

CITYWIDE COMMUNICATIONS

July - September 2019 Quarterly Communications Report

The City of Folsom Communication Office regularly and proactively provides timely and relevant news and information to residents, businesses, prospective job creators, community organizations, and the media.

Folsom COMMUNITY Service DAY



1 Day

3,000+ Volunteers

80+ Projects

12,000+ Hours of Service

55,000 Pounds of Food Collected

Social Media Campaign:

24 Posts

126,582 Impressions

5,484 Engagements

Marketing:

Telegraph & Style Magazine Ads

Distributed Flyers

New Banners

Digital Billboards

Rec Guide Ad

Media Coverage





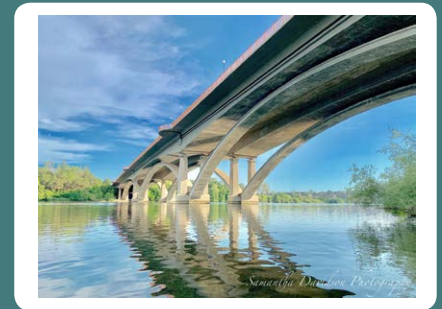
CITY OF
FOLSOM

■ PUBLIC INFORMATION INITIATIVES

➔ Lake Natoma Crossing Turns 20

The Lake Natoma Crossing first opened to the public in August 1999, providing an important connection across the American River and between the two sides of town, creating a more cohesive community within Folsom. The bridge is known for its architectural design and soaring arches, and is one of Folsom's most iconic bridges. August marked the 20-year anniversary.

- ➔ Mailed, citywide newsletter article and photo feature
- ➔ E-newsletter
- ➔ Social media
- ➔ Article and photos featured in the Folsom Telegraph



➔ Supported Partner Public Agency Workshops in Folsom

Assisted the U.S. Environmental Protection Agency with an informational community workshop Wednesday, July 10 about the planned cleanup activities at the Aerojet Area 40 site, located east of and adjacent to Prairie City Road.

Supported the Sacramento Metropolitan Air Quality Management District September 12 community meeting about the agency's need for a new per capita fee necessary to support the District's air quality and climate programs and to pursue opportunities for new clean air and future mobility projects in Folsom.

- ➔ Event planning support
- ➔ Mailed, citywide newsletter article and photo feature
- ➔ E-newsletter
- ➔ Social media



➔ Utility Rate Studies Outreach

The City of Folsom conducted a rate study of all city utilities, including water, wastewater, and solid waste. Staff presented the initial findings of the utility rate study at a public workshop held during the regularly scheduled August 27 City Council Meeting. The public was highly encouraged to attend the rate study workshop to learn more and provide input.

- ➔ Three articles in the weekly e-newsletter
- ➔ Social media - 13,000 impressions
- ➔ Ads on Sacramento Metro Cable 14
- ➔ Two ads in the Folsom Telegraph
- ➔ City website homepage graphic and newsroom article



➔ New Traffic Signals on Empire Ranch Road

Folsom gained six new traffic signals along Empire Ranch Road. The signals will further increase road safety for drivers, pedestrians, and cyclists, as well as allow emergency vehicle access for Folsom Fire Station located on Empire Ranch Road at Ritchie Street.

- ➔ Mailed, citywide newsletter article and photo feature
- ➔ E-newsletter
- ➔ Social media - 20,000+ impressions, 2,200+ engagement
- ➔ News coverage on KCRA 3, KFBK, Fox 40, and the Folsom Telegraph





CITY OF FOLSOM

➔ Public Hearings

Partnered with the Community Development Department to develop a new webpage and plan to inform the community about upcoming scheduled public hearings.



➔ Folsom’s New Cycle Tracks

The City of Folsom has installed cycle tracks on Blue Ravine Road and Leidesdorff Street. These two-way bike boulevards are known as “protected pathways” that allow cyclists to share the street safely with motorists. A public awareness effort informed the community about the new cycle tracks, as well as important safety tips.

- ➔ Mailed, citywide newsletter article and photo feature
- ➔ E-newsletter
- ➔ Social media - 7,600+ impressions



■ COMMUNITY SURVEY FOR FOLSOM WEBSITE REDESIGN



A community survey was conducted to learn about the Folsom community’s priorities for a new website the Communications Division is beginning to rebuild from the ground up. The feedback received will help shape how the city organizes pages and prioritizes information.

Currently in the design phase, the new website is expected to launch late summer 2020.

■ NEW VIDEOS



Community Service Day
Food Drive Series



Folsom Police
Department Recruitment
Video



Trail Safety Tips



CITY OF FOLSOM

EXPANDED PHOTO LIBRARY TO 4,200 PHOTOS



CITY HALL TOURS FOR FOLSOM THIRD GRADERS



Coordinated five City Hall tours and mock city council meetings for Folsom Cordova Unified School District schools, including Sandra J. Gallardo, Empire Oaks, Oak Chan, and Theodore Judah. The tours reflected lessons students learned in their textbooks and in the classroom.

CITY LIAISONS TO:

- ➔ Folsom Historic District Association
- ➔ Rainbow Bridge Centennial Anniversary Planning Committee
- ➔ Community Service Day Steering Committee
- ➔ Folsom Historic District Marketing Group

EMPLOYEE NEWSLETTER

Produced Summer Quarterly Newsletter for **500+ city employees.**



CITY MANAGER'S MONTHLY COMMENTARY FEATURED IN THE FOLSOM TELEGRAPH



- ➔ July: Programs and Services for Seniors
- ➔ August: Public Safety and National Night Out
- ➔ September: Folsom Trail System Update



CITY OF FOLSOM

NEW DIGITAL SIGN IN CITY HALL LOBBY

Launched a new digital sign near the Info Desk at City Hall.

- 15 unique informational slides
- Facebook feed
- Instagram feed
- Weather forecast



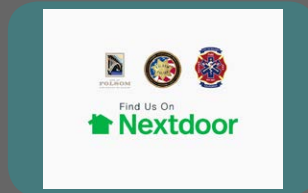
SACRAMENTO METRO CABLE PUBLIC SERVICE ANNOUNCEMENT SLIDES

→ Community Service Day

→ Folsom Glow

→ Find Us On Nextdoor

→ Zoning Code Update



LAUNCHED NEXTDOOR SOCIAL MEDIA ACCOUNTS

The City of Folsom, Folsom Police Department, and Folsom Fire Department have joined Nextdoor, the free private social network designed to bring together neighbors and communities.

The city will have the ability to deliver pertinent, localized information directly to residents, such as roadwork notices, storm notifications, and public safety tips.

16
Posts

83,216
Reached

1,150
Engagement

OPEN DOOR WITH CITY MANAGER ELAINE ANDERSEN ON FACEBOOK LIVE

Launched new Facebook Live question and answer series with City Manager Elaine Andersen.

- 8,000+ Reached
- 3,400+ Video Views
- 86 Questions/Comments





CITY OF FOLSOM

COMMUNICATIONS
QUARTERLY REPORT

CITYWIDE PRINTED NEWSLETTER

➔ June/July 2019

➔ August/September 2019

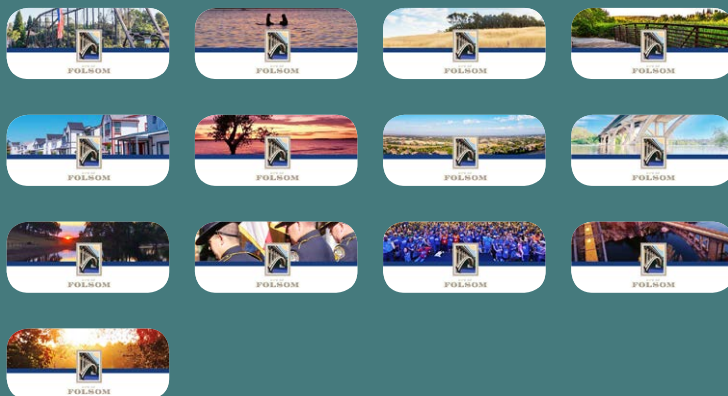
29,000+ Households and Businesses
Each Edition



E-NEWSLETTER

13 Editions in Quarter 1

94,700+ Emails Sent



WEBSITE

540,263 PAGEVIEWS



Most Popular Pages (including percentage of traffic):

1. Home - **7.85%**
2. Library - **6.89%**
3. Aquatics - **3.95%**
4. Search - **3.22%**
5. Finance - **2.85%**
6. Swim Lessons - **2.82%**
7. Police Log - **2.27%**
8. Zoo Hours - **2.05%**
9. Police - **1.22%**
10. Human Resources - **1.09%**





CITY OF FOLSOM

■ SOCIAL MEDIA

FACEBOOK

59,302 TOTAL FANS

+3,841 NEW FANS



+6.3%
over Q4 18/19

4,159,856 IMPRESSIONS

583,067 ENGAGEMENTS

441 TOTAL POSTS

High Engagement Facebook Posts This Quarter:

- Folsom PD K9 Rex Retirement – Folsom Police
- Police Training at Vista Del Lago H.S. – Folsom Police
- Dogs and Blue/Green Algee – Folsom Animal Services
- Community Service Day Video – City of Folsom
- Firefighter Job Announcement – Folsom Fire Department
- Distracted Driving Safety Tips – Folsom Police
- Bark ‘n’ Splash Event – City of Folsom
- Happy 4th of July – City of Folsom
- City Manager Facebook Live – City of Folsom

TWITTER

7,487
Followers

+3.2%
over Q4 18/19



INSTAGRAM

10,202
Followers

+6.7%
over Q4 18/19



YOUTUBE

1,300+
Views

