



Construction Outreach Communications

Prepared by:



Legislative and Public Affairs Committee
July 12, 2021



Communications Audit Overview

30+ MARKETING MATERIALS



CURRENT OUTREACH PLAN



SOCIAL MEDIA CHANNELS



SCHEDULED MAINTENANCE

ORANGE COUNTY SANITATION DISTRICT

Thursday Night, March 7 from 9 p.m. to 7 a.m.

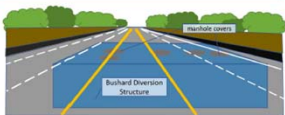
Nighttime Activity at Bushard Street North of Ellis Avenue
at the OCSD Bushard Diversion Structure


Routine maintenance is required to support the OCSD sewer system, such as the removal of debris from fats, oils, grease, wipes, and other materials. Due to the location and when sewer flows are at its lowest, work at the diversion structure will need to be performed at night. Temporary traffic control with lane closures and associated noises are expected. We apologize in advance for the inconvenience.

In addition to the scheduled maintenance, crews will use this opportunity to evaluate the existing valves and electrical components within the structure. This information will be helpful for a future maintenance project later this year to address items such as inefficiencies with electrical components and instrumentation.

What is the Bushard Diversion Structure?


Several manhole covers are noticeable in the roadway surface on Bushard Street. These manholes provide access to a below grade large concrete structure, the Bushard Diversion Structure. This structure is critical to the conveyance of wastewater and is responsible for diverting wastewater flows through 96- and 108-inch diameter sewer pipelines to either the Fountain Valley or Huntington Beach facility for treatment.





If you would like additional information, please call our dedicated **Community Liaison** on the **Construction Hotline (714) 378-2965** or e-mail ConstructionHotline@ocsd.com
For after hours, contact the **OCSD Control Center (714) 593-7025**
10944 Ellis Avenue, Fountain Valley, CA 92708, 2018 | www.ocsd.com | Connect with us on social @ocsewers


STATE COLLEGE
SEWER CONSTRUCTION



THANK YOU!




Thank you so much for your patience as we constructed the new regional sewer line. Your support made our project run smoother. We appreciate your understanding. You're the best!

ORANGE COUNTY
SANITATION DISTRICT



Construction Hotline 657-208-7900
ConstructionHotline@ocsd.com
www.ocsd.com/StateCollege

Follow us on social media
@ocsewers

Audit Findings

- 

Effective marketing materials
- 

Good understanding of audience
- 

Social media not covered by Corp ID Standards Manual
- 

No use of paid social media features

65 INTERNAL SURVEYS

6 INTERNAL INTERVIEWS

What do Internal Stakeholders Think?

5

5

86%

OC San staff completely agree or agree that OC San's outreach representatives play a critical role in the success of the agency's projects.

6

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Areas for Growth (Internal)



Streamline in-person community updates



Expand partnerships with community partners

7

7



24 COMMUNITY SURVEYS



7 COMMUNITY INTERVIEWS



8

What do community members and city partners think?

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79%

Community members completely agreed or somewhat agreed with the statements, "I was notified before the project near my home of business began" and "I was informed how the project would impact me."

9

9

83%

Community members completely agreed or somewhat agreed with the statement, "Once the project began, I knew the project schedule and duration."



10

10



Top Complaints

- Noise
- Project duration
- Vibration

11

11

Community Survey Highlights



86% of residents reported being very or somewhat satisfied with text messages-identified as the best way to be informed of project benefits/impacts.



83% of residents reported being very or somewhat satisfied with OC San's efforts to keep them informed during the project that impacted their home/business.



More virtual outreach options

12

12

Community Survey Highlights



50% of residents knew that OC San coordinates with city partners to mitigate impacts to the community



43% of residents reported not noticing OC San's social media posts or seeing in-person presentations

13

13

City Partner Highlights



City partners have a favorable view of OC San's outreach team/program and trust staff handles inquiries promptly



City partners believe OC San's current methods of communication are effective



Streamlined community updates



City partners would like to see better construction management with contractors

14

14

"The outreach team is OC
San's shining star."

Engineer, City of Anaheim

15

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Key Recommendations

16

16


 Adopt OC San outreach plan

 Expand virtual outreach options

17

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 Adopt budget for social media advertising

 Revamp in-person presentations

 Highlight efforts to mitigate impacts

18

18

18

Questions

19

19