

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

Project Meetings

1. Weekly project meetings and email communications with Sandy Warren
2. Drought Collaborative - participated in the December 14 meeting. Sent Sandy our account of the highlights from the meeting.

Media Relations

1. *Triunfo Water & Sanitation District Board Member Leon Shapiro Appointed To Ventura Regional Sanitation District Board* - prepared news release. Distributed on December 14.
2. Drought Collaborative news release - sent out by Riki/LVMWD. Posted it on additional online news sites.

December 2021 Clips

Agoura Acorn - December 13, 2021

<https://www.theacorn.com/articles/triunfo-water-board-member-named-to-sanitation-district/>

Agoura Hills Patch

<https://patch.com/california/agourahills/local-water-districts-call-urgent-conservation-action>

<https://patch.com/california/agourahills/leon-shapiro-appointed-regional-sanitation-district-board>

AmericanTowns/Oak Park

<https://www.americantowns.com/news/triunfo-water-sanitation-district-board-member-leon-shapiro-appointed-to-ventura-regional-sanitation-district-board-31256280-oak-park-ca.html>

<https://www.americantowns.com/news/local-water-districts-call-for-urgent-conservation-action-in-response-to-0-allocation-announcement-as-drought-impacts-worsen-31249757-oak-park-ca.html>

Amigos805.com

<https://amigos805.com/triunfo-water-sanitation-district-board-member-leon-shapiro-appointed-to-ventura-regional-sanitation-district-board/>

CitizensJournal.us

<https://www.citizensjournal.us/triunfo-water-sanitation-district-board-member-leon-shapiro-appointed-to-ventura-regional-sanitation-district-board/>

Greater Conejo Valley Chamber

<https://www.conejochamber.org/news/details/triunfo-water-sanitation-district-board-member-leon-shapiro-appointed-to-ventura-regional-sanitation-district-board-12-14-2021>

PRLog.org (news release distribution site)

<https://www.prlog.org/12897615-triunfo-water-sanitation-district-board-member-leon-shapiro-appointed-to-sanitation-district-board.html> (100 views)

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

Social Media

Social posts & social media management

Daily social check-ins for questions and responses

Social media geotargeted advertising (Facebook), setup and monitor

Reporting

Website

Content updates, callout updates, news posts and general maintenance

Print

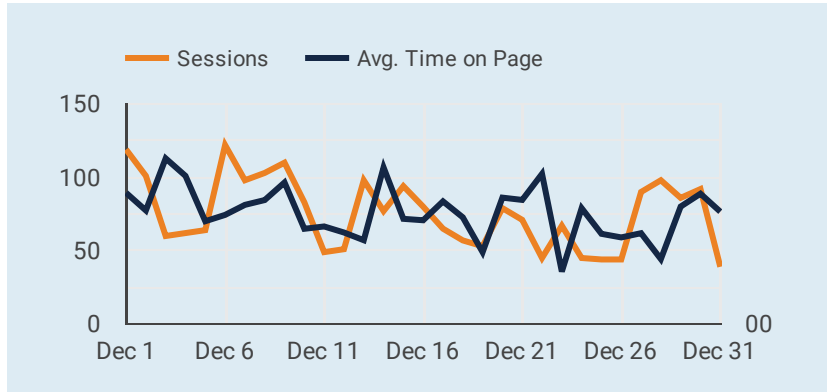
Utility bill insert - illustration, layout & file prep

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ANALYTICS TRAFFIC OVERVIEW

TRAFFIC OVERVIEW - COMPARED TO PREVIOUS PERIOD

Sessions 2,346 ↑ 17.6%	Pageviews 4,949 ↑ 16.1%	Users 1,705 ↑ 14.8%	Bounce Rate 41.05% ↑ 11.6%	Avg. Session Duration 00:01:55 ↑ 2.0%	Pages / Session 2.11 ↓ -1.2%
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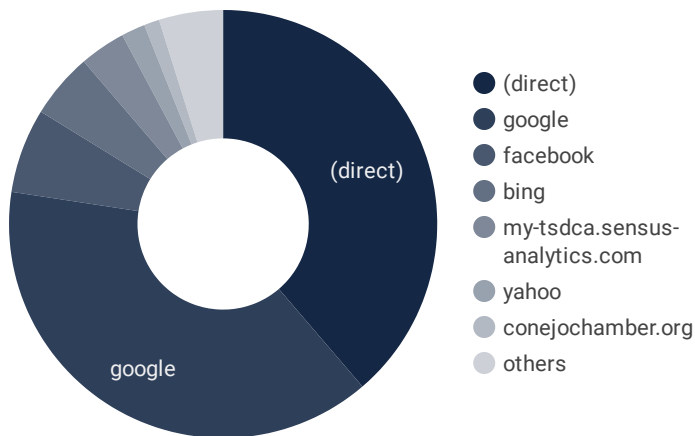


AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Organic Search	1,060
Direct	903
Referral	192
Social	191

TRAFFIC ACQUISITION CHANGE VS LAST MONTH

Organic ▲ 11% Social ▲ 165%
Direct ▲ 10% Referral ▼ 12%



TOP TRAFFIC BY CITY

City	Sessions
1. Agoura Hills	893
2. Los Angeles	262
3. Thousand Oaks	254
4. Ventura	192
5. (not set)	61
6. Ashburn	60
7. San Francisco	47
8. Anaheim	34
9. Long Beach	24

AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
(direct)	903
google	902
facebook	149
bing	115
my-tdca.sensus-analytics.com	81
yahoo	42
conejochamber.org	27
ipn.paymentus.com	24
m.facebook.com	17
facebook.com	17

TOP TRAFFIC BY DEVICE

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

SOCIAL MEDIA PERFORMANCE - FACEBOOK



FACEBOOK OVERVIEW VS PREVIOUS MONTH

Impressions 11,052 ↑ 144.8%	Total Reach 9,711 ↑ 148.2%	Engaged Users 469 ↑ 990.7%	Engagement Rate 4.83% ↑ 339.5%
Page Likes 81 0.0%	Page Likes Growth 0 N/A	Link Clicks 160 ↑ 344.4%	Number of Posts Added 11 ↑ 83.3%

FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. Triunfo Water & Sanitation District (TWSD), Las Virgenes Municipal Water District (...)	6	6	310
2. Did you know that up to 70 percent of residential water is used for landscape purp...	0	0	48
3. Education plays a vital role in preserving our precious water resources. The Metro...	1	0	6
4. The Triunfo Water & Sanitation District Board of Directors meets at 5:15 this eveni...	0	0	1
5. On December 20th, Leon Shapiro (far left), was elected Chairman of the Triunfo W...	0	0	1

SOCIAL MEDIA PERFORMANCE - LinkedIn



Total Impressions 11 ↓ -71.8%	Total Clicks 0 ↓ -100.0%	Total Engagement Rate 0.00% ↓ -100.0%	Post Updated At 8 ↑ 33.3%
Total Followers 3 0.0%	Total Followers Gain 0 ↓ -100.0%	Total Clicks 0 ↓ -100.0%	Page Views 4 0.0%