



CITY OF
FOLSOM
DISTINCTIVE BY NATURE

CITYWIDE COMMUNICATIONS QUARTERLY REPORT

October - December 2021



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.

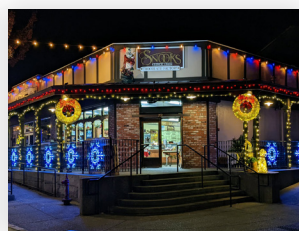
➔ FOLSOM HOLIDAY LIGHTS CONTEST

A citywide Holiday Lights Contest was held in December 2021. More than 50 entries were received in five different categories. All participating homes and businesses were listed on the city website and featured on an interactive map.

Winners received a commemorative sign from the City of Folsom and were recognized in the Folsom Telegraph, the city e-newsletter, and on city social media pages. The social media campaign generated a 35,000+ reach and 7,000 engagements.

Tactics:

- Dedicated web page
- Frequent social media posts
- Weekly e-newsletter articles
- Folsom Telegraph ads, articles, and social media posts
- Parenting blog Macaroni Kid e-blast, article, ads, and social media posts





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➔ WATER CONSERVATION CAMPAIGN



Folsom Saves
IT'S OUR NATURE

- Bill messages
- Frequent social media posts
- Weekly water conservation tips in the e-newsletter
- Citywide printed newsletter
- Folsom Telegraph ads
- Water-wise lawncare videos
- Extensive regional media coverage

A Stage 3 water conservation declaration went into effect 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 water conservation. The city also announced new rebate programs. Water customers reduced water consumption by 26% in October and 34% in November, compared to the same time last year.

Tactics:

- Citywide informational mailer
- Dedicated web page
- Freeway signs



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

The City of Folsom proposed 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 informed property owners and the customer of record about the proposed rates, a community meeting, and a public hearing. On December 14, the Folsom City Council approved utility rate increases needed to support the operational and capital requirements determined for running the organic waste recycling program mandated by SB 1383.

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





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MANDATORY COMMERCIAL ORGANICS RECYCLING

SB 1383 was signed into California law in 2016 as part of the state's broader effort to reduce greenhouse gas emissions. This is the most significant recycling mandate adopted in California in the last 30 years. Beginning January 1, businesses must provide organics/food waste bins inside buildings, wherever food waste is generated. A residential organics and food waste program begins July 2022. A public information campaign is underway to inform business and residential communities about the new requirements.



Tactics:

- Organics and food rescue branding
- Logos developed for green waste, blue bins, landfill, and food rescue programs
- Dedicated website
- Frequently asked questions (FAQs)
- Social media campaign
- Printed and e-newsletter newsletter articles
- Flyers, brochures, decals, labels, and promotional materials developed
- Video production underway



BY-DISTRICT ELECTIONS PUBLIC INFORMATION PROGRAM

The City of Folsom is transitioning to a by-district system for electing Folsom City Councilmembers. A public information and engagement program is underway, and the city is seeking input about how to divide the city into five districts. As part of this process, the public is invited to submit district boundary suggestions and participate in public hearings. The social media campaign included 11 posts and generated a 13,000+ reach and 600 engagements.

Tactics:

- Dedicated website
- Online and paper mapping tools
- Instructional video
- Frequently asked questions (FAQs)
- Social media campaign
- Printed and e-newsletter newsletter articles
- Animated infographic video





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EXPANDED PHOTO LIBRARY TO 5,200+ PHOTOS



CITY MANAGER'S MONTHLY COMMENTARY FEATURED IN THE FOLSOM TELEGRAPH

October: Folsom Community Unites for Community Service Day

November: Folsom Transitions to By-District Elections

December: The Holidays are Here in Folsom



CITY LIAISONS TO: PROFESSIONAL BOARDS:

- Folsom Historic District Association
- Support Local Marketing Committee
- Community Service Day Steering 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

October/November 2021

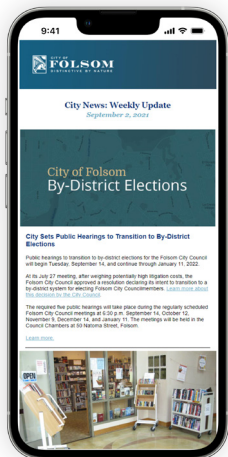
December 2021/January 2022





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➔ E-NEWSLETTER

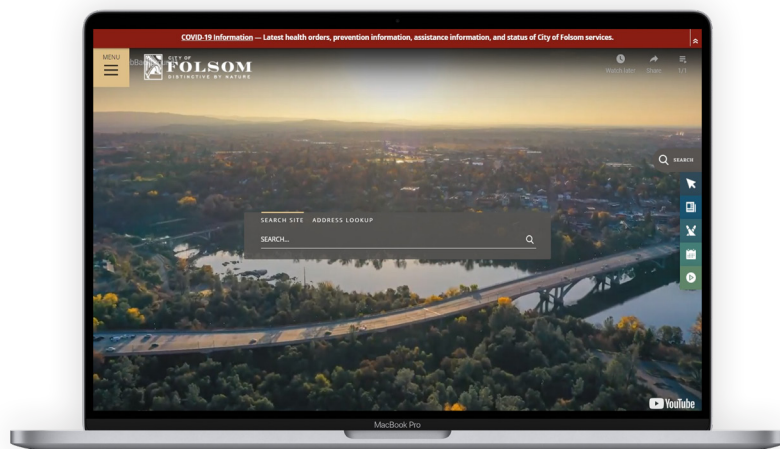
9 Editions in Quarter 2
74,000+ Emails Sent

➔ WEBSITE

418,642 PAGEVIEWS

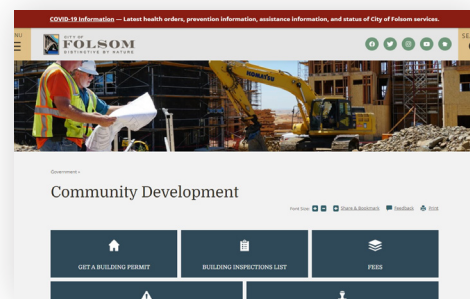
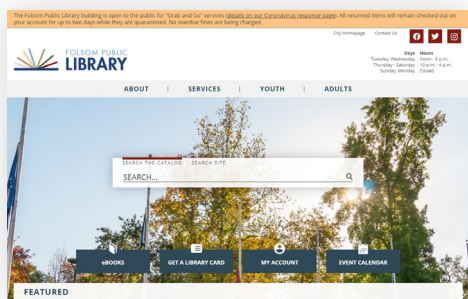
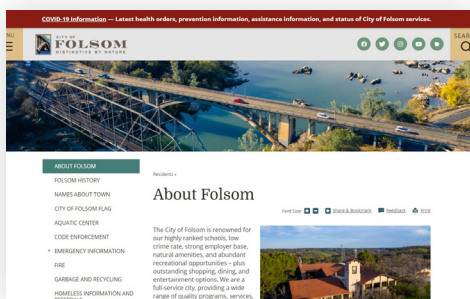
Most Popular Pages (including percentage of traffic):

1. Home – 12%
2. Library – 5.8%
3. Waste Collection Schedule – 4.2%
4. Utility Billing – 3.8%
5. Zoo – 2.8%
6. Police Log – 2.1%
7. Police – 1.4%
8. Building Inspections – 1.2%
9. Sports Complex – 1.2%
10. Waste and Recycling – 1%



124,027 Users
208,603 Sessions

1:27 Average Session Duration





SOCIAL MEDIA

FACEBOOK

71,961 Total Fans
 +924 New Fans +1.1%
 over Q1

387 Total Posts
 1,706,179 Impressions
 108,281 Engagements

High Engagement Facebook Posts This Quarter:

- Protect Your Identity - Folsom Police
- Holiday Lights Contest Launch – City of Folsom
- Holiday Lights Contest Winners - City of Folsom
- Dalmation Puppies – Folsom Fire
- Help Name Folsom Plan Area Park - City of Folsom
- Waste and Recycling Survey – City of Folsom
- Happy and Safe Halloween – Folsom Zoo Sanctuary
- Annual Wild Nights and Holiday Lights – Folsom Parks and Recreation



TWITTER

9,544
 Followers

+1%
 over Q1



INSTAGRAM

17,084
 Followers

+3.3%
 over Q1



YOUTUBE

1,200+
 Views