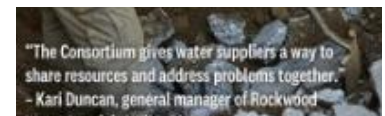


Accomplishment Report

Public Outreach and Media Campaigns: Fiscal Year 2023-2024



REGIONAL WATER PROVIDERS CONSORTIUM



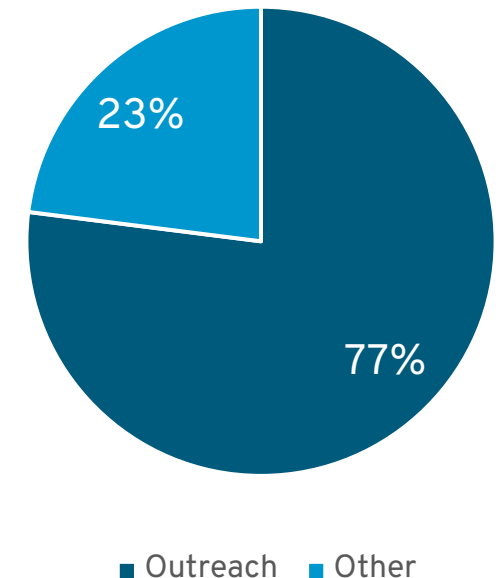
Public Outreach Overview

Benefits:

Regional messaging | Economies of scale |
Dedicated staffing | Content creation

- 2024 media campaigns (July-early October)
- Online resources (regionalH2O.org, Social media, Newsletters, Weekly Watering Number)
- Other resources (Member outreach toolkits, Print materials, How-to videos, Displays)
- Pilot: Tabling at multicultural events

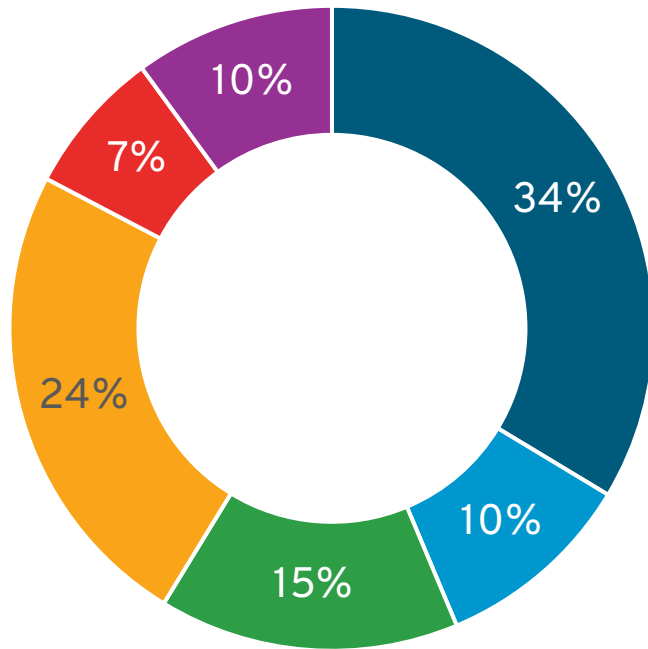
24-25 Programming Budget
(not staff costs)



Campaign Overview

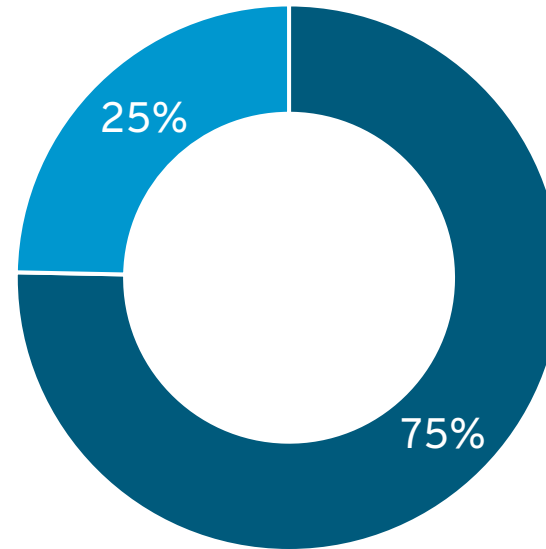
\$199,200

Media Type



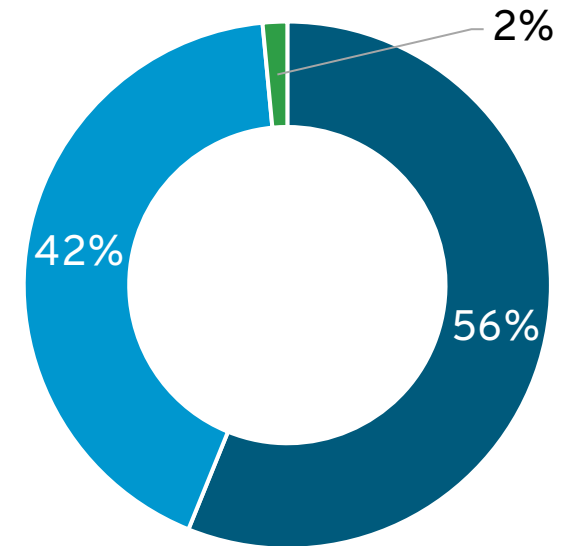
- Broadcast TV
- Broadcast Radio
- TriMet
- Cable TV
- Digital
- Oregonian & PR

By Language



- English
- Other

Focus Area



- Water Conservation
- Emergency Prep
- Source Protection

2024 Media Campaigns At-a-Glance

Media Campaign

- TV/cable ads: 2,944
- Radio ads: 5,2,32
- TV & Radio Interviews: 21+
- Impressions from digital ads: 3+ million
- TriMet ads: 59
- Oregonian story + ads
- Lots of extras!



2024 Media Campaigns At-a-Glance

GRANULAR

Campaign Element/Partner	Amount budgeted	Timeline	Ads, Interviews, Newsletters
English broadcast TV (KOIN, KATU)	\$40,000	July-mid-October	Ads: 886 resulting in 11.95 million impressions Interviews: 6 12 KOIN “Water Wednesdays” promos resulting in 23,350 impressions 8 KATU “Shout out” promos on AM Northwest and Afternoon Live
English Cable TV	\$20,000	July-mid-October	Ads: 582 in final report resulting in 1.17 million impressions Interviews: 0
Spanish television (KUNP)	\$22,000	June-September	Ads: 590 Interviews: 0
Spanish other (KUNP) (newsletters, translation, :60 segment)	\$6,700	June-September	Newsletters: 3 :60 segment: 28
English digital mix (Univox Media) (YouTube, social media, connected tv)	\$25,000	July-mid-October	Total Impressions: 3,349,151
Multilingual digital (Univox Media) (YouTube, social media, connected tv)	\$20,000	July-mid-October	Total Impressions: 2,551,524 to date (see multilingual overview slides for details)
English broadcast radio (Alpha, Audacy)	\$30,000	July-mid-October	Ads: 4,616 4 Interviews: ran 29 times on 14 stations (Audacy and Alpha Media) 4 promos ran on two Alpha Media stations 554 times 6 Unique “1 Thing” messaging ads aired 616 times on 4 Audacy stations over a 14-week period
TriMet – Consortium (Intersection media)	\$14,500	September	Ads: 59 ads ran across the region for 4+ weeks resulting in an estimated 2 million impressions Added value: King sized ads ran 26 additional days and tail ads ran an additional 23
PR story/ad combo (Oregonian)	\$5000	September	1 Article published online resulting in 96,547 impressions and 350 clicks (Article will stay online for a year) 1 Article published in print 2 times (9/22 and 9/29) 4 Social media posts on Here is Oregon and OregonLive Facebook and Instagram resulting in 37,276 impressions and 503 clicks Digital ad resulting in 1,203 impressions and 12 clicks (Ad will stay online for a year)
English broadcast TV (KPTV)	\$3000	All year	Ads: 560 resulting in 8.9 million impressions Webpage ad banner that resulted in 2.4 million impressions and 2,396 clicks Campaign webpage hosted on the station’s site that resulted in 2,910 views

2024 Broadcast Television & Cable

STATION/MEDIA PLATFORM	LANGUAGES	ADS	ON-AIR INTERVIEWS	MORE INFO	COST
KATU	English	307	4	5.8 million impressions Interviews on AM Northwest and Evening News @ 4 & 7 Shout outs on AM Northwest and Afternoon Live: 8 Added value: No cost spots	\$20,000
KOIN	English	579	2	6.15 million impressions Water Wednesdays: 12 resulting in 23,350 impressions Added value: \$31, 513k production and no cost spots	\$20,000
KUNP	Spanish	888	0	28 Segments (:60) focused on source water protection and emergency preparedness tips Added value: Production and no cost spots	\$26,000
CABLE	English	582	0	-	\$20,000
KPTV	English	560	0	Added value: Campaign webpage, social posts	\$3,000

2024 Broadcast Radio

MEDIA PARTNER	STATIONS	LANGUAGES	ADS	ON-AIR INTERVIEWS	MORE INFO	COST
Alpha Media	KINK KXL KUPL KBFF KXTG KUFO KINK HD2	English	3,160	2	2 Beyond the Headlines Interviews with Brett Reckamp ran 1 time each on 7 stations studios 1 Talking Trash interview with Peggy LaPoint ran on Kink 1 time 3 social media posts promoted the Talking Trash interview on Kink's social media 4 water conservation focused promos ran 554 times on two stations Added value: Production, no cost spots, interviews ran additional times	\$15,000
Audacy	KNRK KRSK KWJJ KYCH	English	1,456	2	Interviews on "Let's Talk" with Gary Block: 3 ran on xxx stations 6 Unique "1 Thing" water conservation and emergency preparedness messaging ads ran 616 times on 4 stations Added value: Production and no cost spots	\$15,000

2024 Digital Advertising Statistics

ENGLISH

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	COST	NOTES
TARGETED DISPLAY*	1,597,536	756	-	\$4,500	CTR 0.21 53,483 HOUSEHOLD/ 6 FREQ
STREAMING AUDIO*	155,919	1	-	\$4,500	18,863 HOUSEHOLD/ 2 FREQ
PRE-ROLL (VIDEO)*	93,131	4551	-	\$2,000	CTR +/- 19
CONNECTED TV (CTV)*	197,729	5	-	\$7,500	46,852 COMPLETES 21,545 HOUSEHOLDS, 2 FREQ
FACEBOOK*	780,331	558	-	\$7,500	2 FREQ
YOUTUBE*	524,505	136	191,876	\$7,500	VCR 60+
OREGONIAN	38,479**	515	-	\$5,000	MAJORITY OF IMPRESSIONS FROM SOCIAL MEDIA; OTHER ADS ARE UP FOR A YEAR. PART OF A STORY TELLERS PACKAGE

*Ads are segmented so that Portland is separated from rest of zip codes to ensure all areas receive ads.

** Ads are displayed for one year. Will collect other stats fall 2025.

(Impressions = number of times an ad is viewed or heard during a campaign)

CTR = click through rate

VCR = video completion rate

2024 Digital Advertising Information

MULTILINGUAL
– NOT ENGLISH

- Ads are segmented by language (Arabic, Chinese, Farsi/Persian, Hindi, Khmer/Cambodian, Korean, Lao, Russian, Somali, Spanish, Vietnamese) and ran July-October.
- 3 video ads and two display ads per language
- It took longer to serve some ads in several languages (Hindi, Khmer/Cambodian, Lao, Somali) due to their being a smaller population of folks in the region. Those ads will run again February – April 2025. Final numbers will be added afterwards.
- Some populations are so small that platforms do not officially recognize them for our area – ad results were mixed with some languages performing well despite the platforms not recording the local populations.

2024 Digital Advertising Statistics

SPANISH

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS/ ENGAGEMENTS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY AD	541,104	695	-	-	CTR 0.13% 35,739 PEOPLE/FREQ 15 TIMES
KUNP EVENT PROMOTION VIDEO AD	141,937	52	-	-	43 ADS USED TO PROMOTE CONSORTIUM PARTNERSHIP WITH KUNP (3 EVENTS)
TARGETED PRE-ROLL (VIDEO) AD	47,399	232	-	-	12,117 PEOPLE/ FREQ 4 TIMES VCR 58.6%/26,659 COMPLETES CTR .49%
CONNECTED TV (CTV) AD	45,137	-	-	-	42,208 PEOPLE/ FREQ 1 TIMES VCR 98.5%
FACEBOOK DISPLAY AD	266,649	231	-	693	CTR 0.09
YOUTUBE VIDEO ADS	66,053 KUNP 27,878 UNIVOX	- 28	- 12,579	- 14,598	- VCR 50.42
NEWSLETTERS (3)		2,128	-	-	27,272 RECIPIENTS AVERAGE CLICK THRU RATE 15% WITH 14,000 OPENS

Content: conservation and emergency preparedness | As of 11/1/24

(Impressions = number of times an ad is viewed or heard during a campaign)

CTR = click through rate

VCR = video completion rate

REGIONAL WATER PROVIDERS CONSORTIUM

regionalH2O.org

2024 Digital Advertising Statistics

VIETNAMESE

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY ADS	68,220	151	-		CTR 0.22% 1,512 PEOPLE/FREQ 45 TIMES
TARGETED PRE-ROLL (VIDEO)	625	10	413	-	87 PEOPLE/ FREQ 7 TIMES VCR 72.2%/413 COMPLETES CTR 1.60%
FACEBOOK	116,256	93	-	279	CTR 0.08
YOUTUBE	12,216	10	5,694	6,830	VCR 52.56

Content: emergency preparedness | 3 video ads and two display ads

(Impressions = number of times an ad is viewed or heard during a campaign)

CTR = click through rate

VCR = video completion rate

REGIONAL WATER PROVIDERS CONSORTIUM

regionalH2O.org

2024 Digital Advertising Statistics

FARSI/PERSIAN

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY ADS	52,878	207			CTR 0.39% 7,326 PEOPLE/FREQ 7 TIMES
TARGETED PRE-ROLL (VIDEO)	3,994	296			1,447 PEOPLE/ FREQ 3 TIMES VCR 66.8%/2,850 COMPLETES CTR 7.41%
FACEBOOK	67,330	119		396	CTR 0.18
YOUTUBE	27,213	79	6,399	8,047	VCR 25.79

Content: emergency preparedness | 3 video ads and two display ads

(Impressions = number of times an ad is viewed or heard during a campaign)

CTR = click through rate

VCR = video completion rate

REGIONAL WATER PROVIDERS CONSORTIUM

regional H₂O.org

2024 Digital Advertising Statistics

CHINESE

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY ADS	248,514	286			CTR 0.12% 17,529 PEOPLE/FREQ 14 TIMES
TARGETED PRE-ROLL (VIDEO)	1,552	18			347 PEOPLE/ FREQ 5 TIMES VCR 68%/1,072 COMPLETES CTR 1.16%
FACEBOOK	74,679	76	-	230	CTR 0.1
YOUTUBE	23,171	20	9,431	11,051	VCR 46.35

Content: emergency preparedness | 3 video ads and two display ads

(Impressions = number of times an ad is viewed or heard during a campaign)

CTR = click through rate

VCR = video completion rate

2024 Digital Advertising Statistics

ARABIC

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY ADS	78,786	218			CTR 0.28% 3,008 PEOPLE/FREQ 26 TIMES
TARGETED PRE-ROLL (VIDEO)	1,107	23			390 PEOPLE/ FREQ 3 TIMES VCR 87.2%/985 COMPLETES CTR 2.08%
FACEBOOK	110,092	136	-	408	CTR 0.12
YOUTUBE	22,469	35	9,383	11,567	VCR 44.68

Content: emergency preparedness | 3 video ads and two display ads

(Impressions = number of times an ad is viewed or heard during a campaign)

VCR = video completion rate

CTR = click through rate

2024 Digital Advertising Statistics

HINDI

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY ADS	556	1			CTR 0.18% 23 PEOPLE/FREQ 24 TIMES
TARGETED PRE-ROLL (VIDEO)	32	4			10 PEOPLE/ FREQ 3 TIMES VCR 13.6%/3 COMPLETES CTR 3.57%
FACEBOOK	44,762	64	-	207	CTR 0.14
YOUTUBE	21,010	40	3,737	6,191	VCR 21.05

Content: emergency preparedness | 3 video ads and two display ads
Ads will run again February – April 2025. Final numbers will be added afterwards.

(Impressions = number of times an ad is viewed or heard during a campaign)
VCR = video completion rate
CTR = click through rate

2024 Digital Advertising Statistics

RUSSIAN

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY ADS	259,090	492	-		CTR 0.19% 11,957 PEOPLE/FREQ 22 TIMES
TARGETED PRE-ROLL (VIDEO)	11,621	280			3,164 PEOPLE/ FREQ 4 TIMES VCR 70.4%/8,220 COMPLETES CTR 2.41%
FACEBOOK	99,778	98		297	CTR 0.1
YOUTUBE	18,627	25	6,472	8,369	VCR 41.29

Content: emergency preparedness | 3 video ads and two display ads

(Impressions = number of times an ad is viewed or heard during a campaign)

VCR = video completion rate

CTR = click through rate

REGIONAL WATER PROVIDERS CONSORTIUM

regionalH2O.org

2024 Digital Advertising Statistics

KHMER/
CAMBODIAN

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY ADS	738	1			CTR 0.14% 0 PEOPLE/FREQ 5 TIMES
TARGETED PRE-ROLL (VIDEO)	57	3			0 PEOPLE/ FREQ 3 TIMES VCR 62.9%/39 COMPLETES CTR 5.26%
FACEBOOK	53,837	55	-	194	CTR 0.1
YOUTUBE					TOO SMALL OF POPULATION TO SERVE ADS TO

Content: emergency preparedness | 3 video ads and two display ads
Ads will run again February – April 2025. Final numbers will be added afterwards.

(Impressions = number of times an ad is viewed or heard during a campaign)
VCR = video completion rate
CTR = click through rate

2024 Digital Advertising Statistics

KOREAN

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY ADS	172,270	249	-	-	CTR 0.14% 5,126 PEOPLE/FREQ 34 TIMES
TARGETED PRE-ROLL (VIDEO)	813	27	-	-	381 PEOPLE/ FREQ 2 TIMES VCR 34.3%/282 COMPLETES CTR 3.32%
FACEBOOK	19,540	19	-	63	CTR 0.1
YOUTUBE	8,832	10	1,960	2,519	VCR 31.97

Content: emergency preparedness | 3 video ads and two display ads

(Impressions = number of times an ad is viewed or heard during a campaign)

VCR = video completion rate

CTR = click through rate

2024 Digital Advertising Statistics

SOMALI

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY ADS	2,095	24			CTR 1.15% 37 PEOPLE/FREQ 57 TIMES
TARGETED PRE-ROLL (VIDEO)	210	13			15 PEOPLE/ FREQ 10 TIMES VCR 18.9%/42 COMPLETES CTR 6.19%

Content: emergency preparedness | 3 video ads and two display ads
Ads will run again February – April 2025. Final numbers will be added afterwards.

(Impressions = number of times an ad is viewed or heard during a campaign)
VCR = video completion rate
CTR = click through rate

2024 Digital Advertising Statistics

LAO

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	VIEWS	ACTIONS	NOTES
TARGETED DISPLAY ADS	197	0			CTR 0.00% 25 PEOPLE/FREQ 8 TIMES
TARGETED PRE-ROLL (VIDEO)	190	12			4 PEOPLE/ FREQ 45 TIMES VCR 80.7%/162 COMPLETES CTR 6.32%

Content: emergency preparedness | 3 video ads and two display ads
Ads will run again February - April 2025. Final numbers will be added afterwards.

(Impressions = number of times an ad is viewed or heard during a campaign)
VCR = video completion rate
CTR = click through rate

2024 Digital Statistics

OREGONIAN

DIGITAL/MEDIA PLATFORM	IMPRESSIONS	CLICKS	NOTES
HERE IS OREGON ARTICLE (1)	96,547	350	Online for a year
POSTS ON OREGONIAN FACEBOOK (2) & INSTAGRAM (2)	37,276	503	
DIGITAL AD	1,203	12	Online for a year



Each winter, when freezing temperatures are forecasted and the rest of the region prepares to hunker down, water providers ready their crews and equipment for "main break season."

During the Jan 2024 storm, the Portland Water Bureau repaired 20 main breaks in a seven-day period. This is just one example of how water providers from across greater Portland assist even in the most severe of circumstances.

The heroes who keep our society running are rarely in the spotlight, yet we depend on their work without a second thought. Among them are more than 1,100 dedicated individuals who ensure the safety of our drinking water.

"Water is a hidden utility, but you count on us," said Bonny Cushman, Program Manager of The Regional Water Providers Consortium.

The Consortium, a collaborative effort between 25 cities and special districts across the Portland metro area, was established to develop a regional water supply plan, pool resources, and use expertise to tackle common challenges. For nearly three decades, the Consortium has played a vital role in ensuring that the region's water systems are resilient and ready to withstand emergencies.

"It is crucial for separate agencies to have a place to work together, especially in an emergency," said Kari Duncan, General Manager of Rockwood Water People's Utility District.

Learn more about The Regional Water Providers Consortium on OregonLive.com or scan the QR code:



00000002 02

RegionalH2O.org Website Projects

- Seasonal updates and routine maintenance
 - Keeps website current with seasonally-specific content, security updates, search engine optimization (SEO), and usability
- Accessibility
 - Website remains compliant with ADA Title II and Civil Rights Title VI, meets WCAG success criteria AA or better, accessible color contrast, supports language access, transition to plain language/lower reading level
- Monthly analytics
 - Staff keep up with popular pages, trends, and website access over time; review member websites linking to content on regionalH2O.org
- How-to video landing pages
 - Creating culturally competent content in website users' native languages around preparing for emergencies with water in 11 non-English languages

RegionalH2O.org Website Analytics

FISCAL YEAR 23-24
TRAFFIC ACQUISITION

Top search terms:

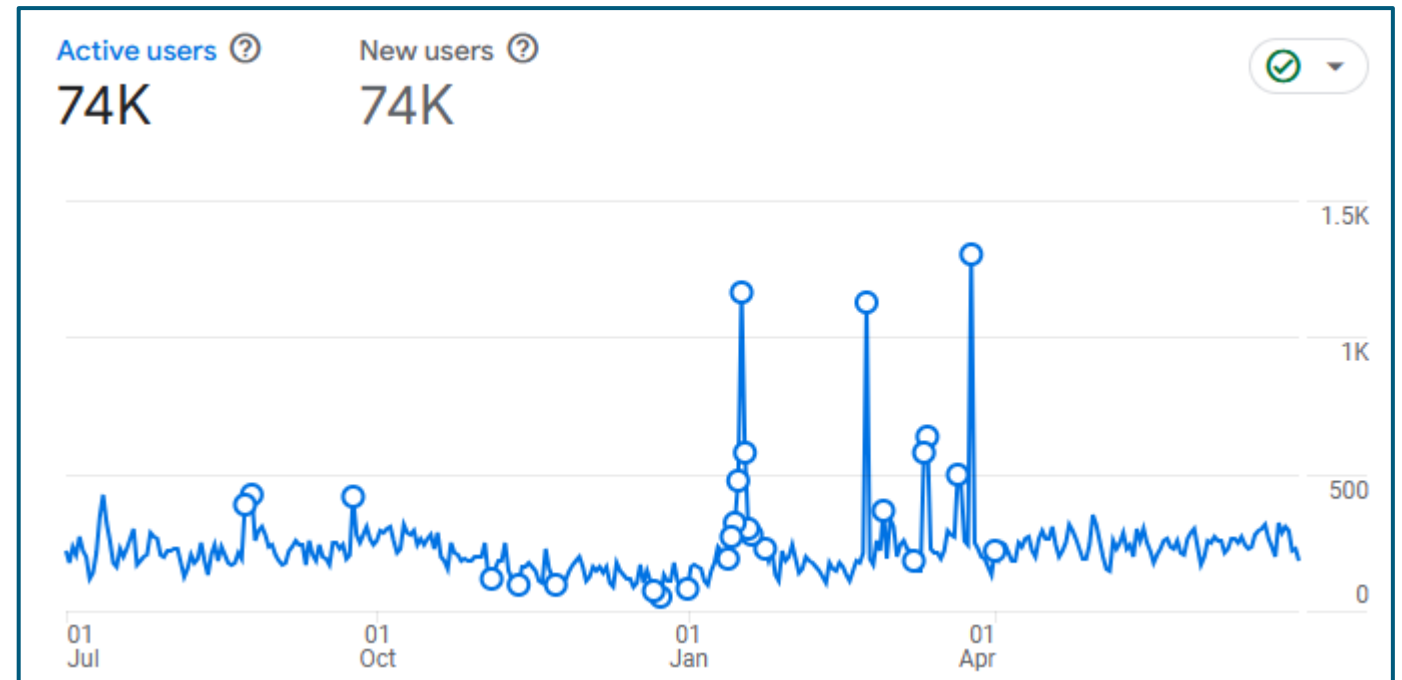
1. Regional Water Providers Consortium
2. Weekly Watering Number
3. Emergency Water Shut Off
4. Irrigation System
5. Regional h20.org

Top 5 ways users get to website:

1. Organic search
2. Direct
3. Referral
4. Organic social media
5. Email

Top 5 social media platform referrals:

1. Facebook
2. X (Twitter)
3. YouTube
4. LinkedIn
5. Pinterest

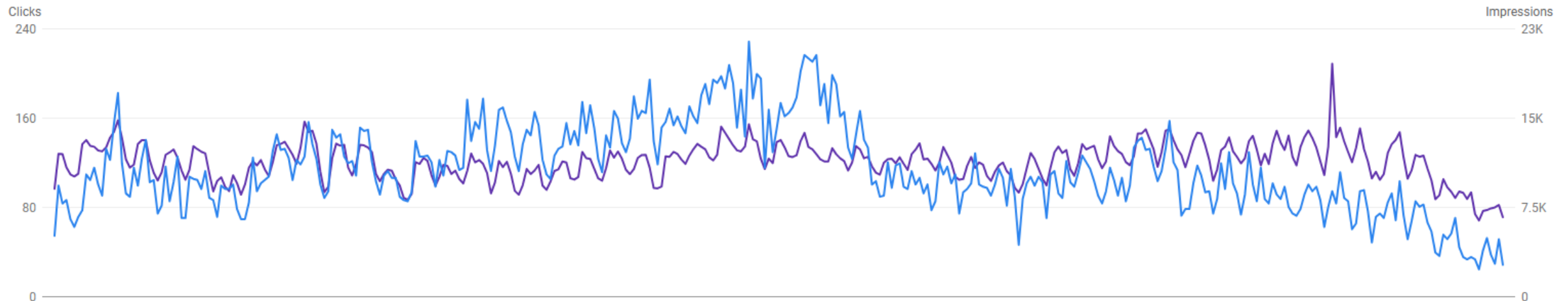


RegionalH2O.org Website Analytics

FY 2023-2024

Top 10 English pages

1. regionalH2O.org (home)
2. Measure Your Sprinklers' Water Use
3. Weekly Watering Number
4. Emergency Preparedness
5. Watering Systems
6. Emergency Water Storage
7. Water Provider Look-up Tool
8. Emergency Water Shut-off
9. Drinking Water Advisory Tool
10. Toilet



RegionalH2O.org Website Analytics

FY 2023-2024

Top 25 sites that link to regionalH2O.org

1. sunrisewater.com
2. wswd.org
3. crwater.com
4. tvwd.org
5. rwpud.org
6. clackamasriverwater.gov
7. ourreliablewater.org
8. portland.gov
9. synergydcs.com
10. lasbrisascondos.com
11. tvwd.org
12. gardentime.tv
13. oswego.or.us
14. oregonlive.com
15. sandy.or.us
16. constantcontact.com
17. reddit.com
18. clackamasproviders.org
19. oaklodgewaterservices.org
20. forestgrove-or.gov
21. oregonstate.edu
22. katu.com
23. townofub.org
24. newbergoregon.gov
25. propertyblotter.com



RegionalH2O.org Website Analytics

SPANISH CONTENT

Top 10 Pages	Active Users – 8,017	Pageviews – 11,481
Emergency Water Shut-off Llave de Paso de Agua de Emergencia	3,599	4,082
Spanish Homepage regionalH2O.org/es	1,336	2,082
Emergency Water Storage Almacenamiento de Agua de Emergencia	732	882
Emergency Water Treatment Tratamiento de Agua para Emergencias	549	660
Measure Your Sprinklers' Water Use Mida el uso de agua de sus rociadores	224	306
Toilet Inodoro	213	259
Weekly Watering Number Número De Riego Semanal	197	252
10 Tips for Source Water Protection 10 consejos para la protección de nuestras fuentes de agua	142	242
Water Quality Calidad de Agua	154	234
Program Your Sprinkler Programe su Rociador	120	182

RegionalH2O.org Website Analytics

HOW-TO VIDEO
LANDING PAGES

Language	Active Users	Pageviews
English	153	269
Spanish	29	49
Arabic	738	911
Chinese	804	972
Hindi	616	754
Khmer	640	764
Korean	677	809
Vietnamese	695	936

YouTube How-to Video Analytics

HOW TO STORE AN
EMERGENCY SUPPLY OF
WATER

LANGUAGE	2024 VIEWS	2023 VIEWS	LIFETIME VIEWS	AVERAGE % VIEWED	AVERAGE VIEW DURATION	PUBLISHED
ARABIC	2.3K	1.8K	4.1K	48.5%	2:09	2023
CHINESE	190	323	513	55.3%	2:02	2023
ENGLISH	1.8K	1.8K	36.7K	60.9%	1:58	2016
HINDI	502	49	551	13.1%	0:46	2023
KHMER/CAMBODIAN	57	58	115	23.3%	1:14	2023
KOREAN	103	75	178	39.3%	1:36	2023
SPANISH	9.1K	10.2K	157.6K	57.7%	2:17	2019
VIETNAMESE	87	548	647	54.5%	2:52	2022
FARSI/PERSIAN	51	-	51	39.3%	2:02	2024
LAO	148	-	148	6.0%	0:17	2024
RUSSIAN	260	-	260	52.0%	2:03	2024
SOMALI	127	-	127	18.5%	0:47	2024

YouTube How-to Video Analytics

HOW TO ACCESS WATER
FROM YOUR WATER
HEATER IN AN
EMERGENCY

LANGUAGE	2024 VIEWS	2023 VIEWS	LIFETIME VIEWS	AVERAGE % VIEWED	AVERAGE VIEW DURATION	PUBLISHED
ARABIC	500	342	842	24.3%	1:32	2023
CHINESE	44	185	229	48.2%	2:15	2023
ENGLISH	1.5K	1.5K	17.6K	46.8%	2:14	2017
HINDI	787	69	857	7.6%	0:35	2023
KHMER/CAMBODIAN	56	78	134	14.7%	1:03	2023
KOREAN	55	41	96	25.9%	1:20	2023
SPANISH	268	242	643	32.0%	1:40	2022
VIETNAMESE	27	250	297	45.7%	3:00	2022
FARSI/PERSIAN	41	-	41	28.8%	2:15	2024
LAO	10	-	10	16.2%	0:59	2024
RUSSIAN	33	-	33	17.2%	0:53	2024
SOMALI	39	-	39	16.3%	0:56	2024

YouTube How-to Video Analytics

ITEMS NEEDED TO TREAT WATER FOUR COMMON WAYS IN AN EMERGENCY

LANGUAGE	2024 VIEWS	2023 VIEWS	LIFETIME VIEWS	AVERAGE % VIEWED	AVERAGE VIEW DURATION	PUBLISHED
ARABIC	1.1K	175	1.3K	30.8%	2:02	2023
CHINESE	152	192	344	39.1%	2:01	2023
ENGLISH	275	317	2.9K	46.4%	2:17	2018
HINDI	164	20	185	11.1%	0:58	2023
KHMER/CAMBODIAN	85	101	186	14.5%	1:05	2023
KOREAN	311	104	415	30.0%	1:39	2023
SPANISH	299	338	783	44.3%	2:29	2022
VIETNAMESE	76	181	271	34.7%	2:11	2022
FARSI/PERSIAN	75	-	75	20.9%	1:25	2024
LAO	9	-	9	22.6%	1:30	2024
RUSSIAN	160	-	160	37.3%	2:05	2024
SOMALI	70	-	70	23.1%	1:25	2024

YouTube How-to Video Analytics

INDOOR WATER
CONSERVATION

VIDEO TITLE	2024 VIEWS	2023 VIEWS	LIFETIME VIEWS	AVERAGE % VIEWED	AVERAGE VIEW DURAGION	PUBLISHED
HOW A TOILET WORKS	100	>100	8.4K	-	-	2008
FINDING A TOILET LEAK (ENGLISH)	1.7K	1K	64.7K	-	-	2008
FINDING A TOILET LEAK (SPANISH)	32.5K	6.8K	57.6K	69.4%	1:25	2019
FIXING A TOILET LEAK (ENGLISH)	25K	27K	519K	-	-	2008
USING YOUR WATER METER TO FIND A HOME WATER LEAK	1.3K	2K	248K	-	-	2009
HOW TO RETROFIT YOUR TOILET	350	600	10.3K	-	-	2008
HOW TO REPLACE A BATHROOM AERATOR	4.5K	6.4K	18K	36.6%	1:01	2018

YouTube How-to Video Analytics

OUTDOOR WATER
CONSERVATION

VIDEO TITLE	2024 VIEWS	2023 VIEWS	LIFETIME VIEWS	AVERAGE % VIEWED	AVERAGE VIEW DURAGION	PUBLISHED
TURF ALTERNATIVES	100	700	19.8K	-	-	2009
IRRIGATION MAINTENANCE	200	300	4.2K	-	-	2009
HOW MUCH WATER IS MY SPRINKLER USING?	269	230	1.9K	41.6%	2:47	2015
HOW TO CREATE A WATERING SCHEDULE	37	39	509	42.0%	2:13	2015
HOW MUCH WATER DOES MY LANDSCAPE NEED?	36	42	712	43.1%	2:26	2015
HOW TO ADJUST YOUR SPRINKLERS	21	21	240	47.3%	3:22	2015

KUNP Spanish Newsletter Analytics

- 3 Spanish language newsletters
(Translated & sent by KUNP, reviewed by Community Engagement Liaisons)
- Audience: 27,272 subscribers
Average open rate: 17.29% | Total clicks: 1,825 | Total views: 14,146
- Topics included indoor and outdoor water conservation, emergency preparedness, and source water protection
- Budget: \$2,700



Social Media Accomplishments

- Posted more than **230** times on Facebook and X(Twitter)
- Distributed **12 messaging toolkits** to members between July 2023 – June 2024
- Grew the new Consortium **LinkedIn** account
- **YouTube** continued to be the most popular platform with 2,237 subscribers watching 79 videos
- **Facebook** continues to account for the most traffic from social media to regionalH2O.org
- Consortium staff monitor **social media analytics** monthly

Events

- Lunar New Year Gala
- Children's Clean Water Festival
- Marhaba Arab Celebration
- Latino Cultural Festival
- Fiesta Mexicana
- Fiesta Latina en el Parque



How you can help:

- Link to the Consortium's regionalH2O.org website
(See next slide for links)
- Amplify Consortium messaging
(Use member messaging toolkits)
- Help with Consortium's media campaigns
(Ideas, shoot locations, spokesperson)
- Participate
(Committee meetings/read summaries, provide feedback/subject matter expert, table at events, annual print order)
- Publicize the importance of the work that we do together (In your organization/CCR, on your website, to your customers and community partners)



Member Resource

REGIONALH2O.ORG:
TOP PAGES TO LINK TO
FROM YOUR SITE

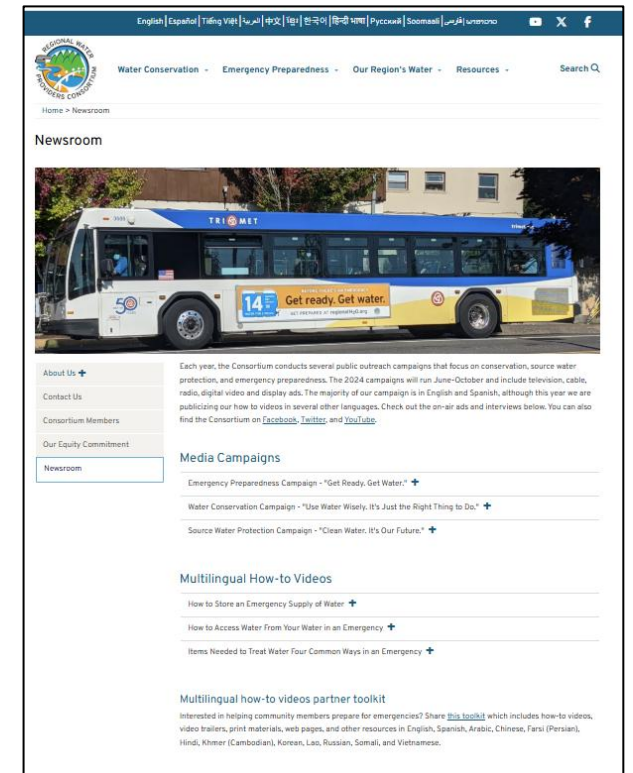
Connect your customers with the information that they are looking for and help us promote the regionalH2O.org website with these links:

1. [regionalH2O.org](https://www.regionalh2o.org) – homepage
2. [Weekly Watering Number](#) – weekly waterwise tips and how much to water April-October
3. [Emergency Water Storage](#) – how and where to store an emergency water supply
4. [regionalH2O.org/es](https://www.regionalh2o.org/es) – Spanish language homepage
5. [Indoor conservation tips](#) – 10 tips to help your customers use water efficiently in their home
6. [Drinking Water Advisory Tool](#) – information about widget, water provider look-up tool
7. [Emergency Water Sources](#) – how to access water from your water heater in an emergency
8. [Toilet](#) – resources and videos about toilet leaks, retrofits, and replacements
9. [Emergency Preparedness](#) – landing page that links to all our preparedness information
10. [Water Conservation](#) – landing page that links to indoor and outdoor water conservation resources

Work examples

Video and Audio Ads Available On Request

- Ads played on television, YouTube, pre-roll, cable, and connected TV are posted on the regionalH2O.org newsroom page during the campaign
- Ask Consortium staff for sample radio ads.



TriMet Bus Ads



BEFORE THERE'S AN EMERGENCY
Get ready. Get water.
LEARN MORE AT  [regionalH2O.org](https://www.regionalH2O.org)

14 gallons per person = WATER FOR 2 WEEKS

GET READY NOW



PAID ADVERTISEMENT

BEFORE THERE'S AN EMERGENCY
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14 gallons per person = WATER FOR 2 WEEKS

GET READY NOW



PAID ADVERTISEMENT



Digital display ads – English & Spanish

Water wisely
THIS SUMMER 
with your Weekly Watering Number!
SIGN UP



COMMUNE HEAD POTT
VIVY WATER CLOSET



OUTHOUSE LO
TOILET THRO
URINAL LATRI

WHATEVER YOU CALL IT,
**Check it for leaks at
least twice a year.**

LEARN HOW ▶

**Water is
too valuable
to waste.**



Luckily, checking
for leaks is easy.

LEARN HOW ▶

**Water is
too valuable
to waste.**



Luckily, checking
for leaks is easy.

LEARN HOW ▶

**Water is
too valuable
to waste.**



Luckily, checking
for leaks is easy.

LEARN HOW ▶

**Water is
too valuable
to waste.**



Luckily, checking
for leaks is easy.

LEARN HOW ▶

**How much water
does your sprinkler use?**

*Find out fast –
and easy!*



GET STARTED NOW ▶

RETRETE
EXCUSADO
AÑO SANITARIO



TOILETTE TRONC
MINGITORIC
LETRINA TAZA

Lo llames como lo llames,
revisalo en busca de fugas
al menos dos veces al año.

APRENDE COMO ▶

**El agua es muy
valiosa para
desperdiciarla.**



Afortunadamente,
revisar si hay fugas
es fácil.

APRENDE COMO ▶

**El agua es muy
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APRENDE COMO ▶

Digital display ads – Get Ready. Get Water.

BEFORE THERE'S AN EMERGENCY



14 = gallons per person
WATER FOR 2 WEEKS

**Get ready.
Get water.**

LEARN MORE

قبل از مواقع اضطراری




14 = گالن برای هر نفر
آب برای ۲ هفته

**آماده باشید.
آب ذخیره کنید.**

بیشتر بیاموزید

До возникновения чрезвычайной ситуации



14 = галлонов на человека
запас воды на 2 недели

**Будьте готовы.
Запаситесь
водой.**

ПОДРОБНЕЕ

ANTES DE QUE HAYA UNA EMERGENCIA



14 = galones por persona
agua por 2 semanas

**Prepárese.
Obtenga Agua.**

APRENDE MÁS

TRƯỚC KHI TRƯỜNG HỢP KHẨN CẤP XẢY RA




14 = gallons cho một người
nước cho 2 tuần

**Sẵn sàng
trữ nước**

Tìm hiểu thêm

在發生緊急情況之前



14 = 每人 14 加侖
2 週的水

**做好準備。
儲好水。**

了解更多

ກ່ອນທີ່ຈະເກີດເຫດສຸກເສີນ

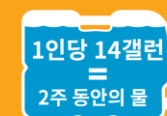


14 = ກາລອນ ຕໍ່ຄົນ
ນໍ້າສຳຫຼັບ ໒ ອາທິດ

**ຕ້ອງພ້ອມ.
ຕ້ອງນໍ້າ.**

ຮຽນຮູ້ຕື່ມອີກ

긴급 상황이 발생하기 전에



14 = 1인당 14갤런
2주 동안의 물

**준비하세요.
물을 준비하세요.**

더 자세한 정보

មុនគ្រោះមហន្តរាយ



14 = ១៤ ហ្គាឡុង សម្រាប់
មនុស្សម្នាក់ ស្មើនឹងទឹក
សម្រាប់ការប្រើប្រាស់រយៈ
ពេល ២ សប្តាហ៍

**ត្រៀមខ្លួនទុកត្រៀម
ទឹករួចរាល់ ។**

រៀនការចេះដឹងបន្ថែមទៀត

قبل أن يكون هناك حالة طوارئ



14 = 14 جالوناً للفرد
ماء لمدة أسبوعين

**إستعد.
احصل على الماء.**

للتعرف على المزيد

KA HOR XALADA DADAGA



14 = Afar iyo toban
gaalan qofkiliba
= biyo labo
todobaad ah

**Diyaar garaw.
Biyo hel.**

BARO, WAX BADAN

आपातकालीन समय से पहले



14 = प्रत्येक व्यक्ति के लिए
चौदह गैलन पानी
= दो सप्ताह के लिए पानी

**तैयार हो जाँ।
पानी प्राप्त करें।**


और जानें

Digital display ads – Start Your Emergency Prep With Water.



Start your emergency prep with **water**

LEARN MORE



Inicie su preparación para emergencias con **agua**

APRENDE MÁS



برای آماده بودن در مواقع اضطراری اول باید با ذخیره **آب** شروع کنید

بیشتر بیاموزید



ابدأ الاستعداد للطوارئ تجهيز **الماء**

للتعرف على المزيد



비상시 대비를 **물로** 시작하세요

더 자세한 정보



ທ່ານຕ້ອງ ຕ້ອງສະສົມເກັບ **ນ້ຳ** ໄວ້ຍາມສຸກເສີນ

ຮຽນຮູ້ຕື່ມອີກ




開始您的用 **水** 應急準備

了解更多



Ka bilaw **biyaha** isu diyaar garawga xalada degdaga ah

BARO, WAX BADAN



Начните подготовку к чрезвычайной ситуации с **ВОДЫ**

ПОДРОБНЕЕ



ទឹក: ត្រូវចាប់ផ្តើម រៀបចំទឹកសម្រាប់ភាព អាសន្នរបស់អ្នក។

រៀនការចេះដឹងបន្ថែមទៀត



अपनी आपातकालीन तैयारी **पानी** से शुरू करें।

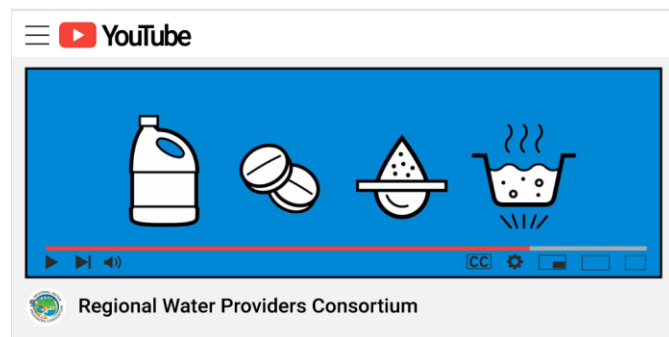
और जानें



Bắt đầu chuẩn bị **nước** cho trường hợp khẩn cấp

Tìm hiểu thêm

Messaging Toolkits and Social Media Graphics



New Display - Multilingual

Before there's
an emergency



**GET READY.
GET WATER.**

regionalH2O.org

STORE IT.



You'll need:
1 gallon
per person
per day
for 14 days

GET IT.



Water heaters
can be an
emergency
water source

TREAT IT.



Make sure
water is safe
to drink

Online Outreach Resources

- regionalH2O.org
- regionalH2O.org/es
- [Newsroom](#) – Media campaign info
- **Social:** [YouTube](#), Facebook [@RegionalH2O](#), X [@ConserveH2Org](#), and Instagram [@RegionalH2O](#)
- [Resources Page](#) – this is where all print materials are located
- [25 Consortium Members](#)
- [23-24 Annual Report](#)
- [Emergency Preparedness Landing Page](#)
- [Conservation Landing Page](#)
- [Emergency Preparedness How-to Video Project Information](#)
- Links to 10 language-specific landing pages: [Arabic](#), [Chinese](#), [Farsi](#), [Hindi](#), [Khmer](#), [Korean](#), [Lao](#), [Russian](#), [Somali](#), and [Vietnamese](#).
- 10 tips pages: [indoor conservation](#), [outdoor conservation](#), [emergency preparedness](#), [source water protection](#)



regionalH2O.org



[RegionalH2O](https://www.facebook.com/RegionalH2O)



[ConserveH2Org](https://twitter.com/ConserveH2Org)



[RegionalH2O](https://www.youtube.com/RegionalH2O)