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

- Power Generation map (1290 hits)
- Seventh Power Plan Text + Seventh Plan Home Page (800ish)
- Energy Home Page (741)
- Coal Retirements Blog Post (485)
- 2021 Plan Home Page (314)
  - Scenarios viewed/downloaded 200 times
Website Traffic

Most Visited Pages Overall Last Three Months

• Home Page (6382)
• Salmon/Steelhead Runs Blog Post (4553)
• The Calendar (1859)
• 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!