

Outreach and Media Summary



March 2024

OC San Public Affairs Office

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Outreach Report March 2024

| Date | Tours | Attendees | Tour Guide |
|---------|--|-----------|---|
| 3/124 | Seegerstrom High School | 19 | Jenna Obenshain |
| 3/4/24 | Yucaipa Valley Water staff | 4 | Justin Fenton/ Andrew Brown |
| 3/5/24 | University of California, Irvine | 4 | Ponce Navarro |
| 3/9/24 | Spirit Christian Academy | 14 | Dickie Fernandez/ Andrew Brown |
| 3/11/24 | Coastline Regional Occupational | 17 | Charles Falzone |
| 3/12/24 | Residential | 2 | Marianne Kleine |
| 3/13/24 | LA County Sanitation District staff | 3 | Michael Huls/ Chris Wheatley |
| 3/13/24 | Cyress College | 29 | Marianne Kleine |
| 3/14/24 | Iranian Media | 2 | Rebecca Long |
| 3/20/24 | Anaheim Hills Elementary | 9 | Jenna Obenshain/ Donald Herrera |
| 3/22/24 | Santiago Canyon College | 17 | Eric Halverson |
| 3/23/24 | Bassett Adult School | 4 | Shabbir Basrai |
| 3/25/24 | University of California, Irvine | 8 | Reza Sobhani |
| 3/26/24 | LA County Sanitation District staff | 1 | Anthony Chang |
| 3/29/24 | South Coast AQMD staff | 12 | Randa AbuShaban/ Tom Meregillano |
| Date | Speaking Engagements/Events | Attendees | Presenter |
| 3/6/24 | Orange County Science and Engineering Virtual Fair | 100 | Cindy Murra/ Jeff Brown/ Dawn Myers/ Yiping Cao/ David Lo/ Courtney Sakuma/ Jenna Obenshain/ Rachel Van Exel/ Shawn Carman |
| 3/7/24 | Wastewater 101 Citizens Academy | 20 | Rob Thompson/ Lorenzo Tyner |
| 3/19/24 | Career Day at Villa Park Middle School | 40 | Belen Carrillo |
| 3/21/24 | Wastewater 101 Citizen Academy Protecting our Environment | 23 | Sam Choi/ Mark Kawamoto/ Tom Meregillano |

| | | | |
|--------------------------------|---|----------------------------|---|
| 3/25/24 | Career Day at Carver Elementary | 120 | Sterling Harris |
| 3/27-28/24 | Children's Water Festival | 350 | Dindo Carrillo, Dawn Myers/ David Lo/ Randa AbuShaban/ Victoria Pilko/ Sam Choi/ Kelly Newell/ Rachel Orejel/ Belen Carrillo/ Tom Meregillano |
| 3/28/24 | Career Day at Monte Vista Elementary | 120 | Shabbir Basrai/ Jenna Obenshain/ Jenny Gomez |
| Project Area | Outreach Notifications | # of People Reached | Website Posts and Text Alerts |
| Anaheim/ | Orange Western Sewer - project update | 2,700 | 4 website posts/ 2 text alerts |
| Costa Mesa | Airway-Airport Loop Sewer Project – update | 30 | 2 website posts |
| Fountain Valley | Bushard Diversion Structure Project – start of construction | 4,000 | 1 website post/ 1 text alert |
| Newport Beach | MacArthur Sewer Construction – update | | 1 website update/ 1 text |
| External Communications | Distribution | # of People Reached | |
| 5 Minutes Per Month | OC San Takes Action | 216 | |
| Board Member Talking Points | One | 50 | |
| Website Posts | 8 posts | 2.1k views | Website |
| Facebook | 15 posts | 2.8k reached | Social Media |
| Twitter | 11 tweets | 705 reached | Social Media |
| Instagram | 25 posts | 4.1k reached | Social Media |
| LinkedIn | 5 posts | 2.9k reached | Social Media |

Post performance - Facebook Pages

Data from 01 Mar, 2024 to 31 Mar, 2024

Sources

Orange County Sanitation District

| DATE | POST | ENGAGEMENT RATE | IMPRESSIONS | REACH |
|--|--|-----------------|-------------|-------|
| Orange County Sanitation District Mar 31, 14:19 | On this very wet Easter, we ask that you defer water-using chores until after the storm has passed. Our sewer system works extra hard on rainy days like this. Thanks for helping your regional sewer provider. | 5.26% | 61 | 57 |
| Orange County Sanitation District Mar 30, 14:02 | 2024 marks 70 Years of OC San, to celebrate we are counting down to our FREE Open House on June 8 where you can come onsite and see everything that happens behind the wall and even take a tour. Visit ocsan.gov to register! | 4.76% | 133 | 126 |
| Orange County Sanitation District Mar 26, 16:29 | The OC San Audit Ad Hoc Committee Meeting is happening on April 3, 2024 at 3:30 pm. Click here to view the agenda: | 6.25% | 85 | 80 |
| Orange County Sanitation District Mar 24, 18:00 | Exciting news, we are celebrating 70 years of Environmental Impact by hosting a FREE Open House to let the community discover the incredible work we do in wastewater management and environmental protection. Don't miss out on... | 5.19% | 163 | 154 |
| Orange County Sanitation District Mar 22, 17:02 | Let's celebrate #WorldWaterDay! Here at OC San, our efforts make a huge splash! Find out for yourself by joining us at our Open House in June and take a tour. For more info visit ocsan.gov | 5.31% | 121 | 113 |
| Orange County Sanitation District Mar 21, 17:14 | The OC San Steering Committee Meeting (5 pm) and Board of Directors Meeting (6 pm) are happening on 3/27/24. Click here to view the agenda: | 1.69% | 61 | 59 |
| Orange County Sanitation District Mar 20, 19:02 | We were as shocked as Janice! These companies who make "flushable wipes" are not our F.R.I.E.N.D.S.... get it. Flushable wipes belong in the trash because they can cause clogs in the pipes. | 2.88% | 110 | 104 |
| Orange County Sanitation District Mar 18, 19:01 | Next time you follow that DIY haircut tutorial... remember that hair goes in the trash not down the drain!!!! Hair balls can happen inside your pipes and ours. To clear them out is no easy task either. #What2Flush | 1.52% | 136 | 132 |
| Orange County Sanitation District Mar 16, 15:01 | 3 things that should never go down the kitchen sink are fats, oils and greases. Make sure you throw them in the trash instead!! Remember that #FOGClogs | 6% | 213 | 200 |
| Orange County Sanitation District Mar 14, 21:01 | Happy Sunshine week! Sunshine Week aims to increase public awareness regarding the significance of transparent governance and encourages discussions on the consequences of excessive government confidentiality. At ... | 2.02% | 106 | 99 |
| Orange County Sanitation District Mar 12, 22:48 | Overnight Construction Happening. For full details visit ocsan.gov/AirwayAirport City of Costa Mesa | 3.32% | 1,108 | 1,083 |
| Orange County Sanitation District Mar 12, 22:39 | High School and College Students can win up to \$500! The deadline for the OC San Video Contest is coming up on March 31! For full details visit ocsan.gov/video | 5.19% | 188 | 154 |
| Orange County Sanitation District Mar 12, 17:55 | The Administration Committee Meeting is happening tomorrow at 5 p.m. Click here to view the agenda: | 0% | 51 | 45 |
| Orange County Sanitation District Mar 07, 22:55 | Check out our new name sign! It's giving ENVIRONMENTALLY AWARE vibes. It's giving INNOVATIVE vibes. It's giving OC San. | 9.3% | 227 | 215 |
| Orange County Sanitation District Mar 01, 19:15 | When the wipe says "flushable." Remember that even though wipes may be labeled as "flushable" they are not, they belong in the trash because they can cause clogs in your pipes and ours. | 3.81% | 229 | 210 |

Post performance - Twitter

Data from 01 Mar, 2024 to 31 Mar, 2024

Sources

@OCSanDistrict

| DATE ▼ | POST | ENGAGEMENT RATE | ENGAGEMENTS | IMPRESSIONS |
|---------------------------------|--|-----------------|-------------|-------------|
| @OCSanDistrict Mar 30, 14:01 | 2024 marks 70 Years of OC San, to celebrate we are counting down to our FREE Open House on June 8 where you can come onsite and see everything that happens behind the wall and even take a tour. Visit http://ocsan.gov to regist... | 6.85% | 5 | 73 |
| @OCSanDistrict Mar 24, 18:00 | We are celebrating 70 years of Environmental Impact by hosting a FREE Open House to highlight the work we do in wastewater management & environmental protection. Don't miss out on tours, interactive booths, free ice cream, and mor... | 0% | 0 | 67 |
| @OCSanDistrict Mar 22, 17:00 | Let's celebrate #WorldWaterDay! Here at OC San, our efforts make a huge splash! Find out for yourself by joining us at our Open House in June and take a tour. For more info visit http://ocsan.gov https://twitter.com/OCSanDistrict/sta... | 3.57% | 2 | 56 |
| @OCSanDistrict Mar 20, 19:00 | We were as shocked as Janice! These companies who make "flushable wipes" are not our F.R.I.E.N.D.S. ... get it. Flushable wipes belong in the trash because they can cause clogs in the pipes. https://twitter.com/OCSanDistrict/status/1... | 6.94% | 5 | 72 |
| @OCSanDistrict Mar 18, 19:00 | Next time you follow that DIY haircut tutorial... remember that hair goes in the trash not down the drain!!!! Hair balls can happen inside your pipes and ours. To clear them out is no easy task either. #What2Flush https://twitter.com/OCSan... | 0% | 0 | 58 |
| @OCSanDistrict Mar 16, 15:00 | 3 things that should never go down the kitchen sink are fats, oils and greases. Make sure you throw them in the trash instead!! Remember that #FOGClogs https://twitter.com/OCSanDistrict/status/1769015837959000509/photo/1 | 0% | 0 | 84 |
| @OCSanDistrict Mar 14, 21:00 | Happy Sunshine Week! This week increases public awareness of transparent governance and encourages discussions on the consequences of excessive government confidentiality. We are always open to the public about everythi... | 2.5% | 1 | 40 |
| @OCSanDistrict Mar 12, 22:48 | Overnight Construction Happening. For full details visit http://ocsan.gov/Airway Airport @CityofCostaMesa https://twitter.com/OCSanDistrict/status/1767684120316936527/photo/1 | 1.82% | 1 | 55 |
| @OCSanDistrict Mar 12, 22:39 | High School and College Students can win up to \$500! The deadline for the OC San Video Contest is coming up on March 31! For full details visit http://ocsan.gov/video https://twitter.com/OCSanDistrict/status/1767681867816309009/ph... | 1.49% | 1 | 67 |
| @OCSanDistrict Mar 07, 22:55 | Check out our new name sign! It's giving ENVIRONMENTALLY AWARE vibes. It's giving INNOVATIVE vibes. It's giving OC San. https://twitter.com/OCSanDistrict/status/1765873993720971392/photo/1 | 12.2% | 5 | 41 |
| @OCSanDistrict Mar 01, 19:15 | When the wipe says "flushable." Remember that even though wipes may be labeled as "flushable" they are not, they belong in the trash because they can cause clogs in your pipes and ours. https://twitter.com/OCSanDistrict/status/... | 3.26% | 3 | 92 |

Post performance - Instagram Business

Data from 01 Mar, 2024 to 31 Mar, 2024

Sources

ocsandistrict

| DATE | POST | ENGAGEMENT RATE | IMPRESSIONS | LIKES | REACH |
|---------------|--|-----------------|-------------|-------|-------|
| Mar 30, 14:01 | 2024 marks 70 Years of OC San, to celebrate we are counting down to our FREE Open House on June 8 where you can come onsite and see everything that happens behind the wall and even take a tour. Visit ocsan.gov to register! | 6.71% | 183 | 11 | 164 |
| Mar 28, 22:44 | (No description) | 0% | 130 | 0 | 129 |
| Mar 28, 22:40 | (No description) | 0% | 145 | 0 | 144 |
| Mar 27, 23:38 | If you haven't done so visit our website to register for a tour at our open house! | 0% | 72 | 0 | 72 |
| Mar 27, 22:11 | (No description) | 0% | 71 | 0 | 71 |
| Mar 27, 21:50 | Just enter a video less than 1 minute in length Submit before March 31 | 0% | 70 | 0 | 70 |
| Mar 27, 21:49 | Deadline to submit is March 31! Don't miss out on this chance to win up to \$500! | 0% | 74 | 0 | 73 |
| Mar 27, 18:08 | Teaching hundreds of kids the 3 Ps today. | 0% | 88 | 0 | 87 |
| Mar 27, 18:04 | Relay Race at the @ocwaterfest | 0% | 100 | 0 | 99 |
| Mar 25, 14:44 | Sign Up Now for a FREE Tour: | 0% | 125 | 0 | 122 |
| Mar 24, 18:01 | Exciting news, we are celebrating 70 years of Environmental Impact by hosting a FREE Open House to let the community discover the incredible work we do in wastewater management and environmental protection. Don't miss out on... | 10.81% | 359 | 23 | 333 |
| Mar 22, 18:34 | Danger: Cute turtles at OC San | 0% | 185 | 0 | 183 |
| Mar 22, 18:20 | FriYay Moment - Touring the Treatment Plant | 0% | 211 | 0 | 207 |
| Mar 22, 17:02 | Let's celebrate #WorldWaterDay! Here at OC San, our efforts make a huge splash! Find out for yourself by joining us at our Open House in June and take a tour. For more info visit ocsan.gov | 6.02% | 179 | 9 | 166 |
| Mar 20, 19:02 | We were as shocked as Janice! These companies who make "flushable wipes" are not our F.R.I.E.N.D.S.... get it. Flushable wipes belong in the trash because they can cause clogs in the pipes. | 7.01% | 288 | 18 | 271 |
| Mar 18, 19:01 | Next time you follow that DIY haircut tutorial... remember that hair goes in the trash not down the drain!!!! Hair balls can happen inside your pipes and ours. To clear them out is no easy task either. #What2Flush | 4.41% | 460 | 15 | 431 |
| Mar 16, 15:01 | 3 things that should never go down the kitchen sink are fats, oils and greases. Make sure you throw them in the trash instead!! Remember that #FOGClugs | 5.76% | 205 | 9 | 191 |
| Mar 14, 21:01 | Happy Sunshine week! Sunshine Week aims to increase public awareness regarding the significance of transparent governance and encourages discussions on the consequences of excessive government confidentiality. At... | 5% | 129 | 6 | 120 |
| Mar 12, 22:40 | High School and College Students can win up to \$500! The deadline for the OC San Video Contest is coming up on March 31! For full details visit ocsan.gov/video | 6.47% | 176 | 5 | 139 |
| Mar 12, 14:07 | Deadline to submit is coming up! March 31! For more details visit: | 0% | 0 | 0 | 89 |
| Mar 11, 15:05 | (No description) | 0% | 0 | 0 | 132 |
| Mar 07, 22:55 | Check out our new name sign! It's giving ENVIRONMENTALLY AWARE vibes. It's giving INNOVATIVE vibes. It's giving OC San. | 10.71% | 413 | 38 | 383 |
| Mar 07, 19:43 | (No description) | 0% | 0 | 0 | 153 |
| Mar 03, 18:16 | (No description) | 0% | 0 | 0 | 147 |
| Mar 01, 19:15 | When the wipe says "flushable." Remember that even though wipes may be labeled as "flushable" they are not, they belong in the trash because they can cause clogs in your pipes and ours. | 0.63% | 175 | 1 | 158 |

Post performance - LinkedIn Pages

Data from 01 Mar, 2024 to 31 Mar, 2024

Sources

 Orange County Sanitation District

| DATE ▼ | POST | ENGAGEMENT RATE | IMPRESSIONS | REACTIONS | SHARES |
|--|--|-----------------|-------------|-----------|--------|
|  Orange County Sanitation District Mar 30, 14:01 |  <p>2024 marks 70 Years of OC San, to celebrate we are counting down to our FREE Open House on June 8 where you can come onsite and see everything that happens behind the wall and even take a tour. Visit ocsan.gov to register!</p> | 5.2% | 442 | 10 | 2 |
|  Orange County Sanitation District Mar 24, 18:00 |  <p>Exciting news, we are celebrating 70 years of Environmental Impact by hosting a FREE Open House to let the community discover the incredible work we do in wastewater management and environmental protection. Don't miss out on...</p> | 7.19% | 793 | 24 | 2 |
|  Orange County Sanitation District Mar 22, 17:02 |  <p>Let's celebrate #WorldWaterDay! Here at OC San, our efforts make a huge splash! Find out for yourself by joining us at our Open House in June and take a tour. For more info visit ocsan.gov</p> | 6.71% | 656 | 17 | 2 |
|  Orange County Sanitation District Mar 14, 21:05 |  <p>Happy Sunshine week! Sunshine Week aims to increase public awareness regarding the significance of transparent governance and encourages discussions on the consequences of excessive government confidentiality. At ...</p> | 2.55% | 432 | 8 | 0 |
|  Orange County Sanitation District Mar 12, 22:39 |  <p>High School and College Students can win up to \$500! The dead line for the OC San Video Contest is coming up on March 31! For full details visit ocsan.gov/video</p> | 6.3% | 571 | 3 | 0 |

Media Articles

| Article | Date | Source | Link |
|---|-----------|-----------------------------|---|
| Harvesting water and minerals from waste slurries with supercritical water oxidation | 3/1/2024 | Chemical Engineering | https://www.chemengonline.com/supercritical-water-oxidation/ |
| Large-Scale Construction To Impact Bus Operations | 3/7/2024 | OC Patch | https://patch.com/california/losalamitos/large-scale-construction-impact-bus-operations |
| Orange County Water District and Orange County Sanitation District Receive National Recognition for Water Recycling Project | 3/13/2024 | OC San/OCWD Press Release | https://www.ocsan.gov/home/showdocument?id=34443&t=638459379858810802 |
| 2024 WaterReuse Award Winners Exemplify Leadership and Innovation | 3/20/2024 | Municipal Sewer and Water | https://ocsdgov.sharepoint.com/:b:/s/External/EeENaQ2PRbFikmnbpbvExxcBx-THTiHVXuosityChISQYg?e=P4I7Ku |
| Socal's Water Resilient Future looks like Ventura Water Pure | 3/24/2024 | Sierra Club Angeles Chapter | https://angeles.sierraclub.org/news_conservation/blog/2024/03/socal_s_water_resilient_future_looks_like_ventura_water_pure |
| Fitch Rates Orange County Sanitation District, CA Rev Obligations 'AAA'; Outlook Stable | 3/28/2024 | Fitch Ratings | https://www.fitchratings.com/research/us-public-finance/fitch-rates-orange-county-sanitation-district-ca-rev-obligations-aaa-outlook-stable-28-03-2024/dodd-frank-disclosure |