



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 6th 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 Facebook.com/CityofSantaClara		
# 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)

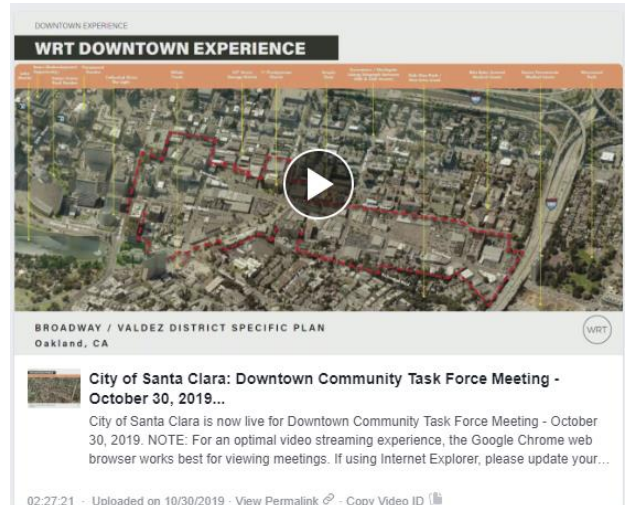
#2 Post

- 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

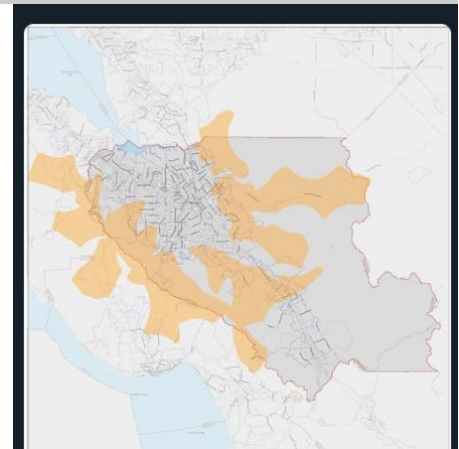
#1 Tweet

- 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 - applications accepted through January 10, 2020. #LeadershipSantaClara #CenterOfWhatsPossible #LoveWhereYouLive
- Posted 12/12/2019
- 33 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
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 www.youtube.com/CityofSantaClara			
# 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 www.linkedin.com/CitySantaClara				
# 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)

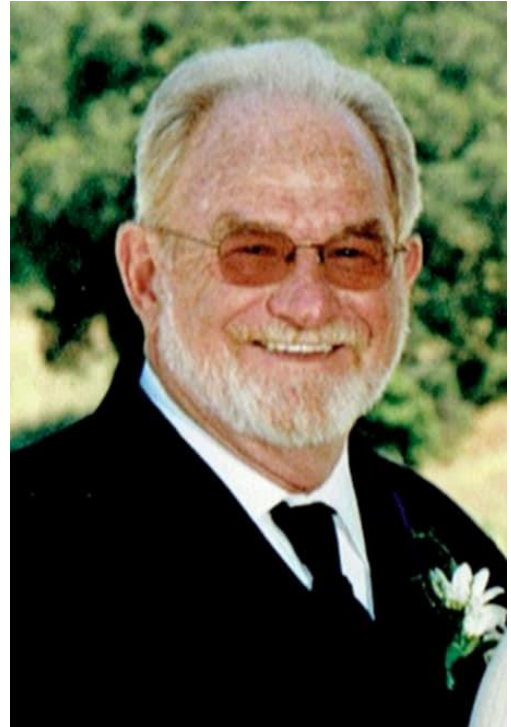
#2

- 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. 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.

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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

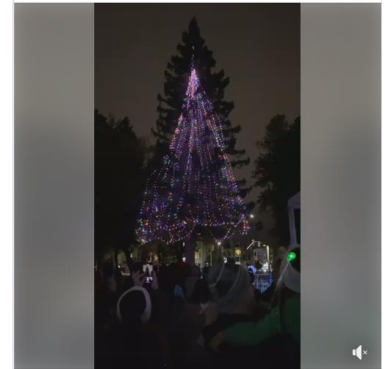
- It was a great afternoon at Bowers Park, where we had the official Ribbon Cutting Ceremony for the City's first inclusive playground. The playground is ADA accessible and can be used by all... young and old. It's time to get outside and PLAY! 😊🌳
- Posted 11/6/2019
- 80 likes



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 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
- 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
- Posted 10/23/2019
- 1,047 impressions
- 12 engagements (1.1% engagement rate)



Santa Clara City Library (continued)

Instagram

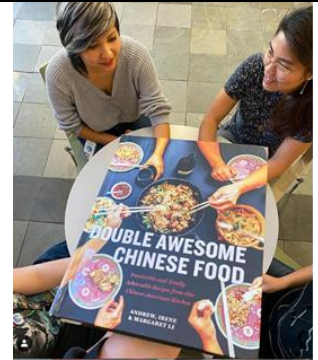
[Instagram.com/santaclaracitylibrary](https://www.instagram.com/santaclaracitylibrary)

# 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](#) [#santaclarareads](#) [#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

# 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



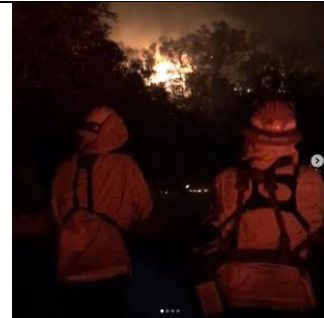
Santa Clara Fire Department (continued)

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



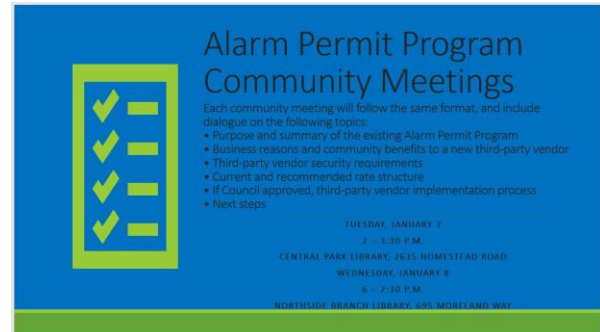
#2

- 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 6th 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. For more information on ways to be prepared for an outage, visit 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

#2

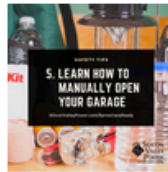
- Posted: 10/9/2019
- Impressions: 16,689
- Engagement: 147
- Engagement Rate: 0.9%



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

#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

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

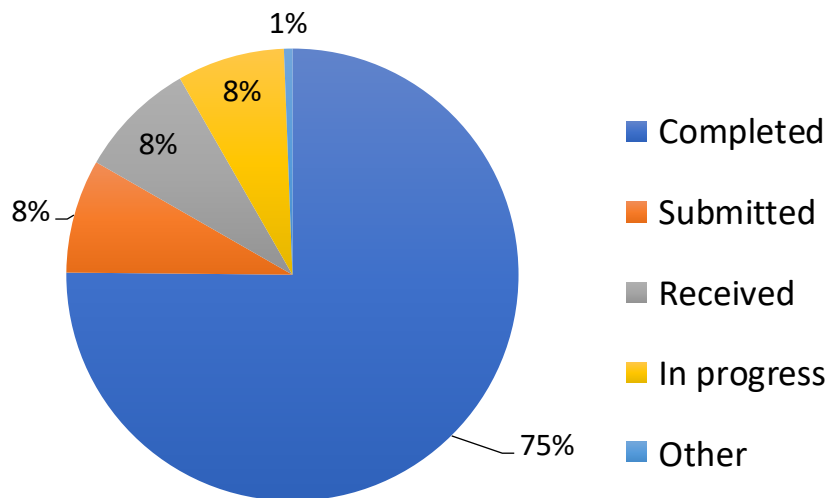


MySantaClara App Performance for Q4 2019

- 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%