

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

Project Meetings

1. Weekly project meetings and email communications with Sandy Warren
2. Drought Collaborative - participated in the January 19 meeting.

News Releases / Media Relations

1. *Triunfo Water & Sanitation District: Looking Back and Looking Ahead* - prepared news release from the year-end report prepared by Sandy. Sent/posted on January 21.
2. *Leon Shapiro Elected Chair, Jane Nye Vice-Chair of Triunfo Water & Sanitation District Board* - prepared news release. Received quote approval. Sent/posted January 27.
3. Drought Collaborative - participated in the January 19 Zoom meeting. Agreed that Riki would prepare a news release regarding the last news regarding water restrictions. Prepared a quote from Leon. Approved. Sent it to Riki.
4. Discussed how Triunfo should be more proactive when a sewage spill occurs instead of others taking the lead. A spill occurred earlier this month. Waited for media to contact Triunfo before responding.

January 2022 Media Clips

Agoura Hills Patch

<https://patch.com/california/agourahills/triunfo-water-sanitation-district-looking-back-looking-ahead>

<https://patch.com/california/agourahills/leon-shapiro-elected-triunfo-chair-jane-nye-vice-chair>

AmericanTowns.com/OakPark

<https://www.americantowns.com/news/leon-shapiro-elected-chair-jane-nye-vicechair-of-triunfo-water-sanitation-district-board-31285731-oak-park-ca.html>

<https://www.americantowns.com/news/triunfo-water-sanitation-district-looking-back-and-looking-ahead-31281235-oak-park-ca.html>

Amigos805.com

<https://amigos805.com/triunfo-water-sanitation-district-looking-back-and-looking-ahead/>

CitizensJournal.us

<https://www.citizensjournal.us/triunfo-water-and-sanitation-district-looking-back-and-looking-ahead/>

Greater Conejo Valley Chamber

<https://www.conejochamber.org/news/details/triunfo-water-sanitation-district-looking-back-and-looking-ahead-01-21-2022>

<https://www.conejochamber.org/news/details/leon-shapiro-elected-chair-jane-nye-vice-chair-of-triunfo-water-sanitation-district-board-01-27-2022>

PRLog.org

<https://www.prlog.org/12902245-triunfo-water-sanitation-district-looking-back-and-looking-ahead.html>
(77 views)

<https://www.prlog.org/12902731-leon-shapiro-elected-chair-jane-nye-vice-chair-of-triunfo-water-sanitation-district.html>

(78 views)

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

Website

Content updates, callout updates, news posts and general maintenance

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

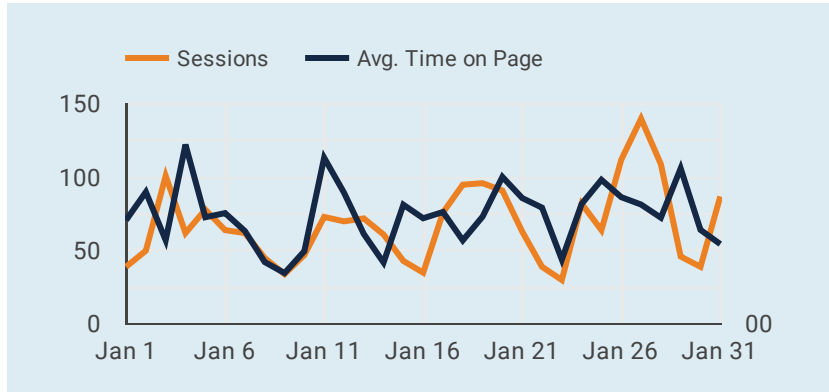
- Utility bill insert - illustration, layout & file prep
- Year in Review double-sided brochure

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ANALYTICS TRAFFIC OVERVIEW

TRAFFIC OVERVIEW - COMPARED TO PREVIOUS PERIOD

Sessions 2,105 ↓ -10.3%	Pageviews 4,440 ↓ -10.3%	Users 1,563 ↓ -8.3%	Bounce Rate 37.10% ↓ -9.6%	Avg. Session Duration 00:01:52 ↓ -2.1%	Pages / Session 2.11 ↓ 0.0%
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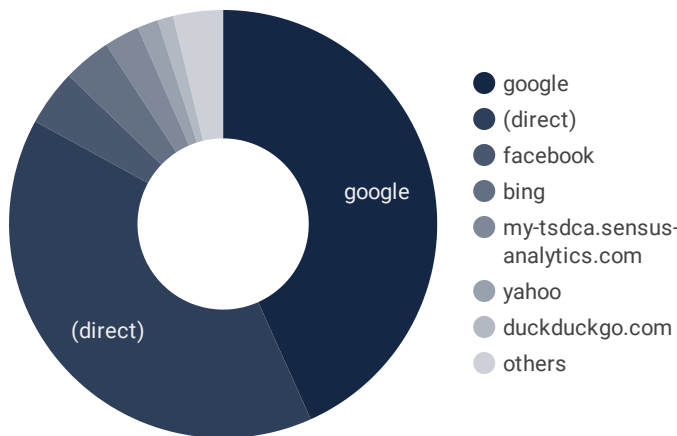


AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Organic Search	1,019
Direct	833
Referral	148
Social	105

TRAFFIC ACQUISITION CHANGE VS LAST MONTH

Organic ▼ .8% Social ▼ 52%
Direct ▼ 8% Referral ▼ 5%



AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
google	909
(direct)	833
facebook	89
bing	76
my-tdca.sensus-analytics.com	56
yahoo	33
duckduckgo.com	25
conejochamber.org	21
ipn.paymentus.com	16
m.facebook.com	9

TOP TRAFFIC BY CITY

City	Sessions
1. Agoura Hills	981
2. Los Angeles	222
3. Thousand Oaks	193
4. Ventura	154
5. (not set)	75
6. Ashburn	40
7. Westlake Village	35
8. Simi Valley	26
9. Calabasas	18

TOP TRAFFIC BY DEVICE

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

SOCIAL MEDIA PERFORMANCE - FACEBOOK



FACEBOOK OVERVIEW VS PREVIOUS MONTH

Impressions 10,192 ↓ -7.8%	Total Reach 8,736 ↓ -10.0%	Engaged Users 163 ↓ -65.2%	Engagement Rate 1.87% ↓ -61.4%
Page Likes 83 ↑ 2.5%	Page Likes Growth 2 ↑ N/A	Link Clicks 59 ↓ -63.1%	Number of Posts Added 5 ↓ -54.5%

FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. The December storms brought welcome rainfall to our service area, and short-ter...	0	0	45
2. High-quality, nutrient-rich garden compost is available FOR FREE to customers of ...	7	0	105
3. Disposable AND wipes labeled "flushable" can cause major problems when flushe...	0	0	0
4. The Board of Directors meets Monday, January 24th at 5:15 p.m. in the Film and L...	0	0	0
5. The CalScape Garden Planner is a FREE resource designed to help you find the pe...	0	0	1

SOCIAL MEDIA PERFORMANCE - LinkedIn



Total Impressions 271 ↑ 2,363.6%	Total Clicks 6 ↑ N/A	Total Engagement Rate 6.64% ↑ N/A	Post Updated At 5 ↓ -37.5%
Total Followers 7 ↑ 133.3%	Total Followers Gain 4 ↑ N/A	Total Clicks 6 ↑ N/A	Page Views 15 ↑ 275.0%

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

Project Meetings

1. Weekly project meetings and email communications with Sandy Warren
2. Drought Collaborative - State Updates Water Allocation to 15%; Local Water Districts Continue to Urge Conservation - Riki sent the news release with Leon's quote. On February 8 we added it to additional media sites.
3. Ventura County Resource Conservation District - met with Andy Spyrka and Sandy by Zoom to discuss how the VCRCDC can use Triunfo compost for its butterfly habitats at schools in Oak Park. Asked Andy to provide the quantity needed. This project wouldn't be until Spring 2023. Andy said there will be opportunities for Triunfo to have booths at public workdays in which representatives can talk about water conservation and composting.

News Releases / Media Relations

1. *State Updates Water Allocation to 15%; Local Water Districts Continue to Urge Conservation* - prepared news release. Sent/posted on February 7, 2022

Website

- Content updates, callout updates, news posts and general maintenance.
- Updates to [Water Supply Page](#) based on Allocation Updates
- Urban Water Management Plan Landing Page – design, layout, development

Social Media

- Social posts & social media management
- February Enewsletter – Allocation update/Urban Water Management Plan/Board Meeting
- 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

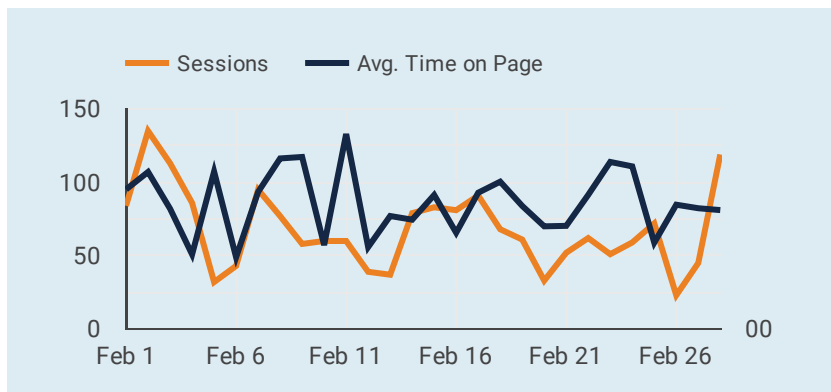
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ANALYTICS TRAFFIC OVERVIEW

TRAFFIC OVERVIEW - COMPARED TO PREVIOUS PERIOD

Sessions 1,898 ↓ -9.8%	Pageviews 3,984 ↓ -10.3%	Users 1,412 ↓ -9.7%	Bounce Rate 38.99% ↑ 5.1%	Avg. Session Duration 00:02:10 ↑ 15.2%	Pages / Session 2.1 ↓ -0.5%
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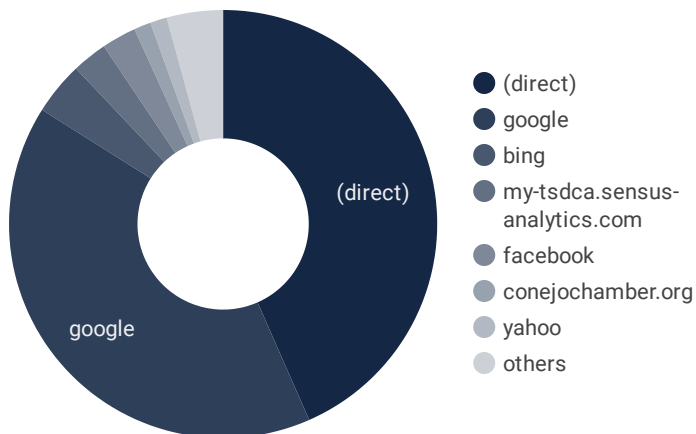


AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Organic Search	864
Direct	817
Referral	152
Social	65

TRAFFIC ACQUISITION CHANGE VS LAST MONTH

Organic ▼ 13% Social ▼ 43%
Direct ▼ 3% Referral ▲ 1%



AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
(direct)	817
google	763
bing	75
my-tdca.sensus-analytics.com	50
facebook	49
conejochamber.org	24
yahoo	24
ipn.paymentus.com	20
duckduckgo.com	18
m.facebook.com	10

TOP TRAFFIC BY CITY

City	Sessions
1. Agoura Hills	874
2. Los Angeles	204
3. Ventura	169
4. Thousand Oaks	134
5. (not set)	74
6. Ashburn	52
7. Calabasas	19
8. Westlake Village	19
9. Simi Valley	13

TOP TRAFFIC BY DEVICE

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

SOCIAL MEDIA PERFORMANCE - FACEBOOK



FACEBOOK OVERVIEW VS PREVIOUS MONTH

Impressions 13,975 ↑ 37.1%	Total Reach 11,517 ↑ 31.8%	Engaged Users 210 ↑ 28.8%	Engagement Rate 1.82% ↓ -2.3%
Page Likes 86 ↑ 3.6%	Page Likes Growth 3 ↑ 50.0%	Link Clicks 96 ↑ 62.7%	Number of Posts Added 5 0.0%

FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. Despite December's precipitation, we are urging customers to remain diligent in m...	4	0	95
2. Looking for ways to really reduce your water usage and lower your water bill? Che...	1	0	32
3. Triunfo, in partnership with Las Virgenes Municipal Water District, is working on a...	0	0	0
4. Leon Shapiro was elected chair and Jane Nye vice chair of the Triunfo Water & Sa...	0	0	0
5. Our monthly board meeting will take place this coming Monday, February 28 at 5:...	0	0	1

SOCIAL MEDIA PERFORMANCE - LinkedIn



Total Impressions 75 ↓ -72.3%	Total Clicks 1 ↓ -83.3%	Total Engagement Rate 4.00% ↓ -39.8%	Post Updated At 5 0.0%
Total Followers 7 0.0%	Total Followers Gain 0 ↓ -100.0%	Total Clicks 1 ↓ -83.3%	Page Views 4 ↓ -73.3%