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.
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 increased across most platforms in October 2022.

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 project team did not conduct tours or presentations in July 2022, though future events are being planned to take place in the coming months.

The project team conducted a tour with City Manager Stefan Chatwin in August 2022.

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.

Though Congresswoman Speier was scheduled to tour the project site in October 2022, the visit will be rescheduled to a later date.

Overall, total number of inquiries remains relatively low.

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).

Due to Twitter's character limit, some posts were published in a series of Tweets, also known as a thread.

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

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.

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.

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.

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).

Though overall post engagement decreased from the month prior, the total number of engagement remains comparable with prior months.

This data was retrieved from the highest trafficked Levee URLs:

/publicworks/project/levee-improvements-project-cip-301-657
[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.