

# Communication Plan for Ad Hoc Committee Public Participation Agenda Item 7.3

April 6, 2023

Madeline Graf, Public Information Officer



# Communication Channels

- Digital Outreach
- Print Materials
- In-person Outreach



# Digital Materials

- Website
  - Central location for all Committee materials





ENHANCED BY Google

Government

Departments

Community

Business

How Do I?

**BOARDS & COMMISSIONS**

- Parks & Recreation
- Planning
- Transportation Advisory
- Water Rate Advisory Ad Hoc Committee

**CITY RESOLUTIONS**

- City Resolutions
- Resolutions - RDA

**MEETINGS**

**PRESS RELEASES**

**CITY COUNCIL**

- City Treasurer

**CITY NEWS**

**CITY ORDINANCES**

- Pending Codification
- Sunshine Ordinance

Agendas



Bids



Municipal Code



E-News



311



Voting



Join the  
Conversation



Property Info &  
Services



Utilities



Government  
Resources



Public Safety



# 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

[February 21, 2023](#)

[March 7, 2023](#)

[March 21, 2023](#)

### Resolution

[Resolution 23-036](#)

## Meetings

The first meeting of the Committee is April 6, 2023 at 7pm. At this meeting, the Committee will establish a set schedule.

## Members

- [Thom Bogue \(Co-chair\)](#)
- [Kevin Johnson \(Co-chair\)](#)
- Jack Caldwell
- Jeremy Cox
- Herb Cross
- Frank Drayton
- Christopher Fong

## Ask a Question

To submit a question please click [here](#). Questions will be addressed at each Ad Hoc Committee Meeting and responses will be posted below.

[Responses to Questions Received as of 04/01/2023](#)

# Submit a Question

The City of Dixon wants **your** input on the best ways to repair, upgrade and maintain our aging local water system. With your continued help, we can work together to keep our water clean and safe, and ensure we have adequate local supplies as the threat of drought and fire continue to increase. Please submit your question or comment below.

**\* Please enter your question/comment.**

**First Name**

**Last Name**

**Phone Number**

**Address**

**City**

**State/Province**

 

**Postal Code**

**If you'd like to stay informed, please enter your email address.**

**Submit**

### Prior City Council Presentations on Water

Date	Title	Materials
January 4, 2022	2021 Water System Master Plan Update (Addendum to 2016 WSMP)	<a href="#">Staff Report</a> <a href="#">Technical Memo</a> <a href="#">Meeting Recording</a>
April 19, 2022	Water System Update	<a href="#">Staff Report</a> <a href="#">PowerPoint</a> <a href="#">Meeting Recording</a>
April 28, 2022	Water Workshop	<a href="#">Agenda</a> Handouts:  <a href="#">Draft Capital Improvement Program (CIP)</a> <a href="#">Responses to Questions Received</a> <a href="#">Meeting Recording</a>

### Water Rate Advisory Ad Hoc Committee

Date	Title	Materials
April 6, 2023	Water Rate Advisory Ad Hoc Committee Meeting #1	<a href="#">Agenda</a>

# Digital Materials

- Social Media
  - Facebook (5,047 followers)
  - Instagram (1,611 followers)
  - Twitter (728 followers)
    - Paid ads for greater reach, cannot target just customers
    - For example, Parks Masterplan paid outreach \$35 for 7 days, reached 3,663 accounts had 65 link clicks
- Digital Newsletter
- Chamber Newsletter & DDBA Listserv
- Slideshow before Movies in Park & other events
- Short videos explaining system/key points (cost associated)



# Print Materials

- Bill Insert
  - Cost Estimate:
    - 1/3 page color to 3,600 customers: \$401.72
    - 1/3 page color to 3,600 customers on cardstock: \$964.17
- Flyers
  - City Hall, SMUC, Tennis Courts, Chamber, DDBA
- Mailed post cards
  - Approx. \$2,300 for printing and mailing a 5.5”x 8.5” postcard

All costs are estimates and subject to change due to inflation and the number of water accounts.



# Branding Water Outreach

- Use QR Code that leads to website
- Consistent branding colors and designs throughout digital and print



# In-person Outreach

- Community Presentations by Committee to service groups
- Updates at DDBA & Chamber Meetings
- Information at City Events (example: Fire Dept. Open House)



# Questions?

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