



CITY OF  
**FOLSOM**  
DISTINCTIVE BY NATURE

# CITYWIDE COMMUNICATIONS QUARTERLY REPORT

July - September 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.

## COMMUNITY SERVICE DAY

More than 2,500 volunteers completed over 100 service projects throughout Folsom at the 8th annual Community Service Day on September 18. The event resulted in approximately 80,000 pounds of food for the Twin Lakes Food Bank—that's 25,000+ pounds more than previous years!

- More than 50 seniors received help with home projects.
- Donation Drive organizers collected 67 bikes, 138 purses, ten boxes of LEGOs, 141 letters for the military, and four large boxes of Christmas gifts.
- Volunteers donated 33 pints of blood at the Blood Drive.
- \$90,000+ in cash and in-kind sponsorships raised.



## OPEN SPACE CLOSURES IN FOLSOM DUE TO EXTREME FIRE RISK

Designated city-owned open spaces that have high fire risk potential are now off-limits in Folsom. The City of Folsom issued an emergency order on August 9 in response to extreme fire danger and extraordinary drought conditions.

Tactics:

- Press release
- Widespread media coverage
- Signage
- Flyers for unhoused individuals
- Nixle alert
- Social media campaign
- E-newsletter articles
- Citywide printed newsletter article and outreach to community organizations
- Media coverage included Sacramento Bee, KCRA, CBS 13, ABC 10, Fox 40, Capital Public Radio, KFBK, and Folsom Telegraph





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## ➔ WATER CONSERVATION CAMPAIGN



A Stage 3 water conservation declaration went into effect on August 30. Folsom residents are now required to reduce water use by 20% to protect the city's water supply. A citywide public information program informed the community about the watering requirements and how to conserve.

Tactics:

- Citywide informational mailer
- Dedicated web page
- Freeway signs
- Bill messages
- Frequent social media posts
- Weekly water conservation tips in the e-newsletter
- Citywide printed newsletter
- Folsom Telegraph ads
- Two water-wise lawncare videos
- Media coverage included the Folsom Telegraph, Sacramento Bee, KFBK, KCRA, ABC 10, CBS 13, and Good Day Sacramento



## ➔ BY DISTRICT ELECTIONS PUBLIC INFORMATION PROGRAM

At its July 27 meeting, the Folsom City Council approved a resolution declaring its intent to transition to a by-district system for electing Folsom City Councilmembers. Public hearings began Tuesday, September 14 and will continue through February 2022.

Tactics:

- Dedicated website
- Frequently asked questions (FAQs)
- Social media campaign
- Regional media coverage
- Printed and e-newsletter article
- Animated infographic video
- E-newsletter articles
- Media coverage included Fox 40, Sacramento Bee, Folsom Telegraph, Roseville and Rocklin Today, and Public CEO





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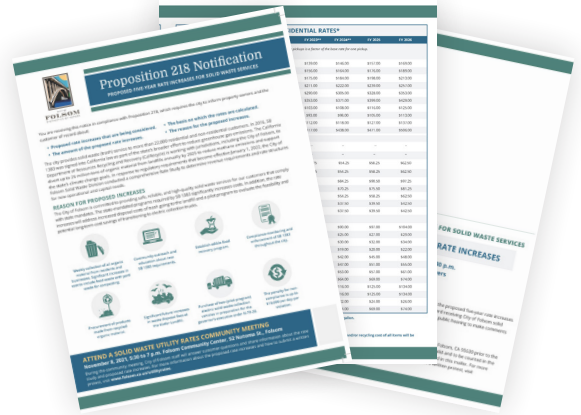
July - September 2021

## SOLID WASTE UTILITY RATE STUDY AND ISSUANCE OF PROPOSITION 218 NOTICE

The City of Folsom is proposing solid waste rate increases. New state-mandated programs under SB 1383 will increase costs—including weekly food waste collection from residents and businesses. A public information campaign is underway to inform property owners and the customer of record about the proposed rates.

### Tactics:

- Proposition 218 mailer
- Dedicated website
- Utility bill inserts and notices
- Community meeting, November 8
- Articles in printed, citywide newsletter, and e-newsletter
- Social media campaign
- PSA on Sacramento Metro Cable 14
- Ads in the Folsom Telegraph, mailers/flyers at public counters, and media coverage in the Folsom Telegraph

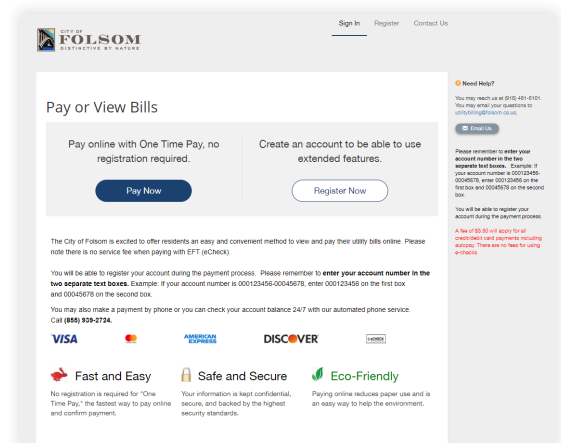
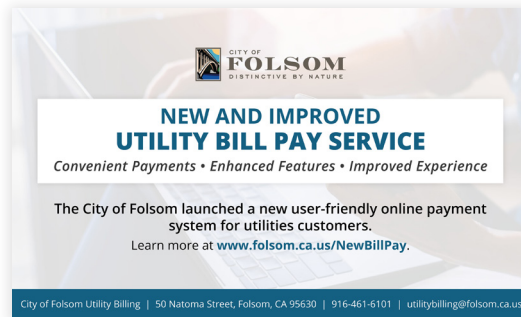
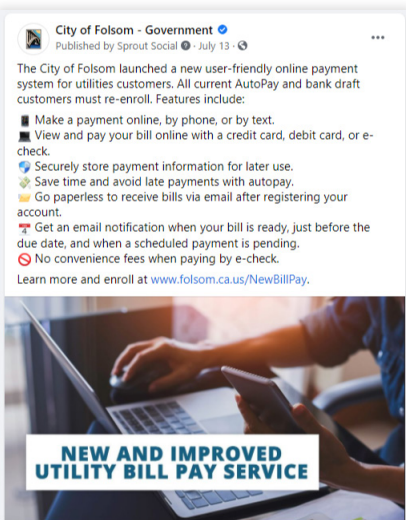


## NEW AND IMPROVED ONLINE BILL PAYMENT SERVICE

In July, 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
- Citywide mailers
- Ad in the Rec Guide
- Signage at facilities
- Bill messages, posters, and takeaway cards
- DropCounter message
- Recollect messages
- Ads in the Folsom Telegraph/PSA on Sacramento Metro Cable 14
- Print and e-newsletter articles





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## EXPANDED PHOTO LIBRARY TO 5,200+ PHOTOS



## CITY MANAGER'S MONTHLY COMMENTARY FEATURED IN THE FOLSOM TELEGRAPH

**July:** Folsom's New Budget Explained

**August:** Wildfire Preparedness

**September:** Community Unites Saturday



### 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

July/August 2021

September/October 2021





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## ➔ E-NEWSLETTER

10 Editions in Quarter 1

**83,000+** Emails Sent

4 Special Editions in Quarter 1

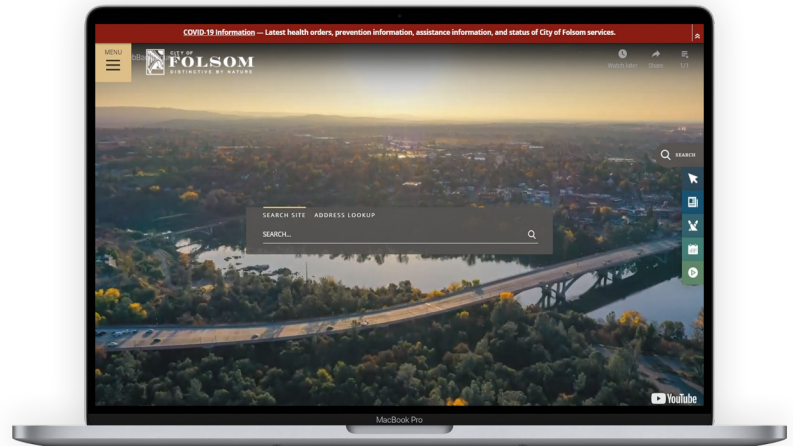
**42,000+** Emails Sent

## ➔ WEBSITE

**534,965** PAGEVIEWS

Most Popular Pages (including percentage of traffic):

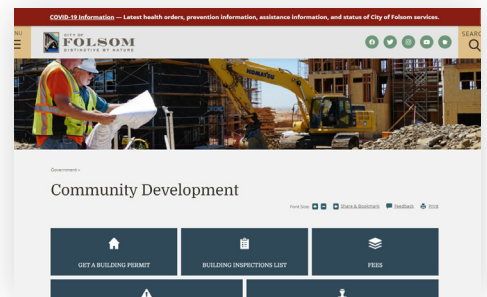
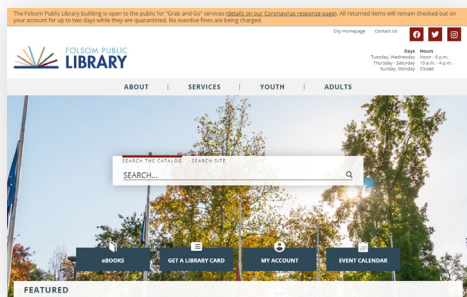
1. Home – 12%
2. Library - 5.7%
3. Utility Billing – 4.5%
4. Aquatics – 3.7%
5. Waste Collection Schedules – 3.6%
6. New Bill Pay – 2.5%
7. Police Log – 1.8%
8. Library Catalog Search – 1.6%
9. Zoo – 1.4%
10. Police – 1.3%



**157,721** Users

**262,444** Sessions

**1:31** Average Session Duration





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## SOCIAL MEDIA



### FACEBOOK

**71,212** Total Fans

**+972** New Fans

**+1.3%**  
over Q4

**433** Total Posts

**1,860,933** Impressions

**155,672** Engagements

#### High Engagement Facebook Posts This Quarter:

- Recovered Stolen Bicycle - Folsom Police
- Congratulate Olympian Michelle Sechser – City of Folsom
- Drought: 20% Water Reduction - City of Folsom
- Folsom Police Dispatcher Retirement – Folsom Police
- Citywide Food Drive - City of Folsom
- Extreme Fire Danger Emergency – City of Folsom
- Passing of Wolf-Hybrid Lady – Folsom Zoo Sanctuary
- Fire Station 38 Reopening – Folsom Fire



### TWITTER

**9,448**

Followers

**+3.4%**  
over Q4



### INSTAGRAM

**16,543**

Followers

**+2.5%**  
over Q4



### YOUTUBE

**1,700+**

Views