

R-23-91
Meeting 23-19
October 12, 2023

AGENDA ITEM #2

To: Board of Directors
Open Space Authority

From: Andrea Mackenzie
General Manager

SUBJECT

Informational Item: Presentation on Communications Work and Accomplishments for the 2023 Calendar Year and Remaining Fiscal Year

REVENUE/COST

There is no cost associated with this item.

BACKGROUND

The mission of the Communications and Media Program (Program) within the Public Affairs Department is to strategically create the channels that help connect all the Santa Clara Valley Open Space Authority's (Authority) constituents to nature, build awareness about the Open Space Authority, and help inform the public about the Authority's accomplishments and the value nature brings to their lives. The Program carries out this mission by crafting and delivering the Authority's voice and presence within the community. To accomplish these goals, the Program continues implementing and enhancing multiple outreach strategies on a variety of communication channels. A presentation by staff will provide an update on the communications work and accomplishments during this 30th Anniversary year (2023 calendar year) to-date, plus will include high level plans for the rest of the current 2023-2024 Fiscal Year.

DISCUSSION

The Program's main objectives focus on raising awareness of the Authority, its mission, and its major initiatives. To achieve these objectives, the Program has, over the past few years, executed various content strategies to reach diverse audiences within the Authority's jurisdiction. Market research and data collected through analytics informs the Authority's decision making regarding the best tools and mediums for providing relevant content to our different audiences using their preferred channels of communication. This approach continues informing the Program's strategies and communication platforms for engaging with constituents.

The staff presentation will include strategies and examples of the platforms used, as well as areas of success and growth in the following areas: social media, website, owned media (including the newsletter, blog, and video projects), earned media, and internal communications. The Communications team will also provide a brief overview of what is being planned for the 2024 editorial calendar, which is our internal tool for strategizing, organizing, and implementing content throughout the calendar year.

Below are analytics highlights relevant to the platforms listed.

Social media: Current platforms, engagement strategies, and reach.

Platform	Total Reach	Reach compared to 2022	Total followers	Followers compared to 2022	Notes
Facebook	2,592,655	-5.9%	26,497	+1.47%	Note 1
Instagram	99,525	-67%	5,947	+18.2%	Note 2
Twitter	11,700	N/A*	2,577	-4.2%	Note 3
NextDoor**	15,889	N/A	795,791	N/A	

Note 1: Facebook continues to be the Open Space Authority's most popular social media platform with consistent levels of engagement. Because organic (unpaid) visibility on Facebook is declining, Open Space Authority staff noticed a small drop in reach.

Note 2: As Instagram has become more of a content creator platform, people's streams are now flooded with new content daily. This has resulted in reduced reach by content creators, including the Open Space Authority, across the platform. It is now nearly impossible for Instagram users to see all the content they might be interested in. Despite this, Open Space Authority staff continue sharing consistent grid posts, reels, and stories to reach the largest audience we can.

Note 3: Due to changes in Twitter's platform and policies, Open Space Authority staff revised our Twitter strategy. Instead of posting daily, the Open Space Authority now uses Twitter to engage with reporters, elected officials, and to share timely news updates and information. This has led to a slight reduction in reach and followers; however, Twitter users are not the primary audience segment where Authority staff are focused on growth.

**NextDoor account opened in 2023.

Website:

Site Content (Jan 1 – Oct 1, 2023, compared to Jan 1 – Oct 1, 2022)

Page views	Unique page views	Average time spent on page
171,299 vs 182,867 (-6.33%)	147,722 vs 154,741 (-4.54%)	00:02:19 vs 00:02:03 (+13.82%)

Website Audience (Jan 1 – Oct 1, 2023, compared to Jan 1 – Oct 1, 2022)

Website Users	New Users	Number of sessions
82,536 vs 72,251 (+14%)	82,684 vs 71,868 (+15%)	113,327 vs 104,017 (+8.95%)

Page Highlight: Translated Year in Review pages

TOTAL: 18,424 vs 5,401 in 2022 (241% increase)

Language	Page views 2023	Page views 2022	Difference
English	6,183	3,612	+71%
Spanish	6,848	210	+ 3,161%
Vietnamese	5,393	1,441	+ 274%

Glossary

- Page views: The total number of pages viewed.
- Unique page views: The number of pages viewed aggregated, so if a page is viewed multiples times while a user is on the website, it is only counted once.
- New users: The number of users who visited the site for the first time in the set time period.
- Number of sessions: The number of times the website was visited.

Newsletter

	Jan 1 – Oct 1, 2023	Jan 1 – Oct 1, 2022	% Increase/ Decrease	Industry standard
Click Rate	11.07%	10.2%	+8.5%	10.5%
Click Through Rate	41.64%	30.14%	+38%	2.3%
Open Rate	26.58%	33.86%	-21.5%	28.77%
Subscribers	4,797	3,893	+23%	N/A

Newsletter Glossary

- Click rate: The percentage of people who clicked a link in an email out of the people to whom it was delivered.
- Click-through rate: The percentage of people who clicked a link in the email out of the people who opened the email.
- Open Rate: The percentage at which emails are opened out of those to whom it was delivered.
- Subscribers: The number of people who are signed up to receive Open Space Outlook newsletters.

Top three blog posts for 2023

Name of Blog Post	Page Views
Snakes of the Sssssouth Bay	5,955 views
Santa Clara Valley Wildflower Guide	2,552 views
Best Wildflower Viewing in the South Bay	2,449 views

Earned Media

Media tracking, including articles, event highlights, and mentions.

2023	2022
Total YTD: 318	Total: 51

The opening of Máyyan 'Ooyákma – Coyote Ridge Open Space Preserve accounted for 77% of the total articles and media mentions for 2023.

These analytics are merely a snapshot of the platforms used by the Open Space Authority and how they have performed in the calendar year to date. This is not a complete list of the strategies used by the Communications Department, and more information will be provided during the presentation to the Board of Directors during the public meeting on October 12, 2023.

RECOMMENDATION

This is an informational item. There is no recommendation for Board action.

Prepared by:

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