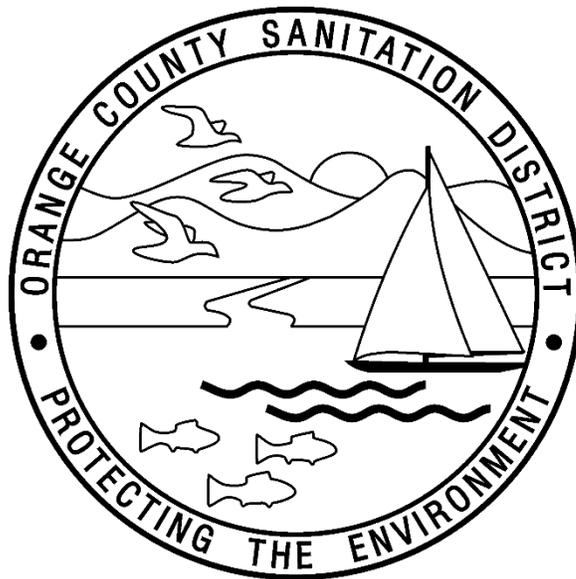


Outreach and Media Summary



March - June 2020

OCSD Public Affairs Office

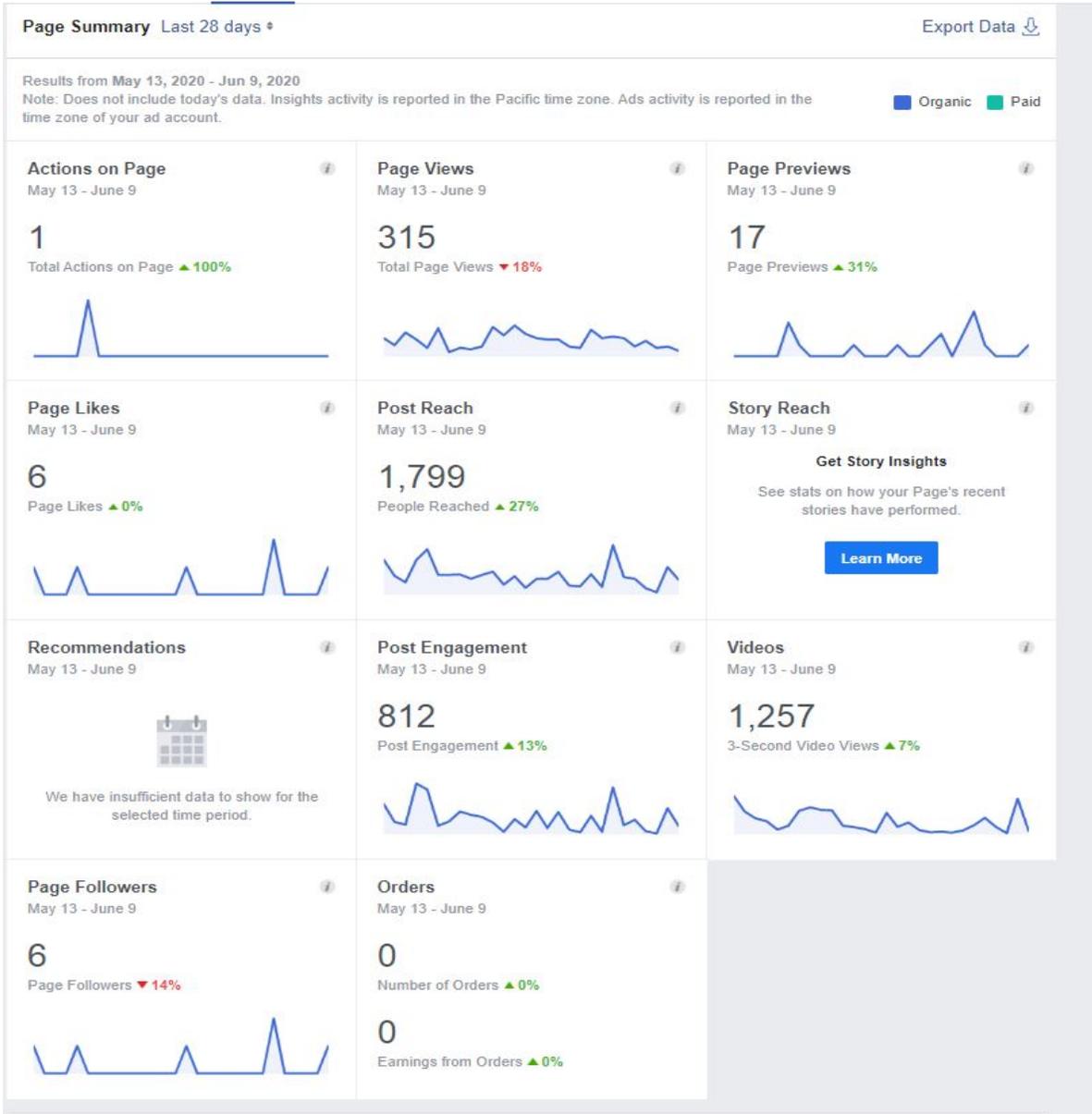
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FACEBOOK POSTINGS	PAGE 2
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Outreach Report March

Date	Event	Attendees	
3/4/20	Vanguard Nursing (Julia Wilson)	8	College
3/4/20	UK Reporter	1	Adult
3/5/20	CSUF Nursing (Marilyn & Yolanda)	27	College
3/6/20	USF Nursing (Veronica Velasco)	26	College
3/7/20	Santiago Canyon College	20	College
3/9/20	Tarbut School (Arnie Benn)	7	HS

Facebook Posts March-June 2020



All Posts Published



■ Reach: Organic / Paid ▼
■ Post Clicks ■ Reactions, Comments &

Published	Post	Type	Targeting	Reach	Engagement
06/10/2020 3:02 PM	 Thanks to the Orange County Business Council for welcoming our			101 ■	18 12 ■ ■
06/09/2020 5:39 PM	 Construction Alert in City of Anaheim- Municipal Government -			143 ■	7 5 ■ ■
06/08/2020 8:18 AM	 Have you ever wondered what happens to the treated water at our			262 ■	33 17 ■ ■
06/05/2020 11:52 AM	 #WorldEnvironmentalDay is today, celebrate by applying to join our			161 ■	24 7 ■ ■
06/04/2020 10:35 AM	 Don't forget, this upcoming Wednesday, June 10 at 5 p.m is the			101 ■	5 1 ■ ■
06/03/2020 11:18 AM	 People have been flushing the unflushable for a long time, the only			550 ■	64 28 ■ ■
06/01/2020 11:38 AM	 OCSD Board Chairman, David Shawver of City of Stanton, and			218 ■	14 9 ■ ■
05/29/2020 1:07 PM	 The State College Sewer Project in the City of Anaheim- Municipal			98 ■	1 0 ■ ■
05/29/2020 12:01 PM	 Have you ever wondered what happens with your #FridayFlush or			262 ■	31 21 ■ ■
05/28/2020 2:27 PM	 Tune in on Wednesday for the Operations Committee Meeting at 5			106 ■	5 0 ■ ■
05/27/2020 2:24 PM	 Do you see them? Do you see them? Just wait, you will. Meet our			168 ■	24 13 ■ ■
05/25/2020 11:37 AM	 Today we remember those who risked their lives for our country.			148 ■	7 8 ■ ■
05/23/2020 2:14 PM	 Just a reminder that our Administrative offices will be closed			195 ■	5 9 ■ ■
05/22/2020 3:38 PM	 *SOUND ON. Friday brings a new #NationalPublicWorksWeek			180 ■	22 10 ■ ■
05/21/2020 3:24 PM	 Thursday brings the many voices of Brad. Much more than just an			150 ■	18 5 ■ ■

05/20/2020 5:00 PM	 Don't miss out, this upcoming Wednesday we will be having our			111		4 0	 
05/20/2020 3:28 PM	 *SOUND ON. Shannon is up next! She is essential, part of our			156		22 6	 
05/19/2020 3:20 PM	 *SOUND ON. Tuesday brings a new #NationalPublicWorksWeek			169		16 9	 
05/18/2020 3:30 PM	 *SOUND ON. Every day during #NationalPublicWorksWeek we will			88		8 3	 
05/17/2020 8:48 AM	 Did you know we are showcased in today's Orange County Register			576		33 37	 
05/16/2020 2:04 PM	 Our staff go ABOVE and beyond, literally! To ensure our digesters are			393		55 41	 
05/15/2020 3:22 PM	 Sewer installation on State College Blvd. in City of Anaheim- Municipal			134		6 7	 
05/14/2020 9:53 AM	 Reminder: Cut hair belongs in the trash, not the toilet (trust us, it			160		12 9	 
05/13/2020 11:44 AM	 OCSD is doing its part and participating in testing of our			173		13 14	 
05/12/2020 3:34 PM	 Did you know Digesters work like big stomachs? The scum and sludge,			456		39 30	 
05/10/2020 7:58 PM	 Work continues! Night work is being done on Westminster Blvd. between			180		3 3	 
05/09/2020 12:01 PM	 Lets end #DrinkingWaterWeek with Round 2. It seems that many of you			140		6 7	 
05/08/2020 3:12 PM	 Wednesday, May 13 at 5 p.m. is our Administration Committee Meeting.			128		3 2	 
05/08/2020 10:13 AM	 Right in the feels! Perfect for Friday, so we thought we'd share. One of			251		62 24	 
05/07/2020 9:57 AM	 OCSD has over 600 public workers who uphold our mission of protecting			135		16 11	 
05/05/2020 10:28 AM	 #DrinkingWaterWeek! Water at OCSD just keeps coming, and			290		21 23	 
05/02/2020 9:53 AM	 Take a tiny break and find the item that doesn't belong in the toilet. The			634		58 27	 
04/30/2020 2:10 PM	 What's easier than the ABCs? The 3 Ps. PEE, POOP, and Toilet PAPER			188		7 8	 

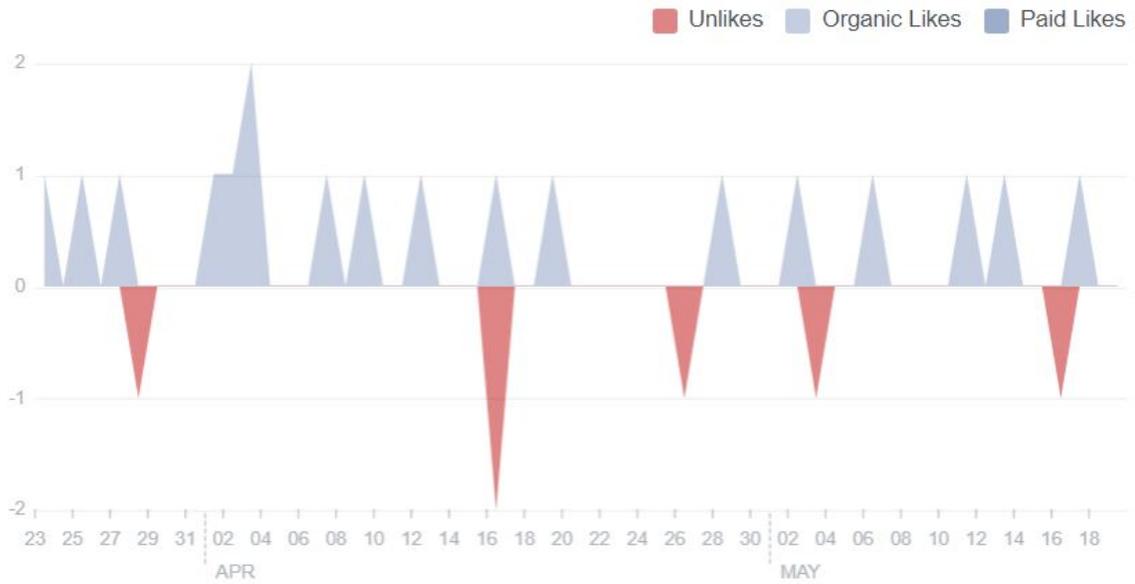
04/30/2020 2:08 PM	 The Operations Committee Meeting is coming up on Wednesday. Visit			134		4 3	 
04/29/2020 4:39 PM	 As an essential service, our work must continue which means ramping			177		8 7	 
04/29/2020 11:42 AM	 Is Welder Wednesday a thing? If it's not, now it is, because we couldn't			153		12 9	 
04/28/2020 11:42 AM	 In honor of #WaterWeek2020 check out this underwater footage of the			316		42 21	 
04/26/2020 12:57 PM	 Lets start the week fresh! By fresh we obviously mean with some			217		8 8	 
04/23/2020 11:08 AM	 Here are just some of our Essential Workers. We want to say Thank You.			147		14 12	 
04/22/2020 4:30 PM	 Happy Administrative Professionals Day! Today, we want to take a			156		7 9	 
04/22/2020 9:58 AM	 OCSD knows that wastewater isn't a waste, its a resource. OCSD does its			303		40 21	 
04/20/2020 12:19 PM	 OCSD makes biosolids, which is treated organic matter recovered			219		11 10	 
04/17/2020 11:08 AM	 It's that time of the year again, National Clean Out Your Medicine			217		13 6	 
04/16/2020 4:39 PM	 Less than a week away! Visit https://ocsd.legistar.com/Calendar.as			130		7 1	 
04/16/2020 12:38 PM	 #Thankful for all the #EssentialEmployees.			355		31 37	 
04/14/2020 11:35 AM	 All for #GWRS. As part of the GWRS Final Expansion project being done			118		4 4	 
04/13/2020 11:12 AM	 Construction on the Westminster Sewer Project starts this week, sign			100		3 1	 
04/12/2020 4:27 PM	 Easter Sunday is Here! Since all parks are closed, we were			90		0 0	 
04/10/2020 3:41 PM	 Call Us, Beep Us, there's multiple ways to Reach Us. Sign up for			116		3 1	 
04/10/2020 10:33 AM	 Can't live with them, can't live without them. Luckily, we enjoy our			150		6 10	 
04/09/2020 10:57 AM	 We were going through our camera roll, just like many of you are doing,			230		16 16	 

04/08/2020 1:24 PM	 It's #NationalPublicHealthWeek and at #OCSD we celebrate every week.			184		1 7	
04/07/2020 1:21 PM	 *SOUND ON* Working from home? Missing your coworkers? Trying to			263		56 16	
04/05/2020 4:56 PM	 Trying to stay busy? Ask people in your house if they know what to			406		15 12	
04/03/2020 1:46 PM	 We know, you know, that the only thing that belongs in the toilet is			279		14 16	
04/01/2020 2:09 PM	 Today is National Walking Day, but we're also in Quarantine, so how do			150		2 6	
03/31/2020 7:16 PM	 Thanks for spreading the word Seal Beach Police Department. For more			159		9 7	
03/30/2020 3:51 PM	 Let's start the week by saying Thank You. Thank you to all the medical			225		7 12	
03/28/2020 6:31 PM	 We hope we're really driving the message home on this one. Wipes,			589		33 34	
03/26/2020 4:59 PM	 As you sit at home wondering if you should go out and TRY to get bottled			203		5 13	
03/24/2020 4:17 PM	 We said the "E" word earlier this week, "Essential", and we have to			146		16 14	
03/23/2020 3:34 PM	 The "essential" employees everyone keeps talking about include our			251		10 11	
03/22/2020 10:48 AM	 Happy World Water Day! Do your part and Dunk it! And Trash it! Baby			157		4 8	
03/20/2020 3:00 PM	 Did you know that in 2016 the Governor of California signed			253		13 12	
03/20/2020 2:19 PM	 Its Friday! Let's end the week with a laugh. *Find the answer below.			157		7 5	
03/20/2020 10:14 AM	 On Wednesday, March 25, OCSD is holding its' Steering Committee			81		1 0	
03/19/2020 4:11 PM	 We get it, the last thing you're thinking about right now is your			222		16 10	
03/19/2020 10:59 AM	 On Friday (3/20) and Monday (3/23) construction will restrict thru traffic			98		0 1	
03/18/2020 4:37 PM	 Our doors will be closed to the public but our staff is available to assist you			134		5 5	

Graphs of Page Likes, Post Reach and Total Views for March-May 2020

Page Likes

The number of organic Page likes, paid Page likes and unlikes.



Post Reach

The number of people who saw any of your posts at least once. This metric is estimated.



Total Views



Twitter Posts March- June 2020

28 day summary with change over previous period



Jun 2020 • 9 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,075 impressions

People have been flushing the unflushable for a long time, the only difference now is that we have flushable wipes, BUT you also have us to educate you that only pee, poop and toilet paper should go down the toilet. You can thank us by only flushing the 3 Ps. [#waybackwednesday](#)
pic.twitter.com/0D86vTf3t5



🔗 5 ❤️ 8

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 374 people



Janelle 🔒

@hayescraze721 FOLLOWS YOU

Huge Hunter Hayes fan!! Been to 6 shows :) Carrie Underwood. Forever a Potterhead. Starkid. All things Middle Earth. Always listening to country music.

Top mention earned 4 engagements

CASA_CleanWater
@CASA_CleanWater · Jun 8

On this [#OceanDay](#) find out how [@OCsewers](#) works hard every day to protect public health and the environment!
[twitter.com/OCsewers/statu...](#)

❤️ 3

[View Tweet](#)

Top media Tweet earned 461 impressions

Ever wondered what happens with your [#FridayFlush](#) or any flush for that matter? We treat and recycle the wastewater that comes into our plant, but do you know what happens with the solids? We use them to make biosolids. Visit [OCSD.com](#) [#LearnAboutCompostingDay](#)
pic.twitter.com/e0rsLz7U0N



🔗 1 ❤️ 4

[View Tweet activity](#)

[View all Tweet activity](#)

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](#)

JUN 2020 SUMMARY

Tweets
5

Tweet impressions
3,708

Profile visits
45

Mentions
2

New followers
4

May 2020 - 31 days

TWEET HIGHLIGHTS

Top Tweet earned 7,153 impressions

[@andreamatranga](#) [@BrennanSpiegel](#) [@Yale](#) [@chocchildrens](#) [@UCIrvineHealth](#) [@KPSCALnews](#) Thanks [@andreamatranga](#) [@OC Sewers](#) is involved in 3 separate efforts with [@CaWaterBoards](#), [@UofAWEST](#), and [@Stanford](#) and [@UMich](#) to help inform public health decisions.

🔄 1 🗨️ 1 ❤️ 5

View Tweet activity

View all Tweet activity

Top Follower followed by 1,263 people



Sina Alinejad

[@AlinejadSina](#) FOLLOWS YOU

Science Reporter, Nature enthusiast, Stargazer

[View profile](#)

Top mention earned 754 engagements



Andrea Matranga

[@andreamatranga](#) · May 25

[@BrennanSpiegel](#) [@Yale](#) For one thing, if true this means that if [@OC Sewers](#) monitored Covid19 levels, hospitals like [@chocchildrens](#) [@UCIrvineHealth](#) and [@KPSCALnews](#) could resume elective procedures, as long as a preponderance of patients would be expected to be home one week after the surgery.

🔄 7 🗨️ 16 ❤️ 116

[View Tweet](#)

Top media Tweet earned 1,163 impressions

Take a tiny break and find the item that doesn't belong in the toilet. The item that belongs in the trash. [#What2Flush](#)

[#NoWipesInThePipe](#) [#3Ps](#)

[#WaterWeek2020](#)

pic.twitter.com/3Bo5bezaUQ



🔄 2 ❤️ 4

View Tweet activity

View all Tweet activity

MAY 2020 SUMMARY

Tweets
26

Tweet impressions
23.9K

Profile visits
712

Mentions
50

New followers
11

TWEET HIGHLIGHTS

Top Tweet earned 1,757 impressions

Lets start the week fresh! By fresh we mean with some (waste)water talk. So let us show you the only 3 things you should ever flush down the toilet, Pee, Poop and (toilet) Paper. Flushable wipes don't count, they belong in the trash. #What2Flush #The3Ps #NoWipesDownThePipes
pic.twitter.com/GlQcmVd4Kw



5 14

View Tweet activity

View all Tweet activity

Top Follower followed by 536 people



Center Enamel

@zyy25780191 **FOLLOWS YOU**

Center Enamel is the first and most experienced Glass-Fused-to-Steel Bolted tanks manufacturer in Asia.

View profile

Top mention earned 170 engagements

City of Garden Grove
@CityGardenGrove · Apr 12

As a friendly reminder from @OC Sewers, the toilet is only meant to flush the three Ps —pee, poop, & paper.

Flushing down objects may result in having to replace equipment.

To learn more, visit ggcity.org/sewers/sewer-l... and What2Flush.com

#GG1956 #What2Flush #The3Ps
pic.twitter.com/KKbXPJRDH1



1 5 12

View Tweet

Top media Tweet earned 1,061 impressions

We were going through our camera roll, just like many of you are doing, and we found this gem! Our fleet in 1955. Happy #TBT.

#ThrowbackThursday
#EssentialThenEssentialNow
#OCSDisEssential
pic.twitter.com/3GJ8eko2Ya



APR 2020 SUMMARY

Tweets
23

Tweet impressions
16.2K

Profile visits
197

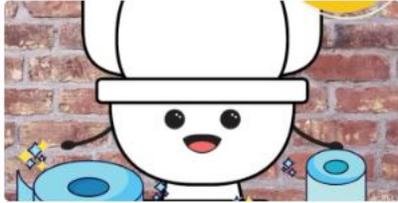
Mentions
18

New followers
8

TWEET HIGHLIGHTS

Top Tweet earned 2,423 impressions

We get it, the last thing you're thinking about right now is your pipes, but weirdly enough, it's the one thing we're always thinking about. So treat them right and only flush down the 3 P's, PEE, POOP, and Toilet PAPER. #The3Ps #ToiletTalk #ToiletTip #What2Flush pic.twitter.com/egHRWCnhlh



10 retweets 17 likes

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 1,045 people



pcllocators

@pcllocators [FOLLOWS YOU](#)

Subsurface Utility locating- We mark underground facilities. We make safety a priority. Protecting R clients facility is goal # 1

[View profile](#)

Top mention earned 27 engagements



Orange County Water District

@OCWDWaterNews - Mar 3

#OCWD & #GWRs praised by @EPAAWheeler during launch of National Water Reuse Action Plan @OC Sewers pic.twitter.com/RUZw0KPCUV



1 retweet 5 likes

[View Tweet](#)

Top media Tweet earned 1,420 impressions

The "essential" employees everyone keeps talking about include our staff. They're out there ensuring our facilities are running smoothly to uphold our mission. That's why we ask you to keep in mind the 3 P's next time you flush. Only PEE, POOP, and Toilet PAPER down the pipes.

pic.twitter.com/DhHK8CbNq5



6 retweets 21 likes

[View Tweet activity](#)

[View all Tweet activity](#)

MAR 2020 SUMMARY

Tweets
28

Tweet impressions
19K

Profile visits
208

Mentions
15

New followers
-3

Instagram Posts March- June 2020



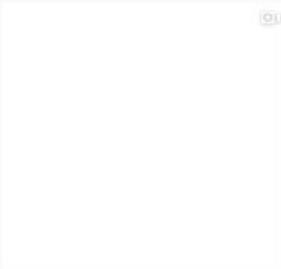
ocsewers [Edit Profile](#)

383 posts 1,002 followers 65 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.ocsd.com

POSTS IGTV SAVED TAGGED



Five More Opportunities to Join the OCSD Team

- Senior Information Technology Analyst (Cybersecurity)
- Senior Information Technology Analyst (Network)
- Staff Analyst (Engineering Administration)
- Engineer (Electrical)
- Senior Engineer (Collections Design)



NEW JOB OPENINGS



OCSD CHAIRMAN AND VICE-CHAIRMAN WILL SERVE FOR SECOND TERM

CHAIRMAN
DAVID SHARVER

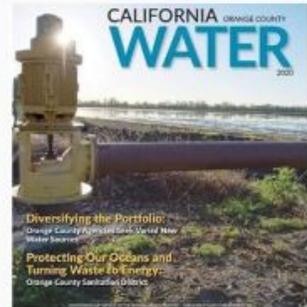
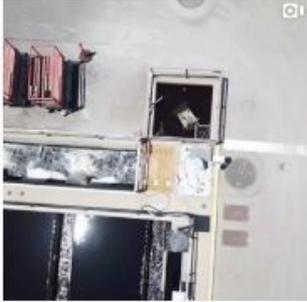
VICE-CHAIRMAN
JOHN WITHERS

State College Sewer Construction

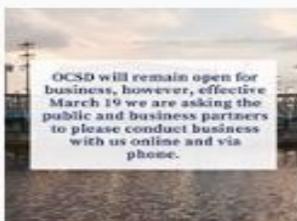
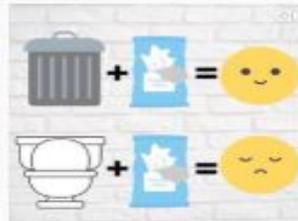
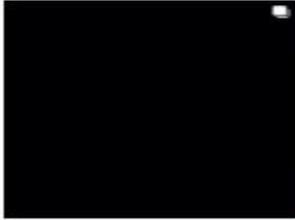
MONDAY

Construction begins between Santa Ana St. and Underhill Ave.











Media Articles for March- June

Article	Date	Resource	Link
Oceanside leads county with plan to make recycled water safe to drink	2/20/2020	San Diego Union Tribune	https://www.sandiegouniontribune.com/communities/north-county/oceanside/story/2020-02-20/oceanside-leads-county-with-plan-for-potable-recycled-water
State promotes innovation through mass timber competition	3/3/2020	Western Farm Press	https://www.farmprogress.com/crops/state-promotes-innovation-through-mass-timber-competition
Barrera: Climate Change Is the Real Threat to Latinx	3/13/2020	The Voice of OC	https://voiceofoc.org/2020/03/barrera-climate-change-is-the-real-threat-to-latinx/
OCWD Commends Collaboration Of EPA's National Water Reuse Action Plan	3/12/2020	Water Online	https://www.wateronline.com/doc/ocwd-commends-collaboration-epa-s-national-water-reuse-action-plan-0001
Poseidon desal plant gets fresh analysis, but coronavirus delays Friday meeting	3/13/2020	Orange County Register	https://www.ocregister.com/2020/03/12/key-issues-for-poseidon-desal-plant-get-expert-analysis-but-coronavirus-delays-friday-meeting/
Orange County commends collaboration on water reuse plan	3/13/2020	Water Finance and Management	https://waterfm.com/orange-county-commends-collaboration-on-water-reuse-plan/
Virus doesn't affect tap water, but it could be in raw sewage	3/18/2020	Orange County Register	https://www.ocregister.com/2020/03/17/coronavirus-doesnt-jeopardize-tap-water-but-it-might-be-carried-in-raw-sewage/
Coronavirus: California issues warning about disinfecting wipes	3/18/2020	Mercury News	https://www.mercurynews.com/2020/03/17/coronavirus-california-issues-warning-about-disinfecting-wipes/
Disinfecting wipes are being flushed down toilets and causing major pipe problems	3/20/2020	CNN News	https://www.cnn.com/2020/03/20/us/wipes-flush-toilet-pipes-wellness-trnd/index.html
Three miles of sewer pipes to be replaced as part of Westminster Avenue Sewer Project	3/31/2020	Orange County Breeze	http://www.oc-breeze.com/2020/03/31/179786_three-miles-of-sewer-pipes-to-be-replaced-as-part-of-westminster-avenue-sewer-project/
Coronavirus at beaches? Surfers, swimmers should stay away, scientist says	4/2/2020	Los Angeles Times	https://www.latimes.com/california/story/2020-04-02/coronavirus-ocean-swimming-surfing-safe-beaches-los-angeles
Law Review: The three Ps: pee, paper and poo	4/2/2020	Sierra Sun	https://www.sierrasun.com/opinion/columns/law-review-the-three-ps-pee-paper-and-poo/
Flushable Wipes' Bust Flush for Wastewater Treatment	4/8/2020	Dana Point Times	https://www.danapointtimes.com/flushable-wipes-bust-flush-wastewater-treatment/?fbclid=IwAR2oq9L7kh9G1Mx1CXsPBuTDLv13zMoB2XumPDdMkVWKZCwDXTiLuHyeLM8
Poop tests in sewage might predict coronavirus surge	5/8/2020	OC Register	https://www.ocregister.com/2020/05/08/poop-tests-in-sewage-might-predict-coronavirus-surge/
Local Water Resilience Projects Receive \$65.8 Million in Grants from DWR	6/4/2020	CA Water News Daily	http://californiawaternewsdaily.com/drought/local-water-resilience-projects-receive-65-8-million-in-grants-from-dwr/