

TRIUNFO WATER & SANITATION DISTRICT  
PUBLIC OUTREACH/COMMUNICATIONS COMMITTEE MEETING  
(Virtual)

Members: Directors Janna Orkney and James Wall

TUESDAY, OCTOBER 12, 2021, 3:00 PM

MINUTES

1. Call to Order - Meeting was called to order by Chair Orkney at 3:00 p.m.

Present: Chair Janna Orkney, Director James Wall, General Manager Mark Norris, Finance Director Vickie Dragan, and Sandy Warren (Consultant); Accounting Technician Yag Prajapati and Clerk of the Board Fidela Garcia.

2. Public Comment. (5-minute limit per speaker) - None.
3. Approval of minutes for the special meeting held on September 15, 2021.

Motion by Director Wall to approve the minutes of the special meeting of September 15, 2021. Seconded by Chair Orkney. Motioned carried.

4. Review outreach efforts since last meeting of September 15, 2021.
  - a. TWSD Website.
  - b. Print: Articles, The Acorn, Other Publications, Ads, Bill Stuffers.
  - c. Social Media: Facebook & LinkedIn.
  - d. TV Broadcast: Spectrum 1 - regarding automatic read meters.
  - e. Event: Drip Irrigation Class of October 2, 2021.

Staff member Yag Prajapati mentioned that he posted the Draft Urban Water Management Plan to the District's website in two locations on the home page.

Discussion on mailing out this month a bill stuffer to water service customers was heard. It was decided that one side of the stuffer would contain information related to the Stage 1 Drought Declaration and the backside to contain information on the District's website as a place to find information related to District news, events, and other resources.

Discussion was held on the need to have an approval process in place for any public outreach messaging by Searle Creative and that all messaging be consistent across all media channels.

5. Billing Expenses.
  - a. Searle Creative.
  - b. Media.

Invoices were reviewed and determined to be in conformance with consultant's agreement; however, more detail is preferred.

6. New Business.
  - a. Consider new outreach topics and media outreach to be used for each topic.
    - i. Drought Stage 1.
    - ii. Preparation for property tax bill questions.
    - iii. Other outreach topics.
  - b. Tightening Communication Between TWSD and Searle Creative Group with printed forms.
    - i. Advertisement Order.
    - ii. Social Media Request.
    - iii. Website Request.
  - c. Goal of public outreach.

Drought Stage 2 was briefly mentioned with the thought of possibly bringing back for Committee consideration in November.

Brief discussion was held on the Committee's interest to learn about what outreach LVMWD is working on and what can be done to tap into those potential resources. Sandy Warren said he would make contact with LVMWD PR staff and Searle Creative and report back.

It was agreed that any print or social media messaging content created by Searle Creative should continue to be edited for accuracy by Sandy Warren and that any work requests be approved with an email and that a courtesy copy of that email go to accounts payable.

General Manger Mark Norris brought forward a discussion on the need to have an in-house dedicated position to act as a conduit directly with Searle Creative to keep them in the know of District activities and monitor their work. In this way, Searle Creative could get newsworthy information out timely and accurately. He commented the relationship with Searle Creative is new, and there is a learning curve, but overall believes they have done a good job.

Sandy Warren reported that he was invited to speak at the Oak Park Garden Club Drip Irrigation event on October 23. He will be speaking on TWSD's water supply and Drought Stage 1.

7. Adjourn.

There being no further business, Chair Orkney adjourned the meeting at 4:30 p.m.

Prepared by:

Approved:

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Fidela Garcia  
Clerk of the Board

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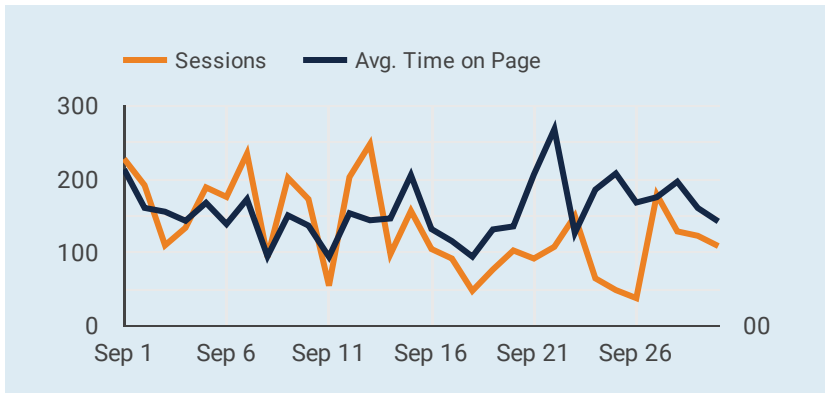
Janna Orkney, Chair

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### ANALYTICS TRAFFIC OVERVIEW

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

Sessions <b>3,961</b> ↑ 120.2%	Pageviews <b>7,225</b> ↑ 83.8%	Users <b>3,187</b> ↑ 134.5%	Bounce Rate <b>58.60%</b> ↑ 56.2%	Avg. Session Duration <b>00:01:29</b> ↓ -19.4%	Pages / Session <b>1.82</b> ↓ -16.5%
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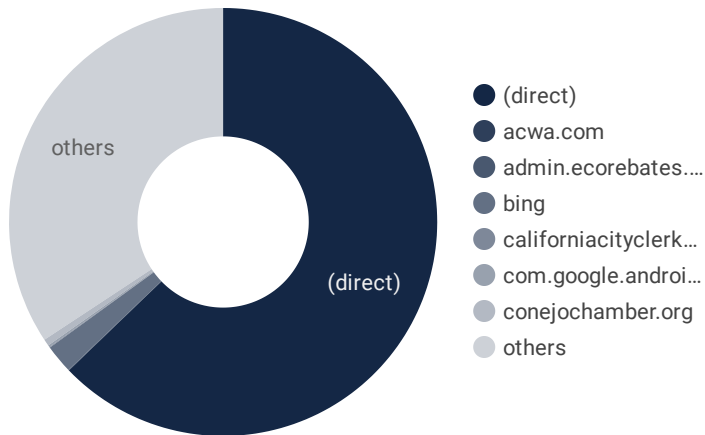


#### AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Direct	2,470
Organic Search	1,063
Referral	226
Social	202

#### TRAFFIC ACQUISITION CHANGE VS 2020

Organic ▲ 4%      Social ▲ 17,400%  
Direct ▲ 294%      Referral ▲ 40%



#### AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
(direct)	2.5K
google	940
m.facebook.com	137
bing	85
my-tdca.sensus-analytics.com	85
l.facebook.com	39
yahoo	38
ipn.paymentus.com	29
conejochamber.org	20
duckduckgo.com	20

### ANALYTICS TRAFFIC & GOALS

#### TOP TRAFFIC BY CITY

	City	Sessions ▾
1.	Agoura Hills	1,299
2.	Ashburn	1,256
3.	Los Angeles	335
4.	Ventura	171
5.	Thousand Oaks	157
6.	(not set)	94
7.	Lompoc	76
8.	Longueuil	42
9.	Calabasas	27

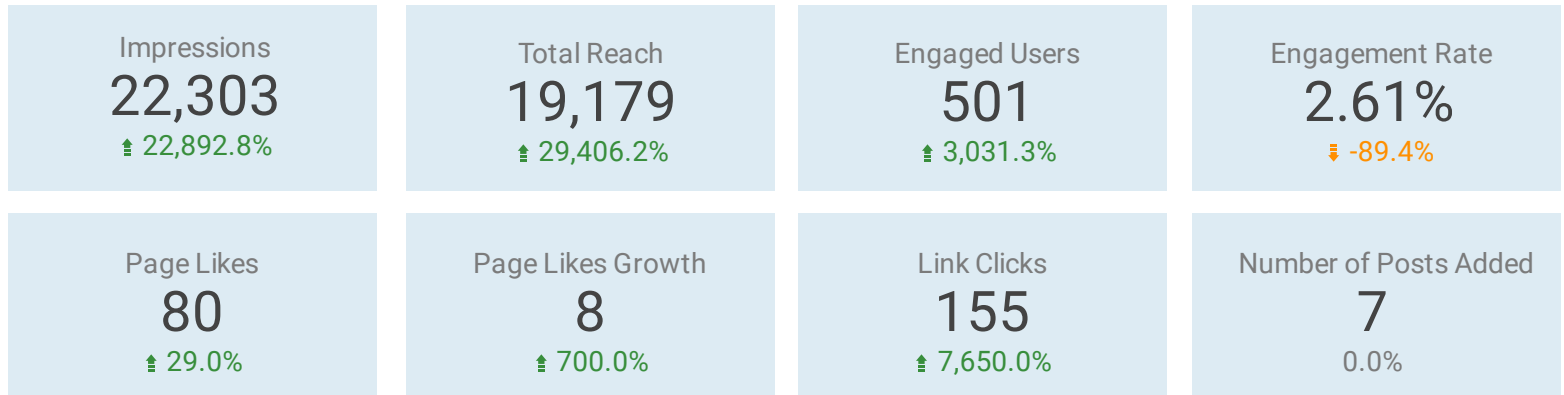
#### TOP TRAFFIC BY DEVICE

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

### SOCIAL MEDIA PERFORMANCE - FACEBOOK



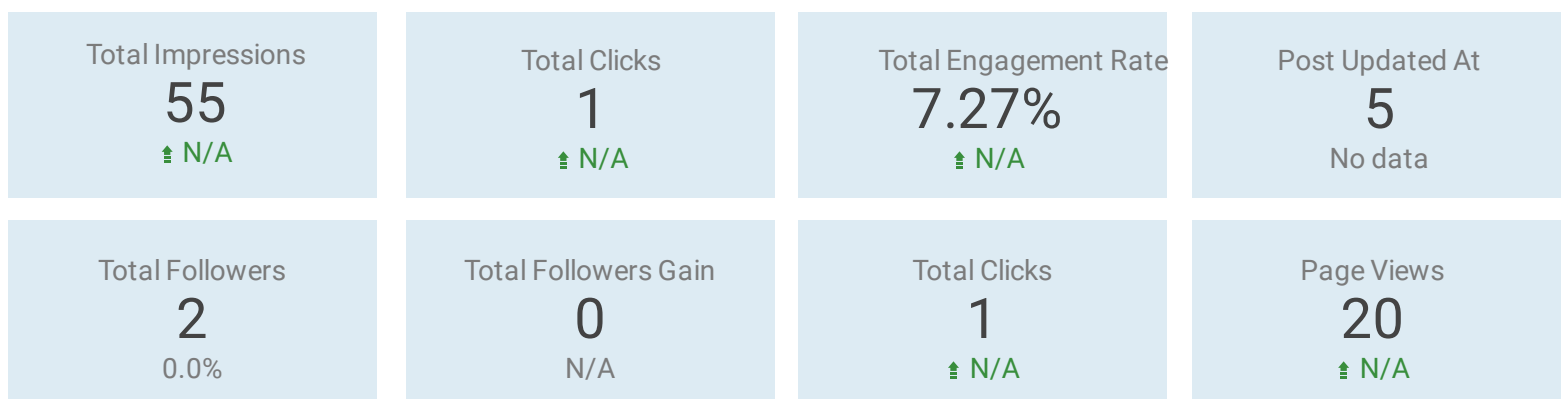
#### FACEBOOK OVERVIEW VS 2020



#### FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. Join Triunfo and the UC Master Gardeners of Ventura County on Saturday, Octobe...	1	0	46
2. The Las Virgenes-Triunfo Joint Powers Authority is proud to announce that we ar...	6	0	38
3. As annual precipitation levels have remained inadequate to fill the state's key rese...	0	1	3
4. Plan to attend the upcoming Scoping Meeting tonight, September 23, 2021 from ...	0	0	1
5. Triunfo Water & Sanitation District is currently observing Stage 1 of its Water Con...	2	0	2

### SOCIAL MEDIA PERFORMANCE - LinkedIn



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