

Outreach and Media Summary



April 2024

OC San Public Affairs Office

Table of Contents

OUTREACH REPORT.....	PAGE 1
FACEBOOK POSTINGS	PAGE 3
TWITTER POSTINGS	PAGE 4
INSTAGRAM POSTINGS.....	PAGE 5
LINKEDIN POSTINGS.....	PAGE 6
NEWS ARTICLES.....	PAGE 7

Outreach Report April 2024

Date	Tours	Attendees	Tour Guide
4/2/24	Midway City	11	Chris Cervellone
4/4/24	Hope University	9	Jenny Gomez
4/8/24	New Employee Tour	7	Rob Thompson
4/12/24	Fullerton College	21	Dickie Fernandez/ Joey Robledo/ Art Diaz
4/15/24	Hope University	13	Valerie Ratto
4/17/24	Goldenwest College	12	Dickie Fernandez
4/19/24	Orange Coast College	23	Chris Cervellone
4/23/24	Cal State Long Beach Nursing	22	Cortney Light
4/26//24	Servite High School	36	Eric Halverson/ Randa AbuShaban
4/27/24	Wastewater 101 Citizens Academy Tour	9	Rob Thompson
Date	Speaking Engagements/Events	Attendees	Presenter
4/4/24	La Palma Community Conversation	150	Belen Carrillo/ Gregg Deterding
4/4/24	Wastewater 101 Citizens Academy: Nuts and Bolts	20	James Cabral/ David Haug/ Jackie Luma
4/18/24	Wastewater 101 Citizens Academy: Construction Improvement Program	19	Martin Dix/ Raul Cuellar
4/19/24	Career Day at Belle Monte Montessori Academy	20	Chris Wheatley
4/20/24	Costa Mesa Earth Day	200	Hy Oh/ Enisha Matthews/ Giti Radvar/ Greg Blakley/ Kelly Newell / Rachel Orejel
Project Area	Outreach Notifications	# of People Reached	Website Posts and Text Alerts
Anaheim	Orange Western Sewer - project update	150	2 website posts
Costa Mesa	Airway-Airport Loop Sewer Project – update	30	1 website posts

Fountain Valley	Bushard Diversion Structure Project – start of construction	4,000	1 website post
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	OC San: Sole California Utility Achieving AAA Ratings from All Three Major Agencies	216	
Board Member Talking Points	One	50	
Website Posts	7 posts	2.1k views	Website
Facebook	12 posts	2.4k reached	Social Media
Twitter	9 tweets	691 reached	Social Media
Instagram	31 posts	5.9k reached	Social Media
LinkedIn	6 posts	3.7k reached	Social Media

Post performance - Facebook Pages

Data from 01 Apr, 2024 to 30 Apr, 2024

Sources

Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACH
Orange County Sanitation District Apr 30, 14:40	The OC San Operations Committee Meeting is happening on Wednesday, April 1 at 5 p.m. Click here to view the agenda:	9.17%	122	120
Orange County Sanitation District Apr 29, 18:01	Mark your calendars! 40 days until our Open House. This is a great opportunity to learn more about OC San's important work in wastewater treatment and visit our new headquarters. I hope you can make it!! #70years #OCSanOpenHouse	6.62%	307	302
Orange County Sanitation District Apr 27, 14:01	Drug Take Back: Don't be a part of the pill-ution problem! Medications don't belong down the drain or in the trash. Drop off your unused medication at your local pharmacy. For more info visit ocsan.gov	5.75%	91	87
Orange County Sanitation District Apr 22, 22:35	You know all about how we recycle wastewater, but did you know we also recycle the solids that come into our system. We remove the solids from the water, put them through digesters, centrifuges and finally they get trucked off ...	4.72%	593	551
Orange County Sanitation District Apr 19, 22:35	Only 50 Days Left! Join us for a day of fun and learning! We will have informative booths, entertainment, prizes and more! See you there! Visit ocsan.gov for all the info.	1.63%	137	123
Orange County Sanitation District Apr 18, 16:59	The OC San Steering Committee Meeting (5 pm) and the Board of Directors Meeting (6 pm) are happening on Wednesday, April 24. Click here to view the agenda and more info:	3.57%	98	84
Orange County Sanitation District Apr 17, 18:01	#WaybackWednesday. These little ones were pictured at our daughters Day event back in 1996! And of course, we never forget the hard hats! Safety first!	15.18%	270	257
Orange County Sanitation District Apr 15, 21:23	A new meaning to shut your pi-pe hole. Check out our contractors putting in some work at one of our current construction sites. #OCSanCostruction	9.23%	278	260
Orange County Sanitation District Apr 09, 22:01	60 Days Left! If you haven't done so yet, register for a tour of our facility during the Open House at ocsan.gov . #75OpenHouse #OCSanTurns75 #60DaysLeft	5.88%	166	153
Orange County Sanitation District Apr 09, 19:51	The OC San General Legal Services Ad Hoc Committee Meeting (4 pm) and the Administration Committee Meeting (5 pm) is happening tomorrow on April 10. Click here to view the agenda:	2.86%	82	70
Orange County Sanitation District Apr 08, 18:51	The OC San General Manager, Rob Thompson was recently interviewed for the FV and HB Living Magazines. To read the full article and learn how innovation and community engagement drive our efforts for OC San, visit ocsan.gov to re...	13.48%	331	319
Orange County Sanitation District Apr 02, 23:21	The OC San Operations Committee Meeting is happening tomorrow, April 4 at 5 p.m. Click here to view the agenda:	3.7%	95	81

Post performance - Twitter

Data from 01 Apr, 2024 to 30 Apr, 2024

Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Apr 29, 18:01	Mark your calendars! 40 days until our Open House. This is a great opportunity to learn more about OC San's important work in wastewater treatment and visit our new headquarters. I hope you can make it!! #70years #OCSanOpenHouse...	5.26%	4	76
@OCSanDistrict Apr 27, 14:01	Drug Take Back: Don't be a part of the pill-ution problem! Medications don't belong down the drain or in the trash. Drop off your unused medication at your local pharmacy. For more info visit http://ocsan.gov https://twitter.com/OCSa...	0%	0	71
@OCSanDistrict Apr 22, 22:35	You know about how we recycle wastewater, but did you know we recycle the solids that come into our system? Find out more at http://ocsan.gov . Happy Earth Day! https://twitter.com/OCSanDistrict/status/1782538676821483610/...	13.04%	6	46
@OCSanDistrict Apr 19, 22:35	Only 50 Days Left! Join us for a day of fun and learning! We will have informative booths, entertainment, prizes and more! See you there! Visit http://ocsan.gov for all the info. https://twitter.com/OCSanDistrict/status/178145150...	7.35%	5	68
@OCSanDistrict Apr 17, 18:01	#WaybackWednesday. These little ones were pictured at our daughters Day event back in 1996! And of course, we never forget the hard hats! Safety first! https://twitter.com/OCSanDistrict/status/1780657898244206964/photo/1	5%	3	60
@OCSanDistrict Apr 15, 21:23	A new meaning to shut your pi-pe hole. Check out our contractors putting in some work at one of our current construction sites. #OCSanCostruction https://twitter.com/OCSanDistrict/status/1779983887134871811/photo/1	0%	0	59
@OCSanDistrict Apr 09, 22:01	60 Days Left! If you haven't done so yet, register for a tour of our facility during the Open House at http://ocsan.gov . #75OpenHouse #OCSanTurns75 #60DaysLeft https://twitter.com/OCSanDistrict/status/177781912290818875...	5.71%	4	70
@OCSanDistrict Apr 08, 20:08	The OC San General Manager was featured in the Fountain Valley and Huntington Beach Living Magazine. Read how innovation and community engagement drive our efforts at OC San, visit http://ocsan.gov . https://twitter.com/OCSanDistrict/status/177781912290818875...	5.52%	10	181
@OCSanDistrict Apr 08, 18:51	The OC San General Manager, Rob Thompson was recently interviewed for the FV and HB Living Magazines. To read the full article and learn how innovation and community engagement drive our efforts for OC San, visit http://ocsan.gov ...	0%	0	0

Post performance - Instagram Business

Data from 01 Apr, 2024 to 30 Apr, 2024

Sources


ocsandistrict













DATE	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES ▼	REACH
Apr 02, 18:24	And just like that, OC San installs a new bar screen at Plant No. 1 in Fountain Valley. (By just like that, we mean hours and months of planning and construction work)	9.79%	0	43	623
Apr 17, 18:01	#WaybackWednesday. These little ones were pictured at our daughters Day event back in 1996! And of course, we never forget the hard hats! Safety first!	10.33%	294	27	271
Apr 08, 18:52	The OC San General Manager, Rob Thompson was recently interviewed for the FV and HB Living Magazines. To read the full article and learn how innovation and community engagement drive our efforts for OC San, visit ocsan.gov to re...	9.28%	320	24	291
Apr 22, 22:35	You know all about how we recycle wastewater, but did you know we also recycle the solids that come into our system. We remove the solids from the water, put them through digesters, centrifuges and finally they get trucked off ...	7.8%	238	15	218
Apr 15, 21:23	A new meaning to shut your pi-pe hole. Check out our contractors putting in some work at one of our current construction sites. #OCSanCostruction	4.85%	286	13	268
Apr 19, 22:35	Only 50 Days Left! Join us for a day of fun and learning! We will have informative booths, entertainment, prizes and more! See you there! Visit ocsan.gov for all the info.	2.65%	164	4	151
Apr 27, 14:01	Drug Take Back: Don't be a part of the pill-ution problem! Medications don't belong down the drain or in the trash. Drop off your unused medication at your local pharmacy. For more info visit ocsan.gov	4%	132	4	125
Apr 09, 22:01	60 Days Left! If you haven't done so yet, register for a tour of our facility during the Open House at ocsan.gov . #75OpenHouse #OCSanTurns75 #60DaysLeft	2%	218	4	200
Apr 29, 18:01	Mark your calendars! 40 days until our Open House. This is a great opportunity to learn more about OC San's important work in wastewater treatment and visit our new headquarters. I hope you can make it!! #70years #OCSanOpenHouse	3.03%	145	3	132
Apr 26, 22:22	Thanks @servitvhs for coming on a tour!	0%	185	0	179
Apr 09, 21:59	(No description)	0%	129	0	128
Apr 05, 00:21	(No description)	0%	184	0	183
Apr 25, 19:21	The cutest visitors	0%	173	0	170
Apr 27, 17:17	Perfect Day for an OC San Tour	0%	135	0	133
Apr 25, 19:28	We counted 10 ducklings! 🐥	0%	161	0	158
Apr 17, 22:28	(No description)	0%	177	0	177
Apr 26, 22:23	Always cruising in style ⚡	0%	161	0	156
Apr 20, 19:51	(No description)	0%	158	0	158
Apr 22, 20:16	(No description)	0%	100	0	99
Apr 27, 17:42	All the views but none of the smells	0%	122	0	122
Apr 25, 19:27	(No description)	0%	167	0	165
Apr 11, 00:45	(No description)	0%	217	0	211
Apr 12, 17:17	(No description)	0%	201	0	199
Apr 19, 18:56	(No description)	0%	196	0	192
Apr 08, 23:48	(No description)	0%	219	0	217
Apr 27, 18:59	Bitter Point Pump Station	0%	124	0	123
Apr 25, 19:23	Yes, we did make a custom ramp for our guests.	0%	172	0	170
Apr 25, 19:27	(No description)	0%	164	0	162
Apr 11, 16:29	(No description)	0%	189	0	186
Apr 25, 19:20	The best story you'll see today	0%	180	0	177
Apr 20, 17:14	(No description)	0%	168	0	166

Post performance - LinkedIn Pages

Data from 01 Apr, 2024 to 30 Apr, 2024

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Apr 29, 18:01	 Mark your calendars! 40 days until our Open House. This is a great opportunity to learn more about OC San's important work in wastewater treatment and visit our new headquarters. I hope you can make it!! #70years #OCSanOpenHouse	3.63%	853	17	0
 Orange County Sanitation District Apr 27, 14:01	 Drug Take Back: Don't be a part of the pill-ution problem! Medications don't belong down the drain or in the trash. Drop off your unused medication at your local pharmacy. For more info visit ocsan.gov	2.8%	214	1	0
 Orange County Sanitation District Apr 22, 22:35	 You know all about how we recycle wastewater, but did you know we also recycle the solids that come into our system. We remove the solids from the water, put them through digesters, centrifuges and finally they get trucked off ...	6.28%	892	22	1
 Orange County Sanitation District Apr 19, 22:35	 Only 50 Days Left! Join us for a day of fun and learning! We will have informative booths, entertainment, prizes and more! See you there! Visit ocsan.gov for all the info.	4.29%	396	4	1
 Orange County Sanitation District Apr 09, 22:01	 60 Days Left! If you haven't done so yet, register for a tour of our facility during the Open House at ocsan.gov . #75OpenHouse #OCSanTums75 #60DaysLeft	5.82%	739	18	1
 Orange County Sanitation District Apr 08, 18:51	 The OC San General Manager was featured in the Fountain Valley and Huntington Beach Living Magazine. Read how innovation and community engagement drive our efforts at OC San, visit ocsan.gov .	6.72%	655	7	0

Media News Articles for April

Article	Date	Source	Link
Optimizing New Board Member Orientations: A Necessity for Effective Governance (page 48-49)	March/April	Magazine - California Special Districts Association (csda.net)	https://www.csda.net/member-resources/magazine?utm_source=informz&utm_medium=email&utm_campaign=electronic%20newsletter&zs=TrTpQ1&zl=5fQI7
OC Sanitation keeps 2.6 million residents going with the flow	4/1/2024	FV Living	https://ocsdgov.sharepoint.com/:b:/s/External/ET-tvbgS7JxMIPqZ-t9xfoBRVmH7UupKmr3Ec1GiqubtQ?e=aAApMW
The 7 Best Shower Filters in 2024, According to Hair and Water Experts	4/9/2024	Prevention	The 7 Best Shower Filters in 2024, According to Experts (prevention.com)
EPA Limits forever chemicals in water	4/11/2024	OC Register	https://ocsdgov.sharepoint.com/:b:/s/External/EWctKS8dDghMn4mSLiLLnwgBtj3UIY638Y--rQjhlDcCJg?e=bBHPjA
OC SAN Bushard Diversion Project for April 15, 2024 through September 2024	4/13/2024	Fountain Valley.org	https://www.fountainvalley.gov/CivicAlerts.aspx?AID=2877
Newport Beach council denies appeal of approved plans for new Bay Bridge pump station	4/25/2024	Daily Pilot	https://ocsdgov.sharepoint.com/:b:/s/External/ET7PHJT9X8NPsGT8WGXqkwEBopdHIYq0u23IpcX1UbgY2Q?e=uzBWI2