

From: [GROGAN Cory](#)
To: ["Rough, Ginger"](#); [Amelia Webb](#); [Louisa and Craig Shelby](#); [Sam Imperati](#)
Cc: [Mark Henkels](#); [marge](#); [maryparmigiani534](#); [STOKES JonnaVe](#); [Benton County Talks Trash](#)
Subject: Community outreach analytics report
Date: Tuesday, January 24, 2023 5:13:16 PM
Attachments: [image002.png](#)
[SWPW community outreach report.pdf](#)

Please see the attached analytics report for inclusion with Subcommittee E products.

Thanks,



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Benton County Solid Waste Process Workgroup - Outreach Analysis



Social media definitions:

Facebook reach = the # of unique users who saw your content.

Twitter impression = the # of times a tweet shows up in somebody's timeline.

Instagram reach = the # of unique accounts that have seen your post or story.

Nextdoor reach = the # of unique views, opens and clicks of the post in the newsfeed.

E-news reach = the # of users that opened the email.

Email reach = the # of users that opened the email.



Image
Same as above

Email
Benton County workgroup talking trash & the future of solid waste

August 11, 2022:

Constant Contact Emails	
Reach	3,666

Post
The #BentonCountyBoardOfCommissioners want you to help "talk trash" this fall by participating in Benton County Talks Trash. Learn more about how you can help at: <http://ow.ly/GXg50KIYBz>

August 12, 2022:

Facebook	
Reach	155

Twitter	
Impressions	143

Instagram	
Reach	231

Nextdoor	
Reach	1,562

Benton County Talks Trash workgroup scheduled to address future of solid waste!

Image
Same as above

E-news
Benton County News - September 2022: Talking Trash in Benton County

September 6, 2022:

E-news	
Reach	4,783



Image
Same as above

Post
The "Benton County Talks Trash" workgroup officially kicked off yesterday with a welcome from the #BentonCountyBoardOfCommissioners. The workgroup discussed the collaborative process from now through mid-December that will support decision-making about the future of solid waste in Benton County.

September 9, 2022:

Facebook	
Reach	411

Twitter	
Impressions	266

Instagram	
Reach	480

Nextdoor	
Reach	1,630

Benton County workgroup talking trash and the future of solid waste.

Image
Same as above

Email
Solid Waste Workgroup Meeting, Sept. 15

September 15, 2022:

Constant Contact Emails	
Reach	3,564

Constant Contact Emails	
Reach	119

Image
Same as above

Post
The #BentonCountySolidWasteWorkgroup is meeting today from 3-7pm. Members of the public are invited to attend in person at the Kalapuya Bldg, 4500 SW Research Way, Corvallis or via Zoom at: <http://ow.ly/fYVp50KKAY8>.
- View the agenda: <http://ow.ly/yvls50KKAYe>
- View the Sept. 8 meeting: <http://ow.ly/Kxnr50KKAY7>

September 15, 2022:

Facebook post	
Reach	561

Twitter	
Impressions	126

Instagram	
Reach	219

Image
Same as above

Event post
Neighborhood Tour

September 15, 2022:

Facebook event	
Reach	79

Nextdoor event	
Reach	

unable to capture

Image
none

Internal newsletter
This month, I would like to let you know about a new community-based advisory workgroup the Board of Commissioners appointed to help the County construct the next steps toward a holistic future for solid waste management and disposal. Following nearly five decades of private sector-led solid waste policy, Benton County is developing a consensus-building, community-based approach to sustainable materials management.

September 20, 2022:

Internal newsletter	
Reach	156



Image
Same as above

Email
Landfill and neighborhood tours scheduled

September 20, 2022:

Constant Contact Emails	
Reach	118

Image
Same as above

Email
Solid Waste Workgroup Meeting, "Benton County Talks Trash" Oct. 6

September 22, 2022:

Constant Contact Emails	
Reach	102

September 22, 2022:

Facebook post	
Reach	1,226

Twitter	
Impressions	151

Instagram	
Reach	158

Post
Benton County, Oregon @BentonCoGov ICYMI: The Benton County Talks Trash Solid Waste Process Workgroup is offering a tour of the Coffin Butte Landfill this Saturday!

RSVP to reserve your spot by 5pm

Image
Same as above

Email
Neighborhood tour update

September 28, 2022:

Constant Contact Emails	
Reach	109

Image
Same as above

Email
Tour the Neighborhoods that surround the Coffin Butte Landfill

September 29, 2022:

Constant Contact Emails	
Reach	100

Image
Same as above

Event post
Neighborhood Tour

October 1, 2022:

Facebook event	
Reach	313

Nextdoor event	
Reach	unable to capture

Image
Same as above

E-news
Benton County News - October 2022: Solid Waste Process Workgroup tours Coffin Butte Landfill & surrounding neighborhoods

October 5, 2022:

Nextdoor	
Reach	4,503

E-news	
Reach	4,638



Image
Same as above

Post
ICYMI the Solid Waste Process Workgroup is holding meeting #3 tomorrow from 3-7pm. Join in person at the Kalapuya Building - 4500 SW Research Way, Corvallis or attend online: <http://ow.ly/LIWE50L2Eq7>

Learn more about the workgroup: <http://ow.ly/KPG50L2GeF>

#SolidWasteProcessWorkgroup
#SolidWasteSolutions
#BentonCoGov

October 5, 2022:

Facebook	
Reach	2

Twitter	
Impressions	139

Instagram	
Reach	161

n/a Facebook error

Email
Reminder - Solid Waste Workgroup Meeting, "Benton County Talks Trash" Oct. 6

October 5, 2022:

Constant Contact Emails	
Reach	111

Image
Same as above

Event post
Solid Waste Process Workgroup Meeting #3

October 6, 2022:

Facebook event	
Reach	164

Nextdoor event	
Reach	unable to capture

Image
Same as above

Email
Solid Waste Process Workgroup Meeting, "Benton County Talks Trash" - Oct. 27

October 20, 2022:

Constant Contact Emails	
Reach	108

Image
Same as above

Email
Solid Waste Process Workgroup Subcommittee Meetings - Oct. 24-25

October 21, 2022:

Constant Contact Emails	
Reach	115

Image
Same as above

Email
REMINDER: Solid Waste Process
Workgroup Meeting - Oct. 27

October 25, 2022:

Constant Contact Emails	
Reach	111



Post
Attend the Solid Waste Process Workgroup meeting #4 this Thursday, from 3-7pm. Join in person at the Kalapuya Building at 4500 SW Research Way, Corvallis or attend online: <https://us06web.zoom.us/j/81543431547> #success

Learn more about the workgroup: <http://ow.ly/QvOx50Liavg>

#SolidWasteProcessWorkgroup
#SolidWasteSolutions
#BentonCoGov
#AtYourServiceEveryDay

October 25, 2022:

Facebook	
Reach	778

Twitter	
Impressions	122

Instagram	
Reach	130



Event post
Solid Waste Process Workgroup Meeting #4

October 27, 2022:

Facebook event	
Reach	183

Nextdoor event	
Reach	unable to capture

Image
Same as above

E-news
Benton County News - November 2022: Solid Waste Process Workgroup continues to meet

November 1, 2022:

Nextdoor	
Reach	5,054

E-news	
Reach	3,732

Image
Same as above

Email
CANCELLED: Solid Waste Process Workgroup Meeting - Nov. 3

November 1, 2022:

Constant Contact Emails	
Reach	115



Email
Open House at the next Solid Waste Process Workgroup Meeting - Nov. 17

November 10, 2022:

Constant Contact Emails	
Reach	3,516



Event post
Solid Waste Process Workgroup Meeting #5

November 14, 2022:

Facebook event	
Reach	220

Nextdoor event	
Reach	unable to capture

Image
Same as above

Email
REMINDER: Solid Waste Process Workgroup Meeting & Open House - Nov. 17

November 15, 2022:

Constant Contact Emails	
Reach	103

Image
Same as above

E-news
Benton County News - December 2022: Upcoming Solid Waste Process Workgroup meetings

December 6, 2022:

Nextdoor	
Reach	4,256

E-news	
Reach	4,215



Email
Solid Waste Process Workgroup Meeting - Dec. 15

December 7, 2022:

Constant Contact Emails	
Reach	105



Event post
Solid Waste Process Workgroup Meeting #6

December 7, 2022:

Facebook event	
Reach	213

Nextdoor event	
Reach	unable to capture



Post
Attend the Solid Waste Process Workgroup meeting #6 this Thursday, from 3-7:30pm. Join in person at the Kalapuya Building at 4500 SW Research Way, Corvallis or attend online: <https://us06web.zoom.us/j/81543431547> #success

December 12, 2022:

Facebook	
Reach	103

Twitter	
Impressions	142

Instagram	
Reach	179

Learn more about the workgroup: <http://ow.ly/QvOx50Liavg>

#SolidWasteProcessWorkgroup
#SolidWasteSolutions
#BentonCoGov
#AtYourServiceEveryDay



Email
REMINDER: Solid Waste Process Workgroup Meeting - Dec. 15

December 13, 2022:

Constant Contact Emails	
Reach	109

Benton County Solid Waste Process Workgroup totals:

	Facebook	Twitter	Instagram	Nextdoor	E-news	Constant Contact Emails
Reach total	4,408	Reach total 1,089	Reach total 1,558	Reach total 17,005	Reach total 17,524	Reach total 12,171
Follwers total	5,899	Follwers total 3,079	Follwers total 2,087	Follwers total 21,922	Subscribers total 6,959	Subscribers total 6,959

Total Reach =	53,755
*Total Followers =	39,946 *as of 12/31/22

Web visits	
SWPW page views	2,084
Ave. time on page	4:07
Subcommitee page view	1,276
Meeting links views	558

Media advisories	
Page views	437

Benton County Solid Waste Process Workgroup outreach analysis:

REACH:

- The greatest reach was through the County's E-newsletter and Nextdoor (ND) platforms, which also have the most followers/subscribers. The next greatest reach is through email subscriptions, followed by Facebook (FB), Instagram (IG), and Twitter (TW) channels.
- The County's total reach surpassed it's total number of followers/subscribers.

ENGAGEMENT:

- The County received a **3.5% overall engagement rate**, 2022 industry standards for E-newsletters = 1%, ND = 0.45-0.55%, Email subscriptions = 1%, FB = 0.064%, IG = 0.67%, TW = 0.037%.
- **Direct engagement rates:** E-newsletter = 5%, ND = 0.09, Email subscriptions = 5.6%, FB = 2.9%, IG = 2.5%, TW = 1.5%. With the exception of ND, all of the engagmt rates are higher than industry standards.

WEBSITE:

- The Solid Waste Process Workgroup webpage was the most visited page of the Community Development Department from Aug. 10 - Dec. 31, 2022.
- 437 individuals viewed the "Benton County Talks Trash" media advisory.
- 1,276 individuals viewed the Subcommittee web pages and 558 individuals clicked on direct meeting links.

