MEMORANDUM

DATE: October 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

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 September 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 178 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 decreased to 13 in September 2022, compared to 15 inquiries the month prior. As the project gets closer to completion, we expect the number of inquiries to remain steady as the public will have questions related to the trail reopening.

- The project team conducted two speaking engagements in September 2022. The project team participated in a levee-focused panel discussion at the San Mateo County Council of Cities event. Tripepi Smith President Ryder Todd Smith facilitated the panel discussion and panelists included Mayor Richa Awasthi, Public Works Director Louis Sun and Senior Civil Engineer Francine Magno. Additionally, Louis Sun and TPI Construction Manager Jonathan Tristao gave a virtual
presentation for the Project Management Institute, which had about 75 participants.

- Overall post reach and engagement are the highest since June 2022. This can be attributed to updated graphics and posts containing helpful project updates, like announcing the upcoming work at Baywinds Park.

- 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 September 2022, the number of project inquiries slightly increased. In our communications, we have seen that residents and community members know the proper channels if they have questions or concerns about the project. The project team anticipates continued project inquiries related to the trail reopening as the project moves closer toward completion.

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.
### Lavae Project

#### Weekly Dashboard Report

**September 2022**

![Dashboard Image]

<table>
<thead>
<tr>
<th>Component</th>
<th>Status</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lava System</td>
<td>Active</td>
<td>Running smoothly</td>
</tr>
<tr>
<td>Water Supply</td>
<td>Healthy</td>
<td>No issues reported</td>
</tr>
<tr>
<td>Electrical Grid</td>
<td>Stable</td>
<td>Voltage within normal limits</td>
</tr>
</tbody>
</table>

#### Key Metrics

- **Number of Active Projects**: 20
- **Completion Rate**: 70%
- **Cost Overrun**: 10%

#### Next Steps

- **Task 1**: Finalize project documentation
- **Task 2**: Begin environmental impact assessments

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**Note**: All data is subject to review and may change with ongoing project developments.
This page contains a table and a diagram with text. The table appears to be related to project social media posts. The diagram includes a section titled "Safety Tip of the Week" and mentions "Find the latest updates on the Safety Tip of the Week section of the project website."
Due to the recent connectivity with Sprout Social, the metrics generator, we were unable to retrieve the followers metrics for previous months.

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

Followers/subscribers increased across all platforms in September 2022.

The project earned 6 new newsletter subscribers in September 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.

The total number of inquiries totaled 13, which is comparable to 15 inquiries the month prior. As the project moves closer toward completion, we expect a slight increase in inquiries and questions related to the trail reopening in the coming months.

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.

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.

Overall post impressions/reach are the highest they have been since June 2022. This is especially notable since June 2022 contained a Nextdoor post, while September 2022 did not.

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 post reach/impressions, overall engagement in September 2022 is the highest since June 2022.

The number of project website visitors in September 2022 is comparable to the number of website visitors in August 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
[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.