



City of Foster City

MEMORANDUM

DATE: August 7, 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 July 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:

- In July 2023, there were a total of 17 inquiries regarding the Levee Improvements Project, showing a decrease compared to the previous month's 21 inquiries. Most inquiries were received through the Levee Improvements Project communications email, Levee Improvements Project webpage and See Click Fix. Most inquiries were related to questions and comments about the achievement of the Phase 2 Interim Milestone and the open portions of the trail.
- The City's levee-related social media content experienced a notable increase in impressions and engagements during the month, mainly driven by the achievement of the Phase 2 Interim Milestone.
- The City's top-performing levee post featured high-resolution images of the highly anticipated notice of the achievement of the Phase 2 Interim Milestone portion of the trail.

- The San Mateo Daily Journal covered the commencement of work on Foster City's Beach Park Boulevard and the announcement of achieving Phase 2 Interim Milestone. Additionally, several publications posted articles about sea level rising in the San Francisco Bay, with a mention of the Foster City 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 communications are providing information to bridge the gap between residents' questions and concerns about the project in general – reflecting positively on overall outreach and engagement efforts.

During July 2023, the number of project inquiries was less than the prior month. The inquiries were largely regarding the achievement of the Phase 2 Interim Milestone and slowed down following the achievement of the Phase 2 Interim Milestone. We anticipate inquiries lessen as the construction progresses and public access is restored to the trail. 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.



Jul 2023 - Foster City Dashboard Report

July 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 Jul 1, 2023 - Jul 31, 2023	7,011 ↗ 1.9%	131 ↗ 44%	181 ↘ 6.2%	113,388 ↗ 26.2%	6,613 ↗ 76.3%	5.8% ↗ 39.7%	12,956 ↗ 1,959.8%
Compare to Jun 1, 2023 - Jun 30, 2023	6,878	91	193	89,856	3,751	4.2%	629
@CityofFC	1,732	10	84	20,677	584	2.8%	23
City of Foster City, CA - Government	3,017	54	82	73,962	5,177	7%	1,710
cityoffc	2,262	67	15	18,749	852	4.5%	11,223

Tagged Published Post Performance Summary

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

Tag

Lifetime

All Sources

All Tags

Impressions 11,050 ↗157.5%	Engagements 1,196 ↗278.5%	Engagement Rate (per Impression) 10.8% ↗47%
Post Link Clicks 84 ↘6.7%		

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

Tagged posts: Levee-specific posts earned 11,029 impressions and 1,196 engagements across the City's Facebook, Twitter and Instagram accounts. Overall impressions and engagements increased in July 2023 compared to June 2023. Impressions and engagements increased due to the achievement of the Phase 2 Interim Milestone of the Levee Project. The highest-performing levee-specific post featured high-resolution pictures of the highly anticipated, newly opened section of the Levee Trail.

Total number of newsletter subscribers: 1,329

Analytics by Platform

Facebook Audience

The total number of Facebook followers in July 2023 was 2,917. This was an increase of 38 followers from the previous month.

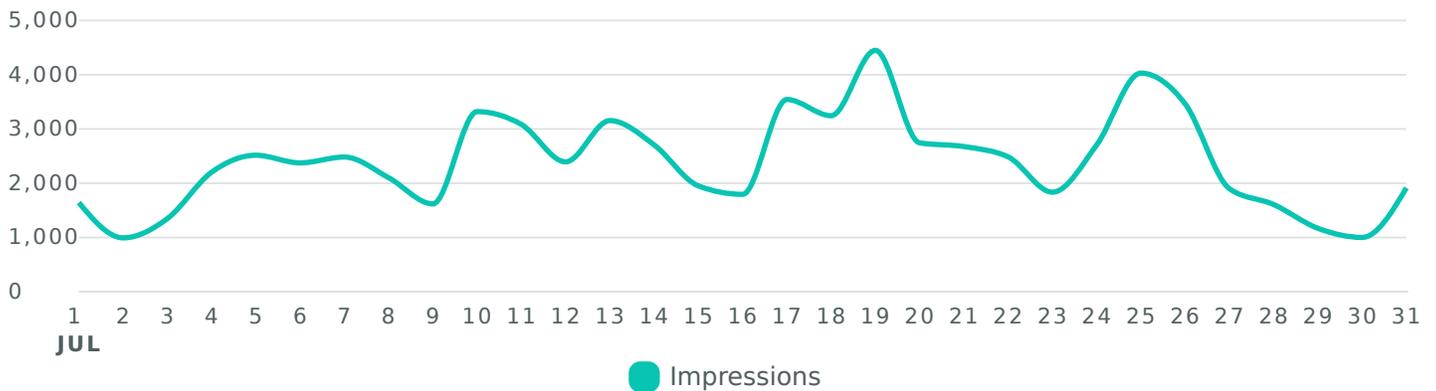
This report and future reports collect Facebook page followers directly from Facebook.

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

Organic and Paid Impressions, by Day



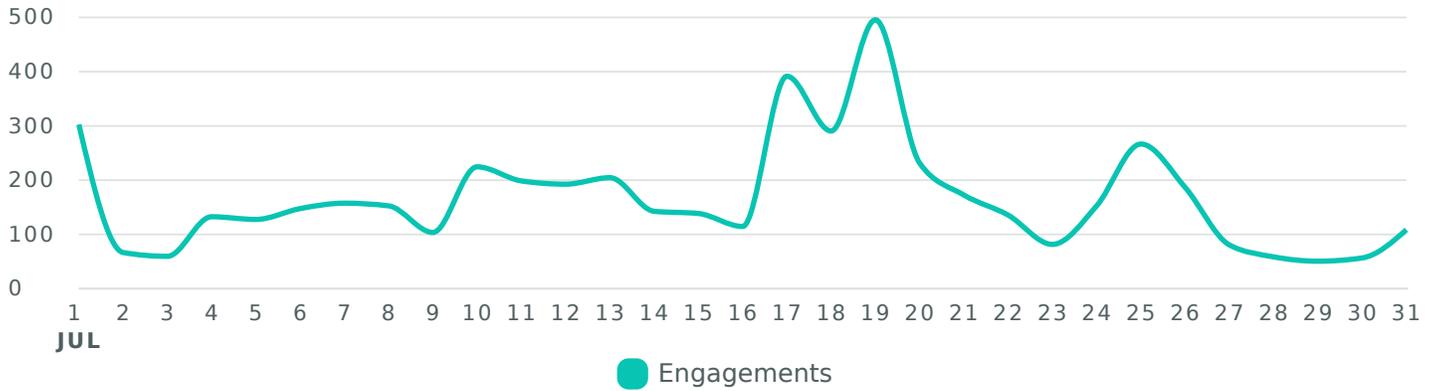
Impression Metrics	Organic	Paid	Totals	% Change
Impressions	49,699 ↗ 12.7%	23,398 ↘ 13.5%	73,962	↗ 2.8%

Facebook Engagement

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

Profile
Reporting Period
City of Foster City, CA - Government

Organic and Paid Reactions, Comments, Shares, Post Link Clicks, Other Post Clicks, by Day



Engagement Metrics	Totals	% Change
Total Engagements	5,177	↗51.7%
Reactions	725	↗97%
Comments	119	↗29.3%
Shares	94	↗25.3%
Post Link Clicks	1,122	↗46.5%
Other Post Clicks	3,117	↗47.7%

Notes on Facebook Performance

The City's Facebook profile earned 73,962 impressions and 5,177 engagements in July 2023, an increase in both impressions and engagements from June 2023. 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

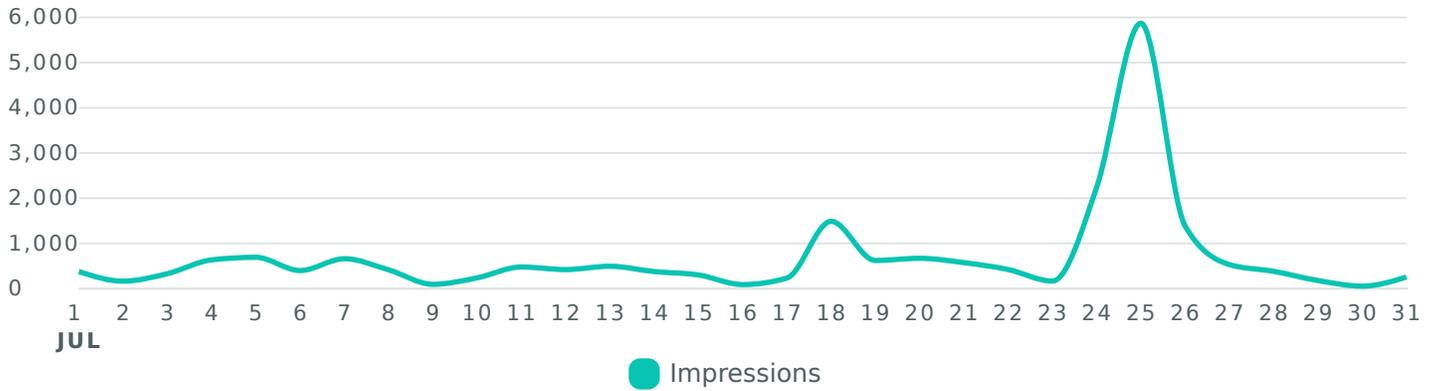
Audience Metrics	Totals	% Change
Followers	1,732	↗ 0.6%

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



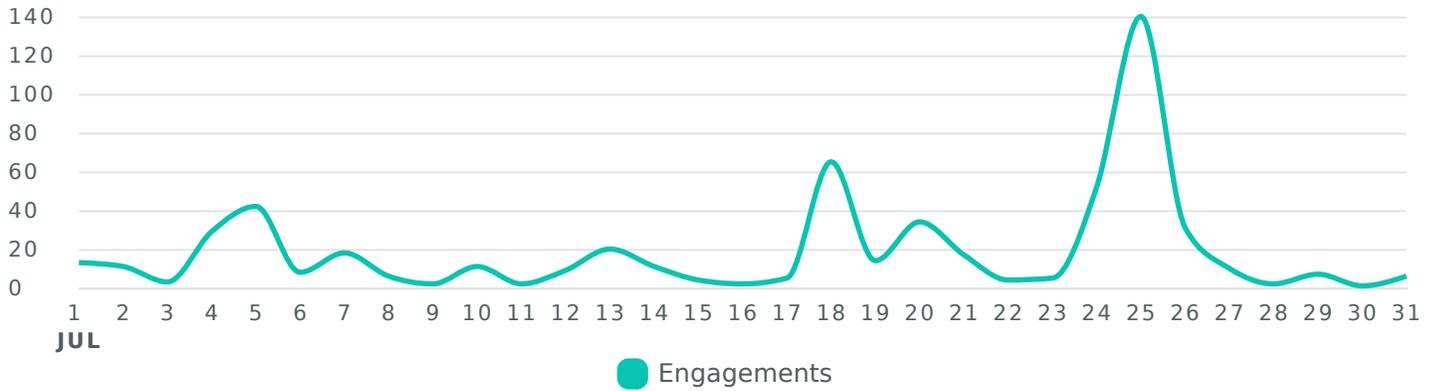
Impression Metrics	Totals	% Change
Impressions	20,677	↗ 97.6%

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	584	↗182.1%
Likes	38	↗245.5%
@Replies	14	↗600%
Retweets	5	↗—
Post Link Clicks	163	↗63%
Other Post Clicks	364	↗287.2%
Other Engagements	0	→0%

Notes on Twitter Performance

Twitter received 20,757 impressions in July 2023, a 98.4% increase from June 2023. Twitter also earned 585 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 July 2023 highlighted the achievement of the Phase 2 Interim Milestone.

Tagged Top Posts

View the top tagged published posts from the publishing period.

- Tag
- Lifetime
- All Sources
- All Tags

Descending by Lifetime Engagements

Source	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
City of Foster ...	Mon 7/17/2023 6:47 pm ...	636	94	14	9	39	480
cityoffc	Mon 7/17/2023 6:47 pm ...	198	191	2	5		
City of Foster ...	Tue 7/11/2023 8:59 pm ...	139	3	8	2	—	126

Project Tours/Speaking Events

Total: 1

Description: In July 2023, the City hosted an SFO group tour focused on sharing the environmental planning aspect of the project.

Project Inquiries

Total number of inquiries: 17

Average inquiries/day: .5

Website Visitors

Total number of visitors this month: 2,460

Average visits per day: 79.4

Average visit length (minutes): 1:04s

Media Mentions

[July 2023 Media Mentions:](#)

Password: FosterCity

During July 2023, the San Mateo Daily Journal reported on the commencement of work on Foster City's Beach Park Boulevard and the announcement of achieving the Phase 2 Interim Milestone. Additionally, numerous publications published 15 articles discussing the expenses associated with safeguarding San Francisco Bay against the threat of rising sea levels, with a mention of the Foster City Levee Improvements Project.

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.