Communication Plan for Ad Hoc Committee Public Participation Agenda Item 7.3

April 6, 2023 Madeline Graf, Public Information Officer



Communication Channels

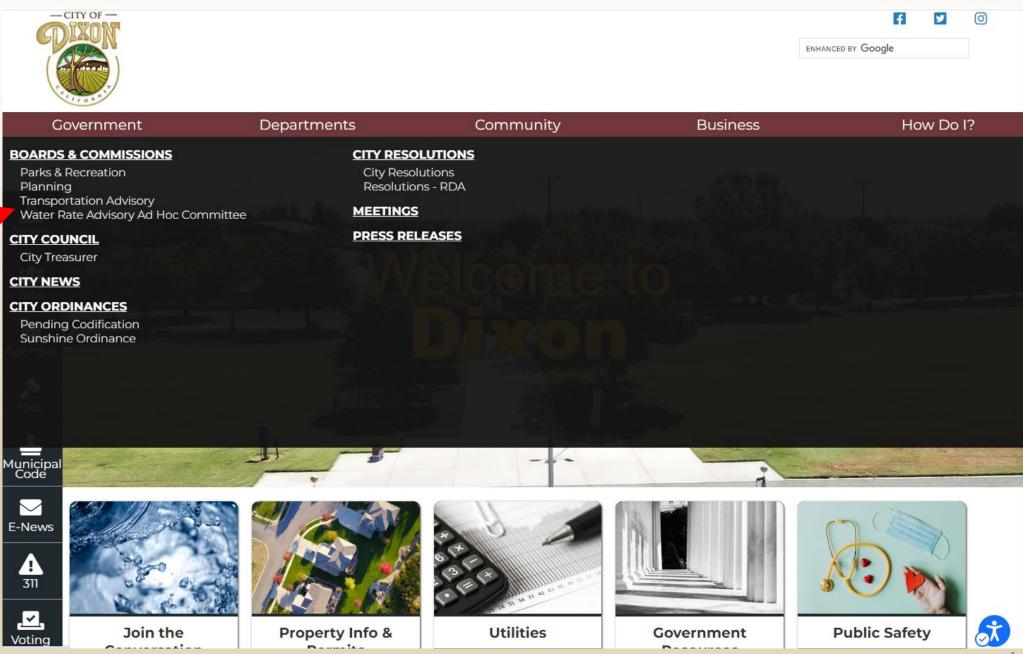
- Digital Outreach
- Print Materials
- In-person Outreach



Digital Materials

- Website
 - Central location for all Committee materials





Government / Boards & Commissions / Water Rate Advisory Ad Hoc Committee

Water Rate Advisory Ad Hoc Committee

The Water Rate Advisory Ad Hoc Commission is an advisory body to the City Council on matters pertaining to water rates. The goal of the committee is to to provide a recommendation to the City Council regarding appropriate new water rates. The Committee shall deliver a recommendation by January of 2024 but no later than April of 2024. The proposed Resolution provides for the natural expiration of the Committee after April of 2024.

City Council Staff Reports and Resolutions Establishing the Committee

Staff Report	Resolution
February 21, 2023	Resolution 23-036
March 7, 2023	
March 21, 2023	

Meetings

The first meeting of the Committee is April 6, 2023 at 7pm. At this meeting, the Committee will establish a set schedule.

Members

- <u>Thom Bogue (Co-chair)</u>
- Kevin Johnson (Co-chair)
- Jack Caldwell
- Jeremy Cox
- Herb Cross
- Frank Drayton
- Christopher Fong

Ask a Question

To submit a question please click here. Questions will be addressed at each Ad Hoc Committee Meeting and responses will be posted below.

Responses to Questions Received as of 04/01/2023

Submit a Question

The City of Dixon wants **your** input on the best ways to repair, upgrade and maintain our aging local water system. With your continued help, we can work together to keep our water clean and safe, and ensure we have adequate local supplies as the threat of drought and fire continue to increase. Please submit your question or comment below.

* Please enter your question/comment.	
First Name	
Last Name	
Phone Number	
Address	
City	
State/Province	~
Postal Code	
If you'd like to stay informed, please enter your email address.	
	Submit

Prior City Council Presentations on Water

Date	Title	Materials
January 4, 2022	2021 Water System Master Plan Update (Addendum to 2016 WSMP)	Staff Report Technical Memo Meeting Recording
April 19, 2022	Water System Update	Staff Report PowerPoint Meeting Recording
April 28, 2022	Water Workshop	Agenda Handouts: Draft Capital Improvement Program (CIP) Responses to Questions Received Meeting Recording
Water Rate Advisory Ad Hoc Committee		
Date	Title	Materials
April 6, 2023	Water Rate Advisory Ad Hoc Committee Meeting #1	Agenda

Digital Materials

- Social Media
 - Facebook (5,047 followers)
 - Instagram (1,611 followers)
 - Twitter (728 followers)
 - Paid ads for greater reach, cannot target just customers
 - For example, Parks Masterplan paid outreach \$35 for 7 days, reached 3,663 accounts had 65 link clicks
- Digital Newsletter
- Chamber Newsletter & DDBA Listserv
- Slideshow before Movies in Park & other events
- Short videos explaining system/key points (cost associated) (



Print Materials

- Bill Insert
 - Cost Estimate:
 - 1/3 page color to 3,600 customers: \$401.72
 - 1/3 page color to 3,600 customers on cardstock: \$964.17
- Flyers
 - City Hall, SMUC, Tennis Courts, Chamber, DDBA
- Mailed post cards
 - Approx. \$2,300 for printing and mailing a 5.5"x 8.5" postcard





Branding Water Outreach

- Use QR Code that leads to website
- Consistent branding colors and designs throughout digital and print



In-person Outreach

- Community Presentations by Committee to service groups
- Updates at DDBA & Chamber Meetings
- Information at City Events (example: Fire Dept. Open House)





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