

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

Project Meetings

1. Project meetings and email communications with Sandy Warren.
2. Communications with Chi on office signage
3. Introduction to Becky Haycox

News Releases / Media Relations

1. *Returning Board Members Jane Nye, Janna Orkney, and Ray Tjulander* - prepared release and sent/posted September 9.
2. *Artwork By Brookside Elementary School 2nd Grader Selected By Metropolitan Water District To Appear in 2023 Calendar*– prepared release and sent/posted September 21.
3. *Triunfo Board Approves Reducing Sprinkler Irrigation Time From 15 to 10 Minutes Per Station*– helped prepare news release and sent/posted September 28.

Posted news releases on:

- VC Star Community News
- Oak Park, CA
- Conejo Valley Community Spotlight
- Facebook

Website

- Content updates, callout updates, news posts and general maintenance.

Social Media

- September eNewsletter
- Social posts & social media management
- Daily social check-ins for questions and responses
- Social media geotargeted advertising (Facebook), setup and monitor
- Reporting

Print

- September Utility bill insert - illustration, layout & file prep

September 2022 Media Clips

Agoura Acorn

<https://www.theacorn.com/articles/water-district-recognizes-secondgraders-art/>

Agoura Hills Patch

<https://patch.com/california/agourahills/triunfo-water-board-approves-reducing-irrigation-time>

<https://patch.com/california/agourahills/artwork-brookside-elementary-school-2nd-grader-selected-mwp>

<https://patch.com/california/agourahills/no-november-election-triunfo-water-sanitation-district-board>

AmericanTowns.com/OakPark

<https://www.americantowns.com/news/triunfo-water-sanitation-district-board-approves-reducing-sprinkler-irrigation-time-from-15-to-10-minutes-per-station-31462245-oak-park-ca.html>

<https://www.americantowns.com/news/artwork-by-brookside-elementary-school-2nd-grader-selected-by-metropolitan-water-district-to-appear-in-2023-calendar-31457021-oak-park-ca.html>

Amigos805.com

<http://amigos805.com/triunfo-water-sanitation-district-board-approves-reducing-sprinkler-irrigation-time-from-15-to-10-minutes-per-station/>

<http://amigos805.com/artwork-by-brookside-elementary-school-2nd-grader-selected-by-metropolitan-water-district-to-appear-in-2023-calendar/>

CitizensJournal.us

<https://www.citizensjournal.us/artwork-by-brookside-elementary-school-2nd-grader-selected-by-metropolitan-water-district-to-appear-in-2023-calendar/>

PRLog.org

<https://www.prlog.org/12932329-candidates-does-not-exceed-number-of-seats-to-be-filled-on-triunfo-water-sanitation-district-board.html>

(133 views)

<https://www.prlog.org/12933605-artwork-by-brookside-elementary-school-2nd-grader-selected-by-mwd-to-appear-in-2023-calendar.html>

(109 views)

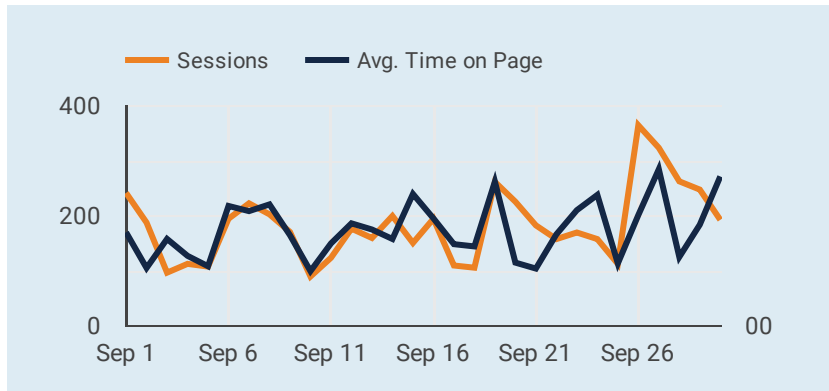
<https://www.prlog.org/12934625-triunfo-water-sanitation-district-board-approves-reducing-sprinkler-irrigation-time.html>

(75 views)

ANALYTICS TRAFFIC OVERVIEW

TRAFFIC OVERVIEW - COMPARED TO PREVIOUS YEAR

Sessions 5,516 ↑ 1,503.5%	Pageviews 13,002 ↑ 1,217.3%	Users 3,488 ↑ 1,618.2%	Bounce Rate 36.71% ↓ -5.0%	Avg. Session Duration 00:01:35 ↓ -62.0%	Pages / Session 2.36 ↓ -17.8%
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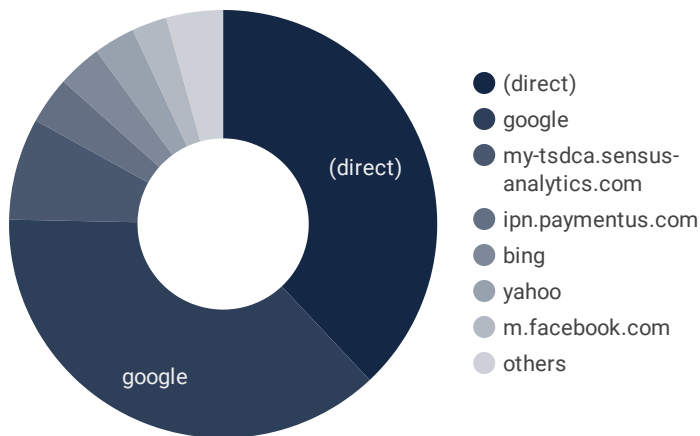


AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Organic Search	2,429
Direct	2,096
Referral	745
Social	245

TRAFFIC ACQUISITION CHANGE VS LAST YEAR

Organic ▲ 1,502% Social ▲ 4,040%
Direct ▲ 1,639% Referral ▲ 2,370%



AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
(direct)	2.1K
google	2.1K
my-tdca.sensus-analytics.com	425
ipn.paymentus.com	197
bing	184
yahoo	172
m.facebook.com	146
facebook	43
lm.facebook.com	27
patch.com	18

TOP TRAFFIC BY CITY

City	Sessions
1. Agoura Hills	1,449
2. Los Angeles	827
3. Thousand Oaks	675
4. Westlake Village	319
5. Oxnard	247
6. (not set)	215
7. Ashburn	81
8. Mission Viejo	73
9. Washington	71

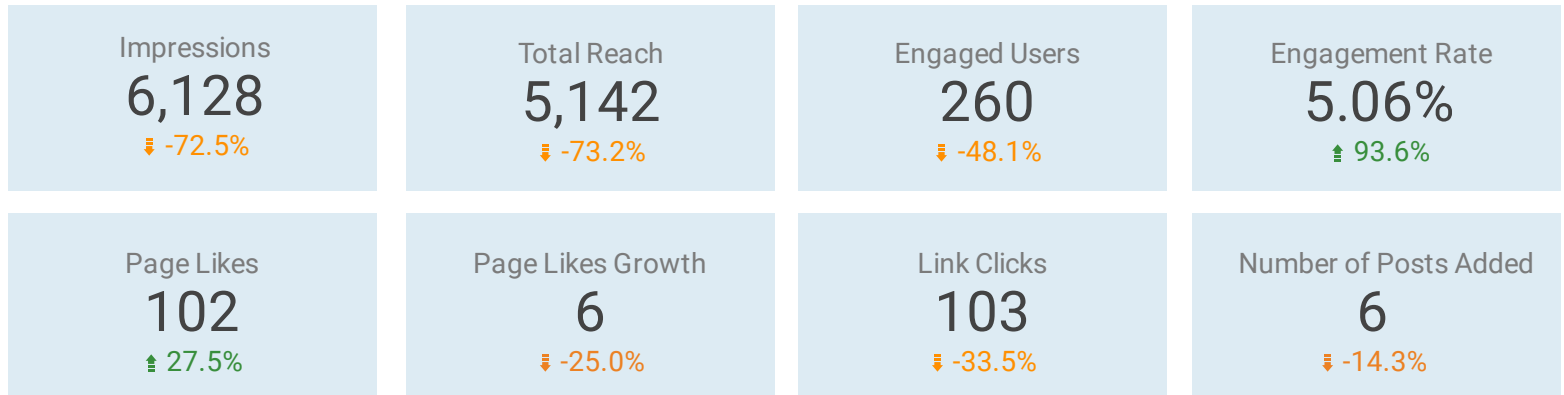
TOP TRAFFIC BY DEVICE

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

SOCIAL MEDIA PERFORMANCE - FACEBOOK



FACEBOOK OVERVIEW VS PREVIOUS YEAR



FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users
1. Water conservation has never been easier than with the Turf Replacement progra...	8	1	238
2. Congratulations to Delilah Bovatsek, a second grader at Brookside Elementary Sc...	0	0	1
3. Join us for Metropolitan Water District's online workshop "Goodbye Grass" where ...	0	0	0
4. We invite members of the public to join us for our monthly board meeting on Mon...	1	0	1
5. Board members Jane Nye, Janna Orkney, and Ray Tjulander will be seated and ser...	0	0	0

SOCIAL MEDIA PERFORMANCE - LINKEDIN

