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Chair  
Montana

**Bo Downen**  
Montana

**Guy Norman**  
Washington

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Washington



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December 3, 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 12/2/2019

- Power Generation map (1267 hits)
- Energy Home Page (864)
- Seventh Power Plan Text + Seventh Plan Home Page (796)
- Coal Retirements Blog Post (774)
- 2021 Plan Home Page (424)
  - Proposed scenarios viewed/downloaded 200 times



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## Website Traffic

### **Most Visited Pages Overall Last Three Months** as of 12/2/2019

- Home Page (7818)
- History of Grand Coulee (3590)
- History – Dams Impacts (3335)
- Salmon/Steelhead Runs Blog Post (2854)
- The Calendar (2306)
- 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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# 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

