



FOLSOM
DISTINCTIVE BY NATURE

CITYWIDE COMMUNICATIONS QUARTERLY REPORT

July - September 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.

PERMANENT OUTDOOR DINING PROGRAM

The Folsom City Council approved an ordinance to make the temporary outdoor dining permit program permanent. The program regulates outdoor dining and lays a framework for the application and approval process for restaurants seeking to use portions of city-owned properties and on-street parking spaces for outdoor dining.

- Social media campaign, reaching over 17,000.
- E-blast to the business community, reaching nearly 5,000 business emails.
- Choose Folsom e-mail blast to its membership.
- Media coverage in local and regional publications, including KCRA, ABC 10, CBS 13, Sacramento Bee, Sacramento Business Journal, KFBK, and Folsom Telegraph.
- E-newsletter articles.
- Informational website.



FOLSOM SPECIAL SECTION IN COMSTOCK'S MAGAZINE

WORK IN FOLSOM
From family-founded companies to startups and relocations, Folsom has cultivated and grown a thriving business community for more than 75 years.

- 172,391 Hwy 50 Economic Area Employment
- \$120K Median Household Income
- \$808K Medium Home Value
- 72% Home Ownership

EXPERIENCE FOLSOM
Whether you're looking for outdoor adventure, family fun, or premier dining, shopping, arts, and entertainment, you'll find it in Folsom.

- One of the nation's top 50 Most Livable Small Cities in the U.S. SmartAsset
- Best California City to Raise a Family Workforce
- 19th Safest City in the U.S. Newsweek

Folsom is home to more than 50 miles of Class recreational trails, 48 parks, two lakes, and a river. Get ready to have some fun and explore Folsom.

FOLSOM DISTINCTIVE BY NATURE
CHOOSE FOLSOM GREAT COMMUNITY. GREAT PEOPLE.
www.folsom.ca.gov | choosefolsom.com

The City of Folsom teamed up with Choose Folsom for a special section to highlight Folsom's "Distinctive by Nature" lifestyle, vibrant and diverse economy, and array of residential choices, civic amenities, and entertainment options that attract businesses. The 25-page special section was featured in the October 2022 edition of Comstock's magazine and features numerous articles about Folsom and a two-page advertisement. The publication reaches regional stakeholders in the Sacramento area business community.



➔ ALDER CREEK BRIDGE INSTALLATION VIDEO PROJECT

In August, crews installed a new bike and pedestrian bridge over Alder Creek as part of the Capital SouthEast Connector project—the Sacramento region’s largest approved transportation project. A drone video project showcased the project and reached over 14,000 via social media platforms and the e-newsletter.



➔ RECREATION GUIDE REDESIGN



Folsom’s citywide recreation guide was redesigned to have a fresh and modern look. The guide is a primary means of communicating with residents about the city’s recreational programming. The guide is mailed directly to every address in Folsom, reaching more than 30,000 recipients. The new guide design complements the new graphics style guide and refreshed newsletter design.

➔ REBRANDING PROJECT FOR THE FOLSOM CITY ZOO SANCTUARY

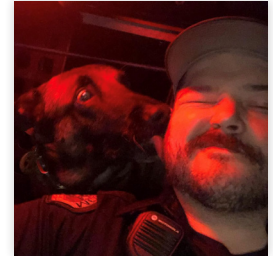


The Communications Office—along with the Parks and Recreation Department and Folsom City Zoo Sactuary—began a project to re-brand the zoo with the goal of a new timeless, fresh design. Expected to be complete in Quarter 3, the re-brand will include a brand guide complete with new zoo logos, color palette, and signage templates.



➔ CITY HALL SELFIE DAY

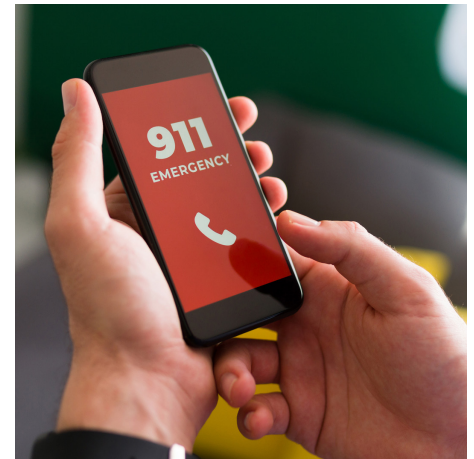
On August 15, the City of Folsom participated in #CityHallSelfieDay. #CityHallSelfie is a worldwide celebration of local government service. It showcases pride in local government institutions. The city produced a TikTok slideshow, involving over 30 employees from various departments and reaching over 5,000 on social media.



➔ RIGHT CARE, RIGHT PLACE, RIGHT TIME

The pandemic caused many people to delay needed health care. Now, first-line responders are seeing many more people call 911 for non-emergency care—reducing the response capacity for time-sensitive and life-threatening situations in Sacramento County, including Folsom.

City of Folsom communications staff participated in a regional working group comprised of healthcare leaders, government officials, and first responders. The goal was to educate the public about when to call 911. City communications staff developed a regional public information toolkit, which was disseminated to media outlets and government agencies regionwide.



➔ TEST OF THE REGIONAL EMERGENCY NOTIFICATION SYSTEM

The City of Folsom participated in a test of the Regional Emergency Notification System Thursday, August 25. The exercise tested the system’s ability to deliver emergency notifications to the public during a natural disaster. All Folsom residents are encouraged to sign up for these alerts at www.sacramento-alert.org.

Public information tactics included:

- Joint announcement with Folsom Police Department and Folsom Fire Department.
- Social media campaign, 3,500 reach.
- Urgent community messages via Nixle, reaching over 5,200.
- City email blast, reaching over 8,200.



→ CITY OF FOLSOM WINS FOUR STATEWIDE AWARDS FOR COMMUNICATIONS PROGRAMS



The City of Folsom earned top statewide awards from the California Association of Public Information Officials (CAPIO) for the website, water conservation campaign, and “We Support Folsom” shop local program. In addition, the We Support Folsom shop local campaign was named “Best in Show” at the annual conference. It was chosen from among 223 award entries from public agencies statewide. The awards were judged by members of the Texas Association of Municipal Information Officers. CAPIO is a statewide professional association representing nearly 900 government communicators. The We Support Folsom campaign was a Choose Folsom and City of Folsom joint effort—planned and executed during some of the most challenging times in 2020.



Folsom Saves
IT'S OUR NATURE

→ STUDY MISSION: ST. LOUIS, MISSOURI

City of Folsom staff joined a delegation from Folsom, Rancho Cordova, and El Dorado County for a study mission in St. Louis, Missouri. The trip provided unique insights and valuable learning opportunities to inform and inspire action, investments, and policy decisions in our own community.



→ THE 50 ECONOMIC ALLIANCE



The 50 Economic Alliance is a formal partnership of business and government interests along the eastern Highway 50 corridor. The City of Folsom is working proactively and collaboratively with our partners at El Dorado County and City of Rancho Cordova. City staff has participated in multiple meetings to build a marketing plan, develop a website, and plan economic development initiatives.



CITYWIDE COMMUNICATIONS QUARTERLY REPORT

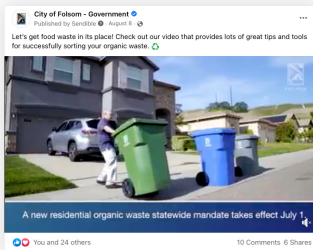
July - September 2022

ORGANICS RECYCLING PROGRAM

The city launched 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, including:

Tactics:

- Organics and food rescue branding.
- Dedicated website and frequently asked questions (FAQs).
- Social media campaign.
- Printed and e-newsletter articles.
- Postcard mailer.
- Folsom Telegraph ads.
- Freeway signs.
- Display at the Folsom Public Library.
- Flyers, brochures, decals, labels, and promotional materials.
- Booth displays.
- Kitchen pail giveaway events.
- Informational videos targeting residential and commercial customers.





CITYWIDE COMMUNICATIONS QUARTERLY REPORT

July - September 2022

EXPANDED PHOTO LIBRARY TO 5,700+ PHOTOS



CITY MANAGER'S MONTHLY COMMENTARY FEATURED IN THE FOLSOM TELEGRAPH

August: Back to School Season in Folsom

September: Community Unites for Community Service Day



CITY LIAISONS TO: PROFESSIONAL BOARDS:

- The 50 Economic Alliance
- 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 (APR)



CITYWIDE MAILED NEWSLETTER

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

June/July 2022

August/September 2022





CITYWIDE COMMUNICATIONS QUARTERLY REPORT

July - September 2022



➔ E-NEWSLETTER

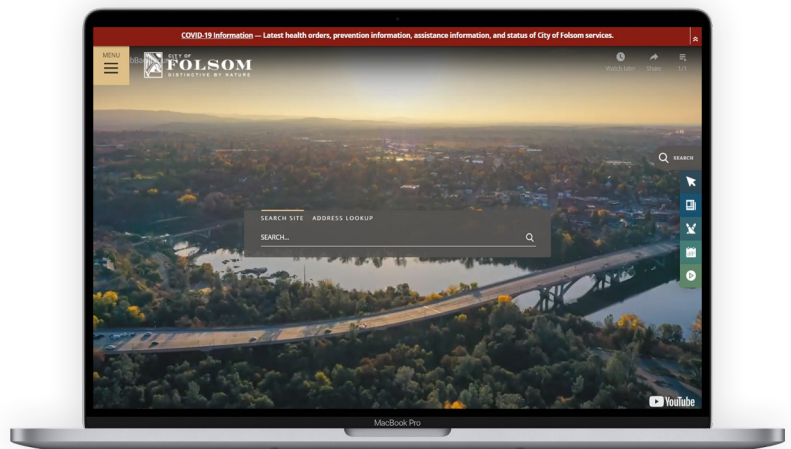
12 Editions in Quarter 2
99,000+ Emails Sent

➔ WEBSITE

530,153 PAGEVIEWS

Most Popular Pages (including percentage of traffic):

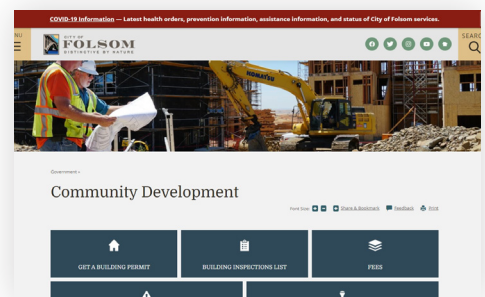
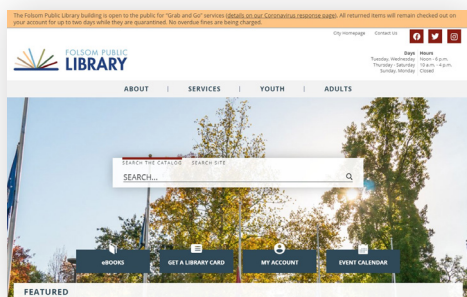
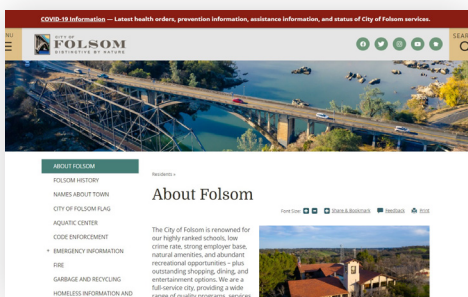
1. Home – 11%
2. Library – 6%
3. Aquatic Center – 5%
4. Waste Collection Schedule – 4.4%
5. Utility Billing – 3.3%
6. Zoo – 3%
7. Police Log – 2%
8. Organics Recycling – 1.3%
9. Waste and Recycling – 1.1%
10. Parks and Recreation – 1.1%



157,734 Users

262,413 Sessions

1:31 Average Session Duration





CITYWIDE COMMUNICATIONS QUARTERLY REPORT

July - September 2022

SOCIAL MEDIA

FACEBOOK

81,983
Total Fans **+1.4%**
over Q4

579 Total Posts

1,015,121 Impressions

115,008 Engagements

Top Posts:

- K9 Trigger Retirement - Folsom Police
- Riley Street Safety Funding - City of Folsom
- National K9 Day - Folsom Police
- Captain Challinor Retirement - Folsom Fire
- Organics Recycling Launch - City of Folsom

INSTAGRAM

23,031
Followers **+2.3%**
over Q4

5,983

Media Posted

17,019 Likes

Top Posts:

- K9 Astro TikTok - City of Folsom
- Captain Challinor Retirement - Folsom Fire
- Folsom Fire Dog Blitz - City of Folsom
- Free Compost TokTok - City of Folsom
- Broder Family Park TikTok - City of Folsom



TWITTER

9,962
Followers

+1%
over Q4



3,300
Views

10
TikToks



YOUTUBE

3,700+
Views