



City of Dixon

6.1 Water Rate Advisory Ad Hoc Committee Outreach Report

1

October 26, 2023

Madelaine Graf, Public Information Officer

Presentation Overview

- Background
- Website
- Bill Inserts
- City Digital Newsletter
- Social Media
- Next Steps

Background

At the April 6, 2023 meeting staff provided the Committee with multiple options for outreach including:

- Committee webpage that serves as central location for all materials and allows for members of the public to submit questions
- Social media including Facebook, Instagram and Twitter
- The City's digital newsletter
- Flyers
- Community presentations and information at events
- Social media ads (cost associated)
- Videos explaining the water system/key points (cost associated)
- Bill inserts (cost associated)
- Mailed post cards (cost associated)

Background

The Committee selected:

- Social media postings
- Bill inserts
- Community presentations later in the committee process

Staff have included the committee information:

- In the City's digital newsletter
- In regular updates to community groups such as the Chamber of Commerce.

Website

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	Meeting Recording	Resolution
February 21, 2023	February 21, 2023 Meeting Recording	Resolution 23-036
March 7, 2023	March 7, 2023 Meeting Recording	
March 21, 2023	March 21, 2023 Meeting Recording	

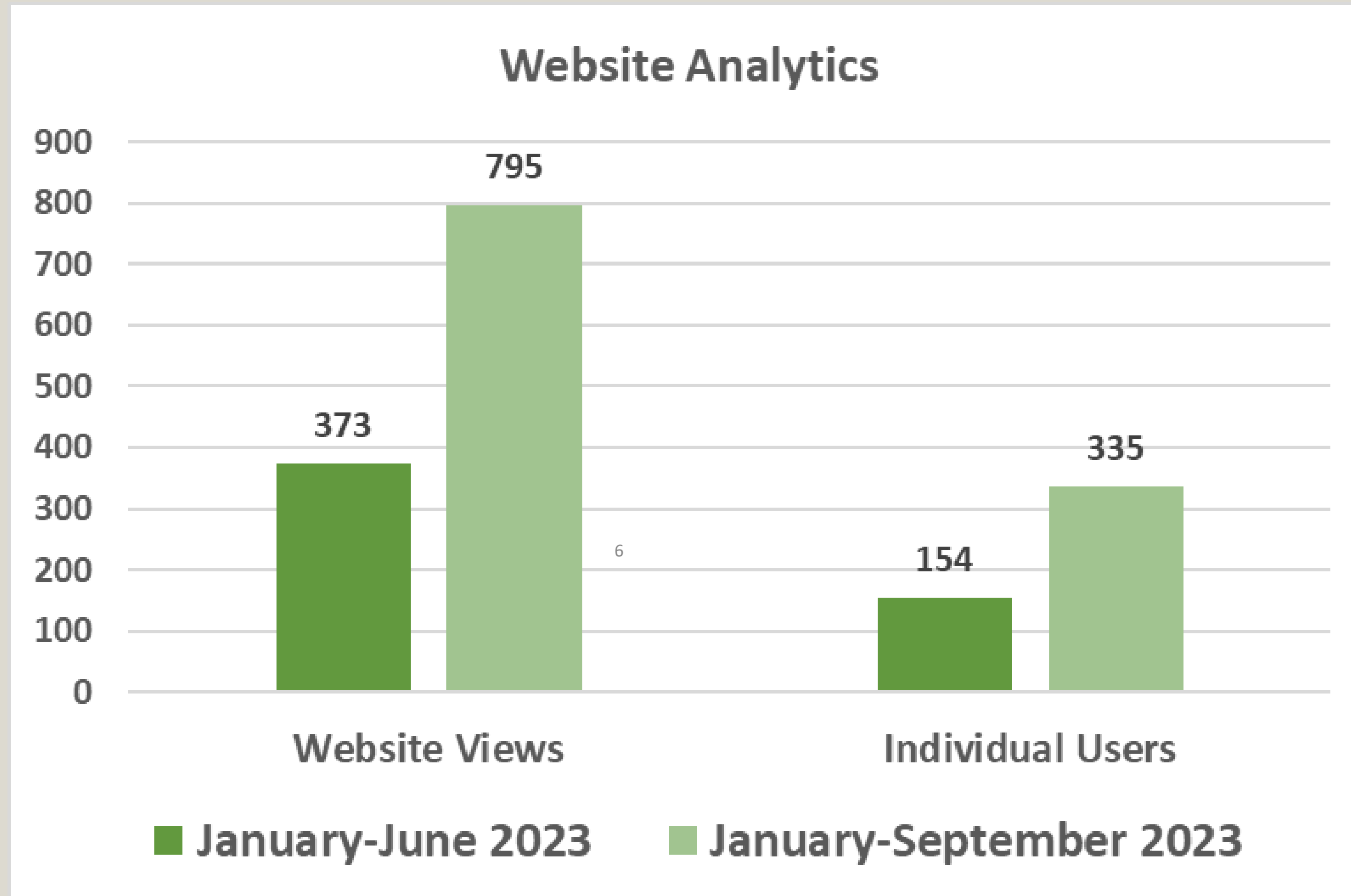
Meeting Schedule

All meetings begin at 7pm. Meetings are held at City Hall (600 East A St.) in Council Chambers. Meetings can also be streamed on Zoom, online, or watched on Channel 20. To view agendas and streaming information click [here](#).

- April 6, 2023
- April 27, 2023
- May 25, 2023
- June 22, 2023
- July 27, 2023
- August 24, 2023
- September 28, 2023
- October 26, 2023
- November 30, 2023
- January 25, 2024
- February 22, 2024
- March 28, 2024

Join the Conversation <ul style="list-style-type: none">• Water Rate Advisory Ad Hoc Committee• Zoning Ordinance & Zoning Map Updates• Parks & Recreation Masterplan Update	Property Info & Permits <ul style="list-style-type: none">• Flood Zone Lookup• Community Development Forms, Fees & Permits• Engineering Forms, Fees & Permits	Utilities <ul style="list-style-type: none">• Pay Utility Bill Online• Water Conservation Regulations• Trash & Recycling Schedule• Reducing Food Waste	Government Resources <ul style="list-style-type: none">• Records Request• Council Meeting Schedule• Agendas & Minutes	Public Safety <ul style="list-style-type: none">• COVID-19 Info• County Testing Sites• Emergency Preparedness
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Website



Bill Inserts



 **WATER RATE ADVISORY
AD HOC COMMITTEE**

Meetings start at 7pm and are held in person in City Hall Council Chambers (600 East A St.)
Meetings can be streamed on Zoom, online, and on Channel 20.
Upcoming regular meeting dates are listed below:

- June 22, 2023
- July 27, 2023
- August 24, 2023
- September 28, 2023

For more information about the committee, to submit a question or view meeting agendas visit:

<https://www.cityofdixon.us/watercommittee> or scan the QR code below.



 **City Hall**
600 East A Street
Dixon, CA 95620

(707) 678-7000
www.cityofdixon.us

Follow us on Social Media



Current Cost: \$4 12.87 per month

Reach: 3,649 paper bills and 112 digital bills

Digital Newsletter

Edition 3 Front Page:

WATER RATE ADVISORY AD HOC COMMITTEE

City Council has established a Water Rate Advisory Ad Hoc Committee to provide a recommendation on matters pertaining to the Dixon water service.

The seven-member committee meets on the 4th Thursday of the month at 7pm.

The committee is accepting questions related to the water system and questions will be answered at each committee meeting. Submit your questions online or in person at City Hall.

To view meeting agendas and information about the committee visit: www.cityofdixon.us/watercommittee

Upcoming Meetings:

- May 25, 2023
- June 22, 2023
- July 27, 2023
- August 24, 2023
- September 28, 2023
- October 26, 2023
- November 30, 2023
- January 25, 2024
- February 22, 2024
- March 28, 2024

You can view meetings in person at City Hall, on Channel 20, on the City website and on Zoom.

Edition 3:

UPCOMING MEETINGS

Did you know? You can view City Council meetings in person, on Channel 20, on the City website and on Zoom! See below for a list of upcoming City Council and Commission meetings and visit our website for the latest information.

Special City Council Meeting- Goal Setting Workshop	04/29/2023
City Council Meeting	05/02/23
Planning Commission Meeting	05/09/23
City Council Meeting	05/16/23
Parks & Recreation Commission Meeting	08/23/23
Water Rate Advisory Ad Hoc Committee Meeting	05/25/23

Edition 4:

UPCOMING MEETINGS

Did you know? You can view City Council meetings in person, on Channel 20, on the City website and on Zoom! See below for a list of upcoming City Council and Commission meetings and visit our website for the latest information.

Water Rate Advisory Ad Hoc Committee Meeting	05/25/23
City Council Meeting	06/06/23
Planning Commission Meeting	06/13/23
City Council Meeting	06/20/23
Transportation Advisory Commission	06/21/23
Water Rate Advisory Ad Hoc Committee Meeting	06/22/23
Parks & Recreation Commission	06/27/23

Reach: Approximately 220 email accounts per month

In-Person Outreach



Social Media

Followers by Platform

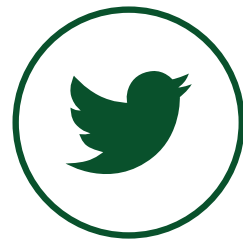


5,427



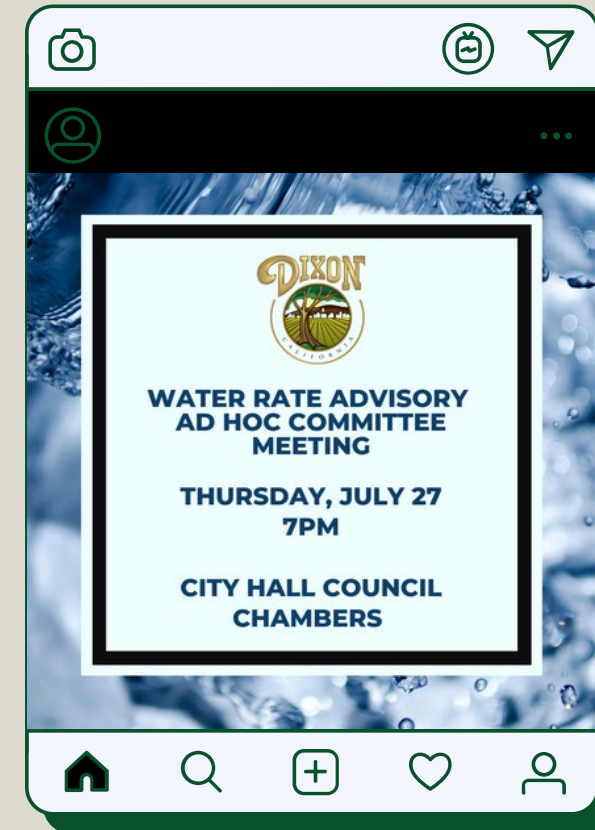
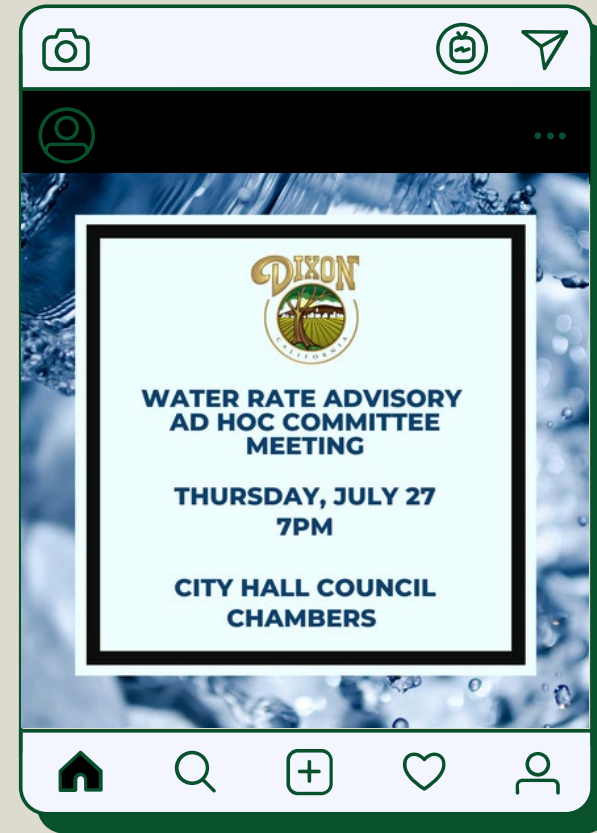
¹⁰

1,831



737

Social Media: July



Post Reach by Platform ¹¹

	423
	270
	0

Total 693

Posted on 7/21/23

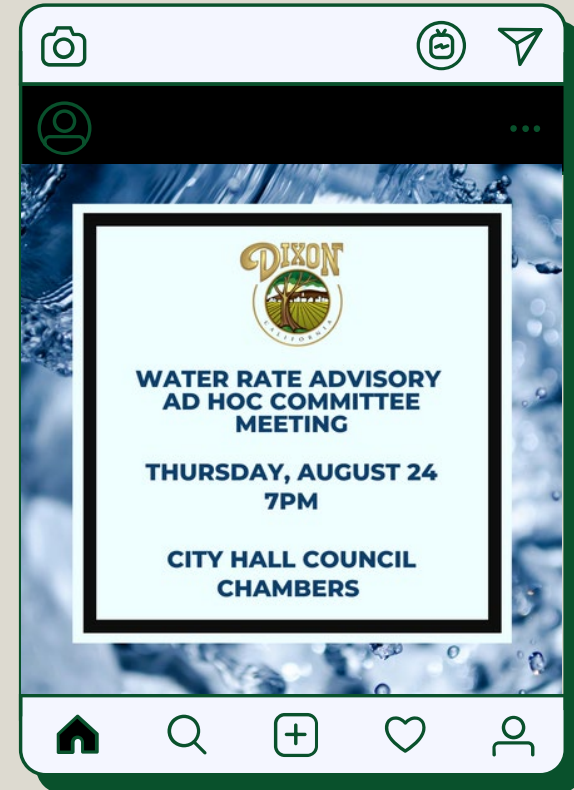
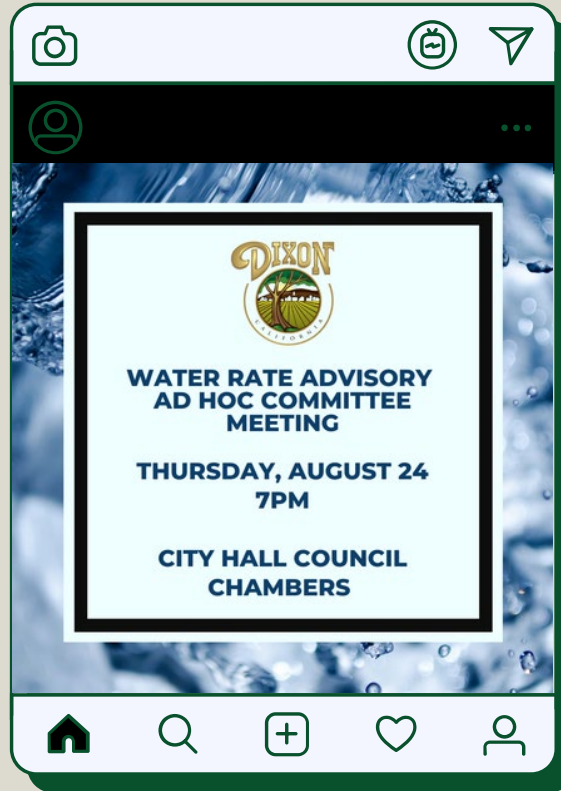
Post Reach by Platform

	857
	268
	0


Total 1,125

Posted on 7/26/23

Social Media: August



Post Reach by Platform

	1,019
	241
	53
Total	1,313

Posted on 8/19/23

Post Reach by Platform

	373
	275
	67
Total	715

Posted on 8/23/23

DIXON
CALIFORNIA

**IMPORTANT UPDATE
FOR CITY OF DIXON
WATER CUSTOMERS**

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City of Dixon, CA
Published by Hootsuite · August 22 ·

The City of Dixon relies on groundwater pumped from City-owned wells to meet 100% of its potable water demands. We are currently experiencing a major well maintenance issue that has reduced our water system capacity. We are asking city water customers to help our water system by voluntarily conserving water while the system is undergoing required improvements.

Although this is not an emergency, the city is notifying customers as a precautionary measure and asking for your help to reduce our demand by conserving water when possible.

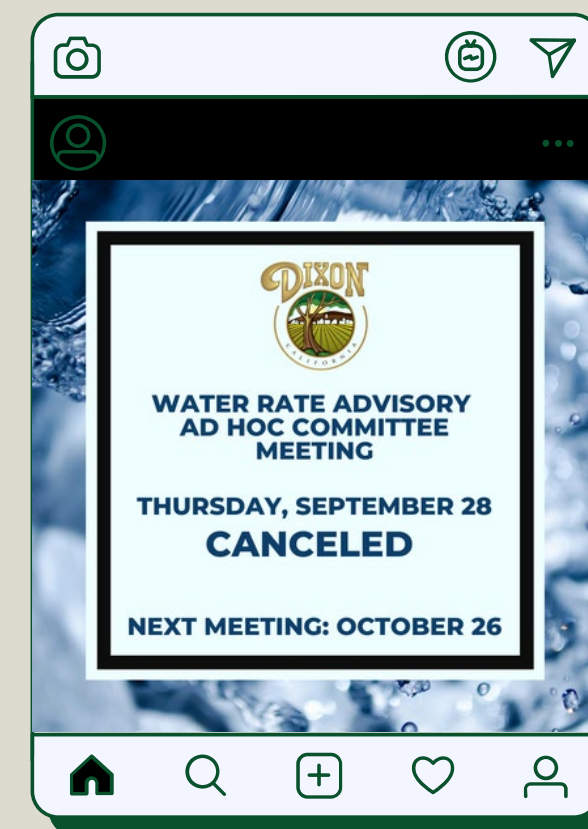
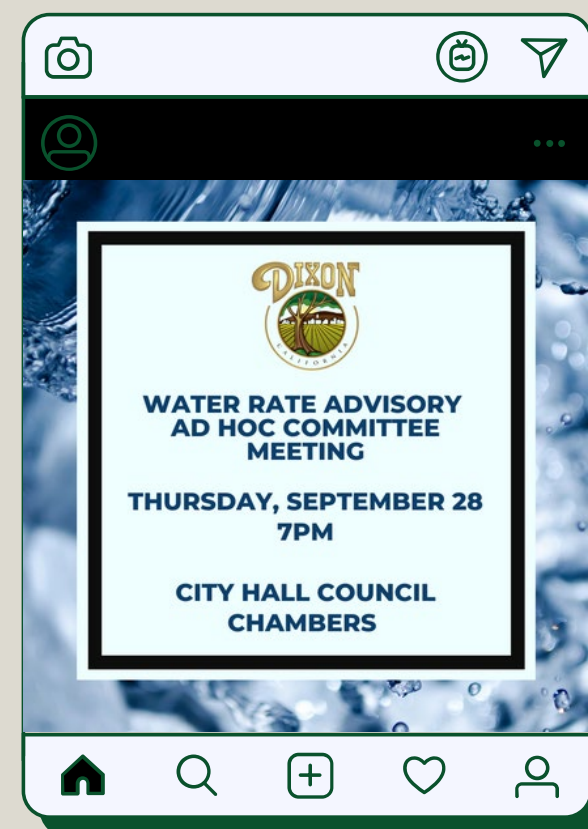
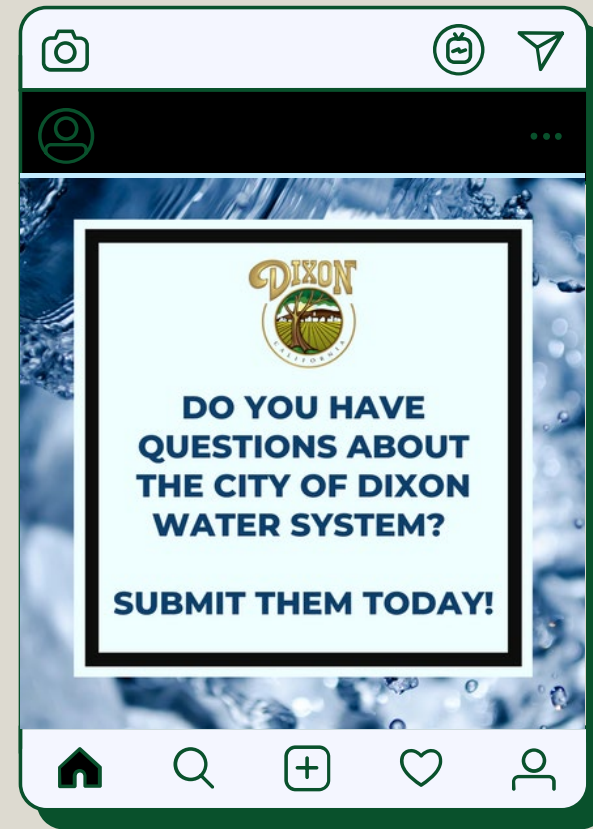
To help reduce demand on the system the city is reducing irrigation in city parks & landscaping within the city water service area by 50-75%. Please excuse turf browning at city parks during this time.

This request only applies to City of Dixon water customers. To check if you are in the City of Dixon or Cal Water service area click here: <https://www.cityofdixon.us/.../water%20service%20area...>

To view conservation resources visit: <https://www.cityofdixon.us/.../utilities/WaterConservation>

If you are interested in learning more about the City of Dixon water system, please visit: <https://www.cityofdixon.us/watercommittee> or

Social Media: September






Post Reach by Platform

	465
	202
	45

Total 712

Posted on 9/11/23

Post Reach by Platform

	450
	264
	0

Total 714

Posted on 9/17/23

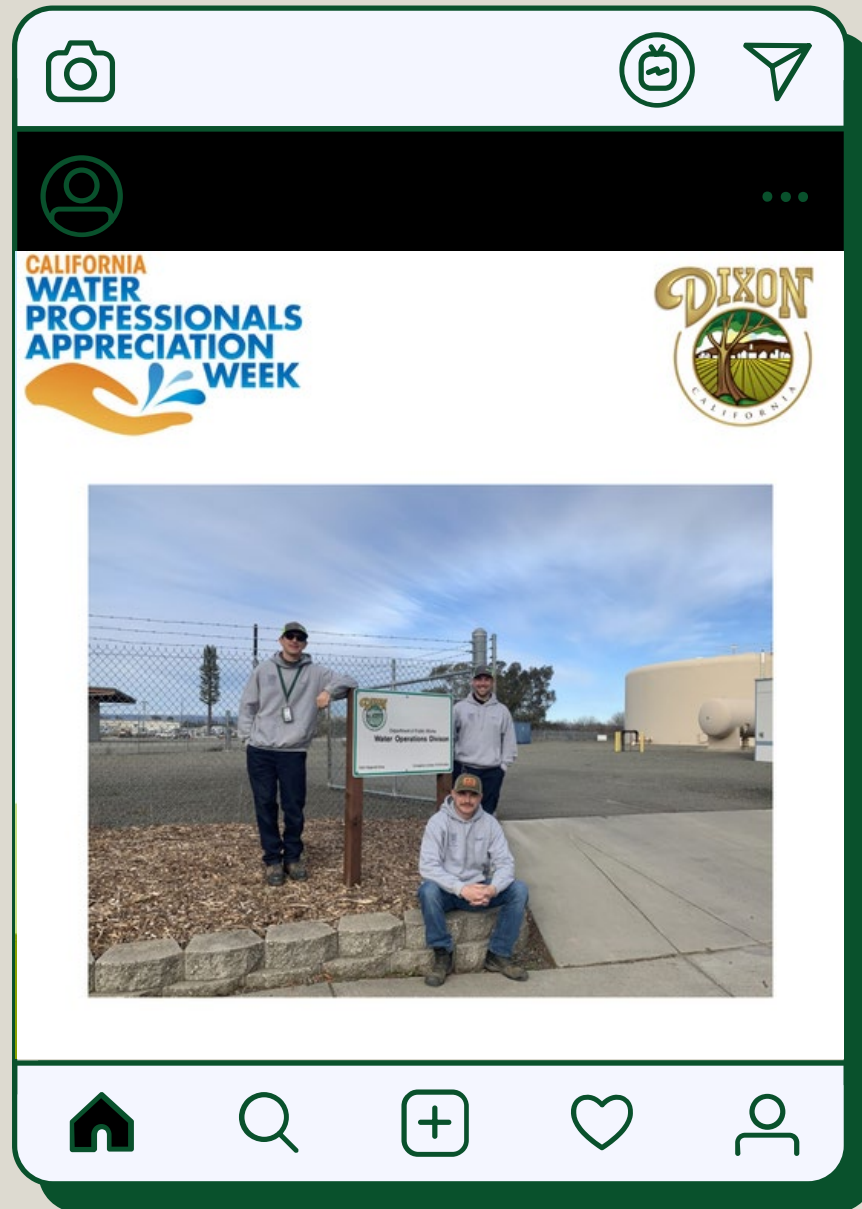
Post Reach by Platform

	366
	281
	55

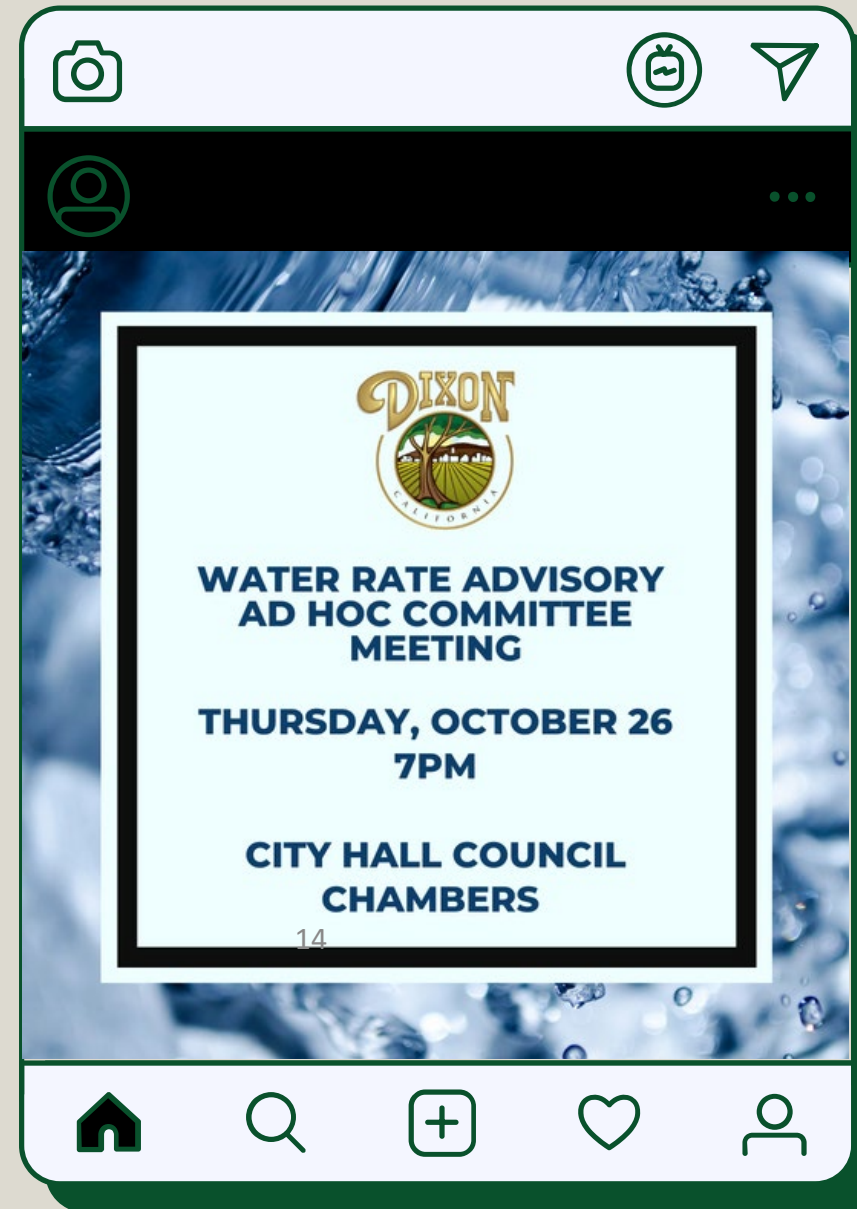
Total 702

Posted on 9/26/23

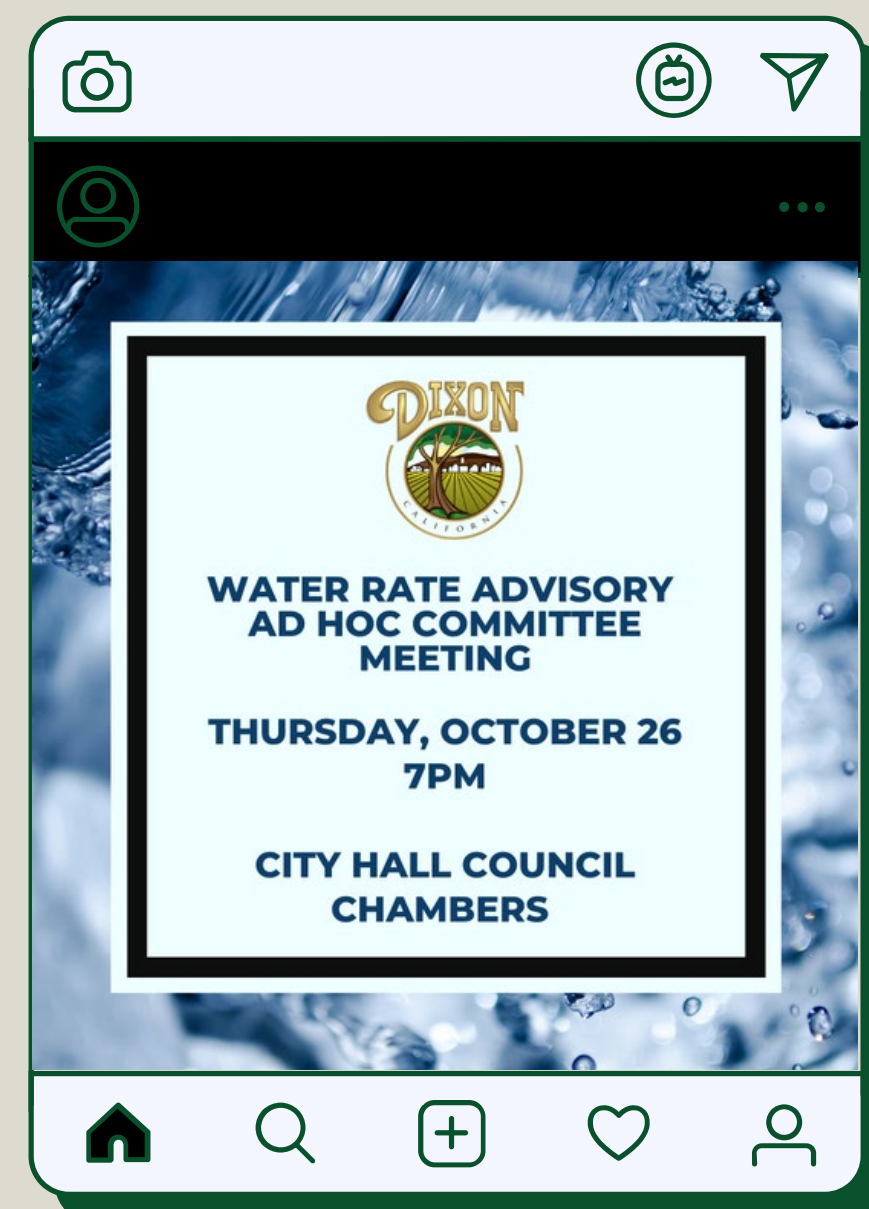
Social Media: October



Posted on 10/25/23



Posted on 10 / 21 / 23



Posted on 10 / 25 / 23

Next Steps

- Continue outreach
 - Bill Inserts
 - Newsletter
 - Social Media
- Monthly updates posted to webpage
- Updated presentation quarterly

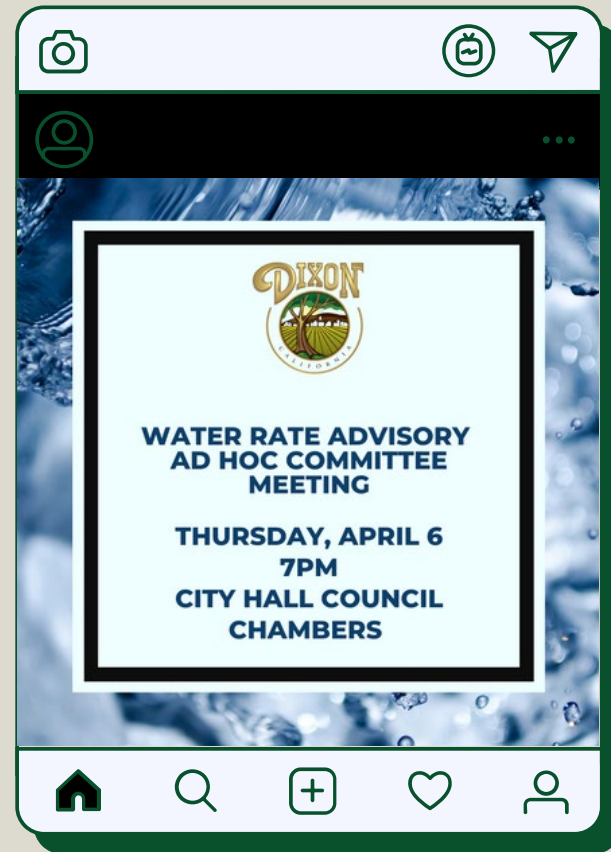
Contact Information

M a d e l i n e G r a f, P u b l i c I n f o r m a t i o n O f f i c e r

(707) 678 -7000 x1125

m g r a f @ c i t y o f d i x o n . u s

Social Media: April

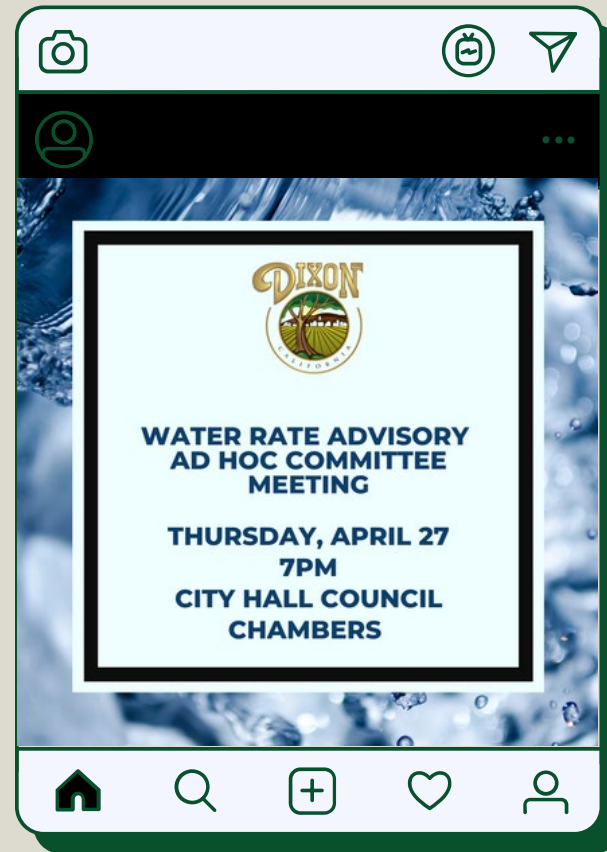


Post Reach by Platform

	1,121
	302
	60

Total 1,483

Posted on 4/5/23

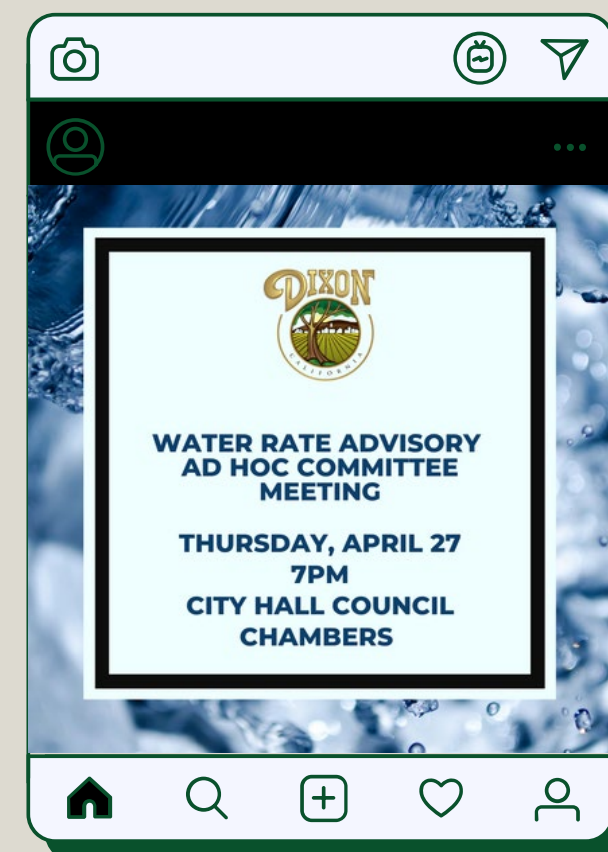


Post Reach by Platform

	599
	257
	41

Total 897

Posted on 4/23/23



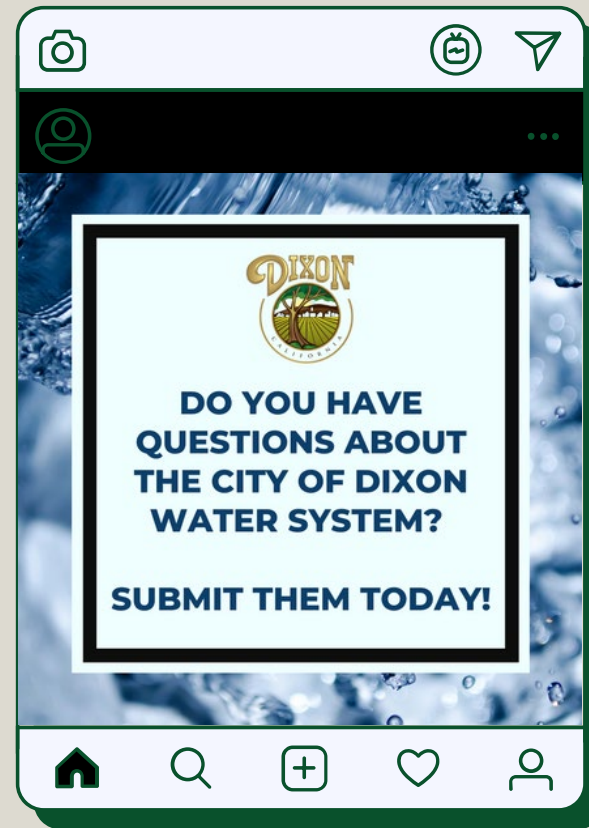
Post Reach by Platform

	374
	190
	29




Total 593

Posted on 4/26/23

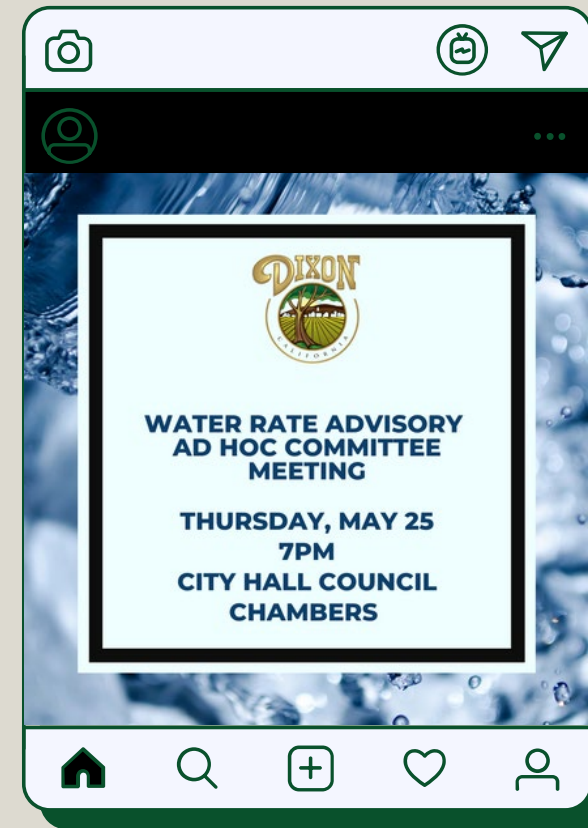
Social Media: May






Post Reach by Platform

	347
	346
	78
Total	771

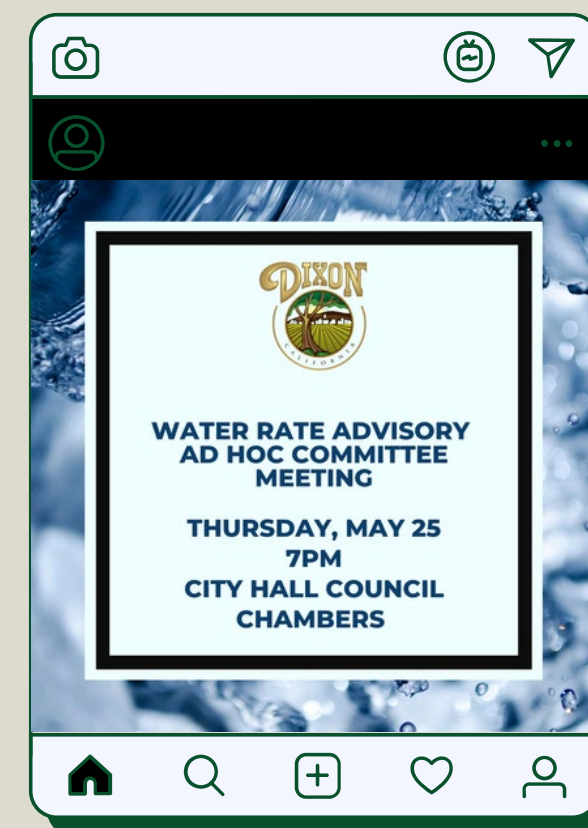
Posted on 5/6/23






Post Reach by Platform

	942
	279
	32
Total	1,253

Posted on 5/20/23

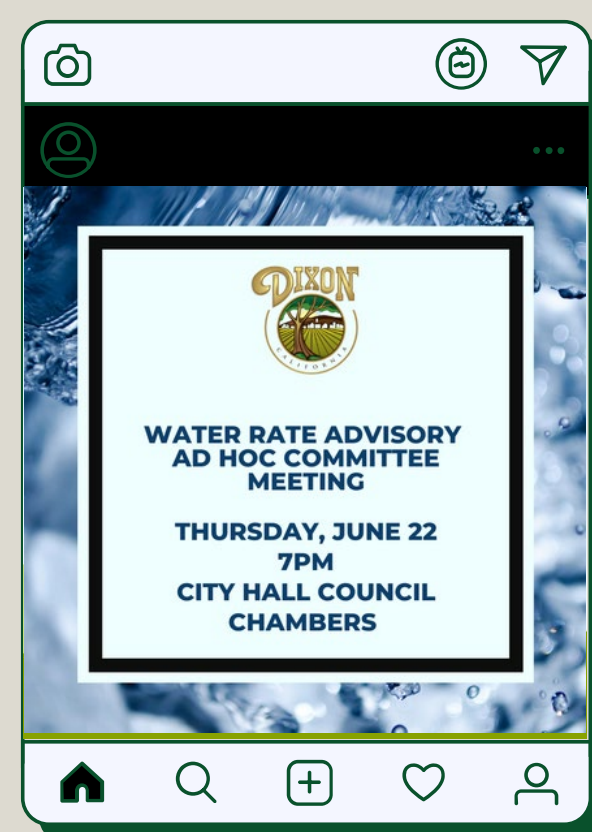
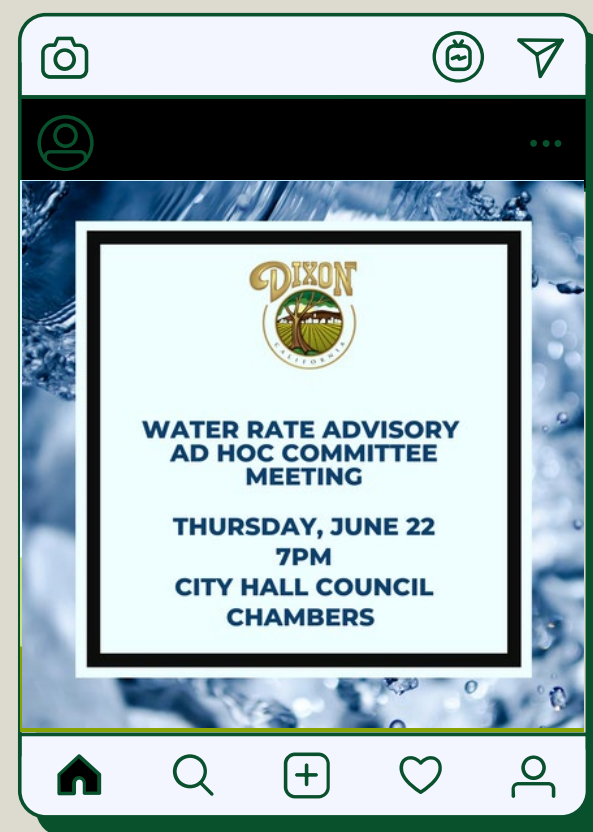
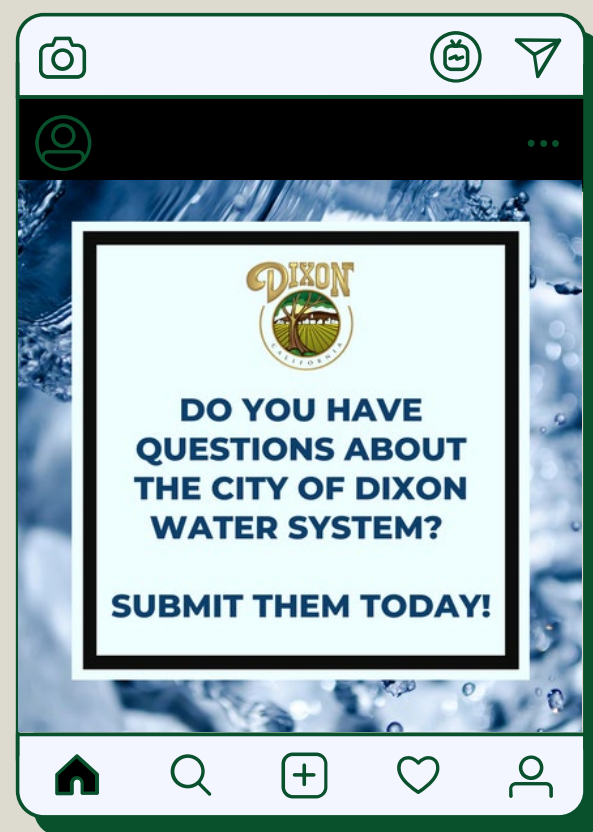


Post Reach by Platform

	335
	196
	33
Total	752

Posted on 5/24/23

Social Media: June



Post Reach by Platform

	511
	193
	48

Total 752

Posted on 6/12/23

Post Reach by Platform

19

	775
	165
	70

Total 1,010

Posted on 6/18/23

Post Reach by Platform

	397
	177
	67

Total 641

Posted on 6/21/23