



CITY OF
FOLSOM
DISTINCTIVE BY NATURE

CITYWIDE COMMUNICATIONS QUARTERLY REPORT

January - March 2021



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

NEW CITY OF FOLSOM WEBSITE LAUNCHED

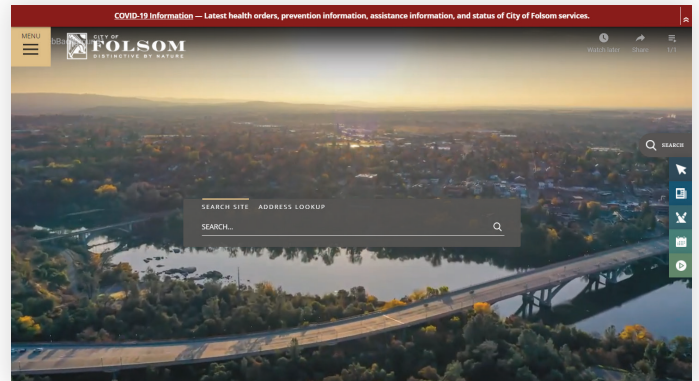
The City of Folsom launched its new website in March 2021, incorporating a fresh and modern look, improved navigation, and new interactive tools.

Residents can expect to see a much-improved web experience when visiting the newly redesigned site, including quicker access to information, and a user-friendly interface, especially on mobile devices.

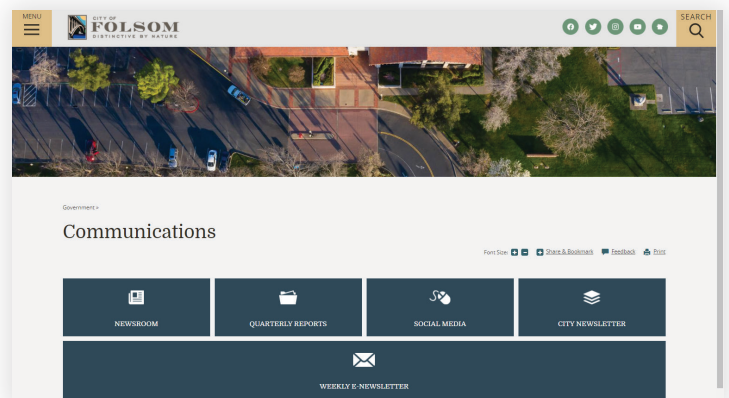
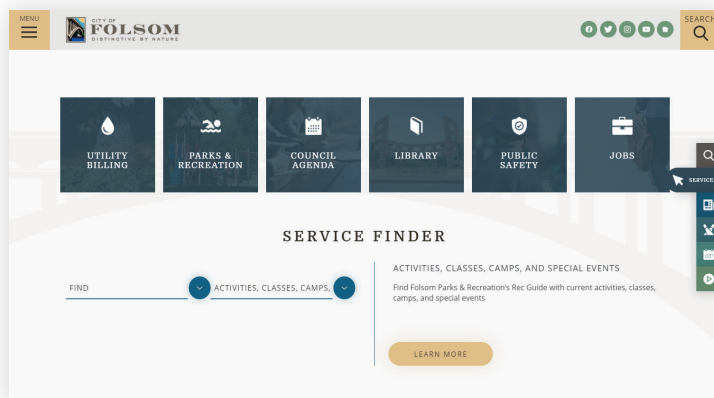
The site was designed using feedback from community surveys, as well as by using key analytics from most visited pages and requested services.

Highlights include:

- Responsive design with full-width graphics, dynamic videos, and accessible menu and search bar.
- Improved site-wide search features.
- Simplified navigation and fresh content.
- Address lookup feature that locates address-specific services and information.
- A service finder that quickly identifies city services.
- Americans with Disabilities Act (ADA) compliant.



The city is in the process of transitioning to a brand-new online bill and payment portal, which will launch this summer. This new bill pay portal will integrate with the new website and drastically improve the utility bill pay experience. Visit the new City of Folsom website at www.folsom.ca.us.

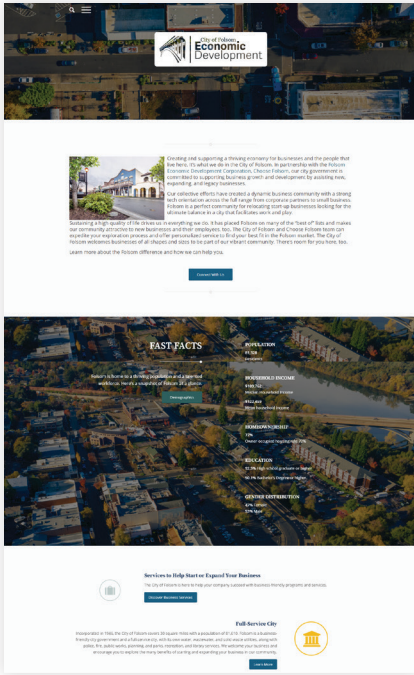




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CITY OF FOLSOM ECONOMIC DEVELOPMENT SITE UNVEILED



As part of the new website redesign, a new economic development website was developed to feature city information and resources for existing and prospective businesses.

The new site features:

- Services to help start or expand your business.
- Fast facts and demographic information.
- City amenities.
- Awards and accolades.
- Top employers and workforce segments.
- South of 50 information.



Visit the new City of Folsom Economic Development website at www.folsom.ca.us/economicdevelopment.

FOLSOM TELEGRAPH ANNIVERSARY

As the oldest newspaper in Sacramento County, the Folsom Telegraph has been the Folsom community's trusted source of news and information for 165 years. At the March 9 City Council meeting, the Telegraph was honored with a Resolution of Commendation to mark the historic occasion. The milestone was promoted with:

- Full page ad in the Folsom Telegraph.
- E-newsletter article.
- Social media posts.
- Photos taken of the resolution presentation.
- Media coverage on KCRA and Good Day Sacramento.



165 YEARS

Congratulations Folsom Telegraph
1856 - 2021

As the oldest newspaper in Sacramento County, the Folsom Telegraph has been the Folsom community's trusted source of news and information for 165 years. The Folsom Telegraph has faithfully covered every major milestone in our city's rich history, from public safety to infrastructure to growth and development.

The City of Folsom congratulates the Telegraph on this historic occasion.



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BY-DISTRICT ELECTION OUTREACH

The City of Folsom is considering a transition from existing at-large elections to by-district elections for Folsom City Councilmembers. At its January 12 meeting, the Folsom City Council directed a public information initiative to educate the community about the issue of district elections.

- Citywide mailer and survey sent to all Folsom households.
- By-District Election webpages on the City of Folsom website: www.folsom.ca.us/districtelections.
- Frequently Asked Questions (FAQs).
- Online community input form.
- E-newsletter and printed, citywide newsletter articles.
- Social media posts.



STATE OF THE CITY

The City of Folsom partnered with the Greater Folsom Partnership for the virtual 2021 State of the City event. Mayor Mike Kozlowski showcased recent city accomplishments and upcoming milestones in a recorded speech.

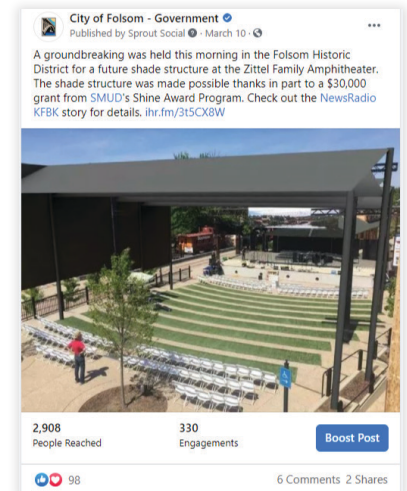
As part of Mayor Kozlowski's address, the Communications Office produced a video titled "Looking Forward, 2021."



ZITTEL FAMILY AMPHITHEATER: DEDICATION AND SHADE STRUCTURE GROUNDBREAKING

The City of Folsom dedicated Folsom's Historic District outdoor amphitheater as the Zittel Family Amphitheater on January 21. In March, a groundbreaking ceremony was held in the Folsom Historic District for the future shade structure at the Zittel Family Amphitheater.

- E-newsletter and citywide, printed newsletter articles.
- Social media promotion.
- Photo and information provided to media.
- Shade structure groundbreaking promoted on KFBK, Folsom Telegraph.





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EMPIRE RANCH INTERCHANGE PUBLIC MEETING OUTREACH

The City of Folsom hosted a virtual community meeting for the Highway 50/Empire Ranch Road Interchange Project on Wednesday, February 24. The community meeting included a brief presentation on the project design, environmental process, and project schedule, followed by an opportunity for the community to ask questions and provide feedback to city staff and the project team.

- 169 participants.
- Personalized stakeholder invitations.
- Mailed, citywide newsletter article.
- E-newsletter.
- Social media.
- Article in the Folsom Telegraph.



Virtual Community Meeting for the Highway 50/Empire Ranch Road Interchange Project

The City of Folsom is hosting a virtual community meeting for the Highway 50/Empire Ranch Road Interchange Project from 4:30 to 6 p.m. Wednesday, February 24.

The meeting will be held virtually over Zoom, and the public is encouraged to register in advance at bit.ly/EmpireRanchRoadMeeting.

The City of Folsom, in cooperation with Caltrans, is proposing a new interchange on the Sacramento County/EI Dorado County line, between the existing East Bidwell Street interchange in Folsom and Latrobe Road interchange in El Dorado Hills. The virtual community meeting will include a brief presentation on the project design, environmental process, and project schedule, followed by an opportunity for the community to ask questions and provide feedback to city staff and the project team.

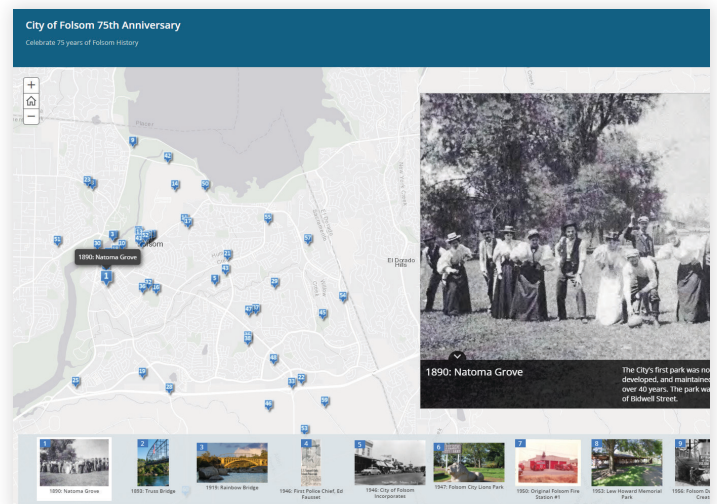
Currently, the project is in the preliminary design and environmental phase, which is expected to be complete by the summer of 2021. Once the environmental document is approved, final design will begin with construction anticipated to start in 2025 at the earliest, depending on funding availability.

[Learn more.](#)

CITY OF FOLSOM 75TH ANNIVERSARY PLANNING

The City of Folsom is celebrating its 75th anniversary this spring. The occasion marks a special opportunity to honor the past, celebrate the present, and look ahead to the future. Plans are underway for an April launch, including:

- 75th logo
- Posters
- Commemorative pins
- Website
- Interactive history story map
- Community mosaic
- Social media promotions





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WE SUPPORT FOLSOM

In partnership with the Folsom Chamber of Commerce, the #WeSupportFolsom campaign encourages shopping and dining locally. Recent activities included:

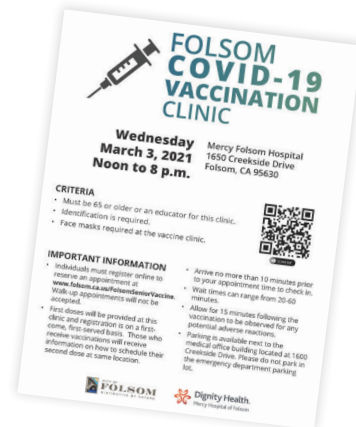
- Social media campaigns, including gift card giveaways.
- Freeway signs at the Automall and Palladio.
- Expanded banners and signage citywide.
- Signs for Folsom businesses, distributed by Chamber ambassadors.
- I Heart Folsom stickers given to local businesses.
- I Heart Folsom stickers awarded to residents when they take the pledge to be “loyal to local” at wesupportfolsom.com.



COVID 19 PUBLIC INFORMATION

COVID-19 testing and vaccination public information campaigns continued through City of Folsom communications channels. Vaccination clinic fliers were distributed to:

- Meals on Wheels participants.
- Twin Lakes Food Bank.
- Affordable housing contacts.
- Neighbors Helping Seniors participants.
- Senior Center participants and attendees.
- Senior Walk and Talk participants.



COMMUNITY SERVICE DAY KICKOFF

Launched plans for the 8th annual Community Service Day, Folsom’s largest day of service.

More than 30 business, nonprofit, education, government, and faith-based community leaders have met regularly as a Steering Committee to plan the 8th annual Community Service Day.

Coordinated and promoted a virtual community brainstorming meeting to identify community needs and potential Community Service Day projects.

Updated the Community Service Day website www.folsomcommunityservice.org.





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EXPANDED PHOTO LIBRARY TO 4,860+ PHOTOS



CITY MANAGER'S MONTHLY COMMENTARY FEATURED IN THE FOLSOM TELEGRAPH

January: 2021 Has Hope on the Horizon

February: City Manager Elaine Andersen Talks New Housing, Zoning, and More

March: Thanking the Telegraph for 165 Years of Service



CITY LIAISONS TO:

- Folsom Historic District Association
- Support Local Marketing Committee
- Community Service Day Steering Committee
- Folsom Historic District Marketing Group

PROFESSIONAL BOARDS:

- California Association of Public Information Officials (CAPIO)
- Accreditation in Public Relations, Universal Accreditation Board

CITYWIDE MAILED NEWSLETTER

January/February 2021

March/April 2021

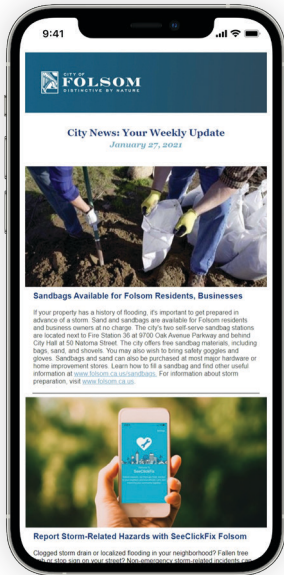
30,000+ Households and Businesses Each Edition





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FOLSOM COVID-19 VACCINATION CLINIC

**Wednesday
March 3, 2021
Noon to 8 p.m.**

Mercy Folsom Hospital
1650 Creekside Drive
Folsom, CA 95630

CRITERIA

- Must be 65 or older or educator/childcare provider for this clinic.
- Identification is required.
- Face masks required at the vaccine clinic.

IMPORTANT INFORMATION

- Individuals must register online to reserve an appointment at www.ca16ix.org/reg/0313362697. Walk-up appointments will not be accepted.
- First doses will be provided at this clinic and registration is on a first-come, first-served basis. Those who receive vaccinations will receive information on how to schedule their second dose at the same location.
- Arrive no more than 10 minutes prior to your appointment time to check in.
- Wait times can range from 20-60 minutes.
- Allow for 15 minutes following the vaccination to be observed for any potential adverse reactions.

➔ E-NEWSLETTER

8 Editions in Quarter 2

66,000+ Emails Sent

3 Special Editions in Quarter 2

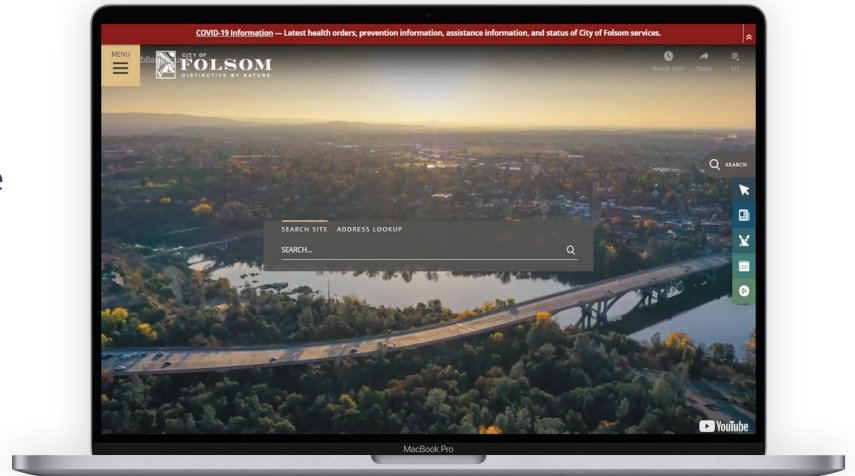
23,000+ Emails Sent

➔ WEBSITE

469,200 PAGEVIEWS

Most Popular Pages (including percentage of traffic):

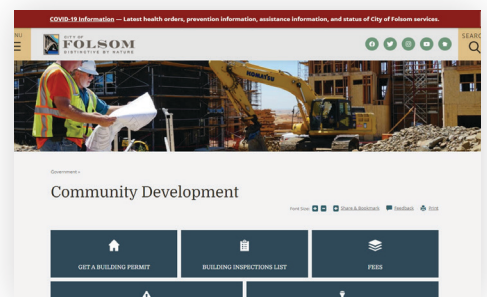
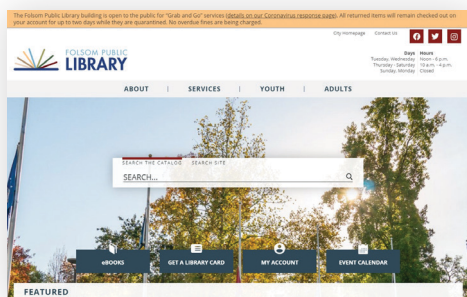
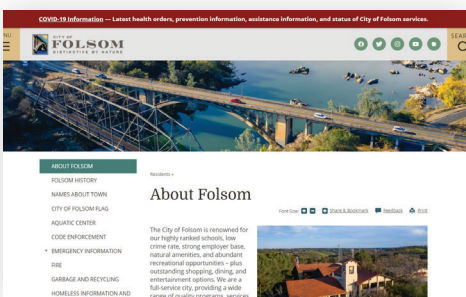
1. Home - **7.46%**
2. Zoo - **5.3%**
3. Library - **4.6%**
4. Finance - **2.9%**
5. Search - **2.8%**
6. Solid Waste - **2.7%**
7. Police Log - **2.21%**
8. Bulky Waste - **1.25%**
9. ePermit Center - **1.14%**
10. Building - **0.93%**



127,802 Users

209,239 Sessions

1:47 Average Session Duration





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SOCIAL MEDIA

FACEBOOK

68,974 Total Fans

+1,710 New Fans

+1.04%
over Q2

348 Total Posts

1,445,783 Impressions

198,353 Engagements

High Engagement Facebook Posts This Quarter:

- Xena the Bobcat Caturday Post - Zoo
- At Risk Missing Juvenile - Police
- January 9 Assault Report - Police
- Passing of Pouncer the Tiger - Zoo
- Passing of Marty the Bear - Zoo
- New Law Alert - Police
- Zittel Family Amphitheater Dedication – City of Folsom
- Folsom Named 2nd Best Lake Town – City of Folsom



TWITTER

9,035
Followers

+0.7%
over Q2



INSTAGRAM

15,487
Followers

+4.31%
over Q2



YOUTUBE

1,500+
Views