

CITYWIDE COMMUNICATIONS

December 2018 - March 2019 Quarterly Communications Report.

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.

■ 100TH ANNIVERSARY OF THE RAINBOW BRIDGE CAMPAIGN LAUNCH



➔ The Folsom community joined together to celebrate the 100th anniversary of the iconic Rainbow Bridge that opened on February 10, 1919 and kicked off a variety of special promotions, events, and activities.

➔ The launch received extensive media coverage, including the *Sacramento Bee*, *KFBK*, *Fox 30*, *CBS 13* and *Good Day Sacramento*. The local viewership estimate was **200,000+** and the publicity value was **\$11,922.36**.

➔ **47,000+** social media impressions on the City of Folsom's social media pages.

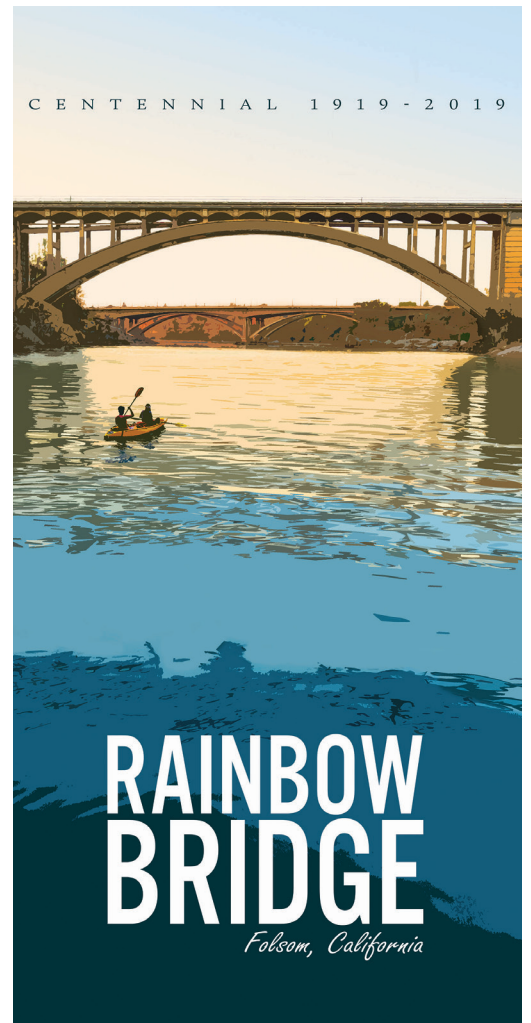
➔ **1,000+** commemorative prints given to the public.

➔ **8 events** planned and **20+** merchants offering special promotions and commemorative merchandise.

➔ **80+** attended the Folsom Public Library's standing-room only presentation "Rainbow Bridge: From Construction to Centennial" on Friday, March 1.

➔ **3,300+** unique page visits on the Rainbow Bridge website www.folsomrainbowbridge.com.

➔ **57** banners installed throughout the Historic District.





CITY OF FOLSOM

■ 2019 STATE OF THE CITY

The City of Folsom partnered with the Greater Folsom Partnership for the 2019 State of the City event. More than **360 attended** the event that showcased recent city accomplishments and upcoming milestones.



As part of Mayor Howell's address, the Communications Office produced a four-minute long video titled "This is Your City" highlighting Folsom's many services and amenities.

- ➔ **26,000+** Reached on Facebook
- ➔ **13,500+** Views across all platforms
- ➔ Article placed in Folsom Telegraph

■ PUBLIC INFORMATION INITIATIVES

➔ Oak Parkway Trail Undercrossing

The Oak Parkway Trail Undercrossing project creates a tunnel directly under East Natoma Street and when completed, will provide a seamless and safe route that connects the Oak Parkway Trail to the Johnny Cash Trail. The project required road closures and reduced speed limits. The public was informed about traffic impacts through extensive publicity, social media, and the e-newsletter.



➔ Emergency Alerts Notification System

City of Folsom communications staff from the City Manager's Office, Police Department, and Fire Department partnered with Sacramento County to widely publicize the regionwide test of the emergency alerts notification, also known as reverse 911.

E-Newsletter • Website Homepage Graphics • Flyers • Social Media Campaign • Posters at Public Counters • Nixle



➔ Storm Notices

Urgent storm notices were issued via Nixle, press release, social media, and the e-newsletter to encourage residents to prepare for major rain and wind events.

30,000 Impressions on Social Media
12,000 SMS Message Alerts Sent





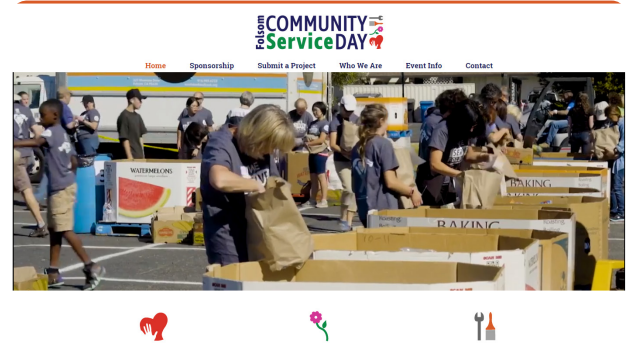
EXPANDED PHOTO LIBRARY TO 4,000 PHOTOS



Folsom COMMUNITY Service DAY

Launched plans for the 6th annual Community Service Day, Folsom's largest day of service and volunteerism.

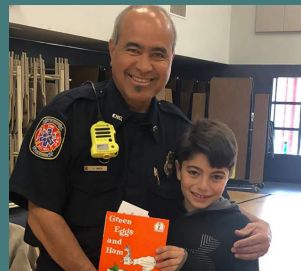
- ➔ More than **35 business, nonprofit, education, government and faith-based community leaders** have met regularly as a Steering Committee to plan the 6th annual Community Service Day.
- ➔ Built and launched new website www.folsomcommunityservice.org.
- ➔ Hosted **35+ attendees** for a community brainstorming meeting.



CITY LIAISONS TO:

- ➔ Folsom Historic District Association
- ➔ Rainbow Bridge Centennial Anniversary Planning Committee
- ➔ Community Service Day Steering Committee
- ➔ Folsom Historic District Marketing Group

READ ACROSS AMERICA



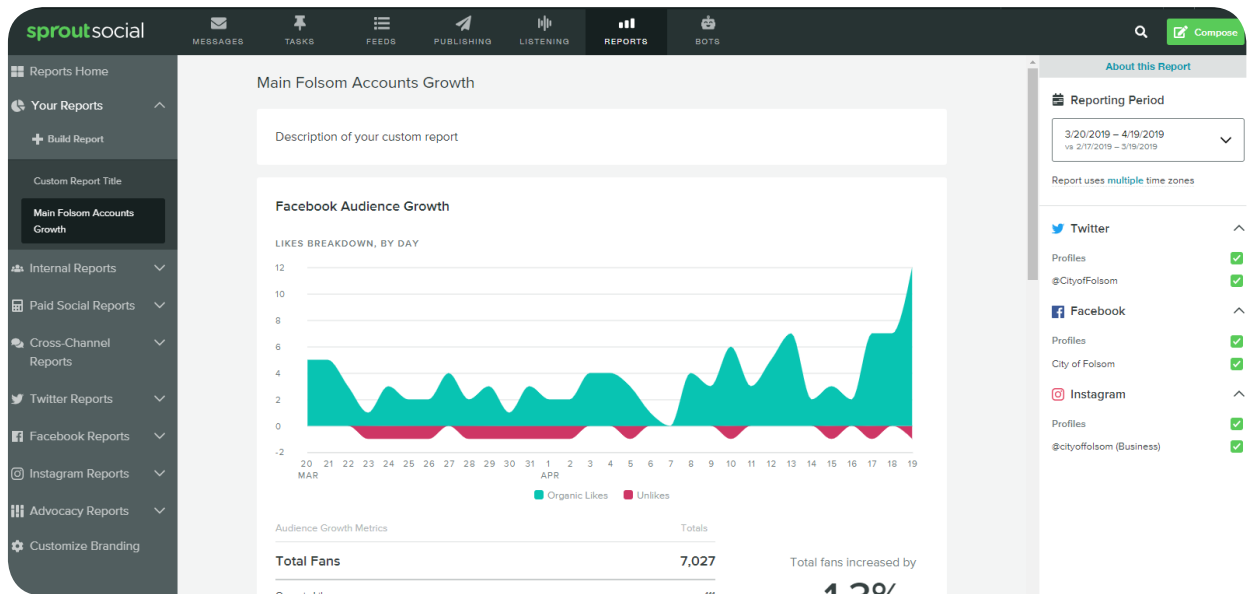
The City of Folsom partnered with the Folsom Cordova Unified School District for Read Across America events. City Councilmembers and City officials read books to Folsom school children to promote a love of learning.



■ LAUNCHED USE OF SPROUT SOCIAL sproutsocial

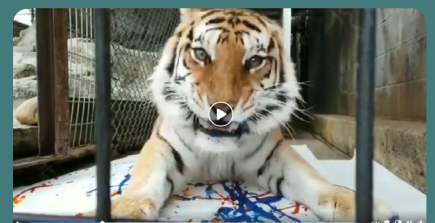
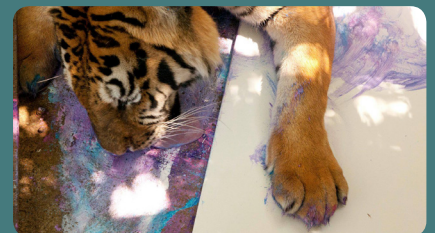
In December 2018, the Communications Office along with Parks and Recreation and Library staff, began using the Sprout Social social media management platform to improve social media presence, customer service, and analytics.

- ➔ Enables increased social media presence.
- ➔ Provides more effective reach to our audience through high-level analytics.
- ➔ Improves online customer service through social media channels.
- ➔ Increases the quality of social media posts.
- ➔ Stores commonly used images, videos, and graphics.



■ FOLSOM ZOO ANIMAL PAINTING

Communications staff worked with the Folsom City Zoo Sanctuary and the Gallery at 48 Natoma to develop a collaborative campaign to promote the Zoo Animal Paintings exhibit. Twelve posts, two Facebook events, and a Facebook Live video stream of Misty the tiger painting a canvas resulted in **31,000+ impressions** and **800+ engagements** - driving real traffic to both the Zoo Sanctuary and Art Gallery.





CITY OF FOLSOM

■ CITYWIDE PRINTED NEWSLETTER

➔ February/March 2019

➔ April/May 2019

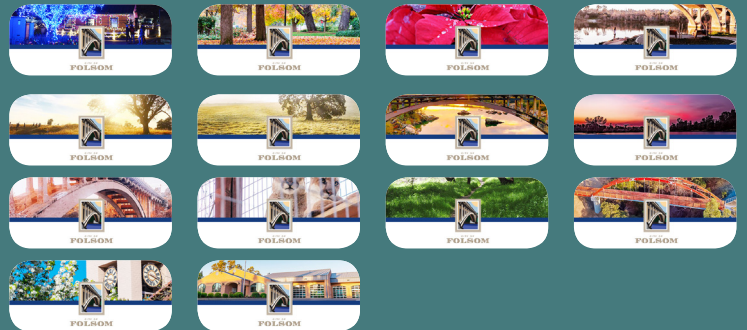
29,000+ Residents and Businesses Each Edition



■ E-NEWSLETTER

14 Editions in Quarter 3

101,500+ Emails Sent



■ WEBSITE

608,616 PAGEVIEWS



+1.30%
year over year

Most Popular Pages (including percentage of traffic):

- | | |
|-----------------------------|-----------------------------------|
| 1. Home - 8.48% | 6. Police Log - 2.22% |
| 2. Library - 7.90% | 7. Police - 1.50% |
| 3. Search - 3.77% | 8. Human Resources - 1.25% |
| 4. Finance - 3.08% | 9. Residents - 0.99% |
| 5. Zoo Hours - 2.47% | 10. Solid Waste - 0.96% |

■ SOCIAL MEDIA

TWITTER

7,037
Followers

+4.2%
over Q2



INSTAGRAM

8,765
Followers

+3.2%
over Q2



YOUTUBE

4,100+
Views





CITY OF FOLSOM

FACEBOOK

52,624 TOTAL FANS

+2,857 FANS



+4.2%
over Q2

4,360,680 IMPRESSIONS

107,375 ENGAGEMENTS

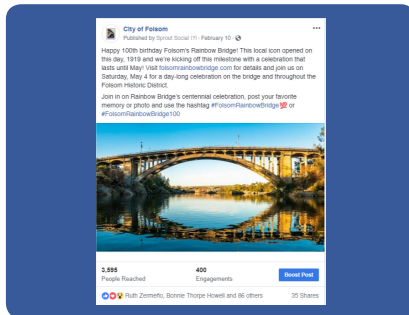
513 TOTAL POSTS

Top 10 Facebook Posts This Quarter:

1. PBS's "Finding Your Roots" – City of Folsom
2. True Hero Myles – Folsom Police
3. This is Your City Video – City of Folsom
4. Rainbow Bridge Centennial – City of Folsom
5. Hands Free Driving – Folsom Police
6. Project Lifesaver – Folsom Police
7. Stabbing Suspect Arrest – Folsom Police
8. St. Patrick's Day DUI – Folsom Police
9. Stop Sign Reminder – Folsom Police
10. Folsom Drinking Water Video – City of Folsom

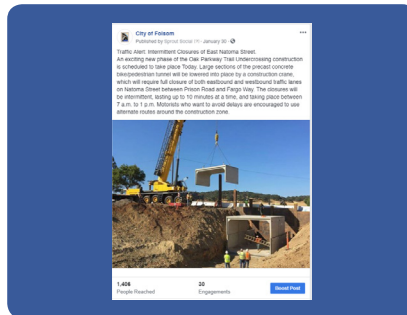
Notable Campaigns This Quarter:

Rainbow Bridge Centennial



119,406
Impressions
3,548
Engagements*
21
Posts

Oak Parkway Trail Undercrossing



30,395
Impressions
226
Engagements*
5
Posts

Storm Notices



31,215
Impressions
420
Engagements*
6
Posts

*Engagements measure the combination of shares, likes, clicks, and comments on a social media post.