



City of Foster City

MEMORANDUM

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.

LEVEE POST IMPRESSIONS/ REACH	City Facebook - Post Reach	City Twitter - Impressions	City Instagram - Impressions [14]	City Nextdoor	TOTAL
2020 - November	259	399	0	0	658
2020 - December	1,300	1,391	0	2447*	2,691
2021 - January	61,006	15,949	2161	1922	81,038
2021 - February	17,492**	3,711	2,192	924	6,827
2021 - March	60,155	8,753	3,555	2,282	74,745
2021 - April	11,838	5,543	1,496	10,789	29,666
2021 - May	1,435	2,786	346	5,146	9,713
2021 - June	2,008	3,377	545	2,648	8,578
2021 - July	8,835	4,643	599	1,715	15,792
2021 - August	3,349	4,318	340	967	8,974
2021 - September	1,808	2,568	0	0	4,376
2021 - October	3,796	1,257	0	0	5,053
2021 - November	3,722	1,809	0	1,554	7,085
2021 - December	4,441	1,397	0	0	5,838
2022 - January	869	1,265	0	0	2,134
2022 - February	2,701	1,078	0	1,062	4,841
2022 - March	1,475	1,293	355	797	3,920
2022 - April	6,440	1,214	0	0	7,654
2022 - May	3,047	1,529	0	0	4,576
2022 - June	1,653	1,305 [15]	0	943 [16]	3,901

LEVEE POST ENGAGEMENT [17]	City Facebook - Post Engagements	City Twitter - Engagements	City Instagram	City Nextdoor - Thanks & Replies	TOTAL
2020 - November	13	7	0	0	20
2020 - December	63	90	0	17	170
2021 - January	3,776	604	2,101	13	6,494
2021 - February	1,278	142	2,019	3	3,442
2021 - March	2,801	183	3,291	1	6,276
2021 - April	1,192	100	1,333	11	2,636
2021 - May	65	67	309	2	443
2021 - June	87	60	94	13	254
2021 - July	875	161	13	4	1,053
2021 - August	90	122	13	1	226
2021 - September	46	37	0	0	83
2021 - October	128	52	0	0	180
2021 - November	284	66	0	4	354
2021 - December	108	21	0	0	129
2022 - January	85	61	0	0	146
2022 - February	159	27	0	2	188
2022 - March	90	26	6	0	122
2022 - April	411	34	0	0	445
2022 - May	395	52	0	0	447
2022 - June	125	54 [18]	0	3	182 [19]

LEVEE WEBSITE ANALYTICS	2020 - November # of Visitors	2020 - December # of Visitors	2021 - January # of Visitors	2021 - February # of Visitors	2021 - March # of Visitors	2021 - April # of Visitors	2021 - May # of Visitors	2021 - June # of Visitors	2021 - July # of Visitors	2021 - August # of Visitors	2021 - September # of Visitors	2021 - October # of Visitors	2021 - November # of Visitors	2021 - December # of Visitors	2022 - January # of Visitors	2022 - February # of Visitors	2022 - March # of Visitors	2022 - April # of Visitors	2022 - May # of Visitors	2022 - June # of Visitors [20]	Average Visits Per Day [21]	Average Wait Length (Minutes) [22]
fostercity.org [23]	2940	3423	4601	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
fostercitylevee.org [24]	-	-	-	4,329	9,145	4,501	4,163	4,942	4,926	3,767	2,790	2,637	2,752	2,110	3,013	3,017	2,628	3,568	4,827	4,942	164	1:25

LEVEE PETITION	Petition Signatures
2021 - February	2,719
2021 - March	2,719
2021 - April	2,720
2021 - May	2,722
2021 - June	2,722
2021 - July	2,723
2021 - August	2,722
2021 - September	2,722
2021 - October	2,722
2021 - November	2,722
2021 - December	2,722
2022 - January	2,721
2022 - February	2,721
2022 - March	2,721
2022 - April	2,721
2022 - May	2,721
2022 - June [25]	2,721

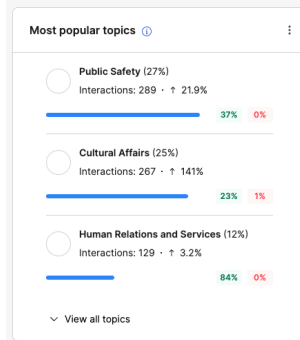
TOP LEVEE PROJECT SOCIAL MEDIA POSTS

City Facebook The top Facebook post during June 2022 for the Levee Project was related to the Baffin Bridge reopening, which was a highly-anticipated milestone for the community. PuifsupqqutudpoujbojogpsnpujohuifqspkdfuixfjboebwiefpgbjhiujefgsprnGfcsvbs23131uibujhimjhiuifqspkdfuifjngpsubodf/

City Twitter The top Tweets in June 2022 for the Levee Project shows residents/followers interacted the most with a Tweet highlighting the Baffin Bridge reopening. PuifspqvbmsuxfujodmveftbfuzjqsfnjoefstboebwiefpgbjhiujefgsprnGfcsvbs23131/UifwiefpxbtbmtbpuqqptupouifDjuztGbdfcpp/

City Instagram The Levee Improvements Project did not post on Instagram in May 2022.

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

Platform	Group	Post	URL
San Mateo Daily Journal	-	Foster City reopens Baffin Street Bridge	https://www.smdailyjournal.com/news/local/foster-city-reopens-baffin-street-bridge/article_b1bf456-e933-11ec-9653-8f8a54c5cc6.html
San Mateo Daily Journal	-	Foster City announces new city manager	https://www.smdailyjournal.com/news/local/foster-city-announces-new-city-manager/article_ed396fe-edf7-11ec-9095-e9198c45954b.html
San Mateo Daily Journal	-	Foster City budget sound	https://www.smdailyjournal.com/news/local/foster-city-budget-sound/article_8111d970-f139-11ec-bc86-ebf1bc2a5479.html
NorCalCarpenters Magazine	-	May-June 2022 Edition	https://www.norcalcarpenters.org/about/magazine
Twitter	NorCal Carpenters	<p>Today is National Logistics Day. In our recent magazine edition, we talk about the Carpenters' work on the Foster City Levee Improvements Project, where workers have to find ways of getting materials across the levee's 6.3-mile scope. Read about it: norcalcarpenters.org/about/magazine</p>	https://twitter.com/NorCalCarpU/status/1541811616911544320

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 has been able to comment back to several followers regarding questions or clarification.

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 coordination with the City to facilitate a community meeting to address flooding concerns in the Belmont area.

- [1] Due to the recent connectivity with Sprout Social, the metrics generator, we were unable to retrieve the followers metrics for previous months.
- [2] Nextdoor metrics does not archive the previous months members metric. It must be calculated at the first of the month.
- [3] Followers/subscribers continue to rise across all platforms.
- [4] This is a new section as of January 2022.
- [5] 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.
- [6] 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.
- [7] 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.
- [8] 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.
- [9] Public Works Director Louis Sun and Senior Civil Engineer Francine Magno provided a levee update to the Foster City Rotary Club.
- [10] Senior Civil Engineer Francine Magno and Tanner Pacific, Inc. coordinated a project tour with representatives from Marin County Public Works.
- [11] 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.
- [12] Number of posts is only relating to the Levee Improvements Project.
- [13] Due to the character limit on Twitter, some Tweets had to be posted in a thread (series of Tweets about one topic).
- [14] Instagram Impressions: The number of times your content is displayed, no matter if it was clicked or not.
- [15] 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.
- [16] 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.
- [17] 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).
- [18] 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.
- [19] 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 an FAQ page and related communications, leading to less comments on posts overall.
- [20] 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.
- [21] Average visits per day in June 2022 increased to about 164 visitors a day compared to approximately 155 website visitors in May 2022.
- [22] Average visit length increased from 1:25 in May 2022 to 1:53 in June 2022.
- [23] 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>
- [24] 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.

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