



CITY OF FOLSOM
DISTINCTIVE BY NATURE

CITYWIDE COMMUNICATIONS QUARTERLY REPORT

January - March 2022

➡ 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.

➡ BY-DISTRICT ELECTIONS PUBLIC OUTREACH PROGRAM

The Folsom City Council adopted a final district map and completed the process to transition from an at-large to a by-district system of electing Councilmembers in the future. The community was encouraged to submit district boundary suggestions and participate in public hearings.

Public information and engagement program tactics:



- Informational website and frequently asked questions (FAQs).
- Online and paper mapping tools.
- Instructional video for online mapping tools.
- Social media campaign reaching over 18,000.
- Mailed newsletter and e-newsletter articles.
- Animated infographic video.
- Media coverage in local publications.

City of Folsom to Explore By-District Elections

The City of Folsom is considering transitioning from existing at-large elections to by-district elections for Folsom City Councilmembers.

Since the City of Folsom was incorporated in 1946, the city has elected its Councilmembers through an at-large election system. Under this system, registered Folsom voters elect the five City Councilmembers regardless of where the candidates reside in the city. Under by-district elections, the city is divided into five districts, and each voter within a district may cast one vote for a candidate residing within that district.

In February 2020, the city received a petition from the Folsom Area Democratic Club and numerous Folsom residents to begin the process to change City Council members from at-large to by-district. In July 2020, the city received a letter from the petitioners' attorney alleging that Folsom's current at-large method of electing City Councilmembers may be in violation of the California Voting Rights Act (CVRA). On January 20, 2021, the City of Folsom was served with a CVRA lawsuit filed by the petitioners' attorney representing the Society, Santa Fe, and Neighborhood Elections Now.

Under the CVRA, public agencies can be sued when an at-large election system is alleged to have impacted the ability of a protected class to elect candidates of their choice or their ability to influence the outcome of an election. "Protected class" is defined in the CVRA as a class of voters who are members of a race, color, or language minority group. Folsom is among hundreds of cities, special districts, and school districts throughout the state to receive such letters, which is a prerequisite under the CVRA prior to filing a lawsuit.

While there has been no finding that the City of Folsom has violated the CVRA or any other law preventing Folsom residents' right to vote, the city has an opportunity under the CVRA to voluntarily transition to by-district elections and avoid a costly lawsuit. The Folsom City Council, on January 20, 2021, drafted a public information initiative to educate the community about the CVRA and the issue of by-district elections. Residents are encouraged to learn about the issue, read answers to frequently asked questions, view legal documents, and provide feedback on the City of Folsom website at www.folsom.ca.us/bydistrictelections.

Each district represents each area's total population of that city to the same population, largest and smallest (range 15,000 people).

Drop off or mail your completed map to the Folsom City Attorney's Office, Folsom City Hall, 50 Natoma Street or email to atty@pf.folsom.ca.us.

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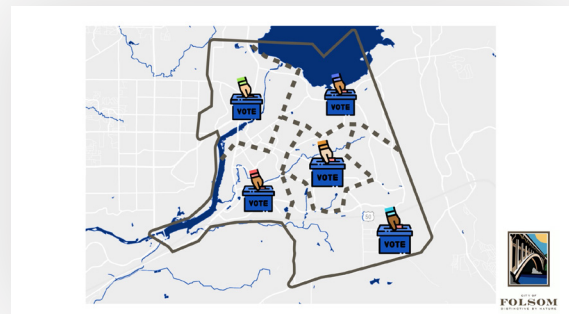
City of Folsom - Government

We're getting closer to finalizing the city's first by-district elections map!

Top draft district election preferred maps are available for your review and feedback. Join us for a public hearing during the scheduled February 22 Folsom City Council meeting at 6:30 pm.

On March 8, the City Council will formally consider the adoption of a final map that defines City Council district boundaries for the next 10 years. Learn more at www.folsom.ca.us/bydistrictelections. Share your input at the public hearing or submit your feedback to atty@pf.folsom.ca.us.

By-District Elections





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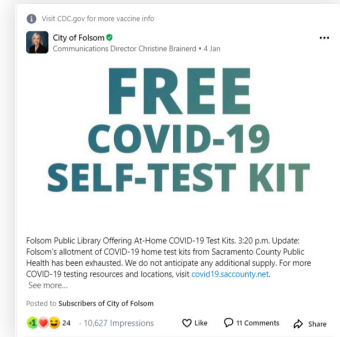
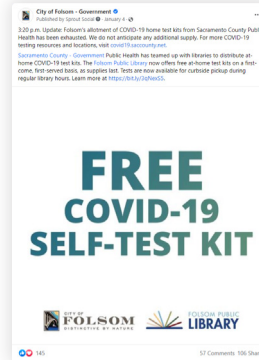
January - March 2022

COMMUNITY COVID-19 TEST KIT DISTRIBUTION

Sacramento County partnered with libraries to distribute at-home COVID-19 test kits. On Tuesday, January 4, the Folsom Public Library offered free at-home test kits on a first-come, first-served basis, via curbside pickup. The event had an overwhelming response and approximately 8,000 test kits were distributed within five hours.

Public information tactics:

- Joint press release with Sacramento County and Sacramento Public Library.
- Social media campaign, over 45,000 impressions.
- Urgent community messages via Nixle and Nextdoor, 38,000 combined reach.



WORKSHOPS ON DEVELOPING A STRATEGY TO CLOSE THE CITY'S FUTURE FUNDING GAP

Special City Council meetings were held Tuesday, February 8 and Tuesday, March 8 to develop a strategy to close the city's future funding gap. The City Manager's office reviewed current and projected fiscal conditions and future challenges to guide policy and decisions that may have an immediate or long-term influence on city operations, strategic goals, and community services. The City Council also began the process of developing a comprehensive strategic plan to establish the city's priorities, goals, and objectives for the next five years. Communications staff developed and presented a recommended citizen survey and public engagement approach, and implementation will begin in spring 2022.



STATE OF THE CITY



The City of Folsom partnered with the Greater Folsom Partnership for the 2022 State of the City event. Mayor Kerri Howell showcased recent city accomplishments and upcoming milestones in the annual address. The Communication Office produced a video titled "Renew. Recharge. Reconnect. READY. City of Folsom - 2022."



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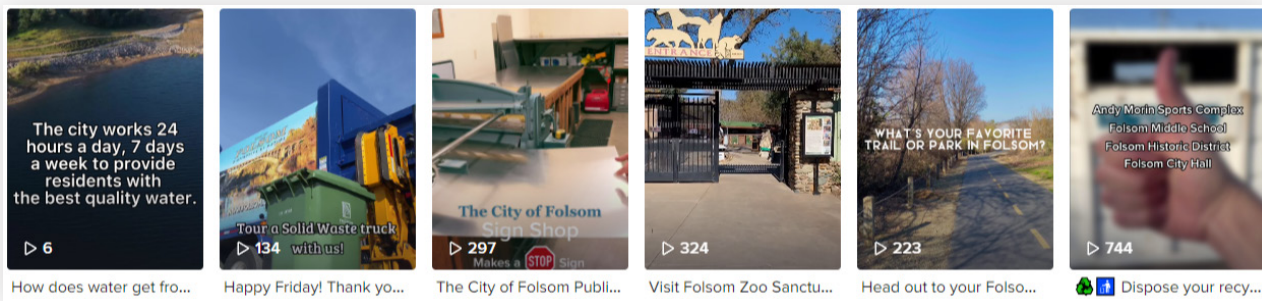
CITY OF FOLSOM JOINS SOCIAL MEDIA PLATFORM TIKTOK

TikTok's popularity continues to soar. Boasting nearly 100 million active monthly users in the United States, the platform continues to broaden its demographic of users. The City of Folsom recently added TikTok to the City of Folsom's social media program in order to provide ongoing, engaging content for the community.



TikTok videos produced:

- Dispose your recyclables at free community recycle bins.
- Head out to your Folsom parks & trails this weekend!
- Visit Folsom Zoo Sanctuary's friends from 10 a.m. to 4 p.m. this weekend!
- The City of Folsom Public Works Department Sign Shop makes and replaces a stop sign.
- Tour a Solid Waste truck with us!



CITYWIDE NEWSLETTER REDESIGN

Folsom's citywide printed newsletter was redesigned to have a fresh and modern look. The newsletter is a primary means of communicating with residents and businesses. The newsletter is mailed directly to every address in Folsom, reaching more than 30,000 recipients bi-monthly.

- A new "At a Glance" section on the front page entices readers to explore the content within.
- Red callout boxes highlight important facts or contact information.
- The new flexible design allows more photos, images, and content options.





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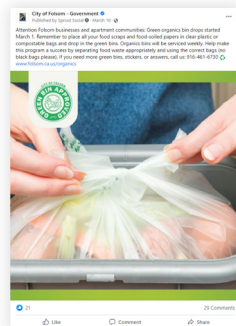
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➔ ORGANICS RECYCLING PROGRAM

The city is launching a residential organics recycling program July 1 to comply with a new state law designed to reduce greenhouse gas emissions. The law requires all California residents and businesses to recycle organic waste. Organic waste includes food waste, food-soiled paper, yard waste, and clean wood. This program began March 1 for residents who live in apartments and January 1 for commercial businesses. A comprehensive public outreach program is underway.

Tactics:

- Organics and food rescue branding.
- Logos developed for green waste, blue bins, landfill, and food rescue programs.
- Dedicated website and frequently asked questions (FAQs).
- Social media campaign.
- Printed and e-newsletter newsletter articles.
- Postcard mailer.
- Folsom Telegraph ads.
- Freeway signs.
- Display at the Folsom Public Library.
- Flyers, brochures, decals, labels, and promotional materials.
- Booth displays.
- Commercial organics recycling video.





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PLANNED OUTAGES FOR WATER INFRASTRUCTURE IMPROVEMENTS



TEMPORARY WATER SERVICE INTERRUPTION NOTICE

The City of Folsom Environmental and Water Resources Department is rehabilitating and replacing portions of the city's water distribution system. Your water service will be temporarily shut off on the date and time listed below.

Date: _____
From: _____ to _____

- Stock an extra supply of potable water for drinking water or cooking needs.
- Following an outage, air in the water lines may be experienced. Run cold water for 1 to 2 minutes to flush out any air.
- Fill up one or more 5-gallon buckets of water to flush toilets.
- If you experience discolored water as a result of the construction activities, flush water lines with the water runs clear.

We apologize for any inconveniences and appreciate your patience while we complete this water reliability project.

For more information call 916-461-6177 or visit www.folsom.ca.us/wateroutages.

The City of Folsom Environmental and Water Resources Department is rehabilitating and replacing portions of the city's water distribution system to improve its water and wastewater systems. This maintenance and construction work may require a one-day water service outage at homes or businesses.

Tactics to inform affected water customers:

- Project website, with up-to-date project schedules.
- Mailed newsletter and e-newsletter articles.
- Customized door tags.
- Social media program.
- Community message on Nextdoor.

WATER CONSERVATION CAMPAIGN

Folsom residents are required to reduce water use by 20% to protect the city's water supply, under a Stage 3 water conservation declaration that went into effect August 30. A citywide public information program continues to inform the community about the watering requirements, water conservation, and city resources and rebates.

Tactics:

- Citywide informational mailer.
- Dedicated web page.
- Freeway signs.
- Bill messages.
- Frequent social media posts.
- Weekly water conservation tips in the e-newsletter.



WATER WASTE VIOLATION

A violation of the City of Folsom's Water Waste Ordinance, FMC 13.26, has been observed at your address and is listed below. Please check our website for current watering guidelines.

- Irrigation systems must be in good working order.
- Overhead spray sprinklers (buildings, or other non)
- Leaks or damage to irrig
- No hosing down hardsc
- When washing vehicles
- Violation of drought re

WATER CONSERVATION QUESTIONS?

Contact the CITY OF FOLSOM'S WATER CONSERVATION EXPERTS for answers and tips on saving money through simple water conservation solutions.

916) 461-6177
waterconservation@folsom.ca.us
www.folsom.ca.us

OFFICIAL CITY NOTICE

Stay Water-Wise, Folsom!

Folsom's Water Conservation Division is committed to helping our residents and businesses use water efficiently through rebates, services and programs.

RACHIO W11 IRRIGATION CONTROLLER DIRECT PURCHASE PROGRAM
Water customers pay just \$75 (plus tax and shipping) for the latest technology in irrigation controllers.

FLOUME HOME WATER MONITORING SYSTEM DIRECT PURCHASE PROGRAM
Water customers pay just \$9 (plus tax and shipping) after a \$25 rebate from Floume for a home water monitoring system.

CASH FOR GRASS REBATE
Receive \$1 per square foot of turf replaced, up to \$2,000 in the turf replacement program.

DROPCOUNTS APP
Monitor your water use with the DropCounts, a free app for Folsom water customers.

HIGH EFFICIENCY TOILETS REBATE
Swap your older, higher volume per flush toilet with a toilet that uses 1.28 gallons per flush to receive 50% of the material cost up to \$125.

IRRIGATION EFFICIENCY UPGRADES REBATE
Replace inefficient sprinkler system equipment. Controllers, sprinkler heads, and drip irrigation receive 50% of the material cost up to \$500.

FREE WATER-WISE HOUSE CALLS
Sign up for your Free Water-Wise House Call to receive a free evaluation of indoor and outdoor water use, including an irrigation check-up.

REPORT WATER WASTE
Contact the city at 916-461-6177 or waterconservation@folsom.ca.us. Learn more at www.folsom.ca.us/waterconservation.

Water Conservation Programs:
- No irrigation in the city or within 48 hours of measurable precipitation.
- No irrigation with automatic irrigation systems from 10 a.m. - 10 p.m.
- Restaurants shall serve water only upon specific request.

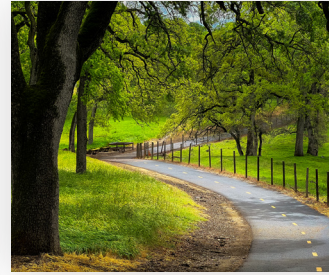
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EXPANDED PHOTO LIBRARY TO 5,300+ PHOTOS



CITY MANAGER'S MONTHLY COMMENTARY FEATURED IN THE FOLSOM TELEGRAPH

January/February: City Offers Resources and Classes to Support New Year's Resolutions

March: City Fiscal Conditions and Future Challenges



CITY LIAISONS TO: PROFESSIONAL BOARDS:

- Folsom Historic District Association
- Support Local Marketing Committee
- Folsom Historic District Marketing Group

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

CITYWIDE MAILED NEWSLETTER

Direct mailed to **30,000+** addresses each edition

December 2021/January 2022

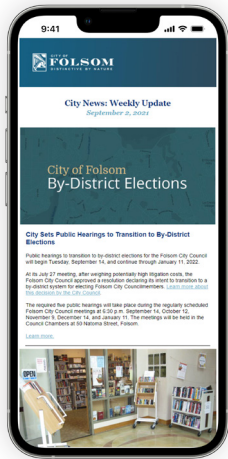
February/March 2022





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➔ E-NEWSLETTER

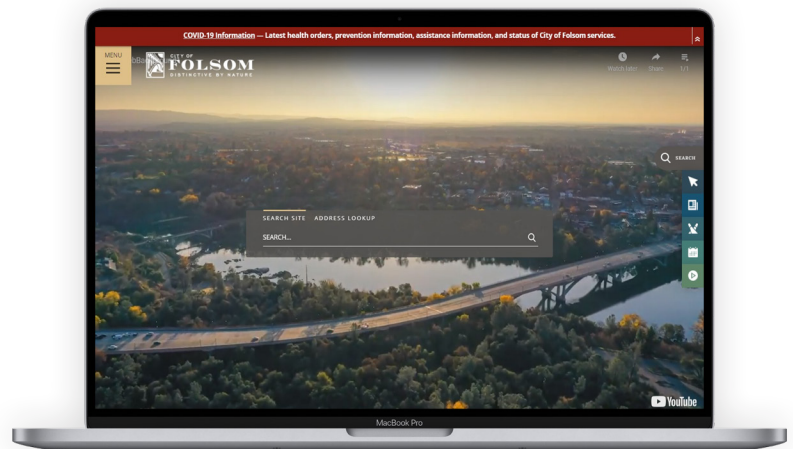
10 Editions in Quarter
84,000+ Emails Sent

➔ WEBSITE

496,483 PAGEVIEWS

Most Popular Pages (including percentage of traffic):

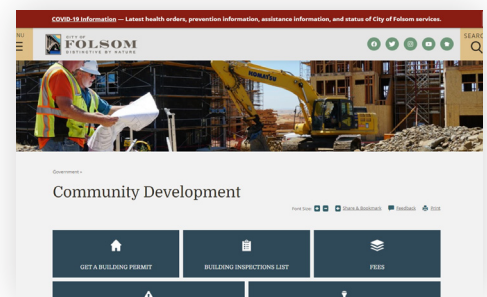
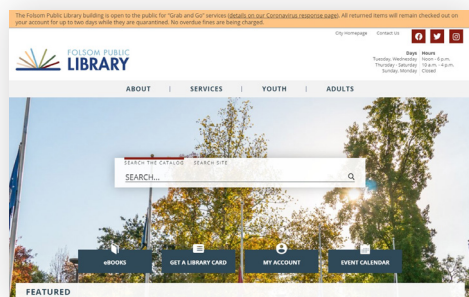
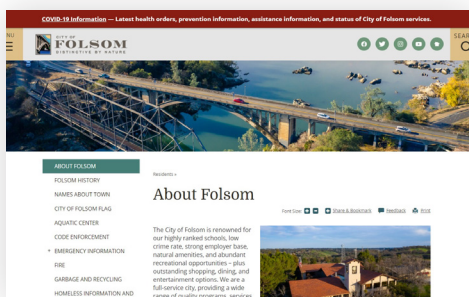
1. Home – 11%
2. Library – 6.2%
3. Zoo – 4.5%
4. Waste Collection Schedule – 3.4%
5. Utility Billing – 3%
6. Police Log – 2.3%
7. Police – 1.3%
8. Building Inspections – 1.3%
9. Aquatics – 1.2%
10. Parks and Recreation – 1.1%



147,841 Users

239,141 Sessions

1:33 Average Session Duration





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SOCIAL MEDIA

FACEBOOK

74,015 Total Fans

+3,004 New Fans

+1%
over Q2

332 Total Posts

1,511,179 Impressions

253,381 Engagements

High Engagement Facebook Posts This Quarter:

- Tegu Lizard Found - Folsom Police
- Free Home COVID-19 Test Kits - City of Folsom
- Who is Responsible for Folsom Lake Water Releases? - City of Folsom
- New Folsom PD Officers - City of Folsom
- New Year, New Bear - Folsom Zoo Sanctuary
- Keep Saving Folsom - City of Folsom
- Water Shut Offs - City of Folsom
- Fun Factory Registration - Folsom Parks and Recreation



TWITTER

9,700

Followers

+1%
over Q2



INSTAGRAM

17,571

Followers

+2.9%
over Q2



YOUTUBE

1,300+

Views