

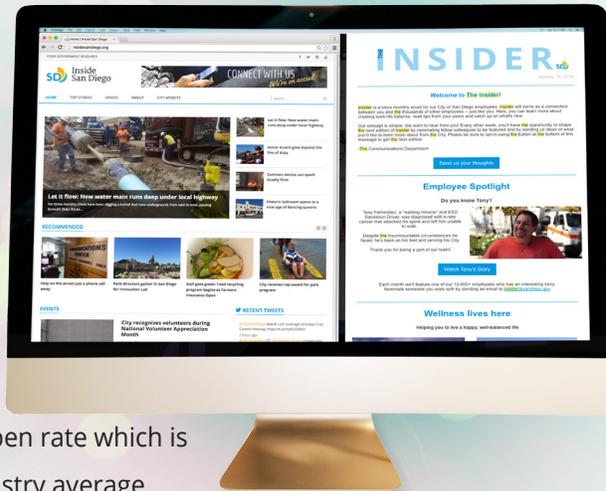
Quarterly Project Status Report

Q3 : January - March 2016

Launched

Inside San Diego
Received **12,966**
page views in less than
90 days

The Insider
digital newsletter
Published **6** editions,
maintaining a **50%** open rate which is
15% higher than industry average



Social Media

Facebook:

Gained **500**
new followers



Reached an average of **386**
more people per post than in Q2

Received more than **18,000**
views on a single post

Twitter:

Gained **774**
new followers



Gained **223,600** impressions

13,800+ people viewed our profile

Launched **7** new Golf Division social media accounts

Outreach

Initiated community revitalization discussion regarding
De Anza Revitalization Plan



Completed **18 communication plans** for client departments



Reviewed **more than 2,000 citywide web pages**
for the launch of the City's new website

Engaged children from throughout the City to create
and submit new artwork for the 2017 edition of the
Water Conservation calendar



Promoted **2016 Community-wide Clean-up event** hosted by ESD
62% overall increase in total tonnage collected from the 2015 event
57% increase in tonnage of disposed items collected over 2015
73% increase in tonnage of recycled items collected over 2015



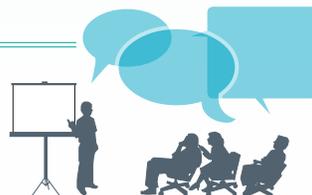
Supported **15** special events

Attended

23 CIP pre-construction meetings

9 community meetings

6 project design kick-off meetings



Video Production



Covered Mayor Kevin
Faulconer's State of
the City Address Live
from the Balboa Theatre

Provided live television
coverage of **50** public
meetings, totaling more
than **110** hours of air time



Ran **1,200 ft** of coaxial cable
in CAB to support digital televisions



Provided A/V support for
19 news conferences

Graphics

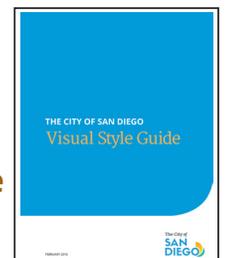
Designed and Distributed:

19,000 El Nino
"Safe Route Out" notices to
residents of the 100-year floodplains



3,000 maps and truck drivers
showing new routes through the
Otay Mesa Border Crossing

Released the
City's new **Style
Guide and
Correspondence
Manual**



Inquiries

Responded to
361 media
inquiries



Replied to **28** calls
from City Council Offices



Answered **487** requests for CIP
project information from the public