



Board of Directors

Jane Nye, Chair

Janna Orkney, Vice Chair

Leon Shapiro, Director

Raymond Tjulander, Director

James Wall, Director

COMMUNITY OUTREACH CALENDAR FY2024

Please note: This schedule is subject to change, revisions and additions of events and information.

JULY 2023

SOCIAL MEDIA

- Water Smart July Class Reminder 7/15
- Board Meeting 7/24
- Month “factlet” about 60th history
- Office Closed Independence Day 7/4
- Tree People plant kit orders and rebate info – pre-orders are \$100 plus \$50 rebate from Calleguas
- Pure Water Project

ENEWS - July Water News

- Water rate increases - reminder
- Water Smart July Class - reminder (if applicable)
- Board Meeting 7/26

MAILER - July Utility Bill Insert

- Side 1: Summer Water Classes - Speaker Series - Fire Smart + Water Wise 8/5
- Side 2: TBD

MAILER: SANITATION RATE INCREASE

- Send postcard to sanitation customers (handled inhouse at TWSD) – or in June?

WEBSITE

- July 1 – updated water rates, recycled rates, sewer fees
- Weekly – Interconnection Project updates

IN-PERSON COMMUNITY OUTREACH

- **Sat July 15, 10-11am**
Water Smart Speaker Series: Replacing Your Lawn (at Triunfo offices)
Printed materials on hand, welcome from board member, Pure Water Project speaker
- Work with rest of JPA team to plan **school/educational outreach for Pure Water Project**
- Work with OPUSD to schedule **Triunfo water outreach** (with Pure Water Project elements) in Oak Park schools

OTHER: Triunfo Video

- ABOUT TRIUNFO video project production kicks off (planning, script stage)

PRESS RELEASE

- Summer Speaker Series Kicks off on 7/15

AUGUST 2023

SOCIAL MEDIA

- World Water Week – August 20-24
- Board Meeting 8/28
- Office Closed for Labor Day 9/4
- Summer Water Classes - Speaker Series – Growing California Natives 9/16
- Tree People plant kit orders and rebate info – orders are now \$150 plus \$50 rebate from Calleguas, deadline for ordering TBD
- Month “factlet” about 60th history

ENEWS - August Water News

- Board Meeting 8/28
- Office Closed for Labor Day 9/4
- Summer Water Classes - Growing California Natives 9/16 and Drip Irrigation 9/30

MAILER - August Utility Bill Insert

- Side 1: Summer Water Classes - Growing California Natives 9/16 and Drip Irrigation 9/30
- Side 2: TBD

WEBSITE

- Updates TBD
- Weekly – Interconnection Project updates

IN-PERSON COMMUNITY OUTREACH

- **Sat Aug 5, 10-11am**
Fire Smart + Water Wise (at Triunfo offices)
Printed materials on hand, welcome from board member, Pure Water intro
- **Triunfo Offices Ribbon Cutting** (tentatively for mid-October)
Elected, Districts and VIPS
Finalize invite list and send out save-the-dates

OTHER: Triunfo Video

- Searle schedules video/photo shoots

PRESS RELEASE

- TBD

SEPTEMBER 2023

SOCIAL MEDIA

- Pure Water Project
- Calendar Contest Winner (?)
- Office Closed for Labor Day 9/4
- Board Meeting 9/25
- Summer Water Class - Speaker Series – Growing California Natives 9/16
- National Good Neighbor Day 9/28 (highlight video of Oak Park customer and garden)
- Summer Water Class: Hands-on Drip Irrigation Workshop 9/30
- Month “factlet” about 60th history
- Turf Replacement Program - Calleguas

ENEWS - Sept Water News

- Invitation to Triunfo Open House (tentative mid-Oct)
- Board Meeting 9/25
- Summer Water Classes - Speaker Series – Growing California Natives 9/16 (if applicable)
- National Good Neighbor Day 9/28 (highlight video of Oak Park customer and garden)
- Summer Water Class: Hands-on Drip Irrigation Workshop 9/30
- Summer Water Classes - Speaker Series – Drought Tolerant Garden 10/7

MAILER - Sept Utility Bill Insert

- Side 1: Summer Water Classes - Speaker Series – Drought Tolerant Garden 10/7
- Side 2: **Invitation to Triunfo Open House** (tentative mid-Oct)

WEBSITE

- Updates TBD
- Triunfo Offices Open House on Events Calendar (mid-Oct tentative)
- Weekly – Interconnection Project updates

IN-PERSON COMMUNITY OUTREACH

- **Educational Outreach** (TBD)
- **Sat 9/16, 10-11am**
Growing California Natives (at Triunfo offices)
Printed materials on hand, welcome from board member, Pure Water intro
- **Sat 9/30, 9-11am**
Hands-On Drip Irrigation (at Mae Boyar)
Printed materials on hand, welcome from board member, Pure Water intro

OTHER: Ribbon Cutting

- **Triunfo Offices Ribbon Cutting** (tentatively for mid-October)
Elected, Districts and VIPS - Send out official invites

OTHER: Triunfo Video

- Review process for ABOUT TRIUNFO video, final edits
- Staff/Customer highlight videos for social continue

PRESS RELEASE

- Calendar Contest Winner (?)
- Hands-on Drip Irrigation 9/30

OCTOBER 2023

SOCIAL MEDIA

- Water Professionals Appreciation Week Oct 1-8 (staff highlight video?)
- Summer Water Classes - Speaker Series – Drought Tolerant Garden 10/7
- Board Meeting 10/23
- Lead up to “official” Triunfo anniversary 11/12/63 – history/factlets
- Triunfo Offices Open House invitation to general public
- Tree People plant kit pickup (date and location TBD)

ENEWS - Oct Water News

- Board Meeting 10/23
- 60th anniversary news highlight
- Special email: Open house invite (tentative mid-October)

MAILER - Oct Utility Bill Insert

- Invitation to Triunfo Water Customers – open house
- Side 2: TBD

MAILER – OTHER – Open House

- Invitation to full Triunfo list via mail? (sanitation, recycled, potable)

WEBSITE

- Updates TBD
- Front page – invite to open house
- Weekly – Interconnection Project updates

IN-PERSON COMMUNITY OUTREACH

- **Sat 10/7, 10-11am**
Drought Tolerant Garden (at Triunfo offices)
Printed materials on hand, welcome from board member, Pure Water intro
- **Triunfo Offices Ribbon Cutting** (tentatively for mid-October)
Elected, Districts and VIPS
Email event reminder
Debut of ABOUT TRIUNFO video
- **Triunfo Offices Open House** Cutting (tentatively for mid-October)
Open to community at large
Debut of ABOUT TRIUNFO video
- **Educational Outreach** (TBD)

PRESS RELEASE

- TBD

NOVEMBER 2023

SOCIAL MEDIA

- 11/5 Time Change Reminder (Fall Back) – check sprinkler settings and battery
- Offices Closed Veterans Day (Fri 11/10 observed)
- 11/12: Triunfo official anniversary post 11/12/1963
- Offices Closed Thanksgiving Holiday 11/23-24
- Rain Barrel Event – Calleguas?
- Board Meeting 11/27
- FOG – Holiday Meals
- Tree People plant kit orders and rebate info – spring kits available Jan or Feb, preorder avail TBD
(will also discuss with board whether we want to offer our own rebates for TWSD customers)

ENEWS - Nov Water News

- Board Meeting 11/27
- 60th anniversary news highlight – coverage of ribbon cutting?

MAILER - Nov Utility Bill Insert

- Potable Water Rate Increase
- 11/12: Triunfo official anniversary post 11/12/1963 TBD
- Offices Closed Thanksgiving Holiday 11/23-24 TBD

WEBSITE

- Updates TBD
- Put ABOUT TRIUNFO video on website
- Weekly – Interconnection Project updates

IN-PERSON COMMUNITY OUTREACH

- **Educational Outreach** (TBD)
- TBD

PRESS RELEASE

- Tentative “Triunfo Celebrates 60th”

DECEMBER 2023

SOCIAL MEDIA

- Debut of ABOUT TRIUNFO video on social
- Education
- Board Meeting Dec date TBD
- Offices Closed for Christmas Eve + Christmas Day
- Rain Barrel Event – Calleguas?

ENEWS - Dec Water News

- Service Fees Increase (potable/recycled/sanitation)
- Board Meeting Dec date TBD
- Offices Closed for Christmas Eve + Christmas Day
- New Board announcement

MAILER - Dec Utility Bill Insert

- Service Fees Increase – potable (we don't send anything to recycled customers)
- Offices Closed Thanksgiving Holiday 11/23-24 TBD

MAILER: SANITATION RATE INCREASE

- Send postcard to sanitation customers?

MAILER: YEAR IN REVIEW

- Finalize draft and postcard artwork – review with Board

WEBSITE

- Updates TBD
- Populate 2024 calendar
- Weekly – Interconnection Project updates

IN-PERSON COMMUNITY OUTREACH

- TBD

PRESS RELEASE

- New Board Lineup

JANUARY 2024

SOCIAL MEDIA

- Year in Review
- Office Closure – MLK Day 1/15
- Education
- How to Use Client Portal
- Board Meeting 1/22

ENEWS - Jan Water News

- Year in Review

MAILER – Jan Utility Bill Insert

- Year in Review
- Office Closure – MLK Day 1/15

MAILER: YEAR IN REVIEW

- Send out to full customer/HOA/etc. lists (MailManager)

MAILER: NEW RATES

- Send out to sanitation customers (MailManager)

WEBSITE

- New Fee Increases
- Populate 2024 calendar
- Weekly – Interconnection Project updates (if still applicable)
- Year in Review

IN-PERSON COMMUNITY OUTREACH

- **Educational Outreach** (TBD)
- TBD

PRESS RELEASE

- TBD

FEBRUARY 2024

SOCIAL MEDIA

- Pure Water Project
- Office Closure – Presidents Day 2/19
- Board Meeting 2/27
- Water Conservation Rebate Program

ENEWS -Feb Water News

- Office Closure – Presidents Day 2/19
- Board Meeting 2/27

MAILER – Feb Utility Bill Insert

- Rebates (?)

WEBSITE

- Updates TBD
- Weekly – Interconnection Project updates (if still applicable)

IN-PERSON COMMUNITY OUTREACH

- **Educational Outreach/Calendar Contest (TBD)**
- TBD

PRESS RELEASE

- TBD

MARCH 2024

SOCIAL MEDIA

- Outdoor Watering
- Office Closure Cesar Chavez Day (Observed) 4/1
- Board Meeting 3/26
- 3/12 Time Change Reminder (Spring Forward) – check sprinkler settings and battery

ENEWS -Mar Water News

- Office Closure Cesar Chavez Day (Observed) 4/1
- Board Meeting 2/27

MAILER – Mar Utility Bill Insert

- Office Closure Cesar Chavez Day (Observed) 4/1
- Board Meeting 2/27

WEBSITE

- Updates TBD
- Calendar Contest - OUHSD
- Weekly – Interconnection Project updates (if still applicable)

IN-PERSON COMMUNITY OUTREACH

- **Educational Outreach/Calendar Contest (TBD)**
- TBD

PRESS RELEASE

- TBD

APRIL 2024

SOCIAL MEDIA

- Office Closure Cesar Chavez Day (Observed) 4/1
- Earth Day Mon 4/22
- Board Meeting 4/22
- Sign up for Customer Assistance (sanitation deadline is 5/1)
- Calendar Contest Reminder

ENEWS -Apr Water News

- Office Closure Cesar Chavez Day (Observed) 4/1
- Earth Day Mon 4/22
- Board Meeting 4/22
- Sign up for Customer Assistance (sanitation deadline is 5/1)

MAILER – Apr Utility Bill Insert

- Office Closure Cesar Chavez Day (Observed) 4/1
- TBD

WEBSITE

- Updates TBD
- Weekly – Interconnection Project updates (if still applicable)

IN-PERSON COMMUNITY OUTREACH

- **Educational Outreach/Calendar Contest** (TBD)
- **Earth Day** Mon 4/22
- TBD

PRESS RELEASE

- TBD

MAY 2024

SOCIAL MEDIA

- Drinking Water Week – 5/5-11
- Office Closure Memorial Day 5/27
- Board Meeting 5/27 (?)
- Calendar Contest Deadline (TBD)
- JPA Event?
- Client Portal

ENEWS -May Water News

- Office Closure Memorial Day 5/27
- Board Meeting 5/27 (?)
- JPA Event?
- Calendar Contest Deadline (TBD)

MAILER – May Utility Bill Insert

- JPA Event?
- Client Portal?

WEBSITE

- Updates TBD
- Weekly – Interconnection Project updates (if still applicable)

OUTREACH – OTHER

- **Educational Outreach/Calendar Contest** – follow up with parent/teachers, assist in scanning, paperwork, etc.

IN-PERSON COMMUNITY OUTREACH

- TBD

PRESS RELEASE

- TBD

JUNE 2024

SOCIAL MEDIA

- Water Smart Classes Lineup Announced (TBD)
- World Day to Combat Desertification + Drought (6/17)
- Board Meeting 6/24

ENEWS – June Water News

- Water Smart Classes Lineup Announced (TBD)
- World Day to Combat Desertification + Drought (6/17)
- Board Meeting 6/24
- Water rate increases
- Water Smart July Class - reminder (if applicable)
- Board Meeting 7/26

MAILER – June Utility Bill Insert

- Potable water rates increase
- Side 2 TBD

MAILER: SANITATION RATE INCREASE

- Send postcard to sanitation customers (handled inhouse at TWSD) or in July?

WEBSITE

- Water Smart Classes Lineup Announced (TBD)
- Weekly – Interconnection Project updates (if still applicable)

IN-PERSON COMMUNITY OUTREACH

- **MIXPO Chamber Mega-Mixer & Business Expo 2024** (TBD)
- **Conejo Valley Days** (Exhibitor Opportunity) <http://www.conejovalleydays.us/exhibitors/>
- TBD

PRESS RELEASE

- TBD

OTHER

- **Heads up – potable/recycled water and sanitation rate increases** to be release 7/1 on website, postcard to sanitation customers, buck slip for potable customers