

**Triunfo Water & Sanitation District
March 2022 Outreach Update**

Project Meetings

1. Weekly project meetings and email communications with Sandy Warren
2. Drought Collaborative - State Reduces Water Allocation to 5% Due to Historically Dry Winter and Low Reservoir Levels - reviewed release. On March 11 we added it to additional media website.
3. Next Door – Researched doing outreach on the Next-Door app and sent information and updates to Sandy Warren to present at the March Board Meeting.
4. Discussed two potential April news releases with Sandy Warren:
 - MWP's "Water is Life" art contest. Board or Outreach Committee members with select eight winners who would then be entered into a larger MWP contest. Suggested that the local winners' artwork be displayed at the Oak Park Library or other public venue and the winners receive a gift card (small amount).
 - Possible further water restrictions that could be announced in April or early May.

News Releases / Media Relations

1. *State Reduces Water Allocation to 5% Due to Historically Dry Winter and Low Reservoir Levels* - prepared news release. Sent/posted on March 21, 2022

March 2022 Media Clips

Agoura Hills Patch

<https://patch.com/california/agourahills/state-reduces-water-allocation-5>

AmericanTowns.com/OakPark

<https://www.americantowns.com/news/state-reduces-water-allocation-to-5-due-to-historically-dry-winter-and-low-reservoir-levels-31325466-oak-park-ca.html>

Greater Conejo Valley Chamber

<https://www.conejochamber.org/news/details/state-reduces-water-allocation-to-5-due-to-historically-dry-winter-and-low-reservoir-levels-03-21-2022>

PRLog.org

<https://www.prlog.org/12909964-state-reduces-water-allocation-to-5-due-to-historically-dry-winter-and-low-reservoir-levels.html>

Plus, Facebook posts on: VC Star Community News, Oak Park, CA

Website

- Content updates, callout updates, news posts and general maintenance.
- Updates to [Water Supply Page](#) based on Allocation Updates

Social Media

- Social posts & social media management
- Daily social check-ins for questions and responses
- Social media geotargeted advertising (Facebook), setup and monitor
- Reporting

Print

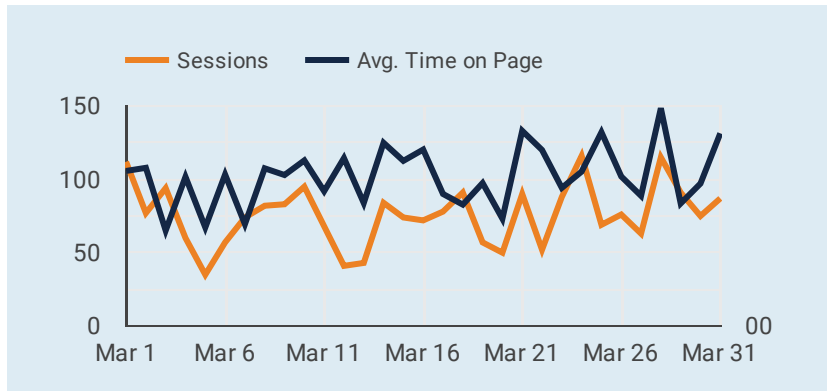
- Utility bill insert - illustration, layout & file prep

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ANALYTICS TRAFFIC OVERVIEW

TRAFFIC OVERVIEW - COMPARED TO PREVIOUS PERIOD

Sessions 2,349 ↑ 23.8%	Pageviews 4,789 ↑ 20.2%	Users 1,764 ↑ 24.9%	Bounce Rate 41.42% ↑ 6.2%	Avg. Session Duration 00:01:48 ↓ -16.7%	Pages / Session 2.04 ↓ -2.9%
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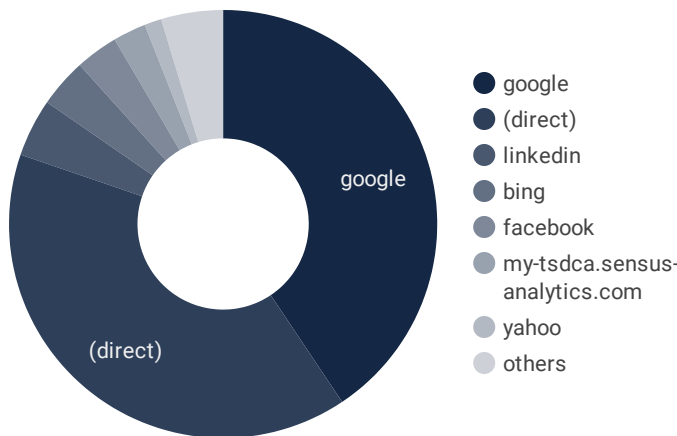


AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Organic Search	1,063
Direct	923
Social	204
Referral	159

TRAFFIC ACQUISITION CHANGE VS LAST MONTH

Organic ▲ 22% Social ▲ 326%
Direct ▲ 11% Referral ▲ 12%



AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
google	946
(direct)	923
linkedin	102
bing	86
facebook	75
my-tdca.sensus-analytics.com	58
yahoo	30
duckduckgo.com	21
m.facebook.com	15
ipn.paymentus.com	14

TOP TRAFFIC BY CITY

City	Sessions
1. Agoura Hills	1,027
2. Los Angeles	252
3. Ventura	197
4. Thousand Oaks	188
5. Ashburn	89
6. (not set)	67
7. Westlake Village	34
8. Calabasas	32
9. San Francisco	13

TOP TRAFFIC BY DEVICE

Device Category	Sessions
1. desktop	
2. mobile	
3. tablet	

SOCIAL MEDIA PERFORMANCE - FACEBOOK



FACEBOOK OVERVIEW VS PREVIOUS MONTH

Impressions 14,179 ↑ 1.5%	Total Reach 11,740 ↑ 1.9%	Engaged Users 430 ↑ 104.8%	Engagement Rate 3.66% ↑ 100.9%
Page Likes 86 0.0%	Page Likes Growth 0 ↓ -100.0%	Link Clicks 179 ↑ 86.5%	Number of Posts Added 4 ↓ -20.0%

FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. California has experienced a historically dry winter and as a result, the California ...	4	8	326
2. Triunfo customers can take advantage of a variety of valuable water conservation...	0	0	31
3. Up to 70% of residential water is used outdoors! Nearly half of that water is waste...	0	0	41
4. Our monthly board meeting will take place on Monday, March 28, at 5:15 p.m. in t...	0	0	0

SOCIAL MEDIA PERFORMANCE - LinkedIn



Total Impressions 106 ↑ 41.3%	Total Clicks 1 0.0%	Total Engagement Rate 2.83% ↓ -29.2%	Post Updated At 4 ↓ -20.0%
Total Followers 9 ↑ 28.6%	Total Followers Gain 2 ↑ N/A	Total Clicks 1 0.0%	Page Views 14 ↑ 250.0%