50	Nasrin Nasrollahi
4/30/23	No Dig Show in Oregon	50	Dickie Fernandez
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim/ Buena Park	Orange Western Sewer - project update	50	1 website posts/ 1 text alerts
Fountain Valley	Bushard Diversion Structure work	300	1 website post
Los Alamitos/ Seal Beach	Los Alamitos Sewer - project update	5000	1 website posts/ 1 text alert
Service Area	Community newsletter – spring issue	4500	1 website post
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	One	216	
Board Member Talking Points	One	50	

Website Posts	9 posts	4k views	Website
Facebook	17 posts	4.8k reached	Social Media
Twitter	10 tweets	1.1k reached	Social Media
Instagram	32 posts	6.4 reached	Social Media
LinkedIn	7 posts	7.4 k reached	Social Media

## Post performance - Facebook Pages

Data from 01 Apr, 2023 to 30 Apr, 2023

### Sources

Orange County Sanitation District

DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Apr 28, 17:28	(Post with no description)	27.06%	181	170
Apr 28, 17:13	(Post with no description)	5.51%	140	127
Apr 27, 20:00	The latest issue of the OC San Connection is now available on our website. Visit <a href="https://ocsan.gov">ocsan.gov</a> to read all about what's going on behind the walls.	5.59%	151	143
Apr 25, 16:36	Yesterday, Rep. Lou Correa was at OC San to give us a really big check for \$3.45 million. This is part of the Community Project Funding Request for our Supercritical Water Oxidation Project. SCWO's technology is expected to...	25.7%	189	179
Apr 25, 14:31	We agree! Water should be a priority.	14.16%	121	113
Apr 24, 15:04	Don't forget to join in this Wednesday, April 26, the OC San Steering Committee Meeting (5 p.m.) and Board Meeting (6 p.m.). Click here to view the agenda:	6.74%	97	89
Apr 20, 18:19	ENTER AND SHARE! It's video contest time! Put your best video skills forward and enter our #FindYourselfAtOCSan Video Contest to win amazing prizes! Let's see your creative side - show us your videomasterpiece 🎥	2.69%	594	557
Apr 19, 21:04	Ever met us in person? If not, hopefully soon! OC San has a fantastic group of volunteers who donate their time to help educate our community about what we do. They go out to community events, tours, speaking engagements, etc....	20.07%	290	284
Apr 18, 20:08	Job alert! Waiting for that perfect position to open up at OC San? The time is now! We have a diverse range of career openings! Apply now! Visit <a href="https://ocsan.gov/jobs">ocsan.gov/jobs</a> for open positions.	4.3%	1,293	1,234
Apr 16, 17:54	The now completed Groundwater Replenishment System can provide up to 130 million gallons of water per day, enough to serve 1 million people.	16%	116	100
Apr 15, 00:55	Another successful project and event for the books! GWRS Final Completion 💧	28.4%	176	162
Apr 13, 18:04	He Shoots, He Scores! 🏆 These Kiddos were pros playing our OC San game @heritagemusoc	10.4%	344	327
Apr 10, 18:29	Join us in congratulating Wally, who was selected as the Director of Finance for OC San. Visit <a href="https://ocsan.gov">ocsan.gov</a> to learn more about our newest member of the Executive Management Team.	0%	0	0
Apr 10, 18:29	Join us in congratulating Wally, who was selected as the Director of Finance for OC San. Visit <a href="https://ocsan.gov">ocsan.gov</a> to learn more about our newest member of the Executive Management Team.	11.03%	282	263
Apr 07, 14:01	In honor of "spring cleaning" let's make sure your pipes are clean and not filled with icky, sticky FOG. #FPGClugs #CantTrashItCoolIt #FOG	0%	0	0
Apr 07, 14:01	In honor of "spring cleaning" let's make sure your pipes are clean and not filled with icky, sticky FOG. #FPGClugs #CantTrashItCoolIt #FOG	1.85%	174	162
Apr 05, 15:00	Join us in congratulating our new Human Resources Manager. He was selected from a talented pool of candidates. #OCSanCareers #JobsInWastewater #HumanResources	0%	0	0
Apr 05, 15:00	Join us in congratulating our new Human Resources Manager. He was selected from a talented pool of candidates. #OCSanCareers #JobsInWastewater #HumanResources	14%	479	457
Apr 03, 16:39	A Special Meeting of the OC San Operations Committee Meeting is happening on April 5 at 3 p.m. Click here to view the agenda:	5.61%	125	107
Apr 03, 15:00	As a Monday treat, we thought we would share some never before seen pictures of our Truck Loading facility at Plant No. 2 in Huntington Beach.	12.53%	403	383

# Post performance - Twitter

Data from 01 Apr, 2023 to 30 Apr, 2023

## Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Apr 27, 20:00	The latest issue of the OC San Connection is now available on our website. Visit <a href="http://ocsan.gov">http://ocsan.gov</a> to read all about what's going on behind the walls. <a href="https://twitter.com/OCSanDistrict/status/165167785901920262/photo/1">https://twitter.com/OCSanDistrict/status/165167785901920262/photo/1</a>	2.78%	1	36
@OCSanDistrict Apr 27, 16:11	Don't miss out! Share this opportunity with everyone you know. <a href="https://twitter.com/cityoflapalma/status/1651618075135836163">https://twitter.com/cityoflapalma/status/1651618075135836163</a>	0%	0	51
@OCSanDistrict Apr 25, 16:36	Lou Correa was at OC San to give us a check for \$3.45 million as part of the Community Project Funding Request for our Supercritical Water Oxidation Project. SCWO's technology is expected to destroy things like PFAS,...	3.39%	2	59
@OCSanDistrict Apr 20, 18:19	ENTER AND SHARE! It's video contest time! Put your best video skills forward and enter our #FindYourselfAtOCsan Video Contest to win amazing prizes! Let's see your creative side - show us your #videomasterpiece <a href="https://twitter.com/OCSanDistrict/status/164841168386">https://twitter.com/OCSanDistrict/status/164841168386</a>	1.46%	3	205
@OCSanDistrict Apr 19, 21:04	Ever met us in person? If not, hopefully soon! OC San has a fantastic group of volunteers who donate their time to help educate our community about what we do. They go out to community events, tours, speaking engagements, etc....	2.25%	2	89
@OCSanDistrict Apr 18, 20:08	Job alert! Waiting for that perfect position to open up at OC San? The time is now! We have a diverse range of career openings! Apply now! Visit <a href="http://ocsan.gov/jobs">http://ocsan.gov/jobs</a> for open positions. <a href="https://twitter.com/OCSanDistrict/status/164841168386">https://twitter.com/OCSanDistrict/status/164841168386</a>	16.95%	10	59
@OCSanDistrict Apr 10, 18:29	Join us in congratulating Wally, who was selected as the Director of Finance for OC San. Visit <a href="http://ocsan.gov">http://ocsan.gov</a> to learn more about our newest member of the Executive Management Team. <a href="https://twitter.com/OCSanDistrict/status/164541168386">https://twitter.com/OCSanDistrict/status/164541168386</a>	0%	0	67
@OCSanDistrict Apr 07, 14:01	In honor of "spring cleaning" let's make sure your pipes are clean and not filled with icky, sticky FOG. #FPGClogs #CantTrashItCoolIt #FOG <a href="https://twitter.com/OCSanDistrict/status/1644339656241168386/photo/1">https://twitter.com/OCSanDistrict/status/1644339656241168386/photo/1</a>	3.42%	5	146
@OCSanDistrict Apr 05, 15:03	Join us in congratulating our new Human Resources Manager. He was selected from a talented pool of candidates. #OCSanCareers #JobsInWastewater #HumanResources <a href="https://twitter.com/OCSanDistrict/status/1643630438588">https://twitter.com/OCSanDistrict/status/1643630438588</a>	5.52%	8	145
@OCSanDistrict Apr 03, 15:03	As a Friday treat, we thought we would share some never before seen pictures of our Truck Loading facility at Plant No. 2 in Huntington Beach. <a href="https://twitter.com/OCSanDistrict/status/1642905594263740416/photo/1">https://twitter.com/OCSanDistrict/status/1642905594263740416/photo/1</a>	4.68%	11	235

## Post performance - Instagram Business

Data from 01 Apr, 2023 to 30 Apr, 2023

### Sources


ocsandistrict















DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Apr 27, 20:00	The latest issue of the OC San Connection is now available on our website. Visit <a href="#">ocsan.gov</a> to read all about what's going on behind the walls.	4.86%	157	7	144
ocsandistrict Apr 26, 17:25	Awesome Prizes for an Awesome Contest! Make sure to submit ✓	0%	109	0	108
ocsandistrict Apr 25, 16:36	Yesterday, @reploucorrea was at OC San to give us a really big check for \$3.45 million. This is part of the Community Project Funding Request for our Supercritical Water Oxidation Project. SCWO's technology is expected to...	7.83%	306	17	230
ocsandistrict Apr 25, 16:14	#OCSanHeadquarters	0%	165	0	163
ocsandistrict Apr 24, 21:46	Supercritical Water Oxidation Remember that, you'll be hearing more about it soon! Let's talk about SCWO...	0%	159	0	158
ocsandistrict Apr 24, 18:21	Don't forget to submit your videos for a chance to win!	0%	156	0	153
ocsandistrict Apr 24, 18:20	The OC San Team always representing! Last week at the @cweamembers conference	0%	178	0	174
ocsandistrict Apr 23, 17:55	Happy Earth Day! We are celebrating by participating at @cityofcostamesa Earth Day event. Come visit us today...we're here until 2 pm.	6.85%	277	17	248
ocsandistrict Apr 22, 17:41	Come visit us today! We're here from 10-2pm	0%	147	0	147
ocsandistrict Apr 22, 17:40	We're at the Costa Mesa Earth Day today !	0%	160	0	160
ocsandistrict Apr 21, 18:19	✨ Enjoying the sun & learning things	0%	194	0	192
ocsandistrict Apr 20, 18:20	ENTER AND SHARE! It's video contest time! Put your best video skills forward and enter our #FindYourselfInOCsan Video Contest to win amazing prizes! Let's see your creative side - show us your #videomasterpiece 📹	5.64%	251	10	195
ocsandistrict Apr 20, 17:35	#OCSanConstruction Hard work happening on Western and Lincoln	0%	154	0	152
ocsandistrict Apr 19, 21:04	Ever met us in person? If not, hopefully soon! OC San has a fantastic group of volunteers who donate their time to help educate our community about what we do. They go out to community events, tours, speaking engagements, etc....	10.26%	218	18	195
ocsandistrict Apr 19, 01:51	For those of you who couldn't find it!	0%	127	0	127
ocsandistrict Apr 18, 20:08	Job alert! Waiting for that perfect position to open up at OC San? The time is now! We have a diverse range of career openings! Apply now! Visit <a href="#">ocsan.gov/jobs</a> for open positions.	4.63%	402	16	367
ocsandistrict Apr 18, 17:00	(No description)	0%	204	0	196
ocsandistrict Apr 14, 22:13	We could not have of said it better ourselves. Bottoms Up! Here's to the GWRS Final Completion Dedication 💧	6.82%	0	27	469
ocsandistrict Apr 14, 18:37	#OCSanBoardChairman	0%	158	0	156
ocsandistrict Apr 14, 18:35	#GWRSFinalExpansion Every Big Milestone Requires a Celebration	0%	162	0	160
ocsandistrict Apr 14, 18:33	#GWRSFinalExpansion	0%	175	0	171
ocsandistrict Apr 13, 19:18	(No description)	0%	138	0	137
ocsandistrict Apr 13, 18:04	He Shoots, He Scores! 🏀 These Kiddos were pros playing our OC San game @heritagemusc	6.95%	256	11	187
ocsandistrict Apr 11, 23:20	(No description)	0%	159	0	158
ocsandistrict Apr 11, 22:52	#OCSanConstruction	0%	179	0	178
ocsandistrict Apr 10, 18:29	Join us in congratulating Wally, who was selected as the Director of Finance for OC San. Visit <a href="#">ocsan.gov</a> to learn more about our newest member of the Executive Management Team.	7.46%	365	23	335
ocsandistrict Apr 07, 18:01	#OCSanHeadquarters	0%	148	0	146
ocsandistrict Apr 07, 18:01	#OCSanHeadquarters	0%	150	0	150
ocsandistrict Apr 07, 17:40	An office with a view please ✨ #OCSanHeadquarters	0%	180	0	176
ocsandistrict Apr 07, 14:01	In honor of "spring cleaning" let's make sure your pipes are clean and not filled with icky, sticky FOG. #FPGClogs #CanitTrashitCoolIt #FOG	4.03%	165	5	149
ocsandistrict Apr 05, 15:01	Join us in congratulating our new Human Resources Manager. He was selected from a talented pool of candidates. #OCSanCareers #JobsInWastewater #HumanResources	8.87%	441	31	406
ocsandistrict Apr 03, 15:03	As a Friday treat, we thought we would share some never before seen pictures of our Truck Loading facility at Plant No. 2 in Huntington Beach.	7.14%	363	19	280

## Post performance - LinkedIn Pages

Data from 01 Apr, 2023 to 30 Apr, 2023

### Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Apr 27, 20:00	 The latest issue of the OC San Connection is now available on our website. Visit <a href="https://ocsan.gov">ocsan.gov</a> to read all about what's going on behind the walls.	3.03%	264	2	0
 Orange County Sanitation District Apr 25, 16:36	 Yesterday, Congressman Lou Correa was at OC San to give us a really big check for \$3.45 million. This is part of the Community Project Funding Request for our Supercritical Water Oxidation Project. SCWO's technology is expected to...	15%	1,627	84	4
 Orange County Sanitation District Apr 20, 18:19	 ENTER AND SHARE! It's video contest time! Put your best video skills forward and enter our #FindYourselfAtOCsan Video Contest to win amazing prizes! Let's see your creative side - show us your #videomasterpiece 🎬	6.86%	700	4	1
 Orange County Sanitation District Apr 18, 20:08	 Job alert! Waiting for that perfect position to open up at OC San? The time is now! We have a diverse range of career openings! Apply now! Visit <a href="https://ocsan.gov/jobs">ocsan.gov/jobs</a> for open positions.	7.49%	721	15	3
 Orange County Sanitation District Apr 18, 16:17	 The GWRS Final Completion is something that we all should celebrate 🎉👏 <a href="https://lnkd.in/g/WfGf7V">https://lnkd.in/g/WfGf7V</a>	7.04%	1,888	56	5
 Orange County Sanitation District Apr 10, 18:29	 Join us in congratulating Wally, who was selected as the Director of Finance for OC San. Visit <a href="https://ocsan.gov">ocsan.gov</a> to learn more about our newest member of the Executive Management Team.	5.42%	1,180	31	0
 Orange County Sanitation District Apr 05, 15:01	 Join us in congratulating our new Human Resources Manager. He was selected from a talented pool of candidates. #OCSanCareers #JobsInWastewater #HumanResources	7.97%	1,104	38	0



April Media News Articles

Rob Thompson, OC San GM, at 374Water SCWO Week 2023	4/1/2023	374Water/U tube	<a href="https://www.youtube.com/watch?v=iVWM2SV1i_w">https://www.youtube.com/watch?v=iVWM2SV1i_w</a>
Acres of L.A. County sewage sludge threaten to contaminate Tulare Lake floodwaters	4/3/2023	LA Times	<a href="https://www.ocsan.gov/home/showdocument?id=33860&amp;t=638180164630919272">https://www.ocsan.gov/home/showdocument?id=33860&amp;t=638180164630919272</a>
Discovery of antibiotic-resistant superbugs in L.A. wastewater sparks worry	4/10/2023	LA Times	<a href="https://www.ocsan.gov/home/showdocument?id=33866&amp;t=638180165209075603">https://www.ocsan.gov/home/showdocument?id=33866&amp;t=638180165209075603</a>
The world's biggest water recycling facility gets bigger in OC	4/14/2023	OC Register	<a href="https://www.ocsan.gov/home/showdocument?id=33870&amp;t=638180165227670109">https://www.ocsan.gov/home/showdocument?id=33870&amp;t=638180165227670109</a>
A watershed moment: Orange County leaders gush over system completion	4/14/2023	Daily Pilot	<a href="https://www.latimes.com/socal/daily-pilot/news/story/2023-04-14/a-watershed-moment-orange-county-leaders-gush-over-system-completion">https://www.latimes.com/socal/daily-pilot/news/story/2023-04-14/a-watershed-moment-orange-county-leaders-gush-over-system-completion</a>
Officials Dedicate Final Expansion of O.C.'s Groundwater Replenishment System	4/14/2023	Orange Coast Magazine	<a href="https://www.orangecoast.com/article/officials-dedicate-final-expansion-of-ocs-groundwater-replenishment-system/">https://www.orangecoast.com/article/officials-dedicate-final-expansion-of-ocs-groundwater-replenishment-system/</a>
Final expansion complete on world's largest water reuse facility	4/17/2023	Water Finance Management	<a href="https://waterfm.com/final-expansion-complete-on-worlds-largest-water-reuse-facility/">https://waterfm.com/final-expansion-complete-on-worlds-largest-water-reuse-facility/</a>
Expansion of world's biggest water reuse system in Orange County now complete	4/17/2023	ABC7	<a href="https://abc7.com/orange-county-water-districts-groundwater-replenishment-system-mehul-patel-katie-porter/13128506/">https://abc7.com/orange-county-water-districts-groundwater-replenishment-system-mehul-patel-katie-porter/13128506/</a>
374Water Demonstrates Revolutionary Waste Management Solution for a Deluge of Attendees at SCWO Week	4/18/2023	Yahoo Finance	<a href="https://finance.yahoo.com/news/374water-demonstrates-revolutionary-waste-management-130000803.html">https://finance.yahoo.com/news/374water-demonstrates-revolutionary-waste-management-130000803.html</a>
As climate change drives drought throughout the West, there's no easy solution	4/18/2023	American City and County	<a href="https://www.americancityandcounty.com/2023/04/18/with-climate-change-driving-drought-conditions-in-the-west-theres-no-easy-solution/">https://www.americancityandcounty.com/2023/04/18/with-climate-change-driving-drought-conditions-in-the-west-theres-no-easy-solution/</a>
Massive sewage spill could cost L.A. city up to \$21.7 million in fines	4/20/2023	LA Times	<a href="https://www.ocsan.gov/home/showdocument?id=33868&amp;t=638180165221419501">https://www.ocsan.gov/home/showdocument?id=33868&amp;t=638180165221419501</a>

Groundwater Replenishment System Completion Increases Water Supply Reliability for Orange County	4/24/2023	Fullerton Observer	<a href="https://fullertonobserver.com/2023/04/24/gro-undwater-replenishment-system-completion-increases-water-supply-reliability-for-orange-county/">https://fullertonobserver.com/2023/04/24/gro-undwater-replenishment-system-completion-increases-water-supply-reliability-for-orange-county/</a>
Water Reuse Newsletter	4/24/2023	Water Reuse	<a href="https://www.ocsan.gov/home/showdocument?id=33864&amp;t=638180164641700739">https://www.ocsan.gov/home/showdocument?id=33864&amp;t=638180164641700739</a>
Groundwater Replenishment System Completion Increases Water Supply Reliability for Orange County	4/24/2023	Fullerton Observer	<a href="https://fullertonobserver.com/2023/04/24/gro-undwater-replenishment-system-completion-increases-water-supply-reliability-for-orange-county/">https://fullertonobserver.com/2023/04/24/gro-undwater-replenishment-system-completion-increases-water-supply-reliability-for-orange-county/</a>
In Orange, Rep. Correa Announces over \$3 Million in Federal Funding for PFAS Contamination Cleanup	4/24/2023	Correa Press Release	<a href="https://www.ocsan.gov/home/showdocument?id=33862&amp;t=638180164636231908">https://www.ocsan.gov/home/showdocument?id=33862&amp;t=638180164636231908</a>
California County Recycles All Its Wastewater, A World First	4/28/2023	Karuna News	<a href="https://www.karunanews.org/story/11634/california-county-recycles-all-its-wastewater-a-world-first">https://www.karunanews.org/story/11634/california-county-recycles-all-its-wastewater-a-world-first</a>