

Staff Report

TO: Board of Directors
FROM: Greg Jones, Assistant General Manager
DATE: April 11, 2023
SUBJECT: Workshop – NID Communications Plan

ADMINISTRATION

RECOMMENDATION:

Workshop discussion on NID's 2023 Communications Plan and overview of 2022 Communications results.

BACKGROUND:

In January 2022 NID hired Tytanium Ideas to assist in communications outreach and public engagement related to the Plan for Water process. This report will highlight 2022 social media outcomes and metrics. In addition, we will discuss upcoming 2023 outreach and communication planning for further engagement in the Plan for Water process as well as NID's main communication channels and campaigns.

BUDGETARY IMPACT:

NID has an annual communication budget of \$65,000 for Outreach and Consulting.

Attachments (1)

- Communications Presentation

Nevada Irrigation District



2022 Communications Review
2023 Communications Plan

Table of Contents

- NID Communications Plan
- 2023 Communications Objectives
- Communication Channels
- Examples of Social Media Posts
- 2022 Report
- Q1 2022 & Q1 2023 comparison
- 2023 Communications Outreach Campaigns

NID Communications Plan

Support District Mission and Vision

Mission:

Our Mission is to provide a dependable, high-quality water supply for the communities we serve.

Vision:

Our Vision is to be the most reliable, innovative, and resilient water district in California.

Values:

- **Quality:** We strive for excellence in all aspects of the District.
- **Innovation:** We challenge the accepted to foster creative ideas and methods.
- **Dependability:** We fulfill our commitments.
- **TEAMwork:** We recognize that Together Everyone Achieves More.

NID's Communication Channels

facebook



Google My Business



NID Website, News Releases, Social Media, Newsletters, E-Alerts, Water Bill Inserts, Factsheets, Videos, Paid Advertising, Direct Mail, Community In-Person Meetings, and Print Advertising.

Examples of Popular Facebook Social Media Posts

Nevada Irrigation District
Published by Susan Lauer · January 11

Scotts Flat Dam has begun to spill!



See insights and ads

Boost post


👍❤️👍 107

3 comments 56 shares

Nevada Irrigation District
Published by Tyler C. Campbell · 3d

The NID Hydropower team inspected the District's upper division on March 30. Here's what they found! <https://bit.ly/3M1nnbc>

#snow #weather #weatherupdate #upperdivision #jacksonmeadows



See insights and ads

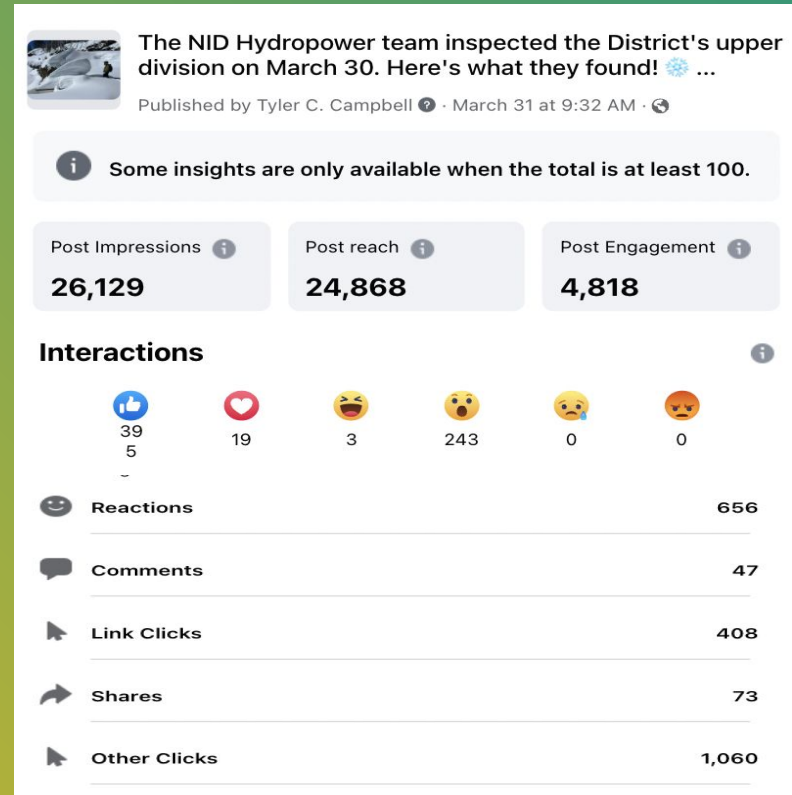
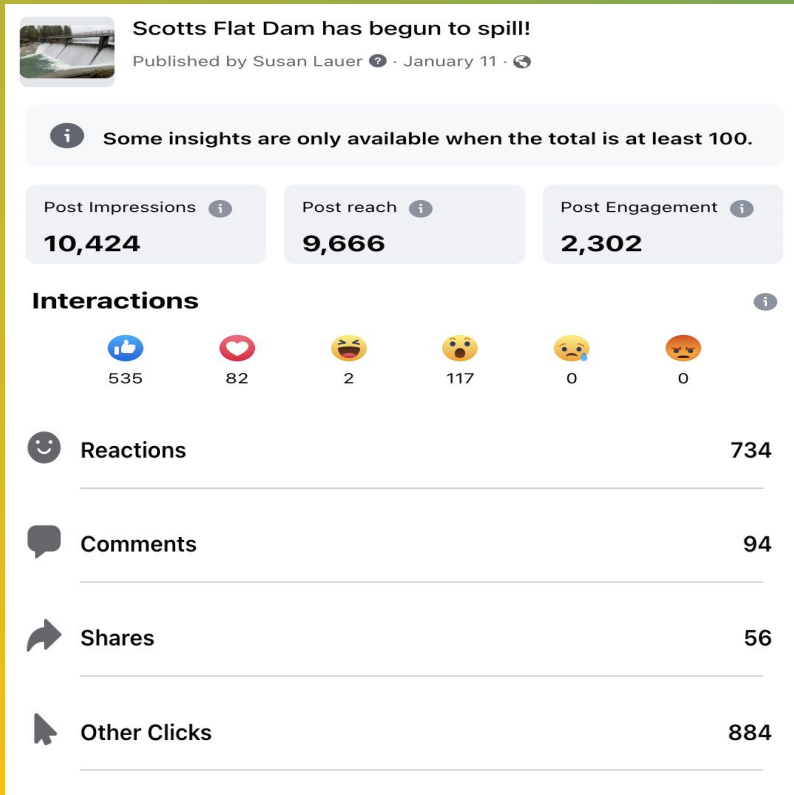
Boost post

👍❤️👍 94

5 comments 73 shares

Like Comment Share


Insights of Popular Facebook Social Media Posts



Examples of Popular Facebook Social Media Posts

Nevada Irrigation District
Published by Susan Lauer · January 13 · 🌐

During a break in the storms on Jan. 12, NID inspected its infrastructure in the high country -- this photo is at French Lake



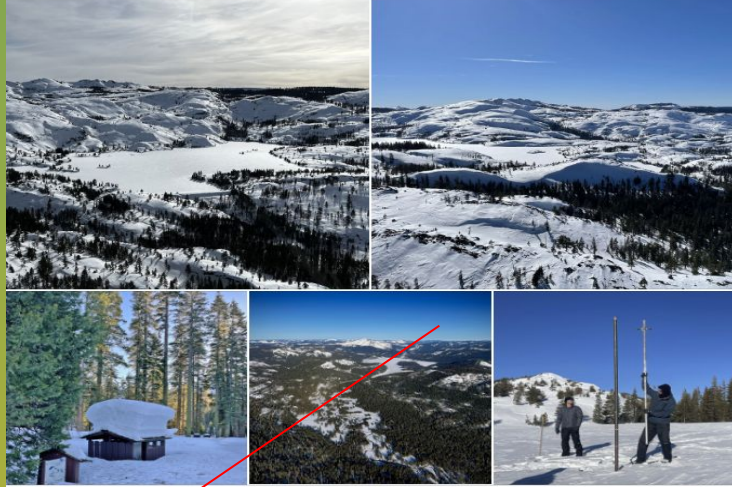
See insights and ads [Boost post](#)

👍❤️ 53 4 comments 8 shares

Nevada Irrigation District
Published by Tyler C. Campbell · February 3 · 🌐

NID February snow survey: snowpack is 184% of the average!
Third highest in recorded history! 📈

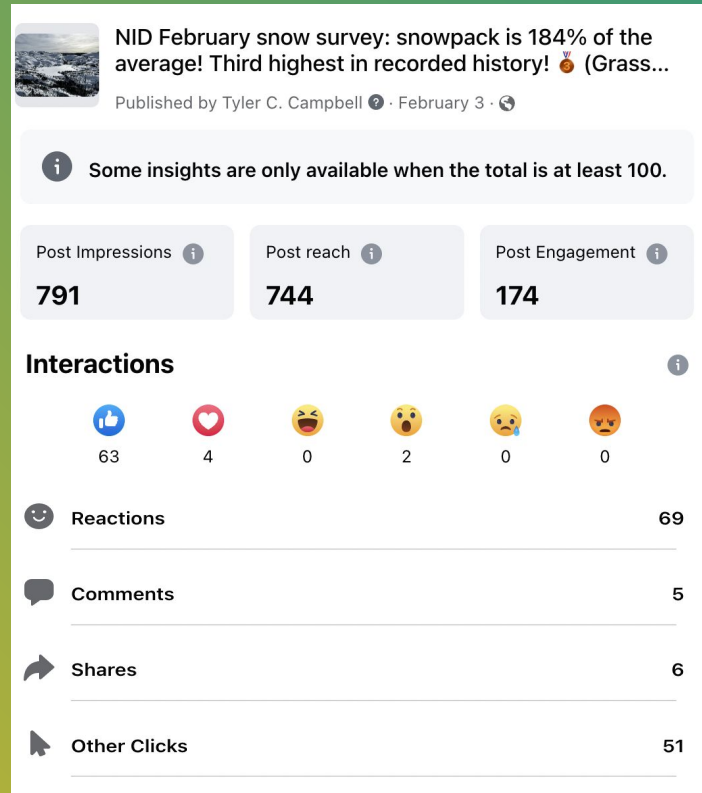
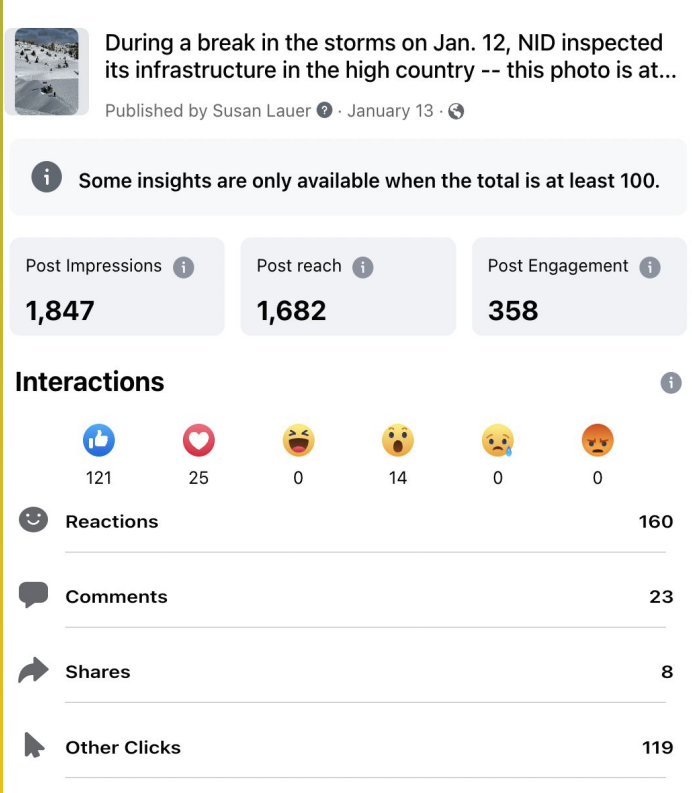
(Grass Valley, CA., Feb. 2, 2023) – The series of recent storms delivered a hefty amount of snow on Nevada Irrigation District (NID) snow courses that provide water to raw- and treated-water customers. In fact, the amount of snow water equivalent was the third highest ever recorded for a February snow survey.... [See more](#)



See insights and ads [Boost post](#)

👍❤️ 30 2 comments 6 shares

Insights of Popular Facebook Social Media Posts



Examples of Popular Videos

 **Nevada Irrigation District**
Published by Metricool · November 8, 2022 ·

Check out our team's Osprey nest platform construction at Bear River, CA! 🦅
[#ospreynest](#) [#ospreybird](#) [#construction](#)



NEVADA IRRIGATION DISTRICT PRESENTS

 **NID**

Osprey Nest

Platform Construction at Bear River, CA

AUGUST 2022

Play 0:04 / 2:12

 **Nevada Irrigation District**
Published by Metricool · November 21, 2022 ·

As we face a possible fourth year of drought, every drop of water becomes more precious every day.

Learn how you can get involved in the Plan for Water. 🌍

Click here: <https://bit.ly/3Eo79oL...> **See more**



 **Nevada Irrigation District**

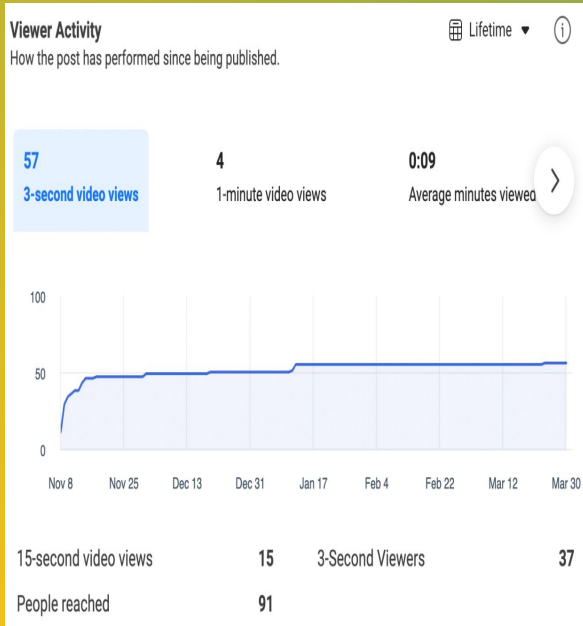
Forest Resilience

State and Local Agencies Participate

0:03 / 0:45

www.nidwa.com

Insights of Popular Videos

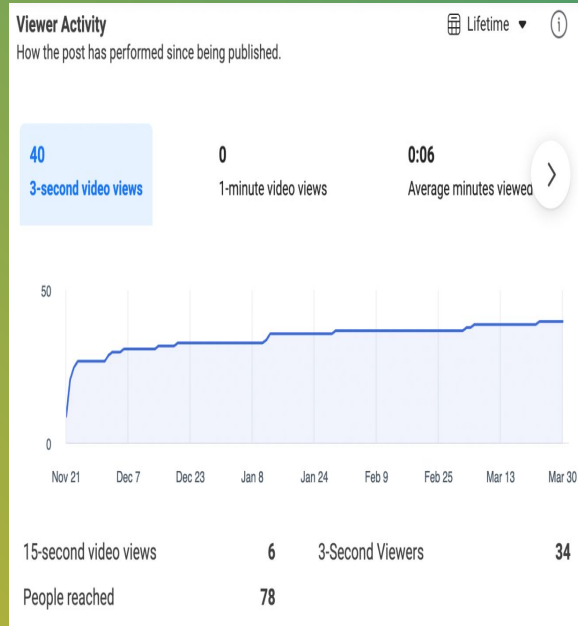


Nevada Irrigation District Posted a...
Published 4 months ago ⓘ

Check out our team's Osprey nest platform construction at Bear River, CA! 🦅 #ospreynest...

7 Shares 0 Comments 0

Copy Post Link View Post



Nevada Irrigation District Posted a...
Published 4 months ago ⓘ

As we face a possible fourth year of drought, every drop of water becomes more precious every day...

Scotts Flat Fire Fuels Treatment Phase 4 Project
Forest Vegetation Simulator Model

2 Shares 0 Comments 2

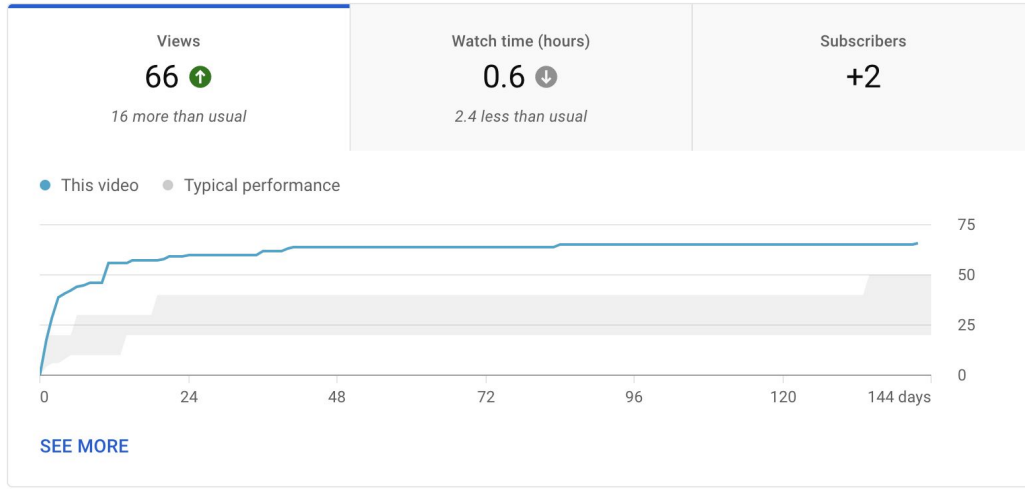
Copy Post Link View Post

The Osprey Nest Video



The Osprey Nest Video YouTube Insights

This video has gotten 66 views since it was published



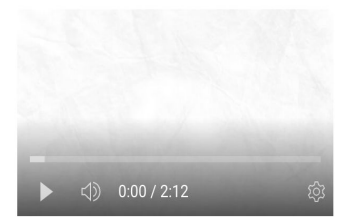
Key moments for audience retention

Average view duration

0:34

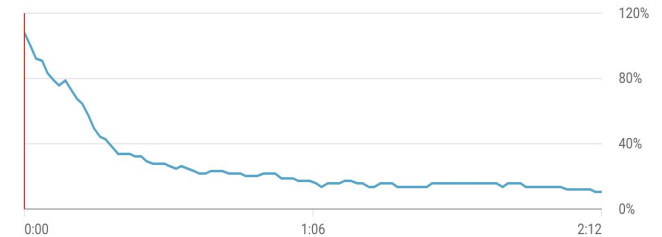
Average percentage viewed

25.9%



● This video ● Typical retention not available

Chart guide ?

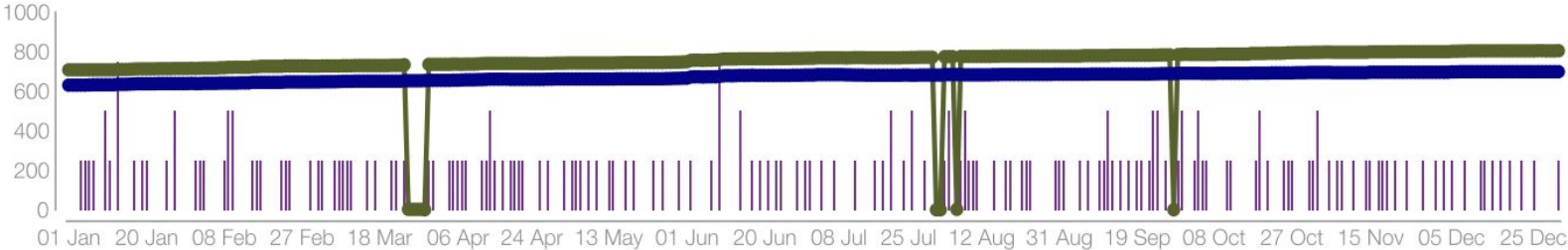
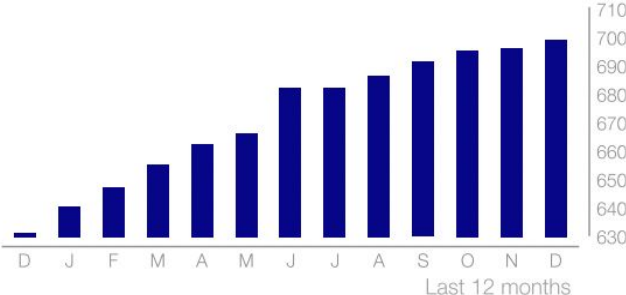


Social Media Growth in 2022 - Facebook

Community growth

 Nevada Irrigation District

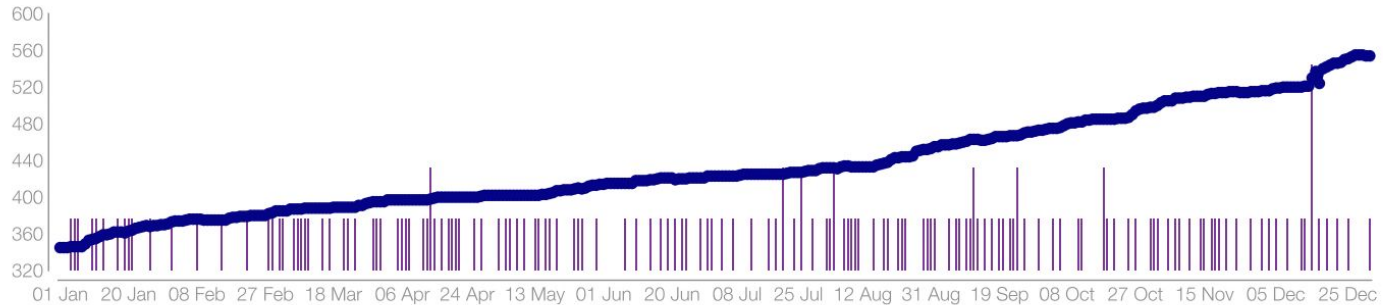
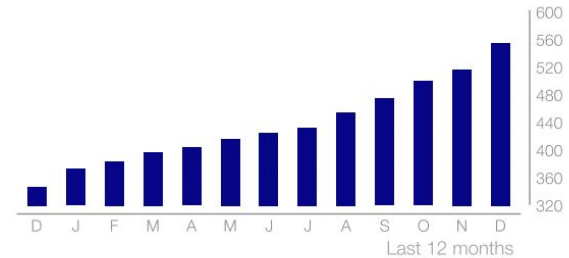
699 +10.78% Likes	805 +13.7% Followers	183 +110.34% Posts
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Social Media Growth in 2022 - LinkedIn

Community growth

 Nevada Irrigation District

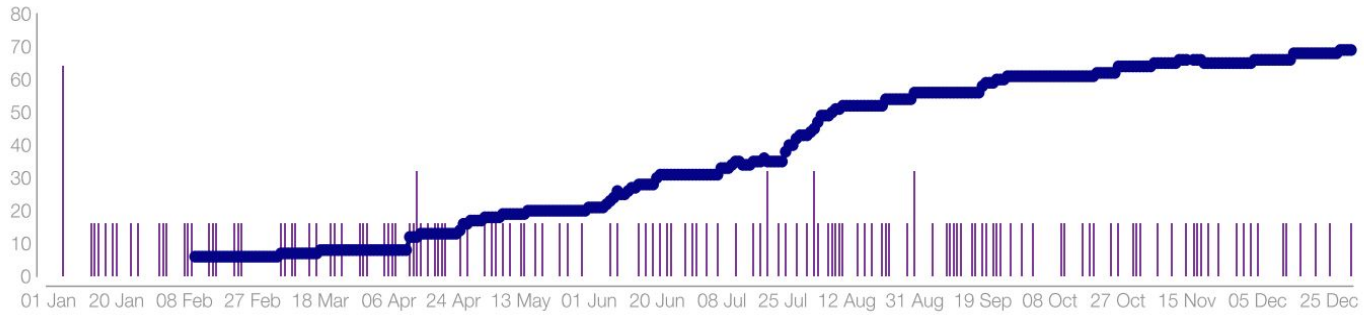
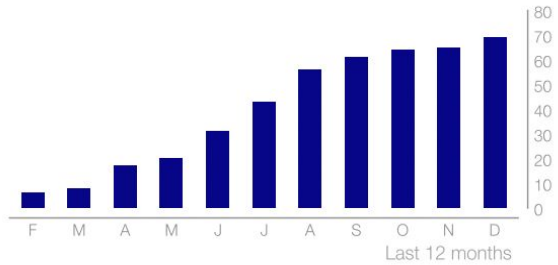


Social Media Growth in 2022 - Instagram

Community growth

 nevadairrigationdistrict

69 - Followers	63 Growth	147 +100% Posts
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Social Media Growth in 2022 - Google My Business

Queries



Nevada Irrigation District

102.01K

+745.92%

Direct

39.16K

+445.33%

Indirect

698

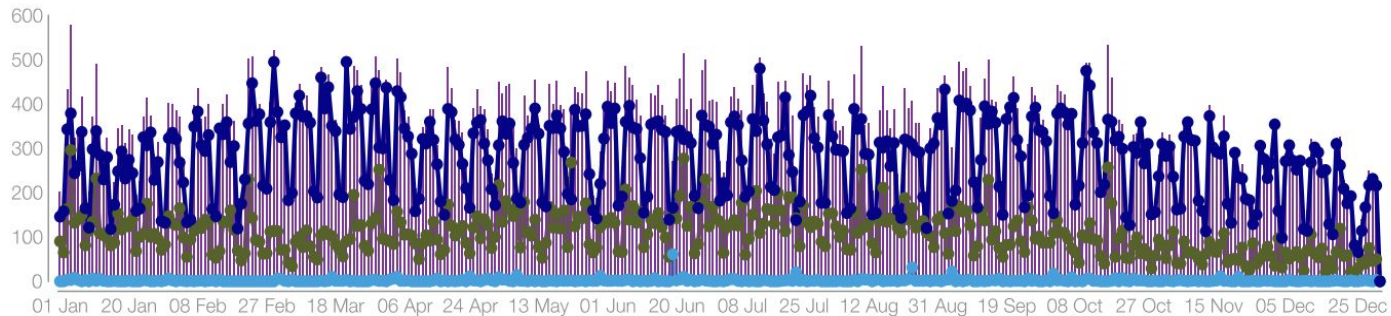
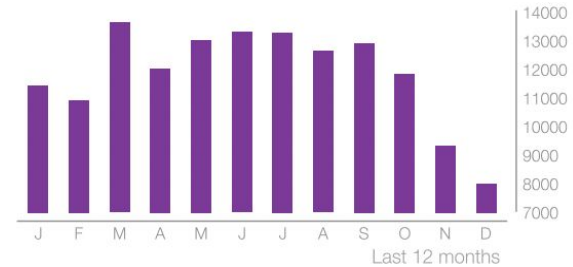
+650.54%

Chain

141.17K

+633.73%

Total



Total Website Views

Jan. 1 2022 - Dec. 31 2022

All Users
100.00% Pageviews

+ Add Segment

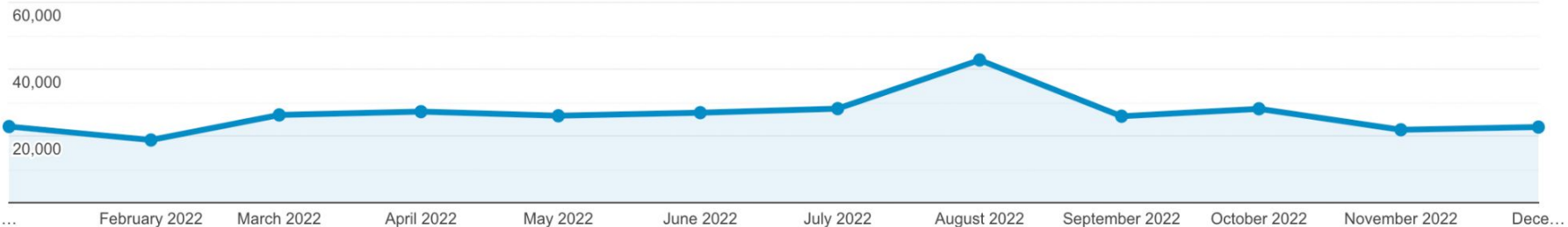
Jan 1, 2022 - Dec 31, 2022

Overview

Pageviews vs. [Select a metric](#)

Hourly Day Week **Month**

Pageviews



Pageviews
317,547

Unique Pageviews
263,503











Avg. Time on Page
00:01:35

Bounce Rate
68.51%

% Exit
54.59%

Website Page Visits

Jan. 1 2022 - Dec. 31 2022

Page Title	Pageviews	% Pageviews
1. Nevada Irrigation District	80,897	 25.48%
2. Current Job Openings - Nevada Irrigation District	19,392	 6.11%
3. Welcome to Human Resources - Nevada Irrigation District	16,411	 5.17%
4. Customer Service and Payment Information - Nevada Irrigation District	13,327	 4.20%
5. River & Reservoir Data - Nevada Irrigation District	9,417	 2.97%
6. Board Meeting - Nevada Irrigation District	8,971	 2.83%
7. Board Meetings - Nevada Irrigation District	5,952	 1.87%
8. Contact Us - Nevada Irrigation District	5,890	 1.85%
9. Scotts Flat Lake - Nevada Irrigation District	5,510	 1.74%
10. NID Campground Information - Nevada Irrigation District	5,291	 1.67%

An Overview of Our Web Traffic Acquisition

Jan. 1 2022 - Dec. 31 2022

Landing Page	Source / Medium	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		173,344 <small>% of Total: 100.00% (173,344)</small>	66.12% <small>Avg for View: 66.11% (0.02%)</small>	114,614 <small>% of Total: 100.02% (114,594)</small>	68.51% <small>Avg for View: 68.51% (0.00%)</small>	1.83 <small>Avg for View: 1.83 (0.00%)</small>	00:01:19 <small>Avg for View: 00:01:19 (0.00%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. /	google / organic	30,025 (17.32%)	52.72%	15,829 (13.81%)	43.81%	2.66	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /	(direct) / (none)	21,931 (12.65%)	57.69%	12,652 (11.04%)	52.64%	2.17	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /customer-service-and-payment-information	google / organic	5,793 (3.34%)	58.09%	3,365 (2.94%)	71.55%	1.56	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /	ipn2.paymentus.com / referral	5,240 (3.02%)	10.90%	571 (0.50%)	75.61%	1.45	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /current-job-openings	google / organic	4,931 (2.84%)	36.52%	1,801 (1.57%)	76.52%	1.42	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /current-job-openings	(direct) / (none)	3,753 (2.17%)	27.98%	1,050 (0.92%)	73.57%	1.40	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /river-reservoir-data	google / organic	3,717 (2.14%)	58.35%	2,169 (1.89%)	70.08%	1.64	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /	bing / organic	2,979 (1.72%)	51.63%	1,538 (1.34%)	40.85%	2.61	00:01:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /scotts-flat-lake	google / organic	2,213 (1.28%)	81.83%	1,811 (1.58%)	65.93%	1.80	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /	yahoo / organic	1,608 (0.93%)	63.43%	1,020 (0.89%)	51.24%	2.34	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. /welcome-to-human-resources	google / organic	1,410 (0.81%)	38.87%	548 (0.48%)	32.98%	2.32	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. /rollins-lake	google / organic	1,378 (0.79%)	86.07%	1,186 (1.03%)	57.18%	2.12	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. /	nidwater.specialdistrict.org / referral	1,187 (0.68%)	1.26%	15 (0.01%)	33.61%	3.69	00:06:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. /scotts-flat-lake-no-wood-or-charcoal-fires-are-allowed-in-our-campground	google / organic	1,154 (0.67%)	79.64%	919 (0.80%)	73.31%	1.64	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. /river-reservoir-data	(direct) / (none)	1,144 (0.66%)	45.28%	518 (0.45%)	80.86%	1.33	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. /customer-service-and-payment-information	(direct) / (none)	1,115 (0.64%)	70.85%	790 (0.69%)	77.40%	1.41	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. /fire-hydrant-locator	google / organic	1,002 (0.58%)	72.36%	725 (0.63%)	87.03%	1.22	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. /irrigation-water-frequently-asked-questions	google / organic	946 (0.55%)	88.58%	838 (0.73%)	85.73%	1.32	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. /	duckduckgo / organic	883 (0.51%)	69.42%	613 (0.53%)	37.71%	2.74	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
20. /contact-us	google / organic	817 (0.47%)	45.90%	375 (0.33%)	77.48%	1.53	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
21. /	mytraffic.shop / referral	782 (0.45%)	45.65%	357 (0.31%)	5.63%	1.95	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
22. /nid-campground-information	google / organic	747 (0.43%)	71.49%	534 (0.47%)	42.84%	2.58	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
23. /start-stop-service	google / organic	649 (0.37%)	69.65%	452 (0.39%)	75.65%	1.55	00:01:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

Website Visitor Location

Jan. 1 2022 - Dec. 31 2022

City ?	Acquisition			Behavior			Conversions		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	54,308 % of Total: 46.83% (115,970)	52,510 % of Total: 45.82% (114,594)	99,609 % of Total: 57.46% (173,344)	57.48% Avg for View: 68.51% (-16.10%)	2.15 Avg for View: 1.83 (17.44%)	00:01:48 Avg for View: 00:01:19 (37.26%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (0.00)
1. Sacramento	7,224 (11.69%)	6,336 (12.07%)	11,492 (11.54%)	58.36%	2.06	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Grass Valley	5,693 (9.21%)	4,870 (9.27%)	13,605 (13.66%)	52.18%	2.48	00:02:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Los Angeles	4,454 (7.21%)	3,934 (7.49%)	6,221 (6.25%)	62.84%	1.85	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. San Jose	3,952 (6.39%)	3,268 (6.22%)	5,260 (5.28%)	61.81%	1.91	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. San Francisco	3,796 (6.14%)	3,301 (6.29%)	5,376 (5.40%)	61.38%	1.96	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Alta Sierra	3,351 (5.42%)	2,957 (5.63%)	5,757 (5.78%)	63.57%	1.93	00:01:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. (not set)	2,884 (4.67%)	2,445 (4.66%)	4,439 (4.46%)	62.22%	1.92	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Yuba City	2,879 (4.66%)	2,452 (4.67%)	4,423 (4.44%)	62.06%	1.86	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Auburn	1,941 (3.14%)	1,648 (3.14%)	3,214 (3.23%)	60.89%	1.93	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Nevada City	1,554 (2.51%)	1,320 (2.51%)	2,566 (2.58%)	52.92%	2.39	00:01:49	0.00%	0 (0.00%)	\$0.00 (0.00%)

Q1 2022 & Q1 2023 Comparison

Total Website Views

Q1 2022 compared to Q1 2023

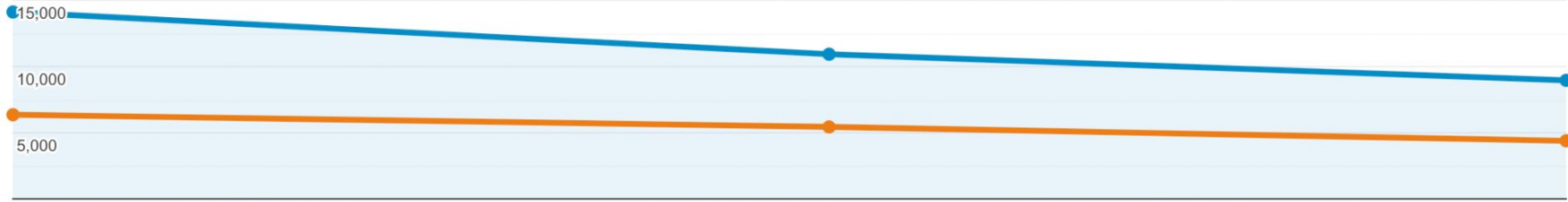
Overview

Users vs. [Select a metric](#)

Hourly Day Week **Month**

Jan 1, 2023 - Mar 20, 2023: ● Users

Jan 1, 2022 - Mar 20, 2022: ● Users



Users

120.36%

32,303 vs 14,659

New Users

134.00%

31,031 vs 13,261

Sessions

77.43%

45,257 vs 25,507

Pageviews

49.06%

85,401 vs 57,292

NID Website - Total Active Users

Q1 2022 compared to Q1 2023

 All Users
+0.00% Users

 + Add Segment

Jan 1, 2023 - Mar 20, 2023
Compare to: Jan 1, 2022 - Mar 20, 2022

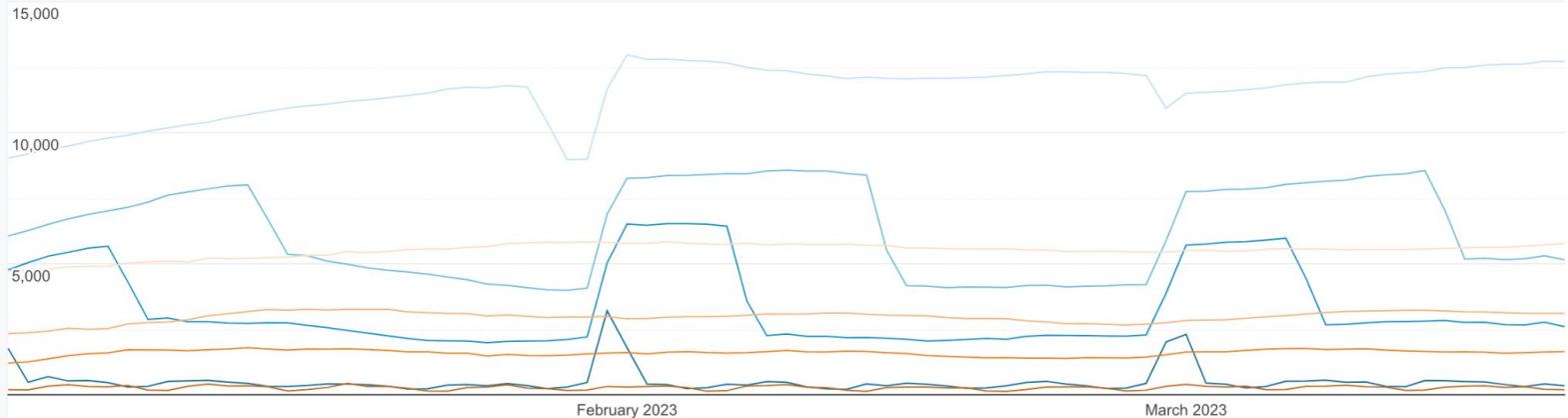
Active Users

1 Day Active Users

7 Day Active Users

14 Day Active Users

28 Day Active Users



1 Day Active Users

78.76%

345 vs 193

7 Day Active Users

58.12%

2,601 vs 1,645

14 Day Active Users

65.74%

5,148 vs 3,106

28 Day Active Users

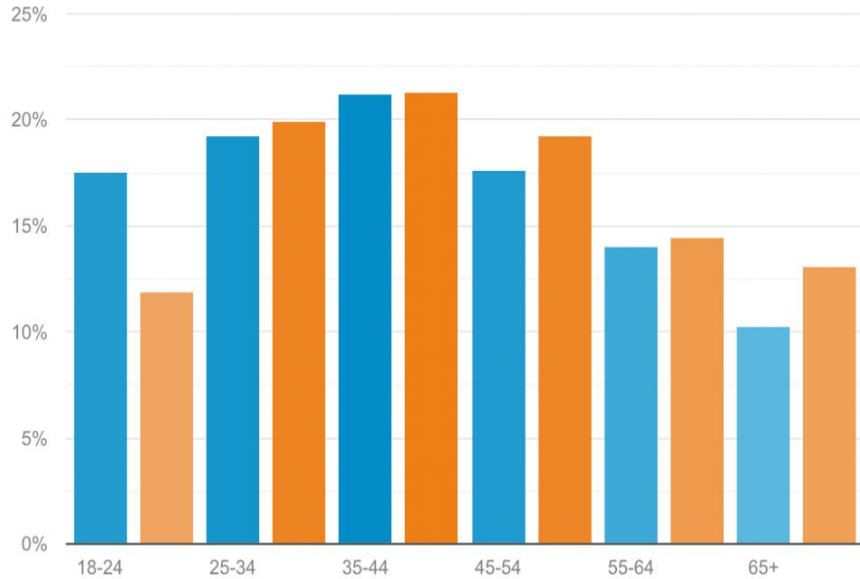
120.36%

12,717 vs 5,771

NID Website - Total User Demographics

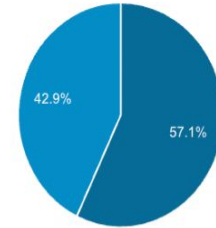
Q1 2022 compared to Q1 2023

Age 18.20% of total users

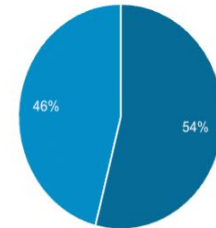


Gender 19.35% of total users

■ male ■ female
Jan 1, 2023 - Mar 20, 2023



Jan 1, 2022 - Mar 20, 2022

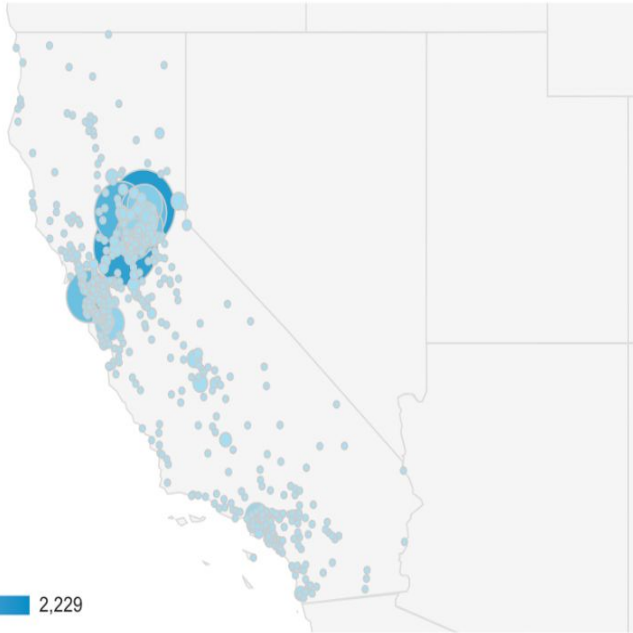


NID Website - User Location

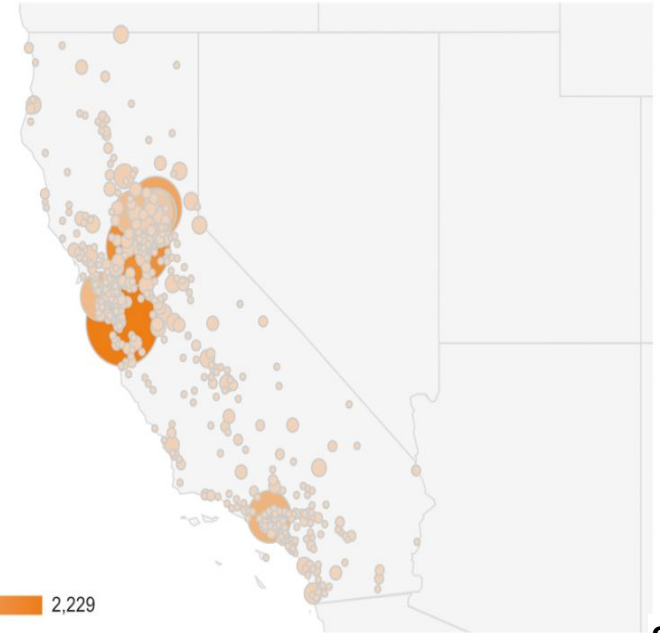
Q1 2022 compared to Q1 2023

Users ▾

Jan 1, 2022 - Mar 28, 2022



Jan 1, 2023 - Mar 28, 2023

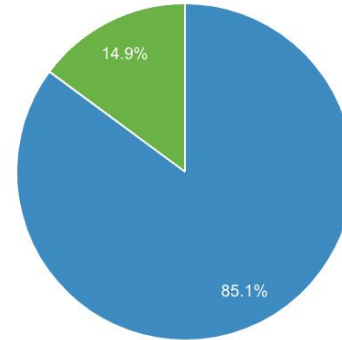


New vs. Returning Visitors (NID Website)

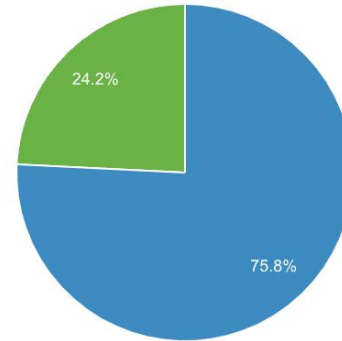
Q1 2022 compared to Q1 2023

■ New Visitor ■ Returning Visitor

Jan 1, 2023 - Mar 20, 2023



Jan 1, 2022 - Mar 20, 2022



2023 Communications Objectives

Brand Overarching: NID is valued, trusted and our customers are satisfied

Reliability – NID has delivered water for nearly 100 years reliably & dependably

Value – NID economically brings high quality water, recreation and electricity to our customers

Ops/Customer Service – The many faces of NID are at your service

Stewards – NID as steward of the environmental and other District resources in our care

Accessible – Always open to you...our customers, our community

2023 Communications Outreach Campaigns

- Cost of Delivering Reliable Water
- Climate Change, New Challenges
- Aging Infrastructure
- Value of Water
- NID Employees at Work
- Water Conservation

Executive Summary

2022- Mission Accomplished. Awareness

2023 - Mission is Engagement and Education



**Nevada
Irrigation
District**

THANK YOU!



**TYTANIUM
IDEAS** INC.