DATE:    July 6, 2022
TO:      Mayor and Members of the City Council
VIA:     Stefan Chatwin, City Manager
FROM:    Jennifer Nentwig, Principal, Tripepi Smith
SUBJECT: LEVEE IMPROVEMENTS PROJECT – COMMUNICATIONS METRICS

Tripepi Smith would like to share the attached updated Levee Improvements Project Communications Dashboard Report with the Mayor and Members of the City Council. In the report, you will see that the metrics now reflect our communication efforts through the month of June 2022.

As a reminder, this report is a summary that our team typically develops at the end of each month. It includes data on website traffic, social media engagement, community forum participation, and the number and rate of project email and hotline contacts. While Tripepi Smith has been involved in project communications since January 2021, we have pulled numbers (where available) going back to October 2020 to provide a baseline for comparison.

I would like to highlight a few items of note:

• In May 2022, the City gained approximately 211 new followers/subscribers across all social platforms (Facebook, Twitter, Instagram, Nextdoor and the Levee E-Newsletter).

• The number of Levee Project inquiries decreased to 7 inquiries in June 2022, which was about half the number of inquiries in May 2022. Even though the bike detour changed in June due to the Baffin Bridge reopening, the low number of inquiries shows that communications about the Baffin Bridge reopening were effective.

• Senior Civil Engineer Francine Magno and Jonathan Tristao from Tanner Pacific, Inc. coordinated a project tour with Marin County Public Works in June 2022. Additionally, Tripepi Smith and Public Works Director Louis Sun continued coordinating presentation logistics with the Project Management Institute (PMI) for a meeting that is expected to take place in September 2022.
• Though reach and engagements dropped compared to last month, it’s important to note that there had previously been a spike in engagement due to increased comments regarding community concerns over the City’s Canada Goose mitigation efforts. The City has since posted a Canada Goose Population Management webpage and related communications, driving down overall comments and engagement from months prior.

• In June 2022, the City posted the first levee-related Nextdoor post since March 2022. The post highlighted the Baffin Bridge reopening and earned 943 impressions alone.

• Website visitors have continued to increase. Website visitors in June 2022 totaled 4,942 compared to 4,827 in May 2022. Additionally, average visit length increased from 1:25 to 1:55 in June 2022. This increase is likely due to updated communications regarding project milestones, such as the Baffin Bridge reopening ceremony video that was posted on the homepage of the project website.

• There have been no new levee petition signatures since August 2021.

Our team is actively monitoring the metrics to analyze the effectiveness of various types of communication and to align the cadence of our efforts to the community’s interest levels. We believe that the City’s proactive social media communications are leading to fewer people having questions or concerns about the project in general – reflecting positively on overall outreach and engagement efforts.

During June 2022, the number of project website visitors continued to increase, while the number of inquiries continued to remain low. Approximately 164 people visited the project website per day in June 2022 and there were 7 total inquiries for the month. This shows that project communications, especially regarding major project milestones and updates, continue to be effective.

The construction team will continue work with the project team to provide updated information to the Recreational Water User community once a definitive work schedule is available. Any new information will be updated on the project website and social media, which will likely continue to drive traffic to the project’s channels.

As you review the full report, please feel free to let me know if you have any questions. I would be happy to walk you through the report one-on-one if it would be helpful, and we will continue to refine the metrics over time to best meet the project’s needs.
**TOP LEVEE PROJECT SOCIAL MEDIA POSTS**

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Post Date</th>
<th>Impression</th>
<th>Engagement</th>
<th>Reach</th>
<th>Thanks &amp; Replies</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Facebook</td>
<td>2021 - February</td>
<td>33,582</td>
<td>528</td>
<td>6,521</td>
<td>47</td>
</tr>
<tr>
<td></td>
<td>2021 - March</td>
<td>15,015</td>
<td>589</td>
<td>1,475</td>
<td>128</td>
</tr>
<tr>
<td></td>
<td>2021 - April</td>
<td>22,750</td>
<td>605</td>
<td>2,943</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>2021 - May</td>
<td>33,721</td>
<td>972</td>
<td>1,475</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td>2021 - June</td>
<td>22,230</td>
<td>551</td>
<td>2,019</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>2021 - July</td>
<td>22,161</td>
<td>573</td>
<td>2,019</td>
<td>63</td>
</tr>
<tr>
<td></td>
<td>2021 - August</td>
<td>22,542</td>
<td>638</td>
<td>2,101</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>2021 - September</td>
<td>33,030</td>
<td>940</td>
<td>3,555</td>
<td>159</td>
</tr>
<tr>
<td></td>
<td>2021 - October</td>
<td>33,761</td>
<td>950</td>
<td>3,722</td>
<td>87</td>
</tr>
<tr>
<td></td>
<td>2021 - November</td>
<td>33,582</td>
<td>940</td>
<td>3,722</td>
<td>87</td>
</tr>
<tr>
<td>City Twitter</td>
<td>2021 - February</td>
<td>6,494</td>
<td>122</td>
<td>445</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>2021 - March</td>
<td>5,053</td>
<td>180</td>
<td>667</td>
<td>180</td>
</tr>
<tr>
<td></td>
<td>2021 - April</td>
<td>1,053</td>
<td>13</td>
<td>54</td>
<td>54</td>
</tr>
<tr>
<td></td>
<td>2021 - May</td>
<td>5,146</td>
<td>122</td>
<td>445</td>
<td>20</td>
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<tr>
<td></td>
<td>2021 - June</td>
<td>4,376</td>
<td>122</td>
<td>445</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>2021 - July</td>
<td>5,838</td>
<td>122</td>
<td>445</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>2021 - August</td>
<td>3,291</td>
<td>122</td>
<td>445</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>2021 - September</td>
<td>2,648</td>
<td>122</td>
<td>445</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>2021 - October</td>
<td>1,265</td>
<td>122</td>
<td>445</td>
<td>20</td>
</tr>
</tbody>
</table>

Other popular posts include safety tips, reminders, and a video of a high tide from February 2020. The video was also a top post on the City’s Facebook.
Zencity Insights

Most Popular Topics: Conversation items classified by topic, arranged from highest number of interactions to lowest.

Popular Words: The words that appear most frequently across your channels.

BOOSTED LEVEE PROJECT POSTS

Tripepi Smith did not boost any levee project related social media posts in June 2022.

NOTABLE LEVEE PROJECT MEDIA MENTIONS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Group</th>
<th>Post Description</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>NorCalCarpenters</td>
<td></td>
<td>May 2022 Edition</td>
<td><a href="https://norcalcarpenters.org/about/magazine">https://norcalcarpenters.org/about/magazine</a></td>
</tr>
<tr>
<td>Twitter</td>
<td>NorCal Carpenters</td>
<td></td>
<td><a href="https://twitter.com/NorCalCarpU/status/1541811616911544320">https://twitter.com/NorCalCarpU/status/1541811616911544320</a></td>
</tr>
</tbody>
</table>

OTHER NOTABLE LEVEE PROJECT SUPPORT

Social media monitoring

Since January 2021, Tripepi Smith began monitoring the City’s social media sites daily to ensure items relating to the Levee Project are intact and to ensure there is no misinformation being shared. Tripepi Smith also monitors the City’s social media sites multiple times daily, ensuring all information is up-to-date and current.

Presentation requests

Tripepi Smith continued coordinating with Public Works Director Louis Sun and the Project Management Institute (PMI) on logistics for a presentation/event in September 2022.

Meeting logistics

Tripepi Smith began coordinating with the City to facilitate a community meeting in Belmont to address concerns in the Belmont area.
Due to the recent connectivity with Sprout Social, the metrics generator, we were unable to retrieve the followers metrics for previous months.

Nextdoor metrics does not archive the previous months members metric. It must be calculated at the first of the month.

Followers/subscribers continue to rise across all platforms.

This is a new section as of January 2022.

The Levee Improvements Project team took the City of Corte Madera's Public Works Director, Planning Manager and Senior Civil Engineer on a tour of the project site.

The Levee Improvements Project team took the Foster City City Council on four separate project tours in February 2022, which is also where Mayor Awasthi filmed an episode of "The Mayoral Minute." Additionally Public Works Director Louis Sun and Senior Civil Engineer Francine Magno gave a presentation to Hillsdale United Methodist Church.

The Levee Improvements Project team participated at the 2022 CEAC Spring Conference. Additionally, Senior Civil Engineer Francine Magno presented at the 2022 Silicon Valley Women in Engineering Conference in March 2022.

Senior Civil Engineer Francine Magno provided a levee update at the City's Parks & Recreation meeting and Public Works Director Louis Sun gave a presentation at the Infraday Conference in Los Angeles.

Public Works Director Louis Sun and Senior Civil Engineer Francine Magno provided a levee update to the Foster City Rotary Club.

Senior Civil Engineer Francine Magno and Tanner Pacific, Inc. coordinated a project tour with representatives from Marin County Public Works.

The number of project inquiries in June 2022 was about half the number of inquiries from the month prior. Though the bike detour switched in June 2022 due the opening of the Baffin Bridge, the low number of inquiries reflects that signage and project communications regarding the Baffin Bridge reopening were effective.

Number of posts is only relating to the Levee Improvements Project.

Due to the character limit on Twitter, some Tweets had to be posted in a thread (series of Tweets about one topic).

Instagram Impressions: The number of times your content is displayed, no matter if it was clicked or not.

Though Twitter impressions dropped slightly in June 2022 to 1,305, the total is still comparable to 1,529 impression in May 2022. It is also important to highlight that May 2022 marked the highest number of impressions since August 2021.

The City posted a levee-related post in June 2022 highlighting the reopening of the Baffin Bridge. This was the first levee post published on Nextdoor since March 2022.

Facebook Engagement: Calculated based on the number of likes, comments, shares, and clicks your posts are generating

Instagram Engagement: Anytime a user likes, shares or comments on one of your posts.

Twitter Engagement: Total number of times users interacted with a Tweet (clicks anywhere on the Tweet including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion).

Similar to Twitter impressions, May 2022 Twitter engagement remains comparable to engagement from May 2022, which marked the highest number of Twitter engagements since January 2022.

Total engagement in June 2022 dropped significantly, largely due to a major decrease in Facebook post engagement. Engagement was also higher in months prior due to many comments from residents regarding concerns over the City's efforts to mitigate the Canada Goose population. The City has created a FAQ page and related communications, leading to less comments on posts overall.

June 2022 marked the highest number of website visitors since July 2021. This significant increase in traffic is largely due to updated communications on the website, including a video highlighting the Baffin Bridge reopening.

Average visits per day in June 2022 increased to about 164 visitors a day compared to approximately 155 website visitors in May 2022.

Average visit length increased from 1:25 in May 2022 to 1:53 in June 2022.

This data was retrieved from the highest trafficked Levee URLs:
/publicworks/project/levee-improvements-project-cip-301-657
/community/page/levee-trail-close-shorebird-park-san-mateo-bridge-early-january
/publicworks/page/levee-improvements-project-what-will-improved-levee-look
/publicworks/page/levee-improvements-project-latest-construction-updates

The new Foster City Levee Project webpage was created in Feb. 2020. There was no data from Oct. - January. However, data will only populate under this new website from Feb. on.

[24]
There have been no new signatures since August 2021 and an additional signature was removed from the petition in January 2022.