

**Triunfo Water & Sanitation District
March 2023 Outreach Update**

Project Meetings

1. Weekly project meetings and email communications with Becky Haycox
2. Phone meeting with Mark to go over photo/video shoot details for the Triunfo board.

News Releases/Media Relations

1. *Outdoor Watering Increased to 3 Days/Week – April 1* - prepared release and posted March 28.

Website

- Monthly Maintenance on WordPress
- Miscellaneous content and callout updates

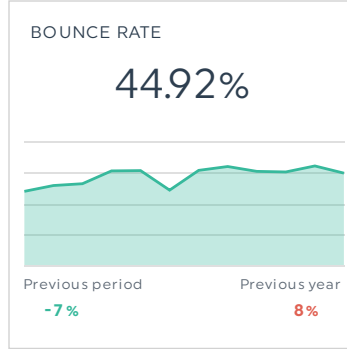
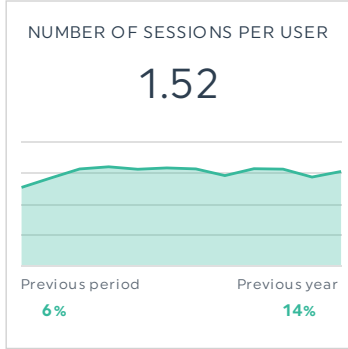
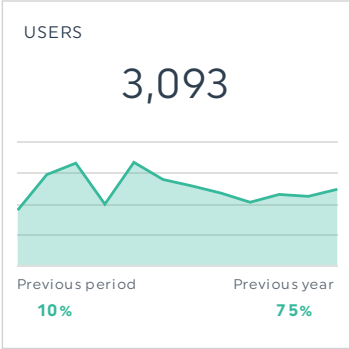
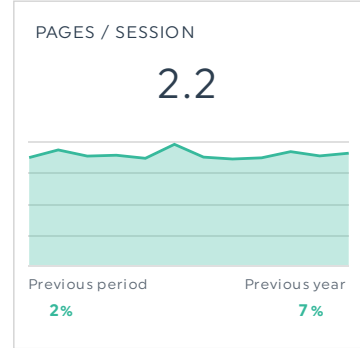
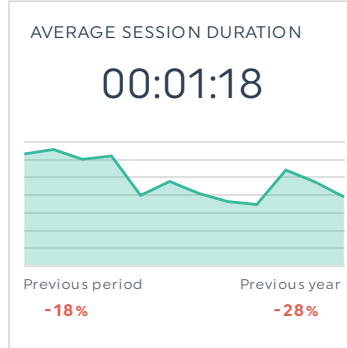
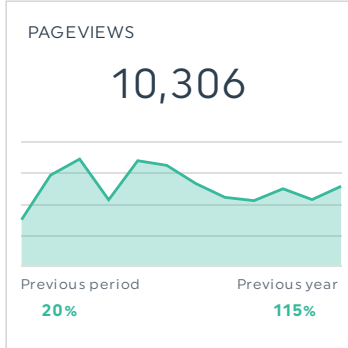
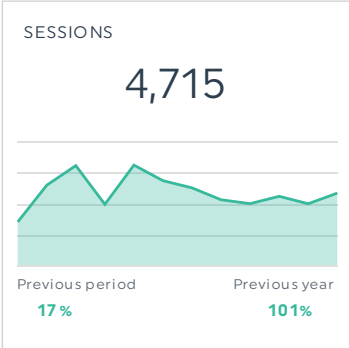
Social Media

- Social posts & social media management/strategy
- Social media geotargeted advertising (Facebook)
- March Water E-News
- Online marketing reporting

Print

- March Utility bill insert - illustration, layout & file preparation

ANALYTICS TRAFFIC OVERVIEW



SESSIONS

Source	Sessions
(direct)	1,828
google	1,648
my-tdca.sensus-analytics.com	319
ipn.paymentus.com	303
facebook.com	183
bing	134
newsletter	80
linkedin	68
yahoo	60
duckduckgo.com	13

SESSIONS COMPARED TO PREVIOUS YEAR

Channel Grouping	Sessions	Change
Organic Search	1,851	+788
Direct	1,828	+905
Referral	692	+533
Social	264	+60
Email	80	+80

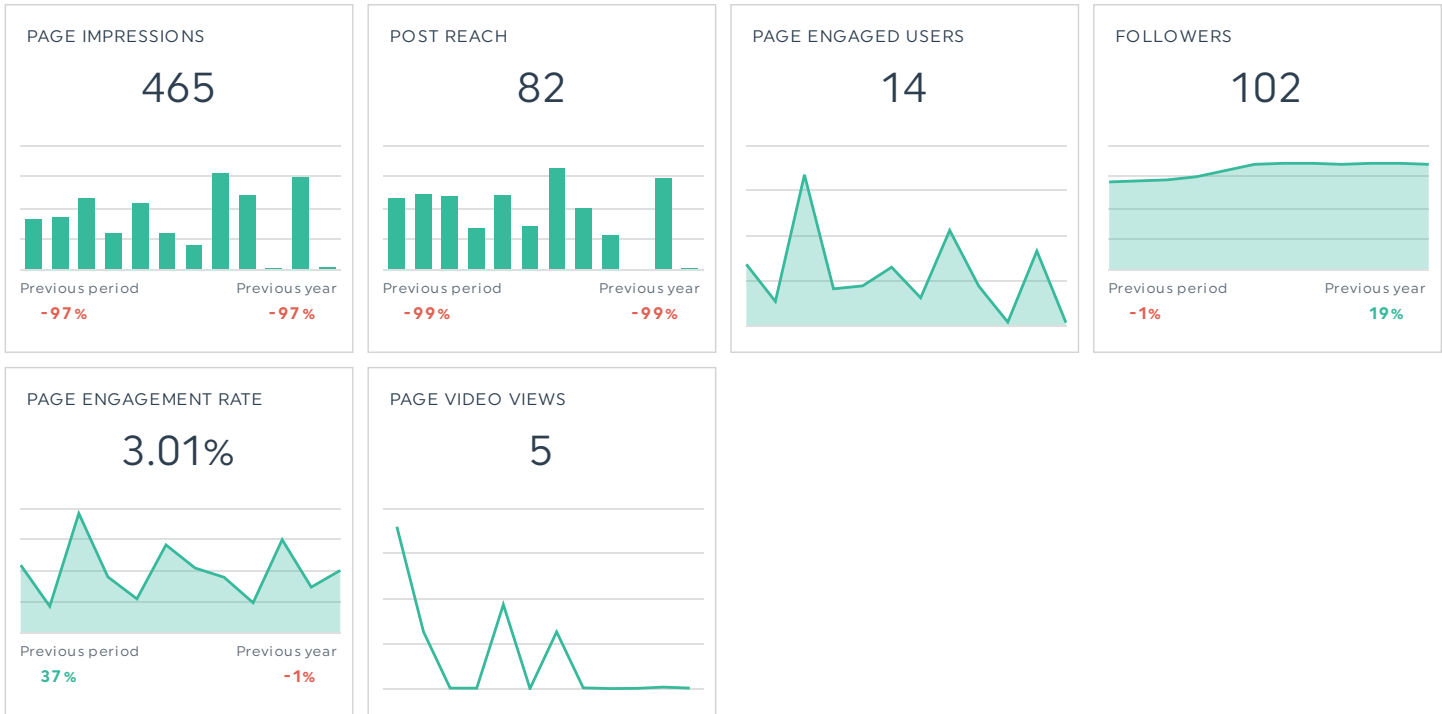
TOP SESSIONS BY CITY

City	Sessions
Agoura Hills	715
Thousand Oaks	542
Los Angeles	304
San Jose	123
(not set)	123
Ventura	73
Westlake Village	61
Ashburn	42
Brea	23
San Francisco	20

TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	1,818
/water-service/	431
(not set)	186
/water-supply/	81
/conservation-and-education/	63
/public-information/	33
/contact/	33
/about/	15
/careers/	13
/upcoming-rain-barrel-event-preorder-now/	11

FACEBOOK



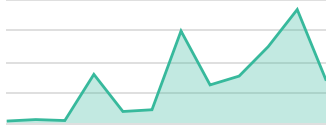
TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Post Comments	Post Shares	Post Reach
<p>Triunfo History ☐ In 1993, Triunfo broadened its scope to incorporate potable water services with the acquisition of Metropolitan Development's Metropolitan Water Company, situated in Oak Park</p>	20.00%	0	0	20
<p>Triunfo Water & Sanitation District has just announced some exciting news! At their February 27th meeting, the TWSD board of directors has approved easing some restrictions on sprinkler irrigation. That means starting</p>	14.29%	0	0	14
<p>Photos from Las Virgenes Municipal Water District's post (id: 384788281664037_738132754771482)</p>	33.33%	0	0	12
<p>Photos from Las Virgenes Municipal Water District's post (id: 384788281664037_740998934484864)</p>	0.00%	0	0	12

LINKEDIN

IMPRESSIONS

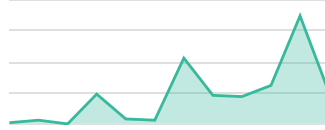
348



Previous period **-62%** Previous year **231%**

ENGAGEMENT

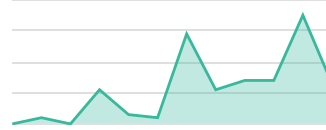
25



Previous period **-71%** Previous year **733%**

LIKES

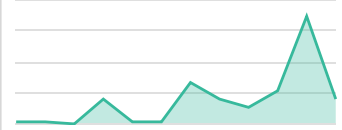
13



Previous period **-63%** Previous year **550%**

CLICKS

12



Previous period **-77%** Previous year **1,100%**

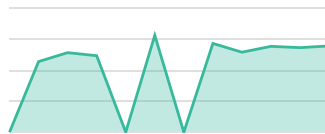
MAILCHIMP

LIST SUBSCRIBER COUNT

1,654

UNIQUE OPEN RATE

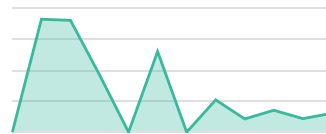
69.42%



Previous period **2%** Previous year **100%**

CLICK RATE

3.04%



Previous period **40%** Previous year **100%**