

Outreach and Media Summary



April 2025

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 2025

Date	Tours	Attendees	Tour Guide
4/1/25	Water Emergency Response Organization of Orange County	2	Jon Bradley/ April Frost
4/3/25	American Society of Civil Engineers Orange County	23	Valerie Ratto/ Chris Cervellone
4/2/25	Operations Committee Plant No. 2 Tour	15	Rob Thompson
4/4/25	Rosary Academy	20	Jenny Gomez
4/9/25	Administration Committee Plant No. 2 Tour	15	Rob Thompson
4/11/25	Santiago High School	19	Cindy Murra
4/17/25	City of Orange Mayor Dan Slater	1	Rob Thompson
4/18/25	Orange Coast College	24	Jenny Gomez
4/19/25	Bassett Adult School	8	Shabbir Basrai
4/21/25	California State University, Long Beach	9	Yiping Cao
4/21/25	Hope University	8	Dickie Fernandez
4/22/25	Orange County Fire Authority	2	Jon Bradley/ April Frost
4/26/25	Wastewater 101 Tour	30	Rob Thompson
Date	Speaking Engagements/Events	Attendees	Presenter
4/4/25	Wastewater 101 Session #3 – The Nuts and Bolts	46	David Haug/ Reza Sobhani/ Ponce Navarro
4/8/25	Golden West College	20	Marianne Klein/ Kacey Abushaban
4/8/25	University of California Irvine - Social Justice Group on Global Sanitation	15	Lan Wiborg
4/16/25	County of Orange Supplier Outreach Event	1500	Kevin Work/ Cody Harms/Natalia Bello
4/17/25	OC WaterReuse presentation on Pure Water	40	Rob Thompson
4/17/25	Wastewater 101 Session #4 – Capital Improvement Project and Our People	43	Don Cutler/ Justin Fenton/ Thys Devries/ Case Spencer
4/22/25	California Water Environment Association presentation on PFAS and Innovative Solutions	25	Rob Thompson
4/23/25	Children's Water Festival	108	Giti Radvar/ Jacob Dalgoff/ David Lo/ Paul Gabot/ Kelly Newell/

			Becky Polcyn
4/24/25	Children's Water Festival	100	Dickie Fernandez/ Lorianne Shimomura/ Perla Rodriguez/ Chareen Hsai
4/26/25	Costa Mesa Earth Day	100	Becky Polcyn/ Enisha Matthews/ Melissa Soriano/ Jenny Gomez
Project Area	Outreach Notifications	# of People Reached	Output Method
Costa Mesa	Costa Mesa Sewer Rehabilitation Along I-405	43 page views 742 subscribers	2 website posts 1 email
Huntington Beach	Plant No.2 Wall and Soil Improvement Project	115 page views 740 subscribers Sent 46 texts	1 website post/ 1 text alert 1 email
Orange	Taft Ave. Sewer Improvement Project	77 page views 461 subscribers	1 website post
Newport	Bay Bridge Pump Station and Force Mains Replacement Project	931	1 printed notification
Costa Mesa	Airway – Airport Loop Sewer Rehabilitation Project	23 page views 346 subscribers	1 website post
External Communications	Distribution	# of People Reached	
5 Minutes Per Month	Wastewater 101 Citizens Academy – Graduate Highlight	131	
GovDelivery	5 bulletins	2,273	
Board Member Talking Points	One	50	
Website Posts	3 posts	54 views	Website
Facebook	22 posts	2.4k reached	Social Media
Twitter	18 tweets	670 reached	Social Media
Instagram	27 posts	13.3k reached	Social Media
LinkedIn	5 posts	3.3K reached	Social Media

Post performance - Facebook Pages

Data from 01 Apr, 2025 to 25 Apr, 2025

Sources

Orange County Sanitation District

DATE ▼	POST	IMPRESSIONS	REACH
Apr 23, 20:00	Did we mention it's #WorldLabDay too? Our talented lab staff perform roughly 100,000 analyses each year to ensure we're meeting operational and regulatory requirements. Thank you to our staff for making the lab the state-of-the-art...	62	62
Apr 23, 17:15	Happy Administrative Professionals Day! We want to take a moment to thank all of the Administrative Professionals who keep us afloat and are essential to our daily work. Thank you to our wonderful team!	99	99
Apr 21, 16:01	Wrapping up our final #MemberAgencyMonday with a huge shoutout to City of Fountain Valley - Government! Home to our HQ and Reclamation Plant No. 1, Fountain Valley holds a special place in our hearts! All of our trunk lines meet ...	80	77
Apr 21, 15:32	The OC San Steering Committee Meeting (5 PM) and Board of Directors Meeting (6 PM) will be happening on Wednesday, April 23. You can view the agenda here:	41	40
Apr 20, 16:01	Every bunny loves clean water! 🐰💧 Our operations run around the clock, 365 days a year — not just to treat, but to recycle every drop we can! That means we send 100% of our reclaimable flows to the Groundwater Replenishment System...	82	80
Apr 19, 21:15	As part of our Capital Improvement Program, we're investing in the future by replacing four primary clarifiers at Plant No. 2 in Huntington Beach that have been in service since the 1960s! This upgrade is just one of our projects that...	155	152
Apr 18, 16:01	Happy #InternshipAwarenessMonth! Our interns play a key role in our daily operations while providing students hands-on experience in the wastewater industry. Learn more about our internship program at ocsan.gov/careers .	216	212
Apr 16, 20:00	Let's test your sewer knowledge... Did any of these myths surprise you? Make sure you know What 2 Flush and proper disposal of fats, oils, and grease so you can keep your pipes and ours in tip-top shape. Learn more at ocsan.gov .	73	69
Apr 14, 17:35	OC San's Board of Directors isn't just made up of cities and local agencies — our Board also has an appointed member from the County Board of Supervisors (BOS). The BOS plays a key role in overseeing the County government and its...	172	168
Apr 14, 16:08	A Board of Directors Special Meeting is happening Wednesday, 4/16/2025, at 5PM. Click here to view the agenda.	54	47
Apr 12, 21:30	Our name may have changed since this photo was taken, but our awesome team hasn't. We're giving a special shoutout to our collections team, who removed 126 cubic yards of grit from the collection system last year. Thanks t...	205	198
Apr 11, 14:59	Commute + coffee + City Talk with Tim Shaw = morning made. Catch the latest episode focused on OC San! https://www.youtube.com/watch?v=etmE82pp9c	75	70
Apr 10, 16:30	Happy Siblings Day to our amazing sister agency, Orange County Water District! From hosting tours together to collaborating on the world-renowned Groundwater Replenishment System, we're grateful to have you by our side!	112	103
Apr 09, 20:00	During Water Week, we advocate for advancing key water and wastewater policies that help us uphold our mission of protecting public health and the environment for 2.6 million people across Orange County, ensuring our...	156	150
Apr 07, 14:18	The Administration Committee Special Meeting is happening 4/9/2025 at 4PM. Click here to view the agenda:	49	42
Apr 07, 08:20	Wishing a very happy #MemberAgencyMonday to City of Placentia - Government! Placentia's wastewater collection system is connected to OC San's trunk sewer system via 35 separate connections—now that's staying...	88	83
Apr 06, 17:10	We're proud to support Placentia Police Dept. by hosting K-9 and SWAT trainings at our Plant No. 1 in Fountain Valley in April! These trainings will take place at our former Admin and HR buildings, letting our former space serve a...	123	112
Apr 05, 17:05	Who's in your final two? For us, it's a no-brainer — the 3 Ps always win. Only pee, poop, and toilet paper belong down the drain. Flushing anything else is a guaranteed upset—not just for your bracket, but for your pipes! 🚽👊	70	61
Apr 03, 15:35	Spring into your next career at OC San! We're recruiting for multiple open positions - learn more at ocsan.gov/careers !	179	162
Apr 03, 14:30	Yesterday, the Operations Committee took a special tour of Plant No. 2 in Huntington Beach to see how we're able to safely collect, treat, and recycle wastewater for over 2.6 million people in Orange County. It was a beautiful da...	176	165
Apr 02, 21:30	Construction on the Wall and Soil Improvements Project in Huntington Beach begins Monday, April 7. A full closure of the bike path between the Santa Ana River and Brookhurst Street, along the north side of the Talbert Marsh, will tak...	144	129
Apr 01, 15:30	Get ready to take your tour experience to the next level with our new guided segway tours! #AprilFools! But don't worry, we DO have bus tours that'll take you around our reclamation plant for an inside look at the world of wastewate...	199	190

Post performance - Twitter

Data from 01 Apr, 2025 to 25 Apr, 2025

Sources

@OCSanDistrict

DATE ▼	POST	ENGAGEMENT RATE	ENGAGEMENTS	IMPRESSIONS
@OCSanDistrict Apr 23, 20:00	Did we mention it's #WorldLabDay too? Our talented lab staff perform roughly 100,000 analyses each year to ensure we're meeting operational and regulatory requirements. Thank you to our staff for making the lab the state-of-the-art...	4.55%	1	22
@OCSanDistrict Apr 23, 17:15	Happy Administrative Professionals Day! We want to take a moment to thank all of the Administrative Professionals who keep us afloat and are essential to our daily work. Thank you to our wonderful team! https://twitter.com/OCSanDistri...	7.69%	2	26
@OCSanDistrict Apr 21, 17:48	Wrapping up our final #MemberAgencyMonday with a huge shoutout to @fv_cityhall — home to our HQ and Reclamation Plant No. 1! All our trunk lines connect here where wastewater is treated or diverted to Plant No. 2. Thank yo...	5.26%	2	38
@OCSanDistrict Apr 21, 16:01	Wrapping up our final #MemberAgencyMonday with a huge shoutout to @FountainValley — home to our HQ and Reclamation Plant No. 1! All our trunk lines connect here where wastewater is treated or diverted to Plant No. 2. Tha...	0%	0	0
@OCSanDistrict Apr 20, 16:01	Every bunny loves clean water! 🐰💧 Our operations run around the clock, 365 days a year to recycle every drop, we can! That means we send 100% of our reclaimable flows to the GWRS, providing clean, reliable water to 1 million...	0%	0	39
@OCSanDistrict Apr 19, 21:15	As part of our Capital Improvement Program, we're replacing four primary clarifiers at Plant No. 2 in Huntington Beach that date back to the 1960s! This upgrade is just one effort that ensures our infrastructure remains efficient...	2.86%	2	70
@OCSanDistrict Apr 18, 16:01	Happy #InternshipAwarenessMonth! Our interns play a key role in our daily operations while providing students hands-on experience in the wastewater industry. Learn more about our internship program at http://ocsan.gov/career...	3.23%	1	31
@OCSanDistrict Apr 16, 20:00	Let's test your sewer knowledge.. Did any of these myths surprise you? Make sure you know What 2 Flush and proper disposal of fats, oils, and grease so you can keep your pipes and ours in tip-top shape. Learn more at http://ocsan.gov...	3.7%	1	27
@OCSanDistrict Apr 14, 17:35	OC San's Board of Directors isn't just made up of cities and local agencies — our Board also has an appointed member from the County Board of Supervisors (BOS). Here's a fun throwback to when we gave a tour to Supervisor Chaffee's...	3.85%	3	78
@OCSanDistrict Apr 12, 21:30	Our name may have changed since this photo was taken, but our awesome team hasn't. We're giving a special shoutout to our collections team, who removed 126 cubic yards of grit from the collection system last year. Thanks t...	0%	0	45
@OCSanDistrict Apr 11, 14:59	Commute + coffee + City Talk with Tim Shaw = morning made. Catch the latest episode focused on OC San! https://www.youtube.com/watch?v=etmE82qp9c	0%	0	33
@OCSanDistrict Apr 10, 16:30	Happy Siblings Day to our amazing sister agency, @ocwaterdistrict! From hosting tours together to collaborating on the world-renowned Groundwater Replenishment System, we're grateful to have you by our side! https://twitter...	0%	0	19
@OCSanDistrict Apr 09, 20:00	During Water Week, we advocate for advancing key water and wastewater policies that help us uphold our mission of protecting public health and the environment for 2.6 million people across Orange County, ensuring our...	0%	0	26
@OCSanDistrict Apr 07, 08:20	Wishing a very happy #MemberAgencyMonday to @PlacentiaCA! Placentia's wastewater collection system is connected to OC San's trunk sewer system via 35 separate connections—now that's staying connected! #KeepingItFlowing https://twitter.com/OCSanDistrict/status/1907819144923279380/video/1	0%	0	44
@OCSanDistrict Apr 06, 17:10	We're proud to support the Placentia Police Department by hosting K-9 and SWAT trainings at our former Admin and HR buildings at Plant No. 1 in Fountain Valley this month! These trainings will let our former space serve a new purpo...	0%	0	58
@OCSanDistrict Apr 05, 17:05	Who's in your final two? For us, it's a no-brainer — the 3 Ps always win. Only pee, poop, and toilet paper belong down the drain. Flushing anything else is a guaranteed upset—not just for your bracket, but for your pipes! 🐼 https://...	0%	0	35
@OCSanDistrict Apr 03, 15:35	Spring into your next career at OC San! We're recruiting for multiple open positions - learn more at http://ocsan.gov/careers! https://twitter.com/OCSanDistrict/status/1907819144923279380/video/1	20%	3	15
@OCSanDistrict Apr 02, 21:30	Construction on the Wall and Soil Improvements Project in Huntington Beach begins Monday, April 7. A full closure of the bike path between the Santa Ana River and Brookhurst St. will take place for about two weeks. Learn more at https://twitter.com/OCSanDistrict/status/1907819144923279380/video/1	12.5%	5	40
@OCSanDistrict Apr 01, 15:30	Get ready to take your tour experience to the next level with our new guided segway tours! #AprilFools! But don't worry, we DO have bus tours that'll take you around our reclamation plant for an inside look at the world of wastewate...	4.17%	1	24

Post performance - Instagram Business

Data from 01 Apr, 2025 to 25 Apr, 2025

Sources


ocsandistrict








DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	LIKES	REACH
ocsandistrict Apr 23, 20:00	Did we mention it's #WorldLabDay too? Our talented lab staff perform roughly 100,000 analyses each year to ensure we're meeting operational and regulatory requirements. Thank you to our staff for making the lab the state-of-the-art...	11.18%	0	16	161
ocsandistrict Apr 23, 17:15	Happy Administrative Professionals Day! We want to take a moment to thank all of the Administrative Professionals who keep us afloat and are essential to our daily work. Thank you to our wonderful team!	20.77%	0	22	207
ocsandistrict Apr 22, 22:34	Earth Day OC San's central generation facilities provide approximately 63% of the power required for all operations.	0%	154	0	152
ocsandistrict Apr 21, 16:01	Wrapping up our final #MemberAgencyMonday with a huge shoutout to @FountainValley! Home to our HQ and Reclamation Plant No. 1, Fountain Valley holds a special place in our hearts! All of our trunk lines meet at our...	6.57%	0	13	198
ocsandistrict Apr 20, 16:01	Every bunny loves clean water. 🐰💧 Our operations run around the clock, 365 days a year — not just to treat, but to recycle every drop we can! That means we send 100% of our reclaimable flows to the Groundwater Replenishment System...	8.24%	0	14	182
ocsandistrict Apr 19, 21:15	As part of our Capital Improvement Program, we're investing in the future by replacing four primary clarifiers at Plant No. 2 in Huntington Beach that have been in service since the 1960s! This upgrade is just one of our projects that...	7.91%	0	18	253
ocsandistrict Apr 18, 16:01	Happy #InternshipAwarenessMonth! Our interns play a key role in our daily operations while providing students hands-on experience in the wastewater industry. Learn more about our internship program at oc-san.gov/careers .	7.02%	0	16	228
ocsandistrict Apr 16, 23:32	(No description)	0%	130	0	129
ocsandistrict Apr 16, 20:35	(No description)	0%	127	0	124
ocsandistrict Apr 16, 20:00	Let's test your sewer knowledge... Did any of these myths surprise you? Make sure you know What 2 Flush and proper disposal of fats, oils, and grease so you can keep your pipes and ours in tip-top shape. Learn more at oc-san.gov/	11%	0	19	200
ocsandistrict Apr 15, 23:51	(No description)	0%	152	0	147
ocsandistrict Apr 15, 21:42	No better training space than the old OC San Admin Buildings	0%	160	0	157
ocsandistrict Apr 15, 21:35	(No description)	0%	166	0	163
ocsandistrict Apr 14, 17:35	OC San's Board of Directors isn't just made up of cities and local agencies — our Board also has an appointed member from the County Board of Supervisors (BOS). The BOS plays a key role in overseeing the County government and its...	4.8%	223	13	271
ocsandistrict Apr 12, 21:30	Our name may have changed since this photo was taken, but our awesome team hasn't. We're giving a special shoutout to our collections team, who removed 126 cubic yards of grit from the collection system last year. Thanks t...	6.79%	259	19	280
ocsandistrict Apr 11, 15:03	Commute + coffee + City Talk with Tim Shaw = morning made. Catch the latest episode focused on OC San! 🎧	0%	160	0	159
ocsandistrict Apr 10, 16:30	Happy Siblings Day to our amazing sister agency, @ocwaterdistrict! From hosting tours together to collaborating on the world-renowned Groundwater Replenishment System, we're grateful to have you by our side!	5.77%	0	9	156
ocsandistrict Apr 09, 20:00	During Water Week, we advocate for advancing key water and wastewater policies that help us uphold our mission of protecting public health and the environment for 2.6 million people across Orange County, ensuring our...	12.39%	211	26	218
ocsandistrict Apr 08, 22:33	Thank you @anaheimpd and @placentiapd for letting us watch your training at Plant No. 1! This good boy is coming for the bad boys 🚒	0%	228	0	222
ocsandistrict Apr 07, 15:30	(No description)	0%	175	0	172
ocsandistrict Apr 07, 08:20	Wishing a very happy #MemberAgencyMonday to @PlacentiaCA! Placentia's wastewater collection system is connected to OC San's trunk sewer system via 35 separate connections — now that's staying connected! #KeepingItFlowing	2.94%	924	26	953
ocsandistrict Apr 06, 17:10	We're proud to support @placentiapd by hosting K-9 and SWAT trainings at our Plant No. 1 in Fountain Valley in April! These trainings will take place at our former Admin and HR buildings, letting our former space serve a new purpose...	7.66%	260	18	261
ocsandistrict Apr 05, 17:05	Who's in your final two? For us, it's a no-brainer — the 3 Ps always win. Only pee, poop, and toilet paper belong down the drain. Flushing anything else is a guaranteed upset — not just for your bracket, but for your pipes! 🚽🏆	6.25%	177	11	176
ocsandistrict Apr 03, 15:35	Spring into your next career at OC San! We're recruiting for multiple open positions - learn more at oc-san.gov/careers/	5%	0	13	280
ocsandistrict Apr 02, 21:30	Construction on the Wall and Soil Improvements Project in Huntington Beach begins Monday, April 7. A full closure of the bike path between the Santa Ana River and Brookhurst Street, along the north side of the Talbert Marsh, will tak...	0.49%	7,920	17	7,181
ocsandistrict Apr 01, 17:07	(No description)	0%	203	0	201
ocsandistrict Apr 01, 15:30	Get ready to take your tour experience to the next level with our new guided segway tours! #AprilFools! But don't worry, we DO have bus tours that'll take you around our reclamation plant for an inside look at the world of wastewater...	9.47%	628	39	433

Post performance - LinkedIn Pages

Data from 01 Apr, 2025 to 25 Apr, 2025

Sources

 Orange County Sanitation District

DATE ▼	POST	ENGAGEMENT RATE	IMPRESSIONS	REACTIONS	SHARES
 Orange County Sanitation District Apr 23, 14:19	Yesterday, our General Manager, Rob Thompson, had the opportunity to share how OC San is addressing the presence of PFAS in wastewater using innovative technology and approaches. A big thank you to CDM Smith and CWEA (California Water Environment Association) for giving us the...	32.11%	436	12	0
 Orange County Sanitation District Apr 18, 16:01	 Happy #InternshipAwarenessMonth! Our interns play a key role in our daily operations while providing students hands-on experience in the wastewater industry. Learn more about our internship program at ocsan.gov/careers .	5.84%	1,079	20	1
 Orange County Sanitation District Apr 11, 14:59	☕ Commute + coffee + City Talk with Tim Shaw = morning made. Catch the latest episode focused on OC San! https://lnkd.in/g44_ykxC	1.23%	568	0	0
 Orange County Sanitation District Apr 07, 21:34	Thank you, Supervisor Chaffee and North Orange County Chamber of Commerce, for highlighting how we're able to turn waste into resources!	3.07%	554	6	0
 Orange County Sanitation District Apr 03, 15:35	 Spring into your next career at OC San! We're recruiting for multiple open positions - learn more at ocsan.gov/careers !	11.09%	667	11	1

Media Articles for April 2025

Article	Date	Source	Link
Pump station going on SB Boulevard	4/2/2025	LW Weekly	https://www.lweekly.com/2025/04/02/pump-station-going-on-sb-boulevard/
Touring Orange County's Largest Wastewater Plant	4/9/2025	Fullerton Observer	https://ocsdgov.sharepoint.com/:b:/s/External/EWXBEI7O4VLhrDJKFyJHtwBixTxwrelgUlK7k658w9g?e=Ubhx2q