

Outreach and Media Summary



June 2024

OC San Public Affairs Office

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Outreach Report June 2024

| Date | Tours | Attendees | Tour Guide |
|-----------------------------|---|---------------------|-----------------------------------|
| 6/11/24 | Cal State Fullerton Nursing Tour | 11 | Cortney Light |
| 6/14/24 | Custom Pipe Company | 7 | Charles Falzone |
| 6/20/24 | International Facility Management Association | 16 | Charles Falzone |
| 6/24/24 | Local Resident Tour | 9 | Eric Halverson |
| Date | Speaking Engagements/Events | Attendees | Presenter |
| 6/8/24 | OC San Open House | 1,300 | |
| 6/12/24 | America Water Works Association | 100 | Rob Thompson/ Lan Wiborg |
| 6/12/24 | Biosolids Regional Group | 20 | Jennifer Cabral |
| Project Area | Outreach Notifications | # of People Reached | Website Posts and Text Alerts |
| Anaheim | Orange Western Trunk Sewer – update | 200 | 1 website post |
| Costa Mesa | Airway-Airport Loop Sewer Project – update | 183 | 1 website post |
| Cypress | Cypress Trunk Sewer – project introduction | 35 | 1 notification/ in person meeting |
| Rossmoor | Westside Pump Station Enhancement update | 95 | 1 notification |
| Seal Beach | Seal Beach Pump Station Replacement update | | 1 website post/ 1 email alert |
| External Communications | Distribution | # of People Reached | |
| 5 Minutes Per Month | OC San's New Board Leadership | 216 | Electronic Database |
| Board Member Talking Points | One | 50 | Email |
| Website Posts | 6 posts | 1.4k views | Website |
| Facebook | 14 posts | 4.2k reached | Social Media |
| Twitter | 8 tweets | 902 reached | Social Media |
| Instagram | 32 posts | 5.9k reached | Social Media |
| LinkedIn | 5 posts | 8.8k reached | Social Media |

Post performance - Facebook Pages

Data from 01 Jun, 2024 to 30 Jun, 2024

Sources

Orange County Sanitation District

















| DATE | POST | ENGAGEMENT RATE | IMPRESSIONS | REACH |
|---------------|--|-----------------|-------------|-------|
| Jun 28, 18:01 | <p>TOURS! We love showing everyone around our new building and ESPECIALLY giving them a tour of our reclamation plant. Thanks to American Society Of Professional Estimators for visiting us! Visit ocsan.gov to learn about taking a...</p> | 19.2% | 263 | 250 |
| Jun 25, 21:26 | <p>The OC San Steering Committee Meeting (5 PM) and the Board of Directors Meeting (6 PM) are happening tomorrow, Wednesday, June 26. Click here to view the agenda:</p> | 3.95% | 90 | 76 |
| Jun 25, 17:58 | <p>More than a summer job, a career. Check out our current openings at ocsan.gov/jobs. #OCSanCareers #CareersInWastewater</p> | 5.41% | 132 | 111 |
| Jun 20, 22:52 | <p>At OC San, safety is a core value. Today, we conducted an earthquake drill to ensure our team is ready for emergencies. Here's a photo of our dedicated Evacuation Coordinators who ensure everyone onsite is safely evacuated....</p> | 16.72% | 314 | 293 |
| Jun 18, 19:01 | <p>Drumroll, please! 🥁 Our Open House raffle prize winners have been drawn! 🎉 Check your name and inboxes – you might be the lucky one! 🙌 Thanks for making our event a blast! ❤️ #OCSanOpenHouse #LuckyWinners #RaffleFun</p> | 1.68% | 142 | 119 |
| Jun 14, 20:58 | <p>OC San received the Audacity Award! This award recognizes a utility's contributions over the course of their innovation program journey and those that have made significant contributions to the water industry through innovation...</p> | 12.85% | 307 | 288 |
| Jun 10, 22:00 | <p>We are thrilled to announce that Don Cutler will be joining OC San as the new Engineering Design Manager. With over 30 years of experience in water and wastewater, including 7 incredible years at OC San, Don joins in elevating the...</p> | 10.6% | 312 | 283 |
| Jun 10, 20:04 | <p>The OC San Administrative Committee Meeting is happening this week on June 12 at 5 p.m. Click here to view the full agenda:</p> | 1.12% | 112 | 89 |
| Jun 10, 16:20 | <p>Check out Goldens video submission for our Video Contest where he highlights being an OC San Engineer. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like your favorite. At t...</p> | 5.15% | 173 | 136 |
| Jun 10, 16:11 | <p>Check out this video submission for our Video Contest where they highlight being an OC San Crane Operator. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like/heart/react to y...</p> | 25.57% | 397 | 352 |
| Jun 10, 16:04 | <p>Check out Dannels video submission for our Video Contest where he highlights being an OC San Engineer. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like/heart/react to y...</p> | 6.61% | 148 | 121 |
| Jun 10, 00:26 | <p>Today marks 70 years of OC San. Thank you for coming out to celebrate with us. 70 looks good on us. #OCSanOpenHouse City of Fountain Valley - Government City of Santa Ana - Municipal Government City of Placentia - Government City ...</p> | 16.09% | 267 | 230 |
| Jun 04, 18:28 | <p>(Post with no description)</p> | 7.76% | 243 | 219 |
| Jun 03, 22:50 | <p>The OC San Operations Committee Meeting is happening on June 5 at 5 PM. Click here to view the full agenda:</p> | 4.4% | 107 | 91 |

Post performance - Twitter

Data from 01 Jun, 2024 to 30 Jun, 2024

Sources

 @OCSanDistrict

| DATE ▼ | POST | ENGAGEMENT RATE | ENGAGEMENTS | IMPRESSIONS |
|---|--|-----------------|-------------|-------------|
|  @OCSanDistrict Jun 28, 18:01 |  TOURS! We love showing everyone around our new building and ESPECIALLY giving them a tour of our reclamation plant. Thanks to the OC branch of American Society of Professional Estimators for joining us! Visit http://ocsan.go... | 13.04% | 6 | 46 |
|  @OCSanDistrict Jun 25, 17:58 |  More than a summer job, a career. Check out our current openings at http://ocsan.gov/jobs . #OCSanCareers #CareersInWastewater https://twitter.com/OCSanDistrict/status/1805661803952652616/video/1 | 6.67% | 4 | 60 |
|  @OCSanDistrict Jun 20, 22:52 |  At OC San, safety is a core value. Today, we conducted an earthquake drill to ensure our team is ready for emergencies. Here's a photo of our dedicated Evacuation Coordinators who ensure everyone onsite is safely evacuated.... | 1.2% | 1 | 83 |
|  @OCSanDistrict Jun 18, 19:01 |  🎉 Drumroll, please! 🎉 Our Open House raffle prize winners have been drawn! 🎉 Check your name and inboxes – you might be the lucky one! 🎉 Thanks for making our event a blast! 🎉 #OCSanOpenHouse #LuckyWinners #RaffleFun ... | 2% | 1 | 50 |
|  @OCSanDistrict Jun 14, 20:58 |  OC San received the Audacity Award, it recognizes a utility's contributions over the course of their innovation program journey & those that have made significant contributions to the water industry through innovation efforts. Thank... | 5% | 3 | 60 |
|  @OCSanDistrict Jun 10, 22:00 |  We are thrilled to announce that Don Cutler will be joining OC San as the new Engineering Design Manager. With over 30 years of experience in water and wastewater, including 7 incredible years at OC San, Don joins in elevating the... | 6.41% | 5 | 78 |
|  @OCSanDistrict Jun 10, 00:27 |  Today marks 70 years of OC San. Thank you for coming out to celebrate with us. 70 looks good on us. #OCSanOpenHouse https://twitter.com/OCSanDistrict/status/1799961607507784016/video/1 | 11.81% | 17 | 144 |
|  @OCSanDistrict Jun 04, 18:28 |  https://twitter.com/OCSanDistrict/status/1798059165254078755/photo/1 | 10.75% | 10 | 93 |

Post performance - Instagram Business

Data from 01 Jun, 2024 to 30 Jun, 2024

Sources


ocsandistrict











| DATE | POST | ENGAGEMENT RATE | IMPRESSIONS | LIKES | REACH |
|---------------|--|-----------------|-------------|-------|-------|
| Jun 28, 18:01 | TOURS! We love showing everyone around our new building and ESPECIALLY giving them a tour of our reclamation plant. Visit ocsan.gov/jobs to learn about taking a tour! | 14.75% | 231 | 30 | 217 |
| Jun 25, 17:57 | More than a summer job, a career. Check out our current openings at ocsan.gov/jobs . #OCSanCareers #CareersInWastewater | 7.25% | 0 | 9 | 138 |
| Jun 20, 22:52 | At OC San, safety is a core value. Today, we conducted an earthquake drill to ensure our team is ready for emergencies. Here's a photo of our dedicated Evacuation Coordinators who ensure everyone onsite is safely evacuated.... | 8.85% | 250 | 19 | 226 |
| Jun 18, 19:01 | Drumroll, please! 🎉 Our Open House raffle prize winners have been drawn! 🎊 Check your name and inboxes - you might be the lucky one! 🙌 Thanks for making our event a blast! 🎊 #OCSanOpenHouse #LuckyWinners #RaffleFun | 5.46% | 206 | 9 | 183 |
| Jun 14, 20:58 | OC San received the Audacity Award! This award recognizes a utility's contributions over the course of their innovation program journey and those that have made significant contributions to the water industry through innovation... | 6.49% | 257 | 14 | 231 |
| Jun 10, 22:00 | We are thrilled to announce that Don Cutler will be joining OC San as the new Engineering Design Manager. With over 30 years of experience in water and wastewater, including 7 incredible years at OC San, Don joins in elevating the... | 3.56% | 624 | 18 | 506 |
| Jun 10, 19:54 | So glad we got to have our friends from @midwaycitysanitarydistrict join us for the Open House | 0% | 154 | 0 | 153 |
| Jun 10, 16:20 | Check out Goldens video submission for our Video Contest where he highlights being an OC San Engineer. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like/heart/react to y... | 17.83% | 0 | 576 | 5,710 |
| Jun 10, 16:12 | Check out Jenny's video submission for our Video Contest where she highlights being an OC San Crane Operator. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like your favorite.... | 37.69% | 0 | 708 | 2,884 |
| Jun 10, 16:05 | Check out Danmys video submission for our Video Contest where he highlights being an OC San Engineer. This is 1 out of 3 videos that are trying to win our viewer's choice award. Check out the other 2 videos and like your favorite. At t... | 6.83% | 0 | 56 | 879 |
| Jun 09, 23:40 | (No description) | 0% | 116 | 0 | 115 |
| Jun 09, 23:39 | Today marks 70 years of OC San. Thank you for coming out to celebrate with us. 70 looks good on us. #ocsanopenhouse | 10.97% | 0 | 49 | 766 |
| Jun 08, 22:11 | Blow away by @fvmbattery 🔥 | 0% | 108 | 0 | 108 |
| Jun 08, 22:10 | Shoutout to @fvmproud for coming out to support. | 0% | 115 | 0 | 115 |
| Jun 08, 22:06 | That's us! | 0% | 123 | 0 | 122 |
| Jun 08, 18:38 | (No description) | 0% | 145 | 0 | 141 |
| Jun 08, 18:35 | (No description) | 0% | 144 | 0 | 142 |
| Jun 08, 17:57 | (No description) | 0% | 145 | 0 | 143 |
| Jun 08, 17:57 | (No description) | 0% | 154 | 0 | 147 |
| Jun 08, 17:56 | (No description) | 0% | 149 | 0 | 145 |
| Jun 08, 16:43 | A whole schedule of things to do! Come check it out. 18480 bandilier circle, fountain valley, CA | 0% | 142 | 0 | 139 |
| Jun 08, 16:28 | (No description) | 0% | 163 | 0 | 157 |
| Jun 08, 16:28 | (No description) | 0% | 165 | 0 | 159 |
| Jun 08, 16:20 | The lab has the spirit and water in them! | 0% | 166 | 0 | 161 |
| Jun 08, 16:19 | Tours are out!!! Seats available in person. | 0% | 170 | 0 | 164 |
| Jun 08, 15:09 | The big day is here! OC San Open House. Stop by at 9 am 18480 bandilier circle, fountain valley, CA | 0% | 180 | 0 | 173 |
| Jun 07, 23:19 | (No description) | 0% | 197 | 0 | 190 |
| Jun 07, 21:26 | Taylor wants to know if you're coming to the Open House? | 0% | 211 | 0 | 206 |
| Jun 05, 18:44 | (No description) | 0% | 74 | 0 | 73 |
| Jun 05, 18:43 | The new OC San Headquarters has been a long time coming and now that it's here, we appreciate all the kind words and visitors we've had since its opening. To check it out visit the upcoming OC San Open House. Full details at ocsan.gov ... | 7.9% | 0 | 41 | 595 |
| Jun 05, 18:24 | (No description) | 0% | 80 | 0 | 80 |
| Jun 04, 18:28 | Not all heroes wear capes... some wear hard hats and go through pipes! Shoutout to our amazing staff for keeping the flow going at OC San. #MysteryOfThePipes #OCSan | 8.26% | 396 | 26 | 363 |
| Jun 04, 17:20 | (No description) | 0% | 99 | 0 | 98 |

Post performance - LinkedIn Pages

Data from 01 Jun, 2024 to 30 Jun, 2024

Sources

 Orange County Sanitation District

| DATE ▼ | POST | ENGAGEMENT RATE | IMPRESSIONS | REACTIONS | SHARES |
|---|---|-----------------|-------------|-----------|--------|
|  Orange County Sanitation District Jun 28, 18:01 |  <p>TOURS! We love showing everyone around our new building and ESPECIALLY giving them a tour of our reclamation plant. Thanks to American Society of Professional Estimators for visiting us! Visit ocsan.gov to learn about taking a...</p> | 12.55% | 2,718 | 56 | 0 |
|  Orange County Sanitation District Jun 25, 17:58 |  <p>More than a summer job, a career. Check out our current openings at ocsan.gov/jobs. #OCSanCareers #CareersInWastewater</p> | 9.31% | 784 | 5 | 3 |
|  Orange County Sanitation District Jun 20, 22:52 |  <p>At OC San, safety is a core value. Today, we conducted an earthquake drill to ensure our team is ready for emergencies. Here's a photo of our dedicated Evacuation Coordinators who ensure everyone onsite is safely evacuated....</p> | 6.91% | 811 | 21 | 0 |
|  Orange County Sanitation District Jun 14, 20:58 |  <p>OC San received the Audacity Award! This award recognizes a utility's contributions over the course of their innovation program journey and those that have made significant contributions to the water industry through innovation...</p> | 9.95% | 1,075 | 45 | 0 |
|  Orange County Sanitation District Jun 10, 22:00 |  <p>We are thrilled to announce that Don Cutler will be joining OC San as the new Engineering Design Manager. With over 30 years of experience in water and wastewater, including 7 incredible years at OC San, Don joins in elevating the...</p> | 7.22% | 6,893 | 184 | 0 |

Media Articles for June

| Article | Date | Source | Link |
|---|-----------|--------------------------|---|
| ENR 2024 Water Report: Managers Look to Potable Water Reuse | 6/12/2024 | ENR News | https://www.enr.com/articles/58816-enr-2024-water-report-managers-look-to-potable-water-reuse |
| WIFIA funding helps communities address the impacts of climate change | 6/14/2024 | American City and County | https://www.americancityandcounty.com/2024/06/14/wifia-funding-helps-communities-address-the-impacts-of-climate-change/ |
| OC San Orange County Sanitation District Educational Open House Tour - YouTube | 6/17/2024 | You Tube | OC San Orange County Sanitation District Educational Open House Tour - YouTube |
| OC Sanitation District Announces New Board Leadership | 6/24/2024 | Fullerton Observer | https://fullertonobserver.com/2024/06/24/oc-sanitation-district-announces-new-board-leadership/ |
| Orange County Sanitation District Elects Ryan Gallagher and Jon Dumitru as Chairman and Vice-Chairman | 6/25/2024 | Waste 360 | https://www.waste360.com/industry-insights/orange-county-sanitation-district-elects-ryan-gallagher-and-jon-dumitru-as-chairman-and-vice-chairman |
| Water At 4 South OC Beaches Have 'Illness-Inducing' Bacteria Levels | 6/27/2024 | The Patch | https://patch.com/california/lagunaniguel-danapoint/5-south-oc-beachs-ocean-waters-measure-high-bacteria-levels |