



City of Foster City

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.

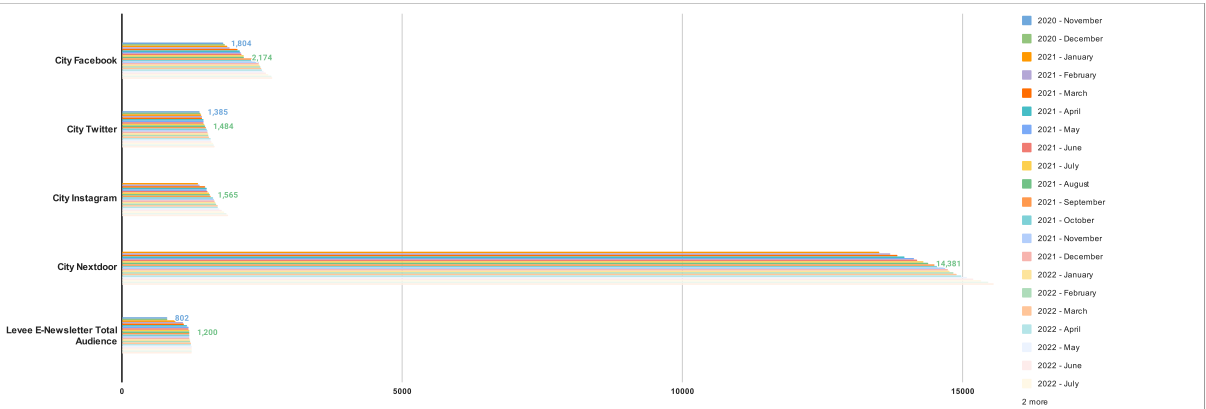


Levee Project Communications
Monthly Dashboard Report
September 2022

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	2,662	1,644	1,865	15,454	1,242
2022 - September [3]	2,680	1,649	1,887	15,558	1,248 [4]



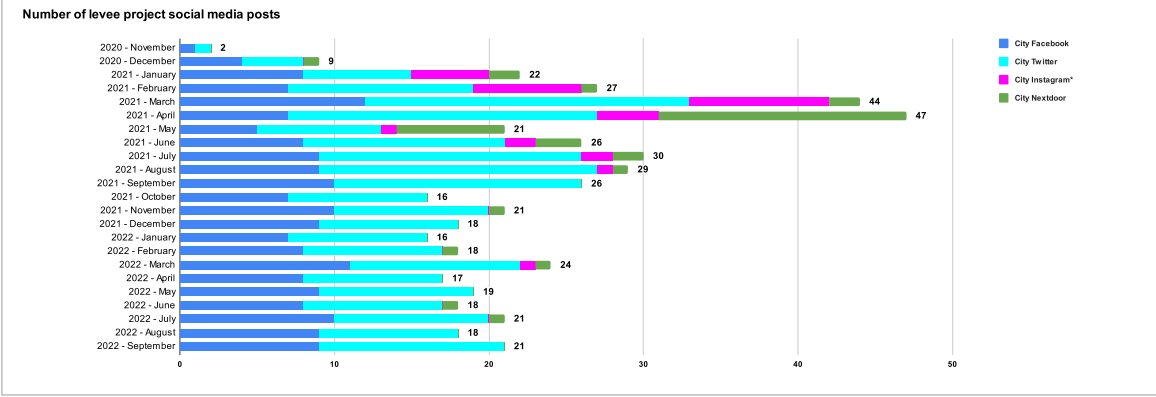
LEVEE COMMUNITY FORUMS

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

PROJECT TOURS/ SPEAKING EVENTS [5]	# of Events	Description
2022 - January	2	1 Project Tour with the City of Corte Madera, 1 Presentation to APNWA Silicon Valley [6]
2022 - February	5	4 Project Tours with the City of Foster City City Council, 1 Presentation to Hillsdale United Methodist Church [7]
2022 - March	2	1 Presentation to County Engineers Association, 1 Presentation at 2022 Silicon Valley Women in Engineering Conference [8]
2022 - April	2	1 Presentation at the City's Parks & Recreation Meeting, 1 Presentation at Infraday [9]
2022 - May	1	1 Presentation to Foster City Rotary Club [10]
2022 - June	1	1 Project Tour with Marin County Public Works [11]
2022 - July	0	- [12]
2022 - August	1	City Manager Tour [13]
2022 - September	2	1 Panel at the San Mateo County Council of Cities Event, 1 Presentation to Project Management Institute (PMI) [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 [15]	0.4

NUMBER OF LEVEE PROJECT POSTS [16]	City Facebook	City Twitter [17]	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
2022 - September	9	12 [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 [18]	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	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	1,989 [20]	1,487	0	0	3,476 [21]

LEVEE POST ENGAGEMENT [22]	City Facebook - Post Engagements	City Twitter - Engagements	City Instagram	City Nextdoor Thanks & Replies	TOTAL
2020 - November	13	9	0	0	20
2020 - December	63	70	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	0	0	182
2022 - July	16	35	0	1	52
2022 - August	7	37	0	0	44
2022 - September	48	37	0	0	85 [23]

LEAVE 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	Average Visits Per Day	Average Visit Length (Minutes)
fostercity.org	[25]	2940	3423	4601	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
fostercityleave.org	[26]	-	-	4,329	9,145	4,501	4,163	4,942	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	109	1:34		

LEEVE 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 (27)	2,721

TOP LEVEE PROJECT SOCIAL MEDIA POSTS


City Facebook The top two Facebook posts during September 2022 for the Levee Project promoted the project website's FAQ, while another other top post highlighted the Safety Tip of the Week.


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#FosterCity, do you have a question about the Levee Improvements Project? Our project website has a Frequently Asked Questions page dedicated to all of your levee related questions!

📄 Visit www.FosterCityLevee.org/faq to learn more.

**VISIT OUR
FAQ PAGE!**






Background and Purpose

- What is the Levee Improvement Project?
- Why is the Levee Improvement Project necessary?
- What are the project goals?
- What are the project phases?
- What are the project milestones?
- What are the project risks?
- What are the project benefits?
- What are the project costs?
- What are the project impacts?
- What are the project stakeholders?
- What are the project partners?
- What are the project sponsors?
- What are the project advisors?
- What are the project consultants?
- What are the project vendors?
- What are the project contractors?
- What are the project subcontractors?
- What are the project suppliers?
- What are the project manufacturers?
- What are the project distributors?
- What are the project retailers?
- What are the project wholesalers?
- What are the project exporters?
- What are the project importers?
- What are the project agents?
- What are the project brokers?
- What are the project intermediaries?
- What are the project facilitators?
- What are the project coordinators?
- What are the project managers?
- What are the project supervisors?
- What are the project executives?
- What are the project directors?
- What are the project officers?
- What are the project assistants?
- What are the project clerks?
- What are the project janitors?
- What are the project security guards?
- What are the project maintenance workers?
- What are the project construction workers?
- What are the project laborers?
- What are the project apprentices?
- What are the project trainees?
- What are the project interns?
- What are the project volunteers?
- What are the project donors?
- What are the project sponsors?
- What are the project funders?
- What are the project investors?
- What are the project lenders?
- What are the project creditors?
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- What are the project lenders?
- What are the project creditors?


Construction Activities and Impacts




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Did you know the Levee Improvements Project website has a Frequently Asked Questions page dedicated to all of your levee related questions?

This week, we're featuring the FAQ: Is Foster City in a flood zone, and is flood insurance mandatory now?
 ➡ Head over to www.FosterCityLevee.org/faq to find the answer!






**FREQUENTLY
ASKED
QUESTIONS**


www.FosterCityLevee.org/faq

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Have you been keeping up with the #SafetyTipOfTheWeek featured in the Levee Improvement Project's Construction Update newsletter?


📄 Check out this week's safety tip here: <http://ow.ly/3Tew5OKBtmU>
 📄 Subscribe to the newsletter: <http://ow.ly/hunv5OKBtmW>










**Safety Tip
of the Week**

Check out this week's
Construction Update
Newsletter!



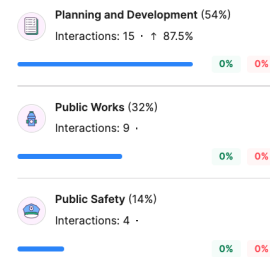
City Twitter The three top levee-related Tweet in September 2022 highlighted upcoming work in the Baywinds Park area, which is slated to begin in October. Other popular Tweets from the month promoted the Safety Tip of the Week and the project website's FAQ page.

Tweets	Top Tweets	Tweets and replies	Retweeted	Impressions	Engagements	Retweets
	<p>City of Foster City @CityofFC · Sep 21</p> <p>Attention: #FosterCity Beginning on or around October 12, the Levee Improvements Project contractor will need to complete significant work in the Baywards Park area that will require further restrictions to beach access points.</p> <p>1/2 pic.twitter.com/3XRPCUWwKO</p> <p>View Tweet activity</p>	166	3	1.8%		
	<p>City of Foster City @CityofFC · Sep 27</p> <p>Don't miss this week's #SafetyTipOfTheWeek from the Levee Improvement Project:</p> <p> Motorists are urged to exercise additional caution when driving along Beach Park Boulevard. Enforceable 25 MPH speed-limit signs are up on Beach Park Boulevard.</p> <p>1/2 pic.twitter.com/Zgb68WUUS</p> <p>View Tweet activity</p>	140	2	1.4%		
	<p>City of Foster City @CityofFC · Sep 15</p> <p>Did you know the Levee Improvements Project website has a Frequently Asked Questions page?</p> <p>This week, we're featuring the FAQ: Is Foster City in a flood zone, and is flood insurance mandatory now?</p> <p> Head over to FosterCity.Levee.org/faqs to find the answer! pic.twitter.com/ma79u3oMke</p> <p>View Tweet activity</p>	138	4	2.9%		

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

Popular words

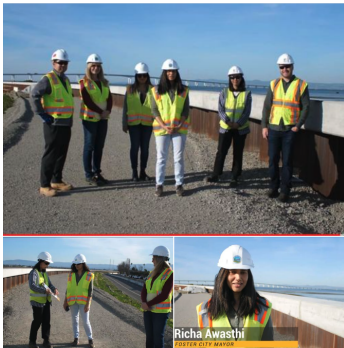

Popular Words: The words that appear most frequently across your channels



improvements laura completion
leveeproject emergency
trail sent email phone
note
subject levee park blvd
trespassing thank beach
contractor construction activities

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

Platform	Group	Post
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Platform	NOTABLE PROJECT MENTIONS	
Facebook	<p>Group Foster City Together</p> <p>Post</p> <p>Richa Awasthi September 18 at 2:32 PM · 🌐</p> <p>Levee Project is on time.</p> <ul style="list-style-type: none"> - The Phase 1 trail is projected to open early next year (2023). - The final contractual project completion is and has always been January 2024. ... See more 	<p>https://www.facebook.com/groups/fostercitytogether/posts/1064456340922590/?_ft_e=AZUmiVxiRqLq0b</p>
Facebook	<p>Group Foster City Together</p> <p>Richa Awasthi September 24 at 3:22 PM · 🌐</p>  <p>City of Foster City, CA - Government · 🌐</p> <p>September 24 at 11:50 AM · 🌐</p> <p>Members of the City Council and Foster City Staff joined colleagues and friends from neighboring communities last night at the San Mateo County Council of Cities... See more</p>	<p>https://www.facebook.com/groups/fostercitytogether/posts/1067976183903939/?_ft_e=AZXFUva3OVxFN</p>

Abstract

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 Smith President Ryder Todd Smith facilitated a project-focused panel at the San Mateo County Council of Cities. Additionally, Principal Jennifer Nentwig and Business Analyst Danielle Rodriguez coordinated logistics and staffed a virtual presentation for the Project Management Institute (PMI).

- [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 all platforms in September 2022.
- [4] The project earned 6 new newsletter subscribers in September 2022.
- [5] This is a new section as of January 2022.
- [6] 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.
- [7] 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.
- [8] 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.
- [9] 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.
- [10] Public Works Director Louis Sun and Senior Civil Engineer Francine Magno provided a levee update to the Foster City Rotary Club.
- [11] Senior Civil Engineer Francine Magno and Tanner Pacific, Inc. coordinated a project tour with representatives from Marin County Public Works.
- [12] 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.
- [13] The project team conducted a tour with City Manager Stefan Chatwin in August 2022.
- [14] 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.
- [15] 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.
- [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] 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.
- [22] 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).
- [23] Similar to post reach/impressions, overall engagement in September 2022 is the highest since June 2022.
- [24] The number of project website visitors in September 2022 is comparable to the number of website visitors in August 2022.
- [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.