

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

**Project Meetings**

1. Weekly project meetings and email communications with Sandy Warren
2. Pure Coffee Tasting Event - The Las Virgenes-Triunfo Joint Powers Authority is hosting a Pure Coffee Tasting Event at its Pure Water Project Demonstration Facility in Calabasas. Event added to Triunfo website April 18.
3. Drought Collaborative - Triunfo Water & Sanitation District Board of Directors Approves Resolution Restricting Outdoor Watering to One Day Per Week - prepared release. Leon approved quote. Sent/posted the release April 29.
4. Next Door - Sandy said that NextDoor denied Triunfo for a public agency page. He asked about a business page. Recommended to Sandy that he create the page. They can post twice a month. Sent the set-up link. Triunfo will be managing NextDoor Outreach.
5. OakParkNow.com -Created graphic and sent to the editor asking him to post.

**News Releases / Media Relations**

1. *Triunfo Board of Directors Approves Resolution Restricting Outdoor Watering to One Day Per Week* - prepared news release. Sent/posted on April 29, 2022.

**April 2022 Media Clips**

**Agoura Hills Patch**

<https://patch.com/california/agourahills/triunfo-water-sanitation-district-restrict-outdoor-watering>

**AmericanTowns.com/OakPark**

<https://www.american towns.com/news/triunfo-water-sanitation-district-board-of-directors-approves-resolution-restricting-outdoor-watering-to-one-day-per-week-31355383-oak-park-ca.html>

**CitizensJournal.us**

<https://www.citizensjournal.us/restricting-outdoor-watering-to-one-day-per-week/>

**Greater Conejo Valley Chamber**

<https://www.conejochamber.org/news/details/triunfo-water-sanitation-district-board-of-directors-approves-resolution-restricting-outdoor-watering-to-one-day-per-week-04-29-2022>

**PRLog.org**

<https://www.prlog.org/12915396-triunfo-water-sanitation-district-restricts-outdoor-watering-to-one-day-per-week.html> (114 views)

**ConejoValleyGuide.com**

[https://www.conejovalleyguide.com/community-message-boards/#!/general:triunfo-water-sanitation\\_3](https://www.conejovalleyguide.com/community-message-boards/#!/general:triunfo-water-sanitation_3)

**VenturaCountyNews**

<https://www.facebook.com/groups/VenturaCountyNews/permalink/3094444024156579/>

**Oak Park, CA**

<https://www.facebook.com/groups/930058590376152/permalink/5027822967266340/> (19 comments, mostly discussing water issues in California)

**Conejo Valley Spotlight**

[https://www.facebook.com/groups/580921485717122/my\\_pending\\_content](https://www.facebook.com/groups/580921485717122/my_pending_content) (Pending approval)

**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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# Triunfo Water & Sanitation

## ONLINE MARKETING REPORT

Prepared by

SearleCreative  
MARKETING & DESIGN GROUP

Apr 1, 2022 - Apr 30, 2022

### ANALYTICS TRAFFIC OVERVIEW

#### TRAFFIC OVERVIEW - COMPARED TO PREVIOUS PERIOD

Sessions  
**2,857**  
↑ 21.6%

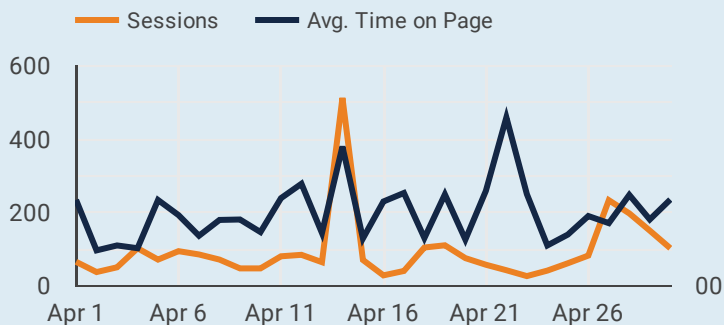
Pageviews  
**6,003**  
↑ 25.3%

Users  
**2,254**  
↑ 27.8%

Bounce Rate  
**36.12%**  
↓ -12.8%

Avg. Session Duration  
**00:02:06**  
↑ 16.9%

Pages / Session  
**2.1**  
↑ 3.1%



#### AMOUNT OF TRAFFIC PER SOURCE

##### Default Channel Grouping

Sessions ▾

Organic Search	1,151
Direct	978
Referral	552
Social	176

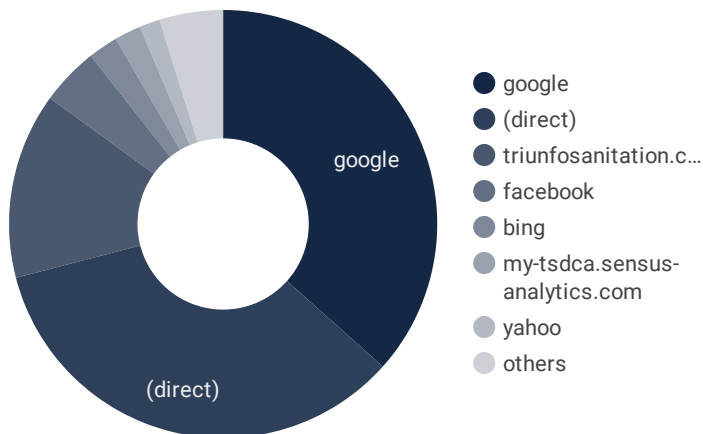
#### TRAFFIC ACQUISITION CHANGE VS LAST MONTH

Organic ▲ 12%

Social ▲ 24%

Direct ▲ 10%

Referral ▲ 310%



#### TOP TRAFFIC BY CITY

City	Sessions ▾
1. Agoura Hills	886
2. Thousand Oaks	429
3. Los Angeles	242
4. (not set)	206
5. Ashburn	112
6. Westlake Village	74
7. Santa Paula	74
8. Ventura	48
9. Columbus	41

#### AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
✓ google	1K
✓ (direct)	978
✓ triunfosanitation.com	400
✓ facebook	125
✓ bing	64
✓ my-tdca.sensus-analytics.com	57
✓ yahoo	44
✓ m.facebook.com	40
✓ duckduckgo.com	25
✓ ipn.paymentus.com	18

#### TOP TRAFFIC BY DEVICE

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

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### SOCIAL MEDIA PERFORMANCE - FACEBOOK



#### FACEBOOK OVERVIEW VS PREVIOUS MONTH

Impressions

8,358

↓ -41.1%

Total Reach

7,465

↓ -36.4%

Engaged Users

273

↓ -36.5%

Engagement Rate

3.66%

↓ -0.2%

Page Likes

85

↓ -1.2%

Page Likes Growth

-1

↓ N/A

Link Clicks

123

↓ -31.3%

Number of Posts Added

4

0.0%

#### FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. Did you know that replacing your old washing machine with a frontloading model...	1	0	46
2. Drought-resistant gardens are filled with plants that require little to no water, fertili...	21	8	199
3. From our partners in the Las Virgenes-Triunfo Joint Powers Authority.	0	0	0
4. Our monthly board meeting will take place on Monday, April 25, at 5:15 p.m. in the...	0	0	0

### SOCIAL MEDIA PERFORMANCE - LinkedIn



Total Impressions

23

↓ -78.3%

Total Clicks

1

0.0%

Total Engagement Rate

4.35%

↑ 53.6%

Post Updated At

3

↓ -25.0%

Total Followers

10

↑ 11.1%

Total Followers Gain

1

↓ -50.0%

Total Clicks

1

0.0%

Page Views

3

↓ -78.6%

## April Social Spend

Total Spend = \$100

Campaign	Results	Reach	Impressions	Cost per result	Amount spent ↓	Ends
Triunfo - Did you know - April 2022	17 Link clicks	2,442	3,774	\$2.94 Per Link Click	\$50.00	Apr 26, 2022
Triunfo - 10 CA Native Plants - April 2022	104 Link clicks	2,057	4,365	\$0.48 Per Link Click	\$50.00	Apr 15, 2022

### Performance overview

Customize metrics

Link clicks ⓘ

121

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Per Link Click ⓘ

\$0.83

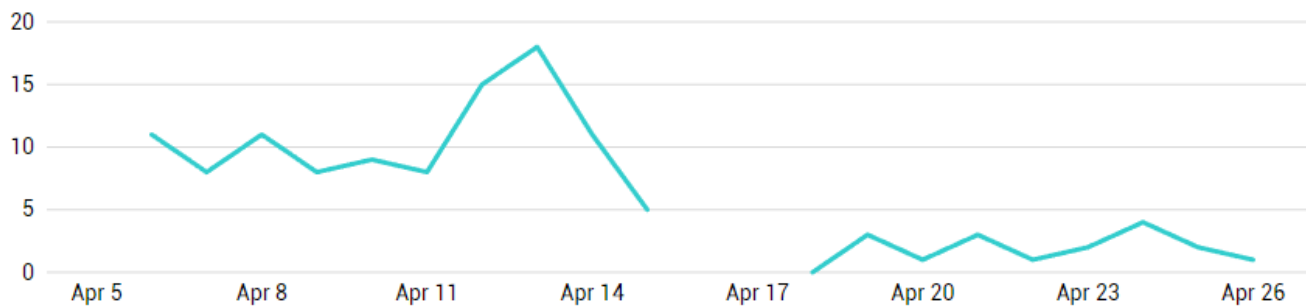
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Amount spent ⓘ

\$100.00

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### Link clicks



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