

# Outreach and Media Summary



**July- August 2021**

OC SAN Public Affairs Office

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# Outreach Report July and August 2021

Date	Tours	Attendees	Tour Guide
07/20/2021	Cal State Long Beach Nursing	15	Mike Zedek
07/21/2021	Cal State Long Beach Nursing	20	Cortney Light
07/22/2021	Cal State Fullerton Nursing	14	Cortney Light
07/22/2021	Grand Jury Tour	6	Jim Herberg/ Rob Thompson
07/27/2021	Grand Jury Tour	6	Jim Herberg/ Rob Thompson
Date	Speaking Engagements/Events	Attendees	Presenter
07/12/2021	Cypress City Council Meeting	10	Jeff Mohr
08/16/2021	Los Alamitos City Council Meeting	15	Kathy Millea
08/30/2021	CWEA Women in Water	100*	Violet Renick
	*These events have not occurred at time of this report, therefore # of attendees is estimated.		
Project Area	Construction Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim	Project Update – 2 printed notices	2,000	2 website posts / 3 text & email alerts
Los Alamitos/ Seal Beach	1 printed notice	18,000	
Fountain Valley	Newsletter and project update	3,850	1 website post
Huntington Beach	Newsletter	1,400	
Westminster	Project Update	300	2 website posts / 2 text alerts
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	2	434	
Board Member Talking Points	2	100	
Website Posts	15 posts	172 views	
Facebook	35 posts	4.9k reached	
Twitter	27 tweets	19.4 reached	
Instagram	28 posts	5k likes	
LinkedIn	7 posts	5.3k reached	

# Facebook Posts July-August 2021

## Page Summary Last 28 days

[Export Data](#)

Results from Jul 8, 2021 - Aug 4, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

July 8 - August 4



We have insufficient data to show for the selected time period.

### Page Views

July 8 - August 4

102

Total Page Views ▼74%



### Page Likes

July 8 - August 4

1

Page Likes ▼88%



### Post Reach

July 8 - August 4

1,474

People Reached ▼20%



### Story Reach

July 8 - August 4

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

July 8 - August 4



We have insufficient data to show for the selected time period.

### Post Engagement

July 8 - August 4

394

Post Engagement ▼75%



### Videos

July 8 - August 4

271

3-Second Video Views ▼85%



### Page Followers

July 8 - August 4

2

Page Followers ▼80%



Results from Jul 27, 2021 - Aug 23, 2021

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid

### Actions on Page

July 27 - August 23



We have insufficient data to show for the selected time period.

### Page Views

July 27 - August 23

81

Total Page Views ▲ 3%



### Page Likes

July 27 - August 23

1

Page Likes ▲ 0%



### Post Reach

July 27 - August 23

1,368

People Reached ▲ 28%



### Story Reach

July 27 - August 23

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

July 27 - August 23



We have insufficient data to show for the selected time period.

### Post Engagement

July 27 - August 23

294

Post Engagement ▼ 5%



### Videos

July 27 - August 23

370

3-Second Video Views ▲ 83%



### Page Followers

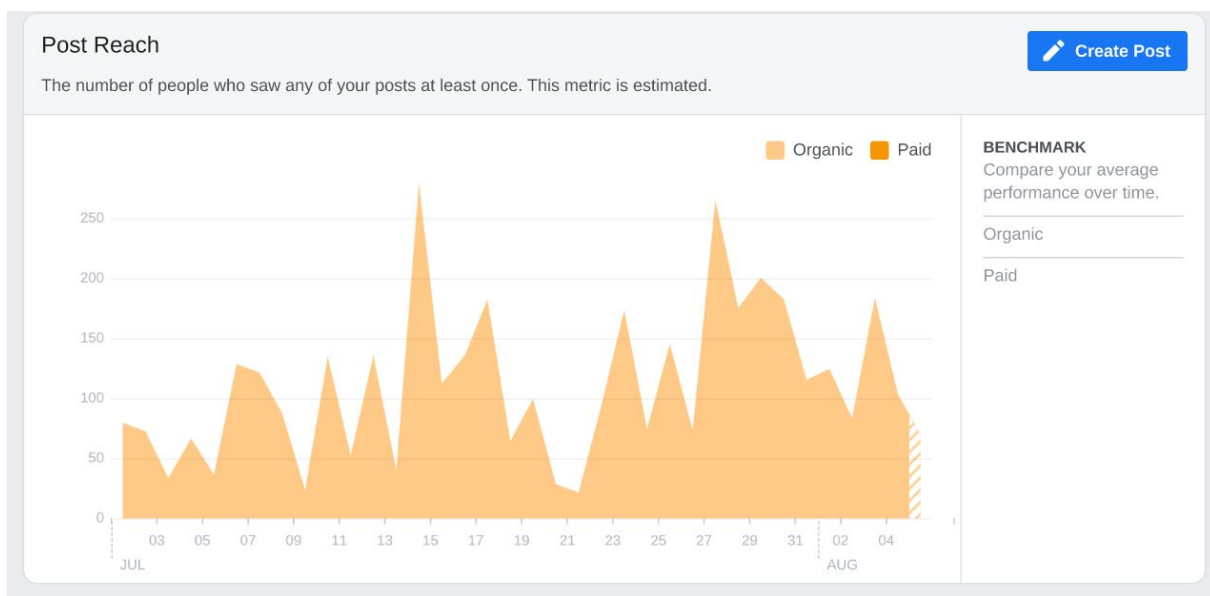
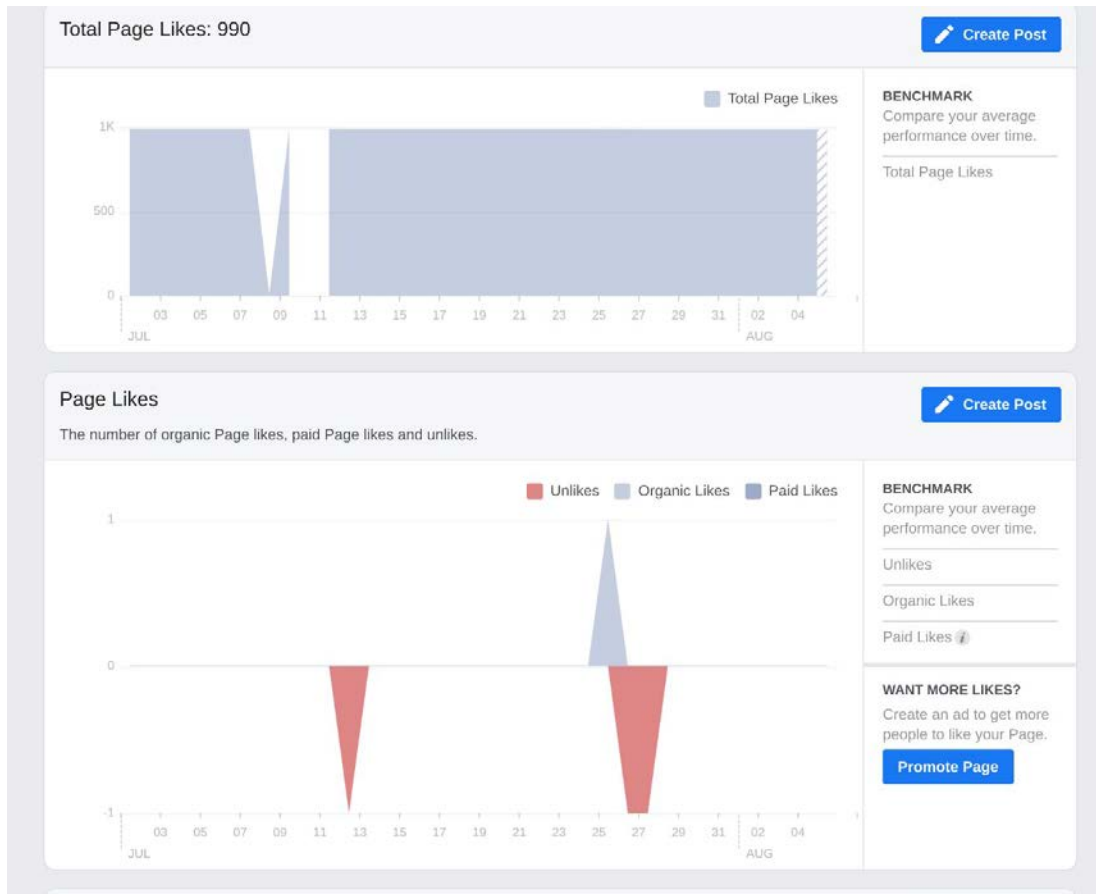
July 27 - August 23

3

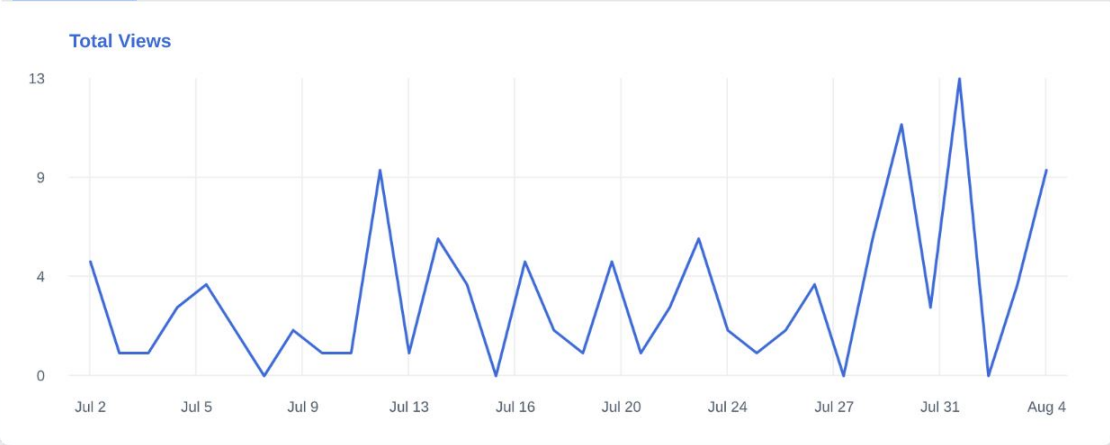
Page Followers ▲ 50%



## Graphs of Page Likes, Post Reach and Total Views for July- August 2021



Total Views By Section



Published	Post	Type	Targeting	Reach	Engagement
08/19/2021 11:21 AM	The Steering Committe Meeting (5 pm) and Board of Directors Meeting			44	0 2
08/19/2021 9:23 AM	The Results are In! California Association of Sanitation Agencies			114	19 13
08/17/2021 8:19 AM	As part of our infrastructure improvement efforts exploratory work			107	3 3
08/15/2021 9:00 AM	An OC San Virtual Tour is coming up on Wednesday, August 25 at 2 pm.			65	3 3
08/13/2021 2:02 PM	Its #FridayThe13th and something that scares us is seeing			118	0 4
08/11/2021 9:00 AM	Clean Water is the best water. When water leaves your house from the			96	6 5
08/09/2021 9:00 AM	Ever wondered what a sunrise at OC San looks like? No worries, we'll			126	1 6
08/07/2021 9:00 AM	We love coffee more than we'd like to admit. Wondering what you should do			235	22 7

Published	Post	Type	Targeting	Reach	Engagement
08/05/2021 9:00 AM	 Be part of the solution. With #WaterQualityMonth here, we			44 	0 3 
08/03/2021 3:48 PM	 How do you keep a sewer system working in tip-top shape? You			221 	10 12 
08/03/2021 9:00 AM	 The spotlight on wastewater. Recently senators proposed			100 	4 2 
08/01/2021 10:18 AM	 Today is National Sister Day and what better way to celebrate than			142 	4 12 
07/30/2021 1:59 PM	 Construction Alert for @city_of_anaheim – State College			221 	5 7 
07/29/2021 9:03 AM	 We learn as much from our interns as they learn from us. #InternDay is here			211 	7 11 
07/27/2021 2:06 PM	 Will selfies go out of style? We don't think so. Especially when it's of an			362 	32 30 
07/25/2021 9:00 AM	 What do you do to keep the beaches clean? At OC San we monitor the			130 	1 8 
07/23/2021 9:00 AM	 Let's throw it back to OC Fair in the 90s! OC San used to join the			221 	7 18 
07/22/2021 4:00 PM	 This might not be your everyday conversation but OC San #pottytalk is			92 	5 6 
07/22/2021 3:28 PM	 Don't forget to join us on Wednesday, July 28 for the Steering Committee			76 	1 2 
07/19/2021 11:07 AM	 Maybe it's time for a change? OC San has openings that may be that			106 	2 2 
07/17/2021 9:00 AM	 #SharkWeek is coming to an end but we couldn't let it pass without giving			178 	0 9 
07/16/2021 9:03 AM	 OC San successfully sold \$134 million of Wastewater Refunding			157 	5 7 
07/15/2021 11:24 AM	 Being recognized two times is better than one. NACWA recognized OC			109 	7 10 
07/14/2021 9:41 AM	 Where's Wanda? She's working hard in the middle of our treatment plant.			326 	75 17 
07/12/2021 9:01 AM	 Join is this Wednesday, July 14 at 5 pm for the Administration Committee			75 	0 2 
07/12/2021 9:00 AM	 Summertime is a great time to grill. But cleanup time is not so great,			187 	7 12 
07/10/2021 9:00 AM	 An OC San Team Member Snagged the Pumps & Systems Front Cover			181 	1 8 



07/08/2021 9:00 AM	 It doesn't get better than a 'AAA.' OC San receives highest credit rating			104		3 8	
07/07/2021 9:00 AM	 Five years later and OC San is back at it again gaining the National			100		3 4	
07/06/2021 9:00 AM	 As we start #CleanBeachesWeek let's remember that it is all of our			178		7 11	
07/06/2021 7:41 AM	 The Legislative and Public Affairs Meeting is happening next week on			74		1 1	
07/04/2021 9:00 AM	 Happy #4thofJuly . Today we celebrate our Nation's Independence			96		0 2	
07/02/2021 11:12 AM	 The OC San administrative offices will be closed on Monday, July 5 in			73		0 1	
07/01/2021 12:16 PM	 Join us for our Operations Committee Meeting next week on Wednesday,			64		1 1	
06/30/2021 9:20 AM	 As if we didn't already know. The annual Heal The Bay Report Card is			139		3 4	
06/29/2021 11:27 AM	 Construction Alert for @city_of_anaheim – over the next			114		9 3	
06/28/2021 9:00 AM	 OC San is all about protecting public health and the environment.			76		6 6	
06/27/2021 9:00 AM	 FOG goes in the trash! Our video contest winner, Aminah, knows that.			119		6 10	

# Twitter Posts July- August 2021

### 28 day summary with change over previous period



Aug 2021 - 22 days so far...

#### TWEET HIGHLIGHTS

##### Top Tweet earned 631 impressions

Ever wondered what a sunrise at OC San looks like? No worries, we'll show you. Leave us a comment telling us about your favorite sunrise spot.  
[pic.twitter.com/satHliv54G](https://pic.twitter.com/satHliv54G)



1 2

[View Tweet activity](#)

[View all Tweet activity](#)

##### Top Follower followed by 46 people



**Alexandra Davenport**

@AlexanDavenport FOLLOWS YOU

@ChapmanU student, former @eccunion reporter,  
@voiceofoc student media

[View profile](#)

##### Top mention earned 5 engagements

**VerdeXchange**  
@VerdeXchange · Aug 11

#VXNews Summer Preview:  
@OCSanDistrict New Board Chair John Withers; HR&A LA's Andrea Batista Schlesinger; @AltaSeaOrg's @timmcosker & @PortofLA's Mike Galvin

Read on: [mailchi.mp/verdexchange/v...](https://mailchi.mp/verdexchange/v...)  
[pic.twitter.com/93Pc6meZBO](https://pic.twitter.com/93Pc6meZBO)



Posted by John Withers on 08/11/2021  
**OC SAN Board Chair John Withers on Our Business Case for Water Infrastructure**  
With water usage growing rapidly across the Western US, TRB celebrates OC Sanitation District's new Board Chair, John Withers, for his role as a partner to advance an Orange County's reputation as a global leader in water recycling and prudent steward of public resources and investment. Withers, who has served on the more than 30-year Orange Board for 10 years, shares the promise of new technologies for capturing, treating, and recycling wastewater to improve resilience throughout Southern California.

**Featured Sponsors 2021**



Posted by Andrea Batista Schlesinger on 08/11/2021  
**HR&A LA's Andrea Batista Schlesinger on Building Inclusive**

[View Tweet](#)

#### ADVERTISE ON TWITTER

##### Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

#### AUG 2021 SUMMARY

Tweets	Tweet impressions
11	5,127
Profile visits	Mentions
113	4
New followers	
4	

##### Top media Tweet earned 521 impressions

As part of our infrastructure improvement efforts exploratory work will be done on Denni St, Moody St, Orange Ave, and Bloomfield St in the cities of Cypress, Los Alamitos and La Palma as part of a future project. Work will take place over the next 2 weeks from 9 am - 3:30pm.  
[pic.twitter.com/3ubjGpHR0e](https://pic.twitter.com/3ubjGpHR0e)



1 1

[View Tweet activity](#)

[View all Tweet activity](#)

TWEET HIGHLIGHTS

**Top Tweet** earned 1,172 impressions

Will selfies go out of style? We don't think so. Especially when it's of an OC San team member showing off what he wears to keep himself and others safe. A virtual high five to this member of our maintenance team.

[#OCSanFamily](#)  
[pic.twitter.com/1HwTb8xFgV](https://pic.twitter.com/1HwTb8xFgV)



🔄 2 ❤️ 4

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 1,496 people



**Brandon**

@BrandonCaudle [FOLLOWS YOU](#)

Parent. Veteran. Pseudo-Techie. Recovering Floridian.  
[#MaskPlusVax](#)

[View profile](#)

**Top mention** earned 14 engagements

 **CWEA**  
[@cwea](#) · Jul 22

Weather looks perfect for a paddle out into Orange County's Back Bay. A nice shot for [#swimmableCA](#), thanks to the 10,000 CWEA members across CA on the front lines protecting [#cleanwater](#). Photos by Earle K from [@OCSanDistrict](#), entries in our [#WatersWorthIt](#) photo contest.  
[pic.twitter.com/d3Z3PUHvSg](https://pic.twitter.com/d3Z3PUHvSg)



🔄 1 ❤️ 5

[View Tweet](#)

**Top media Tweet** earned 1,141 impressions

Being recognized two times is better than one. NACWA recognized OC San with the Platinum Peak Performance Award and the Gold Recognition in Excellence Management. To learn more visit [ocsan.gov](https://ocsan.gov) [@NACWA](#) [pic.twitter.com/sISWgSixLE](https://pic.twitter.com/sISWgSixLE)



🔄 1 ❤️ 4

[View Tweet activity](#)

[View all Tweet activity](#)

JUL 2021 SUMMARY

Tweets  
**19**

Tweet impressions  
**14.8K**

Profile visits  
**580**

Mentions  
**5**

New followers  
**6**

**Instagram Posts  
July- August 2021**

**ocsandistrict** Edit Profile

662 posts 1,235 followers 80 following

**OC Sanitation District**  
The OC Sanitation District provides wastewater collection, treatment, and recycling for approx 2.6 million people in central & north Orange County.  
[www.ocsan.gov](http://www.ocsan.gov)

POSTS 10TV SAVED TAGGED

**JOIN A VIRTUAL TOUR**  
Wednesday, August 25 at 2 pm  
Go to ocsan.gov/tours to register

*We're Hiring!*  
Applications  
• Engineer  
• Environmental Supervisor  
(Open Recruitment)  
#OCSDISTRICT #OCsan.gov

**PREPARING FOR INFRASTRUCTURE IMPROVEMENTS**  
What will be done in the cities of Capistrano, San Juan Capistrano and La Habra  
OC&SAN

**JOIN A VIRTUAL TOUR**  
Wednesday, August 25 at 2 pm  
Go to ocsan.gov/tours to register

**CLEAN WATER IS THE BEST WATER**

**COFFEE GROUPS GO IN THE TRASH**

**WHAT 2 FLUSH**

**THREE COLLARS: SUSTAINABLE + COMMUNITY FRIENDLY**  
McDonald's/Sister Bros. and Bionneva/Plocevia intersections  
We will have an event right through next March  
OC&SAN

**Dispose of trash in the trash. NOT THE OCEAN!**

**Only Flush Pee, Poop and Toilet Paper**

**WE ARE HIRING**

Open Positions:

- Administrative Support
- Construction Worker
- Customer Service
- Dispatcher



**MONEY MOVES**

OC SAN SUCCESSFULLY SOLD \$124 MILLION WASTEWATER REFUNDING REVENUE OBLIGATIONS.



**NACWA**



**F.O.G.**

www.fog.com

Wastewater by the Numbers



**PUMPS & SYSTEMS**

How Has the Industry Changed?

A pump veteran shares their story.



**OC San Receives AAA Credit Rating**



**HAPPY FOURTH OF JULY!**



**CELEBRATING 4TH OF JULY**

OC SAN 4th of July Celebration



Orange County beaches are among the best in California



**NIGHTWORK**

STATE COLLEGE BLVD. STRIPING

June 29 - July 6, 2024

9 p.m. - 4 a.m.



**OC SAN**

ORANGE COUNTY SANITATION DISTRICT



**A RESOURCE NOT A WASTE VIDEO CONTEST WINNERS**

**Judge Picks**

- Aikson Chang
- Aminah Rangwala
- Cassandra Meekal



**A RESOURCE NOT A WASTE VIDEO CONTEST WINNERS**

**Social Media Picks**

- Kathleen Nguyen
- Sienna Hoch



**LESS THAN \$1 A DAY**



**HAPPY FATHER'S DAY**



**NIGHTWORK**

WESTMINSTER BLVD STRIPING




**A RESOURCE NOT A WASTE VIDEO CONTEST**

Time to VOTE!



2 DAYS LEFT!

Vote by liking your favorite student submitted video.




**LinkedIn Posts  
July- August 2021**

Analytics	
Last 30 day activity	
203	▼ 32%
Unique visitors	
<a href="#">Share trending articles</a>	
32	0%
New followers	
3.3K	▲ 51%
Post impressions	
21	▼ 8%
Custom button clicks	

 **Orange County Sanitation District**  
3,270 followers  
4d • 

The Results are In! [California Association of Sanitation Agencies](#) has awarded OC San the Organizational Excellence award for our Asset Management Program. We are so happy to receive this recognition, we work very hard to monitor ...see more





**Orange County Sanitation District**

3,270 followers

3w • 🌐

Today is National Sister Day and what better way to celebrate than giving a shoutout to our sister agency the @OCWD. Together we've partnered on the Groundwater Replenishment System (GWRS) which is currently underg ...see more

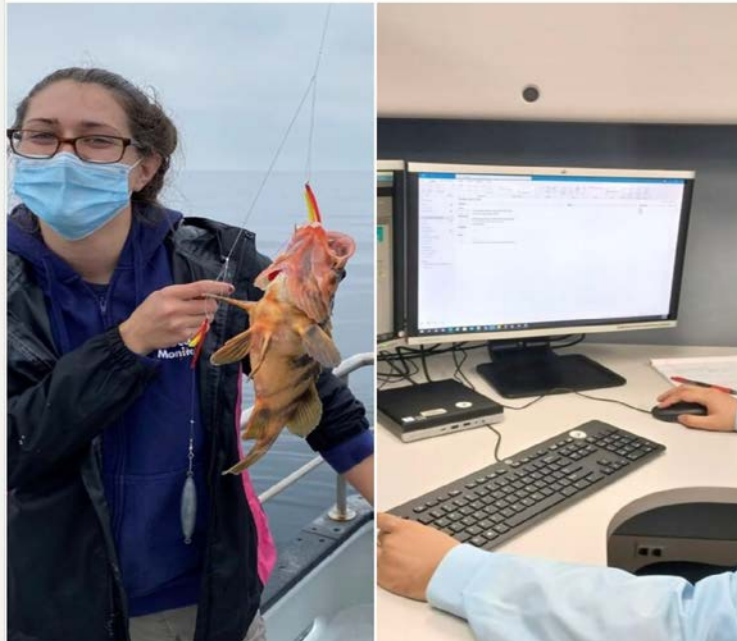


**Orange County Sanitation District**

3,271 followers

3w • 🌐

We learn as much from our interns as they learn from us. #InternDay is here and we want to give them a shoutout for being a huge asset to OC San and being as committed to wastewater treatment as we are. Here we have Emmanu ...see more

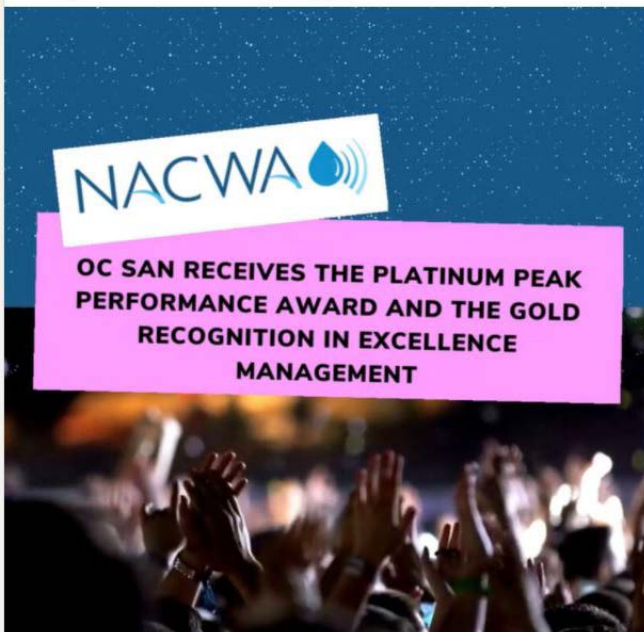




Orange County Sanitation District

3,270 followers  
1mo • 🌐

Being recognized two times is better than one. NACWA recognized OC San with the Platinum Peak Performance Award and the Gold Recognition in Excellence Management. To learn more visit [ocsan.gov](http://ocsan.gov)



Orange County Sanitation District

3,270 followers  
1mo • 🌐

Five years later and OC San is back at it again gaining the National Pollutant Discharge Elimination System Permit. To learn more go to [ocsan.gov](http://ocsan.gov)







Orange County Sanitation District

3,270 followers

1mo • 🌐

Happy #4thofJuly . Today we celebrate our Nation's Independence Day with the 3 F's family, food and fireworks.



Orange County Sanitation District

3,270 followers

1mo • 🌐

As if we didn't already know. The annual Heal The Bay Report Card is in and Orange County Beaches are amongst the best in California. Visit [ocsan.gov](http://ocsan.gov) to learn how we help make this happen.

# Orange County beaches are among the best in California



Article	Date	Resource	Link
Southern California beaches score high on summer water quality	29-Jun-21	LA Daily News	<a href="https://www.dailynews.com/2021/06/29/southern-california-beaches-score-high-on-summer-water-quality/">https://www.dailynews.com/2021/06/29/southern-california-beaches-score-high-on-summer-water-quality/</a>
OC Gets Good Marks for Clean Beaches	29-Jun-21	OC Register	<a href="https://www.ocregister.com/2021/06/29/water-off-orange-county-cleaner-than-in-much-of-the-state-particularly-in-summer/">https://www.ocregister.com/2021/06/29/water-off-orange-county-cleaner-than-in-much-of-the-state-particularly-in-summer/</a>
Fitch Rates Orange County Sanitation District, CA Rev Obligations 'AAA'; Outlook Stable	1-Jul-21	Fitch Ratings	<a href="https://www.fitchratings.com/research/us-public-finance/fitch-rates-orange-county-sanitation-district-ca-rev-obligations-aaa-outlook-stable-01-07-2021">https://www.fitchratings.com/research/us-public-finance/fitch-rates-orange-county-sanitation-district-ca-rev-obligations-aaa-outlook-stable-01-07-2021</a>
Moody's assigns Aaa to Orange County Sanitation District, CA's Wastewater Refunding Rev. Ob., Series 2021A; outlook stable	1-Jul-21	Moody's	<a href="https://www.moody's.com/research/Moodys-assigns-Aaa-to-Orange-County-Sanitation-District-CAs-Wastewater--PR_907205728?cid=7QFRKQSZE021">https://www.moody's.com/research/Moodys-assigns-Aaa-to-Orange-County-Sanitation-District-CAs-Wastewater--PR_907205728?cid=7QFRKQSZE021</a>
Orange County Water Quality: How Clean Are OC's Beaches?	1-Jul-21	OC Patch	<a href="https://patch.com/california/orange-county/orange-county-water-quality-how-clean-are-ocs-beaches">https://patch.com/california/orange-county/orange-county-water-quality-how-clean-are-ocs-beaches</a>
Orange County launches first water plant to remove PFAS toxins	6-Jul-21	OC Register	<a href="https://www.ocregister.com/2021/07/06/orange-county-launches-first-water-plant-to-remove-pfas-toxins/">https://www.ocregister.com/2021/07/06/orange-county-launches-first-water-plant-to-remove-pfas-toxins/</a>
17-million-gallon sewage spill prompts closure of beaches north of El Segundo	12-Jul-21	Spectrum News 1	<a href="https://spectrumnews1.com/ca/orange-county/public-safety/2021/07/12/sewage-spill-prompts-closure-of-beaches-north-of-el-segundo">https://spectrumnews1.com/ca/orange-county/public-safety/2021/07/12/sewage-spill-prompts-closure-of-beaches-north-of-el-segundo</a>
Sewage spill was kept from public for hours	14-Jul-21	LA Tmes	<a href="https://enewspaper.latimes.com/infinity/article_share.aspx?guid=63516b55-99f5-4bcf-900b-16e5ec7e3b92">https://enewspaper.latimes.com/infinity/article_share.aspx?guid=63516b55-99f5-4bcf-900b-16e5ec7e3b92</a>
Secure California's future water supply and invest in recycled water	19-Jul-21	CAL Matters	<a href="https://calmatters.org/commentary/2021/07/secure-californias-future-water-supply-and-invest-in-recycled-water/">https://calmatters.org/commentary/2021/07/secure-californias-future-water-supply-and-invest-in-recycled-water/</a>
Congress Members Lowenthal, McClain, Introduce Legislation To Create National Labeling Standard For Non-flushable Wet Wipes	21-Jul-21	Congressman Lowenthal Newsletter	<a href="https://lowenthal.house.gov/media/press-releases/congress-members-lowenthal-mcclain-introduce-legislation-create-national">https://lowenthal.house.gov/media/press-releases/congress-members-lowenthal-mcclain-introduce-legislation-create-national</a>
Senators propose more money for water sources	24-Jul-21	Santa Barbara Newspress	<a href="https://newspress.com/senators-propose-more-money-for-water-sources/">https://newspress.com/senators-propose-more-money-for-water-sources/</a>

Western water experts are working to not only conserve water, but to also reuse as much wastewater as possible, including through direct potable reuse.	3-Aug-21	Ensia.com	<a href="https://ensia.com/features/in-an-arid-u-s-west-water-agencies-look-to-delive%E2%80%8Br%E2%80%8B-purified-wastewater-directly-to-customers-faucets%E2%80%8B-despite-yuck-factor/">https://ensia.com/features/in-an-arid-u-s-west-water-agencies-look-to-delive%E2%80%8Br%E2%80%8B-purified-wastewater-directly-to-customers-faucets%E2%80%8B-despite-yuck-factor/</a>
California Invests in Recycled Water as Droughts Take a Toll	4-Aug-21	Governing.com	<a href="https://www.governing.com/next/california-invests-in-recycled-water-as-droughts-take-a-toll">https://www.governing.com/next/california-invests-in-recycled-water-as-droughts-take-a-toll</a>
State report raises fresh alarms over sea-level rise	28-Aug-21	OC Register	<a href="https://www.ocregister.com/2021/08/27/state-report-raises-fresh-alarms-over-sea-level-rise/">https://www.ocregister.com/2021/08/27/state-report-raises-fresh-alarms-over-sea-level-rise/</a>