

**Triunfo Water & Sanitation District  
July 2021 Outreach Update**

**Project Meetings**

1. Met with TWSD Public Outreach committee
2. Met with Las Virgenes marketing group

**Media Relations**

1. Press release: *"So Far, So Good: Triunfo Water & Sanitation District Has Plenty Of Water"* - made additional changes and received approval of the news release. Selected a photo. **Distributed on July 12.**

Sample Clips:

**Agoura Hills Patch**

<https://patch.com/california/agourahills/no-new-water-restrictions-triunfo-water-customers>

**AmericanTowns/Oak Park**

<https://www.americantowns.com/news/so-far-so-good-no-new-water-restrictions-for-triunfo-water-sanitation-district-water-customers-31155336-oak-park-ca.html>

**Amigos805.com**

<https://amigos805.com/so-far-so-good-no-new-water-restrictions-for-triunfo-water-sanitation-district-water-customers/>

**Conejo Valley Guide** (see attached)

**Greater Conejo Valley Chamber of Commerce**

<https://www.conejochamber.org/news/details/so-far-so-good-no-new-water-restrictions-for-triunfo-water-sanitation-district-water-customers-07-12-2021>

2. Next news release - in our committee meeting, we discussed smart meters. Diane spoke with Mark about doing a news release about how residents can monitor their water usage using the meters. Mark provided the contact info for Richard Jones who can supply background on the meters. Left a message for Richard. Will obtain info and write the release.

3. CASA's Excellence in Innovation & Resiliency Award - spoke with Mike McNutt. Decided we would take a photo of the JPA board members at their August 2 meeting and use the photo with the award news release. Will also include a quote from a Triunfo board member. Will coordinate this with Mark.

### **Social Media**

1. Wrote Nextdoor blurb to go with news release that Janna could post
2. Created LinkedIn profile
3. Four social media posts completed

### **Website**

Started home page redesign  
Press release post, content updates

### **Print**

Utility bill insert illustration, layout & file prep

---

### **Attachments – Overall Outreach Plan**

<https://docs.google.com/spreadsheets/d/1Yo0dhCvDmUtap27RqfhBtQEEUHSq6lw0-BG7FHyWORw/edit?usp=sharing>



### **No New Water Restrictions For Triunfo Water & Sanitation District Water Customers**

The Triunfo Water & Sanitation District, which provides drinking water to communities in the southeastern portion of Ventura County, currently has enough potable (drinking) water to avoid imposing new water restrictions on its 14,000 water customers for the foreseeable future, according to Raymond Tjulander, chair of the district's board of directors.

There are a number of reasons why the district water supply is currently in good shape. "Our potable water customers are using much less water. If you look at usage in 2010 versus 2020, potable water demand is down 17 percent," says Tjulander. "Ever since we began experiencing increasing drought conditions, businesses and homeowners throughout the district have taken water conservation seriously. Their efforts have paid off."

Triunfo has also implemented other water conservation policies and practices. "Triunfo is a pioneer in water conservation. We recycle 48 percent of the wastewater we receive and then distribute it to our water and sanitation customers to irrigate public and private landscapes and greenbelts. By using recycled water for irrigation, more potable water can be saved and stored."

Another major factor for the stable water supply is Metropolitan Water District's (MWD) forward-thinking efforts to ensure that there would be plenty of water for its six-county coverage area in case of water supply shortages. "Triunfo purchases its water from MWD," says Tjulander. "About 20 years ago, MWD built Diamond Valley Lake reservoir, the largest in southern California. It holds enough water to supply the 19 million customers in the MWD service area for six months even if other sources of water are cut off."

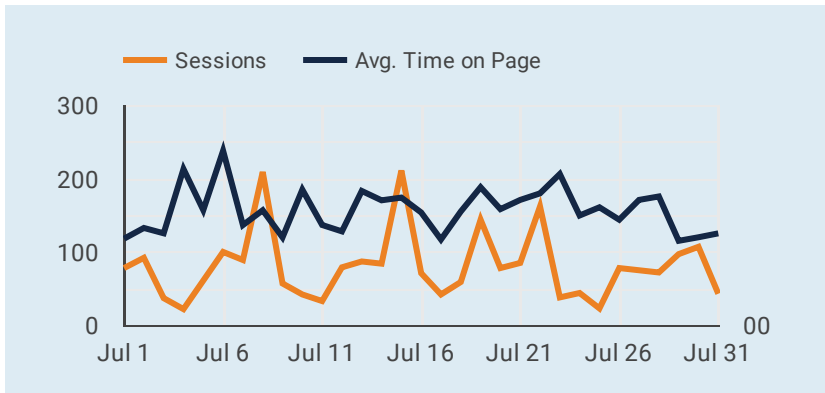
Although water supplies are currently adequate to avoid further use restrictions, Tjulander urges customers to continue to follow conservation rules. Usage guidelines and rebate opportunities can be found on the Triunfo website, [www.triunfowsd.com](http://www.triunfowsd.com), under Education.

Tjulander warns that tougher restrictions could still be imposed if the drought continues for an extended period. "We're asking everyone to do their part, especially throughout the summer months."

### ANALYTICS TRAFFIC OVERVIEW

#### TRAFFIC OVERVIEW YEAR OVER YEAR - COMPARED TO 2020

Sessions <b>2,530</b> ↑ 29.9%	Pageviews <b>5,442</b> ↑ 24.2%	Users <b>1,894</b> ↑ 34.9%	Bounce Rate <b>45.53%</b> ↑ 30.1%	Avg. Session Duration <b>00:02:03</b> ↑ 3.5%	Pages / Session <b>2.15</b> ↓ -4.4%
-------------------------------------	--------------------------------------	----------------------------------	---	--	---

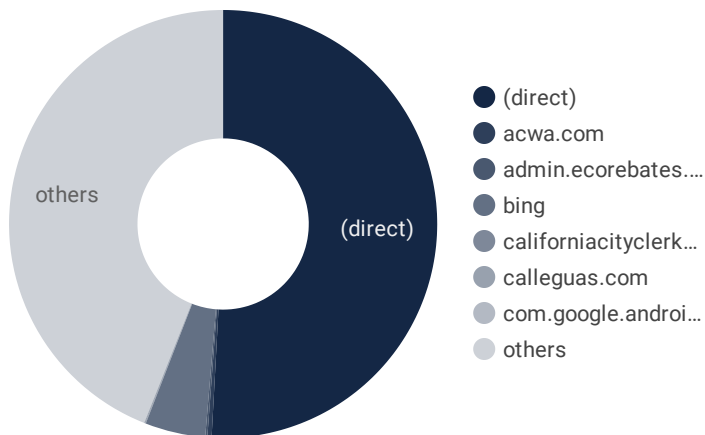


#### AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Direct	1,275
Organic Search	1,075
Referral	170
Social	10

#### TRAFFIC ACQUISITION CHANGE VS 2020

Organic ▼ 1%      Social ▲ 100%  
Direct ▲ 78%      Referral ▲ 36%



#### AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
(direct)	1.3K
google	926
bing	114
my-tdca.sensus-analytics.com	62
yahoo	34
ipn.paymentus.com	29
duckduckgo.com	17
toaks.org	12
acwa.com	8
l.facebook.com	4

### ANALYTICS TRAFFIC & GOALS

#### TOP TRAFFIC BY CITY

	City	Sessions ▾
1.	Agoura Hills	948
2.	(not set)	418
3.	Los Angeles	352
4.	Thousand Oaks	197
5.	Ventura	95
6.	Westlake Village	37
7.	Calabasas	23
8.	Oxnard	21
9.	Chicago	19

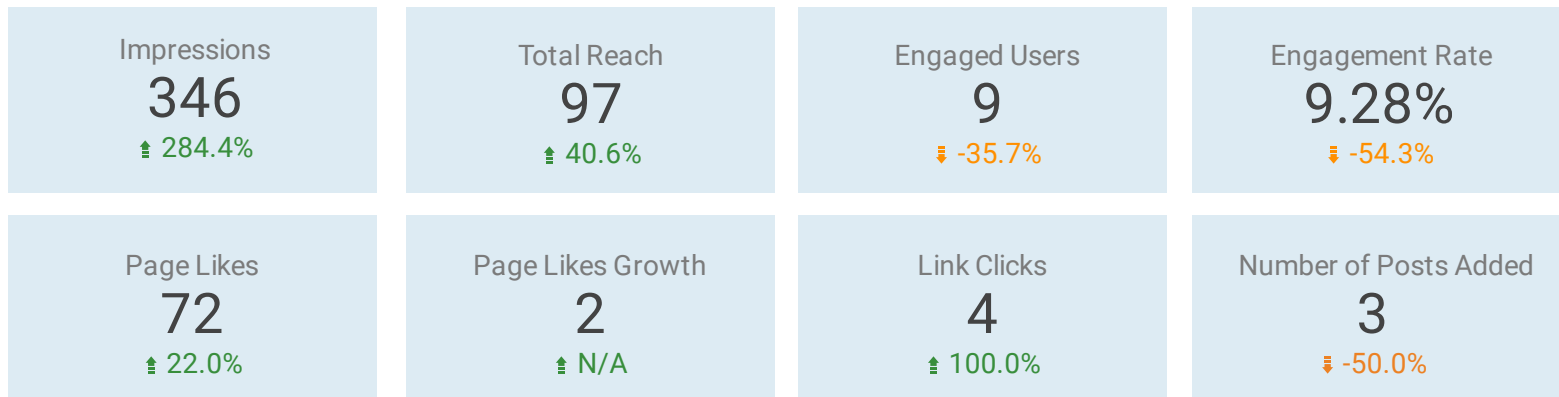
#### TOP TRAFFIC BY DEVICE

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

### SOCIAL MEDIA PERFORMANCE - FACEBOOK



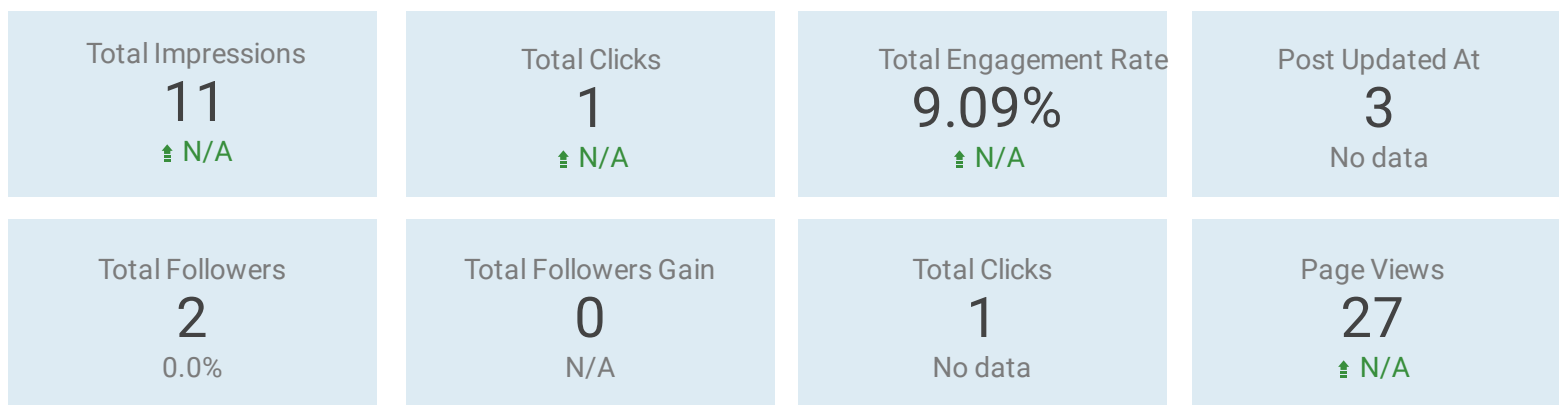
#### FACEBOOK OVERVIEW VS 2020



#### FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. Register Now! Take an in-person tour of the Pure Water Demonstration Facility Jul...	3	1	4
2. Great news! The Triunfo Water & Sanitation District, which provides drinking water...	0	0	0
3. It's your last chance to register for an in-person tour of the Pure Water Demonstrat...	0	0	1

### SOCIAL MEDIA PERFORMANCE - LinkedIn



**Triunfo Water & Sanitation District  
August 2021 Outreach Update**

**Project Meetings**

1. Met with TWSD Public Outreach committee
2. Calls with Mark, Sandy regarding projects

**Media Relations**

1. Press Release: *“Triunfo Water & Sanitation District Encourages Water Customers To Use Automated Water System To Track Water Usage.”* Interviewed Richard Jones. Prepared news release. Sent approved release August 23.

**KCLU** - reporter Caroline Faraday interviewed Mark Norris. Caroline said it aired August 30 during Morning Edition. Asked Caroline if she could send us an audio copy.

**Spectrum One News** - reporter Parker Collins asked if he could interview someone from the district and a satisfied meter customer. Talked with Mark. Decided Richard would be the best person for Parker to interview. He would also be able to provide a happy customer. Richard will call Diane to discuss.

**Sample Clips:**

- Agoura Hills Patch <https://patch.com/california/agourahills/oak-park-water-customers-can-track-water-usage>
- American Towns/Oak Park <https://www.americantowns.com/news/triunfo-water-sanitation-district-encourages-water-customers-to-use-automated-water-system-to-track-water-usage-31186457-oak-park-ca.html>
- Amigos805.com <https://amigos805.com/triunfo-water-sanitation-district-encourages-water-customers-to-use-automated-water-system-to-track-water-usage/>
- CitizensJournal.us <https://citizensjournal.us/triunfo-water-sanitation-district-encourages-water-customers-to-use-automated-water-system-to-track-water-usage/>
- Conejo Valley Guide (attached)
- VC Star Community Facebook Page <https://www.facebook.com/groups/1815209672080027/search/?q=Triunfo>

2. Drip Irrigation Class – Diane spoke with Sandy. Once he has information finalized, he will send it to Diane so she can prepare a release on the October 2 class.

3. CASA's Excellence in Innovation & Resiliency Award - prepared a quote from Ray Tjulander. Release with photo of the board went out August 12.

### **Social Media**

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

### **Website**

Content updates, workshop registration page  
Reporting

### **Print**

Utility bill insert illustration, layout & file prep

### **Miscellaneous**

1. Holidays in the Village – Diane spoke with the Rotary contact, Erin Culbertson, who said they are looking for holiday merchandise vendors. Triunfo doesn't fit. Board decided not to participate. Sent Sandy Erin's contact information so he could request a refund on the deposit.

---

### **Attachments – Overall Outreach Plan**

<https://docs.google.com/spreadsheets/d/1Yo0dhCvDmUtap27RqfhBtQEEUHSq6lw0-BG7FHyWORw/edit?usp=sharing>



## Oak Park Water Customers Encouraged To Use Electronic Water Meters

The Triunfo Water & Sanitation District is encouraging its nearly 13,000 Oak Park potable water customers to use the automated water meters on their property to track and conserve water usage.

Automated water meters were first introduced in the district in 2015 with a system upgrade two years ago. A total of 4,600 meters are installed on all Oak Park residential and commercial properties receiving potable water from the district. The meters enable customers to monitor their water use in real-time and set alarms to warn of excessive consumption.

“Being able to keep tabs on how much water you use is especially handy now that the governor has asked that everyone voluntarily cut back on water usage by 15 percent,” says Richard Jones, Triunfo’s field services contractor. “If the drought continues, cutbacks may become mandatory. Customers can review their previous two years of water usage and figure out how much they need to reduce.”

Every four hours, the meters transmit data to collection towers in the Oak Park area. The data is then downloaded to the district’s census analytics system. The meter readings are used to generate customer water bills.

Customers can log in to their secure online account to see how much water they are using. They can also set up alerts if water use goes over certain thresholds. Alerts can be received by text or email.

“Only 20 percent of Triunfo water customers are currently taking advantage of these meters,” says Jones. “We’d like to see more. Customers that use the meters love the system. It helps them track how much water it takes to irrigate a lawn or to identify leaks. Small changes in our daily water routines can make a big difference.”

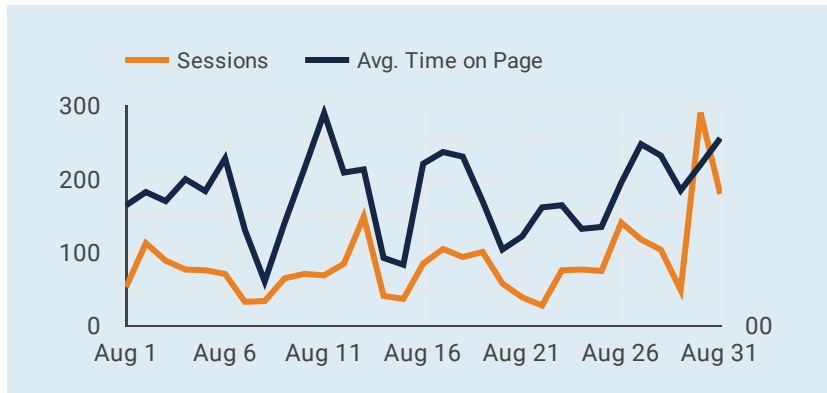
Triunfo Water & Sanitation District is the only district in Ventura County where 100 percent of its potable water customers have meters installed on their property. “Every other water agency is slowly making the switch,” says Jones. “It might still be 5 to 10 years before we see its widespread use throughout California. We’re fortunate that Triunfo decided to invest in the meters early.”

To sign up, go to [www.triunfowsd.com](http://www.triunfowsd.com), click on the Water tab, then Customer Service to set up a customer portal. Once signed up, customers will be able to access their water data immediately.

### ANALYTICS TRAFFIC OVERVIEW

#### TRAFFIC OVERVIEW YEAR OVER YEAR - COMPARED TO 2020

Sessions <b>2,684</b> ↑ 46.8%	Pageviews <b>6,021</b> ↑ 52.3%	Users <b>2,030</b> ↑ 52.4%	Bounce Rate <b>46.27%</b> ↑ 25.9%	Avg. Session Duration <b>00:02:03</b> ↑ 14.0%	Pages / Session <b>2.24</b> ↑ 3.7%
-------------------------------------	--------------------------------------	----------------------------------	---	---	--

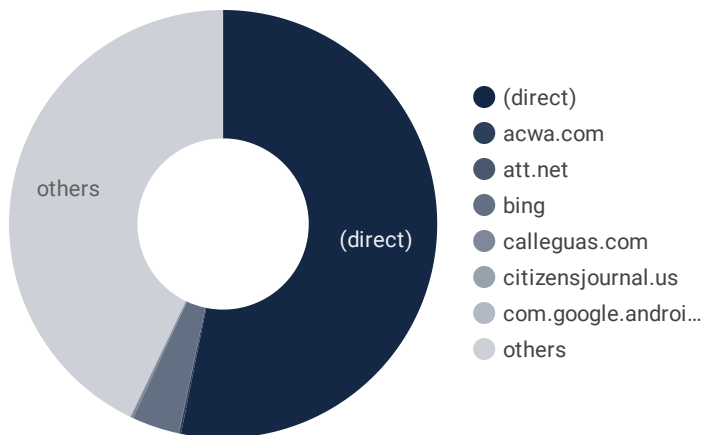


#### AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Direct	1,415
Organic Search	1,001
Referral	181
Social	87

#### TRAFFIC ACQUISITION CHANGE VS 2020

Organic ▲ 7%      Social ▲ 1775%  
Direct ▲ 98%      Referral ▲ 34%



#### AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
(direct)	1.4K
google	874
bing	95
my-tdca.sensus-analytics.com	57
facebook	56
yahoo	30
ipn.paymentus.com	26
duckduckgo.com	25
l.facebook.com	11
facebook.com	10

### ANALYTICS TRAFFIC & GOALS

#### TOP TRAFFIC BY CITY

	City	Sessions ▾
1.	Agoura Hills	1,087
2.	Ashburn	380
3.	Los Angeles	305
4.	Ventura	174
5.	Thousand Oaks	126
6.	(not set)	65
7.	Montreal	61
8.	Westlake Village	37
9.	Calabasas	28

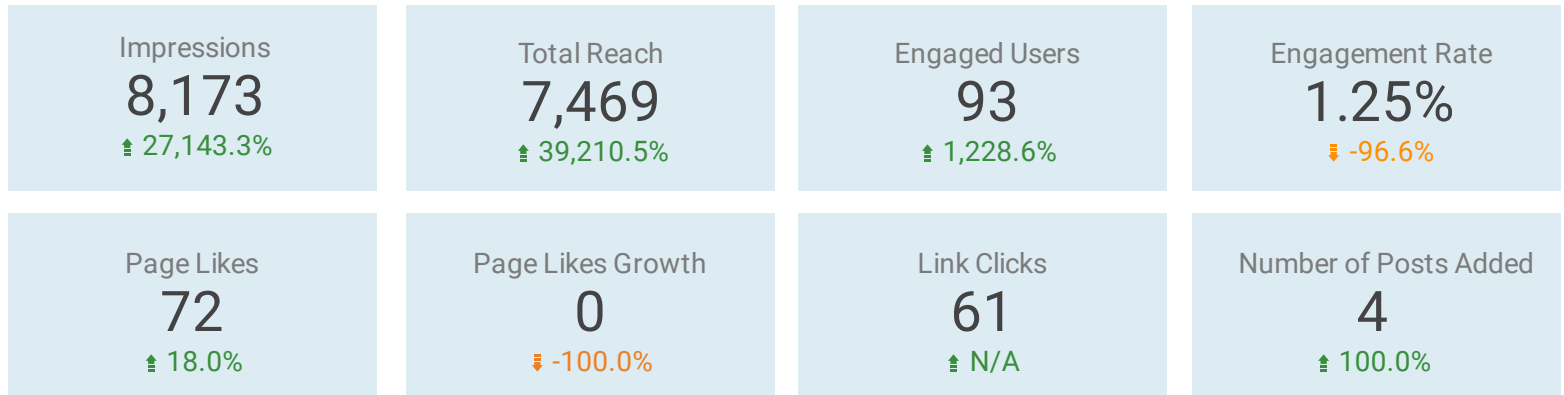
#### TOP TRAFFIC BY DEVICE

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

### SOCIAL MEDIA PERFORMANCE - FACEBOOK



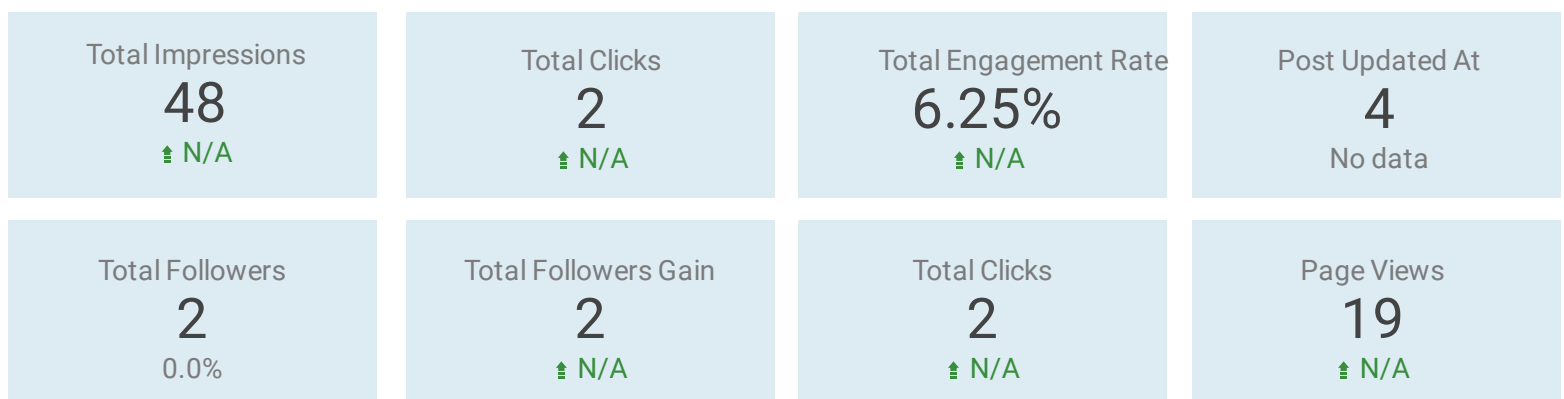
#### FACEBOOK OVERVIEW VS 2020



#### FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. Thanks to aggressive marketing, the bottled water industry has convinced many o...	0	0	40
2. Did you know you can schedule a free Home Water Use Evaluation? We can give y...	0	0	31
3. Although Triunfo has never had an outage before, there are circumstances like m...	2	0	13
4. Did you plant a drought tolerant garden, remove turf, limit your watering or install ...	2	0	8

### SOCIAL MEDIA PERFORMANCE - LinkedIn



TRIUNFO WATER & SANITATION DISTRICT  
PUBLIC OUTREACH/COMMUNICATIONS COMMITTEE (Virtual)  
Members: Directors Janna Orkney and James Wall

Draft Minutes of September 15, 2021

1. Call to Order

Meeting was called to order by Chair Orkney at 10:08 a.m.

Present: Chair Janna Orkney, Director James Wall, General Manager Mark Norris, Finance Director Vickie Dragan, Kellie Meehan (Searle Creative), Caitlynn Hoehn (Searle Creative), Diane Rumbaugh (Rumbaugh Public Relations) and Sandy Warren (Consultant)

2. Public Comment (5-minute limit per speaker)

None.

3. Update on Outreach Efforts Since Last Meeting

- a. Announcements and publicity of Drought Stage 1, enacted by the Board at August 23, 2021 meeting.

Ms. Rumbaugh mentioned that a news release was posted on September 1 to various sites online and sent to print media. She mentioned oakparknow.com site has yet to pick up any requested news items. Chair Orkney indicated she would provide a direct contact to help getting news items picked up.

Chair Orkney inquired about a written report on media outreach activities. A discussion ensued and resulted in agreement that the analytical report provided by Searle Creative would be from month to month and the activity report period would be from the third Wednesday of the month.

Ms. Meehan inquired whether she needed to get approval of ads from the committee prior to publication on such things like Stage 1 water restrictions and addressed the lag time experienced recently associated with Board's action on Stage 1. She said that once the news was received of the Board's resolution, within 24 hours they responded with a PR write-up and a blog were posted. She said steps have been taken to eliminate the lag time associated with the recent event and that protocols have been put in place to eliminate future delays.

Chair Orkney stated she believed all ads should be approved. Mr. Norris said it would be preferred once an ad was placed that the District be billed as part of the consultant's invoice and not separately. Ms. Meehan agreed that could be arranged.

The committee agreed that anything put out on social media would not need prior approval in order to streamline and get information out timely. Ms. Meehan indicated she would continue to use Mr. Warren as a resource to review things as long as he is available and until they become more familiar with the account.

Chair Orkney asked the question of whether a Stage 1 ad should be run. A discussion followed on what would be the most appropriate and cost effective, a bill stuffer or print ad. Out of this discussion, Ms. Meehan inquired if she could get approval to run two standard ads monthly in the Thousand Oaks Acorn for such things as conservation, events, Board changes. She estimated the cost to be \$1250 monthly. Director Wall expressed concern over costs and inquired whether there was room in the budget for such an expense. Mr. Norris interjected that if an enhanced public outreach program is desired then a realistic perspective on what it takes to do that is needed along with what that would cost. He expressed concerns in managing so many pieces of the program and the need for realistic expectations to be set. Chair Orkney expressed concerns that perhaps less noteworthy items might receive more attention than important news items. She suggested discussing the topic at a future meeting. Chair Orkney expressed that the Stage 1 ad should be printed along with a PR piece.

A lengthy discussion was held on whether an ad would be placed.

Chair Orkney stated a scoping meeting for the Pure Water project would be coming up and said that information should be linked to at LVMWD website. She said she would like anything posted on LVMWD website in regard to the JPA Pure Water Project to be linked to TWSD's website.

Chair Orkney mentioned having received questions about what is allowed in Stage 1. Ms. Meehan at this point suggested creating and posting FAQs on the TWSD website to answer some of the questions being asked. Chair Orkney agreed and further said the FAQs should be pushed out on social media. Chair Orkney confirmed Calleguas Municipal Water District's website should also be monitored for pertinent material.

Ms. Meehan provided some background on the development of the outreach program. Mr. Norris again stressed the need to have a discussion on the expectations of the public outreach program. He said he believed that there was a need for confirmation and recognition on how things would be done in order to remove his close involvement and that of the Committee. He stated the program got off to a good start but now is in need of refinement as to where it's going and how it's going to get there.

Chair Orkney suggested this subject come back at a future meeting for further discussion. Director Wall stated he preferred the matter be put on a District agenda to get full board input. Chair Orkney agreed. Ms. Meehan stated she had a good understanding of what the message is but

needed clarification of the goals. Mr. Norris suggested it would be a good idea for the consultant to provide the Board an update with an estimated price tag for the efforts needed moving forward.

Chair Orkney and Director Wall approved consultant moving forward with placing an ad on the Stage 1 water restrictions.

- b. Publicity for Drip Irrigation class on October 2, 2021.

Mr. Warren provided an update by stating it would be held at Mae Boyar outdoors for up to 40 people with social distancing in place.

20 individuals are registered to date.

News release to come out September 9 and an ad to be published on September 23.

It was suggested and determined that the Drip Irrigation Registration form would be updated to include a question on how the class was heard about.

Ms. Rumbaugh volunteered to send a reminder out to the Acorn to place the Drip Irrigation class in their calendar section.

- c. Outreach and signup for Portal for water usage on TWSD website.

Mr. Norris provided an update stating that about 20 or 25 new signups were in place for an estimated total of 1000.

- d. Other outreach projects.

Mr. Norris mentioned possibly considering a message of cutting back the frequency of watering lawns with the October time change. He said in October the board will also be deciding on whether to implement one day a week irrigation or not and that any current plan modifications would need to go out most likely in November. He spoke about coming attractions such as the Tour of Pure Water efforts which include a water tasting.

Ms. Rumbaugh mentioned that a Spectrum interview is in the works and she hopes to have more information later in the day and would get the date of the interview to the Committee. She said the topic of the interview would be water meters and Stage 1 water restrictions.

Director Wall commented that his focus is on the website, and that anytime anything is pushed out that the website should be referenced for more information. He closed by saying that the website is where customers need to be conditioned to go to in order

to get all the current information that is being discussed. He suggested an email list be generated as well.

Chair Orkney mentioned that the “About” drop down on the District’s webpage does not list the Board of Directors and that it should even though the Board has its own drop down. She asked that everyone review for placement in the menu so as to discuss at next meeting.

4. Discuss Process for Prioritizing & Evaluating Outreach Options/Opportunities

None other than was discussed above.

5. Brainstorming Session to Develop Outreach Topics for all (3) District Enterprises (Water, Wastewater & Recycled Water)

None other than was discussed above.

6. Adjourn

There being no further business, Chair Orkney adjourned the meeting at 11:25 a.m.

Prepared by:

Approved:

---

Fidela Garcia  
Clerk of the Board

---

Janna Orkney, Chair  
Public Outreach/Communications Committee