Council Agenda Report

From: Shonna Howenstine, Civic Engagement Coordinator

Subject: Community Engagement Update and Plan for 2020

Date: March 3, 2020

Facts

1. As of July 1, 2017, the City has employed a full time Civic Engagement Coordinator in the City Manager’s Office to increase resident engagement in City business.

2. City Council’s adopted Goals and Strategic Priorities adopted in 2018 include “Community Partnerships and Engagement” as a priority.

3. Each year the Civic Engagement Coordinator works with each department to conduct public outreach campaigns around major projects, in addition to daily interactive communication with residents via phone, email, social media, and in-person meetings.

4. City staff cooperates with local organizations to increase the effectiveness of public outreach campaigns while strengthening relationships in the community. Organizations include, but are not limited to, the Paso Robles Chamber of Commerce, Paso Robles Downtown Main Street Association, Paso Robles Wine Country Alliance, Travel Paso, the Hispanic Business Association, local service clubs, homeowners’ associations, and more.

5. The attached report illustrates how community engagement efforts have increased since the adoption of City Council goals in 2018 and provides an overview of the types and scale of engagement efforts underway.

6. As a result of these efforts and partnerships, attendance at public meetings has increased, as has the number of community meetings held. Some Paso Robles residents have stated on social media, in emails, and in person that they feel better informed and have a clearer understanding of projects and City business as a result of the City’s increased public outreach efforts. Many have expressed their gratitude at the efforts made to provide simple explanations and facts about local issues, as shown in the accompanying presentation.

7. To continue to build on community engagement efforts, the following projects have been identified as priorities for community engagement in 2020. These are complex issues that will involve targeted outreach efforts including elements such as public meetings or workshops, speakers’ bureaus, social media postings, surveys, direct mailers, flyers, posters, emails, the biweekly City newsletter, and website postings.

   a. Biennial Budget Development
   b. Housing Planning and Development
   c. November 2020 General Election
   d. Homeless Services
   e. Downtown Parking Program
   f. Hispanic community engagement
   g. Other items as identified by departments.
8. Beyond these focal points for 2020, staff will continue to explore ways to further expand community engagement efforts and increase participation in the process of local government. Depending on the level and types of engagement that Council and the community prefer, additional resources may be required.

Options
1. Take no action;
2. Receive and file the Community Engagement Report for July 2017-December 2019 and approve the community engagement plan for 2020, providing staff with any further direction as needed; or
3. Provide alternative direction to staff.

Analysis and Conclusions
In addition to the increase in resident engagement measured in the Civic Engagement Report, Paso Robles residents have given positive feedback about the City’s public outreach efforts since implementation began in 2017. Consistency in engagement campaigns across departments will continue to build trust and engagement with residents and allow City Council to make decisions based on resident input.

To further Council’s goals in 2020, the primary community engagement efforts planned will include the following:

Biennial Budget Development
Council began its public outreach efforts for its next two-year budget in January with a public Budget Planning Session on January 25th. Staff will continue to promote all opportunities for the public to give input on the budget before its adoption in June 2020. This will include a series of staff presentations and discussions at roughly 20 community groups and organizations to seek further input regarding community priorities, building upon survey data received over the last three years.

Housing Planning and Development
Housing was also one of Council’s priorities identified in 2018 and remains a focus for Paso Robles in 2020. Staff will be managing and encouraging housing-related outreach in two key ways in 2020:

- Housing Element update – holding public workshops and soliciting resident input throughout the process of updating the City’s Housing Element, which is a state-mandated element of the City’s General Plan that plans for the future of housing development in Paso Robles.
- Development – encouraging developers of sizable developments to include public input throughout their planning process all the way through to Council consideration of project approval. In addition, staff will continue to promote developers’ public outreach events to ensure the community is aware of them.

2020 General Election
The City Manager’s Office and Deputy City Clerk work closely with the San Luis Obispo County Elections Office to promote and manage local and general elections - including outreach and communications to potential City Council candidates, document filing, candidate deadline tracking and disseminating voter education, registration and polling place information.

Homeless Services
Paso Robles is focusing on addressing the impacts of homelessness in our community and will continue to keep residents engaged and informed through interaction with:

- Warming Center – Public forums began February 26, 2020 and will continue through the completion of the project in 2021. Each opportunity for public input will be widely publicized to encourage community involvement.
CAT Team – The Community Action Team is comprised of three officers in the Police Department who work daily to build relationships with displaced and at-risk people and direct them to available resources in the community for those experiencing homelessness. Their presence has already helped build understanding in the community, and they will be reporting regularly on their work.

Downtown Parking Program
Significant public input has been sought regarding The Downtown Parking Program since before its inception in August 2019. This input will continue, with Council’s consideration of converting the Parking Steering Committee into an ongoing formal advisory body to City Council. Should Council approve any future changes to the Program, additional outreach work would be done around those changes as well.

Hispanic Community Engagement
Hispanic community outreach was identified as one of Council’s key goals in 2018, and some progress has been made to date through programs at the City Library, Library Study Center, and the Recreation Services Department. Additional efforts in 2020 include:

- Providing translation services at City Council meetings, pending Council approval;
- Attracting greater diversity in community members applying for advisory bodies by recruiting and offering training;
- Providing content to the county’s new Spanish-language magazine (Somos!);
- Continuing to work with the Hispanic Business Association and seeking opportunities for broader involvement in community and City activities; and
- Offering Community Emergency Response Team (CERT) classes in Spanish.

Future additions to civic engagement efforts are being explored. Some programs identified as possibilities include:

- Civics 101 Expo – Each department plus City Council has two minutes to describe their role in the organization and community and then hosts a booth to field questions from residents.
- Civics Academy - Quarterly or monthly events and social media content to educate residents and community stakeholders on City government, City business and municipal operations. Participants in the Academy would receive certificates of completion to attach to future advisory body/board applications, etc.
- Paso Talks (continuation) – A quarterly series based on current issues in Paso Robles.
- Mock City Council Meetings – Expand this program from once per year with two schools to three times per year with Elementary, Middle School and High School leadership programs each debating a mock City Council discussion item.

Fiscal Impact
There are no fiscal impacts for the proposed 2020 civic engagement plan. Any costs associated with public
outreach will be paid for using funds previously allocated to each department. In addition, the City Manager’s Office has Public Education funds that can be used when deemed necessary.

If Council directs a significant expansion of current efforts now or in the future, additional resources would be necessary.

**Recommendation (Option 2)**

Receive and file the Community Engagement report for July 2017-December 2019 and approve the community engagement plan for 2020, providing staff with further direction as needed.

**Attachments**

1. City Council Adopted Goals for 2018-2020
   a. Appendix 1 – Public outreach events
   b. Appendix 2 – City Newsletter statistics
   c. Appendix 3 – City website statistics
   d. Appendix 4 – Social Media statistics
   e. Appendix 5 – City press release list
   f. Appendix 6 – Film permits/projects
3. Presentation - Community Engagement Report 2020
City of Paso Robles

Goals and Strategic Priorities

Adopted March 6, 2018

HOUSING

Provide the environment and means to increase the City’s housing inventory by an average of approximately 300 units per year, for both single and multi-family units, and options to make housing available to all residents within the current City boundary.

- Implement innovative housing strategies and processes that encourage housing development. Enable housing types, amenities, and services that meet the needs of all generations and income levels (including affordable, workforce, and CEO housing).
- Ensure an appropriate mix of owner-occupied and rental housing. Monitor and, as necessary, regulate short-term rentals, to ensure they do not result in unintended consequences on the availability of housing available to full-time residents.
- Consider preference to meeting the housing needs of existing residents and employees, when compared to, for example, people seeking to purchase a second home.
- Identify factors that contribute to homelessness that the City can address—through such programs as additional social services and resources—and increase housing opportunities for the homeless within the North County.

ECONOMIC VITALITY

Provide the environment and means to attract, retain, and expand diverse business and employment opportunities. Become a premiere economic hub, without losing Paso’s small-town feel.

- Promote agriculture and the visitor economy (i.e., tourism and hospitality) as the continued foundation for our local economy.
- Support a thriving downtown, Airport, industrial areas, and commercial areas.
- Diversity the economy, to decrease risks, lead to better balance, and create a wider variety of jobs and career paths, by assisting in the development and attraction of a wide range of new businesses.
- Promote the retention and growth of existing businesses.
- Promote educational and training opportunities for workforce and career development.

INFRASTRUCTURE (including utilities, public places, and transportation)

Continue to develop, upgrade, and maintain all infrastructure resources necessary to support existing residents, businesses, and visitors, and to provide the environment and means for sustainable growth.

- Invest the resources necessary to create and adequately maintain existing and future infrastructure.
- Expand and broaden our infrastructure to promote economic growth in key areas, including: the Airport; modern technology (such as optical fiber, 5G phone service); reclaimed water, etc.
- Upgrade multi-modal transportation opportunities.
- Ensure adequate customer mobility and parking in the downtown.
Implement the River Plan
Increase connectivity within the community, including parallel routes to Hwy 46E, pedestrian bridges over the River.
Provide adequate passive and active recreational spaces, including ballfields

COMMUNITY CHARACTER AND QUALITY OF LIFE
Provide robust public safety and community services to residents and visitors that ensure a desirable quality of life. Focus on and demonstrate commitment to services that safeguard our community and preserve our small town values.
Proactively support public safety and disaster preparedness.
Reduce vehicle-on-vehicle and vehicle-on-pedestrian/bicycle traffic accidents.
Analyze and understand the impacts of our growing tourism and residential populations and our ability to provide desirable safety and public services.
Support, attract, and expand recreational, cultural, and educational opportunities.
Address public health concerns (including drug misuse and abuse) and mental health concerns by partnering with public, private, and not-for-profit service providers.
Understand, embrace, and celebrate our cultural diversity and local heritages.
Support and sustain natural resources and resource efficiency, while pursuing community development and practices that maintain or improve the environment and public health, so that development meets the needs of the present without compromising the ability of future generations to meet their needs.
Foster mutual respect and continued dialogue amongst our different cultures.

COMMUNITY PARTNERSHIP AND ENGAGEMENT
Foster community partnership and engagement 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, to include all types of media, to develop and maintain trust and to ensure the City organization and the community remain firmly connected.

GOVERNANCE/CITY OPERATIONS
Ensure the City continues to govern, in a high-quality and transparent manner, solely for the entire community’s long-term interests.
Ensure the City lives within its means over the long term.
As of July 1, 2017, the City has employed a full time Civic Engagement Coordinator in the City Manager’s Office to increase resident engagement in City business. The Civic Engagement Coordinator works with each department to conduct public outreach campaigns around major projects, in addition to daily interactive communication with residents via phone, email, social media and in-person meetings.

During the eighteen-month period from July 2017 through December 2019, the following public engagement took place. The results of those efforts are listed in the attached appendices, with efforts gradually increasing and gaining momentum over time.

Executive Summary

- 12 major public outreach campaigns from July 2017 to date
- 20-50 Public outreach events per year on average
- 100+ press releases per year on average
- 21% increase in web traffic from August 2017
- Over 1,000% increase in newsletter subscriptions (from 200 in 2017 to 2200 in late 2019)
- 13 film projects/film permits issued

Public Outreach Campaigns:
Outreach for any given issue or project typically includes any of the following elements: task force or steering committee meetings, public workshops and/or meetings, public relations efforts, speakers bureau, direct mail pieces, social media postings and other online promotion. Campaigns may include outreach from multiple departments and/or public engagement consultants. The projects in 2017-2019 that required pre-planned community engagement were:

- District Elections
- Downtown Paid Parking
- Mural Ordinance
- Niblick Corridor Plan
- Noise Element Update
- Olsen-Chandler Specific Plan
- Paso Talks
- Railroad Street Design Concept
- Sherwood Park Master Plan
- Short-Term Rental Ordinance
- Tobin James Park
- Wayfinding Signage Program

Responsive information sharing/customer service/public relations:
The list below are items of interest to residents that prompted a response or multiple responses from staff. These can be considered the “hot-button” issues from 2017-2019.

- 13th St. pedestrian improvements
- Affordable housing
- Downtown parking
- Emergency preparedness
- Golden Hill/Union roundabout
- Graffiti removal
- Growth and Housing
- Homelessness
- Jardine Road repairs
- Olsen-South Chandler EIR
- PG&E Power Shutoffs
- Riverbed cleanup
- Road/street repairs
- Short-term rentals
- Traffic
- Weed abatement
- Wildfires
Public Outreach Events in 2019 (45 total, does not include Recreation events)

One of Council’s objectives for civic engagement is to “Provide forums and other opportunities for regular communication and engagement.” Every department plays a role in fulfilling this objective.

The events below show a one-year snapshot of opportunities for interested community members to give input on City business, help shape policy, learn about civics, prepare for local emergencies and to be part of the community. In 2019 the City of Paso Robles hosted at least 45 events to engage and inform the community.

01/30/19 Olsen-South Chandler Environmental Review Scoping Meeting
01/31/19 Council District Boundary Map Building Workshop
02/21/19 Paso Robles City Council Special Meeting - Homelessness Workshop
02/27/19 Short Term Rental Task Force Meeting
02/27/19 District Boundary Map Building Workshop 2
03/06/19 Short-Term Rental Task Force Meeting
03/13/19 Short-Term Rental Task Force Meeting
03/20/19 Short-Term Rental Task Force Meeting
03/27/19 Short-Term Rental Task Force Meeting
04/02/19 Volunteer Appreciation Reception
04/03/19 Short-Term Rental Task Force Meeting
04/10/19 Short-Term Rental Task Force Meeting
05/06/19 Downtown Parking Steering Committee
05/15/19 Public Workshop - Community Choice Energy Program
05/31/19 Mock City Council Meeting (Kermit King/Bauer Speck schools)
06/05/19 Public Hearing - Short-Term Rental Ordinance (recessed City Council Meeting)
08/14/19 Building & Fire Code Public Workshop
08/20/19 Merchant Parking Validation How-To Workshop
08/21/19 Merchant Parking Validation How-To Workshop
09/26/19 Niblick Road Advisory Committee meeting
10/01/19 Paso Robles Night Out
10/02/19 Coffee with a Cop
10/05/19 Paso Robles Fire Department Open House
10/07/19 Oak Meadows HOA presentation (Building, Planning, Parking)
10/09/19  Engine 8191 Visit and Fire Safety presentation/Boys and Girls Club of Paso
10/10/19  Engine 8191 Alisa Ann Ruch Burn Relay
10/11/19  Pioneer Day Parade – Fire Engine Entry
10/12/19  Lowes First Alert Event – Safety presentations
10/16/19  CERT Training Units 1 & 2
10/16/19  Engine 8191 First 5 CA preschool engine visit
10/17/19  Downtown Parking How-To Demo
10/26/19  CERT Training Units 3 & 4
10/30/19  CERT Training Units 5 & 6
10/30/19  Tertiary Treatment Facilities Ribbon Cutting Ceremony
11/04/19  Niblick Road Corridor Project: Public Input Workshop
11/04/19  Niblick Road Corridor Project: Walk Niblick with Design Experts/ Workshop
11/05/19  Niblick Road Corridor Project: Walk Niblick with Design Experts
11/06/19  Niblick Road Corridor Project: Try a Protected Bike Lane & Crosswalk
11/06/19  CERT Training Units 7 & 8
11/07/19  Niblick Road Corridor Project: See the Preliminary Designs
11/07/19  Parking presentation at the Senior Center
11/09/19  CERT Review (Final unit in series)
11/20/19  Parking presentation at Chamber Wake Up Paso
11/21/19  Tobin James Park Open House
12/19/19  Downtown Parking Steering Committee
City Newsletter and Council Meeting Highlights

The City provides regularly scheduled updates for its residents in the form of City Council Meeting highlights and the City Newsletter. Residents can subscribe to receive these updates via email, text or both through the “Notify Me” link on the homepage of www.prcity.com. Newsletters go directly to Newsletter subscribers.

City Council Meeting Highlights go to subscribers of the City Council Highlights and also to interest-based subscriber lists based on which topics were on the agenda. For example, if Short Term Rentals were on the agenda, subscribers to the “Short Term Rentals” list would also receive a copy.

Residents can set their notification preferences on the “Notify Me” page of www.prcity.com.

### Newsletter reach for 2019

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### City Council meeting highlights

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PrCity.com Website Analytics

The City launched a new website in August of 2018, which resulted in a 20% increase in unique visits in its first year and helped grow the Newsletter subscriber list from 200 subscribers in 2017 to over 2000 in December of 2019, a nearly 1000% increase.

The new website format also allows each department to update their own pages and provide timely information on upcoming projects.

The City’s website receives close to 6,000 unique visitors per month. From the homepage, visitors can access every department; find links to agendas, frequently asked questions, and timely topics. Website visitors can also pay their water bill, check out a library book, sign up for a class, check the status of their building permit, report a pothole and more.

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* Stats pulled in January 2020

Top Referring Websites

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</thead>
<tbody>
<tr>
<td>Facebook mobile</td>
<td>2,811</td>
</tr>
<tr>
<td>pasoroblesdailynews.com</td>
<td>2,176</td>
</tr>
<tr>
<td>water.prcity.com</td>
<td>1,437</td>
</tr>
<tr>
<td>Twitter</td>
<td>685</td>
</tr>
<tr>
<td><a href="http://www.blackgold.org">www.blackgold.org</a></td>
<td>629</td>
</tr>
<tr>
<td><a href="http://www.travelpaso.com">www.travelpaso.com</a></td>
<td>548</td>
</tr>
<tr>
<td>Link shared on Facebook</td>
<td>521</td>
</tr>
<tr>
<td>Google via Android app</td>
<td>500</td>
</tr>
<tr>
<td><a href="http://www.pasorobleschamber.com">www.pasorobleschamber.com</a></td>
<td>429</td>
</tr>
<tr>
<td><a href="http://www.facebook.com">www.facebook.com</a></td>
<td>389</td>
</tr>
</tbody>
</table>
**Social media reach for 2019**

Social media has become an invaluable tool for helping attain all of Council’s objectives for civic engagement in 2017-2019, including: 1) Developing the next generations of community leaders through civics education, volunteerism, etc.; and 2) Providing forums and other opportunities for regular communication and engagement; and 3) Attracting volunteers from all segments of our community; and; and 4) Developing and implementing a comprehensive two-way communications and engagement strategy.

The numbers in each column denote how many people saw City of Paso Robles content each month. These numbers refer to the “City of Paso Robles Updates” Facebook page. The Police Department and Community Services also have social media presence beyond these statistics.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
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<td></td>
</tr>
<tr>
<td>28 days total</td>
<td>201,359</td>
<td>876,346</td>
<td>240,141</td>
<td>240,141</td>
<td>322,852</td>
<td>169,339</td>
<td>482,060</td>
<td>461,988</td>
</tr>
<tr>
<td>reach</td>
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<table>
<thead>
<tr>
<th></th>
<th>Oct 2019</th>
<th>Nov 2019</th>
<th>Dec 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Twitter</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total impressions</td>
<td>14,300</td>
<td>9,900</td>
<td>13,900</td>
</tr>
</tbody>
</table>

|                  |          |          |          |          |          |          |          |          |
| **NextDoor**     |          |          |          |          |          |          |          |          |
| Interactions     | 3,696    | 2,914    | 5,926    | 6,672    | 6,022    | 7,053    | 6,501    | 18,315   |

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</thead>
<tbody>
<tr>
<td><strong>Facebook</strong></td>
<td>273,152</td>
<td>239,834</td>
<td>378,247</td>
<td>191,804</td>
</tr>
<tr>
<td>28 days total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>reach</td>
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<td></td>
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</tr>
</tbody>
</table>

|                  | 11,000   | 10,700   | 12,200   | 12,400   |
| **Twitter**      |          |          |          |          |
| Total impressions|          |          |          |          |

|                  | 8,576    | 12,158   | 12,132   | 7,768    |
| **NextDoor**     |          |          |          |          |
| Interactions     |          |          |          |          |

**Demographics of the “Paso Robles City Updates” Facebook audience**

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.
Press releases (98 total, does not include Police Department arrest announcements)

The City of Paso Robles has worked diligently to build relationships with local media by providing press releases, facilitating interviews, and being a consistent source of facts and information for the media to pass on to its readers, listeners and subscribers. This positive approach to collaboration with the media has translated into increased coverage of City business and “pick up” of City press releases.

The Civic Engagement Coordinator works with other departments to draft and/or distribute press releases via the City website. Residents can subscribe to receive these updates via email, text or both through the “Notify Me” link on the homepage of www.prcity.com and selecting “Paso Robles City Press Releases”.

01/11/19  Paso Robles Planning Commission VOLUNTEERS WANTED
01/11/19  Series of Winter Storms Approaching
01/14/19  Paso Robles Housing Authority SEEKING APPLICANTS
01/16/19  Winter Storm Safety Reminder
01/18/19  Paso Robles Changing to By-District Voting
01/30/19  Winter Storms Approaching
02/12/19  New City Planning Commissioners Appointed
02/14/19  City of Paso Robles Press Release - Short-Term Rental Ordinance to be Reconsidered
02/14/19  Short-Term Rental Ordinance to be Reconsidered
02/22/19  Paso Robles Holding Second Workshop on Change to By-District Voting
02/27/19  The City of Paso Robles has launched a new mobile app!
03/28/19  Paso Robles is Updating its Noise Regulations
04/02/19  UPCOMING FIRE SEASON
05/07/19  Paso Robles Police Department issues 54 Citations for Distracted Driving
05/23/19  Golden State Classics Car Club Show - May 24th & 25th
05/24/19  EMS Response to Daniel Lewis Middle School
05/30/19  THE PASO ROBLES POLICE DEPARTMENT HOSTS “COFFEE WITH A COP!”
06/06/19  DUI/Driver’s License Checkpoint Planned this Weekend
06/07/19  Paso Robles City Council Approves First Reading of Short-Term Rental Ordinance
06/12/19  Niblick Road Vegetation Fire
06/19/19  Paso Robles Announces New Assistant City Manager
06/20/19  Paso Robles Seeking Graffiti Removal Volunteers
06/21/19  Paso Robles City Council Send Back Proposed Short-Term Rental Ordinance
06/28/19  An important message from your Fire Department
07/03/19  Paso Robles to Implement Paid Parking Downtown
07/03/19  4th of July Event
07/15/19  Public Hearing Notice: Short-Term Rental Ordinance
07/17/19  Temporary Paso Robles Police Lobby Hours of Operation
08/02/19  PASO ROBLES PAID PARKING LAUNCHES AUGUST 14
08/05/19  City of Paso Robles Holding Building & Fire Code Public Workshop
08/08/19  Fire Department Active Shooter Training
08/09/19  Rapid Response and Active Shooter Training
08/12/19  Paso Robles Police Department Encourages Public to be Responsible and Drive Sober
08/15/19  Public Hearing Notice: Noise Ordinance
08/22/19  Paso Robles Holds Drill for Power Outage
08/23/19  City Park Playground Temporary Closure 8/28
09/13/19  DUI/Driver’s License Checkpoint Planned for September 14, 2019
10/02/19  Paso Robles Firefighters Hosting an Open House
10/04/19  Support disaster response and recovery efforts in your community!
10/11/19  Pioneer Day Parade 2019
10/17/19  Draft EIR Now Available for Review for Olsen-South Chandler Ranch Specific Plan
10/22/19  Help Shape the Future of Niblick Road
10/23/19  Paso Robles Seeking New Members for Housing Constraints and Opportunities Committee
10/25/19  Rapid Response and Active Shooter Training
10/28/19  Paso Robles is Updating its Noise Regulations
10/30/19  City of Paso Robles Celebrates Completion of Tertiary Treatment Plant
11/14/19  Community Emergency Response Training Graduation
11/15/19  Rapid Response and Active Shooter Training at Library/City Hall
11/15/19  Community Emergency Response Training Graduation
11/19/19  Paso Resident Donating Park
11/20/19  Rapid Response and Active Shooter Training
12/06/19  Christmas Parade 2019
12/26/19  Paso Robles Housing Authority Seeking Volunteers
12/30/19  MLK Celebration 2020
Film Projects/Permits Issued:

Film permits for projects on public property or in the public right of way are issued by the City Manager’s Office and coordinated by the Civic Engagement Coordinator, who uses the opportunity to connect film projects to local resources, including locations, film staff, restaurant recommendations and local points of interest. Once the films are complete, the information gets shared via social media as a fun way to create community pride.

2017 Film Permits/Projects:

- The Car Guys, documentary
- Destination Wedding, feature film
- We Bought the Vineyard, HGTV pilot
- California Creamin', Vice TV documentary
- The Road Less Traveled, Robb Report commercial
- Great American Railroad Journeys, History Channel TV episode

2018 Film Permits:

- Paso Wine Man, video
- Rose All Day, TV episode
- The Last Drag, independent film
- Extreme RV, Travel Channel TV episode

2019 Film Permits:

- Open, CSUMB student film
- Crimson Cuffs, independent film
- First Time Flippers, DIY Network episode
Civic Engagement Report
2018-2020

MARCH 3, 2020
What were our stated goals?
### Community Partnership and Engagement

#### Objectives for 2018-2020

1. **Foster community partnership** that brings together diverse voices and leverages community resources.
2. Develop the next generations of community leaders through *civics education*, volunteerism, etc.
3. Provide *forums* and other opportunities for regular communication and engagement.
4. Attract *volunteers* from all segments of our community.
5. Engage our *Hispanic community* and other community components.
6. 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.
Constructive Feedback

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