

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

Project Meetings

1. Project meetings and email communications with Becky Haycox
2. Communications with Signarama, Chi Hermann and Tim Doyle on office signage

News Releases / Media Relations

1. *Triunfo Water & Sanitation District Moves Offices to Westlake Village* - prepared release and sent/posted October 27.
2. Posted on Oak Park Facebook page and suggest that this be monitored so questions can be answered:
<https://www.facebook.com/photo?fbid=10160735199599240&set=gm.5542949065753725&idorvanity=930058590376152>
3. Conejo Valley Spotlight – Diane Rumbaugh suggested to Sandy and Becky last month that Triunfo try to resolve a dispute with Guy Shaham, a customer who feels he’s been ignored and overbilled. He is also the manager of the Conejo Valley Spotlight Facebook page. He refuses to run anything about Triunfo. He posted a derogatory comment on the “move” post on the Oak Park Facebook page. Diane deleted it.

Website

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

Social Media

- Moved October Enewsletter to early November
- Social posts & social media management
- Daily social check-ins for questions and responses
- Social media geotargeted advertising (Facebook), setup and monitor
- Reporting

Print

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

October 2022 Media Clips

Agoura Hills Patch

<https://patch.com/california/agourahills/triunfo-water-sanitation-district-moves-offices-westlake-village>

AmericanTowns/Westlake

<https://www.americantowns.com/news/triunfo-water-sanitation-district-moves-offices-to-westlake-village-31478760-westlake-village-ca.html>

Amigos805/com

<http://amigos805.com/triunfo-water-sanitation-district-moves-offices-to-westlake-village/>

Conejo Valley Chamber

<https://www.conejochamber.org/news/details/triunfo-water-sanitation-district-moves-offices-to-westlake-village-10-27-2022>

PRLog.org

<https://www.prlog.org/12938248-triunfo-water-sanitation-district-moves-offices-to-westlake-village.html>
(119 views)

Conejo Valley Guide



Triunfo Water & Sanitation District Moves Offices to Westlake Village

The Triunfo Water & Sanitation District (TWSD) recently moved its administrative and customer service offices to Westlake Village. The move coincides with TWSD's official transition into an independent water agency. Its new location is at 370 North Westlake Blvd., Suite 100 in Westlake Village.

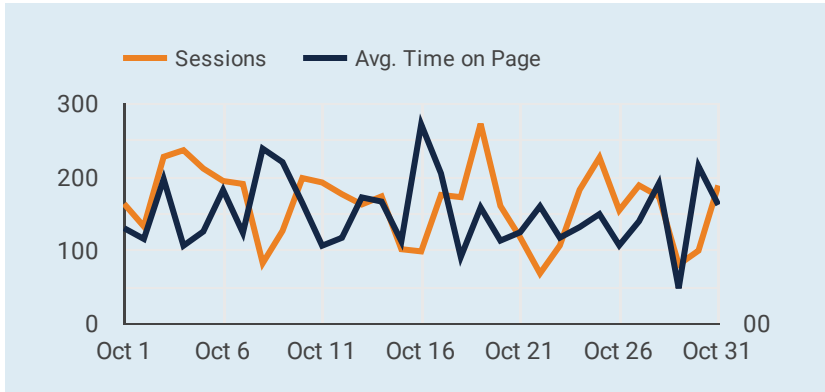
Business hours are 8:00 a.m. to 5:00 p.m., Monday through Friday. Phone numbers remain the same and can be accessed at www.triunfowsd.com.

As a result of the office location change, customers who pay their water utility bill through their bank are reminded to update the payment address to the Westlake Village address.

ANALYTICS TRAFFIC OVERVIEW

TRAFFIC OVERVIEW - COMPARED TO PREVIOUS YEAR

Sessions 5,052 ↑ 136.7%	Pageviews 10,660 ↑ 138.6%	Users 3,227 ↑ 102.2%	Bounce Rate 46.26% ↑ 22.2%	Avg. Session Duration 00:01:22 ↓ -27.1%	Pages / Session 2.11 ↑ 0.8%
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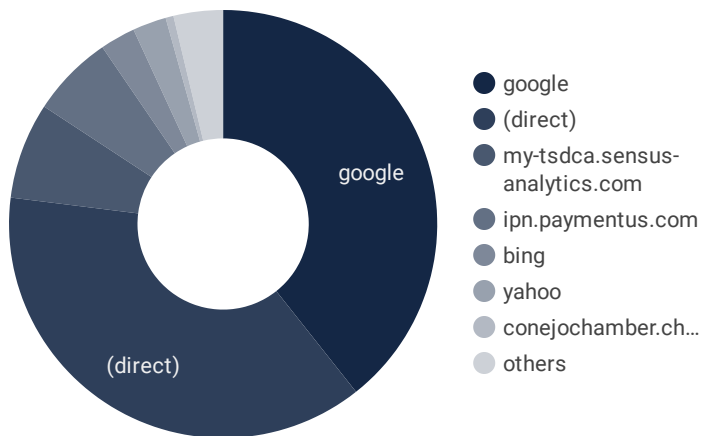


AMOUNT OF TRAFFIC PER SOURCE

Default Channel Grouping	Sessions
Organic Search	2,261
Direct	1,894
Referral	809
Social	88

TRAFFIC ACQUISITION CHANGE VS LAST YEAR

Organic ▲ 112% Social ▲ 39%
Direct ▲ 91% Referral ▲ 297%



TOP TRAFFIC BY CITY

City	Sessions
1. Agoura Hills	1,269
2. Los Angeles	906
3. Thousand Oaks	667
4. (not set)	252
5. Westlake Village	202
6. Fontana	151
7. Oxnard	96
8. Chino	75
9. Washington	62

AMOUNT OF TRAFFIC PER SOURCE

Source	Sessions
google	2K
(direct)	1.9K
my-tdca.sensus-analytics.com	366
ipn.paymentus.com	313
bing	134
yahoo	128
conejochamber.chambermaster.com	30
facebook.com	25
m.facebook.com	25
duckduckgo.com	19

TOP TRAFFIC BY DEVICE

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

SOCIAL MEDIA PERFORMANCE - FACEBOOK



FACEBOOK OVERVIEW VS PREVIOUS YEAR

Impressions 3,964 ↓ -71.7%	Total Reach 3,120 ↓ -73.5%	Engaged Users 124 ↓ -76.0%	Engagement Rate 3.97% ↓ -9.5%
Page Likes 103 ↑ 27.2%	Page Likes Growth 1 0.0%	Link Clicks 42 ↓ -75.7%	Number of Posts Added 11 ↑ 57.1%

FACEBOOK TOP POSTS

Post Message	Post Lik...	Post Shares	Engaged Users ...
1. The new water use restrictions went into effect on October 1st. As many are aware...	0	0	175
2. Identifying your lawn type is an important step when removing your lawn and repl...	2	0	80
3. Small changes can make a BIG difference in conserving water. 🌿 Replacing show...	1	0	22
4. Our administrative and customer service offices will be temporarily closed Wed-Fri...	3	0	7
5. October 1-9 is California Water Professionals Appreciation Week! Thanks to all th...	2	0	3

SOCIAL MEDIA PERFORMANCE - LINKEDIN



Total Impressions 783 ↑ 2,346.9%	Total Clicks 28 ↑ 833.3%	Post Engagement Rate 79.17% ↑ 52.0%	Post Updated At 11 ↑ 57.1%
Total Followers 73 ↑ 3,550.0%	Total Followers Gain 32 ↑ N/A	Total Clicks 28 ↑ 833.3%	Page Views 63 ↑ 2,000.0%