



City of Foster City

MEMORANDUM

DATE: April 5, 2023

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 March 2023.

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 number of Levee Project inquiries totaled 23 in March 2023, compared to 11 inquiries from the month prior. Project inquiries were largely related to the project timeline and Phase 1 Milestone public access. The increase in inquiries are expected as the project grows closer to completion.
- The City's Facebook, Twitter and Instagram saw an astronomical increase in engagements and impressions compared to the previous month. This increase in metrics is attributed to the Phase 1 Milestone opening access to the public post.
- Levee specific post impressions increased by 88% and engagements increased by almost 2000%. This astronomical increase in engagements is due to individuals interacting with the Phase 1 Milestone post through reactions, comments, shares, link clicks and image clicks. As the City progresses with the project, the City is advised to continue highlighting imagery of updates of major milestones with the public.

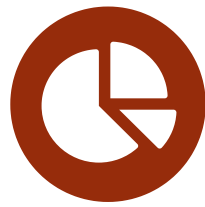
- The Levee Improvements Project earned three media mentions in March 2023. In March, the City published one Levee-related press release regarding the Phase 1 Milestone, which the San Mateo Daily Journal and Patch picked up. The San Mateo Daily Journal also shared news about the funding approval for the Levee Improvements project.

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 March 2023, the number of project inquiries increased significantly from the month prior with inquiries largely relating to the anticipation and opening of the Phase 1 Milestone public access. As the project grows closer to completion, we anticipate more inquiries regarding the opening of the other sections of the trail and feedback and comments regarding the opened portions. As construction continues, the project team remains committed to emphasizing safety messaging, discouraging trespassing, and highlighting trespassing implications such as additional cost to the project and potentially deterring the timeline.

Additionally, the project team will continue to keep the community informed through the regular project 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.



Mar 2023 - Foster City Dashboard Report

March 2023

Included in this Report

 @CityofFC

 cityoffc




 City of Foster City, CA - Government

Comprehensive Overview

Cross-Network Profiles

Review your aggregate profile and page metrics from the reporting period.

 Profile
 Reporting Period
 All Profiles
 All Twitter Post Types

Profile [▲]	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Mar 1, 2023 - Mar 31, 2023	6,137 ↗ 1.3%	80 ↗ 60%	215 ↗ 25.7%	86,476 ↗ 69.6%	3,802 ↗ 44.3%	4.4% ↘ 14.9%	2,655 ↘ 39.5%
Compare to Feb 1, 2023 - Feb 28, 2023	6,058	50	171	50,979	2,635	5.2%	4,390
 @CityofFC	1,702	12	108	12,736	188	1.5%	35
 City of Foster City, CA - Government	2,353	26	99	57,800	3,332	5.8%	201
 cityoffc	2,082	42	8	15,940	282	1.8%	2,419

Tagged Published Post Performance Summary

View your key aggregated tag performance metrics from the publishing period.

Tag Lifetime All Sources All Tags

Impressions 9,121 ↗87.9%	Engagements 1,811 ↗1,934.8%	Engagement Rate (per Impression) 19.9% ↗982.7%
Post Link Clicks 76 ↗117.1%		

Cross-network description: This shows how the City's profiles (Facebook and Twitter) performed overall.

Tagged posts: Levee-specific posts earned 9,114 impressions and 1,811 engagements across the City's Facebook and Twitter accounts. Overall impressions and engagements increased significantly in March 2023 compared to February. The highest performing levee-specific post featured high-resolution pictures of the opening of the Phase 1 Milestone to the public and one actionable link. The City also featured this post on the City's Instagram.

The Phase 1 Milestone access opening post on Facebook and Instagram received the highest number of engagements out of all City posts in March, causing a large spike in engagements. The post engagement performed the best due to the significance of this milestone and its relevance and excitement from the public. Actionable items remain important, but this post reflects the public interest in milestone updates.

Total number of newsletter subscribers: 1,122

Analytics by Platform

Facebook Audience

The total number of Facebook followers in March 2023 was 2,793. This was an increase of 23 followers.

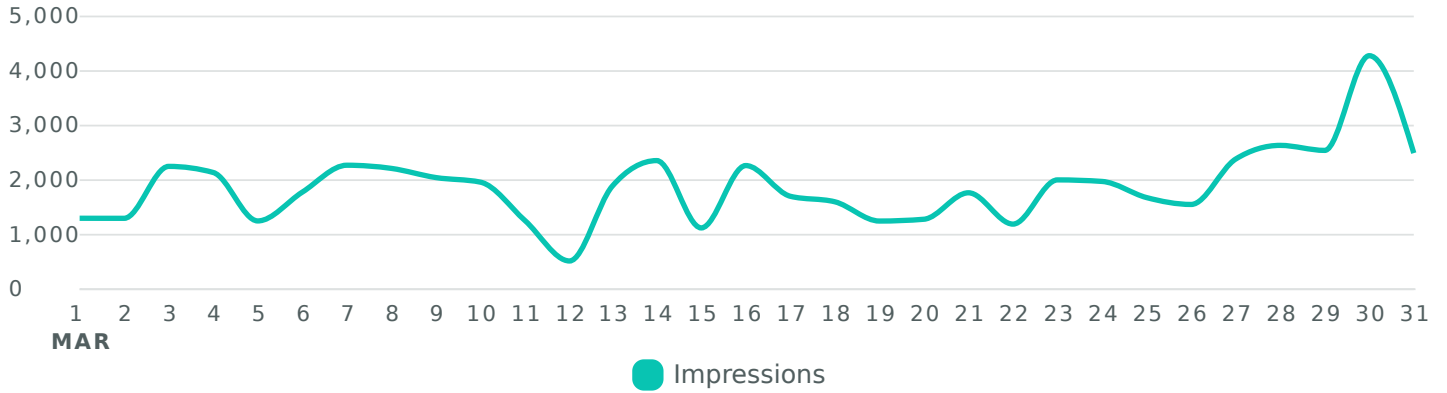
This report and future reports collect Facebook page followers directly from Facebook.

Facebook Impressions

Review how your content was seen by the Facebook community during the reporting period.

Profile
Reporting Period
City of Foster City, CA - Government

Impressions, by Day



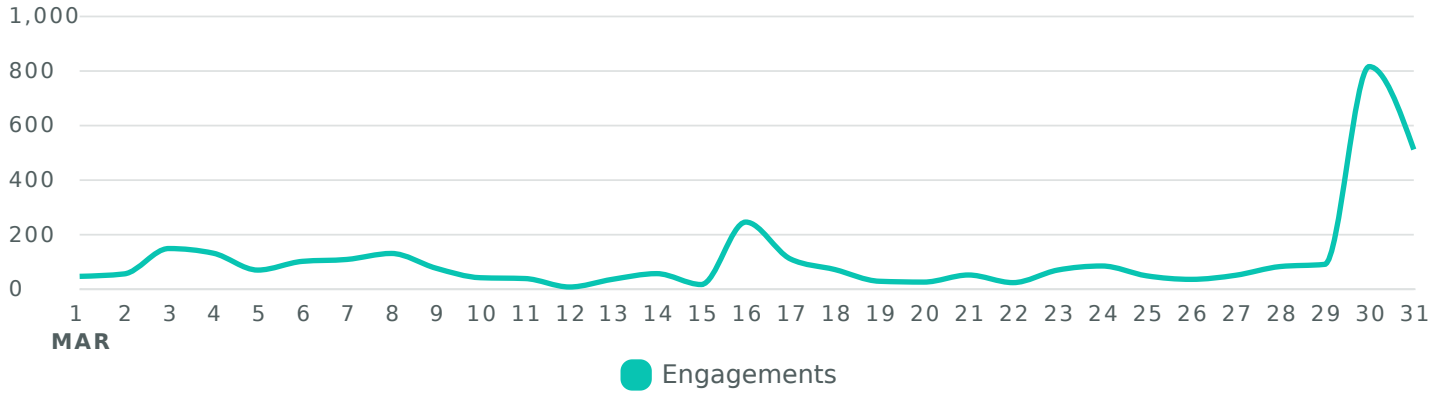
Impression Metrics	Totals	% Change
Total Impressions	57,800	↗82.8%
Organic Impressions	49,620	↗58.9%
Paid Impressions	7,588	↗—
Average Daily Impressions per Page	1,864.52	↗65.1%

Facebook Engagement

See how people are engaging with your posts during the reporting period.

Profile
Reporting Period
City of Foster City, CA - Government

Reactions, Comments, Shares, Post Link Clicks, Other Post Clicks, by Day



Engagement Metrics	Totals	% Change
Total Engagements	3,332	↗ 71.7%
Reactions	465	↗ 101.3%
Comments	56	↗ 5.7%
Shares	71	↗ 115.2%
Post Link Clicks	514	↗ 88.3%
Other Post Clicks	2,226	↗ 64.8%

Notes on Facebook Performance

The City's Facebook profile earned 57,800 impressions and 3,332 engagements in March 2023, which is an increase in both impressions and engagement rate from February 2023 due to the levee project milestone that took place. This represents the total number of impressions and engagements for all City's posts, including levee-related content.

Twitter Audience Growth

See how your audience grew during the reporting period.

 Profile  Reporting Period  @CityofFC  All Twitter Post Types

Followers, by Day

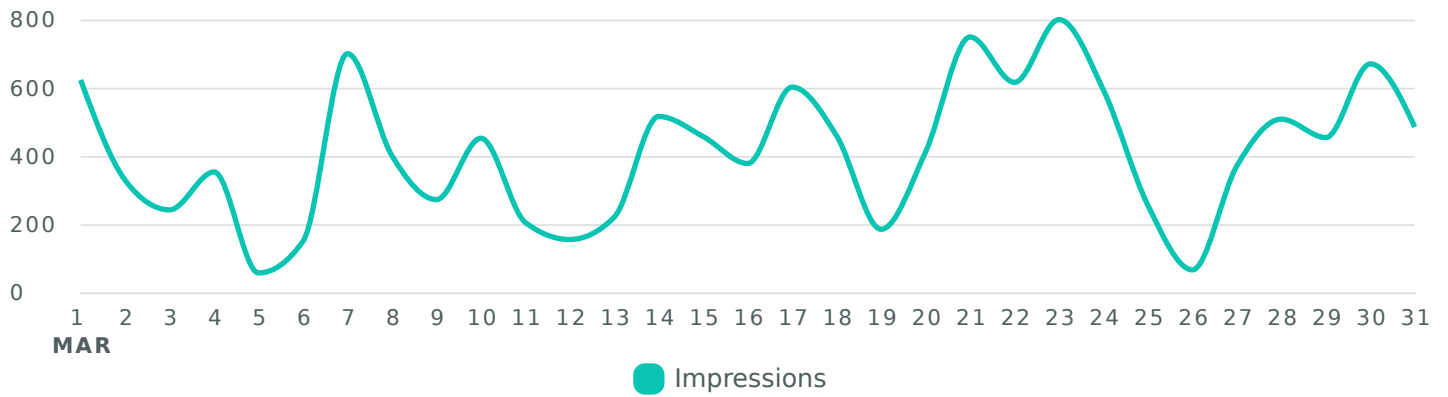
Audience Metrics	Totals	% Change
Followers	1,702	↗ 0.7%

Twitter Impressions

Review how your content was seen by the Twitter community during the reporting period.

Profile
Reporting Period
@CityofFC
All Twitter Post Types

Impressions, by Day



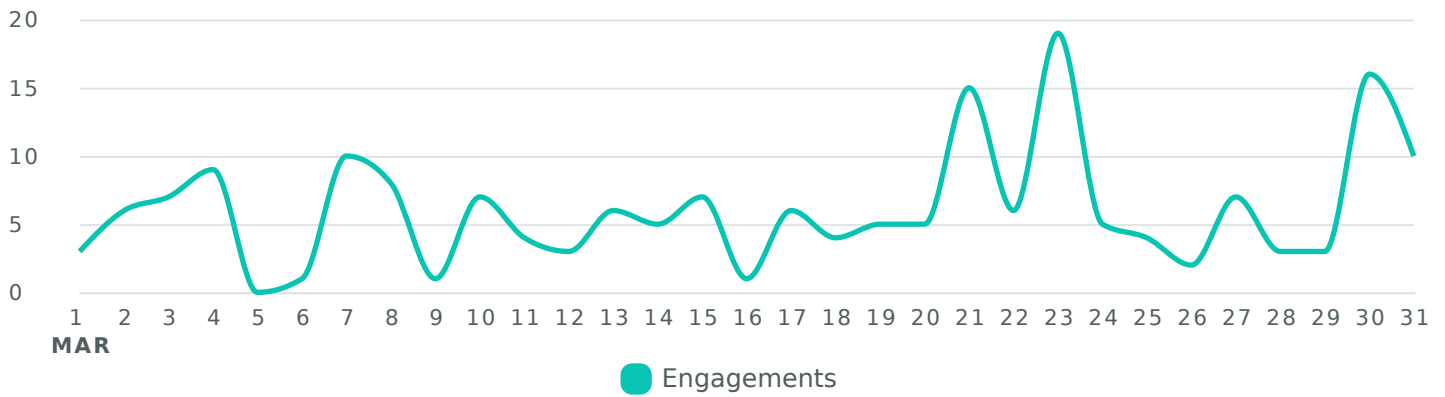
Impression Metrics	Totals	% Change
Impressions	12,736	↗ 4.7%

Twitter Engagement

See how people are engaging with your posts during the reporting period.

Profile
Reporting Period
@CityofFC
All Twitter Post Types

Engagements, by Day



Engagement Metrics	Totals	% Change
Total Engagements	188	↘45.8%
Likes	8	↘60%
@Replies	13	↘53.6%
Retweets	2	↘71.4%
Post Link Clicks	82	↘43.1%
Other Post Clicks	83	↘43.5%
Other Engagements	0	↘100%

Notes on Twitter Performance

Twitter totaled 12,736 impressions in March 2023, a 4.7% increase from February. Twitter also earned 188 engagements. This represents the total number of impressions and engagements for all of the City's posts, including levee-related content.







The top levee-related tweet in March 2023 highlighted the project website's FAQ page. This was also the highest-performing post out of all City content for the month, likely due to call-to-action links that historically perform well on Twitter for the City.

Tagged Top Posts

View the top tagged published posts from the publishing period.

- Tag
- Lifetime
- All Sources
- All Tags

Descending by Lifetime Impressions

Platform	Post Content	Impressions
 City of Foster ... Thu 3/30/2023 5:27 pm ...	The Foster City Levee Improvements Project is pleased to announce the... 	4,369
 cityoffc Thu 3/30/2023 5:19 pm ...	The Foster City Levee Improvements Project is pleased to announce the... 	1,733
 @CityofFC Thu 3/23/2023 8:56 am ...	1/2 Do you have questions about the Levee Improvements Project? Our... 	368

Project Tours/Speaking Events

Total: 1

Description: Women's Transportation Seminar Presentation.

Project Inquiries

Total number of inquiries: 23

Average inquiries/day: 0.74

Website Visitors

Total number of visitors this month: 2,081

Average visits per day: 67

Average visit length (minutes): 1:16s

Media Mentions

The Levee Improvements Project earned three media mentions in March 2023. In March, the City published one Levee-related press release regarding the Phase 1 Milestone, which the San Mateo Daily Journal and Patch picked up. The San Mateo Daily Journal also shared news about the funding approval for the Levee Improvements project.

[Media Mentions Report](#)

Password: FosterCity

Glossary

- **Total Impressions:** The number of times that any content associated with your page was displayed to a user during the reporting period. This includes both organic and paid activity.
- **Facebook Total Engagements:** The total number of reactions, comments, shares, post link clicks, other post clicks, and page actions. This includes both organic and paid activity.
- **Facebook Other Post Clicks:** The number of times that users clicked anywhere in your posts without opening a web link, reacting to, commenting on, or sharing your post during the reporting period. This includes clicks to play a video and view a photo. This includes both organic and paid activity.
- **Page Actions:** The number of times that users clicked on your page's links or action button during the reporting period.
- **Facebook Engagement Rate (per Impression):** Reactions, comments, shares, post link clicks, other post clicks, and page actions as a percentage of profile impressions. This indicates how engaged people are with your brand.
- **Instagram Impressions:** The number of times all of your posts and stories were displayed to a user during the reporting period. This does not include profile visitors. This includes both organic and paid activity.
- **Instagram Total Engagements:** The total number of likes, comments, saves, story replies, and profile actions. This includes organic activity only. In compliance with the European Union's ePrivacy Directive, Sprout's Instagram Story Reply metrics will no longer include activity from users in the EEA and it may impact this metric.
- **Profile Actions:** The total number of times users clicked on the links within your profile to contact you, get directions to your location, or visit your website.
- **Instagram Engagement Rate (per Impression):** Likes, comments, saves, story replies, and profile actions as a percentage of profile impressions. This indicates how engaged people are with your brand.
- **Twitter Impressions:** The number of times that all of your posts were displayed to a user during the reporting period. This includes impressions when your posts are retweeted by other users. This includes organic activity only.
- **Twitter Total Engagements:** The total number of likes, @replies, retweets, post link clicks, other post clicks, and other engagements. This includes both organic and paid activity.
- **Twitter Other Post Clicks:** The number of times that users clicked on the content in your posts, excluding the link, during the reporting period. This includes clicks on the media, hashtags, detail expand, and user profile from your posts. This includes organic activity only.
- **Twitter Other Engagements:** The number of times during the reporting period that users engaged with your posts in other ways. This includes such engagements as poll votes, app install attempts, app opens, and follows from your posts. This includes organic activity only.
- **Twitter Engagement Rate (per Impression):** Likes, @replies, retweets, post link clicks, other post clicks, and other engagements as a percentage of profile impressions. This indicates how engaged people are with your brand.