



CITYWIDE COMMUNICATIONS

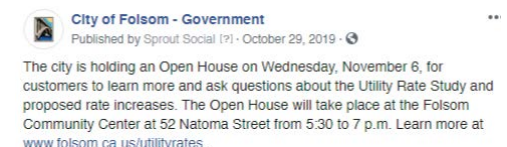
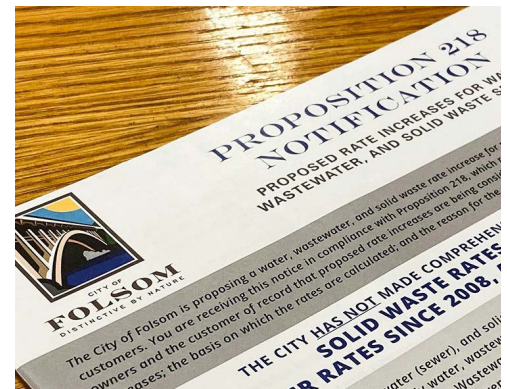
October - December 2019 Quarterly Communications Report

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.

■ PROPOSITION 218: PROPOSED UTILITY RATE INCREASE OUTREACH

The City of Folsom proposed a solid waste, water, and wastewater (sewer) rate increase for residential and commercial customers. Staff conducted extensive education and outreach to the community, including:

- ➔ Citywide Prop 218 mailers sent to all Folsom utility customers
- ➔ Prop 218 web page developed: www.folsom.ca.us/utilityrates
- ➔ FAQs developed and updated with answers to community questions: www.folsom.ca.us/utilityrates-faq
- ➔ Articles in two mailed citywide newsletters – 29,000+ households and businesses
 - October/November 2019 edition
 - December 2019/January 2020 edition
- ➔ Articles in nine editions of the weekly e-newsletters – 8,000+ on the e-mail distribution list
- ➔ Social media:
 - Eight posts (Facebook and Twitter) resulting in 22,567 impressions
 - Three Nextdoor posts resulting in 9,541 impressions
 - Facebook Live with City Manager Elaine Andersen
- ➔ Advertisement on Sacramento Metro Cable 14
- ➔ Community Open House held on Wednesday, November 6
- ➔ Notice in the Folsom utility bill
- ➔ Four ads in the Folsom Telegraph
 - Rate Study workshop
 - November 6 Community Open House (two ads)
 - December 10 Public Hearing Notice
- ➔ City Manager’s Folsom Telegraph November column – 22,250 Print Circulation
- ➔ Promotional slider (first position) on the City’s website homepage
- ➔ Web articles in website newsroom
- ➔ Information slide on City Hall digital message board
- ➔ Mailer/Flyers at public counters



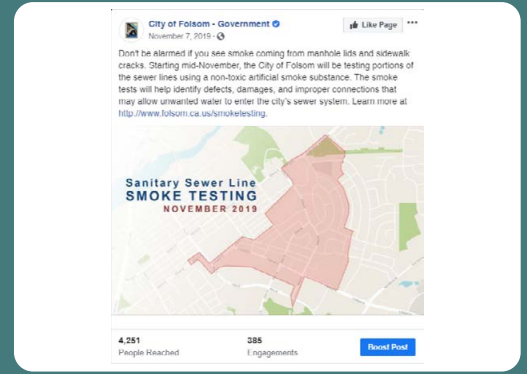


PUBLIC INFORMATION INITIATIVES

City to Conduct Sewer Smoke Tests

In mid-November, the City of Folsom tested portions of the sewer lines using a non-toxic artificial smoke substance. The smoke tests helped identify defects, damages, and improper connections that may allow unwanted water to enter the city's sewer system.

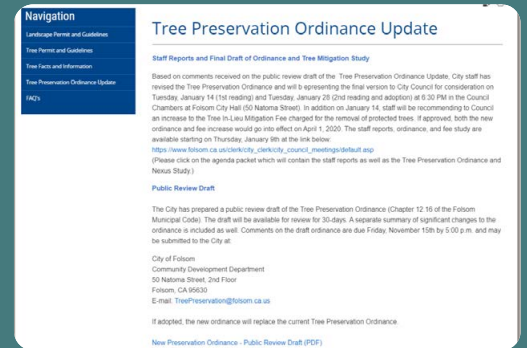
- E-Newsletter
- Mailed notices
- Social Media
- Nixle notices



Zoning Code and Tree Preservation Ordinance

The city is conducting a series of community outreach events and workshops to share information and obtain community feedback.

- Citywide Newsletter
- E-Newsletter
- Web page development
- Social Media
- Photography



New Waste Management Tools

Publicized the launch of new digital and web platforms to provide Folsom residents with helpful recycling and waste collection tools and information.

- Three articles in the weekly e-newsletter
- Social media
- Citywide Newsletter



Shop Local, Shop Small

Shopping locally supports the local economy, promotes a thriving community, and contributes to a high quality of life in Folsom. Encouraged residents to shop local and support small businesses during the holiday season.

- Citywide newsletter
- E-newsletter
- Social Media

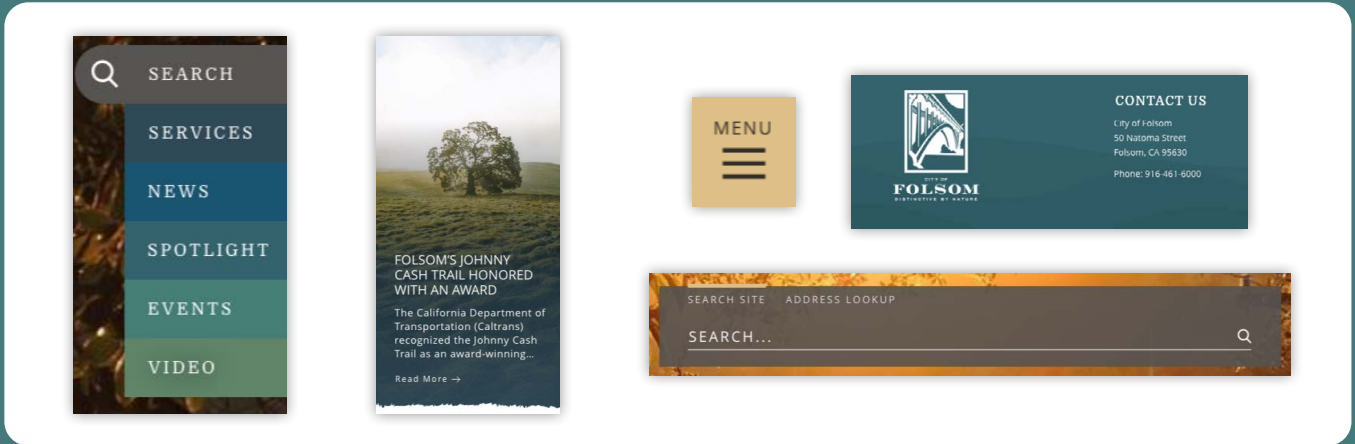




CITY OF FOLSOM

WEBSITE DESIGN UPDATE

The launch of Folsom’s brand-new-from-the-ground-up website is on track for early fall 2020. Over the past quarter, communications staff and the citywide web team provided input to Granicus designers on the new site design. Highlights include a new nature-inspired color palette, modern typography, image forward design, mobile-friendly responsiveness, new ways for the community to easily and quickly find the information they are looking for, and a streamlined menu. The website will begin development in February.



STAY INFORMED E-MAIL BLAST



Developed and distributed email blast to 24,000+ City of Folsom customers and newsletter subscribers that showcases all the ways to connect and learn about city news, information, and events.

TRAILS SAFETY VIDEO

Folsom is home to an extensive recreational trail system that includes more than 50 miles of paved trails. In the fall, the city reminded cyclists, walkers, and runners that it’s important to show courtesy to one another and respect the environment while sharing the trails. Publicized an updated trails safety video.





EXPANDED PHOTO LIBRARY TO 4,500 PHOTOS



CITY HALL TOURS FOR FOLSOM THIRD GRADERS



Coordinated five City Hall tours and mock City Council meetings for Folsom Cordova Unified School District schools, including Sandra J. Gallardo, Empire Oaks, Oak Chan, and Theodore Judah. The tours reflected lessons students learned in their textbooks and in the classroom.

CITY MANAGER'S MONTHLY COMMENTARY FEATURED IN THE FOLSOM TELEGRAPH

- ➔ **October:** Thank you, Community Service Day Volunteers
- ➔ **November:** Fall in Folsom, News Update
- ➔ **December:** Holiday Season in Folsom



EMPLOYEE NEWSLETTER

Produced Fall/Winter Newsletter for 500+ city employees.



CITY LIAISONS TO:



- ➔ Folsom Historic District Association
- ➔ Folsom Historic District Marketing Group



CITY OF FOLSOM

EARNED MEDIA

Proactively pitched news stories to regional news outlets.



Folsom's Veterans Day Parade



KCRA, KMAX, CBS 13, KTXL Fox 40, ABC 10
Reach: **699,024**
Publicity Value: **\$89,900**

Ice Rink Grand Opening



KCRA, Good Day Sacramento, CBS 13, KTXL Fox 40, ABC 10
Reach: **615,555**
Publicity Value: **\$56,460**

Thanksgiving Feast for the Animals, Folsom City Zoo Sanctuary



Good Day Sacramento, KCRA, ABC 10

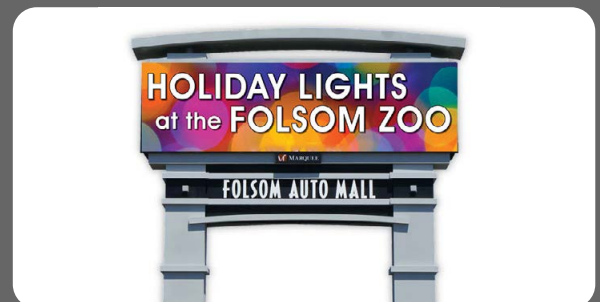
PARTICIPATED IN:

- ➔ Runway 19 Fashion Show
- ➔ Volunteer Decorating for Wild Nights and Holidays Lights 2019



FREEWAY SIGNS

- ➔ 300,000+ Motorists Daily





CITY OF FOLSOM

COMMUNICATIONS
QUARTERLY REPORT

CITYWIDE MAILED NEWSLETTER

- October/November 2019
- December 2019/January 2020

29,000+ Households and Businesses Each Edition



E-NEWSLETTER

10 Editions in Quarter 2

76,000+ Emails Sent



WEBSITE

432,376 PAGEVIEWS



Most Popular Pages (including percentage of traffic):

1. Home - **8.5%**
2. Library - **8%**
3. Search - **3.32%**
4. Finance - **3.3%**
5. Zoo Hours - **2.6%**
6. Police Log - **2.5%**
7. Police - **1.38%**
8. Bulky Waste - **1.25%**
9. Solid Waste - **1.18%**
10. Veterans Day Parade - **1.17%**





CITY OF FOLSOM

■ SOCIAL MEDIA

FACEBOOK

61,037 TOTAL FANS

+1,749 NEW FANS



+2.3%
over Q1

2,203,242 IMPRESSIONS

154,541 ENGAGEMENTS

337 TOTAL POSTS

High Engagement Facebook Posts
This Quarter:

- Smoke Advisory – Folsom Fire
- We are hiring! – Folsom Fire
- Deputy Brian Ishmael Remembrance– City of Folsom
- Folsom Fire Department Promotions – Folsom Fire
- New Mayor and Vice Mayor Announcement – City of Folsom
- Vacation Checks – City of Folsom
- Found Dog – Folsom Animal Services
- Ranked Safest City in the Region – City of Folsom
- #SuperCitizens Wayne and Shirley – City of Folsom

TWITTER

7,697
Followers

+2.8%
over Q1



INSTAGRAM

10,889
Followers

+6.7%
over Q1



YOUTUBE

1,200+
Views

