



# City of Santa Clara

## Meeting Agenda

### Economic Development, Communications, and Marketing Committee

---

Wednesday, February 19, 2020

3:00 PM

City Hall Council Chambers  
1500 Warburton Avenue  
Santa Clara, CA 95050

---

#### CALL TO ORDER AND ROLL CALL

#### PUBLIC PRESENTATIONS

#### GENERAL BUSINESS

1.     **20-161**     [Review 2020 Economic Development, Communications, and Marketing Committee Workplan](#)

**Recommendation:** Approve the 2020 Economic Development, Communications, and Marketing Committee Workplan.

2.     **20-162**     [Review Status of Helen Putnam Award for Excellence Application](#)

3.     **20-163**     [Verbal Update on Banner Policy](#)

4.     **20-164**     [Citywide Communications](#)

4.A. Update on Inside Santa Clara Redesign Survey

4.B. Update on Community Partners Web Page

4.C. Discuss Special Events Strategic Marketing

4.D. Communications Consultant Overview/Brainstorming

5.     **20-165**     [Social Media Analytics Report](#)

#### COMMITTEE MEMBERS REPORT

#### GOOD OF THE ORDER

#### ADJOURNMENT

The Economic Development, Communications, and Marketing Committee is adjourned to May 20, 2020.



## Agenda Report

20-161

Agenda Date: 2/19/2020

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### **SUBJECT**

Review 2020 Economic Development, Communications, and Marketing Committee Workplan

#### **BACKGROUND**

The Economic Development, Communications, and Marketing Committee (Committee) was established by Council action on February 5, 2019, to consolidate the Economic Development Committee and the Marketing Committee. The Committee focuses on proactive and sustainable economic development, effective communication and community engagement as well as reviews the City's marketing and branding strategies.

#### **DISCUSSION**

To establish and pace the expected workload for 2020, City staff worked with the Committee Chair to develop a proposed workplan (Attachment 1) for the upcoming calendar year. Proposed workplan items include: the Helen Putnam Award for Excellence program application, Citywide communications, social media analytics, special events strategic marketing, continued updates on work effort on worker cooperatives and banner policy, and update on the 2021 International Association of Science Parks (IASP) Conference.

#### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

#### **FISCAL IMPACT**

There is no impact to the City other than administrative staff time.

#### **PUBLIC CONTACT**

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

#### **RECOMMENDATION**

Approve the 2020 Economic Development, Communications, and Marketing Committee Workplan.

Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Proposed 2020 Economic Development, Communications, and Marketing Committee Workplan



# City of Santa Clara

The Center of What's Possible

## Economic Development, Communications, and Marketing Committee 2020 Quarterly Workplan (DRAFT)

1 <sup>st</sup> Quarter Meeting February 19, 2020	2 <sup>nd</sup> Quarter Meeting May 20, 2020	3 <sup>rd</sup> Quarter Meeting August 19, 2020	4 <sup>th</sup> Quarter Meeting November 18, 2020
<ul style="list-style-type: none"> <li>Review 2020 EDCM Workplan</li> <li>Review status of Helen Putnam Award for Excellence application (Applications due April 9, 2020)</li> <li>Verbal Update on Banner Policy</li> <li>Citywide Communications               <ul style="list-style-type: none"> <li>Update on Inside Santa Clara Redesign Survey</li> <li>Update on Community Partners Web Page</li> <li>Discuss Special Events Strategic Marketing (e.g., Art &amp; Wine Festival, Street Dance, Concerts in the Park, State of the City)</li> <li>Communications Consultants Update</li> </ul> </li> <li>Social Media Analytics Report</li> </ul>	<ul style="list-style-type: none"> <li>Update on Workers Cooperatives</li> <li>Social Media Analytics Report</li> <li>Update on Inside Santa Clara Redesign</li> <li>Communications workplan and updates</li> <li>Update on Helen Putnam Award for Excellence application</li> <li>Special Events Strategic Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Social Media Analytics Report</li> <li>Workers Cooperatives (Tentative)</li> </ul>	<ul style="list-style-type: none"> <li>Social Media Analytics Report</li> <li>Update on 2021 International Association of Science Parks (IASP) Conference</li> </ul>



## Agenda Report

20-162

Agenda Date: 2/19/2020

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### SUBJECT

Review Status of Helen Putnam Award for Excellence Application

#### BACKGROUND

At the December 2, 2019 Economic Development, Communications, and Marketing Committee (Committee) meeting, the Committee discussed applying to the Helen Putnam Award for Excellence Program in 2020. The Committee identified the Santa Clara City Library's Bookmobile as a program that fulfills the criteria outlined in the Community Services and Economic Development award category. The Community Services and Economic Development award category honors innovative programs that enhance the community through programs involving libraries, schools, and recreation as well as provides services to the young, elderly, disabled, marginalized, and newly immigrated.

Following the discussion, the Committee requested an application be submitted for the Santa Clara City Library's Bookmobile program to the 2020 Helen Putnam Award for Excellence Program in the Community Services and Economic Development award category.

#### DISCUSSION

As part of the 2020 Committee Workplan, the Committee Chair has asked staff to provide a status update on the 2020 Helen Putnam Award for Excellence application.

The League of California Cities (League) announced the opening of the application period of the 2020 Helen Putnam Award for Excellence Program on February 7, 2020. Applications are due on April 9, 2020. Award winners will be notified in late June. The League will announce the winners during the opening General Session of the League Annual Conference in October. The award winners will also be given a booth where conference attendees can learn about the awarded program. The award winners will also be featured in the League's *Western City* magazine publication.

City staff has met internally to begin working on the application. As it pertains to the Community Services and Economic Development award category, staff has identified several components of the Bookmobile program to highlight in the application:

- Community engagement through special events (e.g., Breakout at the Bookmobile, National Night Out, Parade of Champions, Street Dances, etc.)
- Continued evaluation of community needs (e.g., ensuring availability of bilingual speakers, identifying neighborhoods where the Bookmobile would be most impactful)
- Partnering with local schools (e.g., weekly stops at Title 1-funded schools)
- Corporate partnerships (e.g., stops at the technology campus at Santa Clara Square serving

employees of AMD, Amazon, and Ericsson)

- Bookmobile attendance and borrowing statistics

Staff will also include how the Bookmobile has enabled the Library to extend its reach and has provided a platform to communicate and strengthen access to city services and has enhanced the Santa Clara community by: providing critical access to books and resources that promote early childhood literacy, enriching the lives of our seniors, and being a gateway to low income residents and new immigrants to a world of reading, learning, and information. In addition, staff will submit a YouTube video with Bookmobile highlights and testimonials from the community.

Staff will continue working on the application and will provide another update at the next quarterly meeting.

### **ENVIRONMENTAL REVIEW**

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

### **FISCAL IMPACT**

There is no fiscal impact to the City other than administrative staff time.

### **COORDINATION**

This report was coordinated with the Library.

### **PUBLIC CONTACT**

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Genevieve Yip, Staff Analyst I

Approved by: Deanna J. Santana, City Manager



# City of Santa Clara

1500 Warburton Avenue  
Santa Clara, CA 95050  
[santaclaraca.gov](http://santaclaraca.gov)  
[@SantaClaraCity](https://twitter.com/SantaClaraCity)

## Agenda Report

---

20-163

Agenda Date: 2/19/2020

---

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### **SUBJECT**

Verbal Update on Banner Policy

#### **DISCUSSION**

Assistant City Manager Ruth Shikada will provide a verbal update on the Banner policy.

#### **ENVIRONMENTAL REVIEW**

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

#### **FISCAL IMPACT**

There is no fiscal impact to the City other than administrative staff time.

#### **PUBLIC CONTACT**

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Ruth Mizobe Shikada, Assistant City Manager

Approved by: Deanna J. Santana, City Manager

#### **ATTACHMENTS**

1. Council Policy 004 - Banner Policy



## **BANNER POLICY**

### **PURPOSE**

To establish clear guidelines for the placement of allowable publicity on City-owned property to communicate information regarding public events, events at public facilities, or to promote amenities of general interest to the community.

### **POLICY**

A banner permit grants permission to temporarily occupy designated banner locations on City property for the purpose of providing notice to residents and visitors of Santa Clara about City-sponsored, City-funded, City-wide special events and to promote amenities and services relating to recreational, cultural, athletic, education, entertainment or social services throughout the City but are limited to non-commercial, non-political and of a non-religious nature. Banners on City property must be approved, scheduled and coordinated by the City Manager's Office.

Display of free-standing signs on public property are presently only allowed at Civic Center Park, Central Park and Live Oak Park on special stands and on the fence of Larry J. Marsalli Park at the corner of Lafayette Street and El Camino Real and are limited to advertising local public events which are non-commercial, non-political, and of a non-religious nature. The event must be free of charge or aimed at raising funds for a Santa Clara non-profit sponsor. The display free-standing signs on public property must be approved, scheduled and coordinated by the Parks and Recreation Department.

The banner permit fee is subject to the Annual Fee Schedule as adopted by the City Council.

The following guidelines apply for street pole banners:

- Banners on City-owned light poles must be vertical and measure not more than 84 inches high by 30 inches wide for the light poles along Great America Parkway and 84.5 inches high by 30 inches wide for the light poles along El Camino Real. Tops and bottoms must be hemmed with pockets deep enough to accommodate the bracket hardware and with openings at the ends. Banners must be made of durable cloth, canvas or vinyl.

A completed banner design (text and graphics) must be submitted to the City Manager's Office at time of application, including proof of application fee from the Finance Department.

- Banners promoting specific events cannot be hung more than 30 days prior to the start of the event and must be removed within



## BANNER POLICY (cont.)

five (5) days after the completion of the event.

- Once approved, applicant must arrange for the production of the banners and for a contractor to install and remove the banners, at no cost to the City.
- A maximum of ten (10) banners total may be hung within each display area either on El Camino or on Great America Parkway for a total maximum of 90 banners per application (reference Light Pole Maps).

The following guidelines apply for free-standing signs on public property:

- Space is limited to available sites noted and the City has priority use.
- Banners to be displayed at Civic Center Park, Central Park and Live Oak Park must be 10 feet, 5 inches by 4 feet, 4 inches (152 x 52 inches total). Banners must have 4 grommets across the top, 4 across the bottom and one additional on each side.
- Marsalli Park banners cannot exceed 45 square feet in area. Banners must have 4 grommets across the top, 4 across the bottom and one additional on each side. Marsalli Park banners will be hung and removed by the event sponsor. If the banner is to be attached to the fence, applicant should affix the banner in a way that will not damage the fence. All material used to fasten the banner must be completely removed when the banner is removed.
- Banners promoting specific events cannot be hung more than 14 days prior to the start of the event and must be removed within five (5) days after the completion of the event.
- Once approved, banners will be hung by City of Santa Clara staff and should be dropped off at the Community Recreation Center prior to the requested display date. Banners must be collected within one (1) week after the event. *(Exception is for Marsalli Park where approved applicant may hang own banner and remove within five (5) days after the completion of the event)*

All applications will be processed on a first-come, first-served basis. If multiple applications request that banners be installed at the same location during the same time frame, the City Manager, or designee, will make final approval based on any or all of the following circumstances: number of applications requesting to hang banners, number of banner locations requested by each applicant, banner installation history and proximity of banners to event site or venue. The overall goal is to make reasonable accommodations that are in the best interest of all applicants.

## BANNER POLICY (cont.)

### PROCEDURE

The City of Santa Clara assumes no responsibility for damage to banners while they are on display.

Applications to place banner displays on City-owned property are available for the applicant's convenience on the City's website and in the City Manager's Office.

1. Applicants submit a completed application (including required attachments) to the City Manager's Office at least ninety (90) days prior to the requested installation date and remit payment to the Finance Department. Applications received less than ninety (90) days prior to the requested installation date are subject to the City's ability to facilitate the request. Banner applicants may apply for banner locations up to 1 year prior to their installation date.
2. Upon approval of the application, the contractor who will hang the banners may process with the installation. If City banners are currently hanging on the requested poles, the applicant is responsible for removing and re-hanging the City banners.
3. If applying for a banner on public property, a representative of the Santa Clara non-profit sponsor must apply at the Community Recreation Center for the banner/sign display. Applicant must provide proof of non-profit status, for example, federal tax-exempt evidence.

Applications to place free standing banner displays on public property are available for the applicant's convenience on the Community Recreation Center.

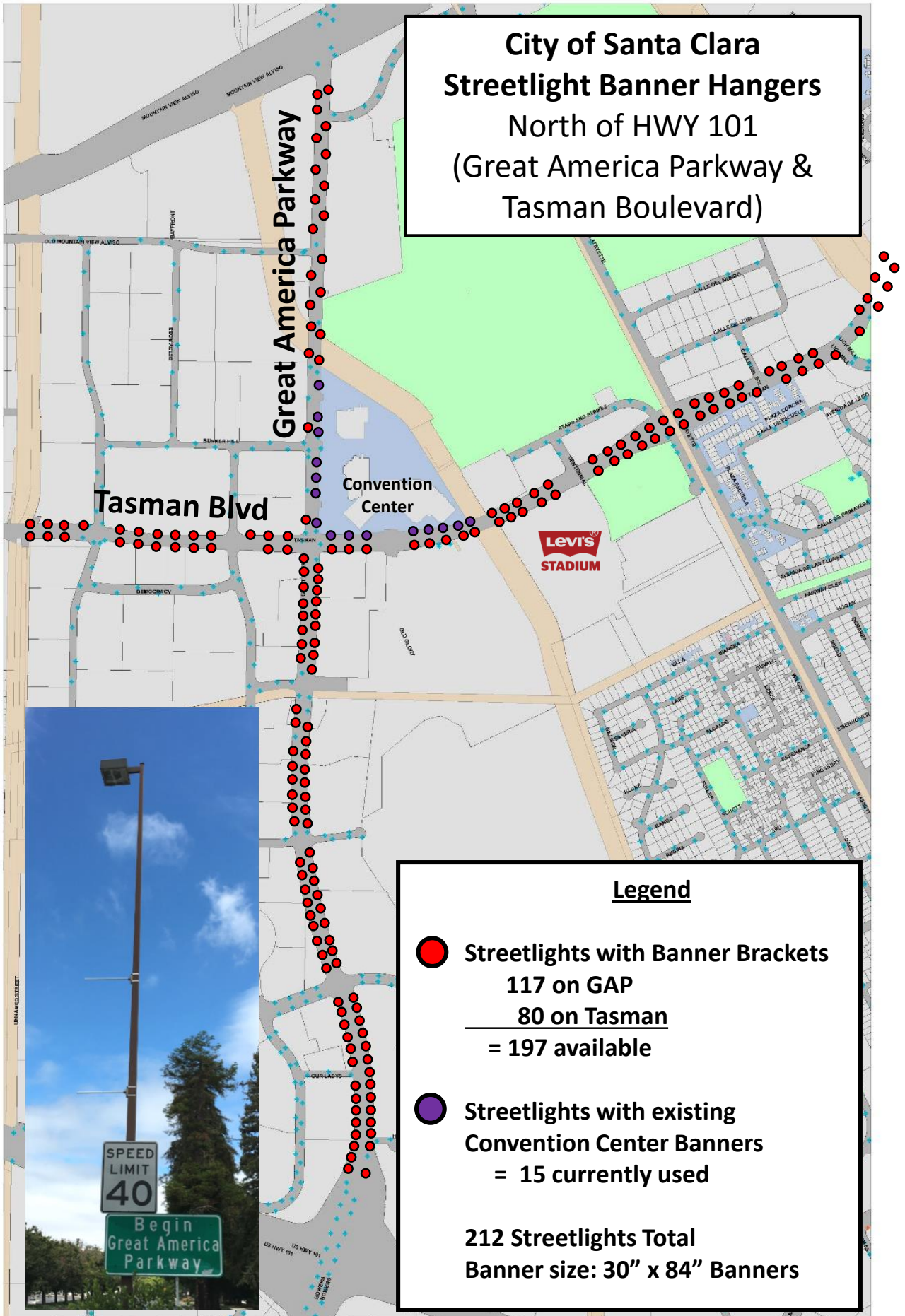
1. Applicants submit a completed application (including required attachments) to the Community Recreation Center at least ninety (90) days prior to the requested installation date and remit payment to the Finance Department. Applications received less than ninety (90) days prior to the requested installation date are subject to the City's ability to facilitate the request. Banner applicants may apply for banner locations up to 1 year prior to their installation date.
2. Applicant must provide proof of non-profit status, for example, federal tax-exempt evidence.

Attachments:

Map of Location Areas on Great America Parkway

Map of Location Areas on El Camino Real

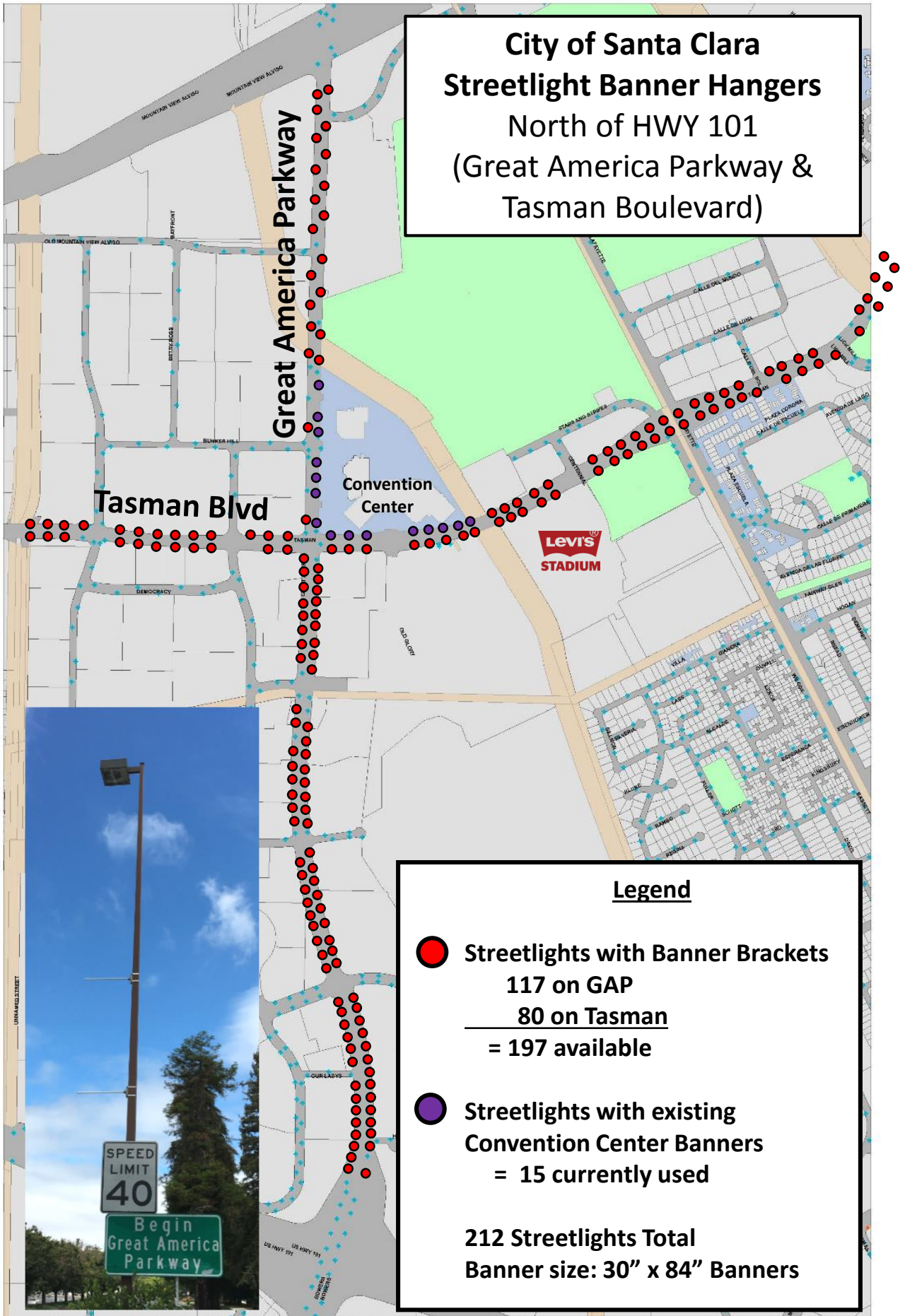
**City of Santa Clara  
Streetlight Banner Hangers  
North of HWY 101  
(Great America Parkway &  
Tasman Boulevard)**









**City of Santa Clara  
Streetlight Banner Hangers  
North of HWY 101  
(Great America Parkway &  
Tasman Boulevard)**



**Legend**

-  **Streetlights with Banner Brackets**  
117 on GAP  
80 on Tasman  
= 197 available
-  **Streetlights with existing  
Convention Center Banners**  
= 15 currently used

**212 Streetlights Total  
Banner size: 30" x 84" Banners**

# BANNER APPLICATION

City Manager's Office  
1500 Warburton Ave.  
Santa Clara, CA 95050

Attn: City Manager's Office  
TEL: (408) 615-2210  
FAX: (408) 241-6771

## **APPLICANT INFORMATION**

Applicant/Organization: \_\_\_\_\_

Is group non-profit? \_\_\_\_\_

Is group booked in Santa Clara Convention Ctr. or at Levi's Stadium? (dates?) \_\_\_\_\_

Booking/Event Dates \_\_\_\_\_

Applicant's Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Event Name: \_\_\_\_\_ Dates: \_\_\_\_\_

Purpose of Event: \_\_\_\_\_

Number of Banners to be installed: \_\_\_\_\_

Street Pole Banner location (see map) : \_\_\_\_\_

Date for banners installation: \_\_\_\_\_ Date to be removed: \_\_\_\_\_

## **REQUIRED ATTACHMENTS**

- 1) Banner design: colors, wording and dimensions
- 2) Banner Zones Map for El Camino Real and/or Great America Parkway
- 3) Proof of payment for banner application
- 4) Proof of applicant's non-profit status, if applicable

## **INFORMATION RE: CONTRACTOR WHO WILL INSTALL THE BANNERS**

Contractor's name and company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## **FOR OFFICE USE ONLY**

City of Santa Clara Contractor's Bus. Lic. No. \_\_\_\_\_

Proof of insurance \_\_\_\_\_ Signed Agreement \_\_\_\_\_

Banner design \_\_\_\_\_ Proof of payment \_\_\_\_\_

APPLICATION APPROVED \_\_\_\_\_ APPLICATION DENIED \_\_\_\_\_ Date: \_\_\_\_\_

By: \_\_\_\_\_





# City of Santa Clara

1500 Warburton Avenue  
Santa Clara, CA 95050  
[santaclaraca.gov](http://santaclaraca.gov)  
[@SantaClaraCity](https://twitter.com/SantaClaraCity)

## Agenda Report

---

20-164

Agenda Date: 2/19/2020

---

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### SUBJECT

Citywide Communications

#### DISCUSSION

The Director of Communications will provide a verbal update on the Inside Santa Clara Redesign survey results, Community Partners web page, and Communications consultants. The Committee will also discuss special events strategic marketing.

#### ENVIRONMENTAL REVIEW

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

#### FISCAL IMPACT

There is no impact to the City other than staff time.

#### PUBLIC CONTACT

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Lenka Wright, Director of Communications

Approved by: Deanna J. Santana, City Manager



# City of Santa Clara

1500 Warburton Avenue  
Santa Clara, CA 95050  
[santaclaraca.gov](http://santaclaraca.gov)  
[@SantaClaraCity](https://twitter.com/SantaClaraCity)

## Agenda Report

20-165

Agenda Date: 2/19/2020

### REPORT TO ECONOMIC DEVELOPMENT, COMMUNICATIONS, AND MARKETING COMMITTEE

#### **SUBJECT**

Social Media Analytics Report

#### **BACKGROUND**

The Social Media Analytics Report includes analytics for the social media platforms managed by City staff and for the MySantaClara application.

#### **DISCUSSION**

The Director of Communications will provide an update on quarterly activities of Citywide social media activities and on the City's communications efforts.

#### **ENVIRONMENTAL REVIEW**

This is an information report only and no action is being taken by the City Council and no environmental review under the California Environmental Quality Act ("CEQA") is required.

#### **FISCAL IMPACT**

There is no fiscal impact to the City other than administrative staff time.

#### **PUBLIC CONTACT**

Public contact was made by posting the Economic Development, Communications, and Marketing Committee agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

Reviewed by: Lenka Wright, Director of Communications

Approved by: Deanna J. Santana, City Manager

#### **ATTACHMENTS**

1. Social Media Analytics Report - 2019 Quarter 4





**Date:** February 5, 2020

**Subject:** Social Media Analytics Quarterly Report, 2019 Quarter 4

For the months of October-December 2019, here is an overview of social media trends for the City of Santa Clara, based on fourth quarter analytics:

- The City's social media channels continue to gain followers, with the top three achieving the highest growth in the fourth quarter are:
  - @SantaClaraPD on Twitter with 863 new followers;
  - Facebook.com/CityofSantaClara with 467 new followers; and
  - @SantaClaraPower on Twitter with 458 news followers.
- The far reach of social media was felt by the Police Department on Oct. 26 when staff had to act fast to squelch a rumor on Twitter about an incident at California's Great America. With more than 27,000 impressions and nearly 1,000 engagements on Twitter, Police let it be known through a tweet that "no shots were fired" at the theme park, although there was a strong-arm robbery. This quick response on the same medium where rumors were spreading helped Police in mitigating rumor exposure while providing verified and official information to the public including the media.
- Santa Clara residents continue to join Nextdoor, the private neighborhood social networking site, with 1,319 new members signing up. News that residents can use – such as Christmas/Winter Holiday Solid Waste Collection – are topics that typically have the most engagement on Nextdoor with nearly 1,800 residents seeing City posts on average.
- On the main City Facebook page, live streaming of public meetings was the biggest draw, with the top three performing posts being:
  - Oct. 8 Council and Authorities Concurrent Meeting
  - Nov. 12 Council and Authorities Concurrent Meeting; and
  - Oct. 30 meeting for the Downtown Community Task Force.
- For Twitter, good news and emergency public information came in on top, with tweets about Santa Clara being named the 6<sup>th</sup> safest city and details about Santa Clara not being at risk for Public Safety Power Shutoffs getting the more

impression, with approximately 38,000 and nearly 32,000 respectively.

- For the Parks & Recreation Department, posts about the painting of a utility box had the most engagement while videos for Santa Clara City Library, specifically Bookmobile Karaoke, brought in a higher than average engagement rate.
- The Fire Department regularly reaches thousands of followers in their Facebook and Twitter posts. For Silicon Valley Power, public safety information about use of space heaters and PSPS events had the greatest reach.
- For LinkedIn, the City continues to increase followers with 144 new ones this quarter with a total of 2,925 users, with more than half (66%) from the Bay Area. The best performing LinkedIn post was about City staff attending the How Women Lead in the Boardroom event with 125 likes and nearly 5,800 impressions.
- The MySantaClara mobile application had fewer downloads again with 149 this quarter, with most being downloaded from iTunes. There were fewer reports submitted in the fourth quarter of 2019, with 664 reports. The completion rate was also slightly lower than last quarter with 75% 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 <a href="https://www.facebook.com/CityofSantaClara">Facebook.com/CityofSantaClara</a>		
# of Posts	Net Followers Gain/Loss	Average Reach
140 posts	7,297 followers Gain: +467	916 people reached

### Top 3 Performing Posts #1

- The City of Santa Clara is now live for Council and Authorities Concurrent Meeting - October 8, 2019. NOTE: For an optimal video streaming experience, the Google Chrome web browser works best for viewing meetings. If using Internet Explorer, please update your flash plug-in.
- Posted 10/8/2019
- 517 engagements
  - 35 likes, 15 loves
  - 52 comments
  - 8 shares
- 8% engagement rate
- 3,515 people reached



### 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)

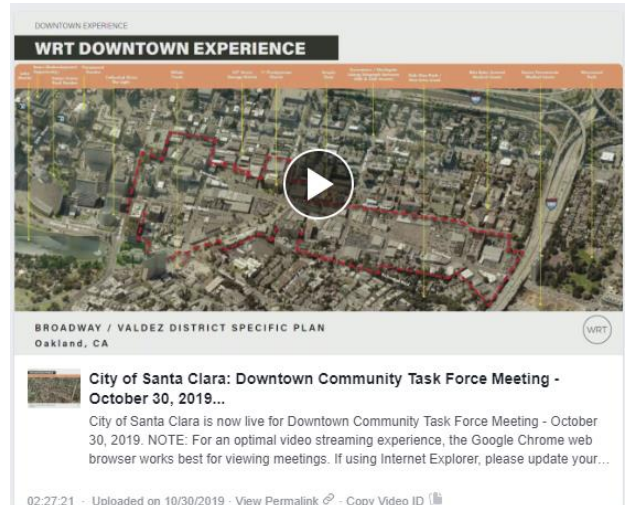
### #2 Post

- City of Santa Clara is now live for Council and Authorities Special Meeting – Nov. 12, 2019.  
NOTE: For an optimal video streaming experience, the Google Chrome web browser works best for viewing meetings. If using Internet Explorer, please update your flash plug-in.
- Posted 11/12/2019
- 313 engagements
  - 47 likes, 19 loves
  - 22 comments
  - 10 shares
- 5% engagement rate
- 3,131 people reached



### #3 Post

- City of Santa Clara is now live for Downtown Community Task Force Meeting - October 30, 2019. NOTE: For an optimal video streaming experience, the Google Chrome web browser works best for viewing meetings. If using Internet Explorer, please update your flash plug-in.
- Posted on 10/30/2019
- 580 engagements
  - 32 likes, 5 loves
  - 12 comments
  - 12 shares
- 15% engagement rate
- 2,967 people reached



## City of Santa Clara (continued)

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

# of Tweets	Net Followers Gain/Loss	Total Impressions	Engagement Rate
124 tweets	8,552 followers Gain: +112	1.3 million	0.2%

### Top 3 Performing Posts

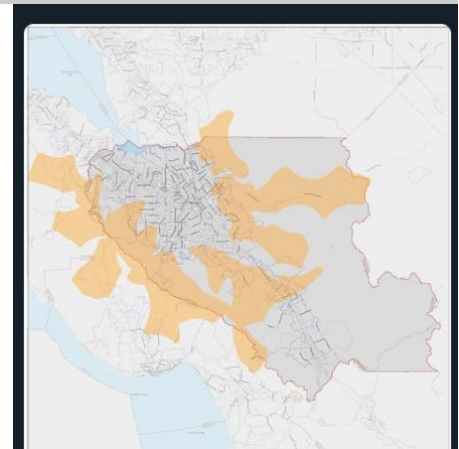
#### #1 Tweet

- Our city was just named the SIXTH safest city in America! According to @smartasset #SantaClara ranks in the Top 10 #SafestCities in the country. Thanks to @SantaClaraPD & @SantaClaraFD for all their work keeping us safe 🙏  
<https://finance.yahoo.com/news/safest-cities-america-2019-edition-120000569.html>
- Posted 11/15/2019
- 38,031 impressions
- 126 engagements



#### #2 Tweet

- The City of Santa Clara is NOT at risk for @PGE4Me Public Safety Power Shutoff but other Bay Area cities could be. @SantaClaraCity and @SantaClaraPower continue to monitor the situation for potential impacts. Check on family & friends in impacted areas of #SantaClaraCounty. (Retweet of PG&E impact map)
- Posted 10/8/2019
- 31,944 impressions
- 647 engagements



#### #3 Tweet

- The @SantaClaraFD investigation of a four-alarm fire at a condominium construction site on El Camino Real now complete. The June 28, 2019 fire's cause is classified as undetermined. @SantaClaraPD  
<https://www.santaclaraca.gov/Home/Components/News/News/39539/50>
- Posted 10/11/19
- 20,282 impressions
- 92 engagements



## City of Santa Clara (continued)

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

# of Posts

Net Followers

Gain/Loss

28 posts

871 followers

Gain: +91

### Top 3 Performing Posts

#### #1 Post

- Our staff at City Hall had a great time celebrating Halloween this year! @santaclaracitylibrary @santaclaracityparks We had lots of creative costumes and got to see some amazing pumpkin carving skills! Hope you all have a safe and spooky Halloween! 🎃👻 #happyhalloween #trickortreat (10 photos)
- Posted 10/31/19
- 38 likes



#### #2 Post

- Our thoughts are with our Southern California neighbors in Santa Clarita in the wake of such a terrible tragedy. #SantaClara stands with #SantaClarita
- Posted 11/14/19
- 34 likes, 1 comment



#### #3 Post

- Peek behind the curtain in your community with our Leadership Santa Clara program! Learn leadership skills while discovering new and interesting things about your city - plus, you just might meet a lifelong friend! 👤👤👤 Apply now at [SantaClaraCA.gov/leadershipsc](https://www.santaclaraca.gov/leadershipsc) - applications accepted through January 10, 2020. #LeadershipSantaClara #CenterOfWhatsPossible #LoveWhereYouLive
- Posted 12/12/2019
- 33 likes



## City of Santa Clara (continued)

Nextdoor Performance <a href="https://nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/">Nextdoor.com/agency-detail/ca/santa-clara/city-of-santa-clara/</a>				
# of Posts	Net Members Gain/Loss	Membership	Neighborhoods	Average Impressions
32 posts	32,594 members Gain: +1,319	41% of residents	85 Gain: -0	1,770

### Top performing post

- Christmas/Winter Holiday Solid Waste Collection: There will be no garbage, Clean Green, and recycling collection services on Dec. 25 (Christmas Day) and Jan. 1 (New Year's Day). Collection will take place one day late with Friday routes serviced on Saturday. Residents may set out up to two additional 32-gallon garbage bags on each of their collection days between Dec. 26 - Jan. 7 at no extra charge. Please recycle all non-metallic gift wrap, tissue paper, cards, boxes and tags.
- Posted 12/23/19
- 6,213 Impressions
  - 36 ☺



YouTube Performance <a href="https://www.youtube.com/CityofSantaClara">www.youtube.com/CityofSantaClara</a>			
# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/Duration
43 videos	430 subscribers Gain: +25	653.2 hours	7,400 views 5:19 minutes

### Top performing video

- Walsh Water Tank Demolition
- Q3 Analytics
  - 766 views
  - Watch time – 10.3 hours
  - Avg. view duration – 2:10

*Note: This video was produced in 2013. It was viewed multiple times this quarter.*



LinkedIn Performance <a href="https://www.linkedin.com/CitySantaClara">www.linkedin.com/CitySantaClara</a>				
# of Posts	Net Followers Gain/Loss	Page Views	Top Locations	Top Job Functions
11 posts	2,925 followers Gain: +144	1,850 (985 desktop & 865 mobile)	Bay Area (66%), Kalyan Area, India (3%), Madrid Area, Spain (2%)	Operations (14%), Engineering (12%), Business Development (9%)

## City of Santa Clara (continued)

### Top performing post for LinkedIn

- 10/16/2019
- City of Santa Clara staff were honored to attend the How Women Lead in the Boardroom breakfast and discussion this morning, hosted by How Women Lead. This event provided an opportunity to discuss getting more women on corporate boards, current research trends and recent legislation. Silicon Valley Power was a proud sponsor of the event, and City Manager DEANNA J. SANTANA sits on the 2019 Silicon Valley Leadership Committee for How Women Lead. We are excited to support the push for diversity on boards and beyond in the Silicon Valley.  
#siliconvalley #howwomenlead #santaclara
- 125 Likes
- 5,799 impressions
- 1 comment
- 477 clicks
- 10.45% engagement rate



## Parks & Recreation Department

### Facebook Performance

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

# of Posts	Net Followers Gain/Loss	Average Reach
60 posts	4,384 followers Gain: +413	1,716 people reached

### Top 3 performing posts

#### #1

- Congratulations to Claudia Blanco, whose painting of "8-bit Frida" was selected by the Cultural Commission to enhance the utility box on the corner of Lafayette & Lexington, across from the SCU campus!
- Posted: 11/19/2019
- 4,357 people reached
- 683 engagements (26 comments, 12 shares)





## Parks & Recreation Department (continued)

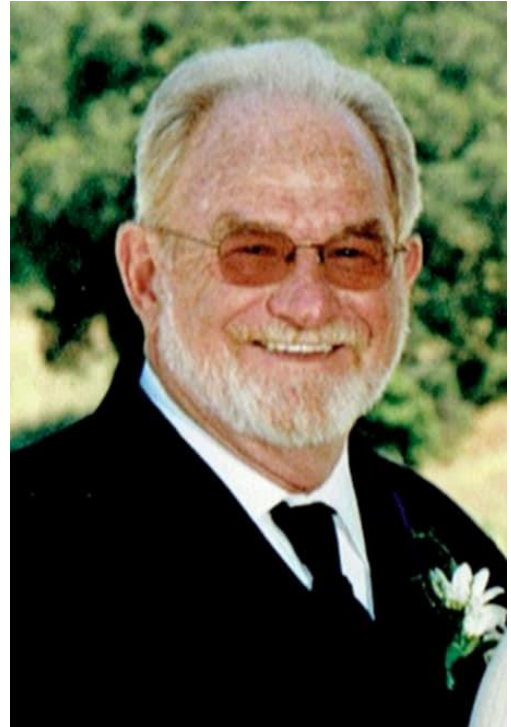
### #2

- The City of Santa Clara invites the community to participate in the 2019 Halloween Home Decorating Contest. We are encouraging City of Santa Clara residents to participate in the contest by decorating your front yards, or exterior of apartment, condominium, house and townhouse for Halloween. Entries accepted online between Oct. 9 to Oct. 24. For more information, visit [SantaClaraCA.gov/culturalcommission](http://SantaClaraCA.gov/culturalcommission). Good Luck! We hope you have a Boo-Tastic Halloween!
- Posted: 10/4/20109
- 2,933 people reached
- 279 engagements (5 comments, 2 shares)



### #3

- Annually we recognize and bestow the title of "Honorary Tree Lighter" to a community resident, family or business for brightening our residents' lives through exemplary community service and generosity.
  - Tonight, we will honor Bill Shaddle. Bill played a significant role in baseball in Santa Clara throughout the 1980's and beyond.
  - He volunteered, managing uniforms, equipment and fields for Briarwood Little League and was instrumental in merging Briarwood Little League with El Camino Little League back in 1985. Bill also managed uniforms, equipment and fields for Santa Clara Pony Baseball, at Lou Vierra Field and uniforms and equipment for Colts, held at Washington Park. One of his proudest achievements while overseeing the uniforms and distribution was introducing the official baseball pants to Briarwood Little League.
  - Bill continued to serve the City of Santa Clara in retirement. He was a Parks & Recreation Commissioner for eight years (1991-1999) and a Civil Service Commissioner for four years (2000- 2004). During his years on the Parks & Recreation Commission, Bill played an instrumental role on the committee that planned and developed the Santa Clara Youth Soccer Park. Additionally, he participated in remodeling the historic Washington Park.
  - Bill was a founding member of Friends of Santa Clara Parks & Recreation, an organization which raises money to ensure kids in Santa Clara have equal access to the benefits of participating in recreation activities. For more than 20 years, Bill could be found at "Bill's Glass Booth," selling festival glasses at the annual Santa Clara Art & Wine Festival.



## Parks & Recreation Department (continued)

Bill was a devoted member of the Santa Clara Elks Club for 21 years. He was awarded Elk of the Year in 2006 and 2014. For many years he coordinated the Annual Elks Hoop Shoot, partnering with the Walter E. Schmidt Youth Activity Center. The Elks Hoop Shoot invited boys and girls ages 8 years old to 13 years old to take their shot at a Best out of 25 Free Throw Contest.

-

For 15 years, from 1995-2012, Bill also participated in Santa Clara's annual Showtime, a melodrama, sponsored by The Santa Clara Women's League as an annual fundraiser for the Santa Clara Senior Center's Health & Wellness Program. He not only acted in the melodrama, but he enjoyed constructing set pieces and props as well.

-

Thank you, Shaddle family. We honor your dad's devotion and commitment to the Santa Clara Community.

- Posted: 12/6/2019
- 2,835 people reached
- 340 engagements (35 comments, 7 shares)

### Instagram – Parks & Recreation

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

# of Posts	Net Followers Gain/Loss
30 posts	1,203 followers Gain: +140

### Top 3 performing posts:

#### #1

- Congratulations to Claudia Blanco, whose painting of "8-bit Frida" was selected by the Cultural Commission to enhance the utility box on the corner of Lafayette & Lexington, across from the SCU campus!
- Posted 11/19/2019
- 116 Likes (*most liked post on acct!*)



#### #2

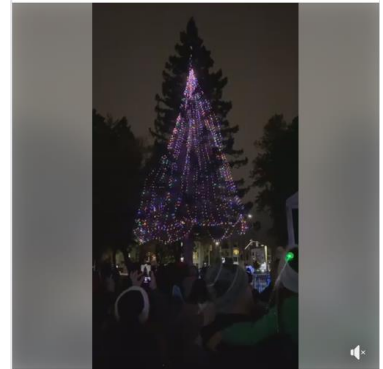
- It was a great afternoon at Bowers Park, where we had the official Ribbon Cutting Ceremony for the City's first inclusive playground. The playground is ADA accessible and can be used by all... young and old. It's time to get outside and PLAY! 😊🌳
- Posted 11/6/2019
- 80 likes



## Parks & Recreation Department (continued)

#3

- The holiday season begins in Santa Clara!
- 🎄🎄🎄🎄🎄🎄🎄🎄🎄🎄🎄
- Posted 12/7/2019
- 72 likes, 571 views



Instagram – Teen Center

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

# of Posts	Net Followers Gain/Loss
7 posts	280 followers Gain: +15

### Top 3 performing posts:

#1

- Today is day 2/4 of The Finals Spot at the Teen Center. Stop by to study and/or participate in our free activities like ornament decorating today until 10 PM, or come tomorrow and Thursday. Happy Finals Week!
- 12/17/2019
- 33 likes



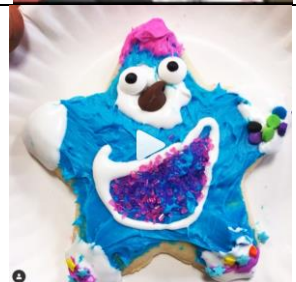
#2

- The first FINALS SPOT raffle of the week is tonight! If you missed out today, be sure to swing by the rest of the week for a chance to win! 🌟
- 12/16/2019
- 192 views



#3

- Creative Cookie Making Space!
- Posted 12/18/2019
- 79 views



## Parks & Recreation Department (continued)

### Instagram – Youth Commission

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

# of Posts	Net Followers Gain/Loss
7 posts	350 followers Gain: +61

#### Top 3 performing posts:

**#1**

- The first FINALS SPOT raffle of the week is tonight! If you missed out today, be sure to swing by the rest of the week for a chance to win! 😊
- Posted 12/16/19
- 100 views



**#2**

- our first bonding as the 2019-2020 youth commission!
- Posted 10/6/19
- 42 likes



**#3**

- Today is day 2/4 of The Finals Spot at the Teen Center. Stop by to study and/or participate in our free activities like ornament decorating today until 10 PM, or come tomorrow and Thursday. Happy Finals Week!
- Posted 12/17/19
- 28 likes



## Santa Clara City Library

### Facebook Performance

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

# of Posts	Net Followers Gain/Loss	Average Reach
48 posts	5,036 followers Gain: +261	1,528 people reached



### Top 3 performing posts:

#### #1

- Video: You snow the drill! It's that special time of year again for another Bookmobile Karaoke with the Bookmobile crew! Join Cody and many special guests like Santa, City of Santa Clara Parks and Recreation, Silicon Valley Power, Santa Clara Senior Center, and the Youth and Activity Center at the 109th Annual Holiday Tree Lighting in Central Park on December 6th from 5 pm to 9pm. Yule be sorry if you miss it!

Find more information about the Tree Lighting [here](#).

For more details and information on library programs, visit [sclibrary.org/events](https://sclibrary.org/events) and find more events to bring joy to your holiday season.

- 991 engagements, 11% engagement rate
- 5,500 people reached



#### #2

- Video: Okay, can we just say something crazy? The Bookmobile crew is back and ready for another karaoke adventure! Join us as we ring in the return of all things Frozen, including a certain snowman who's following us around town. Don't miss the Library's Frozen-related festivities on Saturday, November 23rd. Frozen Fest is happening at Central Park Library 10:30AM - 4:00PM. Northside Branch Library is hosting a Frozen Sing-Along 10:30AM - 1:00PM. For more details and information on other great library programs visit [sclibrary.org/events](https://sclibrary.org/events) and discover why some libraries are worth melting for.

- Posted 11/04/2019
- 250 engagements, 10% engagement rate
- 2,411 people reached



#### #3

- Photo: Congratulations to Aarni Batchu and Vishnader Raghurman for completing their 1,000 Books Before Kindergarten reading goals before the end of 2019. Make this your New Year's Resolution for 2020! Sign up here: <https://bit.ly/34i6UGY>
- Posted 12/31/2019
- 84 engagements, 15% engagement rate
- 1,216 people reached



## Santa Clara City Library (continued)

### Twitter Performance

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

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
9 posts	1,248 followers Gain: +13	21.8K	0.4%

### Top 3 performing posts:

#### #1

- Santa Clara isn't facing any threats of a power outage but many of our neighbors are. It's always good to be prepared and have a plan for prolonged outages.  
<https://twitter.com/SantaClaraPower/status/1181351552948129792> ...
- Retweeted 10/8/2019
- 2,022 Impressions
- 12 engagements (0.6% engagement rate)

#### #2

- Santa Clara City Library Comic Con is only FOUR days away! Here's a look at some of the amazing guests that will be there! [@amped\\_atelier](#) [@WDFMuseum](#) [@14Killstripes](#) [@VampyBitme](#) [@SJPLTeenHQ](#) [@embiguous](#) For tickets & more guest info checkout our web page  
<http://sclibrary.org/comic-con>  
[pic.twitter.com/YkJyxAnH4G](http://pic.twitter.com/YkJyxAnH4G)
- Posted 10/8/2019
- 1557 impressions
- 50 engagements (3.2% engagement rate)



#### #3

- **\*\*GIVEAWAY ALERT\*\*** Share your best [#sclibrarycon](#) photo on Instagram to win a \$20 Gift card to [@IllusiveComics](#) This giveaway is happening over on our Instagram page, <https://www.instagram.com/santaclaracitylibrary/> ... You can find the submission rules on our post! [pic.twitter.com/jOj5U4AltW](http://pic.twitter.com/jOj5U4AltW)
- Posted 10/23/2019
- 1,047 impressions
- 12 engagements (1.1% engagement rate)



## Santa Clara City Library (continued)

Instagram

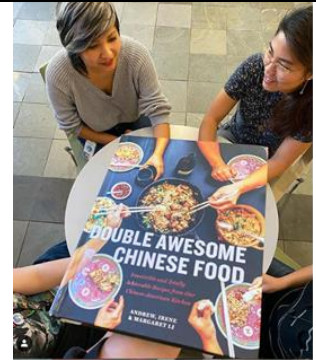
[Instagram.com/santaclarcitylibrary](https://www.instagram.com/santaclarcitylibrary)

# of Posts	Net Followers Gain/Loss
45 posts	2,940 followers Gain +105

### Top 3 performing posts:

#1

- The holidays are around the corner! 🥳🎁🎁  
Today's [#bookfacefriday](#) is inspired by the holiday feasts to come! With the book "Double Awesome Chinese Food," by Andrew, Irene and Margaret Li.  
We have plenty of awesome cookbooks to help you whip up an amazing holiday feast for your friends and family! So stop by the library to pick some up or to rest up between the mayhem.  
[#bookface](#) [#cookbooks](#) [#bookstagram](#) [#bookish](#) [#sclibrary](#) [#scl](#) [#santaclara](#)
- Posted 12/20/2019
- 254 Likes



#2

- Winter is coming! ❄️ It's not officially winter yet but it sure does feel like it! 🥶  
To celebrate we have a very fitting [#bookfacefriday](#) featuring the book, "Winter," by Marissa Meyer, the fourth book in the Lunar Chronicle series.  
Come into the library to stay warm and get cozy with a book!  
[#bookface](#) [#winter](#) [#lunarchronicles](#) [#sclibrary](#) [#scl](#) [#santaclara](#) [#larareads](#) [#bookstagram](#)  
[#bookface](#) [#cookbooks](#) [#bookstagram](#) [#bookish](#) [#sclibrary](#) [#scl](#) [#santaclara](#)
- Posted 12/6/2019
- 98 Likes



## Santa Clara City Library (continued)

#3

- Next Friday we venture into the year 2020! So, for this [#bookfacefriday](#) we are taking a look at our top nine posts from 2019!  
You all support our [#bookface](#) so much that our top nine posts were all bookfaces!  
We are so thankful that you all enjoy these posts!  
Bookface is a great way to advertise books and show off how fun the library can be!  
We look forward to creating more fun-filled and book related posts in 2020! 🍌  
Thank you for an amazing 2019!  
[#sccl](#) [#sclibrary](#) [#santaclara](#) [#librarylife](#) [#libraryfun](#) [#library](#) [#topnine](#) [#topnine2019](#) [#libraryshenanigans](#)  
Posted 12/27/2019
- 80 Likes
- 106 Likes



### YouTube Performance

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

# of Posts	Net Subscribers Gain/Loss	Watch Time	Average View/Duration
3 videos	11 Gain +1	7.6 Hours	261 views 1:44 minutes

### Top performing video

- Bookmobile Karaoke Sing-Along with Santa
- 16 views
- Watch time – 0.9 Hours
- Average view duration – 3:22 minutes



## Santa Clara Fire Department

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

# of Posts	Net Followers Gain/Loss	Average Reach
52 posts	2,936 followers Gain: +68	1,465 people reached



### Top 3 performing posts:

#### # 1

- Santa Clara Fire Personnel remain assigned to Santa Clara County multi agency strike teams, task forces, and single resources assigned to the #kincadefire in Sonoma County and pre-positioned resources in Napa County. Photos from Engine 97 crew 48 hours ago assigned to Strike Team 2305-Alpha. Santa Clara City fire stations remain fully staffed and ready. Apparatus photo credit: @nbcpottery (ig)
- Posted: 10/29/2019
- 7,416 people reached
- 1,560 engagements, engagement rate 13%



#### # 2

- To those on duty and off, from our family to yours we wish you all a very safe and Happy Thanksgiving!
- Posted: 11/28/2019
- 7,084 people reached
- 2,185 engagements, engagement rate 19%



#### # 3

- Engine 90 Firefighters demobilized and on their way home after serving as part of Interagency Task Force assigned to fires in Sonoma and Ventura Counties, along with crews from Gilroy, Menlo Park, Palo Alto, and Woodside Fire Departments. #team photo credit:
- Posted: 11/3/2019
- 5,530 people reached
- 1,328 engagements, engagement rate 15%



### Twitter Performance: [twitter.com/SantaClaraFD](https://twitter.com/SantaClaraFD)

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
47 posts	2,636 followers Gain: +99	969.2K	0.1%

### Top 3 performing posts:

#### #1

- Congratulations DE Gail Carter honored by @49ers @LevisStadium as a #Hometownhero to find out more about him go to <http://bit.ly/34rLUwy> and to learn about joining SCFD go to join <http://SCFD.org> #firefighters @SantaClaraCity @USNavy
- Posted: 12/15/2019
- 28,752 impressions
- 280 engagements (engagement rate 1.0%)



## Santa Clara Fire Department (continued)

# 2

- The free #Listos Spanish speaking emergency preparedness class is this Saturday, October 12 from 8:30 am-5:30 pm at the Fire Training Center, 1900 Walsh Ave. To register, go to <https://bit.ly/2mLQVzL> or call 408-615-4942. @Telemundo48 #AlertyPreparar @SantaClaraCity
- Posted: 10/8/2019
- 28,444 impressions
- 14 engagements, (engagement rate 0.0%)



# 3

- Thank you veterans!
- Posted: 11/11/2019
- 28,338 impressions
- 56 engagements, (engagement rate: 0.2%)



Instagram: [instagram.com/santaclara\\_fd](https://www.instagram.com/santaclara_fd)

# of Posts	Net Followers Gain/Loss
58 posts	4,717 followers Gain: +421

### Top Performing Posts:

# 1

- A very big congratulations to Driver Engineer Gail Carter honored today as a #hometownhero by the @49ers @levisstadium and our #firefighter Focus Feature: Hometown: "I'm originally from a small farming community in the Midwest, but I have proudly called Santa Clara home since 2002." Education: Bachelor of Science in Nuclear Engineering Technology, Associate of Science in Nuclear Technologies, Undergraduate Certificate in Fire Science Licenses/Certifications: Emergency Medical Technician, Hazardous Materials Specialist, Confined Space Rescue Technician, CA State Fire Training Instructor, FEMA Radiological Operations Support Specialist Previous Experience: U.S. Navy nuclear submarine machinist's mate and engineering laboratory technician, power plant operator and plant engineer, volunteer/reserve firefighter for City of Santa Clara Best part of the job: "The best part about being a firefighter is that you get to work on a great team that's trying to make things better for people in their time of need. Whether you live here or are just visiting, we are dedicated to treating you like we'd treat our own family. The times that my own family has had an emergency, I'm very glad that we live in Santa Clara when I hear those sirens coming." Thing I was most pleasantly surprised about: "Santa Clara firefighters can and do have an impact that stretches far beyond the corner firehouse to help the region, the state, and even other parts of the nation. I've been able to



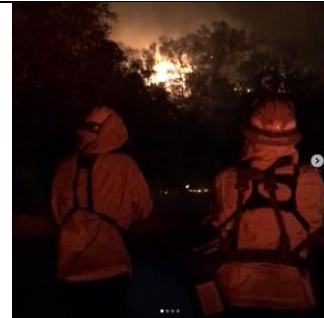
## Santa Clara Fire Department (continued)

use the knowledge and experience I gained in the Nuclear Navy and private sector to help other first responders be ready to perform safely in unique response situations. It was an honor to serve my country as a sailor, and it's now a sincere privilege to use those skills to help protect our community." Fun fact: "I'm a big fan of lighthouses, probably from my Navy days. They are typically in very scenic locations, so I'll go out of my way on hikes or vacations to see them. I like the idea of something that helps you know where you are when things get rough." Hobbies/Interests: "I enjoy drawing, reading, history, and am a HUGE movie buff. Any day on the beach is a good one. @santaclaracity @usnavy

- Posted: 12/15/2019
- Likes: 454

**# 2**

- Santa Clara Fire Personnel remain assigned to Santa Clara County multi agency strike teams, task forces, and single resources assigned to the #kincadefire in Sonoma County and pre-positioned resources in Napa County. Photos from Engine 97 crew 48 hours ago assigned to Strike Team 2305-Alpha. Santa Clara Fire Stations remain fully staffed.
- Posted: 10/29/2019
- Likes: 387



**# 3**

- Thankful for the opportunity to serve our community! To those on duty and off, from our family to yours we wish you all a very safe and Happy Thanksgiving!
- Posted: 11/28/2019
- Likes: 370



## Santa Clara Police Department

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

# of Posts	Net Followers Gain/Loss	Average Reach
171 posts	10,609 followers Gain: +427	2,449 people reached

### Top 3 performing posts:

**#1**

- Press Release – Felony Vandalism
- Posted: 11/13/2019
- Reach – 28,363
- Engagement – 7,123



## Santa Clara Police Department (continued)

**#2**

- Police Activity – Update: A strong-arm robbery occurred in the theme park. In the confusion it was believed shots had been fired. NO SHOTS WERE FIRED. The suspect(s) remain at large.
- Posted: 10/26/2019
- Reach – 27,096
- Engagement – 6,766



**#3**

- COMING SOON – Police Records Specialist Recruitment
- Posted: 11/25/2019
- Reach – 13,787
- Engagement – 2,124



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

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
263 posts	14,547 followers Gain: +863	2.3 million 25.4K per day	0.4%

### Top 3 Performing Posts:

**#1**

- POLICE ACTIVITY – 10/26/2019 at 10:45pm  
@SantaClaraPD is on scene at California's Great America theme park on the report of an active shooter, however NO SHOTS WERE FIRED.  
CHP has opened counterflow for an expedited event egress.
- Posted: 10/26/2019
- 223,908 impressions
- 12,843 engagements



**#2**

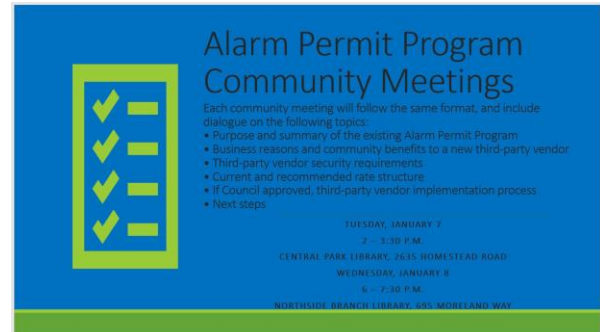
- POLICE ACTIVITY – 10/26/2019 at 11:30pm  
A strong-arm robbery occurred in the theme park. In the confusion, it was believed shots had been fired; NO SHOTS WERE FIRED. The suspect(s) remain at large.  
Additional updates, if any, will be provided at a later date.
- Posted: 10/26/2019
- 27,272 impressions
- 978 engagements



## Santa Clara Police Department (continued)

#3

- Alarm Permit Program Community Meetings  
January 7, 2-3:30pm  
Central Park Library, 2635 Homestead Road  
January 8, 6-7:30pm  
Northside Branch Library, 695 Moreland Way  
Resident participation is encouraged.  
City Council meeting January 14, time TBD, Council Chambers
- Posted: 12/12/2019
- 23,298 impressions
- 18 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
131 posts	32,207 members Gain: +1,326	41% of residents

### Top performing post

- Santa Clara – Just Named 6<sup>th</sup> Safest City in America!
- Posted 11/15/2019
- 8,731 Impressions



## Silicon Valley Power

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

# of Posts	Net Followers Gain/Loss	Average Reach
93 posts	1,137 followers Gain: +203	402 people reached

## Silicon Valley Power (continued)

### Top 3 performing posts:

#1

- As temperatures start to cool down, this is a great safety reminder! Never plug a space heater into a power strip. #BePowerSafe #ElectricalSafety #TuesdayTip
- Posted: 11/19/2019
- People Reached: 4,046
- Engagements: 522
- Engagement Rate: 5%



#2

- The safety of our customers and community is our top priority. At this time, there are no immediate public safety power shutoff threats affecting our customers. We will notify you of any potential outages as soon as we are alerted. For new updates, visit [www.siliconvalleypower.com/svpnews](http://www.siliconvalleypower.com/svpnews). For more information on ways to be prepared for an outage, visit [www.siliconvalleypower.com/santaclaready](http://www.siliconvalleypower.com/santaclaready). #PublicSafetyPowerShutoff #PSPS @CityofSantaClara
- Posted: 10/7/2019
- People Reached: 3,090
- Engagements: 460
- Engagement Rate: 9%



#3

- We at the @CityofSantaClara and Silicon Valley Power, can't thank you enough for your cooperation and understanding as we navigated our first ever #PSPS event. At this time, PG&E is still working on inspecting and repairing lines that were shut down throughout Santa Clara County and will continue to restore power to communities still left in the dark. The wildfire season isn't over yet and another PSPS event could happen again in the coming months. Remember to have a personal safety plan in place and follow Silicon Valley Power. If and when Santa Clara is impacted by a PSPS, we will share information with you as soon as possible. Read more at <https://tinyurl.com/uxltzvfi>.
- Posted: 10/11/2019
- People Reached: 2,627
- Engagements: 254
- Engagement Rate: 7%



### Twitter Performance

<https://twitter.com/SantaClaraPower>

# of Posts	Net Followers Gain/Loss	Total Impressions	Engagement Rate
306 posts	5,038 followers Gain: +458	751.9K	0.5%

## Silicon Valley Power (continued)

### Top 3 performing posts

#1

- Posted: 10/7/2019
- Impressions: 35,336
- Engagement: 480
- Engagement Rate: 1.4%



**Silicon Valley Power @SantaClaraPower**  
Safety is our #1 priority. There are currently no immediate **#PublicSafetyPowerShutoff** threats affecting our customers. We'll notify you of potential outages as soon as we are alerted. Visit <http://siliconvalleypower.com/svpnews> for more info & get preparation tips at <http://siliconvalleypower.com/santaclaraready>.  
[pic.twitter.com/RyUbdQVANU](http://pic.twitter.com/RyUbdQVANU)

#2

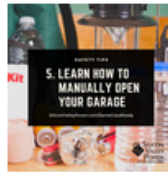
- Posted: 10/9/2019
- Impressions: 16,689
- Engagement: 147
- Engagement Rate: 0.9%



**Silicon Valley Power @SantaClaraPower**  
Even though there is currently no threat of a PG&E Public Safety Power Shutoff in Santa Clara, this event reminds us that it's always a good idea to be prepared for an emergency or power outage. **#BePrepared**  
**#SantaClaraReady**  
[pic.twitter.com/cub9d4VwbC](http://pic.twitter.com/cub9d4VwbC)

#3

- Posted: 10/9/2019
- Impressions: 16,543
- Engagement: 55
- Engagement Rate: 0.3%



**Silicon Valley Power @SantaClaraPower**  
5. Learn how to manually open your garage door [pic.twitter.com/A64uGmZ23S](http://pic.twitter.com/A64uGmZ23S)

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
3 posts	1,147 followers +32 followers	706 views	San Francisco Bay Area 40%, Sacramento 5%, Greater Los Angeles Area 3%	Engineering 22%, Operations 17%, Business Development 13%, Sales 9%

### Top performing post

- Top performing post: Silicon Valley Power is proud to receive the Smart Energy Provider designation from the American Public Power Association **#publicpower** **#smartenergy**
- Posted 7/12/19
- Likes: 17
- Impressions: 550
- Comments: 0

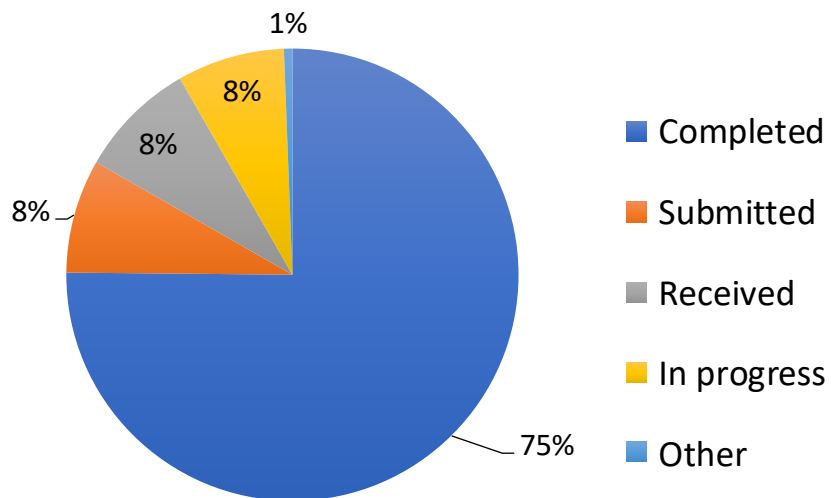


## MySantaClara App Performance for Q4 2019

- 200 App downloads
  - 149 iTunes
  - 51 Google Play
- 664 reports submitted
- 75% of requests completed



### Status of MySantaClara Requests



Top 5 Request Type	Requests	Percent
Graffiti	86	13.0%
Illegal Dumping	76	11.4%
Code Enforcement	61	9.2%
Sidewalk Repair	61	9.2%
Potholes	44	6.6%