

Publicity Committee Meeting Minutes - Zoom
March 31, 2025

Voting Members: Jaimie Lemke, Alba Vogland, Mitch Burghlea, Connor Toney,
and KC Chumachenko

Non-voting members: Josh Thomas, and Kitty O'Keefe

Guest: Grace Engstrom/One Call Concepts

Minutes

Announcements and Introductions:

- a. Jaimie called meeting to order at 10:00 am and introductions were made.
- b. Motion to accept the minutes as revised from 12.10.24 by Alba and Mitch 2nd the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Jaimie welcomed members.

Old Business:

- a. Portland Pickles Sponsorship –
 - Over the past two months Kitty has secured \$3,000 in contributions. Each company donated \$500. This would make the cost for OUNC only \$3,500.
 - Motion was made by Mitch and 2nd by Alba to approve this sponsorship in 2025
 - Kitty will send the contract to Jaimie/Josh.

The advertisement features a baseball player in a blue and white striped uniform swinging a bat. The text reads: "Hit a Home Run for Safety by Calling 811" with a large "811" logo. Below this, it says "or CLICK OREGON811.COM" with a QR code. At the bottom, there is a row of logos for NW Natural, Oregon 811, Lovett, PGE, Comcast, and One Call Concepts.

- b. Next Door Ads – (See attachment)
 - Grace provided an overview performance from July 2024 – February 2025.
 - Current Audience: Lane, Douglas, Klamath, Jackson, and Coos counties
 - \$3/day over 7 months = \$651

- Grace also shared upcoming posts for April (see attachment)

New Business:

a. Selection and Scoring of Proposals from the Invitation to Bid

- Value (30%) - how much are we getting for what we're paying? Are they capable?
- Impressions/Visibility (10%) - how many will see it?
- Engagement/Behavior (30%) - how meaningful is it? Will they move the needle?
- Audience (20%) - are we reaching the right people? Do they understand our market?
- Metrics (10%) - will we get good stats and reporting to prove effectiveness?
- Committee members scored on the following vendors submittals: Alpha Media, Audacy, iHeart, Paradux, PSN, and Royle
- Evaluation results showed Alpha Media as their top choice

Committee Action #1: Motion by Mitch to approve a Temporary Agreement with Alpha Media. 2nd by Alba. Motion passed.

Committee Action #2: Approval by the OUNC Board on April 17th will be recommended to approve the two-year contract with Alpha Media for \$80K

For the Good of the Order:

Next meeting:

Meeting adjourned at 11:53am

Submitted by Kitty O'Keefe on April 1, 2025



Nextdoor Ads - Results

Spring 2025



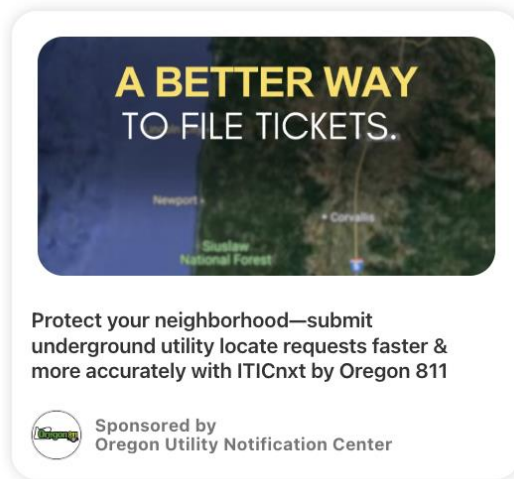
Current State

Current Running Ad

Copy:


Protect your neighborhood-submit underground utility locate requests faster & more accurately with ITICnxt by Oregon811.

Ad Previews:

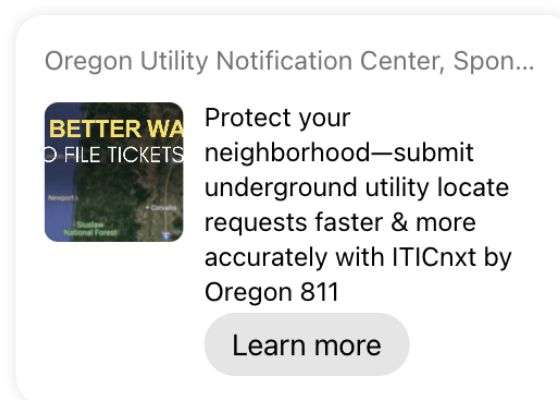


A BETTER WAY TO FILE TICKETS.

Protect your neighborhood—submit underground utility locate requests faster & more accurately with ITICnxt by Oregon 811

 Sponsored by Oregon Utility Notification Center

Ad in the For Sale & Free section



Oregon Utility Notification Center, Spon...

BETTER WAY TO FILE TICKETS

Protect your neighborhood—submit underground utility locate requests faster & more accurately with ITICnxt by Oregon 811

[Learn more](#)

Ad to the right of the feed on desktop



 **Oregon Utility Notification**
Non-Profit Organization · Spo...

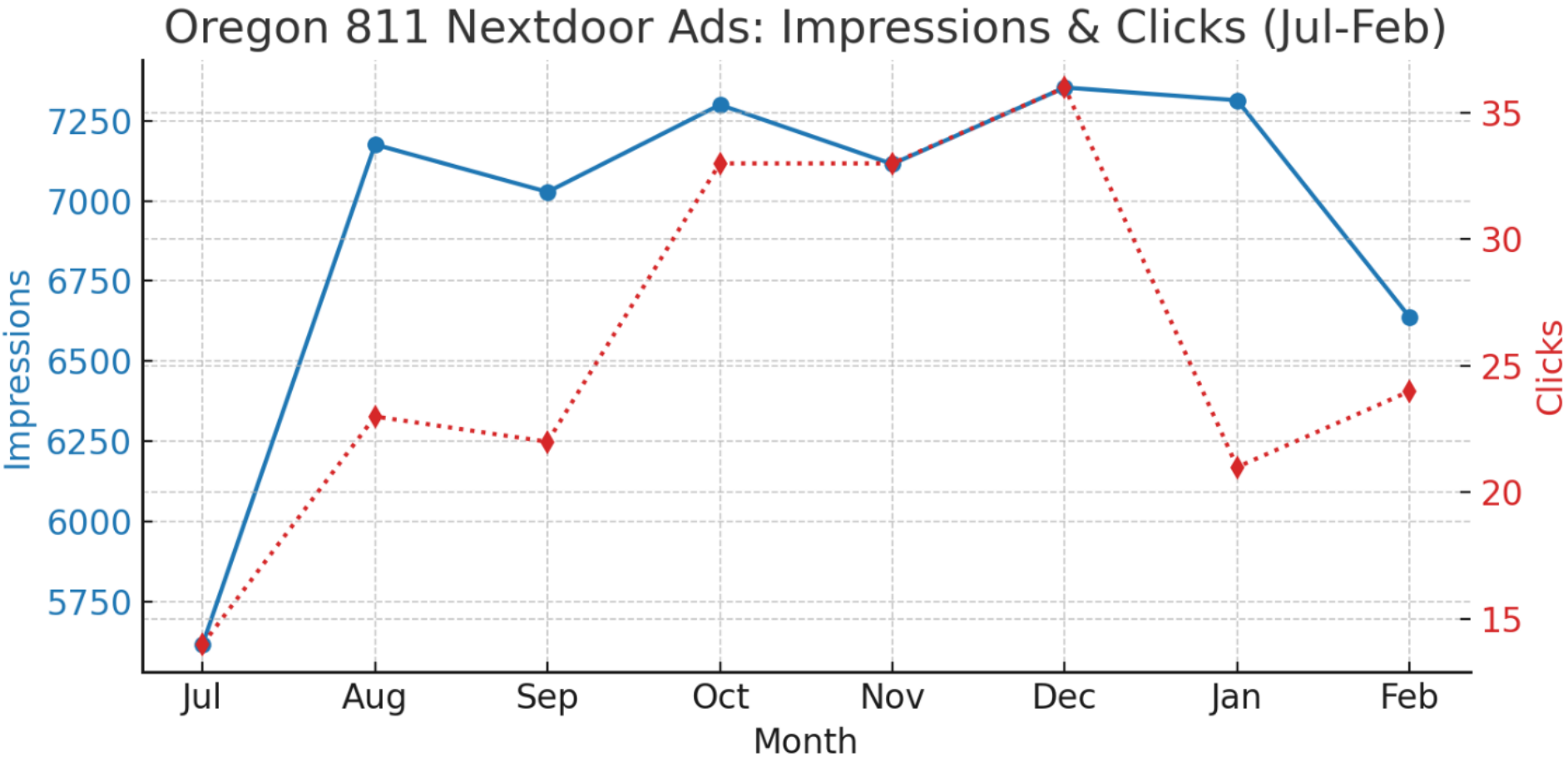
Protect your neighborhood—submit underground utility locate requests faster & more accurately with ITICnxt by Oregon 811

A BETTER WAY TO FILE TICKETS.

[Learn more](#)

Ad in the feed

Impressions VS Clicks



Key Performance Indicators (KPIs)

Cumulative Performance:

- **Total Impressions:** 54,570
- **Total Clicks:** 220
- **Average Click-Through Rate (CTR):** 0.403%

Key Insights:

- **Steady Impressions:** Monthly impressions ranged between 5,616 and 7,354, showing consistent ad visibility on the platform.
- **Peak Click Performance:** Clicks peaked in December (36 clicks, 0.49% CTR), suggesting strong engagement during that period.
- **Recent Decline in Clicks:** February's impressions dipped below 7,000 for the first time since July, and clicks remained lower than the peak months. March numbers are indicating similar performance.

July:

- Impressions - 5,616
- Clicks - 14

August:

- Impressions - 7,176
- Clicks - 23

September:

- Impressions - 7,028
- Clicks - 22

October:

- Impressions - 7300
- Clicks - 33

November:

- Impressions - 7115
- Clicks - 33

December:

- Impressions - 7354
- Clicks - 36

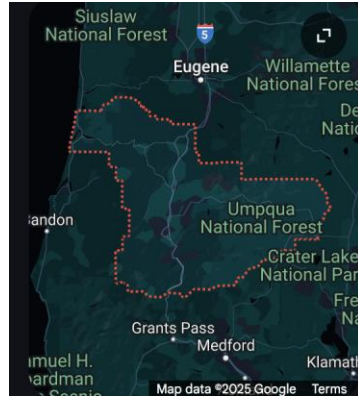
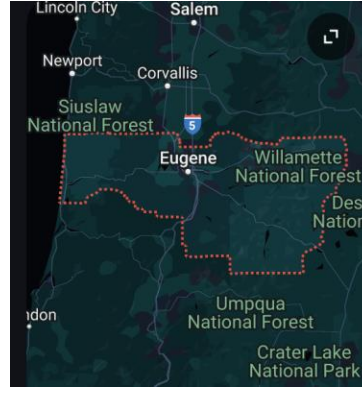
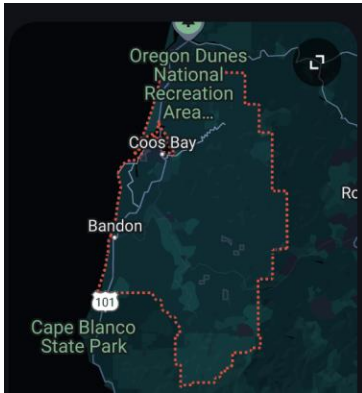
January:

- Impressions - 7314
- Clicks - 21

February:

- Impressions - 6637
- Clicks - 24

Current Audience



- Lane
- Douglas
- Klamath
- Jackson
- Coos

97627
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Recently added back in

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30 Day Report - March

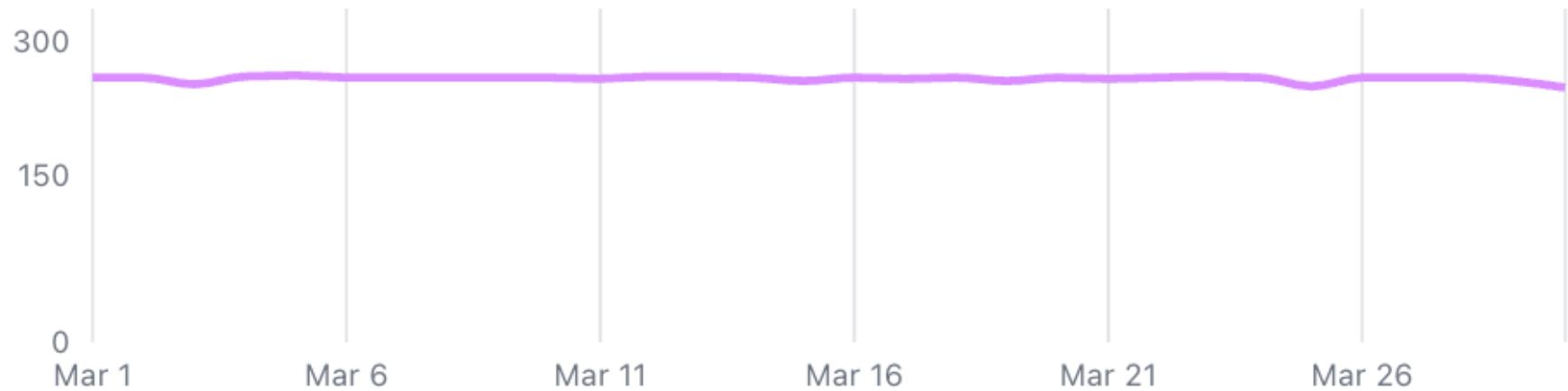
237 impressions per day on average
At \$3/day that's 79 impressions per dollar

Performance

Last 30 days ▾

7111

Ad impressions



7111
Impressions

30 Day Report - March

18 clicks per 30 days
At \$3/day that's \$5 per click



Your ads



Website visits

Protect your neighborhood—submit underground utility I...

Live

18

Clicks



Spend

nextdoor

Thank you for your business

Receipt for your recent transaction

Date
2024-09-08 10:11:08

Receipt #
pi_3Pwi5HC8BbUGBa9j0GBM08Rb

Account name
Oregon Utility Notification Center

Amount Billed

\$93

Billing method
AUTOPAY

Nextdoor, Inc.
420 Taylor St
San Francisco, CA 94102
United States

nextdoor

Thank you for your business

Receipt for your recent transaction

Date
2024-08-08 11:19:25

Receipt #
pi_3PIUNMC8BbUGBa9j0cW5g7o5

Account name
Oregon Utility Notification Center

Amount Billed

\$93

Billing method
AUTOPAY

Nextdoor, Inc.
420 Taylor St
San Francisco, CA 94102
United States

nextdoor

Thank you for your business

Receipt for your recent transaction

Date
2024-07-08 19:04:44

Receipt #
pi_3PaMrfC8BbUGBa9j1xgpGJ6T

Account name
Oregon Utility Notification Center

Amount Billed

\$93

Billing method
AUTOPAY

Nextdoor, Inc.
420 Taylor St
San Francisco, CA 94102
United States

\$3/Day over 7 months =

\$651

Recommendations and Next Steps

Next Steps

Shift Messaging for April: National Safe Digging Month

- Since April is National Safe Digging Month (NSDM), and we're promoting it on other digital channels, shifting Nextdoor ad messaging to align with our overarching messaging is a strategic move. Consumers are more likely to engage with content that feels relevant and timely, and NSDM provides a built-in opportunity to generate interest and urgency.
 - **Seasonal Relevance:** April is when excavation projects increase due to warming weather, making safe digging reminders more pertinent.
 - **Broader Appeal:** Homeowners, DIYers, and landscapers are more likely to resonate with general safe digging messages compared to ITICnxt, which targets professional excavators.
 - **Potential for Increased Engagement:** NSDM is a widely recognized campaign, meaning users might already be seeing related content, reinforcing our messaging.

Resume ITICnxt in May with Updated Creative

- After NSDM in April, shifting back to ITICnxt in May ensures we continue promoting this important service while keeping the content fresh. We can use an updated graphic and copy/ messaging to try and boost impressions and engagement.

Adjust Geotargeting to Focus on Higher-Population Areas

- Switching the targeting back to Portland and other densely populated regions could boost engagement.
 - **Higher Audience Reach:** Denser areas have more active Nextdoor users, meaning ads will reach more people who are likely to engage.
 - **Increased Click Potential:** Rural users may not need 811 services as frequently, while urban homeowners and contractors have more underground utilities to consider.
 - **Budget Efficiency:** Since our cost-per-click (CPC) has fluctuated, focusing on areas with higher engagement ensures we get the most out of our spend.

These adjustments will help refresh engagement, prevent ad fatigue, and ensure we're reaching the right people at the right time. April's NSDM campaign should capture seasonal interest, while a refreshed ITICnxt approach in May—combined with refined targeting—should improve results.

OREGON 811 – SUPPLEMENTAL POSTS FOR APRIL

Joint News Release with PUC/OSHA

Collaboration for Safety! Oregon 811 is teaming up with PUC and OSHA to highlight the importance of safe digging. Whether you're a homeowner planting a tree or a contractor breaking ground, calling 811 before you dig is the law—and the safest way to avoid underground utility damage. Stay tuned for our official news release! #NSDM #SafeDiggingMonth

Seven Rule Changes Rollout

New Rules, Same Mission: Safety First! Oregon 811 is rolling out seven key rule changes to improve safe digging practices across the state. These updates make it easier than ever to protect underground utilities and prevent costly damages. Stay tuned for details on what's changing and how it impacts you! #KnowWhatsBelow #Call811

Annual Report Filed with Governor/Legislature

Oregon 811's Annual Report is In! Every year, we file a report with the Governor and Legislature detailing our progress, challenges, and impact. From increasing public awareness to preventing thousands of utility damages, 2024 was a big year for safe digging in Oregon! Stay tuned for key takeaways. #NSDM #SafeDiggingMonth

New Shovel Emoji Announcement

Big News for Safe Digging! A new shovel emoji is officially coming to keyboards in 2025—and Oregon 811 was a proud sponsor of this effort! Soon, you'll have a whole new way to remind friends, family, and coworkers to Call 811 before they dig! #ShovelEmoji #Call811

Oregon 811 Logo Refresh Discussion

A Fresh Look for Oregon 811? Our board is considering a refreshed Oregon 811 logo to align with our evolving mission. As we continue to modernize and improve safe digging outreach, a new visual identity may be on the horizon! We'll keep you posted as discussions move forward.

CGA Conference & Expo in Orlando

Oregon 811 is headed to Orlando! We're excited to attend the 2025 CGA Conference & Expo (April 7-10)—the biggest event in the damage prevention industry! With cutting-edge technology, industry leaders, and safety innovations, we're looking forward to bringing back new insights to better serve Oregonians. #CGA2025 #SafeDigging

Quarterly Board Meeting & Training in Southern Oregon

Oregon 811 Board Meeting & Training in Southern Oregon! Our quarterly board meeting is set for [DATE], along with training sessions to keep industry professionals up to speed on best practices. Stay tuned for updates and key takeaways from the event!

Oregon Utility Notification Center / OUNC
Just now

April is National Safe Digging Month in Oregon!

Governor Tina Kotek has officially proclaimed April 2025 as National Safe Digging Month, reinforcing the importance of preventing underground utility damages across the state.

Every year, critical infrastructure is put at risk when digging occurs without first contacting Oregon 811. A free call to 811 or an online request ensures that underground utilities are properly marked, helping to prevent service disruptions, environmental damage, property loss, and serious injuries.

Safe digging is a shared responsibility. Whether you're a homeowner tackling a spring project or a professional excavator, safety is in your hands—every dig, every time.

Join us in spreading awareness this April and beyond! Always contact 811 before you dig.

#NationalSafeDiggingMonth #Oregon811 #Call811



Like Comment Share



Celebrating 30 Years of Damage Prevention with Oregon 811!

For three decades, Oregon 811 has been dedicated to protecting underground utilities, preventing damages, and keeping communities safe. Every call and online request before digging has helped safeguard critical infrastructure, from gas and water lines to telecommunications and electricity.

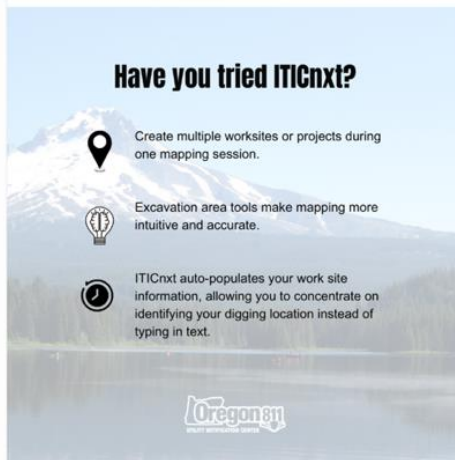
Thank you to homeowners, professional excavators, and utility partners for making safe digging a priority. Together, we've built a strong foundation of awareness and responsibility—and we look forward to continuing this work for years to come.

Join us in celebrating 30 years of damage prevention! #Oregon811 #Call811 #SafeDigging



Oregon Utility Notification Center / OUNC
Just now

ITICnxt makes submitting locate requests easier and faster! From enhanced drawing tools to auto-generated marking instructions, this digital ticketing system is built for efficiency.
Pro Tip: Attend a live virtual training every Tuesday at 10 a.m. PT to see how ITICnxt works and get your questions answered.
Register for the next session here: <https://bit.ly/ITICnxtOR811>



Like Comment Share

Our recent Oregon 811 Meta ad campaigns effectively reached targeted audiences, driving engagement and website traffic. Below is a breakdown of key performance insights:

Board Meeting Recognition Post (Community Awareness)

- **Spend:** \$19.93
- **Reach:** 3,087 people
- **Views:** 4,462
- **Post Engagements:** 289
- **Cost per Engagement:** \$0.07

This ad successfully fostered community engagement, highlighting key industry contributors, and strengthening Oregon 811's connection with stakeholders.

The image displays three screenshots of social media posts. The leftmost screenshot is a Facebook post from 'Oregon Utility Notification Center / OUNC' (Sponsored). The text reads: 'Yesterday at the OUNC Board Meeting, we recognized two individuals whose dedication has shaped damage prevention in Oregon.' It then lists two individuals: Frank Planton, who has spent 30 years championing damage prevention and is retiring on February 28, 2025; and Lee Tumminello, a dedicated voice on the OUNC Board representing cities over 25K, who has helped advance the mission of damage prevention in Oregon. The post concludes with a thank you message and the hashtag #811Safety. Below the text is a photo of the two individuals receiving a plaque. The middle screenshot is an Instagram post from 'oregon811' (Sponsored), showing the same photo of the two individuals with the plaque. The caption reads: 'oregon811 Yesterday at the OUNC Board Meeting, we recognized two individuals whose dedication h... more'. The rightmost screenshot is a vertical version of the Instagram post, showing the photo and the caption: 'Yesterday at the OUNC Board Meeting, we recognized two ... more'.

2025 Oregon Calendar Order Promotion (Traffic & Conversions)

- **Spend:** \$40
- **Reach:** 7,198 people
- **Impressions:** 12,322
- **Link Clicks:** 217
- **Click-Through Rate (CTR):** 1.76%
- **Cost per Click (CPC):** \$0.18

The calendar ad effectively drove website visits, achieving a strong cost efficiency of \$0.18 per click. The reach and impressions indicate high visibility among interested users.

December Locator Training Promotion (Event Registrations)

- **Spend:** \$60
- **Reach:** 7,842 people
- **Impressions:** 11,511
- **Link Clicks:** 160
- **CTR:** 1.39%
- **CPC:** \$0.37

This ad generated direct interest in the locator training, with a solid reach and a reasonable cost per click.

Oregon Utility Notification Center / OUNC
Sponsored

Stay on track in 2025 with Oregon 811's FREE calendars!

Choose between our Color-Coded Press-N-Stick Dashboard Calendar or our Wall Calendar, both featuring helpful dates and 811 safety tips to keep you informed all year long.

Order yours today at <https://oregon811.mydormers.com/while-supplies-last!>

Where has the time gone?

FREE
2025 Calendars

Order yours online: <https://oregon811.mydormers.com/>

oregon811.mydormers.com
Online Store : Oregon811 Online Store **Shop now**

17 11 comments 10 shares

Like Comment Share

Instagram

oregon811
Sponsored

Where has the time gone?

FREE
2025 Calendars

Order yours online: <https://oregon811.mydormers.com/>

Shop now

oregon811 Stay on track in 2025 with Oregon 811's FREE calendars! [more](#)

Oregon Utility Notification Center / OUNC
Just now

Registration is now open for our in-person Locator Training classes! This one-day course includes indoor classroom lectures and outdoor time using your locator equipment. The class starts at 8:00 a.m. and ends at 4:00 p.m. The cost is \$75 a person and includes lunch.

Reserve your spot today at: <https://forms.digsafelyoregon.com/locator-training/>

Register Today

Locator Training
May 13
May 14

Wilsonville
Clackamas Community College
Wilsonville Campus - Room 208
29353 SW Town Center Loop E
Wilsonville, OR 97070

\$75

Like Comment Share

Oregon Utility Notification Center / OUNC
Sponsored · 🌐

Introducing a game-changer for contractors! ITICnxt makes submitting locate requests faster and more accurate. Try the demo today to explore new tools that save you time and hassle, so you can focus on getting the job done!

A BETTER WAY TO FILE TICKETS.

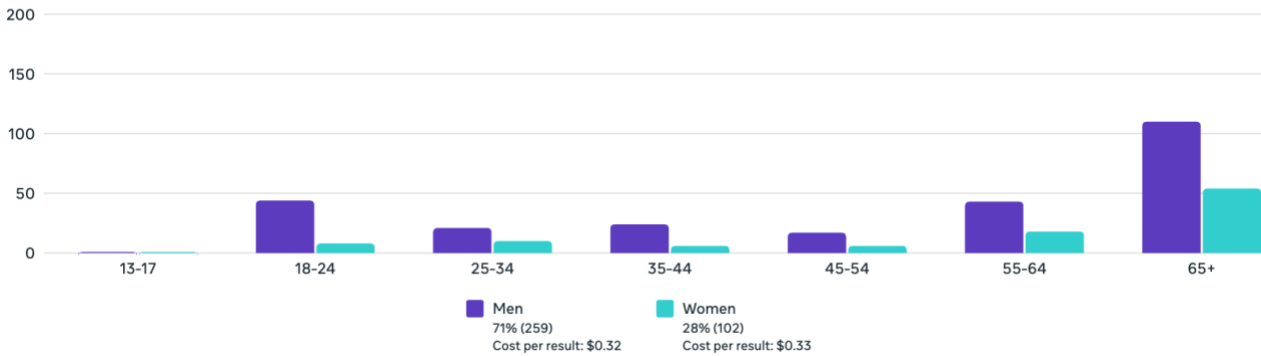
or.tryitic.com
Oregon 811's ITICnxt: Easy Filing [Learn more](#)

👍 🥰 35 2 shares

👍 Like 🗨 Comment ➦ Share

Age and gender distribution

All ▾ Results ▾



Link clicks ⓘ

366

Per Link Click ⓘ

\$0.32

CTR (all) ⓘ

3.02%

Link clicks

