



TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

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March 25, 2019

Board of Directors
Triunfo Sanitation District
Ventura County, California

WEBSITE-RELATED ISSUES FOR TRIUNFO WATER AND SANITATION DISTRICT

Summary

Part of the process of changing Triunfo Sanitation District's name to Triunfo Water and Sanitation District involves modifications to the current District website, including consideration of a new domain name (currently "trunfosanitation.com"). Staff believes that the Board of Directors will want a new domain name that corresponds with the new name of the District. To that end, staff has identified the following potential domain names:

- triunfowd.com
- triunfowatersan.com
- triunfowatersanitation.com
- triunfowaterandsanitation.com.

Should the Board have other alternatives for consideration, staff will be happy to research their availability. In considering domain names, it is helpful to keep in mind that the selected alternative will be printed on stationery and business cards, and it will become part of Board member email addresses; thus, length of the domain name is a consideration. For that reason, staff registered "trunfowd.com" for the nominal fee of \$12.17 for one year to ensure its availability in the event the Board elects to proceed with that as the new District domain name.

In addition to the new domain name, the District's website will need to undergo copy changes on virtually every page, as well as moderate design changes. A key requirement will be to modify the current "dual agency" site (Triunfo Sanitation District and Oak Park Water Service) to the new, "single agency" identity (Triunfo Water and Sanitation District). This includes the two distinct boxes on the home page and each of the sub-pages to which these boxes are linked. Staff believes that this can best be accomplished by generically classifying the existing Triunfo Sanitation District pages as "Sanitation Service" and the existing Oak Park Water Service pages as "Water Service."

Recommendation

It is recommended that the Board:

- A. Consider potential domain names for Triunfo Water and Sanitation District and direct staff accordingly; and
- B. Approve staff's plans for creating the new, "single agency" identity on the District's website.

If you have questions, please call me at (805) 658-4608 or email sandywarren@vrzd.com.



SANDY WARREN – MANAGEMENT ANALYST

REVIEWED AND APPROVED:



Mark Norris - General Manager