

## **OUCC Meeting • Hood River – Best Western + Zoom**

Meeting Minutes -

Meeting Date: April 3, 2024

### **Call to order:**

Scott Gallegos called the meeting to order at 1:30 p.m. and introductions were made.

A motion was made by Robbie West to approve minutes from 12.13.23 and 2<sup>nd</sup> by Alba Vogland. Kitty will post approved minutes on the OUCC website.

### **Treasurer's Report:**

Members reviewed the April 2024 Treasurer's Report submitted by Alba.

Alba shared the following to members: Current balance: \$64,400.70

Balance includes \$15,510.31 for annual assistance funds. \$19,190.75 for Additional Assistance Funds. \$4,249.53 in trailer funds. \$2,923.39 in Tax Advisor funding and \$7,886.82 in Operating Expenses. Balance based on Alba's report.

A motion to accept the treasurer report was made by Ryon and 2<sup>nd</sup> by Robbie.  
(See attachment for full report)

### **P & E Report:**

- Kitty shared with members that a new Oregon 811 'selfie booth' was designed and now in the trailer to use at events. (See photo attached) We purchased kids size plastic yellow hard hats as a new giveaway with our 811 sticker to adhere. And a new banner was made for showcasing FREE Snowcones.

- Kitty reminded members of the new letter going out each quarter called, 'Keeping Us Connected'. This newsletter has gone out three times now! Each quarter, she'll email to all members so we can see what our members are doing for events, share ideas, and keep us informed with certain issues covered by the Oregon Utility Notification Center. If you have a story to share, please email [kitty@digsafelyoregon.com](mailto:kitty@digsafelyoregon.com)

- If your council would like to have the 811 Corvette at your next event, please contact Scott or Kitty.

### **DIRT Report:**

Josh reported we should see a new Damage Reporting Survey that Kitty was told about from her CGA contact. We hope to share in late May.

To view, click on [2022 DIRT](#)

## **Zone Reports**

### **Zone 1-**

-Yamhill UCC: Steve Zimmerman reported the council meets the 2<sup>nd</sup> Thursday each month with 8 attending.

- Newberg Public Works Day – in June 2024 – 811 Trailer has been reserved.
- Looking into U of O alien sponsorship.

-North Coast UCC: Scott reported that he is the President and KC is the Secretary/Treasurer.

- KC met with Bryan . Scott asked members to help assist with supporting this council.
- Scott asked Tracey who from NW is involved with this council.

-Mid Willamette UCC: Scott reported that he, Josh and Kitty attended their last council meeting.  
- Salem Public Works Day – June 2024

-Metro UCC: Scott reported their council meets 4<sup>th</sup> Wednesday of each month. Great turnout with private contractors attending their meetings.

- MUCC Golf tournament for 2024 is in planning stages. (July 12, 2024)
- Kitty will update link for golf tournament on OUCC website
- Contractor lunch in November 2024

## **Zone 2-**

-Linn Benton UCC: Whitney Craft reported they meet the 4<sup>th</sup> Friday with 7 to 10 members attending. She shared they partner with East Linn to get a higher attendance.

- Contractors breakfast – April 11
- Discussing a golf tournament
- 2<sup>nd</sup> Contractor breakfast in November

-East Linn UCC: Jason Williams previously reported they meet the 3<sup>rd</sup> Thursday in Lebanon. 5-7 people attending.

- Contractor's breakfast – April 11

-Lane UCC: Naomi Schirtcliff previously reported they meet 1<sup>st</sup> Thursday of the month.

-Lincoln UCC: Lynn Detering reported their council meets 4<sup>th</sup> Wednesday each month; 10-15 attending.

- May 10<sup>th</sup>; contractors dinner at The Pines
- Fishing Derby

## **Zone 3-**

-Douglas County UCC: Ryon reported: his council meets the last Tuesday each month. Going quarterly soon.

- Home Show – handed out 811 material
- Contractor's breakfast in May
- Public Works Day
- Ryon met with relators in his area and shared the importance of calling 811 before you install your relator signs.

-South Coast UCC: Tracey reported council meets quarterly the 2<sup>nd</sup> Thursday with 2 locations. 10+ attend.

- Coos Bay DWTN Farmers Market.
- Council participated in the Coos County Fair end of July
- National Night Out Coquille

-Klamath Falls UCC: Robbie West reported they meet quarterly following the OUCC & OUNC meetings so he can report back. 10 + attend.

- Council set up at The Home Show – 3,000 attended
- Klamath County Fire District safety fair was cancelled so looking for another event to support

- Rogue Basin UCC: Jeff Simas reported they meet quarterly; 2<sup>nd</sup> Wednesday.
- Avista Home Show is coming up

#### **Zone 4-**

-Hood River UCC: John Buckley announced his retirement and will no longer serve as President. May combine with Wasco County. Council still needs to submit tax filing info to Wicks Emmett

-Wasco County UCC: no report

-Central Oregon UCC: this council was disbanded in 2022

#### **Zone 5-**

-Umatilla UCC: no report

-Union UCC: no report

-Baker UCC: no report

-Malheur UCC: this council was disbanded in 2022

### **Old Business:**

#### **• Alpha Media –**

- Ayn Sargent, Sales Mgr., presented the current digital advertising campaign. To view latest performance report for OUCC's campaign, see attachment.
- We targeted nine (9) counties: Hood River, Union, Baker, Umatilla, Jackson, Douglas, Wasco, Marion, and Malheur.
- 6 month campaign
- Total Impressions: 886.96K
- Total Clicks: 3.51K
- Overall CTR: 0.40%

#### **• Taxes:**

- Erica Aitken, from Wicks Emmet shared the following:
- May 15<sup>th</sup> is the deadline for non-profit tax filing.
- She reminded members to provide for tax filing.
  1. Total Revenue for the year 2023
  2. Ending Cash Balance 2023
  3. List of board members – minimum of three per council
- EIN approval for Hood River UCC
- Wick/Emmitt will pay councils fees when filing and invoice OUCC for reimbursement.
- Feel free to contact: [erica@wicksemmett.com](mailto:erica@wicksemmett.com)

### **New Business:**

- How to use the OR811 app – Jake Gilberson – tabled for next meeting.
- Joint Sates 2024 – October 8-10, 2024
  - Motion was made by KC to pay for Alba Vogland to attend the conference and paid with funds through the OUCC. 2<sup>nd</sup> by Robbie. Motion passed.

**Good of the Order:**

- Amazon Gifts Cards: Micah Brown and Steve Zimmerman will receive a \$50 gift card.
- John Buckley was presented his recognition plaque for serving as a member of the Hood River Council since 1985. See photo attached.
- Josh reminded members that if you'd like additional 811 training, please contact staff.

**2024 Quarterly Meeting Schedule for OUCC**

July 17, 2024 – Salishan Resort, Gleneden Beach

October 16, 2024 – The Gordon Hotel, Eugene

Meeting adjourned 2:45 pm

*Minutes submitted by Kitty O'Keefe April 11, 2024*



## OUCC Treasurers Report April 2024

**Current Balance** **\$64,400.70**

The checkbook balances with the statement for March 2024.

There are eight (8) outstanding issues in the amount of \$14,639.90.

The balance above includes the following:

\$	15,510.31	Annual Assistance Funds
\$	19,190.75	Additional Assistance Funds
\$	2,923.39	Tax Advisor Funding (see note #1 below)
\$	4,249.53	Trailer Fund
\$	0.00	(Next Joint States fund for 2030?); and the balance of
\$	7,886.82	Operating expenses, includes dues collected and vendor line items

Respectfully submitted for the Oregon Utility Coordinating Council by  
Treasurer Alba Vogland

04-01-2024

Notes:

- 1 As needed, Additional Assistance funds are transferred:
  - a. To the Tax Advisor line to cover the Tax Advisor invoices. We try to start that line item with enough money each year, but it always varies depending on how much Wicks Emmett needs to do for each council.
  - b. To the Vendors line to cover approved media outreach in the fall.



# Oregon 811

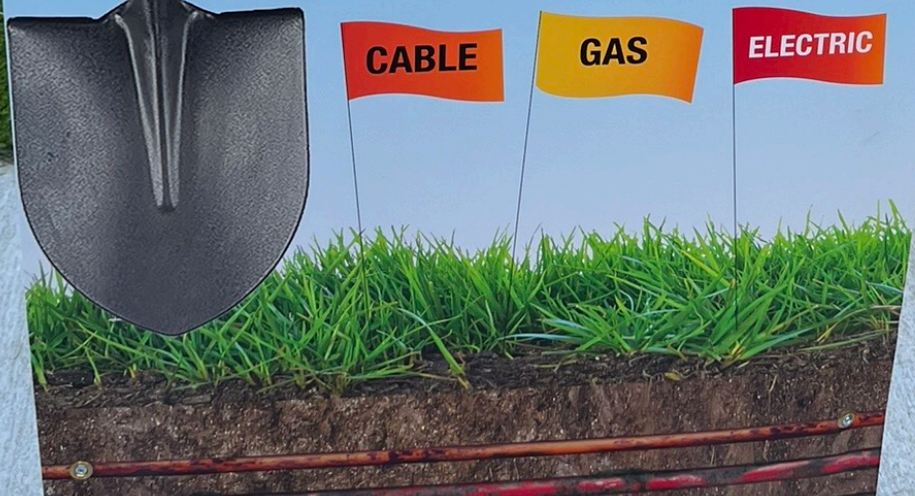


**SAFETY IS IN MY HANDS.  
EVERY DIG. EVERY TIME.**

**CABLE**

**GAS**

**ELECTRIC**



# Oregon 811





# Oregon Utilities Coordinating Council

## Campaign Performance Report

### Overall Performance KPI's

886.96K

IMPRESSIONS

3.51K

CLICKS

0.40%

CTR

### Facebook Performance

Impressions  
461.99K

Link Clicks  
1.64K

CTR (Link Click-Through Rate)  
0.35%

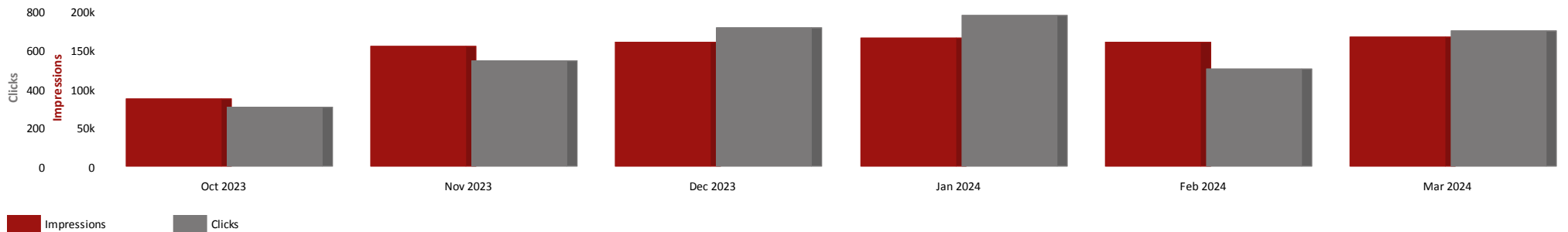
### Mobile Performance

Impression  
424.97K

Click  
1.88K

CTR  
0.44%

### Campaign Performance by Date

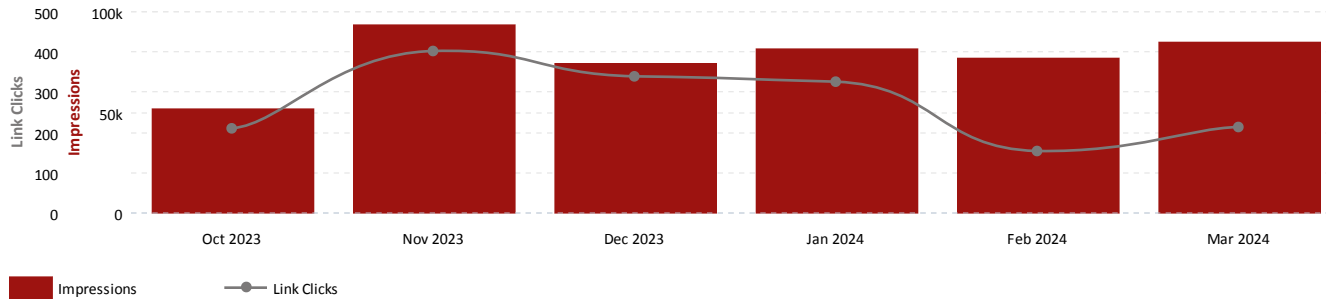




# Facebook Targeting

## Performance Report

### Impressions vs. Clicks



### Overall Performance

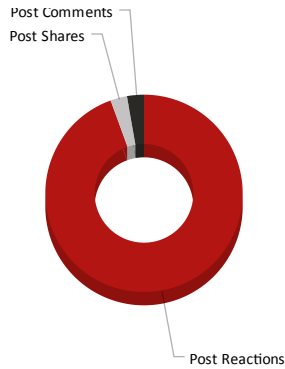
Impressions  
**461.99K**

Link Clicks  
**1.64K**

CTR (Link Click-Through Rate)  
**0.35%**

### Performance by Tactic

Campaign	Impressions	Link Clicks	CTR (Link Click-Through Rate)
Behavioral Targeting-(MTS)	230,377	802	0.35%
Device Targeting-(MTS)	186,422	664	0.36%
Audience Segment Targeting-(MTS)	45,192	172	0.38%
<b>Total</b>	<b>461,991</b>	<b>1,638</b>	<b>0.35%</b>

**Actions & Engagement Performance**


■ Page Likes 0 
 ■ Post Reactions 34 
 ■ Post Shares 1 
 ■ Post Comments 1

**Total Reach & Frequency**

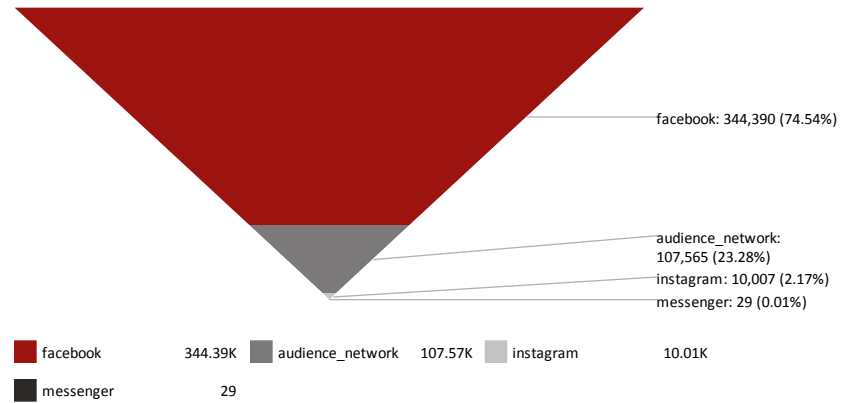
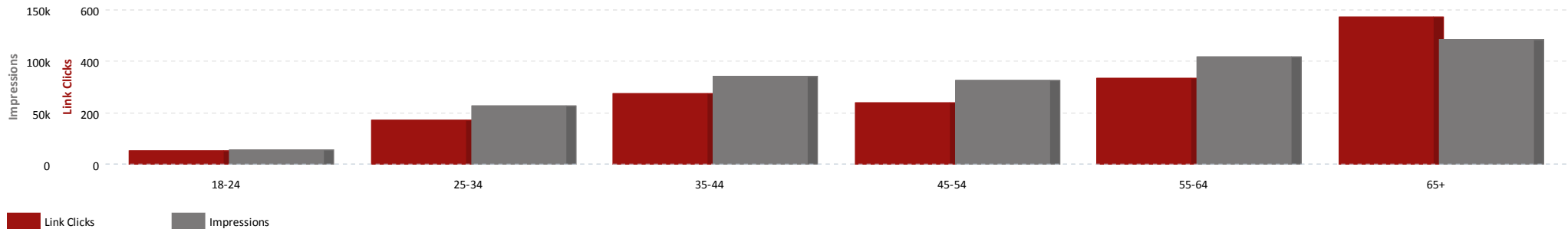
68.24K

6.77

REACH      FREQUENCY

**Performance by Platform**

Platform	Impressions	Link Clicks	CTR (Link Click-Through Rate)
audience_network	107,565	496	0.46%
facebook	344,390	1,129	0.33%
instagram	10,007	13	0.13%
messenger	29	0	0.00%
<b>Total</b>	<b>461,991</b>	<b>1,638</b>	<b>0.35%</b>

**Impression Breakdown by Platform**

**Performance by Age**


### Performance by Gender

Gender	Impressions	Link Clicks	CTR (Link Click-Through Rate)
male	280,455	911	0.32%
female	178,754	716	0.40%
unknown	2,782	11	0.40%
<b>Total</b>	<b>461,991</b>	<b>1,638</b>	<b>0.35%</b>

### Top Performing Creatives

Mobile Preview	Ad	Impressions	Link Clicks	CTR (Link Click-Through Rate)
	12.20.23 ad	244,351	791	0.32%
	Oct 2023 ad	217,640	847	0.39%
<b>Total</b>		<b>461,991</b>	<b>1,638</b>	<b>0.35%</b>

# Mobile Targeting

## Performance Report

### Overall Performance KPI's

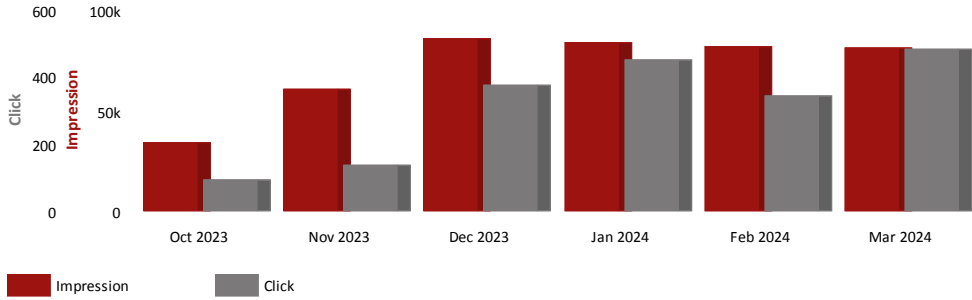
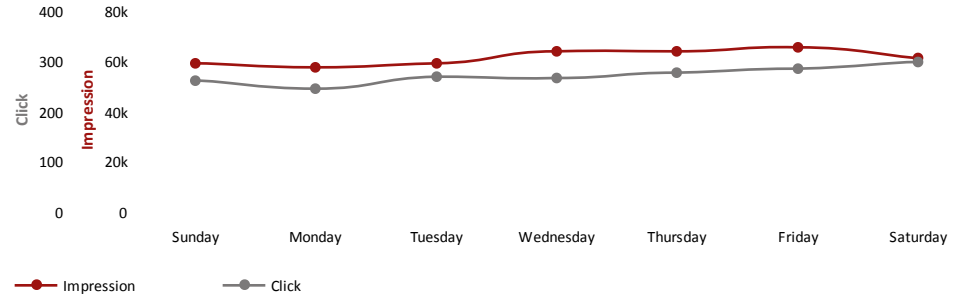
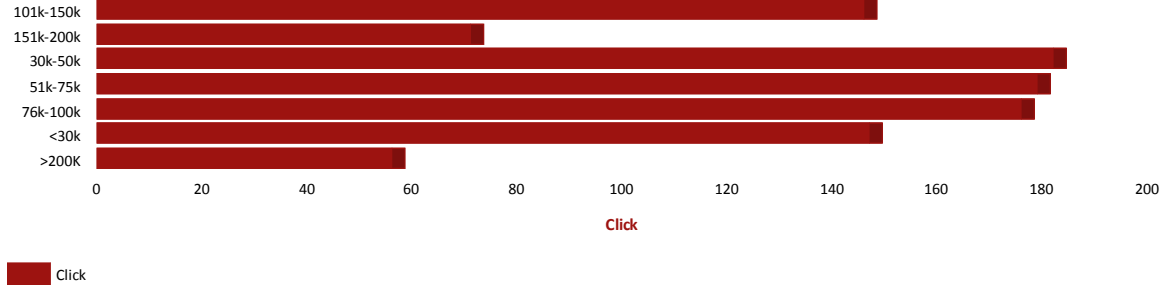
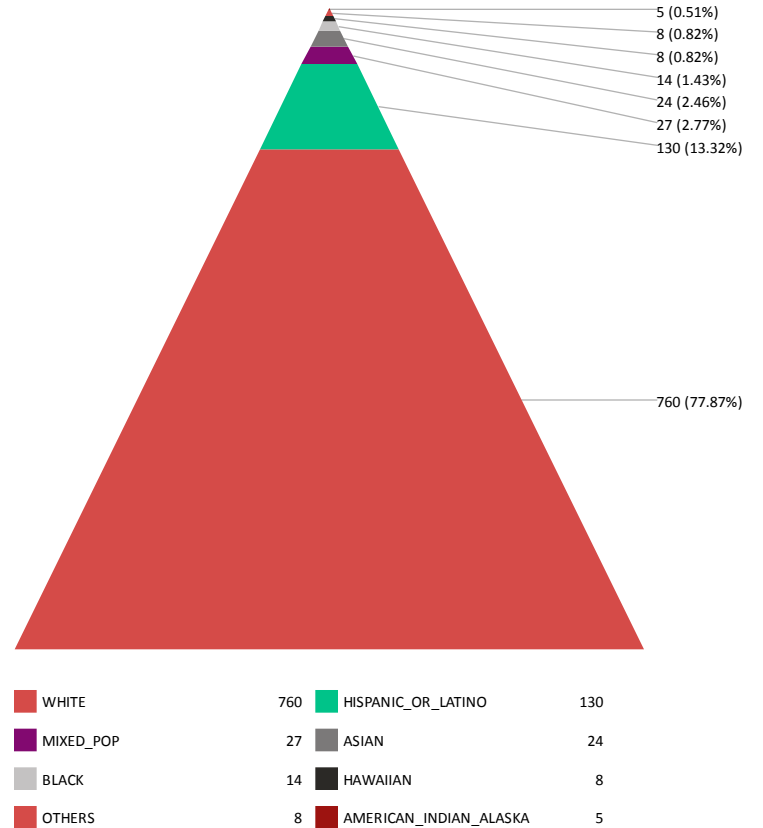
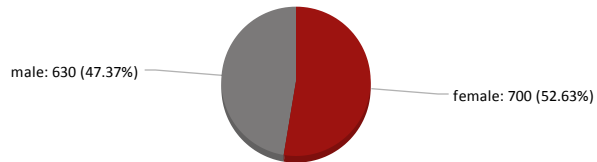
424.97K  
IMPRESSION

1.88K  
CLICK

0.44%  
CTR

### Campaign Summary

line item name	Impression	Click	CTR
Oregon Utilities Coordinating Council-(Feb- Mar24)-Device Targeting	50,005	230	0.46%
Oregon Utilities Coordinating Council-(Dec23-Jan24)-Lookalike Targeting	42,090	197	0.47%
Oregon Utilities Coordinating Council-(Nov-Dec 23)-Lookalike Targeting	42,010	124	0.30%
Oregon Utilities Coordinating Council-(Feb-Mar24)-Lookalike Targeting	42,008	262	0.62%
Oregon Utilities Coordinating Council-(Jan-Feb24)-Lookalike Targeting	42,002	199	0.47%
Oregon Utilities Coordinating Council-(10.16 - 11.15)-Lookalike Targeting	37,234	69	0.19%
Oregon Utilities Coordinating Council-(10.16 - 11.15)-Device Targeting	35,851	103	0.29%
Oregon Utilities Coordinating Council-(Dec23-Jan24)-Device Targeting	35,050	192	0.55%
Oregon Utilities Coordinating Council-(Jan-Feb24)-Device Targeting	35,002	150	0.43%
Oregon Utilities Coordinating Council-(Nov-Dec)-Device Targeting	30,386	148	0.49%
<b>Total</b>	<b>424,968</b>	<b>1,875</b>	<b>0.44%</b>

**Weekly Performance**

**Performance by Day of Week**

**Demographic Breakdown**
**Clicks by Household Income**

**Clicks by Ethnicity**

**Clicks by Gender**


**Creative Performance**

creative_name	Impression	Click	CTR
100223-OregonUtilityNotificationCenter-320x50	207,182	842	0.41%
121523-OregonUtilityNotificationCenter-320x50	86,913	445	0.51%
100223-OregonUtilityNotificationCenter-728x90	52,638	253	0.48%
121523-OregonUtilityNotificationCenter-728x90	40,967	186	0.45%
100223-OregonUtilityNotificationCenter-300x250	25,405	96	0.38%
121523-OregonUtilityNotificationCenter-300x250	10,985	51	0.46%
100223-OregonUtilityNotificationCenter-160x600	878	2	0.23%
<b>Total</b> 📌	<b>424,968</b>	<b>1,875</b>	<b>0.44%</b>

**Geo Breakdown**

Geo City/State	Geo Zip	Impression	Click	CTR
Medford, OR	97504	60,684	329	0.54%
Salem, OR	97302	26,781	139	0.52%
Salem, OR	97301	20,973	69	0.33%
Ashland, OR	97520	16,714	64	0.38%
La Grande, OR	97850	16,600	65	0.39%
Medford, OR	97501	15,810	90	0.57%
Keizer, OR	97303	11,480	54	0.47%
Pendleton, OR	97801	7,414	21	0.28%
The Dalles, OR	97058	6,582	12	0.18%
Salem, OR	97306	6,314	25	0.40%
Woodburn, OR	97071	5,476	25	0.46%
Lookingglass, OR	97471	5,037	15	0.30%
Baker City, OR	97814	4,079	18	0.44%
Reedsport, OR	97467	3,042	6	0.20%
Hermiston, OR	97838	2,498	16	0.64%