

**City of Foster City****MEMORANDUM**

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DATE: September 7, 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

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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 August 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:

- The City gained approximately 229 new followers/subscribers across all social platforms (Facebook, Twitter, Instagram, Nextdoor and the Levee E-Newsletter) in August 2022.
- The number of Levee Project inquiries increased to 15 in August 2022, compared to 6 inquiries the month prior. The increase was to be expected since the project has continued to progress and major improvements are more visible. The anticipated project construction schedule on the project website has been updated to reflect a more accurate estimated timeline and will continue to be available on the homepage of the project website.
- The project team conducted a City Manager Tour in August 2022 and has speaking engagements and events planned for September 2022.



- Overall reach and engagement continue to drop from the months prior. A few factors contribute to this decrease: content promoting ongoing work and regular announcements, rather than major project milestones; Social media comments regarding the Canada Goose Population Management also decreased significantly, driving down higher-than-usual reach and engagement from months prior; the community is aware and well-informed of project-related work, causing less reason to engage with content.
- 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 August 2022, the number of project inquiries increased, showing that residents and community members know the proper channels if they have questions or concerns about the project. As mentioned above, the project team has updated anticipated project construction schedule on the project website to reflect a more accurate estimated timeline and will continue to be available on the homepage of the project website.

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.



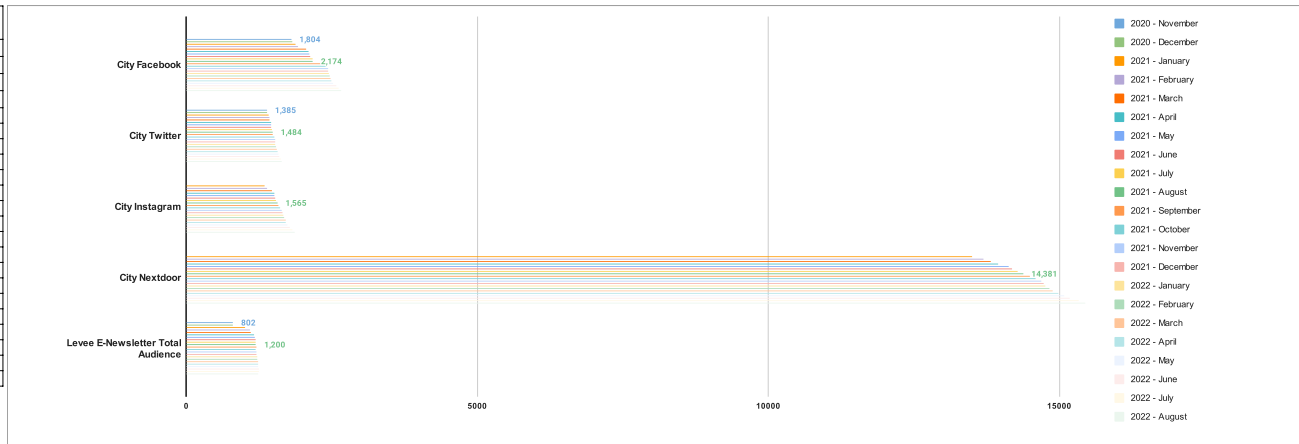


Levee Project Communications  
Monthly Dashboard Report  
August 2022

Prepared by: Danielle Rodriguez



FOLLOWERS / SUBSCRIBERS	City Facebook	City Twitter	City Instagram [1]	City Nextdoor [2]	Levee E-Newsletter Total Audience
2020 - November	1,804	1,385	-	-	802
2020 - December	1,829	1,392	-	-	802
2021 - January	1,879	1,412	1,350	13,506	1,007
2021 - February	1,919	1,425	1,385	13,701	1,095
2021 - March	2,059	1,431	1,479	13,831	1,108
2021 - April	2,109	1,454	1,510	13,957	1,161
2021 - May	2,122	1,457	1,514	14,128	1,182
2021 - June	2,135	1,458	1,531	14,186	1,192
2021 - July	2,168	1,473	1,547	14,293	1,195
2021 - August	2,174	1,484	1,565	14,381	1,200
2021 - September	2,400	1,493	1,587	14,493	1,202
2021 - October	2,413	1,512	1,617	14,595	1,200
2021 - November	2,436	1,525	1,634	14,691	1,203
2021 - December	2,445	1,531	1,653	14,729	1,207
2022 - January	2,459	1,535	1,670	14,766	1,217
2022 - February	2,467	1,543	1,684	14,831	1,221
2022 - March	2,478	1,552	1,704	14,895	1,229
2022 - April	2,500	1,576	1,715	14,981	1,233
2022 - May	2,525	1,585	1,738	15,079	1,239
2022 - June	2,572	1,597	1,780	15,183	1,245
2022 - July	2,615	1,622	1,816	15,333	1,244
2022 - August [3]	2,662	1,644	1,865	15,454	1,242



LEVEE COMMUNITY FORUMS

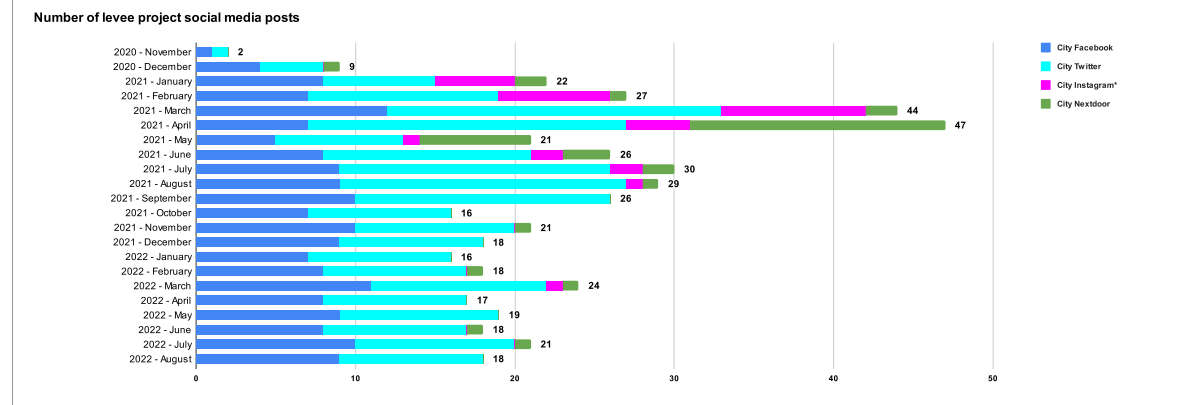
COMMUNITY UPDATE WEBINARS	# Webinars	# Participants	# Questions Answered via Webinar
2020 - November	-	-	-
2020 - December	-	-	-
2021 - January	1	148	20
2021 - February	1	97	45
2021 - March	1	48	20
2021 - April	1	28	20
2021 - June	0	0	0
2021 - July	0	0	0
2021 - August	1	20	20
2021 - September	0	0	0
2021 - October	0	0	0
2021 - November	0	0	0
2021 - December	0	0	0
2022 - January	0	0	0
2022 - February	0	0	0
2022 - March	0	0	0
2022 - April	0	0	0
2022 - May	0	0	0
2022 - June	0	0	0
2022 - July	0	0	0
2022 - August	0	0	0

PROJECT TOURS/ SPEAKING EVENTS [4]	# of Events	Description
2022 - January	2	1 Project Tour with the City of Corte Madera, 1 Presentation to APWA Silicon Valley [5]
2022 - February	5	4 Project Tours with the City of Foster City City Council, 1 Presentation to Hillside United Methodist Church [6]
2022 - March	2	1 Presentation to County Engineers Association, 1 Presentation at 2022 Silicon Valley Women in Engineering Conference [7]
2022 - April	2	1 Presentation at the City's Parks & Recreation Meeting, 1 Presentation at Infraday [8]
2022 - May	1	1 Presentation to Foster City Rotary Club [9]
2022 - June	1	1 Project Tour with Marin County Public Works [10]
2022 - July	0	[11]
2022 - August	1	City Manager Tour [12]

NUMBER OF LEVEE EMAILS/CALLS	Project Email/Hotline Contacts	Avg. Email/Hotline Contacts/Day
2020 - November	15	0.5
2020 - December	25	0.8
2021 - January	69	2.2
2021 - February	53	1.9
2021 - March	46	1.5
2021 - April	21	0.7
2021 - May	22	0.7
2021 - June	16	0.5
2021 - July	48	1.5
2021 - August	16	0.5
2021 - September	16	0.5
2021 - October	8	0.2
2021 - November	14	0.4
2021 - December	8	0.2
2022 - January	4	0.1
2022 - February	8	0.2
2022 - March	12	0.3
2022 - April	7	0.2
2022 - May	15	0.4
2022 - June	7	0.2
2022 - July	6	0.1
2022 - August	15 [13]	0.4

NUMBER OF LEVEE PROJECT POSTS [14]	City Facebook	City Twitter [15]	City Instagram*	City Nextdoor
2020 - November	1	1	0	0
2020 - December	4	4	0	1
2021 - January	8	7	5	2
2021 - February	7	12	7	1
2021 - March	12	21	9	2
2021 - April	7	20	4	16
2021 - May	5	8	1	7
2021 - June	8	13	2	3
2021 - July	9	17	2	2
2021 - August	9	18	1	1
2021 - September	10	16	0	0
2021 - October	7	9	0	0
2021 - November	10	10	0	1
2021 - December	9	9	0	0
2022 - January	7	9	0	0
2022 - February	8	9	0	1
2022 - March	11	11	1	1
2022 - April	8	9	0	0
2022 - May	9	10	0	0
2022 - June	8	9	0	1
2022 - July	10	10	0	1
2022 - August	9	9	0	0

\*During the months October - December 2020 the City did not post levee related items on the City's Instagram page. In January 2021, Tripepi Smith made the first levee related post.





LEVEE POST IMPRESSIONS/ REACH	City Facebook - Post Reach	City Twitter - Impressions	City Instagram - Impressions [16]	City Nextdoor	TOTAL
2020 - November		259	399	0	658
2020 - December		1,300	1,391	0	2,691
2021 - January		61,006	15,949	2161	81,038
2021 - February		17,492**	3,711	2,192	6,827
2021 - March		60,155	8,753	3,555	74,745
2021 - April		11,838	5,543	1,496	29,666
2021 - May		1,435	2,786	346	9,713
2021 - June		2,008	3,377	545	8,578
2021 - July		8,835	4,643	599	15,792
2021 - August		3,349	4,318	340	8,974
2021 - September		1,808	2,568	0	4,376
2021 - October		3,796	1,257	0	5,053
2021 - November		3,722	1,809	0	7,085
2021 - December		4,441	1,397	0	5,838
2022 - January		869	1,265	0	2,134
2022 - February		2,701	1,078	0	4,841
2022 - March		1,475	1,293	355	3,920
2022 - April		6,440	1,214	0	7,654
2022 - May		3,047	1,529	0	4,576
2022 - June		1,653	1,305	0	3,901
2022 - July		996	1,264	0	2,934
2022 - August		1,073	1,191	0	2,264 [17]

LEVEE POST ENGAGEMENT [18]	City Facebook - Post Engagements	City Twitter - Engagements	City Instagram	City Nextdoor - Thanks & Replies	TOTAL
2020 - November		13	7	0	20
2020 - December		63	90	0	170
2021 - January		3,776	604	2,101	6,494
2021 - February		1,278	142	2,019	3,442
2021 - March		2,801	183	3,291	6,276
2021 - April		1,192	100	1,333	2,636
2021 - May		65	67	309	443
2021 - June		87	60	94	254
2021 - July		875	161	13	1,053
2021 - August		90	122	13	226
2021 - September		46	37	0	83
2021 - October		128	52	0	180
2021 - November		284	66	0	354
2021 - December		108	21	0	129
2022 - January		85	61	0	146
2022 - February		159	27	0	188
2022 - March		90	26	6	122
2022 - April		411	34	0	445
2022 - May		395	52	0	447
2022 - June		125	54	0	182
2022 - July		16	35	0	52
2022 - August		7	37	0	44 [19]

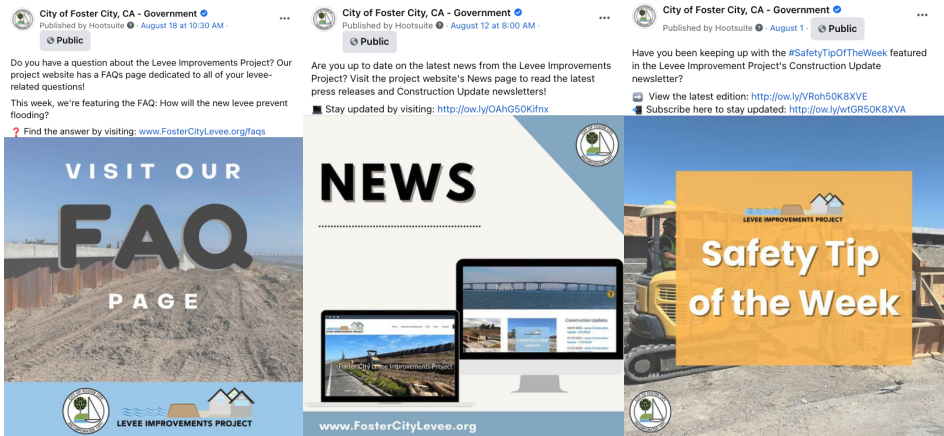
LEVEE WEBSITE ANALYTICS	2020 - November # of Visitors	2020 - December # of Visitors	2021 - January # of Visitors	2021 - February # of Visitors	2021 - March # of Visitors	2021 - April # of Visitors	2021 - May # of Visitors	2021 - June # of Visitors	2021 - July # of Visitors	2021 - August # of Visitors	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	2022 - July # of Visitors	2022 - August # of Visitors	Average Visits Per Day	Average Visit Length (Minutes)
fostercity.org [20]	2940	3423	4601	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
fostercitylevee.org [21]	-	-	-	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	4,163	3,350	108	1:39

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	2,721
2022 - July	2,721
2022 - August [22]	2,721

TOP LEVEE PROJECT SOCIAL MEDIA POSTS

City Facebook

The top Facebook posts during August 2022 for the Levee Project promoted the project website's FAQ and News pages, while another other top post highlighted the Safety Tip of the Week.






City Instagram

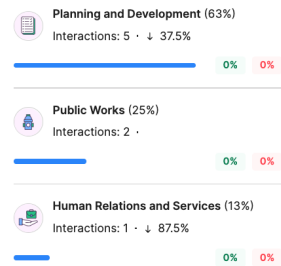
The Levee Improvements Project did not post on Instagram in August 2022.

City Twitter


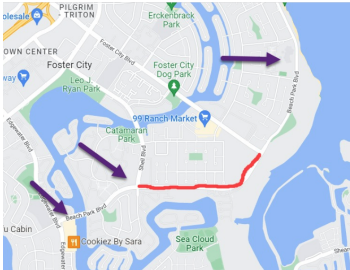
The three top levee-related Tweets in August 2022 shows that residents/followers interacted the most with the Safety Tip of the Week. Each week, the Construction Update newsletter highlights a Safety Tip of the Week from the project, which has been well-received from the community.

	Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	City of Foster City @CityofFC · Aug 22 This week's #SafetyTipOfTheWeek from the Levee Improvements Project is:  🚧As the project moves closer to completion, please note that blocked areas that do not appear to have construction activities can be used for other construction activities and trespassing is prohibited. <a href="https://pic.twitter.com/LPyfFRLSZ2">pic.twitter.com/LPyfFRLSZ2</a>  <a href="#">View Tweet activity</a>	171	0	0.0%			
	City of Foster City @CityofFC · Aug 9 🚧This week's Safety Tip of the Week from the Levee Improvements Project is: Do not jog or walk in the bike lane or the road. Please use the sidewalk provided.  📩To report trespassing or damaged project fencing, please email <a href="mailto:LeveeProject@FosterCity.org">LeveeProject@FosterCity.org</a> <a href="https://pic.twitter.com/vH7wrxm4QZ">pic.twitter.com/vH7wrxm4QZ</a>  <a href="#">View Tweet activity</a>	162	1	0.6%			
	City of Foster City @CityofFC · Aug 1 Have you been keeping up with the #SafetyTipOfTheWeek featured in the Levee Improvement Project's Construction Update newsletter?  📩View the latest edition: <a href="https://ow.ly/oLBF50K8XVC">ow.ly/oLBF50K8XVC</a> 📩Subscribe here to stay updated: <a href="https://ow.ly/7PQq50K8XVF">ow.ly/7PQq50K8XVF</a> <a href="https://pic.twitter.com/nukATdArl">pic.twitter.com/nukATdArl</a>  <a href="#">View Tweet activity</a>	146	12	8.2%			





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

NOTABLE LEVEE PROJECT MEDIA MENTIONS			
Platform	Group	Post	URL
Facebook	Foster City Together	<p><b>John Markley</b>   · August 17 at 8:53 PM · 🌐</p> <p>Raise your hand if you think the kids biking to and from the 3 schools serviced by the stretch of Beach Park from FC Blvd to Shell deserve a proper bike lane, not a lane mixed with traffic.</p> <p>Outside of the highlighted red stretch there is a dedicated bike lane, or in some cases the lanes when it's done.</p> <p>But kids who need to access this stretch to get to school by bike have no bike lane, they are sharing with vehicles.</p> <p>Schools in purple, no bike lane in red. I walk this route routinely and see plenty of kids mixed with hurried people hopefully avoiding them.</p> <p>Let's get these kids a proper lane to help keep them safer!</p>  <p>👍 69      💬 20 Comments</p>	<p><a href="https://www.facebook.com/groups/fostercitytogether/posts/1043624559672435/?_cft__id=A7XBhWlXo4nkW5CvkQC2N062R7V1_Xa74BgD_vZE3xfBcMf515KjavoRlOyWRhYiw_KHDfs6zHdmtuz7HYdWqYTwYi5VDVY_A_EbXqDBRojghdKSEcVfCNDiEYw17GIVOTRT_46MSNG2o6lHYOy&amp;_in_%2CO%2C&amp;_R">https://www.facebook.com/groups/fostercitytogether/posts/1043624559672435/?_cft__id=A7XBhWlXo4nkW5CvkQC2N062R7V1_Xa74BgD_vZE3xfBcMf515KjavoRlOyWRhYiw_KHDfs6zHdmtuz7HYdWqYTwYi5VDVY_A_EbXqDBRojghdKSEcVfCNDiEYw17GIVOTRT_46MSNG2o6lHYOy&amp;_in_%2CO%2C&amp;_R</a></p>

### OTHER NOTABLE LEVEE PROJECT SUPPORT

Social media monitoring  
Presentation requests/meeting logistics

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.

Tripepi Smith began coordinating logistics and materials with City staff for a September 2022 event with the San Mateo County Council of Cities.



- [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 most 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 project team did not conduct tours or presentations in July 2022, though future events are being planned to take place in the coming months.
- [12] The project team conducted a tour with City Manager Stefan Chatwin in August 2022.
- [13] Though the total number of project inquiries increased to 15 compared to 6 and 7 inquiries the months prior, the increase was expected as the project progresses and the timeline on the project website was updated. This prompted more inquiries from residents. It is important to note that though inquiries more than doubled, the total number remains relatively low.
- [14] Number of posts is only relating to the Levee Improvements Project.
- [15] Due to the character limit on Twitter, some Tweets had to be posted in a thread (series of Tweets about one topic).
- [16] Instagram Impressions: The number of times your content is displayed, no matter if it was clicked or not.
- [17] Though there were not any project-related Nextdoor posts in August 2022, reach/impressions remain comparable with July 2022.
- [18] 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).
- [19] Overall engagement in August 2022 remains comparable to the month prior.
- [20] 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
- [21] 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.
- [22] There have been no new signatures since August 2021 and an additional signature was removed from the petition in January 2022.