

East San Fernando Valley Transit Corridor Project

Appendix 3: Digital Engagement Reports

March - May 2013



Memorandum

To: W. Davis and J. Litvak
From: Lilian De Loza
Subject: ESFV Transit Study Social Media Monitoring Report for February 28, 2013 – March 13, 2013
Date: March 15, 2013

Summary of Observations and Next Steps

- The digital engagement team has created engaging content for posting on our project social media platforms of Twitter and Facebook. Along with Metro's social media efforts, we have together formed an effective way to educate members of the public about the issues, needs and opportunities to help us discover efficient transit solutions for the east San Fernando Valley.

*The following is a summary of digital engagement efforts and responses during **February 28 – March 13, 2013**. Note: grammar and spelling corrections of comments posted by others are not made in this section.*

Facebook

Followers: 874 total page-likes to date.

People Talking About This: 35 unique users have created a story about our page. This includes liking our page, posting on our page's wall, liking, commenting on or sharing one of our posts or mentioning our page.

Average Weekly Reach: The average number of people who have seen any content associated with our page per week is 368 people.

February 28 – March 6



Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
3/6/13	House adopts six month spending bill th...	184	7	1	0.54%
3/6/13	D.C. area's first bus-only lanes under co...	205	8	2	0.98%
3/5/13	Reminder: why Election Day in Los Ang...	199	10	2	1.01%
3/2/13	East San Fernando Valley Transit Corrid...	--	--	--	--
3/2/13	East San Fernando Valley Transit Corrid...	--	--	--	--
3/2/13	East San Fernando Valley Transit Corrid...	--	--	--	--
3/2/13	East San Fernando Valley Transit Corrid...	--	--	--	--
3/2/13	East San Fernando Valley Transit Corrid...	--	--	--	--
3/1/13	Metro, in collaboration with the Federal ...	377	35	13	3.45%
3/1/13	Reminder I-405 lane reduction starts ton...	157	7	--	--
3/1/13	Sequester Would Cut New Starts By \$1...	155	7	1	0.65%
2/28/13	A subway makes a family. Don't know if...	194	7	--	--
2/28/13	The Great Los Angeles Train Resurgence	174	11	1	0.57%
2/28/13	Rockefeller, Lautenberg Re-Introduce I...	169	2	1	0.59%

March 7 – March 13



East San Fernando Valley Transit Corridor Study

New Likes Talking About This Weekly Total Reach
7 **21** *+90.9%* **416** *+26.1%*

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Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
3/13/13	Metro and other agencies urge feds to r...	189	9	2	1.06%
3/13/13	Senate Restores MAP-21 Transportation ...	287	10	5	1.74%
3/13/13	Taking the Guesswork Out of Rating BR...	211	17	6	2.84%
3/13/13	Talking America Fast Forward, among ...	173	10	2	1.16%
3/11/13	Busway or Light Rail on Van Nuys? Metr...	553	73	20	3.62%
3/11/13	Public transportation surges as America...	344	18	5	1.45%
3/11/13	What Transportation Stakeholders Need...	182	8	1	0.55%
3/11/13	Metro's Van Nuys Boulevard, Sherman ...	445	27	10	2.25%
3/8/13	Upcoming public meetings to discuss Ea...	210	16	3	1.43%
3/7/13	East SFV friends: We love your input a...	228	39	2	0.88%
3/7/13	Maximizing the Value of Infrastructure	208	5	1	0.48%

Twitter

Followers: 7 new Twitter followers; 109 total Twitter followers to date

Retweets: 1 @EastSFVTransit tweets were reposted.

@Replies: The @EastSFVTransit Twitter feed received 0 comments.

Robert Tinker and 8 others followed you 2 Feb

Online Advertising

Our current ad campaign began on March 6, 2013 and will conclude in late April of 2013. So far, the page has received a steady incline of new likes, unique visitors, and daily impressions.



East San Fernando Valley



Share your vision for improving transit service in the east San Fernando Valley

 Like · 1,019 people like
East San Fernando Valley Transit Corridor Study



Ashley Meachem likes East San Fernando Valley Transit Corridor Study.



East San Fernando Valley Transit Corridor Study

 Like





Memorandum

To: W. Davis and J. Litvak
From: Lilian De Loza
Subject: ESFV Transit Study Social Media Monitoring Report for March 14, 2013 – March 27, 2013
Date: March 29, 2013

Summary of Observations and Next Steps

- The digital engagement team has created engaging content for posting on our project social media platforms of Twitter and Facebook. Along with Metro's social media efforts, we have together formed an effective way to educate members of the public about the issues, needs and opportunities to help us discover efficient transit solutions for the east San Fernando Valley.

*The following is a summary of digital engagement efforts and responses during **March 14 – March 27, 2013**.
Note: grammar and spelling corrections of comments posted by others are not made in this section.*

Facebook

Followers: 959 total page-likes to date.

People Talking About This: 217 unique users have created a story about our page. This includes liking our page, posting on our page's wall, liking, commenting on or sharing one of our posts or mentioning our page.

Average Weekly Reach: The average number of people who have seen any content associated with our page per week is 10,735 people.

March 14 – March 20



Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
3/20/13	Toronto is looking to LA.	263	26	6	2.28%
3/20/13	Report gives America's infrastructure a s...	201	11	3	1.49%
3/19/13	Our second meeting is going on now at...	332	10	5	1.51%
3/19/13	Civil Engineers Echo Obama Calling for ...	363	13	5	1.38%
3/19/13	Our 2nd Scoping Meeting is tonight at 6...	271	14	5	1.85%
3/18/13	Blog: Repeal SB 221 Robbins' Bill for Pos...	445	59	20	4.49%
3/18/13	Good, Bad News in Senate 2013 Transp...	196	6	3	1.53%
3/18/13	New Zealand noticing what's going on i...	536	31	12	2.24%
3/18/13	Metro studying north-south transit corri...	304	24	8	2.63%
3/16/13	Good Morning! Doors are open for our ...	361	16	4	1.11%
3/14/13	Be sure to click through these. Good st...	358	23	3	0.84%
3/14/13	Making new connections in the Valley	200	16	1	0.5%
3/14/13	The Limits of Bus Rapid Transit: A Cape ...	205	16	2	0.98%

March 21 – March 27



East San Fernando Valley Transit Corridor Study

New Likes Talking About This Weekly Total Reach

48 **117** +6.4% **7,923** -41.5%

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Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
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3/27/13	We're setting up for our final scoping m...	366	22	3	0.82%
3/27/13	Valley Transit Dreams: Subway to Bob ...	153	20	3	1.96%
3/27/13	Metro Board to consider change to Mea...	324	13	2	0.62%
3/26/13	New transportation bill, same old fundin...	123	5	1	0.81%
3/26/13	How about a mass-transit lobby? — MS...	146	9	1	0.68%
3/26/13	Details of Senate's \$100 Billion Transport...	253	12	4	1.58%
3/26/13	Here's the slide presentation on the East ...	221	22	3	1.36%
3/21/13	From our scoping meeting at Arleta Hig...	326	48	14	4.29%
3/21/13	Home Values Performed 42 Percent Bett...	173	13	6	3.47%
3/21/13	Today is the day of our third Scoping ...	356	25	8	2.25%
3/21/13	Today is the day of our third Scoping ...	102	1	--	--

Twitter

Followers: 7 new Twitter followers; 109 total Twitter followers to date

Retweets: 1 @EastSFVTransit tweets were reposted.

@Replies: The @EastSFVTransit Twitter feed received 0 comments.



Online Advertising


Our current ad campaign began on March 6, 2013 and will conclude in late April of 2013. So far, the page has received a steady incline of new likes, unique visitors, and daily impressions.



East San Fernando Valley



Share your vision for improving transit service in the east San Fernando Valley

 Like · 1,019 people like
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Ashley Meachem likes East San Fernando Valley Transit Corridor Study.



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Memorandum

To: W. Davis and J. Litvak
From: Lilian De Loza
Subject: ESFV Transit Study Social Media Monitoring Report for March 28, 2013 – April 10, 2013
Date: April 12, 2013

Summary of Observations and Next Steps

- The digital engagement team has created engaging content for posting on our project social media platforms of Twitter and Facebook. Along with Metro's social media efforts, we have together formed an effective way to educate members of the public about the issues, needs and opportunities to help us discover efficient transit solutions for the east San Fernando Valley.

*The following is a summary of digital engagement efforts and responses during **March 28 – April 10, 2013**.
Note: grammar and spelling corrections of comments posted by others are not made in this section.*

Facebook

Followers: 1,014 total page-likes to date.

People Talking About This: 154 unique users have created a story about our page. This includes liking our page, posting on our page's wall, liking, commenting on or sharing one of our posts or mentioning our page.

Average Weekly Reach: The average number of people who have seen any content associated with our page per week is 19,020 people.

March 28 – April 3



East San Fernando Valley Transit Corridor Study

New Likes	Talking About This	Weekly Total Reach
32	64 -40.7%	13,210 +97.6%

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Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
4/3/13	A bit of interesting LA history.	1,147	75	9	0.78%
4/3/13	Infrastructure bank would fund more t...	71	10	--	--
4/2/13	We're almost to 1,000 likes! Thank you a...	178	12	2	1.12%
4/2/13	Authority votes to look at L.A. County t...	138	10	4	2.9%
4/2/13	Here Are the 'Hoods You Can Blame Fo...	132	24	2	1.52%
4/1/13	Minority of L.A. County voters quashed...	790	60	13	1.65%
4/1/13	Public Transportation Does Relieve Traff...	622	33	4	0.64%
3/29/13	While we're planning for the future of tr...	678	38	13	1.92%
3/29/13	The "Rebuild America Partnership": The...	135	14	2	1.48%
3/28/13	Metro Goes to Plan B to Deliver Transit ...	128	19	3	2.34%
3/28/13	Compare the neighborhood density of ...	151	14	4	2.65%
3/28/13	10 of the Grandest, Busiest Train Station...	148	13	3	2.03%
3/28/13	New study of five metro areas finds ho...	210	15	4	1.9%

April 4 – April 10



East San Fernando Valley Transit Corridor Study

New Likes Talking About This Weekly Total Reach
44 **90 +63.6%** **24,830 +123.5%**

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Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
4/10/13	New artist opportunities at El Monte Station	48	1	--	--
4/10/13	Bill Boyarsky thinks LA's Mayoral candidat...	58	4	--	--
4/9/13	This is fun.	78	6	--	--
4/8/13	Moscow traffic rated worst in world —RT ...	66	4	--	--
4/5/13	Save America's Infrastructure » DeFazio T...	53	11	2	3.77%



Twitter

Followers: 7 new Twitter followers; 109 total Twitter followers to date

Retweets: 1 @EastSFVTransit tweets were reposted.

@Replies: The @EastSFVTransit Twitter feed received 0 comments.



Online Advertising

Our current ad campaign began on March 6, 2013 and will conclude in late April of 2013. So far, the page has received a steady incline of new likes, unique visitors, and daily impressions.

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Memorandum

To: W. Davis and J. Litvak
From: Lilian De Loza
Subject: ESFV Transit Study Social Media Monitoring Report for April 11, 2013 – April 24, 2013
Date: April 26, 2013

Summary of Observations and Next Steps

- The digital engagement team has created engaging content for posting on our project social media platforms of Twitter and Facebook. Along with Metro's social media efforts, we have together formed an effective way to educate members of the public about the issues, needs and opportunities to help us discover efficient transit solutions for the east San Fernando Valley.

*The following is a summary of digital engagement efforts and responses during **April 11 – April 24, 2013**.
Note: grammar and spelling corrections of comments posted by others are not made in this section.*

Facebook

Followers: 1,014 total page-likes to date.

People Talking About This: 35 unique users have created a story about our page. This includes liking our page, posting on our page's wall, liking, commenting on or sharing one of our posts or mentioning our page.

Average Weekly Reach: The average number of people who have seen any content associated with our page per week is 792 people.

April 11 – April 17



East San Fernando Valley Transit Corridor Study

New Likes	Talking About This	Weekly Total Reach
1	21 -76.7%	1,193 -95.2%

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Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
4/15/13	Just a reminder that you are able to subm...	379	26	12	3.17%
4/12/13	Read a bit about 1970's rail plans in LA.	97	11	1	1.03%
4/12/13	Obama wants \$50B for roads, \$40B for ra...	78	9	3	3.85%
4/11/13	A little bit of LA transportation history for ...	929	61	16	1.72%
4/11/13	Building America's Future Applauds Presid...	77	2	1	1.3%

April 18 – April 24



East San Fernando Valley Transit Corridor Study

New Likes Talking About This Weekly Total Reach
0 **14 -33.3%** **391 -67.2%**

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Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
4/24/13	Study: Yes, L.A. has the worst traffic in t...	90	12	2	2.22%
4/23/13	Today's Transportation Headlines on The ...	78	9	1	1.28%
4/18/13	Busway on Sunset? Metro Studying Citywi...	97	6	--	--
4/18/13	What Corridors Could Be Best for BRT? M...	121	7	--	--

Twitter

Followers: 3 new Twitter followers; 130 total Twitter followers to date

Retweets: 0 @EastSFVTransit tweets were reposted.

@Replies: The @EastSFVTransit Twitter feed received 10 comments.





Transit Coalition @Transit_Co

25 Apr

All comments re: [@EastSFVTransit](#) must be submitted by midnight May 6, 2013.

[Expand](#)



Transit Coalition @Transit_Co

25 Apr

Have a comment on the [@EastSFVTransit](#) project? You can submit a formal comment via social media. Use [#EastSFVscoping](#).

[Expand](#)



Transit Coalition @Transit_Co

24 Apr

Still time to register for tomorrow's [#TransitDinner](#)! Join us in discussing the [@eastsfvtransit](#) project: [ow.ly/jX44V](#)

[Expand](#)



Jason Burns @jasonburns

23 Apr

[@PaulKrekorian](#) Terrific! Now, let's talk about that [#405subway](#) connecting Valley to Westside... [@EastSFVTransit](#)

[View conversation](#)



andrew seely @andrewseely

23 Apr

[.@jasonburns](#) [@EastSFVTransit](#) YEP. NEED a [#405subway](#) from orange line in van nuys to the expo rail.

[Expand](#)



Jason Burns @jasonburns

23 Apr

You guys think we should have a [#405subway](#) from Valley to Westside? Metro wants your input. Tell them at [@EastSFVTransit](#).

[Expand](#)



Transit Coalition @Transit_Co

20 Apr

Register for next Thursday's [#TransitDinner](#) to discuss the [@eastsfvtransit](#) project: [ow.ly/jX3XE](#)

[Expand](#)



StudsandStripes, John Kaliski and HiltonWoodlandHills

20 Apr

followed you



Transit Coalition @Transit_Co

16 Apr

Register for our April 25th [#TransitDinner](#) to discuss the [@eastsfvtransit](#) project: [ow.ly/jX3TE](#)

[Expand](#)



Transit Coalition @Transit_Co

13 Apr

Register for our April 25th [#TransitDinner](#) to discuss the [@eastsfvtransit](#) project: [ow.ly/jX3S5](#)

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Online Advertising



Our current ad campaign occurred began on March 6, 2013 and concluded on April 27, 2013. During that period, the page has gained 202 likes and generated 228,222 impressions among Facebook users in the Greater Los Angeles Area. Although the campaign has reached completion, the page continues to receive a steady stream of activity though the remainder of the scoping period.

East San Fernando Valley



Share your vision for improving transit service in the east San Fernando Valley

Like · 1,019 people like
East San Fernando Valley Transit Corridor Study



Ashley Meachem likes East San Fernando Valley Transit Corridor Study.



East San Fernando Valley Transit Corridor Study

Like





Memorandum

To: W. Davis and J. Litvak
 From: Lilian De Loza
 Subject: ESFV Transit Study Social Media Monitoring Report for April 25, 2013 – May 8, 2013
 Date: May 10, 2013

Summary of Observations and Next Steps

- The digital engagement team has created engaging content for posting on our project social media platforms of Twitter and Facebook. Along with Metro’s social media efforts, we have together formed an effective way to educate members of the public about the issues, needs and opportunities to help us discover efficient transit solutions for the east San Fernando Valley.

*The following is a summary of digital engagement efforts and responses during **April 25 – May 8, 2013**. Note: grammar and spelling corrections of comments posted by others are not made in this section.*

Facebook

Followers: 1,017 total page-likes to date.

People Talking About This: 18 unique users have created a story about our page. This includes liking our page, posting on our page’s wall, liking, commenting on or sharing one of our posts or mentioning our page.

Average Weekly Reach: The average number of people who have seen any content associated with our page per week is 288 people.

April 25 – May 1



East San Fernando Valley Transit Corridor Study

New Likes	Talking About This	Weekly Total Reach
0	9 -35.7%	348 -14.3%

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Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
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N/A

May 1 – May 8



East San Fernando Valley Transit Corridor Study

New Likes: **2** Talking About This: **9** Weekly Total Reach: **228** *-35.2%*

[See All Insights](#) · [Promote Page](#)

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
5/8/13	Metro to receive more than \$390 million to...	64	5	1	1.56%
5/6/13	Mayors across the United States show th...	57	6	3	5.26%
5/6/13	Today, Monday May 6th, is the last day t...	55	9	2	3.64%
5/3/13	Don't miss the opportunity to comment on...	61	7	1	1.64%
5/2/13	From Measure R Success to Measure J Fai...	74	6	--	--

Twitter

Followers: 7 new Twitter followers; 109 total Twitter followers to date

Retweets: 1 @EastSFVTransit tweets were reposted.

@Replies: The @EastSFVTransit Twitter feed received 0 comments.



Online Advertising

Our last ad campaign occurred from March 6 through April 27, 2013. During that time, the page gained 201 new likes and generated 228,222 impressions. Although the campaign has reached completion, the page has continued to receive a steady stream of activity through the remainder of the scoping period.



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