



Blackhawk Water Tower – Public Outreach

- 06/2015 **Signs posted at water tower site**
- 07/09/2015 **Project website launched**
- Unique page views since launch: 440
 - Average time on page: 2:37
 - Most active period: 11/27 – 12/5 (113 unique views)
- 07/10/2015 **Project email list created**
- Current active subscribers: 45
- 07/28/2015 **Request to Board: Advertise for consultants**
- 08/27/2015 **“Inside MWU” article posted on Blackhawk Water Tower**
- Unique page views: 269
 - Average time on page: 3:02
- 09/04/2015 **Initial Project Survey created**
- Total responses: 72
 - Primary referral source: email (83%)
- 09/04/2015 **Update to email list: Consultant Selection & Project Survey**
- Click-throughs to web page: 110
 - Click-throughs to survey: 108
- 11/02/2015 **Request to Board: Hire consultant**
- 11/19/2015 **Met with Friends of Pope Farm Conservancy and owner**
Toured Pope Farm Conservancy
- 11/24/2015 **Update to email list: Public Meeting Notice #1**
- Click-throughs to web page: 207
- 11/30/2015 **Project/Public Meeting postcards sent to 2,179 households**
- 12/02/2015 **Update to email list: FAQs**
- Click-throughs to web page: 6
- 12/09/2015 **Initial Public Meeting**
- Attendees: 40-50