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November 5, 2019

MEMORANDUM

TO: Power Committee

FROM: Chad Madron

**SUBJECT: Website Analytics/Communications Power Plan Outreach
Summary**

BACKGROUND:

Presenter: Chad Madron

Summary: Staff will discuss current general statistics about visits to the power sections of our website, current plans to update and add material to the power related pages and other communication outreach plans.

Communication and the Web

Communication and Engagement Drivers:

- News posts defining/describing major issues
- Spotlight/Power Plan Newsletters pushing those out broadly
- Updated Site that is easy to navigate (updated search)
- Advisory Committee process including outreach/meetings
 - Broad interested party lists
- Outreach on social media



Peeling the Plan Onion

Whatever Your Level of Interest – You Can Find it Quickly

- Schedule and General Information
- Latest news posts
- Engage Advisory Committees
- Find Technical Information and Specifics



Website Traffic



Most Visited Power Related Pages Last Three Months as of 11/5/2019

- Power Generation map (1250 hits)
- Energy Home Page (878)
- Seventh Power Plan Text + Seventh Plan Home Page (805)
- Coal Retirements Blog Post (772)
- 2021 Plan Home Page (398)
 - Proposed scenarios viewed/downloaded 200 times



THE 2021
NORTHWEST
POWER PLAN

3

Website Traffic

Most Visited Pages Overall Last Three Months as of 11/5/2019

- Home Page (7742)
- Salmon/Steelhead Runs Blog Post (3467)
- History of Grand Coulee (3208)
- The Calendar (2460)
- About/Power Map/F+W Home page
- John Harrison's Columbia River History Project rounds out the rest! Its by far the most popular thing on the site!



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4

Increasing Engagement

How do we know we are reaching folks?

- **Develop a baseline from history and compare in 2020**
 - How are we doing vs past plan?
 - Are numbers increasing as the plan progresses and we do outreach?
- **Which tools are most effective?**
 - Blog posts, newsletters, etc...
- **Are folks finding the layers of the onion?**
 - Technical users finding what they need?
- **Survey Advisory Committee members and interested parties**

