

Staff Report

TO: Board of Directors

FROM: Greg Jones, Assistant General Manager

DATE: June 7, 2022

SUBJECT: Plan for Water Workshop – Communication/Outreach Update

ADMINISTRATION

RECOMMENDATION:

Provide an update of the Plan for Water Communication & Outreach.

BACKGROUND:

NID is continuing on the Plan for Water (PFW) process, which includes a comprehensive review of available water supply and the long-term impact on varying water demands. Once complete, it is anticipated the PFW will consist of a suite of possible supply and demand management strategies to address a range of future conditions to ensure reliable water supplies.

The success of the PFW will be largely dependent on stakeholder involvement. In November 2021, NID began an engagement with Titanium Ideas Inc, a digital marketing and communications firm. An overview of communications activities from January – May, 2022 will be discussed. Through a series of Key Performance Indicators, NID has successfully executed on and increased our online digital outreach of social media, email marketing, blogs, keyword/SEO, and analytics.

Digital quarterly KPI goals include:

- 5% growth in social media platforms (FB, Instagram, LinkedIn, Google)
- 5% growth in website traffic (Blog Posts x 3/month)
- 20% email open rate
- 5% growth in Facebook ads building brand awareness

This is an open forum discussion, and public engagement is encouraged.

BUDGETARY IMPACT:

None at this time