



Date: September 18, 2019

Subject: Social Media Analytics Quarterly Report, 2019 Quarter 2

For the months of April-June 2019, here is an overview of social media trends for the City of Santa Clara, based on second quarter analytics:

- Overall, the City of Santa Clara's social media channels continue to gain followers, with Fire Department's Instagram seeing the largest increase with an additional 767 followers.
- More Santa Clara residents are joining Nextdoor, the private neighborhood social networking site, with 2,779 new members signing up and the addition of one new neighborhood.
- On Facebook, upbeat news about Santa Clara draws in more views, likes and shares:
 - For the City of Santa Clara page, the top post was Santa Clara being recognized as the Best City to live in California for 2019, according to ChamberofCommerce.org.
 - For the Library, a photo of Shanaya with her certificate for completing the 1,000 Books Before Kindergarten challenge brought in a 13 percent engagement rate with 3,630 people reached.
- The Fire and Police Departments are the most popular of the City's social media channels, with @SantaClaraFD having 1.2 total impressions on Twitter while @SantaClara PD had 1.5 million Twitter impressions, with an average of 16.5K per day.
- Not surprisingly, breaking news stories are popular on Twitter:
 - For the Fire Department, their engagement rate spiked with updates about the hydrogen gas plant fire and the condo construction site fire on El Camino Real.
 - For the Police Department, it was engaging photos and graphics that drew audiences in, including a stormtrooper and a family of ducklings safely rescued from the center divider of Lawrence Expressway.
 - For Silicon Valley Power, it was the cat stuck on a power pole tweet that brought in 8,697 impressions and 110 engagements.

- @SantaClaraCity had 1 million impressions on Twitter, with 199 tweets this quarter, which was 100 more tweets than in the first quarter.
- For LinkedIn, the City had a significant gain in followers with 252 for a total of 2,630 users getting insights about City recruitments, initiatives and working for the City.
- The MySantaClara mobile application had fewer downloads this quarter but still had 181. There were more reports submitted in the second quarter of 2019, jumping 165 submissions with 628 total for the quarter. The completion rate was slightly lower than last quarter with 78.5% completed.



About the Report: The Social Media Analytics Quarterly Report includes analytics for several social media platforms managed by City staff. They include: City of Santa Clara, Santa Clara City Library, Parks & Recreation Department, Santa Clara Fire Department, Santa Clara Police Department, and Silicon Valley Power. The quarterly report also includes analytics for the MySantaClara application.

City of Santa Clara

Facebook Performance

[Facebook.com/CityofSantaClara](https://www.facebook.com/CityofSantaClara)

# of Posts	Net Followers Gain/Loss	Average Reach
227 posts	6,830 followers Gain: +228	1,046 people reached

Top 3 performing posts

#1 Post

- Santa Clara is #1! Santa Clara was recognized as the Best City to live in California for 2019! With all the great cities in the state, we are honored to be selected as the most livable city. <https://www.chamberofcommerce.org/best-cities-to-live-in-california/>
- Posted 6/18/19
- 4,169 engagements
 - 708 likes, 104 loves
 - 171 comments
 - 148 shares

18,872 people reached



#2 Post

Attention local and regional artists! 😊 Here's your opportunity to show off your artistic ability by painting murals on utility boxes around Santa Clara! The Santa Clara Cultural Commission is relaunching the Utility Art Box Program. Selected artists will add to the dozens of utility boxes that have been painted over the last several years. Apply by May 13, learn more at: <http://santaclaraca.gov/Home/Components/News/News/38856/50>



Terms

Engagement rate is the percentage of people who clicked, liked, commented or shared a post.

Impressions are the number of social media account users who viewed a post in their feed and/or clicked on a post.

City of Santa Clara (continued)

- Posted 4/16/19
- 640 engagements
 - 125 likes
 - 22 love
 - 65 comments
 - 32 shares
- 4,291 people reached

#3 Post

- Donut worry, be happy! It's Friday and it's also National Donut Day! 🍩 Where do you get donuts in Santa Clara?
🍩🍩#nationaldonutday #lovesantaclara #iheartsantaclara
- Posted 6/7/19
- 651 engagements
 - 125 likes
 - 22 love
 - 65 comments
 - 32 shares
- 4,251 people reached



Twitter Performance

[Twitter.com/SantaClaraCity](https://twitter.com/SantaClaraCity)

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
199 posts	8,133 followers Gain: +285	1.0 million	0.2%

Top 3 performing posts

#1 Tweet

- May 5-11, 2019 is Public Service Recognition Week! This week, we recognize and thank all the City of Santa Clara employees for your outstanding service to our community. #PublicServiceRecognitionWeek #CenterofWhatsPossible #PSRW
- Posted 5/7/19
- 17,220 impressions
- 89 engagements (0.5% engagement rate)



#2 Tweet

Traffic Advisory: Due to the fire scene, El Camino Real between Lincoln Street and Scott Boulevard will remain closed in both directions overnight. Please follow detours.

[@SantaClaraPD](https://twitter.com/SantaClaraPD) [@SantaClaraFD](https://twitter.com/SantaClaraFD)

City of Santa Clara (continued)

- Posted 6/28/19
- 13,440 impressions
- 74 engagements (0.6% engagement rate)

#3 Tweet

- Got junk? Your junk can be another's treasure! The citywide garage sale is on Saturday, April 13! Buyers can search for sale locations using an interactive map of all the garage sale locations. Register your garage sale in Santa Clara for free at SantaClaraCA.gov/garagesale
- Posted 4/4/19
- 12,849 impressions
- 13 engagements (0.1% engagement rate)



Instagram Performance

[instagram.com/santaclaracity](https://www.instagram.com/santaclaracity)

# of Posts	Net Followers Gain/Loss
28 posts	679 followers Gain: +28

Top 3 performing posts

#1 Post

- Otto is checking out the City's backhoe! We have 8 total in our City fleet. Happening now at Santa Clara Works!
- Posted 6/1/19
- 31 likes



#2 Post

- Donut worry, be happy! It's Friday and it's also National Donut Day! 🍩 Where do you get donuts in Santa Clara?
🍩🍩 #nationaldonutday #lovesantaclara #iheartsantaclara
- Posted 6/7/19
- 26 likes



#3 Post

- The City will host a community meeting on April 11 at 6:30 p.m. at Central Park Library for the Americans with Disabilities Act.
- Posted 4/9/19
- 23 likes

City of Santa Clara (continued)

Nextdoor Performance

Nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/

# of Posts	Net Members Gain/Loss	Membership	Neighborhoods	Average Impressions
72 posts	29,923 members Gain: +2,779	38% of residents	86 Gain: +1	2,413

Top performing post

- Santa Clara Stadium Authority Prepares to Revoke the Forty Niners Stadium Management Company’s Authority to Issue Contracts. Forty Niners have failed to properly manage public funds and comply with State labor laws for the past five years. To view full news release, visit <http://santaclaraca.gov/Home/Components/News/News/38931/50>
- Posted 5/1/19
- 4,542 Impressions
 - 14 thanks

YouTube Performance

www.youtube.com/CityofSantaClara

# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/Duration
34 videos*	379 subscribers Gain: +32	38,816 minutes	6,318 views 6:08 minutes

**Includes 13 videos plus 11 for livestreaming meetings.*

Top performing video

- Join the Water & Sewer Department!
- 1,085 views
- Watch time – 1,452 minutes
- Average view duration - 1:20 minutes



Note: This video was produced in 2015. It was viewed multiple times this quarter.

LinkedIn Performance

www.linkedin.com/CitySantaClara

# of Posts	Net Followers Gain/Loss	Page Views	Top Locations	Top Job Functions
23 posts	2,630 followers Gain: +252	2,430 total views (1,257 desktop and 1,173 mobile)	Bay Area, 68% Kaylan Area, India, 2% Greater L.A. Area, 1.5%	Operations, 12% Business Dev., 11% Human Resources, 7%

City of Santa Clara (continued)

Top performing post for LinkedIn

- Today we had the opportunity to show our appreciation for our wonderful employees who make the City a great place to live and work! Employees with 10-35 years of service were also recognized by the Mayor, City Council, City Manager, and Department Directors.
- 5/30/19
- 3,829 impressions
- 69 likes
- 1 comment



Parks & Recreation Department

Facebook Performance

[Facebook.com/santaclaraparksandrec](https://www.facebook.com/santaclaraparksandrec)

# of Posts	Net Followers Gain/Loss	Average Reach
44 posts	3,791 followers Gain: +551	873 people reached

Top 3 performing posts

#1

- Join us for evening rec swim and a movie afterwards at our Family Fun Nights + Sunset Cinemas on Saturday, June 29 at Montague Pool and July 27 at Warburton Pool and Park. These events are free and we hope to see you there!
- Posted 6/19/19
- 372 engagements
 - 58 likes
 - 9 comments
 - 17 shares
- 7,838 people reached



#2

- Santa Clara Dance Team up first in the Dance the Magic, Crystal Dance Spectacular Parade! So proud!
- Posted 4/13/19
- 542 engagements
 - 233 likes
 - 45 comments



Parks & Recreation Department (continued)

- 26 shares
- 5,502 people reached

#3

- Lost Dog Notice- this little guy was found on Wednesday, June 26 on Harrison St. and is now hanging out at the Santa Clara Senior Center (1303 Fremont Street, Santa Clara, CA95050). If you are his guardian or know his guardian, please give us a call at 408-615-3170.
- Posted 6/26/19
- 521 engagements
 - 79 likes, 14 loves, 4 wows, 2 sads
 - 10 comments
 - 28 shares
- 5,972 people reached



Instagram – Parks & Recreation [instagram.com/santaclaracityparks](https://www.instagram.com/santaclaracityparks)

# of Posts	Net Followers Gain/Loss
17 posts	769 followers Gain: +164

Top 3 performing posts:

#1

- Here's the Santa Clara Dance Team in the @dancethemagic Crystal Dance Spectacular Parade. What an amazing experience for these 35 ladies and 1 gent.
- Posted 4/14/19
- 105 likes



#2

- Santa Clara Dance Team placed first in line, starting out the Crystal Dance Spectacular Parade down Main Street. They have worked incredibly hard and are so deserving of this honor!
- Posted 4/13/19
- 98 likes



#3

- Santa Clara Dance Team placed first in line, starting out the Crystal Dance Spectacular Parade down Main Street. They have worked incredibly hard and are so deserving of this honor!
- Posted 4/16/19
- 68 likes



Parks & Recreation Department (continued)

Instagram – Teen Center

[Instagram.com/santaclarateencenter](https://www.instagram.com/santaclarateencenter)

# of Posts	Net Followers Gain/Loss
7 posts	265 followers Gain: +5

Top 3 performing posts:

#1

- A successful first night of studying with boba. Don't miss out on free snacks and raffle prizes throughout the week... Come to Finals Spot, May 28th - 31st starting at 6:00 p.m.
- 41 likes



#2

- Youth Commissioners assisting at today's Inclusive Makerspace. This event provides an opportunity to youth with special needs to get hands on with STEAM-based activities. Thanks to the Library, Therapeutics Recreation, Parks & Recreation, and our awesome volunteers! @santaclaracitylibrary
- 37 likes



#3

- Museum of Ice Cream trip during SF Pride Week #santaclarateencenter
- Posted 6/28/19
- 36 likes



Parks & Recreation Department (continued)

Instagram – Youth Commission

[Instagram.com/SantaClaraYouthCommission](https://www.instagram.com/SantaClaraYouthCommission)

# of Posts	Net Followers Gain/Loss
9 posts	289 followers Gain: +40

Top 3 performing posts:

#1

- Thank you for our outgoing Youth Commissioners your service these past few years. We hope that you all do well in the future!
- Posted 5/21/19
- 41 likes



#2

- Meet your Youth Commissioners for the 2019-2020 term! We are so excited to work with you all soon!
- Posted 5/21/19
- 37 likes



#3

- Youth Commissioners assisting at today's Inclusive Makerspace. This event provides an opportunity to youth with special needs to get hands on with STEAM-based activities. Thanks to the Library, Therapeutics Recreation, Parks & Recreation, and our awesome volunteers! @santaclaracitylibrary
- Posted 6/1/19
- 37 likes



Santa Clara City Library

Facebook Performance

[Facebook.com/SantaClaraCityLibrary](https://www.facebook.com/SantaClaraCityLibrary)

# of Posts	Net Followers Gain/Loss	Average Reach
60 posts	4,685 followers Gain: +568	1,496 people reached

Top 3 performing posts:

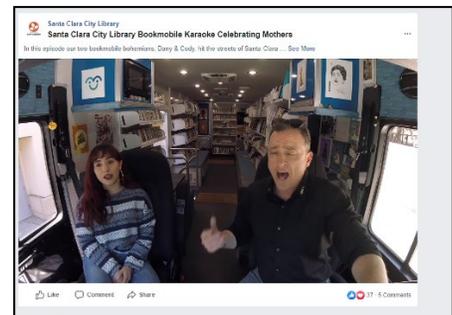
#1

- Congratulations to Shanaya for completing the 1,000 Books Before Kindergarten challenge! She says she loves reading Peppa Pig books. Join Shanaya and others by registering at: <https://bit.ly/2p0UVtl>
- Posted 4/1/19
- 257 engagements, 13% engagement rate
- 3,630 people reached



#2

- Video: Santa Clara City Library Bookmobile Karaoke Celebrating Mothers: In this episode our two bookmobile bohemians, Dany & Cody, hit the streets of Santa Clara in search of the perfect playlist for Mama and learn about the Mamava, the amazing new lactation space at the Library paid for by grants from Kaiser Permanente and the Santa Clara City Library Foundation & Friends. What's your favorite Mother's Day song? Mamava Kaiser Permanente Thrive LDV, Inc.
- Posted 5/9/19
- 138 engagements, 5% engagement rate
- 6,800 people reached



#3

- **LGBTQ Pride Month is here!** 🇺🇸 Stop by Central Park Library to see our Pride display, take an event brochure, grab some bookmarks and buttons, and check out new and popular titles from our LGBTQ collection. Take a photo with our display and tag us to show your support for [#sclibrarypride](https://www.facebook.com/SantaClaraCityLibrary) We're also taking donations of socks and unopened toiletries for [The LGBTQ Youth Space](#) throughout the month of June. You can drop them off into the donation bin beside



Santa Clara City Library (continued)

the Pride display. A big thank you to the [Santa Clara City Library Foundation and Friends](#) for supporting #sclibrarypride this year! Our Pride Month event schedule can also be found online at sclibrary.org/pride ♡♡♡ Happy Pride! ♡♡♡

- Posted 6/3/19
- 119 Engagements, 3% engagement rate
- 2,723 people reached

Twitter Performance

[Twitter.com/santaclaralib](https://twitter.com/santaclaralib)

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
9 posts	1,206 followers Gain: +28	36.8K	0.8%

Top 3 performing posts:

#1

- You probably already know that we lend books (and more) for free, but did you know you can buy books from the Santa Clara City Library Foundation & Friends? There will be a booksale at [#mynorthside](#) this Saturday and most books will be just \$1! Learn more: <https://bit.ly/2NJzPMB>
- Posted 4/2/19
- 6,590 impressions
- 38 engagements (0.6% engagement rate)

#2

- Explore our NEW catalog today! <https://sclibrary.bibliocommons.com>
pic.twitter.com/862AFdqS9O
- Posted 4/3/19
- 1,838 impressions
- 12 engagements (0.7% engagement rate)



#3

- Looking for something fun to do with mom this weekend? How about a fun (and free) movie? Register at: bit.ly/2VmFP4T and be sure to see our calendar for other fun, free things. [#sclibrary](#)
- Posted 5/7/19
- 1,590 impressions
- 5 engagements (0.3% engagement rate)

Santa Clara City Library (continued)

Instagram

[Instagram.com/santaclaracitylibrary](https://www.instagram.com/santaclaracitylibrary)

# of Posts	Net Followers Gain/Loss
35 posts	2,722 followers Gain: +130

Top 3 performing posts:

#1

- We are super excited for [#maythe4thbewithyou](#) ! Make sure to come for our Stars Wars day tomorrow where we will have crafts, stormtroopers and droids! In the meantime we have a whole display set up to showcase some Star Wars love @ Central Park Library! 🤖 Here is “Star Wars: Tarkin” by James Luceno
[#sccl](#) [#sclibrary](#) [#bookfacefriday](#)[#starwars](#) [#library](#) [#librarylife](#)[#librariesofinstagram](#) [#bookface](#)
- Posted 5/17/19
- 210 Likes



#2

- Spring is the time for love and of course spring weddings! This [#bookfacefriday](#) we were inspired by the love in the air with, “Otherwise Engaged,” by Lindsey J. Palmer.
[#sccl](#) [#bookface](#) [#sclibrary](#) [#library](#) [#librariesofinstagram](#) [#librarylife](#)[#springlove](#)
- Posted 5/3/19
- 205 Likes



#3

- Another [#lgbtq](#) inspired [#bookfacefriday](#) Today’s book is “So Hard to Say,” by Alex Sanchez. Synopsis: Popular and beautiful Xio thinks Frederick will make great boyfriend material, but how can he tell her he is more interested in Victor, the captain of the soccer team?
Find more books like this one at Santa Clara City Library and check out our [#pride](#) display!
[#sccl](#) [#sclibrary](#) [#lgbtq](#) [#pride](#) [#lgbtqpride](#) [#library](#) [#pridebooks](#)[#bookface](#) [#sclibrarypride](#) [#librarylife](#)[#pridemonth2019](#) [#lgbtqbooks](#)
- Posted 6/14/19
- 142 Likes



Santa Clara City Library (continued)

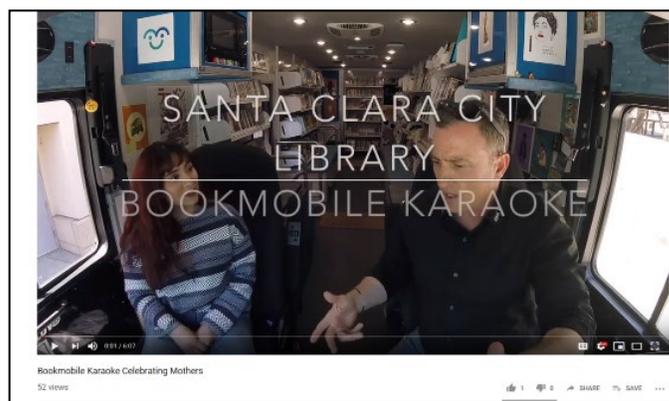
YouTube Performance

<https://www.youtube.com/watch?v=wXdL1EoTDFc>

# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/Duration
2 videos	9 Gain +4	121 minutes	52 views 3:53 minutes

Top performing video

- Library bookmobile karaoke
- 52 views
- Watch time – 215 minutes
- Average view duration – 3:46 minutes



Santa Clara Fire Department

Facebook Performance

[Facebook.com/santaclarafd](https://www.facebook.com/santaclarafd)

T

# of Posts	Net Followers Gain/Loss	Average Reach
65 posts	2,250 followers Gain: +228	1,327 people reached

Top 3 performing posts:

1

- Truck 96 personnel stabilize a mail carrier truck following an injury accident. @ Santa Clara, California
- Posted 6/8/19
- 7,516 people reached
- 3,304 engagements, engagement rate 26%



Santa Clara Fire Department (continued)

2

- #HappeningNow Injury Accident with Rescue Scott and Jay. #firefighters on scene. Patients transported to trauma center. Avoid the area of Central Expressway near Scott Blvd. SLOW DOWN- USE CAUTION
- Posted 5/8/19
- 4,417 people reached
- 2,776 engagements, engagement rate 29%



3

- Aerial footage shows scope of incident and number of engaged master streams in place to protect salvageable structures.
- Posted 6/28/19
- 3,913 people reached
- 940 engagements, engagement rate 16%



Twitter Performance

twitter.com/SantaClaraFD

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
80 posts	2,309 followers Gain: +355	1.2 million	0.2%

Top 3 performing posts:

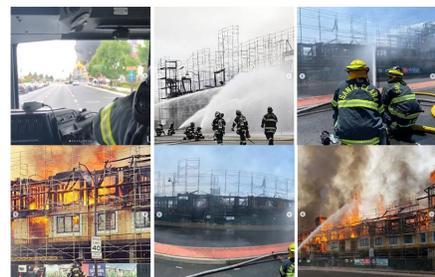
1

- 30 minutes ago Firefighters make access to tanker valve and shut down while master streams flow to cool the tanks and trucks previously impinged with Fire.
- Posted 6/1/19
- 25,355 impressions
- 675 engagements (engagement rate 2.7%)



2

- Additional alarms being cleared from scene and firefighters in the process of overhaul and environmental protection of runoff water.
- Posted 6/1/19
- 25,167 impressions
- 367 engagements, (engagement rate 1.5%)



Santa Clara Fire Department (continued)

3

- Gas line break El Camino at Monroe. ECR shut down between Lafayette and Lincoln. Unknown closure length at this time. Please avoid the area. #firefighters and PGE working to mitigate the leak. KFC evacuated and shelter in place order for Madison Place.
- Posted 6/3/19
- 23,105 impressions
- 265 engagements, (engagement rate: 1.1%)



Instagram

[instagram.com/santaclara fd](https://www.instagram.com/santaclara_fd)

# of Posts	Net Followers Gain/Loss
35 posts	3,463 followers Gain: +767

Top Performing Posts:

1

- Fire now officially contained
Firefighters continue to aggressively extinguish hotspots. A few homes on Clay street were evacuated, residents expected to reoccupy later this evening. No firefighter injuries.
- Posted 6/20/19
- 774 likes



2

- Remembering 12 years ago today 'The Charleston Nine' as they would become known, died while fighting a large fire in a commercial furniture store. @charleston_fire We remember and mourn with you and yours the lives lost.
- Posted 6/18/19
- 516 likes



Santa Clara Fire Department (continued)

3

- Getting to know your Santa Clara Firefighters Firefighter Samuel Willis, Hometown – San Jose, Age – 25, Licenses – Paramedic
 Best part of the job – “The relationship that the fire service has cultivated with the public. The public trust and appreciation built by those before me is truly special. I enjoy interacting with the citizens of Santa Clara and fostering this relationship. Especially during events held by the Santa Clara Firefighters Foundation.”
 Thing I was most pleasantly surprised about – “The sense of family within the department. I get to come to work and work along side some of the most incredible people. We work hard to hone our skills and have fun while doing so.”
 Previous experience – Security Officer, Sales Representative and Technical Assistance for Apple, 911 EMT for AMR in Contra Costa County. Fun fact - “I’m really into biohacking and researching the latest and greatest on nutritional science.”
 Hobbies/Interests – Brazilian Jiu Jitsu, Mixed Martial Arts, road cycling, hiking, skiing. To learn how to become a Santa Clara Firefighter go to <http://bit.ly/2HGmMZF>
- Posted 5/20/19
- 390 likes



Santa Clara Police Department

Facebook Performance

[Facebook.com/santaclarapd](https://www.facebook.com/santaclarapd)

# of Posts	Net Followers Gain/Loss	Average Reach
158 posts	9,850 followers Gain: +466	3,206 people reached

Top 3 performing posts:

#1

- Coming soon! Public Safety Dispatcher I recruitment
- Posted 6/6/19
- 35,031 engagements
 - 957 likes, 42 loves
 - 1,981 comments
 - 464 shares
- 111,412 people reached



Santa Clara Police Department (continued)

#2

- Countywide Traffic Enforcement tomorrow. Law enforcement offices will combine forces on May 29 to focus on traffic enforcement in school zones, yielding in crosswalks, red light/stop violations and distracted driving.
- Posted 5/28/19
- 2,390 engagements
 - 298 likes, 25 loves
 - 99 comments
 - 111 shares
- 13,274 people reached



#3

- Now hiring – Police Officer
- Posted 6/17/19
- 3,405 engagements
 - 273 likes, 20 loves
 - 78 shares
 - 195 comments
- 12,055 people reached



Twitter Performance

[Twitter.com/santaclarapd](https://twitter.com/santaclarapd)

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
221 posts	12.9K followers Gain: +479	1.5 million 16.5K per day	0.5%

Top 3 Performing Posts:

#1

- May the Fourth Be with You
- Posted 5/4/19
- 26,817 impressions
- 1,233 engagements



Santa Clara Police Department (continued)

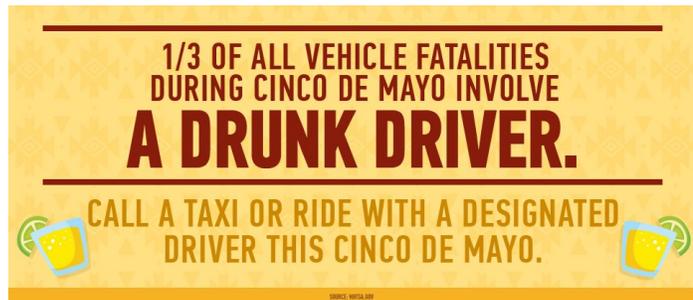
#2

- Family of Ducklings Rescued from Lawrence Expressway. Community Service Officer was dispatched to Lawrence Expressway for ducklings in the roadway. CSO Clay responded and managed to safely catch the young family along the center divider. She took them to the Silicon Valley Animal Control who plans to take them to the Wildlife Center. Thank you to the reporting parties who made us aware of the situation - and, thank you CSO Clay!
- Posted 5/3/19
- 24,545 impressions
- 1,059 engagements



#3

- This Cinco de Mayo, designate a driver before celebrating!
- Posted 5/5/19
- 22,011 impressions
- 288 engagements



Nextdoor Performance – Santa Clara Police Department

<https://nextdoor.com/agency-detail/ca/santa-clara/police-department-2/>

# of Posts	Net Members Gain/Loss	Membership	Neighborhoods	Average Impressions
110 posts	29,923 members Gain: +2,779	38% of residents	86 Gain: +1	2,611

Santa Clara Police Department (continued)

Top performing post

- Fatal Collision
- Posted 4/25/19
- 6,629 Impressions
 - 14 thanks

 Chief Mike Sellers, Santa Clara Police Department **AGENCY** 

Fatal Collision

Date of Occurrence: April 25, 2019
Time: 9:48 a.m.
Incident: Fatal Traffic Collision
Case Number: 19-4250087
Location: Saratoga Avenue and Los Padres Boulevard

On Thursday, April 25, 2019 at about 9:48 a.m., a fatal traffic collision involving two vehicles occurred near the intersection of Saratoga Avenue and Los Padres Boulevard.

A black Ford Fusion, travelling at a high rate of speed, struck a blue Ford Focus that had made a right turn from Los Padres Boulevard onto westbound Saratoga Avenue. The collision caused the Ford Fusion to roll over, strike a tree in the center median, and come to rest against a parked car on the north side of Saratoga Avenue. The collision also caused the Ford Focus to strike a parked car on the north side of Saratoga Avenue.

The 22-year-old male driver of the Ford Fusion, who is a Sunnyvale resident, was transported to Valley Medical Center where he was pronounced dead. The female driver of the Ford Focus is a 77-year-old resident of Santa Clara. The driver had a complaint of pain and declined further medical attention.

Anyone who may have witnessed this incident is asked to contact Traffic Investigator Nick Cusimano at (408) 615- 4764.

25 Apr · Subscribers of Santa Clara Police Department

 Reply  12  14 · 6629 Impressions

Silicon Valley Power

Facebook Performance

[Facebook.com/siliconvalleypower](https://www.facebook.com/siliconvalleypower)

# of Posts	Net Followers Gain/Loss	Average Reach
54 posts	912 followers Gain: +26	398 people reached

Top 3 performing posts:

#1

- May is National Electrical Safety Month, so it's a good time to remind everyone of these safety tips with a short video.
- Posted 5/24/19
- 3,407 people reached
- 104 Engagements
- Engagement rate 2%



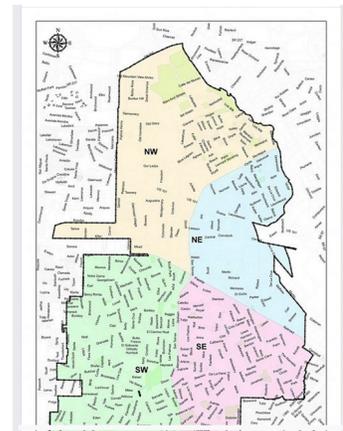
#2

- Have you registered for EV Car Guest Drive event?
- Posted 5/24/19
- 2,504 people reached
- 46 Engagements
- Engagement rate 1%



#3

- Power has been restored
- Posted 6/18/19
- Reach: 1,794 people reached
- 4632engagements
- 16% engagement rate



Silicon Valley Power (continued)

Twitter Performance

<https://twitter.com/SantaClaraPower>

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
119 posts	4,282 followers Gain: +116	250K	0.6%

Top 3 performing posts

#1

- Cat stuck on power pole
- Posted 6/13/19
- 8,697 Impressions
- 110 Engagements
- 1.3% Engagement Rate



Silicon Valley Power @SantaClaraPower
 We recently received a call about a cat who got himself stuck on a power pole. One of our linemen went out to safely bring him down. Just a reminder that you should never try to retrieve an animal from a power pole! Always call the utility to safely handle this.
[#BePowerSafe pic.twitter.com/EPQpkXomED](https://twitter.com/EPQpkXomED)

#2

- Bike to Work Day
- Posted 5/9/19
- 8,472 Impressions
- 10 engagements
- 0.1% engagement rate

Silicon Valley Power @SantaClaraPower
 We're supporting [#BiketoWorkDay!](#) Stop by our [#energizerstation](#) on El Camino Real across from the entrance to Santa Clara University and near the CalTrain station. Grab a water bottle or rain seat cover and some snacks.

#3

- Power has been restored
- Posted 4/1/19
- Impressions: 8,126
- 61 Engagements
- 0.8% engagement rate

Silicon Valley Power @SantaClaraPower
 Power has been restored to all but 141 customers, who will remain without power as we make repairs to the line.

Silicon Valley Power (continued)

LinkedIn – Silicon Valley Power

<https://www.linkedin.com/company/silicon-valley-power/>

# of Posts	Net Followers Gain/Loss	Page Views	Top Locations	Top Job Functions
7 posts	1,098 followers Gain +39 followers	626 views (395 desktop & 231 mobile).	Bay Area 40% Sacramento 4% Greater Los Angeles 3% Greater Chicago 2%	Engineering 23% Operations 15% Business Development 12% Sales 9%

Top performing post

- John Roukema’s Life Member Award
- Posted 5/22/19
- 19 likes
- 768 impressions
- 2 comments



Silicon Valley Power
1,094 followers
2mo

Our former Chief Electric Utility Officer, John Roukema, was honored with a Life Member Award from @NWPPAssoc today for his 38 years of service to public power and our Santa Clara community. <https://lnkd.in/gjGucDF> #publicpower



SVP News List
siliconvalleypower.com

MySantaClara App Performance for 2nd Quarter, 2019

- 181 App downloads
 - 133 iTunes
 - 48 Google Play
- 628 reports submitted
- 78.5% completion rate of reports



Top 5 Request Type	Requests	Percent
Sidewalk Repair	57	9.1%
Code Enforcement	53	8.4%
Illegal Dumping	51	8.1%
Graffiti	49	7.8%
Trees Branches in Power Line	41	6.5%

