



FOLSOM
DISTINCTIVE BY NATURE

CITYWIDE COMMUNICATIONS QUARTERLY REPORT

April - June 2021



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.

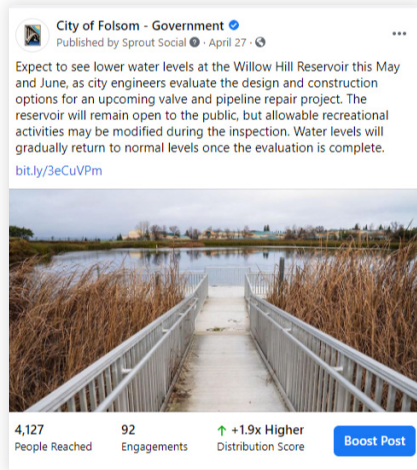
➔ CITY OF FOLSOM CELEBRATES 75 YEARS

The City of Folsom celebrated its 75th anniversary in the spring. The occasion marked a special opportunity to honor the past, celebrate the present, and look ahead to the future.

- City of Folsom interactive history story map.
- Community mosaic featuring hundreds of photos of community members.
- Social media promotion.
- Website.
- Commemorative logo.
- Media coverage in the Folsom Telegraph, KFBK, and KCRA.
- Commemorative posters and pins.
- Scavenger hunt.
- Zoom backgrounds and social media graphics.
- 75th anniversary Spotify playlist.
- Booth at the Folsom Business Showcase.



➔ WILLOW HILL RESERVOIR WATER LEVEL OUTREACH



The City of Folsom Environmental and Water Resources Department lowered water levels at the Willow Hill Reservoir in May and June for planned inspections and repairs.

- E-newsletter article.
- Social media posts.
- Citywide, printed newsletter.
- Notices for nearby businesses and Folsom High School.
- NextDoor neighborhood notices.
- Signage.



Water Level at Willow Hill Reservoir to be Lowered for Inspection

The City of Folsom Environmental and Water Resources Department plans to lower water levels at the Willow Hill Reservoir in May and June. City engineers will evaluate the design and construction options for an upcoming valve and pipeline repair project at the reservoir. These repairs are required by the California Department of Water Resources, Division of Safety of Dams.

Beginning in early May, water operators will start lowering the water level by turning off the water supply from the city's water treatment plant, which feeds the reservoir. The water level will be lowered by several feet over the next month until it is approximately four feet below normal operating water levels. This will allow city engineers to get a better look at facilities normally underwater.

➔ CAPITAL SOUTHEAST CONNECTOR GROUNDBREAKING

The Folsom City Council joined federal, state, and regional officials on Wednesday, May 5, to break ground on the Capital SouthEast Connector project – a 34-mile expressway that will fill a critical gap by connecting Interstate 5 and State Route 99 south of Elk Grove to Highway 50 east of El Dorado Hills.

- Media coverage, including Folsom Telegraph, Sacramento Bee, Sacramento Business Journal, KCRA, ABC 10, KFBK, and CBS 13.
- Press conference event logistics support.
- E-newsletter article.
- Social media posts.
- Citywide, printed newsletter.



➔ STEVE MIKLOS AQUATIC CENTER OPENS FOR SUMMER SEASON

Summer season at the Steve Miklos Aquatic Center began Saturday, May 29, as recently renovated swimming pools and a new play structure opened to the public.

- Press release.
- Media coverage, including Folsom Telegraph, Sacramento Bee, KCRA, ABC 10, and Good Day Sacramento.
- E-newsletter article.
- Social media posts.
- Signage.
- Citywide, printed newsletter.





➔ FUTURE USE OF CITY-OWNED RETAIL SPACE IN FOLSOM'S HISTORIC DISTRICT

The City of Folsom owns the space on the ground floor of the parking garage located at 905 Leidesdorff Street. The Folsom City Council has asked for community input as to possible future uses for the space.

- Virtual community workshop.
- Targeted outreach to business community.
- E-newsletter article.
- Social media posts.
- Media coverage in Sacramento Business Journal and Folsom Telegraph.



➔ COMMUNITY SERVICE DAY BRAINSTORMING MEETING



The Folsom community is uniting again to plan the eighth annual Community Service Day. More than 30 business, nonprofit, education, government, and faith-based community leaders have met regularly as a Steering Committee to plan the eighth annual Community Service Day.

A virtual community brainstorming meeting was held Thursday, April 8, from 4 to 5:30 p.m. to identify community needs and potential Community Service Day projects.

- 40+ attended.
- 100+ project submissions.

➔ ORDINANCE TO ENFORCE ILLEGAL USE OF FIREWORKS

The Folsom City Council adopted an ordinance to address the increased usage of illegal fireworks around the Fourth of July holiday and strengthen enforcement capabilities. The public was informed about the new "Social Host Liability Ordinance" through a variety of tactics.

- Press release.
- Media coverage, including Folsom Telegraph, Sacramento Bee, KCRA, ABC 10, CBS 13, and KFBK.
- E-newsletter article.
- Social media posts.
- Nixle.
- Citywide, printed newsletter.
- Joint media announcements with Sacramento County and regional cities.





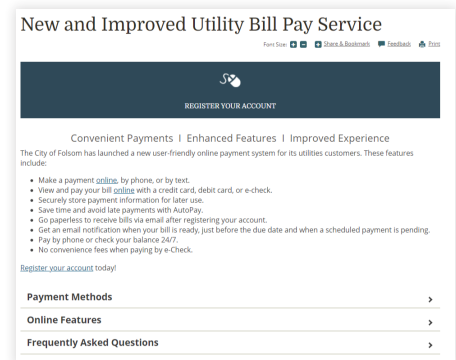
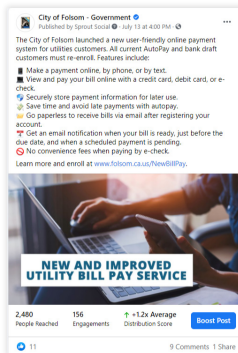
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➔ NEW AND IMPROVED UTILITY BILL PAY SERVICE

This summer, the City of Folsom launched a new user-friendly online payment system for its utilities customers. Tactics to inform the public included:

- Dedicated web page.
- Utility bill inserts.
- Ad in the Rec Guide.
- Signage at City of Folsom facilities.
- Bill messages.
- Posters and takeaway cards for lobby.
- DropCountr messages.
- Recollect messages.
- Folsom Telegraph ads.
- PSAs for Metro Cable.
- Citywide, printed newsletter.
- E-newsletter article.



➔ FOLSOM WATER CUSTOMERS CALLED TO CONSERVE WATER

At its May 25 meeting, the Folsom City Council requested that the city's water customers voluntarily reduce water use amid drought conditions and directed staff to increase outreach about water conservation.

- Development of Folsom Saves campaign.
- Freeway signs.
- Ads in the Folsom Telegraph.
- Weekly water conservation tips.
- Press release.
- Media coverage, including Folsom Telegraph, Sacramento Bee, KCRA, ABC 10, and Good Day Sacramento.
- E-newsletter article.
- Social media posts.
- Citywide, printed newsletter.
- Citywide mailer planned for August 2021.
- Two water-wise lawncare videos.



Folsom Saves

➔ FOLSOM COOLING CENTER OPENS FOR CONTINUING HEAT WAVE

The City of Folsom opened a cooling center from Thursday, June 17 through Sunday, June 20 at the Folsom Public Library meeting room.

- Outreach flyer for unhoused individuals.
- Press release.
- Media coverage, including Folsom Telegraph, Sacramento Bee, KCRA, Fox 40, CBS 13, ABC 10, Capital Public Radio, and KFBK.
- E-newsletter article.
- Social media posts.
- Citywide, printed newsletter.



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EXPANDED PHOTO LIBRARY TO 5,100+ PHOTOS



CITY MANAGER'S MONTHLY COMMENTARY FEATURED IN THE FOLSOM TELEGRAPH

April: Springing Towards Normality

May: City celebrates 75-Year Milestone

June: Saving Water is Essential



CITY LIAISONS TO: PROFESSIONAL BOARDS:

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

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

CITYWIDE MAILED NEWSLETTER

June/July 2021

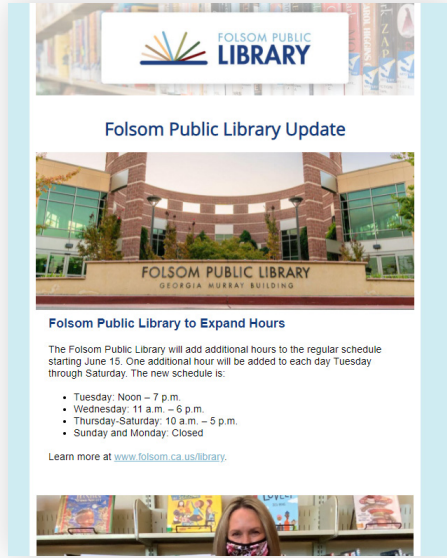
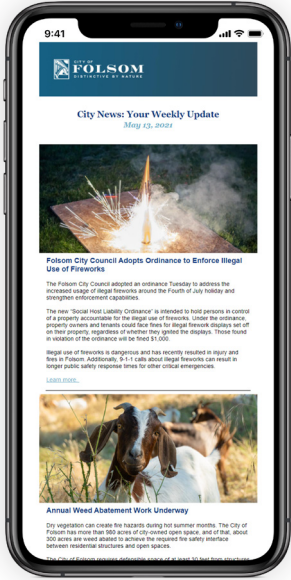
August/September 2021





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➔ E-NEWSLETTER

12 Editions in Quarter 2

96,000+ Emails Sent

6 Special Editions in Quarter 2

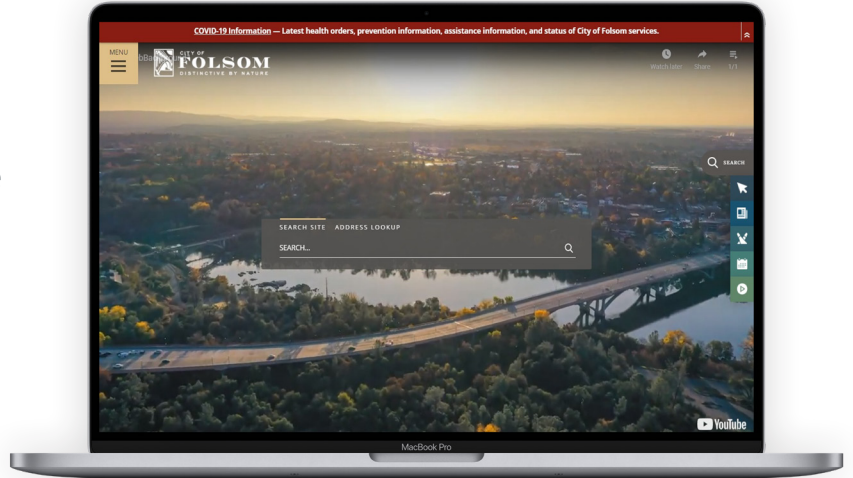
48,000+ Emails Sent

➔ WEBSITE

447,153 PAGEVIEWS

Most Popular Pages (including percentage of traffic):

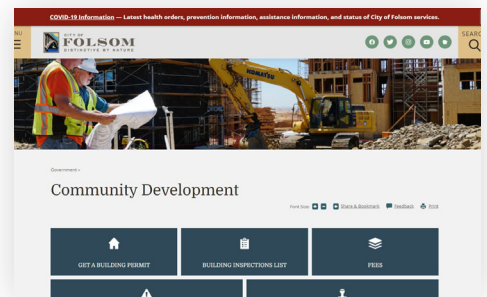
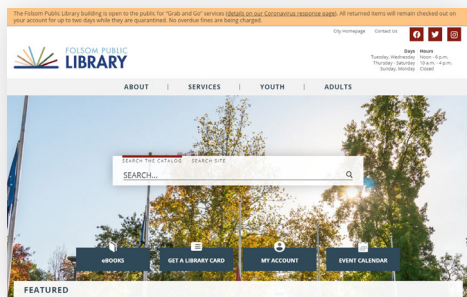
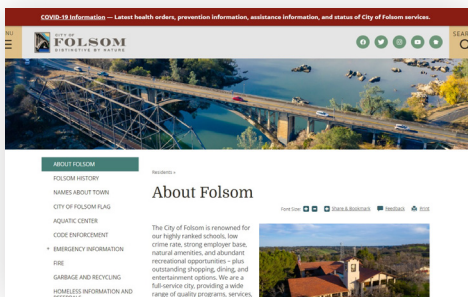
1. Home – 11%
2. Aquatic Center – 5.08%
3. Library - 4.4%
4. Waste Collection Tools – 3.67%
5. Utility Billing – 3.1%
6. Police Log – 2.4%
7. Parks and Rec – 2.19%
8. Zoo – 1.75%
9. Police – 1.45%
10. Building Services – 1.31%



125,697 Users

203,915 Sessions

1:36 Average Session Duration





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SOCIAL MEDIA



FACEBOOK

70,309 Total Fans

+1,335 New Fans

+1.94%
over Q2

531 Total Posts

2,299,623 Impressions

557,204 Engagements

High Engagement Facebook Posts This Quarter:

- Traffic Advisory, Greenback Lane Closed - Folsom Police
- Homicide Investigation - Folsom Police
- California Fully Reopening - City of Folsom
- Opossum Dancing - Zoo Sanctuary
- New Folsom PD Members - Folsom Police
- Truss Bridge Flag Hanging - City of Folsom
- April 29 Residential Structure Fire – Folsom Fire
- Pool Renovation Complete – Aquatic Center



TWITTER

9,141
Followers

+1.2%
over Q2



INSTAGRAM

16,143
Followers

+4.2%
over Q2



YOUTUBE

1,500+
Views