

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

Project Meetings / Project Management

Weekly project meetings and email communications with PIO
Coordinate foyer signage installation

News Releases/Media Relations

Triunfo Water & Sanitation District Lifts Stage 1 Water Shortage Conditions – prepared news release and sent May 3. Posted to local Facebook pages.

Triunfo Water & Sanitation District Offers Free Drip Irrigation Workshop – Saturday, May 20 at Mae Boyar Park – prepared news release and sent May 11. Posted to local Facebook pages.

OakParkNow.com – sent graphic to go along with site’s TWSD news update.

Website

- Home page updates – stage, CSS, revisions, go live
- News release posts
- Added 5/20 Workshop post w/event flyer graphic
- Weekly maintenance check

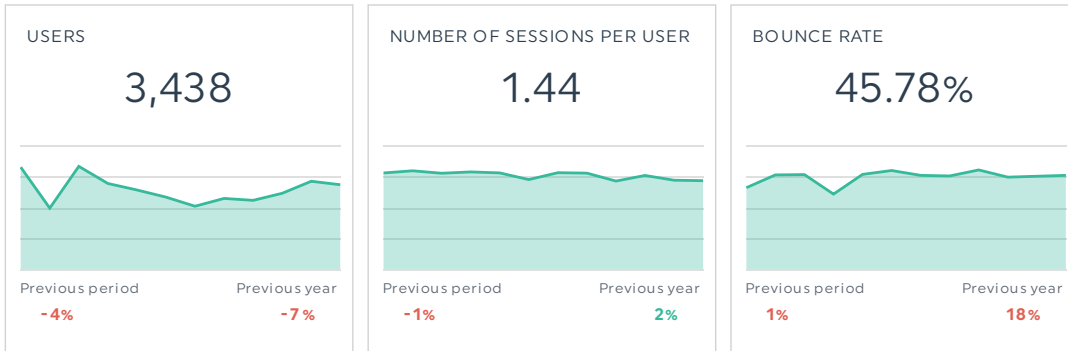
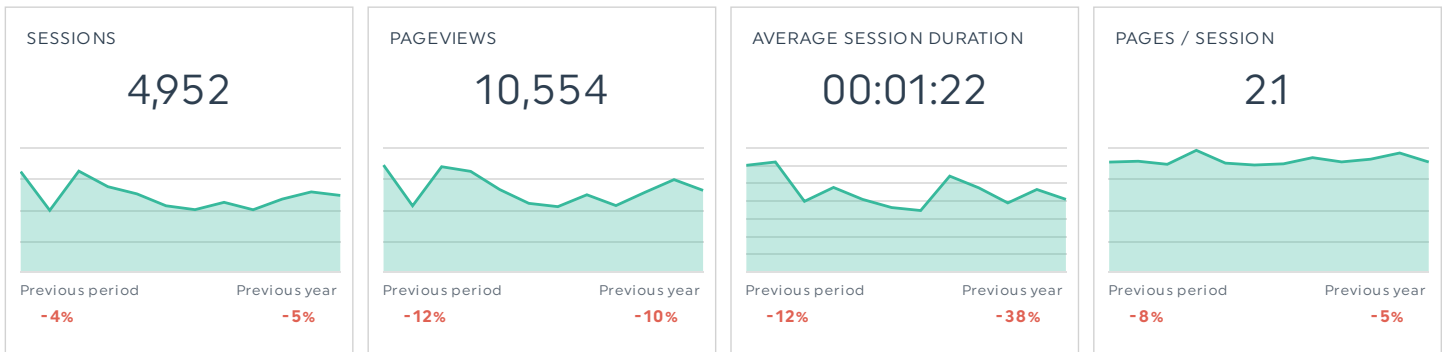
Social Media

- Social posts & graphics – World Drought Day, Drinking Water Day, Board Room, Interconnection, vintage images series, etc.
- Social media geotargeted advertising (Facebook)
- May Water E-News
- Online marketing reporting

Print

- May Utility bill insert – illustration, layout & file preparation

ANALYTICS TRAFFIC OVERVIEW



SESSIONS

| Source | Sessions |
|---------------------------------|----------|
| (direct) | 2,315 |
| google | 1,531 |
| my-tdca.sensus-analytics.com | 291 |
| ipn.paymentus.com | 252 |
| bing | 134 |
| l.facebook.com | 84 |
| facebook.com | 80 |
| yahoo | 63 |
| conejochamber.chambermaster.com | 26 |
| duckduckgo | 20 |

SESSIONS COMPARED TO PREVIOUS YEAR

| Channel Grouping | Sessions | Change |
|------------------|----------|--------|
| Direct | 2,315 | +558 |
| Organic Search | 1,748 | -456 |
| Referral | 673 | -393 |
| Social | 199 | +2 |
| Email | 17 | +17 |

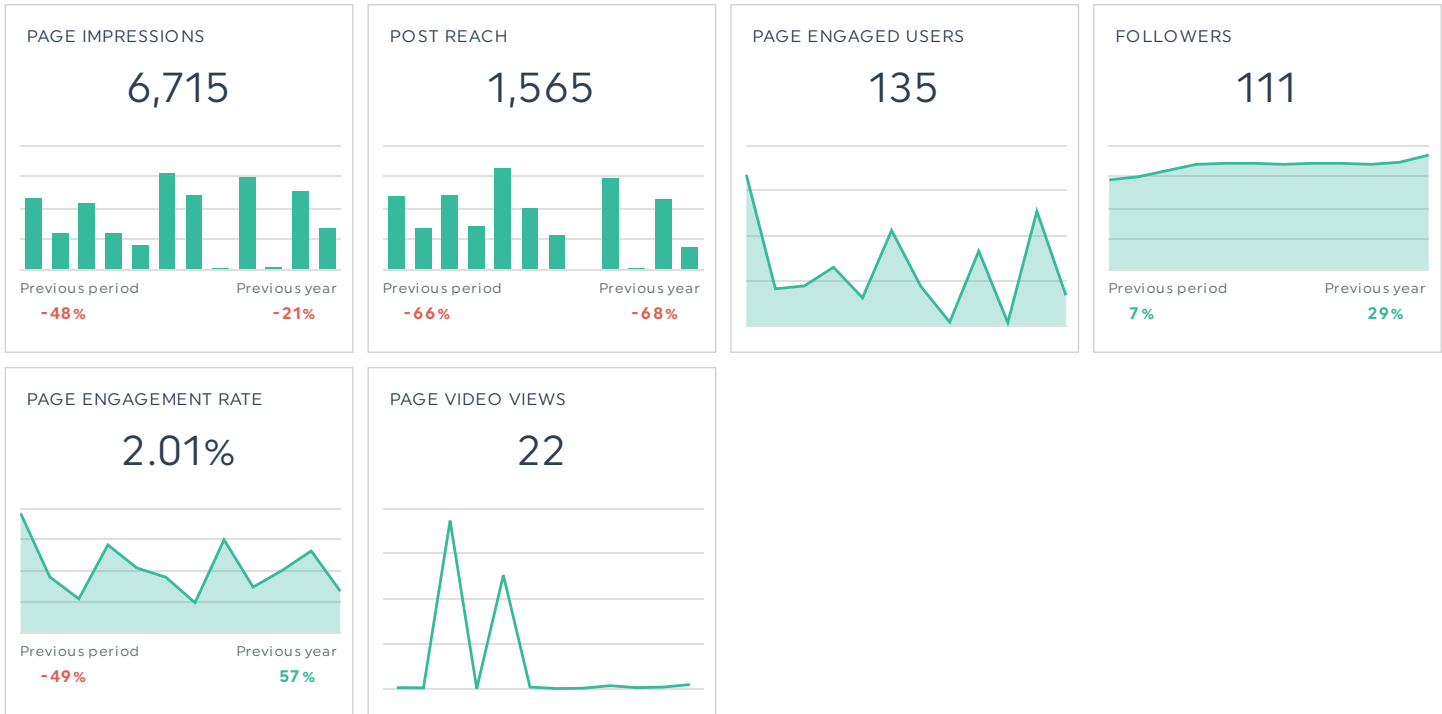
TOP SESSIONS BY CITY





| City | Sessions |
|------------------|----------|
| Agoura Hills | 571 |
| Thousand Oaks | 522 |
| Los Angeles | 375 |
| (not set) | 144 |
| Westlake Village | 130 |
| Ventura | 96 |
| San Jose | 73 |
| Ashburn | 39 |
| Calabasas | 33 |
| Simi Valley | 23 |

TOP SESSIONS BY LANDING PAGE

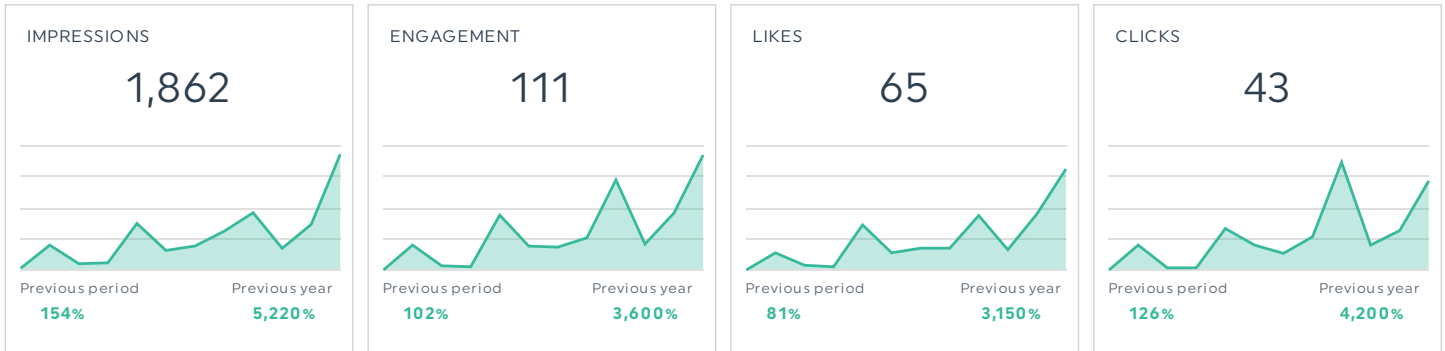
| Landing page | Sessions |
|--------------------------------|----------|
| / | 1,677 |
| /water-service/ | 376 |
| (not set) | 280 |
| /student-art-calendar-contest/ | 237 |
| /water-smart-summer/ | 48 |
| /contact/ | 39 |
| /conservation-and-education/ | 37 |
| /water-supply/ | 32 |
| /public-information/ | 28 |
| /board-agendas/ | 19 |

FACEBOOK

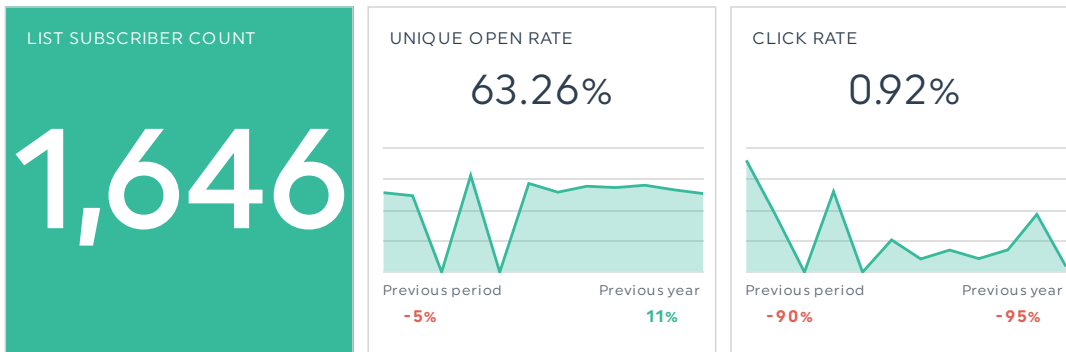


| TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE) | | | | |
|---|-----------------|---------------|-------------|------------|
| Post With Image | Engagement Rate | Post Comments | Post Shares | Post Reach |
|  Did You Know – one of the communities in our service area was named after a Hollywood movie? Lake Sherwood, one of the areas in Triunfo's sanitation and recycled water service area, was named after Sherwood, | 2.49% | 0 | 0 | 1,326 |
|  NOTE NEW LOCATION! Triunfo's regular board meeting takes place from 5:15-7:15pm on Monday, May 22, 2023 at the Triunfo Board Room, 370 North Westlake Boulevard, Suite 100, Westlake Village. For those who | 25.71% | 0 | 0 | 35 |
|  Thank you for your patience while the Calleguas - Las Virgenes Interconnection Project is in progress! Pipeline construction is underway tonight (05/30) to Saturday (06/03), between the hours of 7 pm – 3 am. Traffic | 9.38% | 0 | 1 | 32 |
|  The Las Virgenes-Triunfo Joint Powers Authority's Pure Water Project will go online in 2030. This system will provide highly purified drinking water from recycled water through an advanced treatment process that | 26.32% | 0 | 0 | 19 |

LINKEDIN






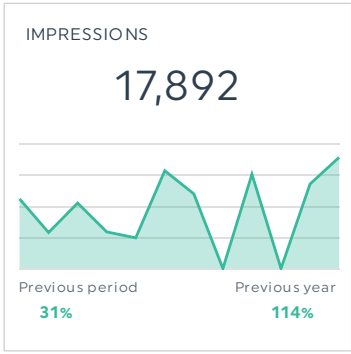
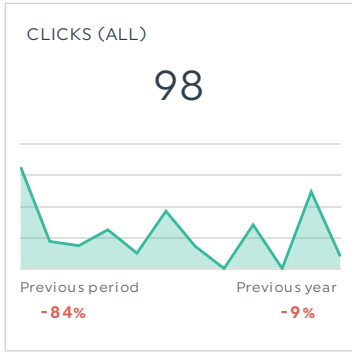
MAILCHIMP



FACEBOOK ADS

ENGAGEMENT BY AD (WITH IMAGE)

| Ads with Image | Link clicks | CTR | CPC | Amount Spent |
|---|-------------|-------|--------|--------------|
|  Triunfo - Page Likes - May 2023 (id: 6324236497865) | 24 | 0.83% | \$2.08 | \$50.00 |
|  Post: "Attention, Potable AND Wastewater Customers! ☐☐" (id: 6315806784465) | 9 | 0.53% | \$1.23 | \$11.09 |
|  Triunfo - Monthly Fact - May 2023 (id: 6324234085665) | 0 | 0.00% | \$0.00 | \$50.00 |



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