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Chair  
Montana

**Bo Downen**  
Montana

**Guy Norman**  
Washington

**Patrick Oshie**  
Washington



# Northwest **Power** and **Conservation** Council

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Vice Chair  
Oregon

**Ted Ferrioli**  
Oregon

**Jim Yost**  
Idaho

**Jeffery C. Allen**  
Idaho

September 10, 2019

## **MEMORANDUM**

**TO: Power Committee**

**FROM: Chad Madron**

**SUBJECT: Website Analytics/Communications Power Plan Outreach  
Summary**

### **BACKGROUND:**

Presenter: Chad Madron

Summary: Staff will discuss current general statistics about visits to the power sections of our website, current plans to update and add material to the power related pages and other communication outreach plans.

# Communication and the Web

## Communication and Engagement Drivers:

- News posts defining/describing major issues
- Spotlight/Power Plan Newsletters pushing those out broadly
- Updated Site that is easy to navigate (updated search)
- Advisory Committee process including outreach/meetings
  - Broad interested party lists
- Outreach on social media



# Peeling the Plan Onion

**Whatever Your Level of Interest –  
You Can Find it Quickly**

- Schedule and General Information
- Latest news posts
- Engage Advisory Committees
- Find Technical Information and Specifics



# Website Traffic



## Most Visited Power Related Pages Last Three Months

- Power Generation map (1290 hits)
- Seventh Power Plan Text + Seventh Plan Home Page (800ish)
- Energy Home Page (741)
- Coal Retirements Blog Post (485)
- 2021 Plan Home Page (314)
  - Scenarios viewed/downloaded 200 times



# Website Traffic



## Most Visited Pages Overall Last Three Months

- Home Page (6382)
- Salmon/Steelhead Runs Blog Post (4553)
- The Calendar (1859)
- About/Power Map/F+W Home page
- John Harrison's Columbia River History Project rounds out the rest! Its by far the most popular thing on the site!

