



# PALMDALE WATER DISTRICT

2029 East Avenue Q • Palmdale, California 93550 •

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[www.palmdalewater.org](http://www.palmdalewater.org)

## Board of Directors

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May 3, 2012

***Agenda for a Meeting  
of the Outreach Committee of the Palmdale Water District  
Committee Members: Gloria Dizmang-Chair, Robert Alvarado  
to be held at the District's office at 2029 East Avenue Q, Palmdale***

***Monday, May 7, 2012***

***3:00 p.m.***

NOTE: To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Dawn Deans at 661-947-4111 x103 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale. Please call Dawn Deans at 661-947-4111 x103 for public review of materials.

PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Roll Call.
- 2) Adoption of Agenda.
- 3) Public Comments.
- 4) Action Items: (The public shall have an opportunity to comment on any action item as each item is considered by the Committee prior to action being taken.)
  - 4.1) Consideration and possible action on approval of minutes of meeting held April 9, 2012.

- 4.2) Discussion and possible action on quote received from Constant Contact to help enhance the District's web site and social media presence. (\$3,000.00 – Non-Budgeted - Information Technology Manager Stanton)
- 4.3) Discussion of community presentations. (General Manager LaMoreaux)
- 4.4) Discussion of content for next issue of Water News. (Water Conservation Supervisor Roberts)
- 4.5) Discussion of 2011 Consumer Confidence Report. (Water Conservation Supervisor Roberts)
- 4.6) Discussion of the Palmdale Water District hosting a Plant Sale. (General Manager LaMoreaux/Water Conservation Supervisor Roberts)
- 5) Information Items.
  - 5.1) Update on landscape workshops. (Water Conservation Supervisor Roberts)
- 6) Board members' requests for future agenda items.
- 7) Adjournment.



DENNIS D. LaMOREAUX,  
General Manager

DDL/dd

# PALMDALE WATER DISTRICT

## BOARD MEMORANDUM

**DATE:** May 2, 2012 May 7, 2012  
**TO:** OUTREACH COMMITTEE Outreach Committee Meeting  
**FROM:** Mr. Jim Stanton, Information Technology Manager  
**VIA:** Mr. Dennis D. LaMoreaux, General Manager  
**RE:** *AGENDA ITEM NO. 4.2 – DISCUSSION AND POSSIBLE ACTION ON QUOTE RECEIVED FROM CONSTANT CONTACT TO HELP ENHANCE THE DISTRICT'S WEB SITE AND SOCIAL MEDIA PRESENCE.*

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**Recommendation:**

Staff recommends the Committee consider the quote received from Constant Contact in the maximum amount of \$3,000.00 to help enhance the District's web site and social media presence.

**Alternative Options:**

The District's Facebook social media presence would remain as is.

**Impact of Taking No Action:**

Facebook postings will remain as is.

**Background/Updates:**

At the last Committee meeting, staff presented all options for enhancing the District's web site and social media presence. The Committee requested additional information from Constant Contact. A quote from Constant Contact for email marketing, online survey pricing, event marketing pricing, and social campaigns is attached along with pages from the Palmdale Chamber of Commerce's Vantage Newsletter on digital age marketing.

**Strategic Plan Element:**

This work is part of meeting the District's Core Value of Stakeholder Trust in the District's Strategic Plan.

**Budget:**

This item is not budgeted but could be paid for under Budget Item No. 1-09-4155-300, Contracted Services – Computer Vendors.

**Supporting Documents:**

- Quote received from Constant Contact
- Articles from Palmdale Chamber of Commerce Vantage Magazine

Dear Jim,

Here is the pricing quote for Constant Contact's services. You can either choose to pay monthly, or you can receive an additional discount if you would like to prepay. We offer 10% off if you prepay for 6 months or 15% off if you prepay for 12 months. If you become a paying Constant Contact customer **your satisfaction is guaranteed for 30 days**. If you are not satisfied for any reason, we will refund 100% of your core product payment.

NOTE: The prepay options act as a credit on your account, and will deduct the monthly rate each month at the discounted rate. If you feel your contact level may vary during your prepay period, don't let it stop you from prepaying as the billing system will adjust the amount taken out each month based on the actual amount of contacts that you have.

**Email Marketing 5k-10k; 1 Event; 101-500 Fans (Social Campaigns); Online Survey**

Monthly - \$ 134.95

6 Month Prepay (10% off) - \$ 728.73

12 Month Prepay (15% off) - \$ 1376.49

6 Month Prepay (20% off) - \$647.76

12 Month Prepay (30% off) - \$1133.58

**Email Marketing 10k-25k; 1 Event; 101-500 Fans (Social Campaigns); Online Survey**

Monthly - \$ 194.98

6 Month Prepay (10% off) - \$ 1133.73

12 Month Prepay (15% off) - \$ 2141.49

6 Month Prepay (20% off) - \$935.90

12 Month Prepay (30% off) - \$1637.83

**Online Survey Pricing**

\$15 flat rate (only \$10 for Email Marketing customers)

Survey allows you to create professional online surveys, and is an invaluable tool for all businesses. It allows you to build strong relationships with your customers by listening to their opinions, understand what they are thinking, and making informed decisions about what products, services, or programs you should offer.

**Event Marketing Pricing**

\$20 flat rate - includes 1 published event

We charge a flat monthly fee based on your number of published events currently accepting registrations or RSVPs, not the number of registrants — no matter how popular your event is.

**Social Campaigns**

Run your first Social Campaign free. We won't ask for a credit card until 30 days after you hit "publish". If you decide to buy, we'll charge you based on how many Facebook fans your account has—and if you decide not to, you'll keep your customizable Default Welcome page

**SaveLocal**

Create your deal for free. You'll be charged for each customer that buys your deal—\$1, \$2, or \$3—depending on how much your deal is worth.

**Add-On Products**

My Library Plus (\$5 a month)

With My Library Plus you can upload 50MB of images into your image library to include in your emails as opposed to the 5 images that you're limited to in the basic account. You will also have access to an image gallery of 3,400 images to choose from and include in your email campaign or survey.

Email Archive (\$5 a month)

Email Archive allows you to instantly transform your email newsletters and promotions into easy-to-view web pages, and display your archived emails in an intuitive, organized presentation. It's a great way to grow your list as you can link your archive homepage to your website and capture new contacts with an online sign-up form.

*Remember that you can upgrade your account and add these Add-On products at any time.*

UN: [palmdalewater](#)

PW: [Stanton](#)

Best Regards,

Colleen Montgomery  
Communication Consultant  
Constant Contact  
Waltham, MA 02451  
Email: [cmontgomery@constantcontact.com](mailto:cmontgomery@constantcontact.com)





MOVING BUSINESS FORWARD

#### A QUEEN'S LIFE

THANK YOU FOR A  
WONDERFUL YEAR

#### LABOR LAW

EMPLOYEES' ACTIONS INVOLVING  
SOCIAL MEDIA

#### BUSINESS RESOURCES

WORKERS' COMPENSATION INPUT  
WANTED



# VANTAGE

WWW.PALMDALECHAMBER.ORG | ISSUE APRIL 2012

## AWARD WINNING PUBLICATION

Palmdale Chamber of Commerce  
Recognized for Award Winning  
Communications

## EFFECTIVE ONLINE MARKETING

## CREATING SHAREABLE CONTENT



**FOCUS**

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Winning  
Chamber

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Marketing

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Effective  
Strategies



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## Our Mission

To promote, develop and service business,  
industry, and community.

Connect with us online  
[facebook.com/palmdalechamber](https://www.facebook.com/palmdalechamber)  
[twitter.com/palmdalechamber](https://twitter.com/palmdalechamber)  
[palmdalechamber.org](http://palmdalechamber.org)

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# Marketing in the Digital Age

## Update Your Digital Marketing Strategies

**N**Y Report recently held the 2011 Sales & Marketing Playbook Conference, sponsored by Constant Contact. Five experts spoke over a series of three breakout sessions at the Crest Hollow Country Club in Woodbury, NY. Here are a few takeaways from the event.

### Use Your Website to Level the Playing Field

During his talk on getting buyers to your website, Andrew Hazen, founder of Prime Visibility, spoke about how your company can compete with larger businesses through SEO, paid search management, and social media. "You can level the playing field and compete with big name companies if you know what you're doing," he said.

According to Hazen, every day more than two billion searches take place online. Ninety-three percent of people use search engines instead of typing in direct links, and 95 percent of search engine users don't go beyond page two of the search results. "If you're not there, your competitors are," he said. Hazen offered a few options to make sure your website is doing its best to draw in potential clients:

#### Search Engine Optimization

Make sure your search engine optimization is up to scratch. Use Google's free keyword tool (which can be found using a Google search) to make sure your website's keywords are appropriate. "Who cares if you rank for something no one searches for?" asked Hazen.

Use search engine friendly URLs. Every page on your site should have a unique, search-appropriate URL name, such as mysportsshop.com/tennisracquets, instead of mysportss-

hop.com/page2.

Every title tag should be unique. Put the most important keywords in the front of the title tag, followed by your brand name, such as "Tennis Racquets – MySportsShop.Com", instead of simply "MySportsShop.com".

Don't take down dead pages. Instead, have your web developer create a custom 404 file not found page and drive traffic back to other pages on your site.

#### Paid Search Management

Paid search advertisements offer your company the opportunity to drive traffic based on a specific stage in the buying cycle. You can customize them with a time sensitive message and location and they offer instant visibility. You can also customize your budget for paid search advertisements, based on the time period or amount of money spent. Link your paid ad to a specific, well designed, relevant landing page.

#### Social Media

Pick a few social media outlets and commit to them, rather than casually testing the waters with everything. Have something important to say, and listen to others. Overall, make sure your website has fresh, engaging content that changes as much as possible. "Content is king. The more content you have on your website the better off you are," said Hazen. "Once you get complacent, you're not going to grow."

#### Email Marketing to Help Your Business Connect, Inform, and Grow

Ellen DePasquale, regional development director for Constant Contact, shared three ways that email marketing can benefit your company. According to DePasquale, although 61 per-

cent of people between the ages of 18 and 64 use social media, 94 percent use email, making email an ideal way to build relationships.

#### Connect with Existing Clients

Existing customers are the best source of new business, and gaining a customer costs six to seven times as much as retaining one. Concentrate on your existing clients, who are already fans of your business, by sending them email newsletters.

The aim of newsletters is to deliver a professional email containing valuable information to an interested audience. "You should never be getting email marketing from someone you don't know," DePasquale said. Make sure you abide by the CAN-SPAM Act, and deliver on the expectations you've promised.

To build your email newsletter list, DePasquale suggests putting a subscription link in your email signature, phoning past customers, adding an option in your website's guest book, and promoting it through your online presence. On your signup page, include a logo and a description of the emails, including the content and the frequency your subscribers should expect. When they sign up, it's best practice to automatically respond with an introductory email that contains a confirmation link. A professional email marketing company can guide you through setting up subscription options.

#### Use Valuable Content to Inform

In your email newsletters, share your expertise, give guidance, offer discounts, and, if appropriate, hold contests. Place your most valuable and interesting content at the top of the email. "No matter how great the information is at the bottom, people aren't

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**T**he holy grail of social media is not “Likes” or follows, but shares. And retweets too. After all, a “Like” or follow is specific to one person. A share or retweet gets you exposed to even more people.

When one of your Facebook fans or Twitter followers shares your content, he is effectively promoting you to his network of friends. If you consider that the average Facebook user has more than 245 friends, sharing can help you reach a lot of new prospects. (A Pew Research Center study recently found that the extended reach of your Page could be as many as 31,170 people.)

So how do you create content that people will share? Here are 6 tips:

**01 Make it helpful.** People love to be seen as a resource for their friends. If you can provide tips and information that will help them do that (even if it's as simple as great places to park near your event venue, or food preparation tips the day before a holiday), then they will pass it along to their own networks.

**02 Create a connection.** Post content that will get people to form a more personal connection with your business or organization. A *New York Times* study last year showed that 84% of people say they share content that allows them to be supportive of causes. So why not show off your business' charitable efforts?

# How to Create Shareable Content



**03 Entertain.** No one wants to watch or share boring content. Get people to laugh or smile (like the most shared Super Bowl commercials do) and you'll see your content spread more easily.

**04 Get people talking.** One of the best ways to get people to share your content is to ask questions. When you do that on Facebook and someone posts a reply, it'll show up in that fan's Timeline that he or she commented on your Page or answered your question. Remember: It's called *social* media. The goal is to get people engaging and interacting -- with you, and with each other.

**05 Provide an incentive.** If your content is a special deal, you can incent people to share by adding

a little something extra -- an additional discount or gift certificate, for example.

**06 Ask people to share.** It's often as simple as this: Sometimes, people need to be told what to do. When you say “Please share this,” your fans often will. For example, you can post a piece of content (a status message, article, or whatever) and tell your fans “Share this if you agree.”

When you ask any small business what their biggest driver of new business is, the answer is almost always word of mouth referrals. In the context of social media, sharing is really just word of mouth enabled through technology. All you have to do is provide content that people want to pass along.