

Publicity Committee Meeting Minutes - Zoom  
November 12, 2024

Voting Members: Jaimie Lemke, Melanie Lewis, Alba Vogland, Megan Moore, Mitch Burghlea and KC Chumachenko

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

Guests: Ayn Sargent/Alpha Media, Kurt Klensman and 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 04.02.24 by Melanie and Alba 2<sup>nd</sup> the motion. The minutes were accepted. Kitty to post on website.
- c. Chair Statement: Jaimie welcomed members, and guests.

Old Business:

- a. Alpha Media: overview of OUNC media campaign Late April – October 2024 (See attachment)
  - Ads & PSAs: 7,648,630: Ads were received by Mobile devices, Social media, 7 radio stations, Online search ads, Streaming Audio, and Lars Larson Instagram video posts
  - Ad Delivery & Engagement Breakout
  - Creative Samples – Lars Instagram Video posts
  - Mobile & Social Media
- b. One Call Concepts Creative Team (See attachment)
  - i. Next Door Ad campaign in 2024
    - Ad Metrics/Options
      - July, August, September, & October: average impressions = 6735 and average clicks = 23.
    - Total Ad Spend: \$372 (over 4 months, at \$93/month)
    - July – Sept Audience: we focused on Portland Metro
    - October Audience: we focused on Lane, Douglas, Klamath, Jackson, and Coos.
    - Next Steps: members discussed spending more per month from \$3/day to \$10/day.

## New Business:

- a. Oregon 811 Mobile App 2025 Campaign (See attachment)
  - Goals of the campaign:
    - Create awareness of the App
    - Explain how to use the App
    - Encourage download of the App
  - Pieces of the campaign:
    - Pocket-sized handout
    - Meeting handout
    - Meeting ppt
    - 5 Emails to Excavators
    - Website Banner Ad
    - Dynamic QR Code
- b. Discuss contract options and invitation to bid
- c. Priorities for 2025; Publicity matrix
- d. Discuss PSAs, grants, partnership opportunities
  - Josh combined b, c, and d line items for discussion:
    - Suggests we look at a two year minimum contract with extensions
    - Our Policy & Procedures manual states we must go out for a bid in excess of \$10K (4.1 Contracts for Service)
    - Last year we reached out to seven vendors and three responded to our invitation to bid. Used the matrix for scoring and Alpha scored the highest and won the contract.

**Committee Action:** Members agreed to have Josh create an Issue Summary: Change the dollar amount in the Policy & Procedures Manual (4.1 Contracts for Service) Present at the Jan.16, 2025 board meeting.

For the Good of the Order:

Next meeting: Jaimie would like to schedule another meeting before the end of the year. She'll reach out to Kitty and Josh for scheduling.

*Meeting adjourned at 11.14am*

*Submitted by Kitty O'Keefe on November 13, 2024*



## CAMPAIGN OVERVIEW

### Late April – October

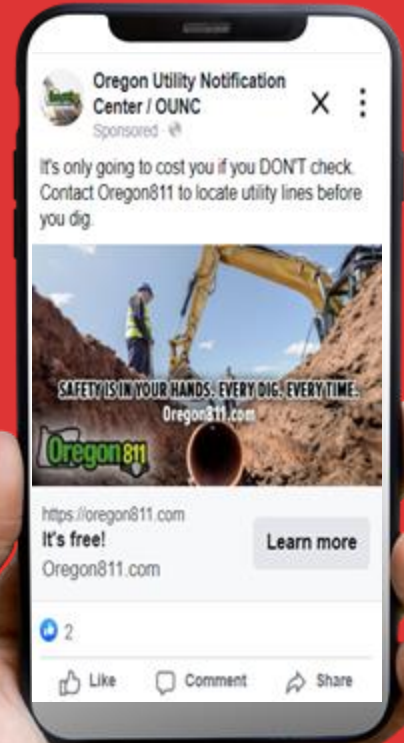
**Goal** – locate & engage professionals and property owners to help reduce damages in key areas\*

**How many times Ads & PSAs were seen/heard: 7,648,630**

**How ads were received:**

- Mobile devices
- Social media (Facebook, Instagram)
- 7 radio stations – PSAs (music, news/talk, sports)
- Online search ads
- Lars Larson's Instagram video posts
- Streaming Audio

\*Multnomah, Washington, Clackamas, Marion, Jackson, Douglas, Lane, Josephine, Umatilla



# Ad Delivery & Engagement Breakout

- Mobile devices: over **620,410** ads seen, **2,130** clicks
- Facebook/Instagram: over **611,360** ads seen, **2320** clicks
- 7 radio stations: over **6,075,000** PSA's heard
- Online search ads: **11,184** seen, **2,945** clicks
- Lars Larson's Instagram Videos\*: 13 Posts - **30,901** Views, **1,496** Likes, **32** Shares, **35** Comments
- Streaming Audio: over **299,775** ads heard (292,553 completed)

**\*Lars Social Media Posts on Lars' Instagram (42,800+ followers)**



# CREATIVE SAMPLES

## WHAT HAVE PEOPLE SEEN & HEARD?

### LARS INSTAGRAM VIDEO POSTS:



[Lars Larson | June 17 '24 | Instagram](#)

[Lars Larson | July 1st '24 | Instagram](#)

### PSA's & Streaming Audio:



INTERVIEW - KXL 5/24:  
(shortform & longform)



ONLINE SEARCH ADS



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[www.digsafelyoregon.com/](http://www.digsafelyoregon.com/)

**Oregon 811 - Utility Notification Center**

Learn More About Our Free Service to Locate & Accurately Mark Underground Facilities. Call the One Call Center 2 Days Prior to Digging. It's the Law! Available 24 Hours.

Call 1-800-332-2344

Sponsored

[www.digsafelyoregon.com/](http://www.digsafelyoregon.com/)

**Safety Is In Your Hands - Dig Safely with Free Locate**

Prevent Damage & Service Disruption Caused by Digging Too Close to Underground Facilities. Learn More About Our Free Service to Locate & Accurately Mark Underground Facilities.

Call 1-800-332-2344

Sponsored

[www.digsafelyoregon.com/](http://www.digsafelyoregon.com/)

**Call Before You Dig - It's The Law**

Learn More About Our Free Service to Locate & Accurately Mark Underground Facilities. Call the One Call Center 2 Days Prior to Digging. It's the Law! Available 24 Hours.

Call 1-800-332-2344

# CREATIVE SAMPLES

## WHAT HAVE PEOPLE SEEN & HEARD?

Click to Play

### MOBILE & SOCIAL MEDIA

 **Oregon Utility Notification Center / OUNC**  
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It's only going to cost you if you DON'T check. Contact Oregon811 to locate utility lines before you dig.



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**It's free!**  
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[Learn more](#)

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Gardening involve digging? Contact Oregon 811 first so you don't have to call 911. It protects you and your pocketbook.




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**It's free!**  
Oregon811.com

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 **Oregon Utility Notification Center / OUNC**  
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Working on a fence or a job site? Contact Oregon 811 whether you're a DIY-er or a professional. Safety is the priority.



<https://oregon811.com>  
**It's free!**  
Oregon811.com

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It's only going to cost you if you DON'T check. Contact Oregon811 to locate utility lines before you dig.



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# Nextdoor Ads - Results

2024

# Current Set Up



# Active Running Ad

## Copy:

*Oregon DIYers, make 811 your first call before you dig! Stay safe underground.  
#Oregon811 #DIYprojects*

## Ad Previews:



Oregon DIYers, make 811 your first call before you dig! Stay safe underground. #Oregon811 #DIYprojects



Sponsored by  
Oregon Utility Notification Center

Ad in the For Sale & Free section

Oregon Utility Notification Center, Spon...



Oregon DIYers, make 811 your first call before you dig! Stay safe underground. #Oregon811 #DIYprojects

[Learn more](#)

Ad to the right of the feed on desktop



**Oregon Utility Notification**

Non-Profit Organization · Spo

Oregon DIYers, make 811 your first call before you dig! Stay safe underground. #Oregon811 #DIYprojects



[Learn more](#)

Ad in the feed

# Ad Metrics/ Options

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I've been in touch with Nextdoor, and they've shared some helpful information about their advertising options. Currently, they offer two products:

- A standard advertising option geared towards local businesses. (currently using)
- A new product called the Nextdoor Ads Manager, which offers more customization to better fit specific goals.

Based on what we're trying to achieve with Oregon 811's awareness campaign, they believe the Nextdoor Ads Manager could be a better fit. However, there's a \$10 daily minimum for this new option. If that works within your budget, we can look into transitioning to it.

If you're interested in learning more or testing this new product, I'm happy to help facilitate the setup. In the meantime, I've attached the ad metrics from July through October for your reference.

Let us know what you think!

## July:

- Impressions - 5,616
- Clicks - 14

## August:

- Impressions - 7,176
- Clicks - 23

## September:

- Impressions - 7,028
- Clicks - 22

## October:

- Impressions - 7,118
- Clicks - 31

# Key Performance Indicators (KPIs)

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**July - October**

- **Total Ad Spend:** \$372 (over 4 months, at \$93/month)
- **Total Impressions:** 26,938 (average of 6,735 per month)
- **Cost Per 1,000 Impressions (CPM):** \$13.81
- **Total Clicks:** 90 (average of 23 clicks per month)
- **Cost Per Click (CPC):** \$4.13
- **Click-Through Rate (CTR):**
  - July: 0.25%
  - August: 0.32%
  - September: 0.31%
  - October: 0.44%
  - **Average CTR:** 0.33%

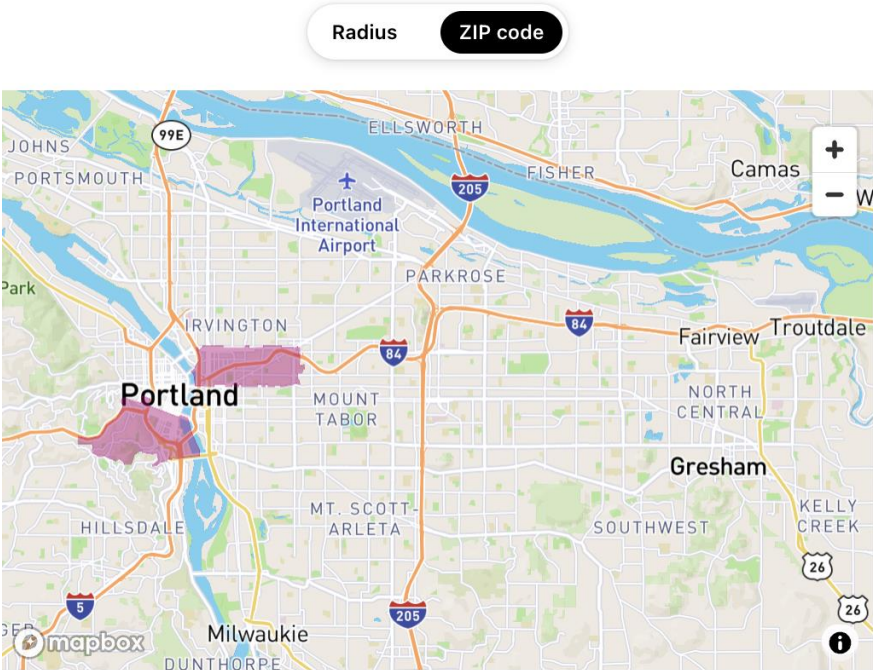
## Key Observations

- **Impression Growth:** Strongest increase from July to August (+28%), slight decrease in September (-2%), and stable impressions in October compared to previous months.
- **Click Growth:** October recorded the highest clicks (31), marking a **41% increase** compared to September.
- **CTR Trend:** Notable improvement in October's CTR (0.44%), which is **42% higher than September** and **76% higher than July**.

**Summary:** The new audience targeting appears to be driving better engagement without necessarily increasing impressions, as seen by the CTR boost in October.

# July – September Audience:

Portland



Estimated reach 34,500 - 51,700 people

8 ZIP codes selected

- 9742097504971039705897232972019780197501

# October Audience:

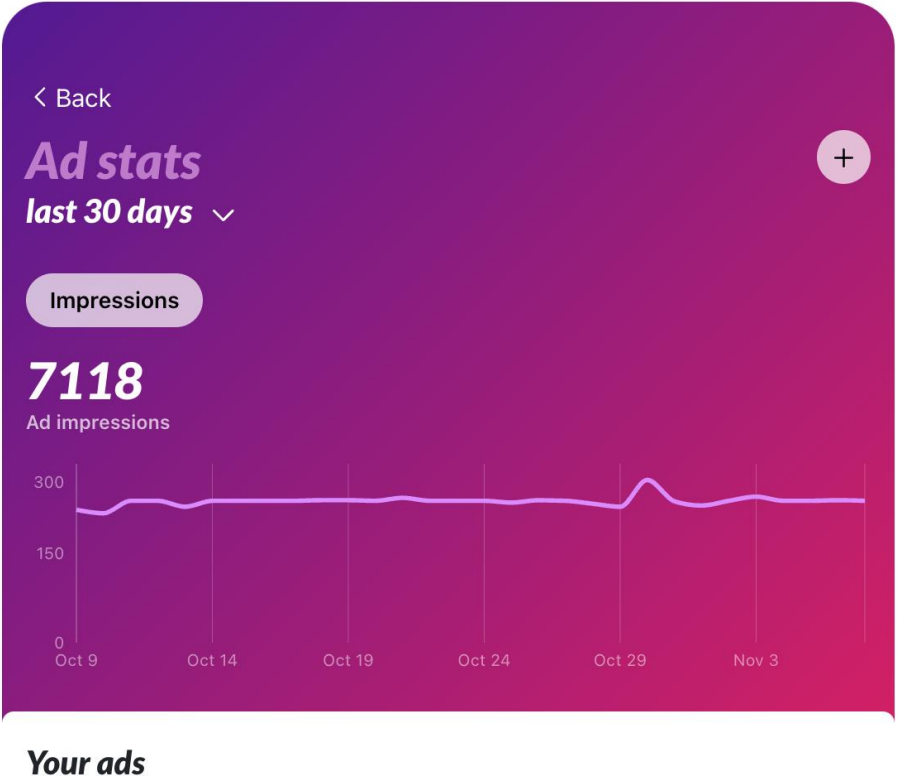
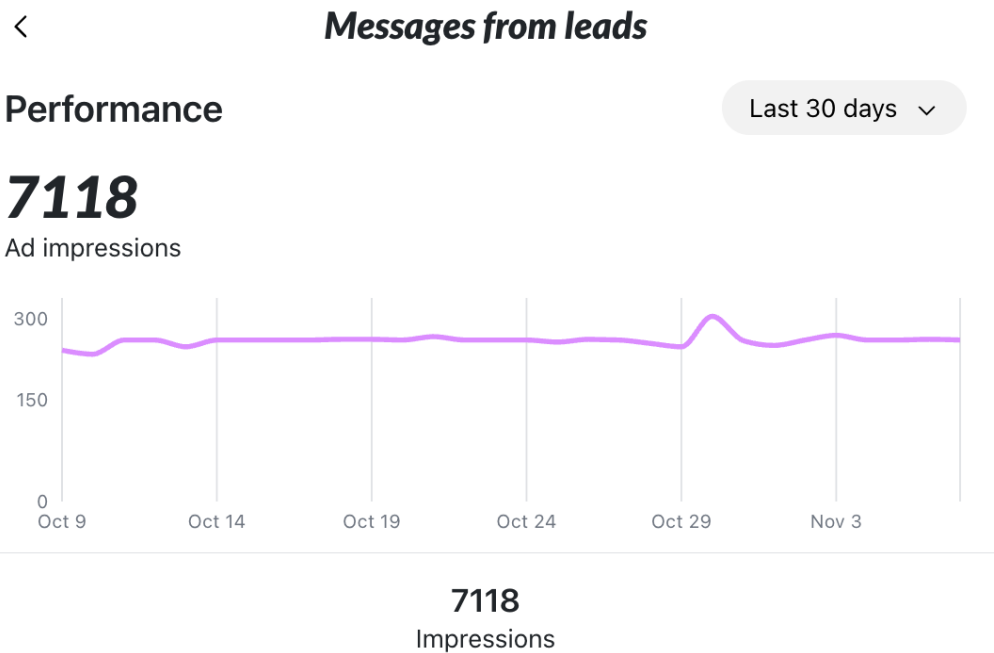
Lane, Douglas, Klamath, Jackson, Coos

Search ZIP codes

|       |       |       |       |       |
|-------|-------|-------|-------|-------|
| 98629 | 97030 | 97123 | 97002 | 97221 |
| 98642 | 97032 | 97124 | 97003 | 97222 |
| 98660 | 97034 | 97132 | 97004 | 97223 |
| 98661 | 97035 | 97133 | 97005 | 97224 |
| 98662 | 97038 | 97137 | 97006 | 97225 |
| 98663 | 97042 | 97140 | 97007 | 97227 |
| 98664 | 97045 | 97201 | 97008 | 97229 |
| 98665 | 97051 | 97202 | 97009 | 97230 |
| 98671 | 97053 | 97203 | 97013 | 97231 |
| 98674 | 97055 | 97204 | 97015 | 97232 |
| 98675 | 97056 | 97205 | 97017 | 97233 |
| 98682 | 97060 | 97206 | 97018 | 97236 |
| 98683 | 97062 | 97208 | 97019 | 97239 |
| 98684 | 97067 | 97209 | 97020 | 97266 |
| 98685 | 97068 | 97210 | 97022 | 97267 |
| 98686 | 97070 | 97211 | 97023 | 98601 |
| 97086 | 97071 | 97212 | 97024 | 98603 |
| 97089 | 97078 | 97213 | 97027 | 98604 |
| 97113 | 97080 | 97214 | 97218 | 98606 |
|       | 97217 | 97215 | 97219 | 98607 |
|       |       | 97216 | 97220 | 98610 |

# 30 Day Report

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



Website visits

Oregon DIYers, make 811 your first call before you dig! St...

Live

31

>

Clicks

31 clicks per 30 days  
At \$3/day that's \$2.90 per click

# **Recommendations and Next Steps**

# Options for Optimization

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## Experiment with Ad Strategy:

- **Change Zip Codes:** Target new neighborhoods for better reach and relevance.
- **Adjust Copy/Graphics:** Test new messaging or visuals to resonate more with DIYers and homeowners.
- **Run A/B Tests:** Compare the performance of a new ad vs. the current one to gather actionable data.
- **Ads manager:** if we're interested in upping the budget – we can try out the other ad management option

## Learn & Optimize:

- Nextdoor is a unique platform, and continuing to test will help us better understand how to maximize awareness for 811 services.

## Benefits of Nextdoor Advertising:

- **Local Reach:** Nextdoor ads allow Oregon 811 to connect directly with homeowners, one of the most relevant audiences for utility damage prevention.
- **Brand Recognition:** Consistent presence on Nextdoor builds recognition and reinforces the importance of contacting 811 for underground utility marking.
- **Community Engagement:** Nextdoor's platform positions Oregon 811 as a trusted part of the local community, keeping the focus on safety and damage prevention.

## Goal Realignment:

- Determine whether awareness or engagement should be the primary goal moving forward. If we're looking for engagement, we may want to utilize Facebook more or adjust our messaging on Nextdoor.

Continuing to refine and test new strategies will help Oregon 811 learn more about what works on Nextdoor, expanding awareness of damage prevention efforts in Oregon's neighborhoods.



# Agreed Upon Next Steps

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## Experiment with ad design.

For about a month we've been continuing to advertise for \$3/day with the new audience. We've seen growth in CTR but not impressions.

In the next month we are planning to change our copy and graphics and use the radius audience setting as we go back to targeting Portland. This is a key area since the most damages are reported here as well as the most people calling in locates per the population.

## New Graphic Drafts







# OR811 App Campaign

# **Goals of the campaign:**

- **Create awareness of the App**
- **Explain how to use the App**
- **Encourage download of the App**

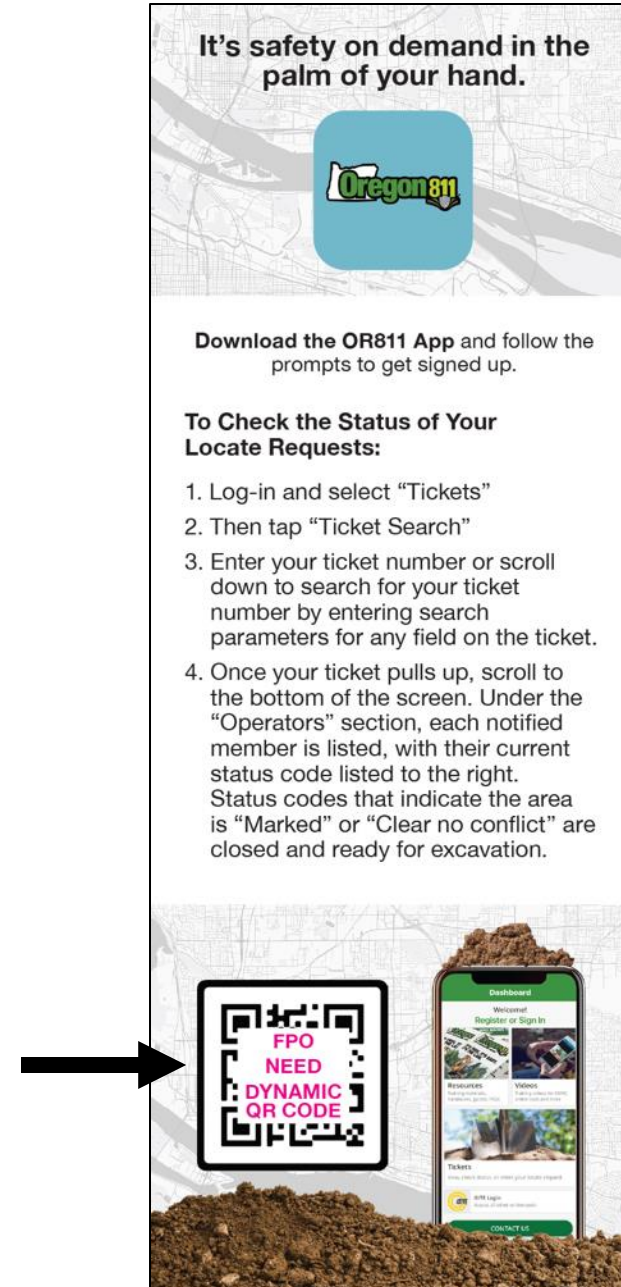
**Effectiveness of the campaign will be measured through the number of App downloads, and the number of QR code scans.**

# Pieces of the campaign:


- **Pocket-sized handout**
- **Meeting Handout**
- **Meeting PPT**
- **5 Emails to Excavators**
- **Website Banner Ad**
- **Dynamic QR Code**

# Pocket-sized handout

- Dynamic QR code costs appx. \$125 per year. The same dynamic QR code can be used on multiple pieces.
- It identifies the type of phone that is used to scan and directs the person the correct store.
- Either Google Play or the Apple App Store
- Great jobsite handout
- Specific instructions of how to check tickets





It's safety on demand in the palm of your hand.



Download the OR811 App and follow the prompts to get signed up.

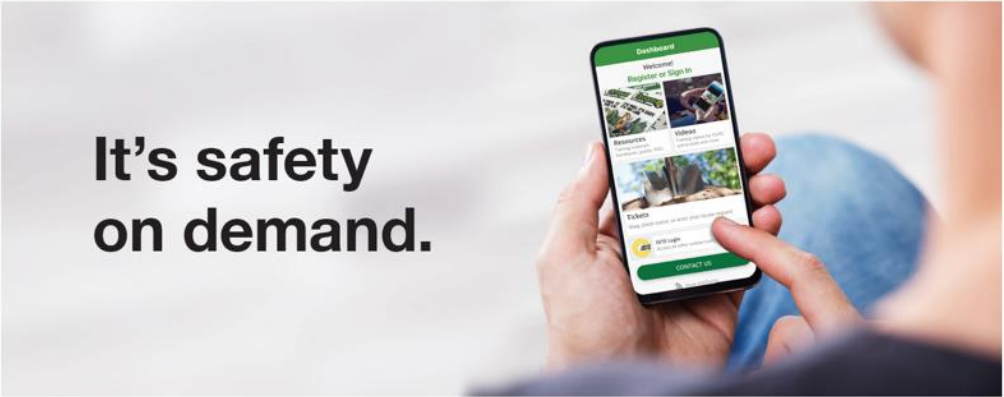
**To Check the Status of Your Locate Requests:**

1. Log-in and select "Tickets"
2. Then tap "Ticket Search"
3. Enter your ticket number or scroll down to search for your ticket number by entering search parameters for any field on the ticket.
4. Once your ticket pulls up, scroll to the bottom of the screen. Under the "Operators" section, each notified member is listed, with their current status code listed to the right. Status codes that indicate the area is "Marked" or "Clear no conflict" are closed and ready for excavation.



# DP Meeting Handout

- Dynamic QR code costs appx. \$125 per year. The same dynamic QR code can be used on multiple pieces.
- It identifies the type of phone that is used to scan and directs the person the correct store.
- Either Google Play or the Apple App Store
- Great meeting handout
- General information about the benefits



**It's safety on demand.**


Get real-time status on your locate requests anywhere you are with the Oregon 811 App. Open and check locate requests for the entire state right from the palm of your hand.

**It's Convenient**  
Check your locate request status at the jobsite or anywhere the job takes you.

**It's Fast**  
Instant updates mean you'll always have the latest status on your locate requests.


**It's Easy**  
It takes just 4 steps to check your locate requests.

**It's Reliable**  
A better way to know it's safe to dig.



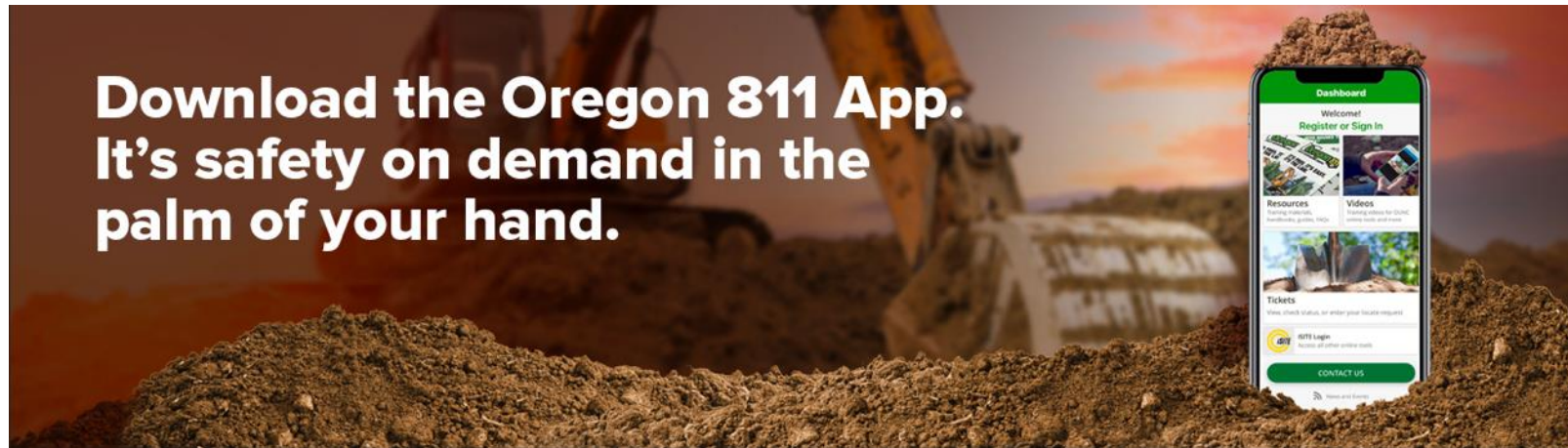
Get the Oregon 811 App now.

**FPO  
NEED  
DYNAMIC  
QR CODE**



# Website banner ad

- Catchy headline encouraging viewers to search for the App



# Email campaign – 5 emails

Each email hi-lights different benefits of downloading and using the App.

- It's easy
- It's fast
- It's reliable
- It's convenient



SUBJECT LINE:

**A Time-Saver for Excavators**

# Email 1

## Oregon 811 in the palm of your hand.



**Checking the status of your locate tickets has never been faster or easier.**

With the Oregon 811 App, you can open and check the status of your locate requests from the jobsite or anywhere else. Right on your phone. Right now.

It's safety on demand in the palm of your hand.

Tap a store below to get it now.



Tap into easy.



# Email 2

SUBJECT LINE:

**Don't Sweat It—Check It**



**No computer?  
No problem!**

**There's a better way to know when it's safe to dig.** The Oregon 811 App lets you open and check the status of your locate requests for the entire state right on your phone.

It's safety on demand in the palm of your hand.

Just tap a store below to get it now.



Tap into easy.

# Email 3

SUBJECT LINE:

**Get the Whole Picture**



**Ever get to a jobsite and wonder if all the facilities have been marked?**

Now you can see all your locate requests in one place with the Oregon 811 App.  
Real-time updates for the entire state right on your phone.

It's safety on demand in the palm of your hand.

Tap a store to get it now.



Tap into easy.

# Email 4

SUBJECT LINE:

**It's Never Been Easier**

**Thirty-six counties.  
One app.**



**It's never been easier to check the status of all your locate tickets.**

The Oregon 811 App lets you do it all at the jobsite or anywhere else – right on your phone.

From It's safety on demand in the palm of your hand.

Tap a store to get it now.




**Tap into easy.**



# Email 5

SUBJECT LINE:

**Don't Be Left Behind**



**Safe.  
And secure.**

**Get real-time status on your locate requests anywhere you are** – only with the Oregon 811 App. Open and check locate requests for the entire state right on your phone.

It's safety on demand in the palm of your hand.

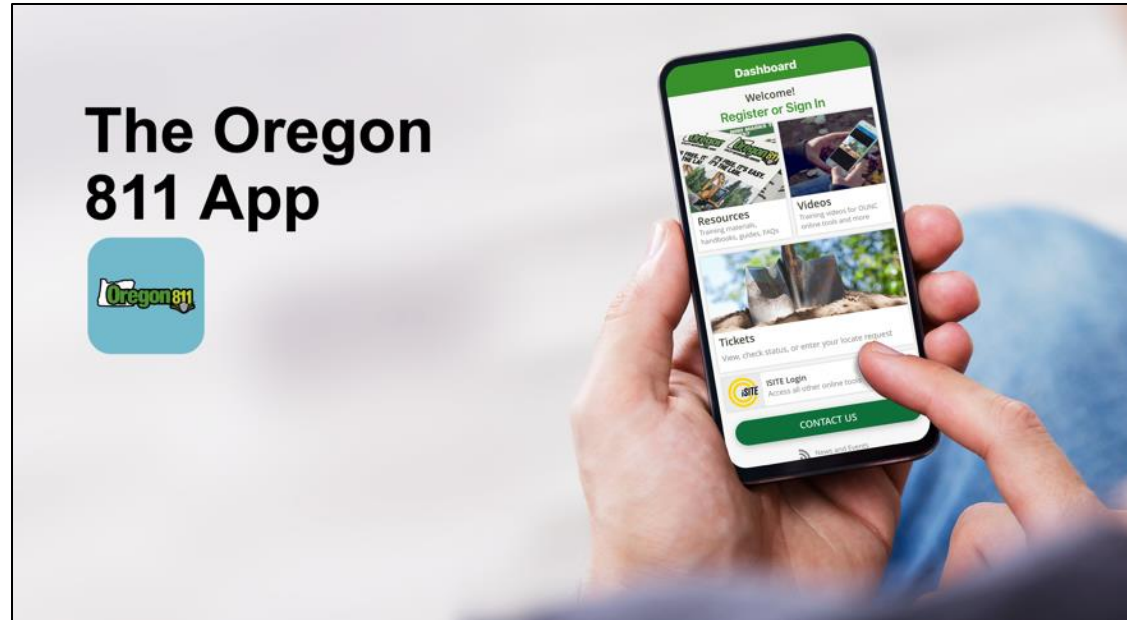
Tap a store to get it now.



Tap into easy.

# DP Meeting PowerPoint

See separate DP Meeting PPT to view entire presentation



## Introducing the Oregon 811 App

- Available for both iOS and Android phones and tablets
- For jobsites in Oregon
- View everything you'd see on a desktop computer, right on your phone
- **Convenient:** Check your mark-outs at the site or on the road
- **Fast:** Locates are updated instantly
- **Easy:** Just four steps to check your locate requests
- **Reliable:** A better way to know it's safe to dig



## Easily Submit New Tickets

- Tap "Tickets"



## Step 1

- Tap "Create job ticket"

