

Publicity Committee Meeting Minutes - Zoom
February 27, 2024

Voting Members: Jaimie Lemke, Alba Vogland, Melanie Lewis, and Megan Moore
Non-voting members: Josh Thomas, and Kitty O'Keefe
Guests: Frank Planton and Grace Engstrom – One Call Concepts

Minutes

Announcements and Introductions:

- a. Jaimie called meeting to order at 11:00 am and introductions were made.
- b. Jaimie moved to accept the minutes from 11.07.23 and Alba 2nd the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Jaimie welcomed members.

Old Business:

- a. Review new Matrix for scoring tool to guide decision making (See Josh's full ppt Attachment 1) Josh discussed the following to members:
 - o What are we scoring on the Matrix?
 - Collateral/Items
 - Digital
 - Display
 - Events
 - Sponsorship
 - Traditional media
 - o What do the scoring categories mean?
 - Impressions/Visibility
 - Cost
 - Engagement/Behavior
 - Audience
 - Metrics
- b. Prioritize allocation of Publicity budget
 - o Recommendations:
 1. Paid Media
 2. Earned Media
 3. Sponsorships
 4. Other

c. Invitation to bid process:

Committee Action to bring to the OUNC Board: Motion was made by Melanie to move forward with the Invitation to Bid for paid media. Maximum of \$40K; submit to three (3) different vendors. 2nd by Megan. Motion passed.

d. Costs

- Paid Media: \$40K contract, \$5K KGW, \$3K social boosts
- Earned Media: no cost
- Sponsorships: \$60K OUCC, \$4.5K other events
- Other: \$95K Dormers
- Total Publicity Budget = \$217,500

New Business

a. Nextdoor advertising and posts. (See Attachment 2)

- Grace Engstrom from One Call Concepts provide an overview of what Nextdoor is:
 - Over 78M weekly active users
 - 1 in 3 U.S. households are on Nextdoor
 - 77% homeowners have been influenced by a business recommendation.
 - \$90K in the median income
 - Budget: monthly plans are perfect for driving ongoing awareness.
 - Best practices for ads: Image, Content, and Text
 - Key Elements: Personalizing the location, Using real people, and Leading with utility.
 - Oregon 811 Next Steps: Discuss advertising goals and intent for 2024 and Draft ads based on goals and best practices.

b. Video project for fences, landscaping, and concrete projects.

- Video project: Josh shared, YouTube is the second largest search engine, with over 2.5 billion logged-in users per month and over 1 billion hours of video watched on the platform each day.

- 2024 Video Series: Short form, aimed at contractors but relevant to homeowners. Three areas of focus:
 - Fences
 - Landscaping
 - Concrete

For the Good of the Order:

- a. National 811 Day discussion:
 - Frank Planton with One Call Concepts has offered to support a Hillsboro Hops game day on August 11th.
 - Kitty will reach out to Matt Kolasinski, Hops VP of Operations. Discuss partnership opportunities and report back to Frank and Josh.

Next meeting: Jaimie would like to schedule after Invitation to Bid comes back and before the April 4th board meeting.

Meeting adjourned at 12:10pm

Submitted by Kitty O'Keefe on February 28, 2024



OUNC Publicity Committee Meeting

February 27, 2024
Chair: Jaimie Lemke

What is the Scoring Matrix?

- Decision making tool – not the answers, but helps us get there
- Scores five key areas to assign a score – somewhat subjective
- Helps committee and board compare “apples and oranges”
- Sortable, searchable and can add opportunities and weighting
- With new template, future years will be easier to modify, update



What are we scoring?

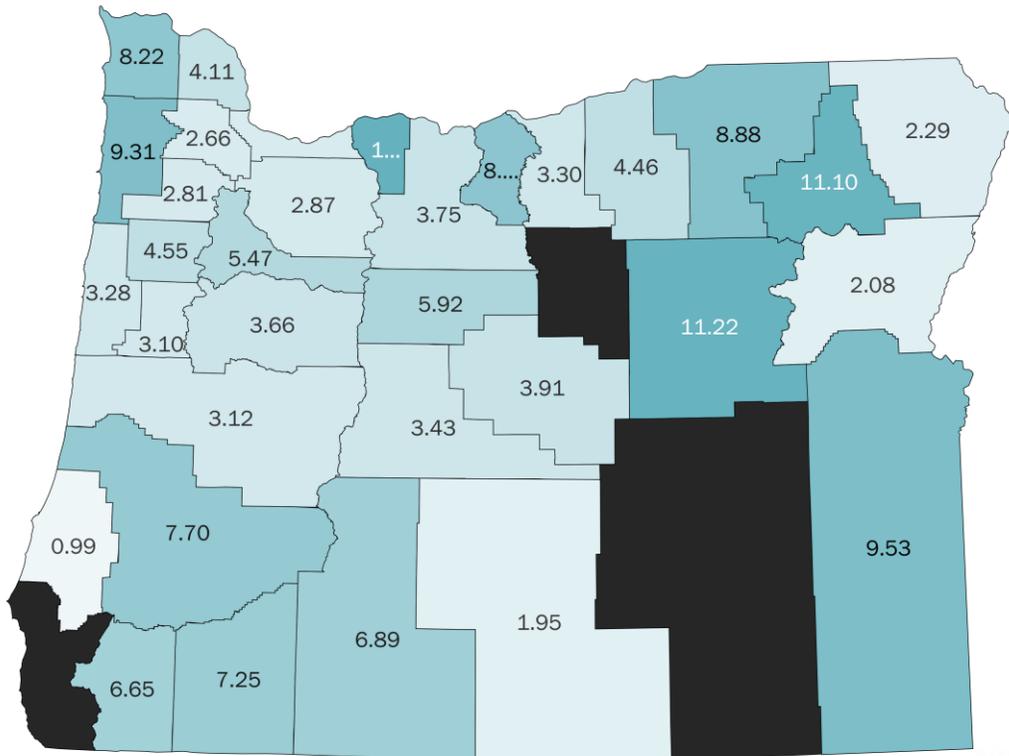
- Collateral/Items – printed materials, handouts, mailers, promotional giveaways
- Digital – online, social media
- Display – signage, banners, billboards, bus boards
- Events – presence at community events or create our own
- Sponsorship – sponsoring groups, publications, events
- Traditional media – Radio, newspaper, television, PSAs, trade publications

What do the scoring categories mean?

- **Impressions/Visibility** - how many will see it? (1 = not many - 10 = lots of people)
- **Cost** - how much will we pay? (1 = back up the Brinks truck - 10 = free)
- **Engagement/Behavior** - how meaningful is it and will it move the needle?
(1 = no change - 10 = positive changes expected)
- **Audience** - are we reaching the right people? (1 = random people - 10 = target audience)
- **Metrics** - will we get good stats to show effectiveness?
(1 = can't measure - 10 = can prove impact and results)

OUNC PUBLICITY MATRIX	Category	Impressions/ Visibility	Cost/ Logistics	Engagement /Behavior	Audience	Metrics	Average	NOTES
Building permits/handouts	Collateral	5	7	6	8	7	6.6	Logistical challenge to work with cities, implementation would likely be spotty, not all building permits would involve excavation
"811 Pro" Contractor Kits	Collateral	3	5	7	10	8	6.6	Following California model, rallies and recognizes professional excavators as part of the solution. Could be Training and Education.
New homeowner mailers	Collateral	5	2	5	6	8	5.2	Costly to reach all new homeowners, some may or not have imminent excavation projects, message can get lost in the shuffle
Countertop Displays	Collateral	2	7	3	8	2	4.4	Have tried rental companies before, difficult to keep stocked/visible; when people are renting it is often too late
Google Ads	Digital	8	7	8	9	9	8.2	Can target keywords for projects and equipment that usually cause trouble, also reaching them while researching the job or project so catching them at the right time.
Royle Media	Digital	8	6	8	8	8	7.6	Have worked with them for past two years, ideas for building departments (costs), work with search based ads, streamed content, geofencing, good metrics reporting. Need good content to share.
Social promos/Facebook Ads	Digital	8	8	5	8	9	7.6	Possible concepts: "Digging Gone Wrong/What Could Go Wrong?," "Teachable Moments," "Digging Deep," "I Am 811," "Reason #," "My 811 Story," "Digging Blind" (blindfold, x-ray, ostrich - taxi driver, doctor, axe thrower, cook blindfolded)
Gaming based promos ("Don't Play Games with Your Safety"; "Gambling with Safety")	Digital	8	8	4	8	9	7.4	Operation, Minesweeper, Wordle, casino games
YouTube ads	Digital	8	5	8	8	8	7.4	Could target how to videos/tutorials for projects and

Top 10 Inbound/1,000 DPT/Damages



Top 10 inbound/1,000 DPT/damages

County	DPT/damages
Hood River	11.36 (23)
Grant	11.22 (8)
Union	11.10 (23)
Malheur	9.53 (23)
Tillamook	9.31 (24)
→ Umatilla	8.88 (56)
Sherman	8.40 (2)
→ Clatsop	8.22 (30)
→ Douglas	7.70 (67)
→ Jackson	7.25 (121)

Recommendations (1 of 4)

PAID MEDIA

- Competitive bid for digital advertising services emphasizing search-based ads, streamed content, geofencing, YouTube ads
 - Invite Alpha, Royle, iHeart, others?
 - Emphasis on dig season (April - October), Safe Digging Month (proclamation), 811 Day
- KGW Keeping You Safe Campaign in partnership with 4-5 others to share costs
- Social boosts/ads working with Creative - campaigns and boosted posts on Facebook, Next Door and LinkedIn
- Advertise in Daily Journal of Commerce

Recommendations (2 of 4)



EARNED MEDIA

- News releases via FlashNews for key events, stories, announcements
- Regular posts on Facebook, Next Door, LinkedIn
- Explore PSAs potential via Ad Council partners
- Apply for Portland Business Journal nonprofit program
- Monitor for grants that can be used for public awareness
- Talk with rental equipment companies about getting our logo/link on their websites

Recommendations (3 of 4)



SPONSORSHIPS

- OUCC/UCC support (work more closely on strategy, collaboration)
- Dozer Day event(s) with NWUCA
- Contractor Guides
- Conferences: Mid-Oregon Construction Safety Summit, Joint States, Oregon Landscape Contractors Association, GOSH (2025)
- CERT/Community events on a case-by-case basis
- JJ Harrison? Hops?

Recommendations (4 of 4)



OTHER

- Continue to support online store and t-shirt program
- Continue to provide signage and banners to partners and UCCs
- Explore potential Treasure Hunt promotion around Safe Digging Month or 811 Day
- Meet with Oregon Broadband Office/Oregon Telecommunications Association to identify needs for messaging related to BEAD funding in 2024-25
- Research potential for signage in portapotties
- Consider building department/permits collateral - LOC engagement?
- Calendars?

Costs

PAID MEDIA - \$40K contract, \$5K KGW, \$3K social boosts

EARNED MEDIA – no cost, potential in-kind/grant funding support

SPONSORSHIPS - \$60K OUCC, \$4.5K other events

OTHER - \$95K Dormers/promotional and collateral, \$10K calendar

TOTAL PUBLICITY BUDGET = \$217,500

Next steps

- Committee review, discussion and approval of priorities
- Update budget spreadsheet
- Initiate invitation to bid – include elements of plan in document
- Committee selection by March 23 (?)
- Board review/approval at April 4 meeting (Hood River)
- Sign contract, initiate work (options to begin sooner)

Video project

YouTube is the **second largest search engine**, with over 2.5 billion logged-in users per month and over 1 billion hours of video watched on the platform each day.

Many contractors, professional excavators and DIYers utilize the site for research, tutorials, and entertainment.

Captive audience for Oregon 811, and videos have potential for many uses beyond YouTube.



2024 Video Series

In-house production to start – tripods, lavalier mics, iPhone, editing online

Three areas of focus:

- Fences
- Landscaping
- Concrete

Short form, aimed at contractors but relevant to homeowners.

Could this be included in the KGW Keeping You Safe Campaign?

Homeowners

Top projects:

- Planting trees/shrubs (68%)
- Putting in a garden (49%)
- Installing a fence (35%)
- Building a deck or outdoor structure (27%)
- Installing a mailbox (22%)
- Other: walkways, pools and basketball hoops

Shallow digging is one of the biggest problem areas we need to address, as it was the leading reason (40%) that active diggers claimed they didn't feel they needed to call 811

Tools and equipment:

- Shovel
- Pickaxe
- Mattock
- Post hole digger
- Trench digger
- Spade
- Stakes
- Ditch Witch
- Trencher
- Excavator, mini excavator
- Skid steer, mini skid steer
- Backhoe
- Rototiller
- Auger
- Bobcat
- Tractor
- Stump grinder



Nextdoor Ads - Introduction

2023

Basics

What is Nextdoor

The drive behind the Nextdoor social media platform is to connect members of a community on a local scale. This global app has over [275,000 neighborhoods](#) registered in over 11 countries. It allows neighbors, businesses, nonprofits, public agencies, and large brands to start discussions, ask for recommendations, post nearby safety alerts or news updates — and advertise their products, services, or items for sale.

What makes Nextdoor stand out among competitors is its strict verification process to ensure that only real members of a particular neighborhood can join a specific community. There are officially six different ways for you to get verified on the platform, guaranteeing that every single user is real. This removes a lot of concern associated with other social media sites where registration only asks for a name and email, leading to an overload of spam or false information.

78M+

weekly active users

1 in 3

U.S. households are on Nextdoor

77% homeowners

have been influenced by a business recommendation

\$90K

median income

nextdoor

Advertising on Nextdoor

As an advertiser on Nextdoor, you can market to local neighborhoods to reach new customers and grow your business. Nextdoor ads enable local businesses and regional and national brands to increase awareness in their communities, advertise upcoming events, promote discounts or sales, reach new customers, and more.

Nextdoor offers advertising opportunities based on your desired advertising reach:

1. Reach local customers

If your target customers live locally, within 30 miles of your business, you can access our advertising tools directly from your business profile. Local advertising options are ideal for local businesses.

2. Reach customers across multiple markets

If your target customers live in many neighborhoods around the country, learn more about how to reach them with [brand advertising on Nextdoor](#). Brand advertising options are ideal for regional and national companies.

Budget

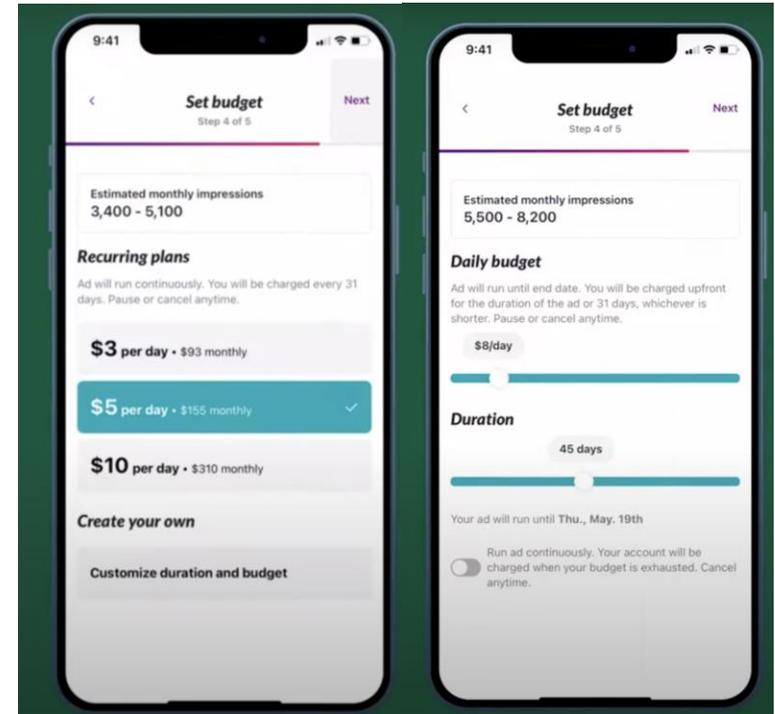
Your budget will determine your reach — the number of people who will see your ad on any given day. With Nextdoor Ads, you can choose to select one of our recommended monthly plans or customize your own. If you choose a recommended monthly plan, your ad will run continuously until you cancel it.

Monthly plans are perfect for driving ongoing awareness and new leads, as well as for running always-on promotions. You can edit and refresh the ad at any time. Evergreen ad examples include:

- Ads that drive potential customers/clients to your website so they can learn more about your business
- Ads that drive potential customers/clients to message you about your offerings
- Ads that offer a discount to first-time customers/clients

Customizing your budget is ideal for when you have a short-term sale or seasonal promotion. Examples include:

- Seasonal offers like a new menu
- Free gifts
- Promoting a job application form
- Driving traffic to blog content



<https://business.nextdoor.com/en-us/small-business/resources/blog/video-tutorial-creating-an-ad-on-nextdoor>
<https://business.nextdoor.com/en-us/small-business/resources/blog/tips-for-selecting-a-budget-for-nextdoor-ads>

Best Practices

Customize for Nextdoor

Modern digital advertising relies on channel-specific approaches. This means that if you don't customize ads and messaging for the platform they're on, you run the risk of presenting users with irrelevant information in an unappealing manner.

A motorsports rental business, for instance, can boast about the uniqueness of its staff, brand, and experiences on its blog. On a Nextdoor ad, however, they might want to focus on **something more concrete**—like the performance of their vehicles or the quality of their equipment.

To produce the best possible ads for the platforms you utilize, research their best practices and implement them into your campaigns.

Best practices for ads

Image

- Ads with **real imagery** garner a 13% higher CTR (Click Through Rates)
- When overlaying an image with text, those who keep text to one-quarter of the picture's size or less gain 10% on their CTR
- Logos can have a negative impact of 14% on CTR

Content

- Ads should express your brand's message and display your offerings. We found that neighbors using the platform prefer ads that clearly show what your business can do for them and why they should choose you over your competitors.
- They're also partial to **location-specific messaging** that highlights offers available nearby.

Text

- It's best to avoid overlaying picture ads with excessive amounts of text. Instead, keep the copy in a blurb separate from the imagery.
- Additionally, when writing that accompanying content, use these pointers to guide you:
 - Overall character count doesn't have a significant impact on CTR, so write as little or as much as you need to get your point across
 - Excessive capitalization can make people FEEL LIKE YOU'RE YELLING AT THEM—so, apply all caps very, very sparingly
 - Emoji-laden posts are perceived negatively and result in an 8% lower CTR than their emoji-free counterparts
 - Local substitution (i.e. namedropping a neighbor's specific location) boosts CTR by 15%

Key Elements

Advertisers employ best practices to appeal to their targeted users. Over 90% of Nextdoor users, for example, are the primary decision-makers when it comes to making purchases for their households. To reach them effectively, consider incorporating these best practices into your ads.

Personalizing the location

- Whether it's neighbors in San Diego, Seattle, or Sioux Falls, people prefer the personalized touch that comes with seeing their city or neighborhood's name in an ad. So, for a quick CTR boon, simply use local substitutions to swap in their specific locale. To do so, include or in your ad's body copy to tap into location services.

Using real people

- 94% of neighbors trust Nextdoor recommendations because they come from real people—often, people they know. To tap into this sense of trust and maximize CTR, advertisers should also use ads with real people performing relatable tasks.

Leading with utility

- Within your ads, make sure to explicitly **explain the value** you provide your neighbors. Rather than focusing on the intricacies of your brand or image, tell users what you can do for them.
- For realtors, this could mean leading with information on available houses or financing options, rather than highlighting team members or company accolades.

Deep Dive

Image best practices: An ad without an image is like a business without a Nextdoor page; that is, neither is living up to its full potential.

- **Use real images, preferably of real people engaging in everyday activities**
- Keep text to one-quarter of the image's size, or eliminate it entirely
- **Omit your logo** (unless you feel it's absolutely necessary)

Copy best practices: Body copy presents an important opportunity to explain what your business does and the **value it can provide** to potential customers.

- Speak about your offerings, rather than your brand as a whole
- Use local substitutions to resonate more closely with neighbors
- Write the amount that suits your specific ad and campaign—length generally doesn't affect CTR

Text best practices: The amount of text you use, where you put it, and its aesthetic properties can all have a significant bearing on the success of your ads.

- Words and images don't mix, so keep text sequestered to a small corner of any photo ads or, better yet, separate it entirely
- Avoid all caps as it can evoke negative emotions
- Emoji use should be a determinant of your brand. However, too many emojis may cause some people to see you as unprofessional.

Final Tips

- **Sound like a member of the neighborhood.** Write the way you'd talk to a neighbor. Use casual language. Keep it positive.
- **Localize your post subject, copy, URL, offer and / or image.** Click through rate (CTR) increases by 15% when the creative is personalized with a location. Add a location such as `{ {neighborhood} }` or `{ {city} }` to dynamically populate the correct neighborhood or city in your ad copy.
 - **Note:** Make sure to use *all lowercase* on city and neighborhood inclusions and *remove any spaces* between the code brackets " { ".
- **People want to see neighbors reflected on Nextdoor.** Consider featuring less refined images for a native, social feel or:
 - Local personas (bank agents, auto dealers, store managers, key employees)
 - Image of specific store locations or local places for relevance
 - Sections of local menus
- **Images matter.** Use lifestyle imagery and *avoid white backgrounds* which blend into the page.
- **CTRs are 10% higher when less than ¼ of the image contains text.** Consider putting text details or taglines in the post header or body copy instead. Right-hand rail ads especially should contain no text for best visibility
- **Leverage the power of social proof.** Tell neighbors what's popular in their neighborhood by sharing the number of local neighbors who rely on your products and services
- **Use a call-to-action button.** And for Sale & Free ad placements, consider testing a button that says either "Free," "Learn More," or "Shop Now," instead of a "Discount" Button. Share discount codes or other promotional details in the header or body copy instead.

Nextdoor Logistics

Nextdoor Business Profile – In Progress

nextdoor



Oregon Utility ...

[View Page](#)



Dashboard

Ads

Posts

Inbox

Notifications

Settings

Oregon Utility Notification Center
00
Non-Profit Organization

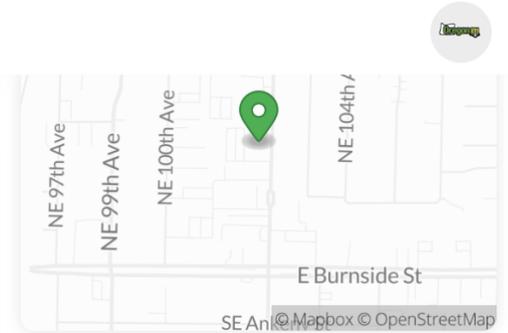
[Info](#) [Recommendations](#)

Info



Location

305 Northeast 102nd Avenue, Portland, OR



Nextdoor Ads Manager - Created

ads.nextdoor.com/v2?dates=last+7+days

nextdoorAds Overview Assets Reports Oregon Utility Notifi... Account ID: 2916726914...

Overview

Last 7 days [+ Create campaign](#)

Billable spend (11/27/2023-12/04/2023) **\$0.00**

Impressions (11/27/2023-12/04/2023) **0**

Active campaigns **0**

Rejected creatives **0**

[Campaigns](#) [Ad groups](#) [Ads](#)

[Create campaign](#)    

Search

<input type="checkbox"/>	Name	Off / On	Status	Start date	End date	Convers...	Impress...	Spend	Clicks	CTR	CPC	CPM
 <p>Reach a hyperlocal audience who are most likely to become repeat customers</p> Create campaign												
						0 Total	0 Total	\$0.00 Total	0 Total	0% Average	\$0.00 Average	\$0.00 Average

Waiting for px4.ads.linkedin.com...

Next Steps

Oregon 811 Next Steps

- Discuss advertising goals and intent for 2024
- Draft ads based on goals and best practices