



CITY *of* BRISBANE

Communications, Outreach & Engagement Subcommittee Agenda

Wednesday October 29th, 2025 at 3:00PM • Hybrid Meeting
Brisbane City Hall Annex, Annex Conference Room, 25 Park Place, Brisbane, CA

The public may observe/participate in the Subcommittee meetings by using remote public comment options or attending in person. Subcommittee members shall attend in person unless remote participation is permitted by law. The Subcommittee may take action on any item listed in the agenda.

JOIN IN PERSON

Location: 25 Park Place, Brisbane, CA 94005 - [Annex Conference Room](#)

Masks are no longer required but are highly recommended in accordance with California Department of Health Guidelines. To maintain public health and safety, please do not attend in person if you are experiencing symptoms associated with COVID-19 or respiratory illness.

JOIN VIRTUALLY

Join Zoom Webinar (please use the latest version: zoom.us/download):
brisbaneca.org/subcomm-zoom

Meeting ID: 821 0920 3916

Call In Number: 1 (669) 900-9128

Note: Callers dial *9 to "raise hand" and dial *6 to mute/unmute.

The agenda materials may be viewed online at www.brisbaneca.org at least 72 hours prior to a Meeting. Please be advised that if there are technological difficulties, the meeting will nevertheless continue.

TO ADDRESS THE SUBCOMMITTEE

IN PERSON PARTICIPATION

To address the Subcommittee on any item on or not on the posted agenda, please wait until Public Comments are being accepted.

REMOTE PARTICIPATION

Members of the public may observe/participate during the Subcommittee meeting by logging into the Zoom Webinar. Public comments received one hour prior to the meeting via email will be noted for the record. Written comments after that time will not be responded to or brought to the attention of the Subcommittee during the meeting.

Email: aibarra@brisbaneca.org

SPECIAL ASSISTANCE

If you need special assistance to participate in this meeting, please contact Angel Ibarra at (415) 508-2109. Notification in advance of the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

SUBCOMMITTEE MEMBERS:

Mayor Pro-tem Mackin, Councilmember Kern

ROLL CALL

- A. Consider any request of a City Councilmember to attend the meeting remotely under the “Emergency Circumstances” of AB 2449

PRESENTATIONS AND DISCUSSION ITEMS

- A. Review the Latest Template of Expanded STAR
- B. Provide Recommendations for Future Digital Metrics Reports regarding the City’s New Website
- C. Preview Production Website & Determine Plans for a “Bug Bash” to Ensure a Smooth Launch

PUBLIC COMMENT**ADJOURNMENT**

File Attachments for Item:

B. Review the Latest Template of Expanded STAR



COMMUNICATIONS SUBCOMMITTEE AGENDA REPORT

Meeting Date: October 29, 2025

From: Caroline Cheung, Assistant to the City Manager

Subject: Expanded STAR, Website Metrics, New Website Progress

Expanded STAR

With the last couple subcommittee meetings, staff has received feedback and been implementing everything into a newly-designed layout for the expanded 12-page issue. More articles are seen dedicated to work of the various Commissions and Committees, with there still being ads towards the rear submitted by community-based organizations (see Attachment 1).

Digital Metrics Report for City's Current Website

A Digital Metrics Report is being produced each month from mid-month to mid-month, in this case, Sept. 14 – Oct. 14, 2025. It details the website's Top 25 Page Views and Search Terms, Mobile/Tablet vs. Desktop, a breakdown of Organic Search, Social Media, and Direct Traffic, and Top Operating System by Users (see Attachment 2). This report will continue to be updated and distributed to the full Council by the middle of each month.

Progress of New Website

Staff has been receiving training on various modules of the City's new website with CivicPlus, as well as comparing migrated pages with what's currently on the site to ensure information and documents are fully reflected on the new website. In addition to a new website will also be a new agenda meeting management system, which will make its debut in January 2026. It's expected that the new website will launch with in mid-November, 2025. Prior to its launch, we could host a 60-minute "bug bash" involving the subcommittee, staff, and local volunteers. This all-hands-on-deck session would be a proactive way to identify any remaining issues and ensure a smooth launch.

Attachments:

1. November STAR file
2. September 14 – October 14, 2025 Digital Metrics Report

Caroline Cheung
Caroline Cheung, Assistant to the City Manager



Celebrating Our Volunteers of the Year:

HERMANN REISS & SEBASTIAN BOUSQUET

In Brisbane, it's the people who make our town extraordinary. Each year, we honor those who give their time and heart to strengthen our community. This year, we celebrate two remarkable individuals whose service spans generations: Hermann Reiss and Sebastian Bousquet.

A Lifetime of Service: Hermann Reiss

Born in rural Germany before WWII, Hermann Reiss has lived a life shaped by resilience and service. After the war, he joined the Boy Scouts, and later, a U.S. family sponsored his move to America - on the condition that he serve in the military, which he did with

Eventually settling in Brisbane in 1968 with his wife, Annabel, Hermann has spent nearly sixty years quietly helping others: delivering meals, offering rides, fixing things, and checking in on neighbors. Now in his 80s, he still serves on the CAFE Task Force and especially enjoys volunteering with the CHP. His humility and dedication have made him a cornerstone of our community.

A Rising Star: Sebastian Bousquet

Our Youth Volunteer of the Year, Sebastian Bousquet, proves that leadership starts early. A longtime volunteer at local events like Spring Thing and the Derby,

Sebastian also serves on the Youth Advisory Committee, now in his second term as President (2024–2026). His energy, vision, and civic engagement inspire peers and adults alike. Beyond Brisbane, he volunteers with Christian Service at St. Anthony's and supported the 2022 parcel tax campaign.

Thank you, Hermann and Sebastian!
You remind us that service, whether offered over decades or begun in youth, strengthens the bonds that make Brisbane shine.



Derby & Day in the Park Recap

Derby Results

Ages 5-9

1st Place: James Saunders

2nd Place: Reya Heavner

Ages 10-13

1st Place: Vincent Cus

2nd Place: Jack Larson

Baking contest winners:

1st: Lisa Carter-Balk

2nd: Alessandra Wood

3rd: Michele Salmon

What a Day in the Park it was! Thank you to everyone who came out to walk the booths, cheer on the Derby racers, and even those that ran up San Bruno Mountain! There was definitely something for everyone that day, thanks to the careful planning of so many, especially the Parks and Recreation Dept. and Commissioners.

Special Awards:

Bravest Driver: Cedar Dedecko-Shiu

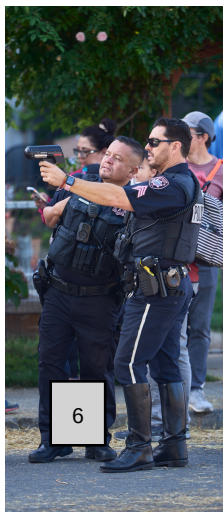
Bravest Driver Honorable Mention: Ria Bhandari

Best Sportsman: Luke Larson

Best-Looking Car: Maxwell Viray

Dan Sorrentino Spirit Award: Drew Schaffer

Top speed recorded for James and Vincent during their final races was 18 MPH (shoutout BPD).



Thank you, Aaron Hwang, for sharing your photos with us!

Street Beat: Your Guide to Safer Streets!

CROSSWALK SAFETY EDITION



By: Complete Streets Safety Committee

Welcome to the inaugural edition of **Street Beat**, your new go-to section dedicated to making our streets safer! Each edition, we'll delve into important topics concerning traffic safety, pedestrian rights, and what we can do to make a safer community.

Crosswalk Safety: Pedestrians Have the Right of Way!

It's crucial to remember that **pedestrians have the right-of-way when they are within a marked or unmarked crosswalk.**

According to the California Vehicle Code (CVC) Section 21950 (a), The driver of a vehicle shall yield the right-of-way to a pedestrian crossing within any marked or unmarked crosswalk at an intersection.

For detailed information on pedestrian and driver laws in California, consult the California Department of Motor Vehicles (DMV) Driver Handbook, available online at dmv.ca.gov.

Tips for Drivers:

- **Be Alert:** Always be on the lookout for pedestrians, especially near schools, parks, and shopping areas.
- **Yield to Pedestrians:** If a pedestrian is in the crosswalk, stop and allow them to cross safely.
- **Slow Down:** Reduce your speed when approaching crosswalks, even if no pedestrians are visible.
- **Avoid Distractions:** Put away your phone and focus solely on driving.

Tips for Pedestrians:

- **Use Crosswalks:** Always use marked crosswalks when available.
- **Make Eye Contact:** Try to make eye contact with drivers to ensure they see you before stepping into the crosswalk.
- **Be Visible:** Wear bright clothing, especially at night, and consider carrying a flashlight.
- **Stay Alert:** Avoid distractions like cell phones while crossing the street.

Upcoming Street Beat Highlights:

In future editions of **Street Beat**, we'll be covering a range of important topics, including:

- **City Initiatives for Safer Crossings:** Discover what our city is doing to enhance pedestrian safety, such as the implementation of "See Me" flags and our ongoing efforts to repaint and maintain crosswalks.
- **Tree and Bush Trimming for Visibility:** A friendly reminder to residents to trim their trees and bushes, which helps improve visibility for both drivers and pedestrians at intersections and along sidewalks.
- **Increased Police Enforcement:** Learn about the increased police presence and enforcement during peak traffic hours to ensure compliance with traffic laws.
- **Parking Rules Reminder:** A refresher on important parking rules, including the prohibition of double parking and an explanation of daylighting laws to improve visibility at intersections.
- **Safe Routes to School:** An outline of the designated safe routes to school, ensuring our children can travel to and from school securely.
- **No Texting and Driving:** A vital reminder about the dangers and illegality of texting while driving.

Stay tuned for more essential street safety information in our next Street Beat!

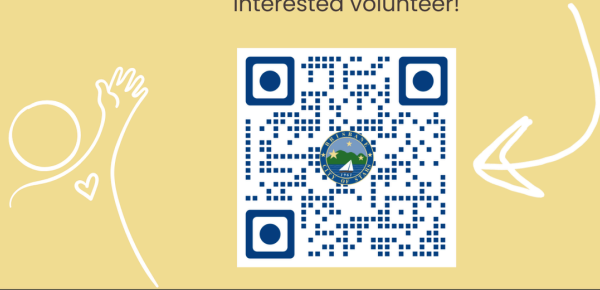
Find us on Social Media





Brisbane Cares

Would you like to volunteer in Brisbane? Scan here to go to our website and sign up as an interested volunteer!



Brisbane needs Adult Literacy Tutors, Native Habitat Restorers, Senior Lunch and Activities Helpers, Special Event Supporters, and much more!

Brisbane Cares

CONNECTING YOU TO GIVE BACK!

Our volunteerism team is happy to announce a new name for our initiative: Brisbane Cares. The goal of Brisbane Cares is to connect residents with meaningful ways to give back. Whether you're passionate about the environment, education, or community beautification, there's a place for you! Check out our ongoing and upcoming opportunities below, and please email us (mebrown@brisbaneca.org) if you know of any volunteer opportunities you'd like to see on this list!

Ongoing:

- Adopt-a-Drain (brisbaneca.org/adoptadrain)
- Trash Grabber Program (brisbaneca.org/TrashGrabber)
- Mission Blue Nursery (mountainwatch.org/missionbluenursery)
- Adult Literacy Tutoring at the Library (smcl.org/literacy)

Upcoming:

- Invasive Species Removal on Icehouse Hill: Saturday, Dec. 13th, 9 AM - 12 PM (email mebrown@brisbaneca.org to sign up!)

IDEA Committee Update

At their October 2nd City Council meeting, the City's Inclusion, Diversity, Equity & Accountability Committee presented their 2025-26 Workplan to the Council as well as the Committee's newly-developed Vision, Mission, and Principles (see poster at right). The Council unanimously approved the Committee's workplan, with Councilmember Davis citing, "as a fledgling Committee, you've really been able to get a great foundation going, which will inform all the work you will do."

In January 2026, the IDEA Committee plans to develop a diversity grant program for community members and/or organizations to apply for potential funding, and lead planning for an MLK Jr. discussion at the Library around his principles. Another item of interest the community are the flags in the Community Park. The IDEA Committee will be taking a closer look at the display schedule to see if adjustments could result in greater recognition for the flags being flown.

The IDEA Committee meets every 3rd Wednesday at 6 PM; join them in-person or via Zoom (brisbaneca.org/idea-zoom). Questions? Contact their staff liasons at idea@brisbaneca.org.

Brisbane IDEA Committee Vision:

A Brisbane where every individual belongs & diverse voices shape a thriving, connected & inclusive community.

Mission: We strive to develop & support a community where everyone feels welcome, valued & empowered to participate fully in community life.

Principles:

- Inclusion: Everyone belongs.
- Dignity: Everyone has worth.
- Empathy: Understanding starts with listening.
- Awareness: Our actions matter.

BRISBANE CITY OF STARS

B. We Live Near an Airport

During City Council Meetings, under Mayor and Council Matters, the City Councilmembers report out on their Countywide assignments. Councilmember O'Connell serves as Vice Chair on the Airport Community Roundtable, and at the Oct. 2nd meeting explained why residents had recently experienced higher-than-normal aircraft noise.

"Brisbane has the bonus and the curse of being close to the ultra-busy San Francisco International Airport (SFO). While it offers us convenient access to flights all over the world, it also subjects us to the noise that comes with that convenience."

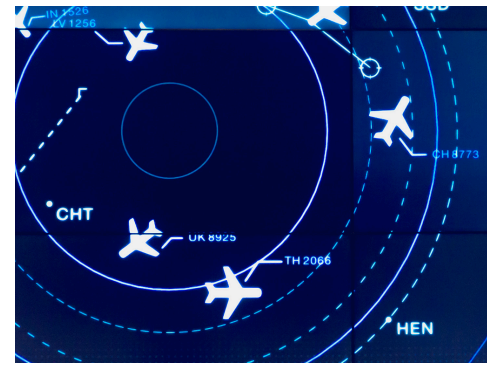
Recently, there were many complaints to the City about disruptive flights at all times of the day and night. It was investigated and determined that

due to the weather in Oakland and in San Jose, SFO flights had to go into REVERSE FLOW, causing planes to take off and land in unusual patterns. This will also happen when our weather is stormy, foggy, or the winds are coming from the opposite direction; additional noise can be expected during these events. And it will be the case due to nearby airports' operations, as well.

WHAT TO DO?

SFO has a great website, noise.flysfo.com, that can help you understand the noise, see the flights that are causing the noise events at your home, and report them in real-time to SFO. From the website, go to Contact, then download either the Noise Report App or the WebTrak Noise Tracker.

Download the app or go online and you will have interactive, real-time flight maps, noise events, and lots of



data and reports. You will be able to see all the planes in the sky approaching and departing, and the ability to report the loud ones directly to SFO, which will be included in their monthly reports of noise complaints.

If you'd like to phone in a noise complaint to SFO, you can do so by dialing 650-821-4736.

Tree of Heaven Added to Invasive Species List

The City of Brisbane has added the Tree of Heaven (*Ailanthus altissima*) to its Invasive Species List. This decision follows growing concerns from residents and San Mateo County Parks about the plant's rapid spread from private properties onto public lands.

Known for its fast growth and aggressive root system, Tree of Heaven can damage infrastructure, outcompete native plants, and pose a fire risk. Due to its increasing impact, the City Manager has amended Regulation 15.44.120 under fire code authority to include it.

This update allows the City to take proactive steps in managing and removing the species, especially in high-risk areas. Property owners may be contacted if Tree of Heaven is identified on their property, and we encourage everyone to help prevent its spread.



If you have questions about removal, or would like to learn how to identify and manage Tree of Heaven, please reach out to the Sustainability team (mebrown@brisbaneca.org or sustainabilityfellow@brisbaneca.org).

November 2025 City Calendar

See the latest information for meetings & events here: brisbaneca.org/calendar*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5 Complete Streets Safety Committee Meeting, 6:30 PM	6 Lifeguard Certification Class, 5:30 PM City Council Meeting, 6:30 PM	7 Lifeguard Certification Class, 5:30 PM	8 Lifeguard Certification Class, 9 AM
9 Lifeguard Certification Class, 9 AM	10	11 Veterans Day Flag-Raising, 9 AM Veterans Day: City Hall Closed	12 Quarry Office Hours, 4 PM Parks & Rec Commission Meeting, 6:30 PM	13 Planning Commission Meeting, 7:30 PM	14	15 Annual Winter Yard Waste Cleanup
16 Annual Winter Yard Waste Cleanup	17 Public Art Advisory Committee Meeting, 5:15 PM	18 Mayor Lentz Office Hours, 6 PM	19 State of the City, Reception: 5:30 PM Address: 6:15 PM IDEA Committee Meeting, 6 PM	20 City Council Meeting, 6:30 PM	21	22
23	24	25	26 Brisbane Community Blood Drive, 1:45 PM	27 Thanksgiving Holiday: City Hall Closed	28 Thanksgiving Holiday: City Hall Closed	29
30 10						Coming up in December... - BDW Holiday Arts & Crafts Fair, 12/6 - Festival of Lights, 12/7

* Note: find public meeting agendas on brisbaneca.org/meetings 72 hours prior to a regular meeting and 24 hours prior to a special meeting, or on the posting boards located outside of City Hall, the Community Center, and Mission Blue Center.

** The Brisbane Farmers’ Market takes place year-round in the Community Park on Thursdays from 3–7 PM

***Life Unlocked is an engaging and relatable series to equip young adults (ages 16–24) with essential life skills; the sessions are free for Brisbane residents.

Active Adults (55+) October Calendar

The following drop-in activities are offered weekly in the Sunrise Room (2 Visitacion Ave.)*

Monday	Tuesday	Wednesday	Thursday	Friday
12 PM - Samaritan House Lunch (pre-registration required)	10 AM - Agile Aging 11 AM - Agile Aging 1 PM - Italian Club	11:30 AM - Lunch & Bingo @ Community Center (Senior Club membership required) 2 PM - Art with Iris	2 PM - Chair Exercise	12:30 PM - Bingo 2 PM - Voices and Stories

* For additional information, please call Recreation Coordinator Jeff Franco at (415) 508-2135

November 2025 Highlights

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 3:30p Maker Monday: Gamer Monday	4 5p Gem Painting ★	5	6	7	8
9 11a Sugar Skull Decoration ★ 12:30p Drop-In Gem Painting ★	10 3:30p Maker Monday: Soap Carving	11 Library Closed	12	13	14 11a Friendship Line: Cultivating a Culture of Connection	15
16 11a Computer Basics Email Part 2 12:30p Drop-In Gem Painting ★	17 3:30p Maker Monday: Magic Model Clay	18 11a Bilingual Storytime / Hora de cuentos bilingüe	19	20	21	22
23	24 3:30p Maker Monday: Glowforge Hand Turkey Magnets	25 3:30p Paws for Tales ★ 5p Drop-In Gem Painting ★	26 Library Closes at 5 PM	27 Library Closed	28 Library Closed	29
30	31					

Regular Weekly Events

Mondays	Tuesdays	Wednesdays	Thursdays	Fridays
Laser Cutting ★ 11 AM - 12 PM Appointment Only Teens 13+ & Adults Tech Tutor ★ 12 PM - 1 PM Appointment Only All Ages YMCA Community Resource Center 1 PM - 4 PM All Ages Maker Mondays 3:30 PM - 4:30 PM Students K-12th Yoga ★ 6:30 PM - 7:30 PM Registration Required Adults	3D Printing ★ 11 AM - 1 PM Appointment Only All Ages Toddler Storytime 11 AM - 11:30 AM Children Ages 0-5 Family Storytime 11:30 AM - 12 PM Children Ages 0-5 Drop-Sewing 3:30 PM - 5:30 PM All Ages Vinyl Cutting ★ 5 PM - 6 PM Appointment Only All Ages	Memory Lab ★ 11 AM - 12 PM Appointment Only All Ages Open Makerspace 2:30 PM - 3:30 PM All Ages 3D Printing ★ 4 PM - 6 PM Appointment Only Tech Tutor ★ 6 PM - 7 PM Appointment Only All Ages Tai Chi 6 PM - 7:30 PM Adults	Baby Bounce & Rhyme Time 11:30 AM - 12 PM Children Ages 0-5 Memory Lab ★ 12 PM - 2 PM Appointment Only All Ages Virtual Reality ★ 2 PM - 2:30 PM 2:30 PM - 3 PM Appointment Only Teens 13+ & Adults English Conversation Club 6:15 PM - 7:30 PM Adults 18+ Tech Tutor ★ 6:30 PM - 7:30 PM Appointment Only All Ages	1:1 Sewing Tutoring ★ 2 PM - 3 PM Appointment Only All Ages

Check our website for registration info and updates on programs.
 Tech Tutor Appointments: www.smcl.libcal.com/appointments/techtutors
 Tech Equipment Appointments: www.smcl.libcal.com/equipment

Color Key: All Ages - Blue | Children & Families - Orange | Grades K-5 - Green | Teens - Teal | Adults - Grey

★ - Registration Required



smcl.org/events

B. RESILIENT YARDS:

Protecting Homes Without Losing Our Shade

By: Michele Salmon
Open Space and Ecology Committee Chair

Depending on whom you talk to, the proposed new defensible space rules for “zone zero” will either help save homes in very high fire hazard severity zones, or decimate much of California’s cooling urban tree canopy without really deterring the types of wildland fires that destroyed so many homes over the last few years.

How do I balance seemingly conflicting messages about fire resiliency? While Brisbane has not been designated as a “zone zero,” we cannot ignore the threat of wildland fire. However, fire-smart landscaping does not mean cutting down all of your trees! Shade trees offer valuable benefits that actually enhance fire safety, but all vegetation requires careful management.

While trees provide much needed shade and cooling, it is important to regularly assess tree health. To maintain a healthy tree canopy, it is vital to deep water trees during extended dry periods.

Brisbane’s Annual Winter Clean-up is Nov. 15-16. Dumpsters will be placed around town to dispose of yard waste. Here are some fire-resilient yard tips to help!

- Clear dead weeds, leaves, pine needles, dead grass, and debris; check roofs, gutters, and outdoor areas
- Keep branches trimmed 10 feet away from chimneys and stovepipes and remove flammable plants and shrubs near windows
- Clear flammable vegetation and any firewood or wood debris from under decks, balconies & stairs



For more information, please visit readyforwildfire.org/prepare-for-wildfire/fire-smart-landscaping

Brisbane Adds F-150 Lightning to City Fleet



With the federal Commercial Clean Vehicle Credit expiring at the end of September, the City of Brisbane took action to procure a Ford F-150 Lightning electric pickup truck by the deadline. This move aligns with the City’s broader commitment to electrifying its vehicle fleet and reducing greenhouse gas emissions as outlined in the City’s Climate Action Plan.

The F-150 Lightning acquisition is just one component of a multi-year fleet electrification strategy. In collaboration with Optony, a clean

energy consulting firm, the City developed a comprehensive Fleet Electrification Strategic Plan. This includes designs for EV charging infrastructure and a phased vehicle deployment roadmap including the goal of electrifying 30% of its light-duty vehicles by 2030 and 100% by 2040.

The City is expected to integrate the F-150 Lightning into its operational fleet shortly. The vehicle will serve in a public works capacity, helping the City reduce fuel costs & emissions while maintaining service reliability.

B. y of Brisbane cosponsors
THE 24TH ANNUAL

ARTISTS' EVENING OF SHARING

MISSION BLUE CENTER
475 MISSION BLUE DR.

SATURDAY
JAN 31, 2026
7:30 PM

FREE ADMISSION

BRISBANECA.ORG/AES

Join us for an inspiring
showcase of local artists,
musicians, performers,
writers, & filmmakers.
All ages welcomed!

**CALLING ALL
BRISBANE ARTISTS:**
If you are interested in
showcasing your talent at this
event, apply by Monday, 12/1
by contacting Beth:
beth@bethgrossman.com

BDW'S
FIFTEENTH
ANNUAL

Free admission
and
free parking!

Holiday & Crafts Arts Fair

Featuring a huge assortment of
wonderful handmade items
by over 30 local artists & crafters!

Saturday · December 6th
11am - 4pm

Homemade and locally-sourced sweets & treats!
Photos with Santa!



Support local
artists!

MISSION BLUE CENTER
475 Mission Blue Drive · Brisbane
(Just south of SF on 101)

For more information and artist links, visit BDW's Annual Holiday Arts & Crafts Fair on Facebook

An Important Message from SSF Scavenger Co.

Please bag dog poop and other pet waste, including litter, and place in your gray garbage cart. The type of bag is up to you. We suggest reusing a produce or dry food bag (like for bread, cereal, crackers, rice, or chips). Why buy single-use disposable bags when you can use bags you already have and that are destined for the landfill anyway?

Thank you for keeping our green cart material and future compost free from bacteria and plastic.

Your efforts matter!

things that SCARE the Green cart!

SOUTH SAN FRANCISCO
SCAVENGER
COMPANY, INC.

Our green cart can handle banana
peels and coffee grounds... but
dog poop? TERRIFYING.

Dog poop belongs in
the gray cart!



THE CITY OF BRISBANE &
CENTER FOR AGE-FRIENDLY EXCELLENCE (CAFE) PRESENT



LIGHT UP YOUR LIFE AGE-FRIENDLY WORKSHOP

Come and learn about Age-Friendly projects being implemented throughout the county and collaborate with staff and community members who are passionate about our aging community. Continental breakfast and light lunch provided.



November 12, 2025
10:30AM - 1:30PM



Mission Blue Center
475 Mission Blue Drive, Brisbane

Featured Speakers:

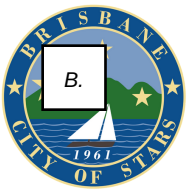
- **Kerstin Rosen, M.D. FAAP.**
*Associate Clinical Professor (affiliate)
at Stanford University.*
- **Anne-Marie Despain**
Director of San Mateo County Libraries.
- **Anabel Pelham, Ph.D.**
Director of CAFE.
- Many other experts, service providers,
and elected officials.



Reserve your free spot now! Limited space 100.

eventbrite.com/e/light-up-your-life-age-friendly-workshop-tickets-1763024476669

For more information, call 415-793-5802.



Providing for Today,
Preparing for Tomorrow

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Donate in November – You Could Win a Shopping Spree!

The winter holidays are almost here and with them comes an increased need for blood donations. **Donate in November and you'll be entered for a chance to win one of two \$10,000 gift cards.*** Your generosity could turn into a holiday shopping dream come true!

Brisbane Community Blood Drive

Wednesday, November 26, 2025

1:45 pm – 5:45 pm

Vitalant Brisbane Center - Community Room

400 Valley Drive, Brisbane, CA 94005

To schedule an appointment go to www.vitalant.org and enter Blood Drive Code:
Brisbanecommunitybd or Scan QR Code

**Terms and conditions apply; see vitalant.org/ShoppingGiveaway*

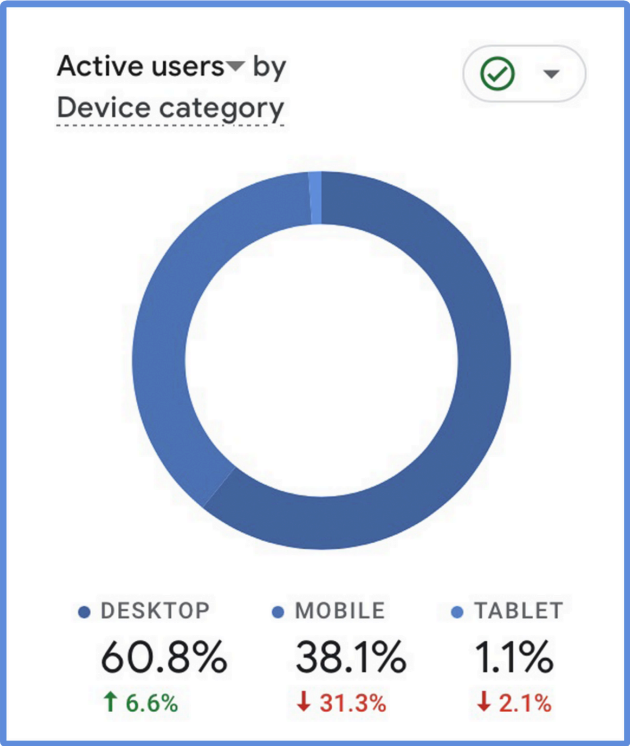


For more information or to schedule a donation,
call 877.25.VITAL or visit us at vitalant.org
Find us @vitalant:     

vitalant 

September 14th - October 14th 2025 Digital Metrics Report

Mobile/Tablet vs Desktop, Last 30 Days:



Top 25 Page Views and Search Terms, Last 30 Days:

Pages and screens: Page title and screen class						
Custom Sep 14 - Oct 14, 2025						
Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user	Event count	Key events
	↓				All events	All events
Total	25,804 100% of total	8,447 100% of total	3.05 Avg 0%	1m 19s Avg 0%	83,835 100% of total	26,617.00 100% of total
1 Community Pool Brisbane, CA	2,747 (10.65%)	1,191 (14.1%)	2.31	1m 08s	7,104 (8.47%)	1,413.00 (5.31%)
2 Home Page Brisbane, CA	2,471 (9.58%)	1,483 (17.56%)	1.67	20s	9,128 (10.89%)	3,008.00 (11.3%)
3 Day in the Park & Derby Brisbane, CA	819 (3.17%)	512 (6.06%)	1.60	46s	2,332 (2.78%)	600.00 (2.25%)
4 (not set)	786 (3.05%)	91 (1.08%)	8.64	0s	1,462 (1.74%)	676.00 (2.54%)
5 Search Filters Brisbane, CA	785 (3.04%)	428 (5.07%)	1.83	55s	2,207 (2.63%)	526.00 (1.98%)
6 Parks and Recreation Brisbane, CA	517 (2%)	374 (4.43%)	1.38	30s	1,641 (1.96%)	502.00 (1.89%)
7 Recent Meetings Brisbane, CA	512 (1.98%)	204 (2.42%)	2.51	54s	1,876 (2.24%)	712.00 (2.67%)
8 Upcoming Meetings Brisbane, CA	512 (1.98%)	235 (2.78%)	2.18	32s	1,740 (2.08%)	566.00 (2.13%)
9 Utility Billing Brisbane, CA	477 (1.85%)	252 (2.98%)	1.89	32s	1,765 (2.11%)	638.00 (2.4%)
10 Mission Blue Center Brisbane, CA	450 (1.74%)	281 (3.33%)	1.60	1m 06s	1,425 (1.7%)	380.00 (1.43%)
11 Page not found Brisbane, CA	436 (1.69%)	394 (4.66%)	1.11	2s	1,802 (2.15%)	783.00 (2.94%)
12 Building Permits Brisbane, CA	374 (1.45%)	181 (2.14%)	2.07	45s	1,522 (1.82%)	680.00 (2.55%)
13 Bids and RFPs Brisbane, CA	370 (1.43%)	249 (2.95%)	1.49	9s	1,455 (1.74%)	615.00 (2.31%)
14 Calendar Brisbane, CA	340 (1.32%)	252 (2.98%)	1.35	30s	905 (1.08%)	269.00 (1.01%)
15 Marina Brisbane, CA	326 (1.26%)	235 (2.78%)	1.39	33s	1,235 (1.47%)	412.00 (1.55%)
16 Staff Directory Brisbane, CA	268 (1.04%)	189 (2.24%)	1.42	1m 03s	736 (0.88%)	189.00 (0.71%)
17 Berth Information Brisbane, CA	257 (1%)	179 (2.12%)	1.44	1m 31s	736 (0.88%)	193.00 (0.73%)
18 Career Opportunities Brisbane, CA	245 (0.95%)	187 (2.21%)	1.31	10s	772 (0.92%)	187.00 (0.7%)
19 Contact Us Brisbane, CA	206 (0.8%)	148 (1.75%)	1.39	38s	567 (0.68%)	149.00 (0.56%)
20 City Council Brisbane, CA	189 (0.73%)	141 (1.67%)	1.34	2m 21s	642 (0.77%)	189.00 (0.71%)
21 Swim Lessons Brisbane, CA	189 (0.73%)	129 (1.53%)	1.47	1m 00s	706 (0.84%)	312.00 (1.17%)
22 Planning Commission Meeting Brisbane, CA	188 (0.73%)	134 (1.59%)	1.40	8s	552 (0.66%)	174.00 (0.65%)
23 Police Brisbane, CA	183 (0.71%)	131 (1.55%)	1.40	1m 03s	730 (0.87%)	271.00 (1.02%)
24 Community Center Brisbane, CA	153 (0.59%)	91 (1.08%)	1.68	1m 13s	466 (0.56%)	138.00 (0.52%)
25 City Council Meeting Brisbane, CA	150 (0.58%)	115 (1.36%)	1.30	24s	567 (0.68%)	239.00 (0.9%)

Organic Search, Social Media, and Direct Traffic, Last 30 Days:

Session primary...Channel Group)						
↓ Sessions						
	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count	
					All events	
Total	11,949 100% of total	8,032 100% of total	67.22% Avg 0%	56s Avg 0%	7.01 Avg 0%	83,705 100% of total
1 Organic Search	7,318 (61.24%)	5,361 (66.75%)	73.26%	1m 10s	7.47	54,697 (65.34%)
2 Direct	4,011 (33.57%)	2,192 (27.29%)	54.65%	23s	5.09	20,412 (24.39%)
3 Referral	434 (3.63%)	322 (4.01%)	74.19%	1m 53s	14.56	6,317 (7.55%)
4 Organic Social	222 (1.86%)	151 (1.88%)	68.02%	29s	4.91	1,089 (1.3%)
5 Unassigned	170 (1.42%)	16 (0.2%)	9.41%	40s	6.52	1,108 (1.32%)
6	8 (0.07%)	8 (0.1%)	100%	1m 27s	9.63	77 (0.09%)
7	1 (<0.01%)	1 (0.01%)	100%	1m 18s	5.00	5 (<0.01%)

Top Operating System by Users, Last 30 Days:

Operating system ▾ +		↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user
Total		8,464 100% of total	7,491 100% of total	8,056 100% of total	67.13% Avg 0%	0.95 Avg 0%
1	Windows	3,579 (42.28%)	3,137 (41.88%)	3,362 (41.73%)	71.14%	0.94
2	iOS	2,642 (31.21%)	2,339 (31.22%)	2,454 (30.46%)	60.85%	0.93
3	Macintosh	1,296 (15.31%)	1,071 (14.3%)	1,428 (17.73%)	73.12%	1.10
4	Android	688 (8.13%)	587 (7.84%)	638 (7.92%)	64.9%	0.93
5	Linux	289 (3.41%)	278 (3.71%)	177 (2.2%)	59.4%	0.61
6	Chrome OS	54 (0.64%)	47 (0.63%)	51 (0.63%)	70.83%	0.94
7	(not set)	32 (0.38%)	32 (0.43%)	2 (0.02%)	6.25%	0.06

Top Search Engine by Users, Last 30 Days:

Browser ▾ +		↓ Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count All events ▾
Total		7,884 100% of total	6,907 100% of total	7,443 100% of total	67.46% Avg 0%	0.94 Avg 0%	1m 18s Avg 0%	77,445 100% of total
1	Chrome	4,760 (60.38%)	4,160 (60.23%)	4,279 (57.49%)	68.49%	0.90	1m 10s	43,585 (56.28%)
2	Safari	2,333 (29.59%)	2,017 (29.2%)	2,286 (30.71%)	63.77%	0.98	1m 07s	20,750 (26.79%)
3	Edge	484 (6.14%)	367 (5.31%)	610 (8.2%)	80.9%	1.26	2m 08s	7,381 (9.53%)
4	Firefox	188 (2.38%)	150 (2.17%)	176 (2.36%)	75.21%	0.94	5m 49s	4,587 (5.92%)
5	Safari (in-app)	80 (1.01%)	78 (1.13%)	48 (0.64%)	55.81%	0.60	9s	368 (0.48%)
6	Internet Explorer	51 (0.65%)	54 (0.78%)	12 (0.16%)	22.22%	0.24	0s	174 (0.22%)
7	Android Webview	25 (0.32%)	25 (0.36%)	21 (0.28%)	65.63%	0.84	38s	224 (0.29%)
8	Samsung Internet	25 (0.32%)	22 (0.32%)	19 (0.26%)	59.38%	0.76	1m 17s	218 (0.28%)
9	(not set)	19 (0.24%)	19 (0.28%)	1 (0.01%)	5.26%	0.05	1s	68 (0.09%)
10	Opera	10 (0.13%)	9 (0.13%)	6 (0.08%)	54.55%	0.60	43s	55 (0.07%)