Outreach and Media Summary



March 2025

OC San Public Affairs Office

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Outreach Report March 2025

Date	Tours	Attendees	Tour Guide
3/4/25	Public Tour	6	Eric Halverson
3/5/25	Operations Committee Plant No. 1 Tour	7	Rob Thompson
3/10/25	Cal Poly Pomona	15	Andrew Brown
3/11/25	Towill Inc.	10	Jenna Torres
3/12/25	Administration Committee Plant No. 1 Tour	10	Rob Thompson
3/13/25	Huntington Beach High School	18	Randa Abushaban
3/13/25	Huntington Beach High School Tour #2	28	Randa Abushaban
3/14/25	Huntington Beach High School Tour #3	24	Kacey Abushaban
3/20/25	Fullerton Observer	1	Rebecca Long/ Jon Bradley
3/25/25	CUPA Conference Tour #1	34	Jenna Torres / Becky Polcyn
3/25/25	CUPS Conference Tour #2	34	Jenna Torres / Bryce Dragan
Date	Speaking Engagements/Events	Attendees	Presenter
3/1/25	Youth Leadership Summit and Expo in Anaheim	50	Kacey AbuShaban/ Suzanne Crider/ Hector Salguero/ Kelly Newell/ Becky Polcyn
3/4/25	Cerro Villa Middle School Career Day	44	Andy Ortiz/ Belen Carillo
3/6/25 Wastewater 101 Session #1		70	Ryan Gallagher/ Rob Thompson/ Wally Ritchie/ Jennifer Cabral/ Belen Carrillo
3/7/25	Jack F. Macy Intermediate School Career Day	120	Jessica Frazier
3/12/25 Construction Network Wastewater Projects Panel		45	Raul Cuellar/ Adam Nazaroff/ Brad Moore
3/12/25 Orange County Science and Engineering Fair			David Lo/ Shawn Carman/ Cindy Murra/ Jeff Brown/ Pegah Behravan/ Dawn Myers/ Jenna Torres
3/20/25	Wastewater 101 Session #2	60	Tom Meregillano/ Sam Choi/ Mark Kawamoto/ Belen Carillo

Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Costa Mesa	Costa Mesa Sewer Along I-405	1,000	3 website posts
Fountain Valley	Mt. Langley Traffic Light	2,500	Printed Notification
Orange	Taft Sewer Replacement Project Update	451	1 website post
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	OC San Building on Success2025 Strategic Plan	131	
GovDelivery	13 bulletins sent out in February	10,384	
Board Member Talking Points	One	50	
Website Posts	2 posts	4 views	Website
Facebook	18 posts	2k reached	Social Media
Twitter	16 tweets	483 reached	Social Media
Instagram	20 posts	6.7k reached	Social Media
LinkedIn	8 posts	4k reached	Social Media



Post performance - Facebook Pages

Data from 01 Mar, 2025 to 24 Mar, 2025

Sources



DATE ▼	POST	IMPRESSIONS	REACH
Orange County Sanitation District Mar 22, 18:35	On #WorldWaterDay, we're thankful for the people and processes that help us provide safe water across Orange County. We're proud to recycle 100% of our reclaimable flows, allowing us to provide Orange County Water District with 1	72	72
Orange County Sanitation District Mar 21, 18:25	As #SunshineWeek wraps up, we're reminded of the importance of transparency and accessibility in our operations. OC San is committed to upholding open access to everything we do. Visit ocsan.gov to see for yourself! **	94	94
Orange County Sanitation District Mar 20, 16:15	We're still smiling from our big win this past weekend! OC San was honored with four prestigious awards from the California Water Environment Association – Santa Ana River Basin Section, and one of our very own won Plant Operator of	255	250
Orange County Sanitation District Mar 19, 20:15	Potholing work is starting to wrap up on the Taft Ave. Sewer Construction Project in the City of Orange. Major construction work will follow along Taft Ave. Remember to be aware of crews in the road and follow all posted signs. Visit	70	69
Orange County Sanitation District Mar 19, 16:35	We're Hiring! OC San is looking for a Principal Human Resources Analyst to join our team. Don't miss this opportunity—apply today at ocsan.gov/careers !	123	114
Orange County Sanitation District Mar 19, 14:35	A Board of Directors Special Meeting is happening tonight, 3/19/2025, at 5PM. Click here to view the agenda.	46	45
Orange County Sanitation District Mar 17, 17:30	Did you know OC San is currently replacing the Seal Beach Pump Station in City of Seal Beach - Local Government? It's true! The new pump station will feature enhanced security measures, a new odor control system, and meet upgraded	110	106
Orange County Sanitation District Mar 14, 16:25	Happy Pi Day! From pipes to clarifiers, circles are everywhere in our plants. And where there are circles, there's π! Engineers use it every day to calculate areas, volumes, and more Δ	151	140
Orange County Sanitation District Mar 12, 17:25	Do you know what 2 flush? It's simple! Just remember the 3 Ps - pee, poop, and toilet paper. Anything else down the drain will cause a messy clog in private, local, and regional sewer lines - like ours! Learn more at <a href="https://ocean.gov/what2flus.com/ocean.gov/wh</td><td>84</td><td>71</td></tr><tr><td>Orange County Sanitation District Mar 10, 18:01</td><td>Happy Member Agency Monday to Irvine Ranch Water District Just like us, Irvine Ranch Water District transforms leftover solids from the wastewater treatment process into nutrient-rich soil called biosolids. Guess that makes us</td><td>118</td><td>110</td></tr><tr><td>Orange County Sanitation District Mar 10, 15:55</td><td>The Administration Committee Special Meeting is happening 03/12/2025 at 4PM. Click here to view the agenda:</td><td>47</td><td>41</td></tr><tr><td>Orange County Sanitation District Mar 09, 17:00</td><td>While most of us were fast asleep when our clocks sprang forward, one group was wide awake to see the time change. OC San's operators work around the clock, monitoring and adjusting flow levels and pump activity to keep our</td><td>178</td><td>173</td></tr><tr><td>Orange County Sanitation District Mar 08, 18:10</td><td>Join our team! We're hiring in our Board Services Division. Learn about the role and apply today at ocsan.gov/jobs!</td><td>126</td><td>118</td></tr><tr><td>Orange County Sanitation District Mar 07, 17:00</td><td>Happy Employee Appreciation Day! Every single member of our staff plays a critical role in the success of our operations. Without them, we wouldn't be able to do what we do 24 hours a day, 365 days a year.</td><td>233</td><td>210</td></tr><tr><td>Orange County Sanitation District Mar 04, 19:05</td><td>OC San's virtual Wastewater 101 Citizens Academy starts this weekand it's not too late to join! Sign up to learn about the world of wastewater. Register by March 5 at ocsan.gov/wastewater101 . See you there!	109	98
Orange County Sanitation District Mar 03, 17:30	The City of Stanton plays an important role in educating the city about the dangers of FOG (fats, oils, and grease)! So much that they have an entire page dedicated to it. Check out it out at stantonca.gov . FOG can lead to a sewer	135	122
Orange County Sanitation District Mar 03, 17:07	The Operations Committee Special Meeting is happening 03/03/2025 at 4PM. Click here to view the agenda:	48	41
Orange County Sanitation District Mar 02, 17:28	We had a blast participating in the Youth Leadership Summit & Expo yesterday! Over 100 students were able to learn a little bit about who we are and the many career paths at OC San	196	187

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Post performance - Twitter

Data from 01 Mar, 2025 to 24 Mar, 2025

Sources



DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Mar 22, 18:35	On #WorldWaterDay, we're thankful for the people & processes that help us provide safe water in Orange County. We recycle 100% of our reclaimable flows, delivering 170 million gallons daily of treated wastewater to	17.65%	6	34
@OCSanDistrict Mar 21, 18:25	As #SunshineWeek wraps up, we're reminded of the importance of transparency and accessibility in our operations. OC San is committed to upholding open access to everything we do. Visit http://ocsan.gov to see for yourself! https://ocsan.gov to see for yourself!	0%	0	23
@OCSanDistrict Mar 20, 16:15	We're still smiling from our big win this past weekend! OC San was honored with four prestigious awards from the California Water Environment Association – Santa Ana River Basin Section. Good work, all! https://twitter.com/OCSanDistri	17.39%	4	23
@OCSanDistrict Mar 19, 20:15	Potholing work is starting to wrap up on the Taft Ave. Sewer Construction Project in the @CityOfOrangeCA. Major construction work will follow along Taft Ave. Remember to be aware of crews in the road and follow all posted signs. Visit	2.94%	1	34
@OCSanDistrict Mar 19, 16:35	We're Hiring! OC San is looking for a Principal Human Resources Analyst to join our team. Don't miss this opportunity—apply today at https://twitter.com/OCSanDistrict/status/1902398427415171204/video/1	0%	0	25
@OCSanDistrict Mar 17, 17:30	Did you know OC San is currently replacing the Seal Beach Pump Station in @sealbeachcityca? It's true! The new pump station will feature enhanced security measures, a new odor control system, and meet upgraded codes. Le	0%	0	29
@OCSanDistrict Mar 14, 16:25	Happy Pi Day! From pipes to clarifiers, circles are everywhere in our plants. And where there are circles, there's π! Engineers use it every day to calculate areas, volumes, and more https://twitter.com/OCSanDistrict/status/1900584007	0%	0	29
@OCSanDistrict Mar 12, 17:25	Do you know what 2 flush? It's simple! Just remember the 3 Ps - pee, poop, and toilet paper. Anything else down the drain will cause a messy clog in private, local, and regional sewer lines - like ours! Learn more at http://ocsan.gov/wh	0%	0	26
@OCSanDistrict Mar 10, 20:23	Happy Member Agency Monday to @IRWDnews! Y Just like us, Irvine Ranch Water District transforms leftover solids from the wastewater treatment process into nutrient-rich soil called biosolids. Guess that makes us biosolids buddies!	0%	0	33
@OCSanDistrict Mar 10, 18:04	Happy Member Agency Monday to @IRWDnews! Y Just like us, Irvine Ranch Water District transforms leftover solids from the wastewater treatment process into nutrient-rich soil called biosolids. Guess that makes us biosolids buddies!	7.14%	3	42
@OCSanDistrict Mar 09, 17:00	While most of us were fast asleep when our clocks sprang forward, one group was awake to see the time change. OC San's operators work around the clock, monitoring and adjusting flow levels and pump activity to keep our reclamati	0%	0	40
@OCSanDistrict Mar 08, 18:10	Join our team! We're hiring in our Board Services Division. Learn about the role and apply today at https://twitter.com/OCSanDistrict/st atus/1898436067855904846/video/1	4.76%	1	21
@OCSanDistrict Mar 07, 17:00	Happy Employee Appreciation Day! Every single member of our staff plays a critical role in the success of our operations. Without them, we wouldn't be able to do what we do 24 hours a day, 365 days a year. https://twitter.com/OCSan	3.45%	1	29
@OCSanDistrict Mar 04, 19:05	OC San's virtual Wastewater 101 Citizens Academy starts this weekand it's not too late to join! Sign up to learn about the world of wastewater. Register by March 5 at https://twitter	0%	0	31
@OCSanDistrict Mar 03, 17:30	The @CityofStanton plays an important role in educating the city about the dangers of FOG (fats, oils, and grease)! So much that they have an entire page dedicated to it - http://stantonca.gov . FOG can lead to blockages in Stanton's	0%	0	29
@OCSanDistrict Mar 02, 17:29	We had a blast participating in the Youth Leadership Summit & Expo yesterday! Over 100 students were able to learn a little bit about who we are and the many career paths at OC San https://twitter.com/OCSanDistrict/status/18962	8.57%	3	35

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Post performance - Instagram Business

Data from 01 Mar, 2025 to 24 Mar, 2025

Sources



DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Mar 22, 18:35	On #WorldWaterDay, we're thankful for the people and processes that help us provide safe water across Orange County. We're proud to recycle 100% of our reclaimable flows, allowing us to provide @ocwaterdistrict with 170 million	8.33%	296	21	288
ocsandistrict Mar 21, 18:25	As #SunshineWeek wraps up, we're reminded of the importance of transparency and accessibility in our operations. OC San is committed to upholding open access to everything we do. Visit ocsan.gov to see for yourself! **	2.97%	495	11	471
ocsandistrict Mar 20, 16:15	We're still smiling from our big win this past weekend! OC San was honored with four prestigious awards from the California Water Environment Association – Santa Ana River Basin Section, and one of our very own won Plant Operator of	9.65%	619	41	518
ocsandistrict Mar 19, 20:15	Potholing work is starting to wrap up on the Taft Ave. Sewer Construction Project in the City of Orange. Major construction work will follow along Taft Ave. Remember to be aware of crews in the road and follow all posted signs. Visit	0.67%	1,748	8	1,652
ocsandistrict Mar 19, 16:35	We're Hiring! OC San is looking for a Principal Human Resources Analyst to join our team. Don't miss this opportunity—apply today at ocsan.gov/careers!	5.95%	0	11	252
ocsandistrict Mar 17, 17:30	Did you know OC San is currently replacing the Seal Beach Pump Station in @cityofsealbeachca? It's true! The new pump station will feature enhanced security measures, a new odor control system, and meet upgraded local, stat	7.19%	148	9	139
ocsandistrict Mar 14, 16:25	Happy Pi Day! From pipes to clarifiers, circles are everywhere in our plants. And where there are circles, there's π! Engineers use it every day to calculate areas, volumes, and more Δ	11.79%	208	23	195
ocsandistrict Mar 12, 17:25	Do you know what 2 flush? It's simple! Just remember the 3 Ps - pee, poop, and toilet paper. Anything else down the drain will cause a messy clog in private, local, and regional sewer lines - like ours! Learn more at ocsan.gov/what2flus	2%	0	2	100
ocsandistrict Mar 10, 18:01	Happy Member Agency Monday to @IRWDnews! *Just like us, Irvine Ranch Water District transforms leftover solids from the wastewater treatment process into nutrient-rich soil called biosolids. Guess that makes us biosolids buddies!	9.43%	358	31	350
ocsandistrict Mar 09, 17:00	While most of us were fast asleep when our clocks sprang forward, one group was wide awake to see the time change. OC San's operators work around the clock, monitoring and adjusting flow levels and pump activity to keep our	11.32%	348	35	327
ocsandistrict Mar 08, 18:10	Join our team! We're hiring in our Board Services Division. Learn about the role and apply today at ocsan.gov/jobs !	6.07%	0	12	412
ocsandistrict Mar 07, 18:43	(No description)	0%	182	0	181
ocsandistrict Mar 07, 18:42	(No description)	0%	202	0	200
ocsandistrict Mar 07, 17:01	Happy Employee Appreciation Day! Every single member of our staff plays a critical role in the success of our operations. Without them, we wouldn't be able to do what we do 24 hours a day, 365 days a year.	23.12%	399	61	333
ocsandistrict Mar 06, 17:18	Conserve Water During the Bolin. OC. SAN (No description)	0%	159	0	158
ocsandistrict Mar 04, 19:05	Wastewater 101 Citizens Academy OC San's virtual Wastewater 101 Citizens Academy starts this weekand it's not too late to join! Sign up to learn about the world of wastewater. Register by March 5 at ocsan.gov/wastewater101. See you there!	4.46%	171	7	157
ocsandistrict Mar 03, 23:39	Defying all odds together	0%	255	0	251
ocsandistrict Mar 03, 17:30	The @CityofStanton plays an important role in educating the city about the dangers of FOG (fats, oils, and grease)! So much that they have an entire page dedicated to it. Check out it out at stantonca.gov . FOG can lead to a sewer	6%	223	11	200
ocsandistrict Mar 02, 17:27	We had a blast participating in the Youth Leadership Summit & Expo yesterday! Over 100 students were able to learn a little bit about who we are and the many career paths at OC San	11.14%	395	39	368
ocsandistrict Mar 01, 19:49	We're here at the Youth Leadership Summit & Expo in @city_of_anaheim!	0%	216	0	214

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Post performance - LinkedIn Pages

Data from 01 Mar, 2025 to 24 Mar, 2025

Sources



Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
Orange County Sanitation District Mar 20, 16:15	We're still smiling from our big win this past weekend! OC San was honored with four prestigious awards from the SARBS CWEA, and one of our very own won Plant Operator of the Year! These awards are a testament to the hard work an	21.8%	665	22	1
Orange County Sanitation District Mar 19, 16:35	We're Hiring! OC San is looking for a Principal Human Resources Analyst to join our team. Don't miss this opportunity—apply today at ocsan.gov/careers !	10.45%	220	6	1
Orange County Sanitation District Mar 17, 14:51	Thank you to Raul Cuellar, Engineering Manager from the Construction Management Division, for representing OC San and sharing updates on our Capital Improvement Program!	5.42%	295	2	0
Orange County Sanitation District Mar 08, 18:10	Join our team! We're hiring in our Board Services Division. Learn about the role and apply today at ocsan.gov/jobs !	7.09%	522	3	0
Orange County Sanitation District Mar 07, 22:16	What a great feature! We're always exploring cutting-edge technologies to enhance our world-class engineering projects, with a strong focus on solutions that minimize impacts on the surrounding community 💮	9.79%	572	11	0
Orange County Sanitation District Mar 07, 17:00	Happy Employee Appreciation Day! Every single member of our staff plays a critical role in the success of our operations. Without them, we wouldn't be able to do what we do 24 hours a day, 365 days a year.	30.55%	779	32	0
Orange County Sanitation District Mar 04, 19:05	OC San's virtual Wastewater 101 Citizens Academy starts this weekand it's not too late to join! Sign up to learn about the world of wastewater. Register by March 5 at ocsan.gov/wastewater101 . See you there!	7.73%	556	17	0
Orange County Sanitation District Mar 04, 15:10	We were excited to join OCWA's Industry Insight luncheon to discuss how asset management drives innovation and sustainability at OC San. A huge thank you to OCWA for the opportunity to share our programs and initiatives!	62.38%	537	9	0

Media Articles for March

Fountain Valley Nixes Grease Trap Requirements for New	4-4		Fountain Valley Nixes Grease Trap
Housing	3/6/2025	Voice of OC	Requirements on New Housing
North American Society for Trenchless Technology (NASTT)'s Post	3/7/2025		#nodig2025 North American Society for Trenchless Technology (NASTT)
			watereuse.org/2025-watereuse-awards-
WateReuse Awards highlight leaders in water reuse	3/18/2025	WateReuse	highlight-leaders-in-water-reuse/
WateReuse bestows annual awards for excellence	3/19/2025	Water Finance and Management	waterfm.com/watereuse-bestows-annual- awards-for-excellence/
Get to know more about your H2o	3/26/2025	OC Register	https://enewspaper.ocregister.com/infinity/art icle_popover_share.aspx?guid=7794f4a8-82c3- 40b0-b147-acd2b95c1a80&share=true