

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

Project Meetings

1. Weekly Project meetings and email communications with Becky Haycox
2. Meeting with Becky to go over the Year in Review Outreach Items for January

News Releases / Media Relations

1. [Three Triunfo Water & Sanitation District Board Members Start New Terms](#) - Obtained quotes, prepared news release, distributed and posted December 8.
2. Los Angeles Times – Confirmed with reporter Haley Smith that their news release description of Triunfo was correct. The article appeared December 15 about the Pure Water Project.
3. 60th Anniversary – Checked with Becky and confirmed there will be an open house in spring celebrating their 60th anniversary. Awaiting additional details for a news release.

Website

- Content updates, callout updates, news posts and general maintenance.
- Begun the layout and design for the Year in Review webpage

Social Media

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

Print

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

November - December 2022 Media Clips

Agoura Acorn

<https://www.theacorn.com/articles/water-district-moves-offices/>

November 4, 2022

<https://www.theacorn.com/articles/triunfo-water-board-sworn-and-seated/>

December 23, 2022

Agoura Hills Patch

<https://patch.com/california/agourahills/triunfo-water-sanitation-district-board-members-start-new-terms>

AmericanTowns/Westlake Village

<https://www.american towns.com/news/three-triunfo-water-sanitation-district-board-members-start-new-terms-31499907-westlake-village-ca.html>

Amigos805.com

<http://amigos805.com/three-triunfo-water-sanitation-district-board-members-start-new-terms/>

Conejo Chamber of Commerce

<https://www.conejochamber.org/news/details/three-triunfo-water-sanitation-district-board-members-start-new-terms-12-05-2022>

Los Angeles Times

<https://www.latimes.com/california/story/2022-12-15/celebrity-enclave-seeks-wastewater-purification-facility>

December 15, 2022

PRLog.org

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

(205 views)

<https://www.prlog.org/12942785-three-triunfo-water-sanitation-district-board-members-start-new-terms.html>

(133 views)

Thousand Oaks Acorn

<https://www.toacorn.com/articles/sanitation-district-moves-hq-to-westlake/>

November 11, 2022

Triunfo Water & Sanitation

ONLINE MARKETING REPORT

Prepared by

SearleCreative
MARKETING & DESIGN GROUP

Dec 1, 2022 - Dec 31, 2022

ANALYTICS TRAFFIC OVERVIEW

TRAFFIC OVERVIEW - COMPARED TO PREVIOUS YEAR

Sessions
4,035
↑ 72.0%

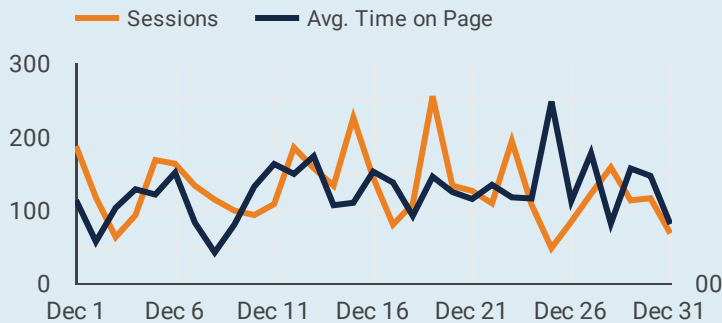
Pageviews
8,458
↑ 70.9%

Users
2,572
↑ 50.9%

Bounce Rate
45.77%
↑ 11.5%

Avg. Session Duration
00:01:09
↓ -39.6%

Pages / Session
2.1
↓ -0.6%



AMOUNT OF TRAFFIC PER SOURCE

| Default Channel Grouping | Sessions ▾ |
|--------------------------|------------|
| Organic Search | 1,676 |
| Direct | 1,592 |
| Referral | 597 |
| Social | 147 |
| Email | 23 |

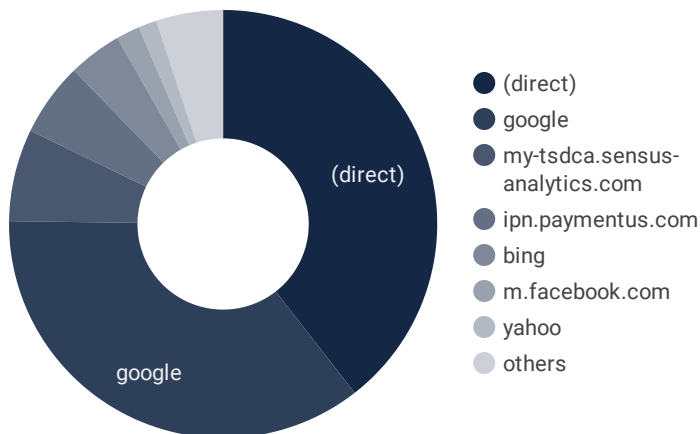
TRAFFIC ACQUISITION CHANGE VS LAST YEAR

Organic ▲ 48%

Social ▼ 28%

Direct ▲ 54%

Referral ▲ 281%



TOP TRAFFIC BY CITY

| City | Sessions ▾ |
|---------------------|------------|
| 1. Agoura Hills | 1,007 |
| 2. Thousand Oaks | 824 |
| 3. Los Angeles | 597 |
| 4. (not set) | 186 |
| 5. Westlake Village | 138 |
| 6. San Jose | 49 |
| 7. Ashburn | 43 |
| 8. Brea | 33 |
| 9. Washington | 31 |

AMOUNT OF TRAFFIC PER SOURCE

| Source | Sessions |
|------------------------------|----------|
| (direct) | 1.6K |
| google | 1.4K |
| my-tdca.sensus-analytics.com | 281 |
| ipn.paymentus.com | 224 |
| bing | 163 |
| m.facebook.com | 72 |
| yahoo | 56 |
| facebook | 43 |
| newsletter | 23 |
| governmentjobs.com | 18 |

TOP TRAFFIC BY DEVICE

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

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SOCIAL MEDIA PERFORMANCE - FACEBOOK



FACEBOOK OVERVIEW VS PREVIOUS YEAR

| | | | |
|--|---|---|---|
| Impressions 12,145 ↑ 9.9% | Total Reach 9,004 ↓ -7.3% | Engaged Users 176 ↓ -62.5% | Engagement Rate 4.86% ↓ -32.5% |
| Page Likes 102 ↑ 25.9% | Page Likes Growth -1 ↓ N/A | Link Clicks 96 ↓ -40.0% | Number of Posts Added 6 ↓ -45.5% |

FACEBOOK TOP POSTS

| Post Message | Post Lik... | Post Shares | Engaged Users |
|--|-------------|-------------|---------------|
| 1. Did you know? Running the dishwasher only when it's full can eliminate one load ... | 2 | 0 | 108 |
| 2. As you and your family enjoy meal times together, remember to prevent the FOG. ... | 0 | 0 | 0 |
| 3. When the temperatures drop, so do your lawn and plants' need for water. Shorten ... | 0 | 0 | 1 |
| 4. We hope everyone is enjoying a safe and happy holiday season. The Triunfo Wate... | 0 | 0 | 0 |
| 5. Three incumbent Triunfo Water & Sanitation District (TWSD) Board members were... | 0 | 0 | 0 |

SOCIAL MEDIA PERFORMANCE - LINKEDIN



| | | | |
|---|---|--|-------------------------------------|
| Total Impressions 412 ↑ 3,645.5% | Total Clicks 10 ↑ N/A | Post Engagement Rate 32.33% ↑ N/A | Post Updated At 8 0.0% |
| Total Followers 78 ↑ 2,500.0% | Total Followers Gain 5 ↑ N/A | Total Clicks 10 ↑ N/A | Page Views 9 ↑ 125.0% |