



City of Dixon

6.1 Water Rate Advisory Ad Hoc Committee Outreach Report

June 22, 2023

Madelene Graf, Public Information Officer

Presentation Overview

- Background
- Website
- Bill Inserts
- City Digital Newsletter
- Social Media
- Next Steps

Background

At the April 6, 2023 meeting staff provided the Committee with multiple options for outreach including:

- Committee webpage that serves as central location for all materials and allows for members of the public to submit questions
- Social media including Facebook, Instagram and Twitter
- The City's digital newsletter
- Flyers
- Community presentations and information at events
- Social media ads (cost associated)
- Videos explaining the water system/key points (cost associated)
- Bill inserts (cost associated)
- Mailed post cards (cost associated)

Background

The Committee selected:

- Social media postings
- Bill inserts
- Community presentations later in the committee process

Staff have included the committee information:

- In the City's digital newsletter
- In regular updates to community groups such as the Chamber of Commerce.

Website

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 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	Meeting Recording	Resolution
February 21, 2023	February 21, 2023 Meeting Recording	Resolution 23-036
March 7, 2023	March 7, 2023 Meeting Recording	
March 21, 2023	March 21, 2023 Meeting Recording	

Meeting Schedule

All meetings begin at 7pm. Meetings are held at City Hall (600 East A St.) in Council Chambers. Meetings can also be streamed on Zoom, online, or watched on Channel 20. To view agendas and streaming information click [here](#).

- April 6, 2023
- April 27, 2023
- May 25, 2023
- June 22, 2023
- July 27, 2023
- August 24, 2023
- September 28, 2023
- October 26, 2023
- November 30, 2023
- January 25, 2024
- February 22, 2024
- March 28, 2024

 Join the Conversation <ul style="list-style-type: none">• Water Rate Advisory Ad Hoc Committee• Zoning Ordinance & Zoning Map Updates• Parks & Recreation Masterplan Update	 Property Info & Permits <ul style="list-style-type: none">• Flood Zone Lookup• Community Development Forms, Fees & Permits• Engineering Forms, Fees & Permits	 Utilities <ul style="list-style-type: none">• Pay Utility Bill Online• Water Conservation Regulations• Trash & Recycling Schedule• Reducing Food Waste	 Government Resources <ul style="list-style-type: none">• Records Request• Council Meeting Schedule• Agendas & Minutes	 Public Safety <ul style="list-style-type: none">• COVID-19 Info• County Testing Sites• Emergency Preparedness
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Reach: 373 views; 154 individual users

Bill Inserts



 **WATER RATE ADVISORY
AD HOC COMMITTEE**

Meetings start at 7pm and are held in person in City Hall Council Chambers (600 East A St.)
Meetings can be streamed on Zoom, online, and on Channel 20.
Upcoming regular meeting dates are listed below:

- June 22, 2023
- July 27, 2023
- August 24, 2023
- September 28, 2023

For more information about the committee, to submit a question or view meeting agendas visit:

<https://www.cityofdixon.us/watercommittee> or scan the QR code below.



 **City Hall**
600 East A Street
Dixon, CA 95620

(707) 678-7000
www.cityofdixon.us

Follow us on Social Media



Current Cost: \$40 1.72 per month

Reach: 3,600 paper bills and 163 digital bills

Digital Newsletter

Edition 3 Front Page:

WATER RATE ADVISORY AD HOC COMMITTEE

City Council has established a Water Rate Advisory Ad Hoc Committee to provide a recommendation on matters pertaining to the Dixon water service.

The seven-member committee meets on the 4th Thursday of the month at 7pm.

The committee is accepting questions related to the water system and questions will be answered at each committee meeting. Submit your questions online or in person at City Hall.

To view meeting agendas and information about the committee visit: www.cityofdixon.us/watercommittee

Upcoming Meetings:

- May 25, 2023
- June 22, 2023
- July 27, 2023
- August 24, 2023
- September 28, 2023
- October 26, 2023
- November 30, 2023
- January 25, 2024
- February 22, 2024
- March 28, 2024

You can view meetings in person at City Hall, on Channel 20, on the City website and on Zoom.

Edition 3:

UPCOMING MEETINGS

Did you know? You can view City Council meetings in person, on Channel 20, on the City website and on Zoom! See below for a list of upcoming City Council and Commission meetings and visit our website for the latest information.

Special City Council Meeting- Goal Setting Workshop	04/29/2023
City Council Meeting	05/02/23
Planning Commission Meeting	05/09/23
City Council Meeting	05/16/23
Parks & Recreation Commission Meeting	08/23/23
Water Rate Advisory Ad Hoc Committee Meeting	05/25/23

Edition 4:

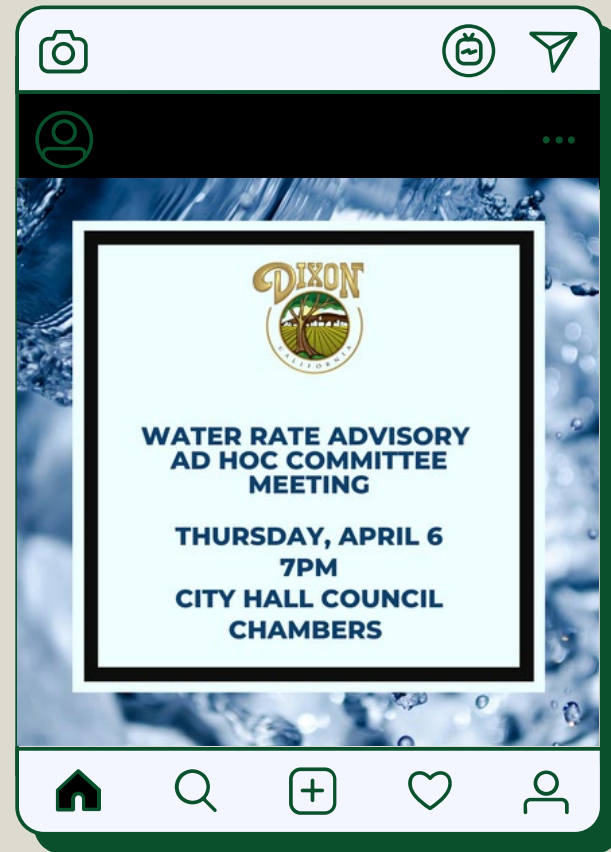
UPCOMING MEETINGS

Did you know? You can view City Council meetings in person, on Channel 20, on the City website and on Zoom! See below for a list of upcoming City Council and Commission meetings and visit our website for the latest information.

Water Rate Advisory Ad Hoc Committee Meeting	05/25/23
City Council Meeting	06/06/23
Planning Commission Meeting	06/13/23
City Council Meeting	06/20/23
Transportation Advisory Commission	06/21/23
Water Rate Advisory Ad Hoc Committee Meeting	06/22/23
Parks & Recreation Commission	06/27/23

Reach: Approximately 220 email accounts per month

Social Media: April

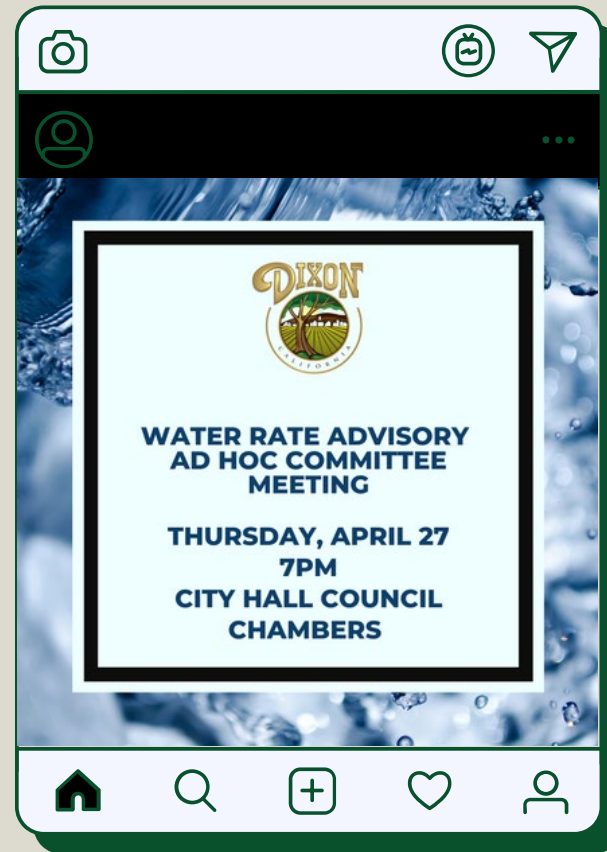


Post Reach by Platform

	1,121
	302
	60

Total 1,483

Posted on 4/5/23

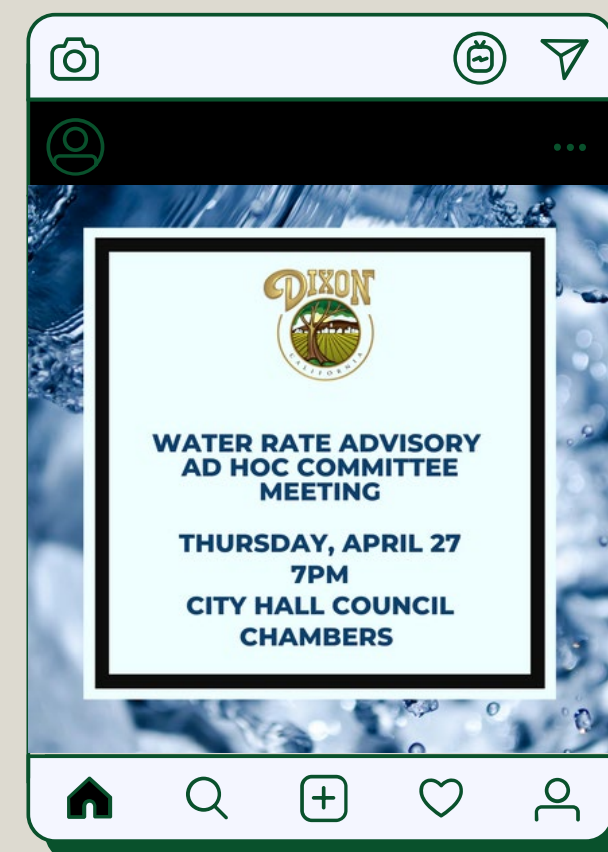


Post Reach by Platform

	599
	257
	41

Total 897

Posted on 4/23/23



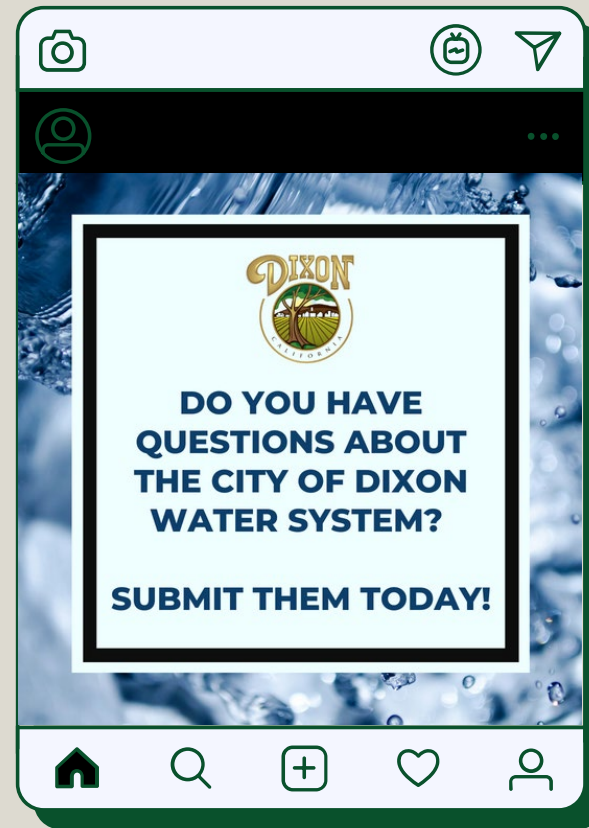
Post Reach by Platform

	374
	190
	29




Total 593

Posted on 4/26/23

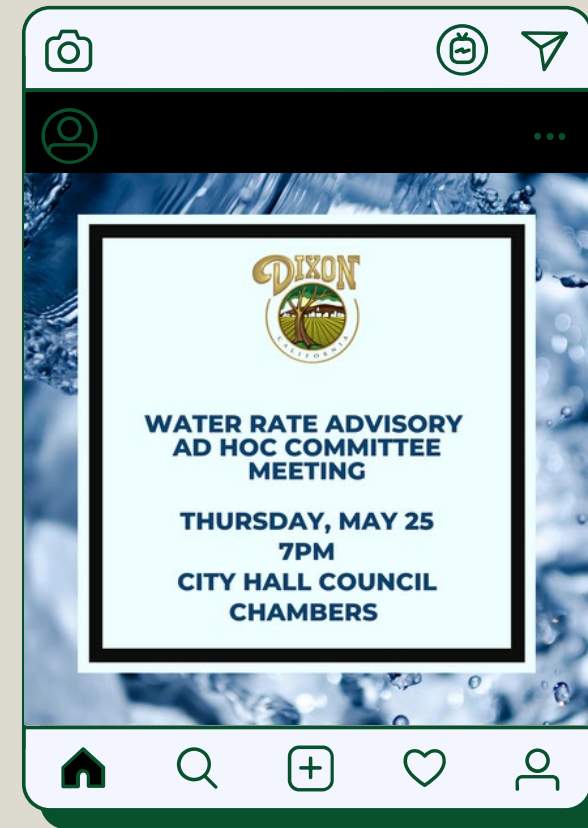
Social Media: May






Post Reach by Platform

	347
	346
	78
Total	771

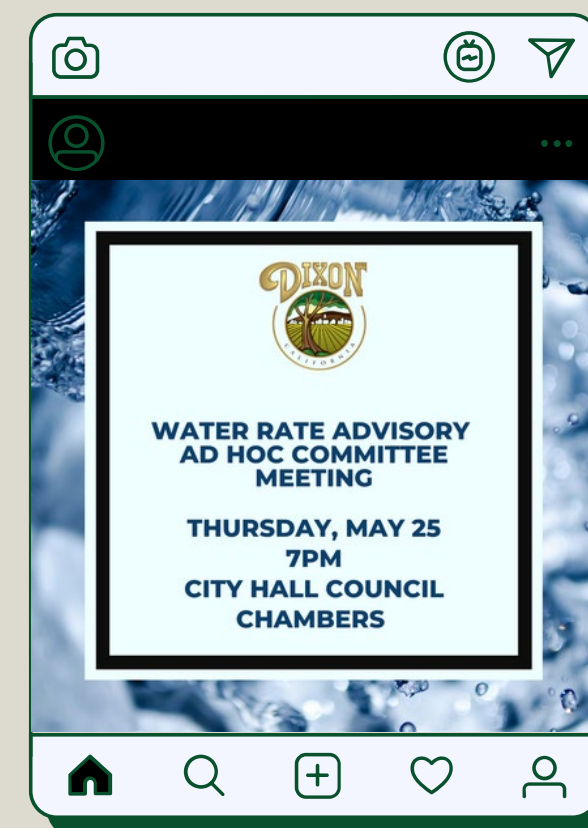
Posted on 5/6/23






Post Reach by Platform

	934
	279
	32
Total	1,245

Posted on 5/20/23

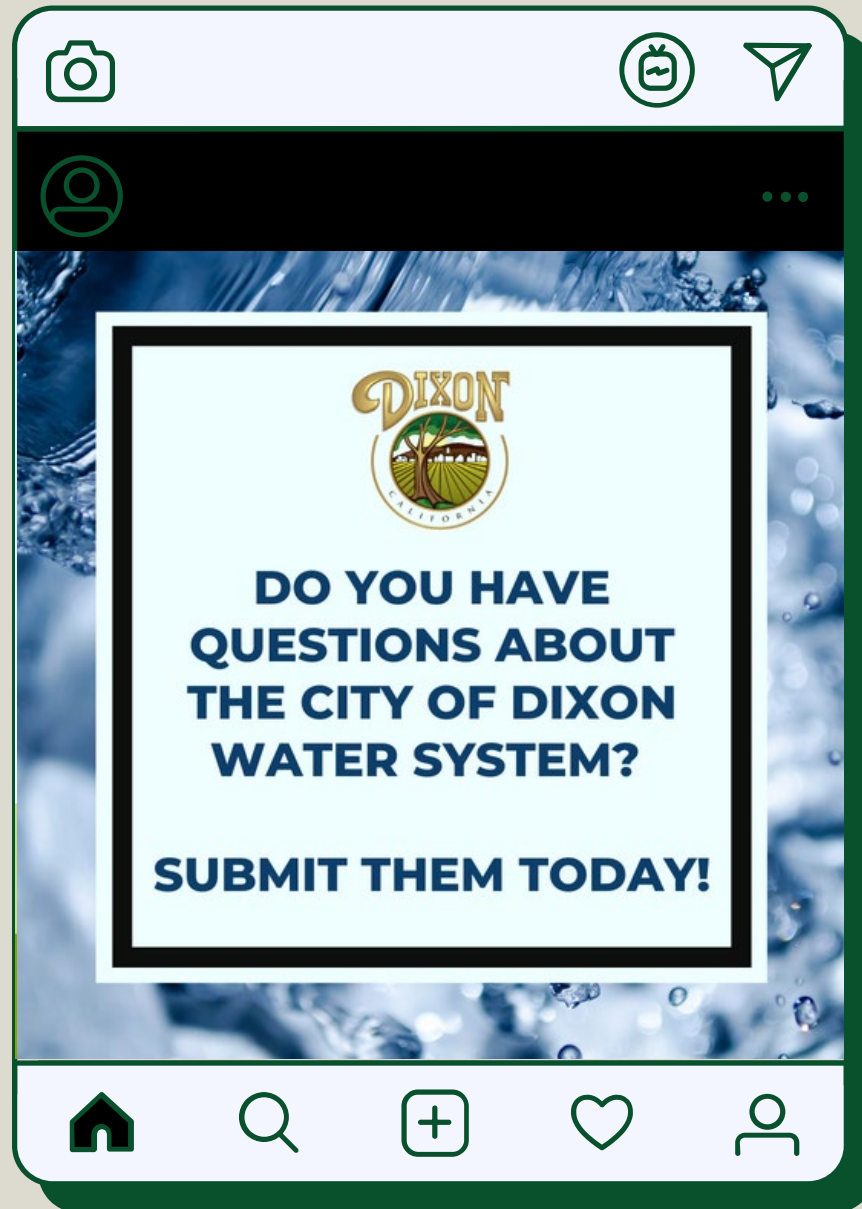


Post Reach by Platform

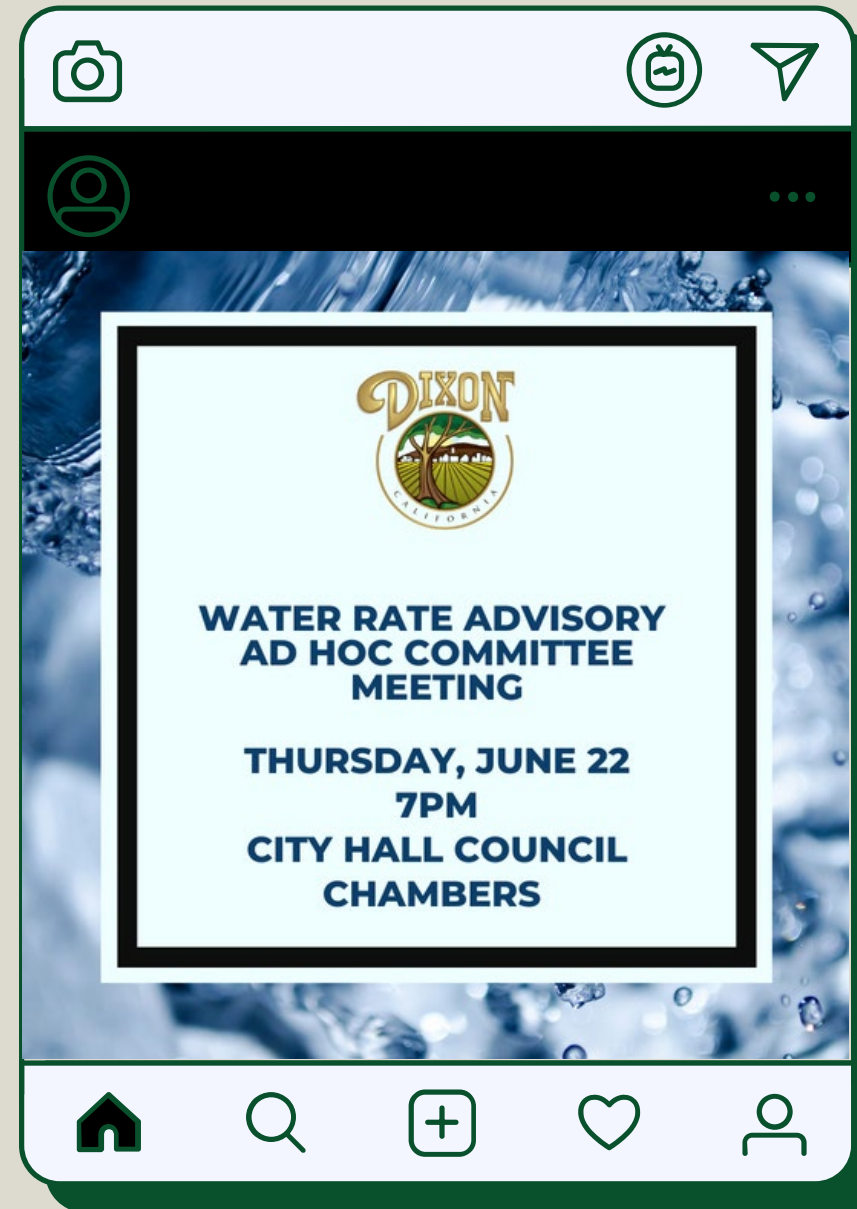
	327
	196
	31
Total	554

Posted on 5/24/23

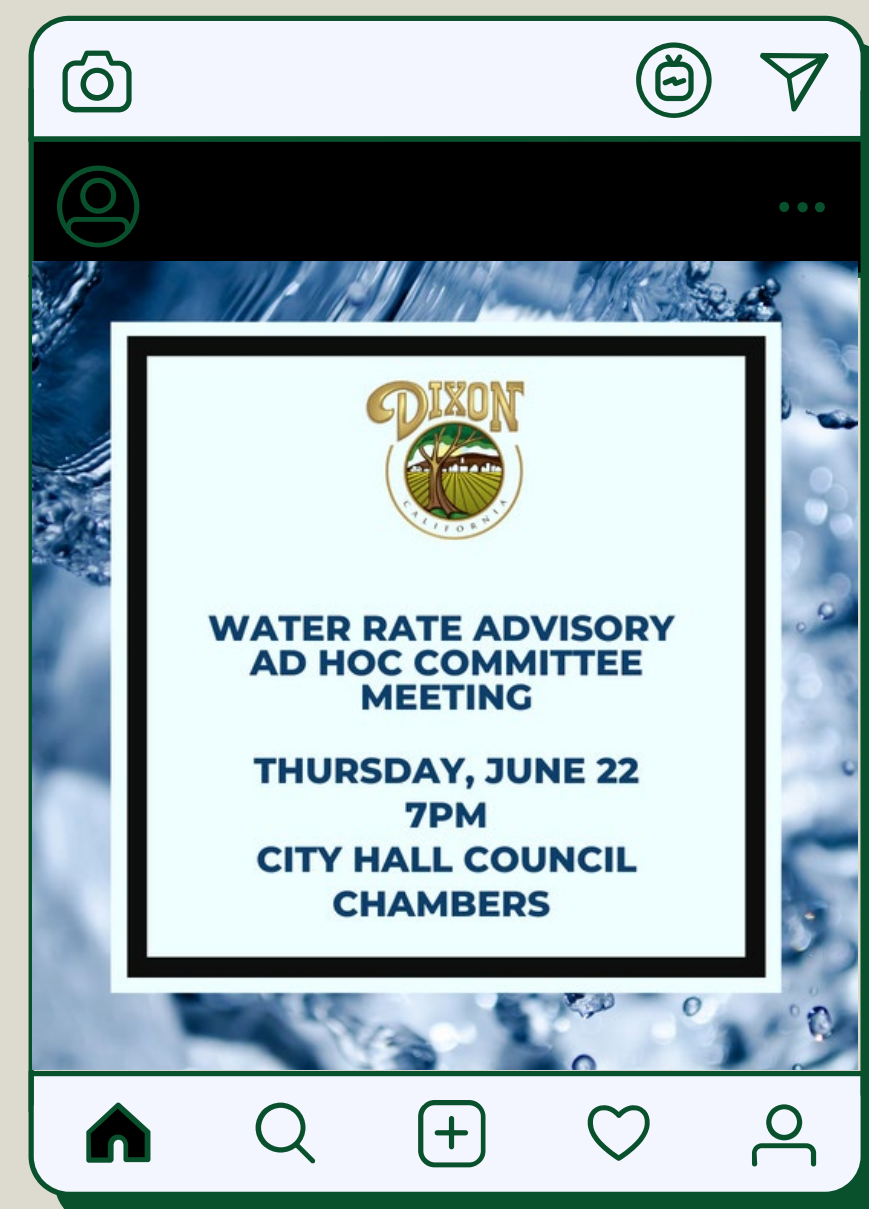
Social Media: June



Posted on 6/12/23



Posted on 6/18/23



Posted on 6/21/23

Next Steps

- Continue outreach
 - Bill Inserts
 - Newsletter
 - Social Media
- Monthly updates posted to webpage
- Updated presentation quarterly- September

Contact Information

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