



City of Foster City

MEMORANDUM

DATE: November 8, 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 October 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 186 new followers/subscribers across all social platforms (Facebook, Twitter, Instagram, Nextdoor and the Levee E-Newsletter) in October 2022.
- The number of Levee Project inquiries totaled 11 in October 2022. The total number of inquiries has continued to decrease since August 2022.
- Overall post reach is the highest since June 2022. This is largely due to an increase in Tweets. Because of Twitter's character limit, some posts had to be published in a series of Tweets, known as a thread. With more calls to action to the community to report trespassing and damaged project fencing, more posts had to be published using threads.
- There have been no new levee petition signatures since August 2021.

- The project team helped facilitate communications between the project team and BCDC regarding work in the Recreational Water User area.

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 October 2022, the number of project inquiries continued to decrease. Though there has been an increase in weekend work, the decrease in inquiries shows that the project team's communications regarding upcoming work and construction activities remains effective. Additionally, the project team remains committed to updating the regular channels, including the project website, with any project updates and milestones.

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.

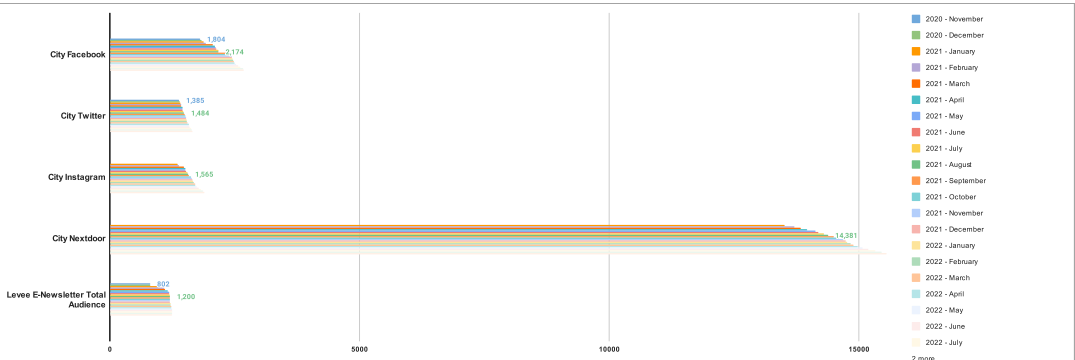


Levee Project Communications
Monthly Dashboard Report
October 2022

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	1,192
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	14,483	1,202
2021 - October	2,413	1,512	1,617	14,595	1,200
2021 - November	2,436	1,526	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	1,228
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	2,662	1,644	1,865	15,454	1,242
2022 - September	2,680	1,649	1,887	15,558	1,248
2022 - October [3]	2,697	1,633	1,935	15,674	1,253



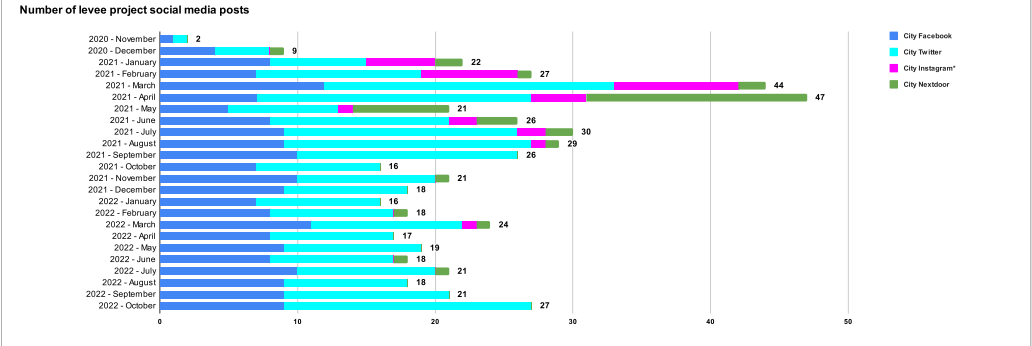
LEVEE COMMUNITY FORUMS

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
2022 - September	0	0	0
2022 - October	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]
2022 - September	2	1 Panel at the San Mateo County Council of Cities Event, 1 Presentation to Project Management Institute (PMI) [13]
2022 - October	0	- [14]

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	0.4
2022 - September	13	0.4
2022 - October	11 [15]	0.3

NUMBER OF LEVEE PROJECT POSTS [16]	City Facebook	City Twitter [17]	City Instagram*	City Nextdoor
2020 - November	1	4	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
2022 - September	9	12	0	0
2022 - October	9	18 [18]	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 [19]	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	2,262	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	2,646	6,576
2021 - July	8,635	4,943	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	1,203	355	797	3,820
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	0	943	3,901
2022 - July	996	1,264	0	674	2,934
2022 - August	1,073	1,191	0	0	2,264
2022 - September	1,069	1,487	0	0	3,476
2022 - October	1,622 [20]	2,006 [21]	0	0	3,628 [22]

LEVEE POST ENGAGEMENT [23]	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	67	60	94	13	234
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	0	3	182
2022 - July	16	35	0	1	52
2022 - August	7	37	0	0	44
2022 - September	48	37	0	0	85
2022 - October	27	36	0	0	63 [24]

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	2022 - September # of Visitors	2022 - October # of Visitors	Average Visits Per Day	Average Visit Length (Minutes)
fostercity.org [25]	2940	3423	4601	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
fostercitylevee.org [26]	-	-	-	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	3,275	3,070	99	1:43

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	2,721
2022 - September	2,721
2022 - October [27]	2,721

TOP LEVEE PROJECT SOCIAL MEDIA POSTS

City Facebook

The top Levee Improvements Project Facebook post was a recap post highlighting the project team's participation in the San Mateo County Council of Cities event hosted by Foster City. Other top posts on the Safety Tip of the Week included call to actions to the community to report trespassing and damaged fencing at the project site.

City of Foster City, CA - Government

Published by HostSuite · October 7 · Public

The Levee Improvements Project Team recently participated in a panel at the San Mateo County Council of Cities event, hosted by the City of Foster City at Gilead Sciences.

The panel was moderated by Tripest Smith President Ryder Todd Smith and panelists included Mayor Richa Awasthi, Public Works Director Louis Sun and Senior Civil Engineer Francine Magno.

Thank you for a great discussion on innovation and sustainability!

City of Foster City, CA - Government

Published by HostSuite · October 18 at 7:59 AM · Public

Another #SafetyTipOfTheWeek from the Levee Improvements Project is here.

Please do not remove the k-rail reflectors. Doing so creates unsafe conditions for the community.

If you see observe trespassing at the construction site, please email LeveeProject@FosterCity.org

City of Foster City, CA - Government

Published by HostSuite · October 31 at 2:59 PM · Public

#FosterCity residents: don't miss this week's #SafetyTipOfTheWeek from the Levee Improvements Project.

Do not jog or walk in the bike lane or the road. Please use the sidewalk provided.

If you see trespassing or damaged fencing at the construction site, please email LeveeProject@FosterCity.org

San Mateo County Council of Cities

LEVEE IMPROVEMENTS PROJECT

Safety Tip of the Week

LEVEE IMPROVEMENTS PROJECT

Safety Tip of the Week

LEVEE IMPROVEMENTS PROJECT

San Mateo County Council of Cities

LEVEE IMPROVEMENTS PROJECT

Safety Tip of the Week

LEVEE IMPROVEMENTS PROJECT

Safety Tip of the Week

LEVEE IMPROVEMENTS PROJECT

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

City Twitter The top project related Tweet in October 2022 promoted the project website and its resources. Other popular Tweets from the month highlight the Beach Park Boulevard safety video as part of the Safety Tip of the Week while another top Tweet called attention to a new animated video highlighting the project's history and progress so far.

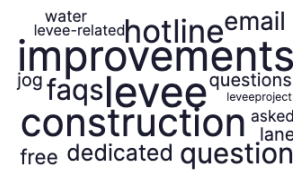
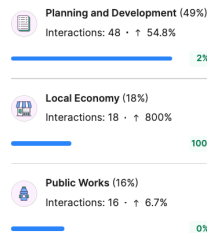
Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
<div><div><div>City of Foster City @CityofFC · Sep 30</div><div>Are you up to date on Foster City's Levee Improvements Project? Visit the project website to get all the latest news, access resources and other helpful information, including:</div><div>1/2 pic.twitter.com/sWyGBdpdJ</div><div>View Tweet activity</div></div></div>	223	9	4.0%			
<div><div><div>City of Foster City @CityofFC · Oct 10</div><div>Are you ready for this week's #SafetyTipOfTheWeek from the Levee Improvements Project?</div><div>With ongoing construction, safety along Beach Park Boulevard is a top priority. pic.twitter.com/Xr7jAaBrNP</div><div>View Tweet activity</div></div></div>	187	2	1.1%			
<div><div><div>City of Foster City @CityofFC · Oct 12</div><div>Have questions about Foster City's Levee Improvements Project?</div><div>Check out our animated video to learn about the project history, how the new levee will protect Foster City, and milestones completed thus far! pic.twitter.com/hDe7ipnTGU</div><div>View Tweet activity</div></div></div>	166	7	4.2%			

199

2

Popular words

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.



NOTABLE LEVEE PROJECT MEDIA MENTIONS

Platform	Profile	Post	URL
Facebook	Foster City Together	<p>Evan Adams October 3 · 🌐</p> <p>FC has two openings on the Levee Bond Oversight Committee, applications due October 6, 2022, we are heading to final 1-2 years of the levee project. Now is when change orders happen and appropriate oversight of bond spending is important. Apply today! https://www.fostercity.org/.../levee-bond-oversight...</p>  <p>FOSTERCITY.ORG Levee Bond Oversight Committee Foster City California The City of Foster City is currently accepting applications to fill two vacancies on the Levee Bond Oversight Committee. One of the vacancies is designated for a Foster City resident, and the other is designated for a...</p>	https://www.facebook.com/groups/fostercitytogether/posts/1074784166556479/?_ch_iq=A2UcUj_MZT32
Facebook	Foster City Together	<p>Evan Adams October 10 at 10:18 PM · 🌐</p> <p>EVENT: "Fire and Flood Insurance in the Time of Climate Change"</p> <p>Let's make sure Foster City's levee investment pays off and that other communities put their weight. Foster City leads the Bay Area in planning for sea level rise. Show up! Let's ensure FEMA honors our investment.</p> <p>Featuring Insurance Commissioner Ricardo Lara of California's Department of Insurance; Edie Lubrans, National Flood Insurance Program Specialist with FEMA Region IX; and Bessie Joyner, Program Manager... See more</p>  <p>A VIRTUAL TOWN HALL FIRE & FLOOD INSURANCE IN THE TIME OF CLIMATE CHANGE FEATURING INSURANCE COMMISSIONER LARA WITH EXPERTS FROM FEMA & CALIFORNIA FIRE SAFE COUNCIL OCTOBER 12, 2022 FROM 4:30 TO 5:30PM PRESENTED BY JOSH BECKER REPRESENTING SENATE DISTRICT 12</p>	https://www.facebook.com/groups/fostercitytogether/posts/1080869749281249/?_ch_iq=A2Xed3oHdyvE
Facebook	Foster City Together	<p>Richa Awasthi October 16 at 1:20 PM · 🌐</p> <p>My latest Council Corner on Foster City Islander</p> <p>Our Year Together By Mayor Richa Awasthi... See more</p> <p>ENGAGEFOSTERCITY.ORG Housing Element Update</p>	https://www.facebook.com/groups/fostercitytogether/posts/1085100368858187/?_ch_iq=A2W0JPz7SaV0X
Facebook	Foster City Together	<p>Evan Adams October 25 at 8:29 AM · 🌐</p> <p>San Mateo Daily Journal October 25 at 6:00 AM · 🌐</p> <p>The owner of the Foster City Marina Center property is suing the city for \$50 million over its nearby levee project construction, alleging contractors used his ... See more</p>  <p>SMDAILYJOURNAL.COM Foster City to face \$50M lawsuit The owner of the Foster City Marina Center property is suing the city for \$50 million over its nearby levee project construction, alleging contractors used his undeveloped land to transport</p>	https://www.facebook.com/groups/fostercitytogether/posts/109143870824353/?_ch_iq=A2U8rafveVpQ
Facebook	Bay Area Kiteboarding	<p>Richa Awasthi October 7 · 🌐</p>   <p>San Mateo County Council of Cities City of Foster City, CA - Government · 🌐 October 7 · 🌐</p> <p>The Levee Improvements Project Team recently participated in a panel at the San Mateo County Council of Cities event, hosted by the City of Foster City at Gilboa... See more</p>	https://www.facebook.com/groups/BayAreaKiteBoarding/posts/9312711758770945/?_ch_iq=A2Uk1SOCh2

OTHER NOTABLE LEVEE PROJECT SUPPORT

Social media monitoring

RWU communication support

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 connect back to several followers regarding questions or clarification.

Tripepi Smith Smith Director Jennifer Nentwig and Business Analyst Danielle Rodriguez helped facilitate discussion and talking points between the project team and BCDC. Tripepi Smith then updated the project website, newsletter and other materials with new information updates from the discussions.

- [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 increased across most platforms in October 2022.
- [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] Members of the project team participated in a panel event for the San Mateo County Council of Cities, hosted by the City of Foster City. Panelists included Mayor Richa Awasthi, Public Works Director Louis Sun and Senior Civil Engineer Francine Magno.
- Public Works Director Louis Sun and TPI Construction Manager Jonathan Tristao gave a virtual presentation for the Project Management Institute, where 75 participants learned about the project.
- [14] Though Congresswoman Speier was scheduled to tour the project site in October 2022, the visit will be rescheduled to a later date.
- [15] The total number of inquiries has continued to decrease since August 2022. Overall, total number of inquiries remains relatively low.
- [16] Number of posts is only relating to the Levee Improvements Project.
- [17] Due to the character limit on Twitter, some Tweets had to be posted in a thread (series of Tweets about one topic).
- [18] Due to Twitter's character limit, some posts were published in a series of Tweets, also known as a thread.
- [19] Instagram Impressions: The number of times your content is displayed, no matter if it was clicked or not.
- [20] September 2022 Facebook post reach is the highest since May 2022. This months posts featured newer graphics and included major project updates, like upcoming work in the Recreational Water User area.
- [21] Twitter impressions in October 2022 are the highest since September 2021. This is largely due to the increase in number of Tweets. Because of Twitter's character limit, some posts were published in a series of Tweets, also known as a thread.
- [22] Total number of post reach/impressions are the highest since June 2022. This is largely due to well performing Facebook posts and an increase in Tweets, driving the number of overall impressions.
- [23] 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).
- [24] Though overall post engagement decreased from the month prior, the total number of engagement remains comparable with prior months.
- [25] 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

[26] 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.

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