What were our stated goals?
Community Partnership and Engagement

Objectives for 2018-2020

- Foster **community partnership** that brings together diverse voices and leverages community resources.
- Develop the next generations of community leaders through **civics education**, volunteerism, etc.
- Provide **forums** and other opportunities for regular communication and engagement.
- Attract **volunteers** from all segments of our community.
- Engage our **Hispanic community** and other community components.
- Develop and implement a comprehensive **two-way communications** and engagement strategy.
How did we engage Paso Robles residents?
Methods of engagement

Public meetings, workshops and charrettes; social media, public relations, speakers bureaus, surveys, polls, direct mail campaigns, flyers, billboards, posters, emails, City newsletter and website postings.
Partners in engagement

These organizations and outlets help engage City residents and business owners by hosting City presentations and sharing City information with their members, staff, boards, committees and subscribers.
What were the results?
Increased engagement across the board

§ Increase in website traffic
§ Increase in public comment
§ Increase in social media reach
§ Increase in meeting attendance
§ Increase in local media coverage
§ Increase in newsletter subscribers
§ Increase in developer-led meetings

* See staff report appendices for metrics
What we do well

Foster **community partnership** that brings together diverse voices and leverages community resources.

Provide **forums** and other opportunities for regular communication and engagement.

Attract **volunteers** from all segments of our community.

Provide **two-way communications** and engagement.
What we can do better

Develop the next generation of community leaders through civics education, volunteerism, etc.

Engage our Hispanic community and other community groups.
What are residents saying?
Positive Feedback

Angela R. via Facebook
I appreciate the communication on this page... Keep up the great work!

Marty D. via NextDoor
Love hearing all that's going on from city council, rental, water, EIRs. Keep it coming!

Andy P. via Facebook
I think the city's efforts to engage with residents are great. It's very important to let people know what's going on in the city, and social media is the best way in our modern world. Keep up the great work.

Susan G. via Facebook
Go Paso. I love the engagement!!! Keep it up.

Courtney C. via Facebook
I really like that the city posts on social media. Helps me stay informed!

Angela P. via NextDoor
I highly recommend signing up for the different City newsletters. I set up both text and email notifications. I am an admin for a citizens resource group on Facebook. The alerts let me share up-to-date information residents need to know. I can also email questions or comments to the people who can help the most.
Desiré H. via Facebook
I think an important and often overlooked discussion surrounds what does city government do? Teaching how the every day person can stay civically engaged... (And) live stream council meetings.

Linda C. via NextDoor
It would be helpful to put a comment area on each publication so it is easier for residents to express thoughts and opinions without having to go to a website.

Jan A. via Nextdoor
More Town Hall meetings. While always interesting and informative, the City Council meetings are fraught with rules and protocols that intimidate the average person.

Christa B. via Facebook
I like a postcard about city changes and can email my ideas or opinions.
What’s planned for 2020?
Key Civic Engagement Topics for 2020

§ Budget
§ Housing
§ General Election
§ Homeless Services
§ Downtown Parking
§ Community Priorities
§ Hispanic community engagement
§ Other items as identified by department
What is being considered for the future?
Programs to Consider for the Future

§ Paso Talks
§ Civics 101 Expo
§ Civics Academy
§ Mock City Council Meetings
Thank you for engaging