



Economic Development, Communications and Marketing Committee

Item #20-324 Overall Citywide Communications Update

August 19, 2020



**City of
Santa Clara**
The Center of What's Possible

Communication Improvements

- City Council reinforced communications as a priority in 2019
- Actions taken
 - Increased video production
 - Emphasis on storytelling
 - Engaging social media posts
 - Production of City Hall News
 - Redesigned website
 - Modernized print newsletter
- COVID-19 pandemic required shift in communications strategy
 - City Manager's email to City Council (April 14, 2020)
- Community survey results
 - 70% of residents surveyed believe City is keeping them informed



Statewide Communications Honors

- 2020 CAPIO EPIC Awards for communications excellence
- First Place
 - Website/App, Small/Medium Population
 - Most Innovative Communications, Medium Population



COVID-19 Communications

STAY COVERED, SANTA CLARA

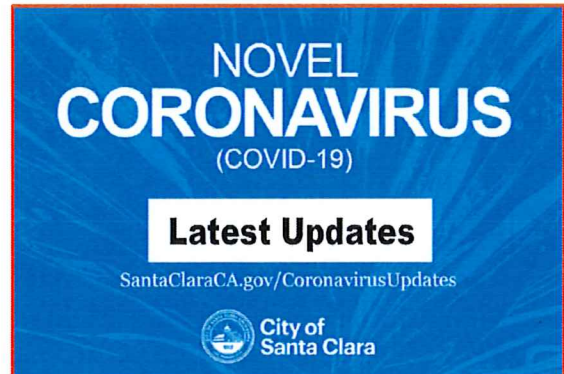
[SantaClaraCA.gov/FaceCoverings](https://www.santacruz.ca.gov/FaceCoverings)

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City Coronavirus Updates

- SantaClaraCa.gov/CoronavirusUpdates
- COVID-19 Update news releases
- City Manager verbal reports
- City Hall News
- City Manager's Biweekly Report
- Inside Santa Clara newsletter
- eNotifications to City News subscribers
- Mission City Scenes utility bill insert



#SantaClaraHasItCovered





Visual Storytelling

- Mayor's Community Messages
- EOC COVID-19 Weekly Summary
- COVID-19 PSAs
- Virtual Events
- Program/Service Updates
- Library Virtual Programming
- Virtual Recreation



Media Coverage

The New York Times



The Mercury News





City's Social Media Channels



Redesigned Inside Santa Clara

- Modernized design
- Incorporated 4-color printing
- Reduced costs
- COVID-19 edition
- Refining for Fall 2020





Love Santa Clara



Love Santa Clara Goals

- Foster goodwill and trust
- Build community
- Collaborate with our community partners



#LoveSantaClara





Communications Strategy

During COVID-19 Pandemic, Fiscal Year 2020-21



City of Santa Clara

The Center of What's Possible

8/19/2020

ITEM 2A



**City of
Santa Clara**
The Center of What's Possible

Executive Summary

Date: Aug. 11, 2020

Subject: Social Media Analytics Quarterly Report, FY 2019-2020 Quarter 4

For the months of April through June 2020, here is an overview of social media trends for the City of Santa Clara, based on 4th quarter analytics. An important event to note was on March 11, 2020 when the City of Santa Clara declared a local state of emergency. As we entered April, the City began to rapidly increase communications with the ongoing developments with the coronavirus (COVID-19).

- As seen in Quarter 3, the significant increase in followers continues to be attributed to the public's interest in coronavirus-related news and the City's increased communications about the local response to the COVID-19 pandemic. The social media channels achieving the highest growth in quarter 4 include:
 - Nextdoor with the highest gain with an increase of +1,380 members with 36,059 total members (33% of 53,883 households; 85 neighborhoods)
 - @SantaClaraPD on Twitter with 909 new followers
 - @SantaClaraCity on Twitter with 873 new followers
 - @SantaClaraCityLibrary on Facebook with 803 new followers. The Library had a significant increase in followers this quarter, which further supports the public's desire to engage and reach library resources, such as storytime virtually, during the COVID-19 pandemic.
- Facebook is still ranked as the #1 social media channel with over 2.5 billion active monthly users worldwide.
 - The highest reach was the Santa Clara Fire Department with 212,838 people reached with a post thanking the San Francisco 49ers for the generous show of appreciation for our firefighters and first responders.
 - Coming in second was the Ricky Roo & Friends Magical Puppet Show live video with an impressive reach of 96,749 unique views on the Santa Clara City Library Facebook page.
 - In third was the Santa Clara Police Department's Facebook post about the Citywide Curfew with a reach of 36,075 on May 31.
- During this era of social distancing, Nextdoor has noted that neighborliness is on the rise on their platform. Santa Clara residents continue to join Nextdoor with an increase of 1,380 members this quarter, totaling 3,465 new members signing up since January 2020.

POST MEETING MATERIAL

- The City COVID-19 Update for June 29, 2020 had over 18,000 impressions due to engagement numbers from an open discussion.
 - In addition, the Police Department had 12,757 impressions with a post expressing condolences to the family of Sergeant Damon Gutzwiller from the Santa Cruz County Sheriff's Department.
- For LinkedIn, the City saw a steady increase in followers with 381 new ones this quarter with a total of 3,627 users, with more than half (80%) from the Bay Area. The best performing LinkedIn post was of Mayor Gillmor, Fire Chief Ruben Torres, Police Chief Pat Nikolai, Former Assistant Police Chief Dan Winter, and Councilmembers Debi Davis and Teresa O'Neill accepting a donation of face mask from the U.S. China Chamber of Commerce Silicon Valley.
- The MySantaClara mobile application had more reports submitted in Quarter 4 with 794 reports. The completion rate was slightly lower than last quarter with 76% completed. This is a reflection of the impact on City services transitioning to essential services only due to State of California and County of Santa Clara public health orders and protocols in response to the COVID-19 pandemic.

8/19/2020

ITEM 2E



2020 SC VIRTUAL PARADE OF CHAMPIONS

America's Front Line Heroes
Oct. 10, 2020 New Date

Learn more at www.scpardeofchampions.org
Follow us on Facebook and Instagram

SC Celebrating America's Heroes City Wide! Council can Promote by District—Here is how:

- Theme is America's Heroes—our Front Lines. It's a front Yard Contest. All of Santa Clara is invited to participate. Like the parade last year: Family friendly messaging -no politics, no campaigning, no controversy--just good clean fun.
- Given the COVID SIP and social distancing and the approaching flu season—it's all about honoring our heroes safely.
- So the closest thing to being along the Parade route to watch the SC virtual Parade of Champions ---will be in their own front yard.
- To win in one of 5 categories we are looking for over the top creativity. It can be a yard filled with your superheroes, or choose a specific heroes like Fire Department, Doctor Ir Nurses or the Trader Joes Retail clerks. Its their masterpiece.
- A panel of 5 judges will select top 20 pics and visit the homes randomly the week of Oct 4 Homeowners will not be notified.
 - Best theme Front Yard—showcasing America's Super Heroes
 - Outstanding Business Spirit
 - Neighborhood Spirit: Best decorated area in SC
 - District Challenge: Most Outstanding decorations overall
 - People's Choice—Online Votes only
- How to participate:
- Sign up at www.scpardeofchampions.org and upload a pic of your home, neighborhood, business—give it a title—every masterpiece should be titled. We will assign you a # and deliver with no contact a lawn sign.
 - Our Volunteers will take a pic of the sign at the address. We would like to take a pic with the homeowner and the sign if they want. A little memento of their participation.
- The most total votes in any of the categories wins a First Prize, 2020 bragging rights and spot in our 2020 SC Virtual Parade of Champions 1 hour program.
- Voters can only vote once. Must be nonpolitical and noncontroversial.
- Winners will be announce at the Online Watch Party on Octo 10, 10,20 live streamed and recorded. We will be playing the Virtual Parade Watch party for the rest of the Year.
- Grateful for the commitment to promote the Contest and SC Virtual Parade of Champons

POST MEETING MATERIAL

2020 SCPOC Virtual Parade Program—the antidote to COVID Fatigue

- We love our Front Line Heroes and Community and want to capture that spirit around the city one front yard at a time. Along with videos from our Front lines essential workers FD, PD, Kaiser Doctors and Nurses, City and business leadership, sponsor messaging, showcase schools Marching bands zoom or past performances, Cultural groups and entertainment—15 secs of fame. It can be old video or New Video. Our Production company we hire will edit and create an entertaining program.
- The Pandemic and unrest has shined a light on some outstanding acts of community strength and Heroism. There is a lot to celebrate—and remind ourselves that we have done it before and will do it again.
- The Community is missing out on gatherings. We need something unifying. Great way to show off our spirit and unity—we want to capture that for 2020.
- What can we expect?
 - A 1 hour prerecorded show hosted by SCPOC and Emceed by Taylor Amarante that tells our community story.
 - A few highlights about our history, and the its return after 24 years, and showcase all those who made it happen and weave in the messages and images of community working together, and all those in the frontlines that are keeping us safe through this pandemic.
 - We will incorporate Videos 15-3-secs into a 1 hour program :
 - Mayor and District Council community messages
 - Front line messages : Medical, SCPD, SCFD, Public works, Retailers, Business,
 - Sponsors' community messages
 - Past winning and 2020 Marching Band Performances
 - Cultural Groups
 - Non Profit Community groups
 - SC Power, Triton, Convention, Center, Levi Stadium
 - SCU and Unified School Systems
 - County or State Leader Messages



The Plan Recapped

- On Oct 10, 2020 We will live stream on from YouTube on our website and social media.
- Taylor Amarante will emcee and SCPOC will Host. Two options we have not finalized until we check with #2 Venues
 - Option 1: Zoom background will be images of SC assets: St. Clare Civic Center, SCU, Downtown Parade Scenes, Levi Stadium, Convention Center, Triton, Harris Lass. These are our WHEREs
 - Option 2: Record a Hosted a live event at the Triton, or Levi Stadium or Convention center or SCU campus and Edit recorded live into the Content that is prerecorded. It will feel more like a live event.
- Program will open with the Anthem and images of our community heroes. Message from Mayor and SCPOC.
- We have a professional 8 minute video of 2019 parade not seen will be part of 2020 programing.
 - Signed up so far we have Vanguard, ROTC and 2 Marching Bands who will be performing by zoom.
- The best Media submissions from participants will be edited professionally—woven into a single story. Prerecorded
 - Sponsors can choose 15 sec to 1 minute spots. This is a perk for committing to sponsorship of the 2021 parade
 - Community messages can be 15 to 30 secs long. Ideally shorter and more frequent messages are more energetic to watch
- Winners and images of the America's Heroes contest will be announced and included in the program
- Segue into Announcement of next year's 2021 parade date, time and place. Roll Credits and 2021 sponsorship logos
- This video will run from 10/10/20 to 10/9/21 on our website (YouTube).

Santa Clara City: We want to do this together. Can you support our Asks?

- City Participation: Video by Mayor, Council and City Front line Heroes.
 - We have been in touch with SCPD and FD happy to connect with Library Bookmobile, Unified, Triton—all places keeping us connected.
 - Use existing Video or photos of the COVID winners by District and Overall Steve Silva?
 - Best Business and Person of the Year by District? Are there any for 2020?
 - Images of the 2020 Census Float, Images of School and Senior Lunches, Mask Program, COVID testing, etc.
- Communication and Promotion Outreach : America's Heroes Yard Contest and SC Virtual Parade—Need your support
 - Last year the City provided the following access:
 - Great America Billboard on 101
 - Inside
 - City Calendar
 - Social Media and Next Door
 - PGE Billings
 - Channel 15 Promotion —Can we live stream on 10/10/20?
- Funding for Production: the bids are coming in between \$10-\$15K. That includes, editing and Filming, livestreaming the day of the Virtual Parade. For just editing that will be \$5-\$8K
- SCPOC Communications plan: We will repeat last year's outreach. Mercury News, SC Weekly, SC Online, SJ Spotlight, Local Bay area Patch, NBC News, Local TV and Community Radio Spots, Social Media and email blasts. Banners at the Parks, Posters and flyers and the Farmer's Market.

Who doesn't love a Parade? Q and A

