



# 2018-2019 Public Affairs Year End Report



# Public Affairs Office: Who We Are

- Jennifer Cabral, Administration Manager
- Daisy Covarrubias, Principal Public Affairs Specialist
- Rebecca Long, Senior Public Affairs Specialist
- Kelly Newell, Public Affairs Specialist
- Gregg Deterding, Graphics Coordinator
- Cheryl Scott, Administrative Assistant
- Belen Carrillo, Contract Employee (40 hrs.)
- Isai Carrillo, Student Intern (20 hrs.)
- Quentin Velasco, Student Intern (20 hrs.)

## **Extension of Our Team**

- Tanya Chong, Senior Analyst
- OCSD VIP's

## **Annual Budget**

- \$1,062,000 million
  - \$696k Annual Salaries
  - \$225k Professional Services/Contracts

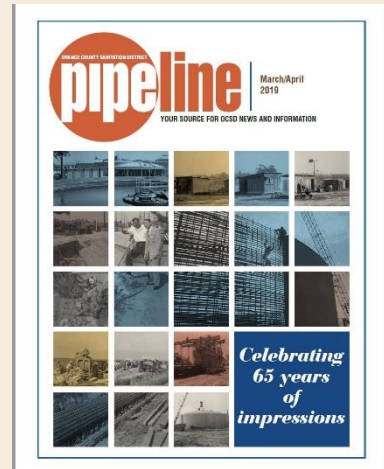


# Public Affairs: What We Do

## Legislative & Grants



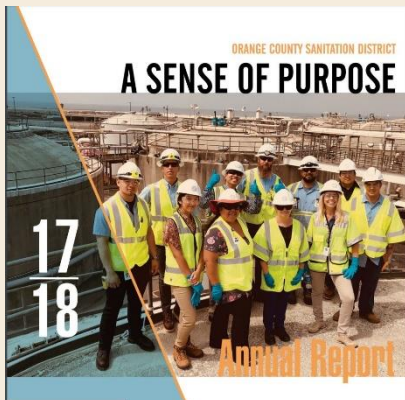
## Educational Outreach



## Internal Communications



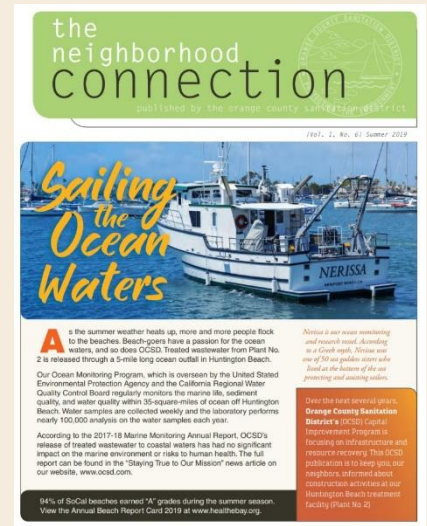
## Media Relations



## Branding & Messaging



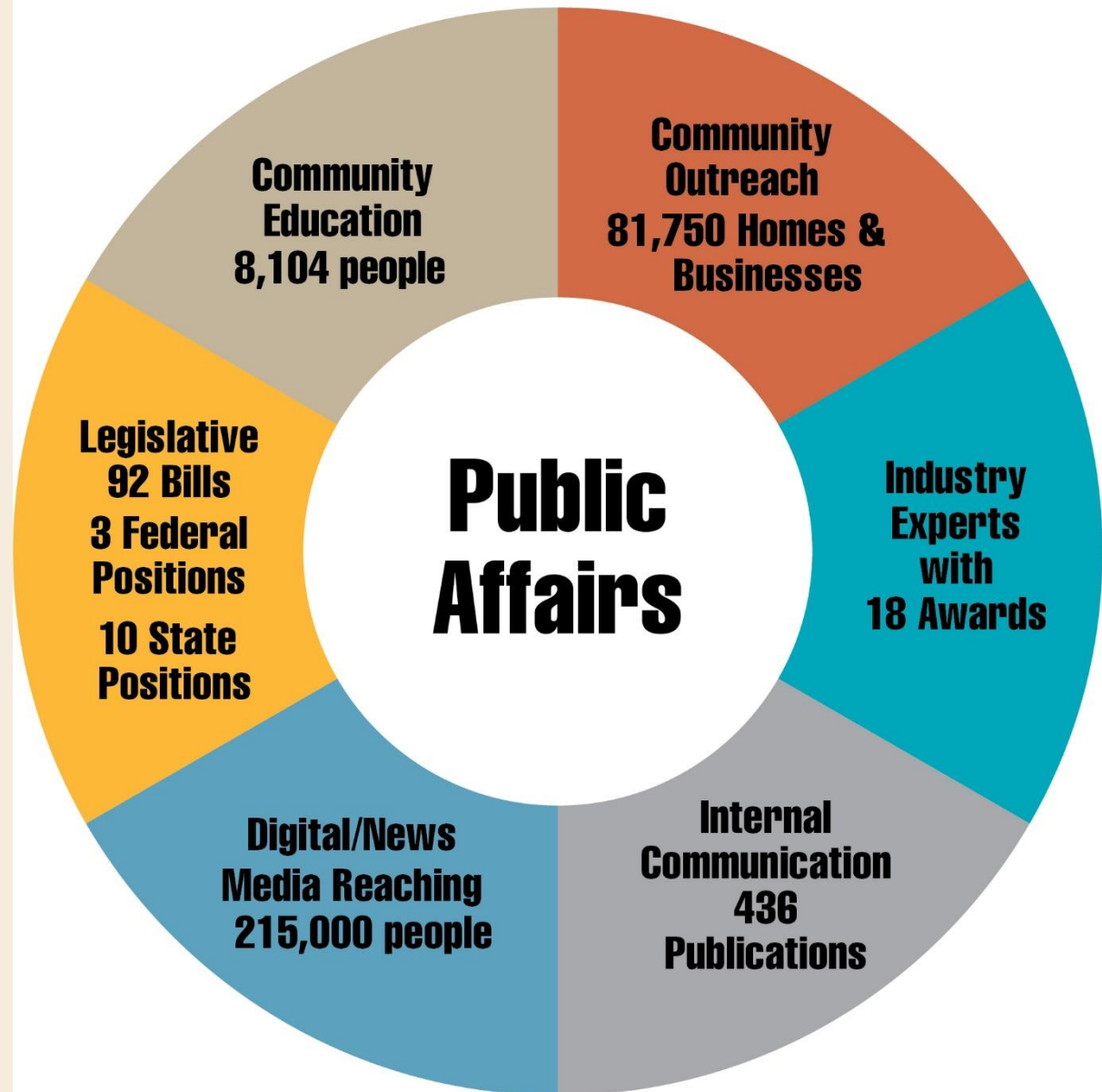
## External Communications



## Community Relations

# 2018-2019 by the Numbers

Increased our  
external reach by  
31% from the  
prior year





Orange County Sanitation District

April 16 · 🌐

Sometimes people lie, we would never lie to you. Believe us when we say that "flushable" wipes aren't flushable. #NoWipesInThePipes #What2Flush #WipesClogPipes #ToiletTipTuesday



4,469 People Reached      434 Engagements

Performance for Your Post

4,469 People Reached

163 Reactions, Comments & Shares

97 Like      24 On Post

1      1

Facebook Posts



Orange County Sanitation District

May 6 · 🌐

Everyone's out there looking for the iron throne when it's been at OCSD all along. #GoT #HomeOfTheRealThrone



1,091 People Reached      244 Engagements

Boost Post

Performance for Your Post

1,091 People Reached

66 Reactions, Comments & Shares

30 Like      17 On Post

2 Love      2 On Post

25 Haha      15 On Post

5 Comments      3 On Post

5 Shares      5 On Post

178 Post Clicks

102 Photo Views      0 Link Clicks

NEGATIVE FEEDBACK



Total Page Followers as of Today: 1,050



Facebook followers in 2017/2018 were 776 Followers

In 2018/19 we had 1,050 followers on Facebook

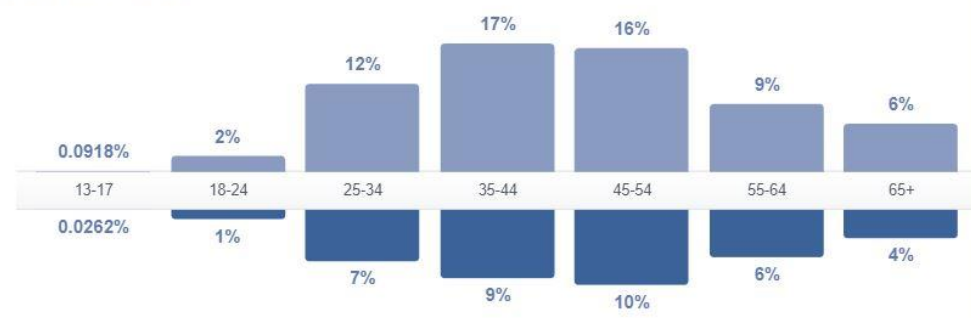
The number of people who had any content from your Page or about your Page enter their screen screen, grouped by age and gender. This number is an estimate.

Women

62% People Reached

Men

37% People Reached



Country	People Reached	City	People Reached	Language	People Reached
United States of America	7,223	Huntington Beach, CA	1,859	English (US)	7,251
Canada	102	Los Angeles, CA	294	English (UK)	209
Philippines	66	San Diego, CA	176	Spanish	61
Mexico	23	Anaheim, CA	175	French (France)	16
Indonesia	21	Orange, CA	152	Traditional Chinese (Ta...	9
United Kingdom	17	Fullerton, CA	146	Japanese	8
Pakistan	17	Fountain Valley, CA	128	Italian	7

## 28 day summary with change over previous period



Twitter Followers for 2018-19 were 1,592

In 2017-18 followers were 1,493

## Top media Tweet earned 1,343 impressions

Spent the morning at [@City\\_of\\_Irvine](#) celebrating [#EarthDay](#) and talking [#wastewater](#). What did you do to celebrate the day? [pic.twitter.com/ImYptLOPBh](http://pic.twitter.com/ImYptLOPBh)



← 1   ♥ 5

## Top mention earned 156 engagements

 **Rep. Harley Rouda**  
[@RepHarley](#) · Mar 7

At the [@transportdems](#) hearing today I called for funding for [@OCWDWaterNews](#) and [@OCSewers](#) water recycling projects. We've got to consider [#climatechange](#) when we think about how to spend infrastructure dollars, and I'm pleased OC is taking the lead. [pic.twitter.com/J4IRQ7OPyn](http://pic.twitter.com/J4IRQ7OPyn)



← 7   ↻ 18   ♥ 69



### Top Follower

followed by 2,314 people



**Jose Solorio** 🔒

@JoseSolorio **FOLLOWS YOU**

Jose Solorio is our Santa Ana City Councilman. He's running for Mayor in 2020. Join us via my website address below.

### Top mention

earned 42 engagements



**Orange County Water District**

@OCWDWaterNews · Jun 24

The ultimate upcycle: turning treated wastewater into drinking water.

#upcyclingday #gwrs #waterreuse

@OCSEwers pic.twitter.com/VTaOHY87jK



↻ 5 ❤️ 21

### Top Tweet

earned 2,303 impressions

When your mom finds out you've been flushing wipes down the toilet. #GoT #NoWipesInThePipes #WipesClogPipes pic.twitter.com/taQSD6SkMk



↻ 3 ❤️ 23

### Top media Tweet

earned 722 impressions

Today, OCSD had the opportunity to meet with @RepLindaSanchez to discuss permit terms, funding opportunities for the final expansion of the #GWRS and other water related issues. We look forward to working with her in the future.

pic.twitter.com/OCmLoFULUc



❤️ 4

## Twitter Posts

### Top mention

earned 168 engagements



**Las Virgenes MWD**

@LVMWD · Apr 2

Single-use wipes that say "flushable" may go down the toilet, but they end up clogging sewer pipes and treatment equipment.

#NoWipesinthePipes #WhattoFlush

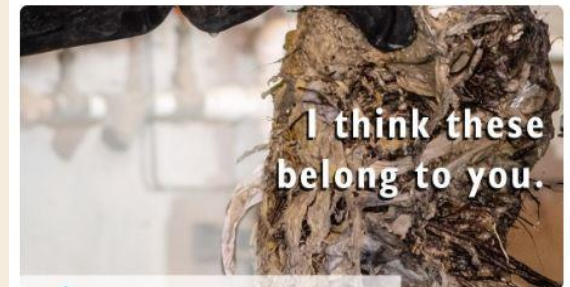
#WipesClogPipes #NotsoFlushable

@CentralSan @OCSEwers

@CASA\_CleanWater @LADWP

#GoletaSanitation

pic.twitter.com/wV07rI3KEX



↻ 3 ↻ 6 ❤️ 18



# Out in the Community



- OC Eco Challenge at Honda Center
- Anaheim Green Expo
- Coastkeeper Huntington Beach Clean Up
- Coastal Clean Up Day



- OC Science and Engineering Fair
- Children's Water Festival
- Westminster Spring Festival
- Placentia Heritage Festival & Parade



# 2018-2019 Highlights

- Wrote, advertised and secured an outside consult to conduct a third party communications audit for OCSD.
- Expand construction outreach into the overall agency communications program for OCSD which included for FY 18/19: approximately 9 various capital projects, impacting 16 cities, totaling more than \$122 million in construction costs, which reached more than 80,000 people.
- Launched a corporate identity program for all OCSD employees to ensure brand recognition with the outside public.
- Published over 430 internal pieces (Pipeline, Digester, MyOCSD, 3 Things to Know)
- OCSD 65<sup>th</sup> Anniversary and associated efforts (banners, history wall, etc.)
- Held our Open House and Ribbon Cutting for the new Centrifuges



# What's Next

- Complete the Communications Audit
- Create a Plan to Address Areas for Opportunity
- Revamp OCSD's Tour Program
- State of the District
- Begin Design Concepts for Community Education in the Headquarters Complex

# Be Social Connect with Us!



@ocsewers

Please visit our website [www.ocsd.com](http://www.ocsd.com)

