



TO: Chair and Members of the Public Engagement Commission

SUBMITTED BY: Kelly Hoover, Community Relations Manager

PREPARED BY: Jaime Shaw, Community Relations Assistant

SUBJECT: Community Relations Annual Outreach Recap for FY 2024/25

RECOMMENDATION:

- A. Receive a presentation on the Community Relations Annual Outreach Recap for Fiscal Year 2024/25.
- B. Provide input on increasing engagement on the City's social media channels.
- C. Give feedback on ways to educate the community about Goleta's four districts.

DISCUSSION:

The Commission will receive the Community Relations Annual Outreach Recap for Fiscal Year 2024/25. This presentation provides a recap on the City's communication efforts from July 1, 2024, through June 30, 2025. The recap highlights the strategies used to increase public participation, areas of achievements, opportunities to grow and ideas to increase the amount of people receiving information from the City. The Division also requests feedback from the Commission regarding social media platforms and ideas to educate the community about which district they live in.

The purpose of the Community Relations Division within the City Manager's Office is to provide accurate and timely information on items that impact the public including, but not limited to, the City's projects, programs, meetings and events. The Division executes the City's messaging in various forms of communication and seeks to use new technologies as they are available. The Division is also responsible for supporting community participation, providing emergency public information and creating content for all the City's informational tools, including the website and social media.

The highest priority of the City is Public Safety and providing timely updates to the community during emergencies. Community Relations works closely with the City's Emergency Services Coordinator, the County of Santa Barbara, Sheriff's Office, Fire Department, and other collaborative agencies. The latest information is vetted and confirmed and then subsequently shared with the public.

There are a variety of outreach methods the City uses to reach the widest audience of community members. These include: the City of Goleta website (www.CityofGoleta.org), GovDelivery text/email notifications, press releases, Facebook, X (formerly Twitter), Instagram, Nextdoor, Monarch Press monthly e-newsletter, YouTube, Goleta TV Channel 19, Blackboard Connect (phone notification system), A-frames, light-post banners and community events.

As is the mission of the Public Engagement Commission, the Community Relations Division also wants to connect with all members of the community and ensure they are comfortable and feel invited to participate in local government. One of the key ways that the City does that is through a focus on Spanish outreach.

The City continues to make strides in its efforts to increase Spanish engagement. Subscribers to the City's GovDelivery (email/text notification system) *Goleta en Español* topic list continue to increase (1,673 vs. 1,553 in FY 2023/24) with 247 messages being sent in Spanish over the last fiscal year. The City also held its third bilingual award-winning LEAD Goleta Community Academy in January/February 2025 with five Spanish-speaking graduates. The City was proud to receive a 2024 Helen Putnam Award for Excellence in the category of Enhancing Public Trust, Ethics, and Community Involvement through its LEAD Goleta Bilingual Community Academy.

New in FY 24/25, City Council meetings became more accessible for Spanish-speakers. Starting in July 2024, in-person simultaneous Spanish interpretation is available at all City Council meetings and agendas are translated into Spanish. This is part of the City's goal to increase engagement, inclusivity and civic participation among our Spanish-speaking community. As of March 2025, City Council meetings are aired live and recorded on the City's YouTube channel. When viewing a previously recorded meeting, there is the capability to add auto-generated Spanish-language or closed captions in video playback, offering even more ways to access the content.

2024/2025 Highlights

Here is an update on what the Community Relations Division accomplished in Fiscal Year 2024/2025.

Events

A key way that the City strives to connect with all demographics is through community outreach events, and this past year the City held more events than ever before.

For the first time ever, the City held an historic Fourth of July Drone Lights Show. *(Although this event was held in the current Fiscal Year, most of the work was done in FY 24/25.)* Close to 6,000 people gathered at the Dos Pueblos High School Football Stadium to attend this inaugural event. In addition to the light show, there was food and entertainment beginning at 6:00 p.m. Twenty fiscal sponsors combined for \$85,750 to

help make this event happen. There were also five in-kind sponsors who contributed to the event. The City is looking at options to bring this event back in 2026.

Below is a list of other events the Community Relations Division was a part of in FY 2024/2025, with many more already occurring and planned for FY 2025/2026.

Signature Community Events

- Community State of the City – Goleta’s biggest night of the year had an impressive turnout of attendees. The annual event includes live music, City information tables, mingling, refreshments, presentations from the Mayor and City Manager and questions from the public.
- Coffee & Community – Four of these events were held throughout the year, with one in each district.
- Dam Dinner – An annual casual, community event at Lake Los Carneros with live music, food truck and approximately 400 attendees.
- Lights, Camera, Stroll – The City coordinated the initial installment of holiday lights in Old Town Goleta and held an event in front of the Goleta Community Center to celebrate the lights turning on for the first time.
- Goleta Holiday Parade and Window Decorating Contest – The City worked with parade organizers, arranged transportation for the City Council in parade, and held an annual contest for nearby businesses to get in the holiday spirit.
- Beautify Goleta – Community clean-up events and bulky item drop-offs held throughout the year in different neighborhoods
- Public Works Week Event – A free, family-friendly gathering that included an interactive "Touch-A-Truck" and was an opportunity for residents to learn about upcoming projects and meet Public Works professionals.
- E-Bike Safety Awareness Week – The City partnered with MOVE SB County on e-bike safety education at local schools and had a Proclamation at the January 21, 2025, City Council meeting.

Festivals, Ribbon Cuttings and Ground Breakings

- Ellwood Mesa 20th Anniversary event – The City worked with Ellwood Friends on this event where more than 300 people turned out throughout the day to celebrate this moment in Goleta’s history, pay tribute to this special place, and enjoy all it has to offer.
- Train Depot Groundbreaking – In partnership with the Santa Barbara County Association of Governments (SBCAG), a groundbreaking ceremony was held to mark the beginning of construction of a new full-service multi-modal train station.
- Goleta Lemon Festival – The City helps promote the event and staffs a popular City booth at this two-day festival.

- City Hall EV Charging Station Ribbon Cutting – Community Relations worked with Sustainability on this event promoting 17 new Level 2 PowerFlex EV charging stations at City Hall available for the public to use.
- Buena Tierra Ribbon Cutting – The City partnered with the Housing Authority of the County of Santa Barbara on the opening of this 60-unit permanent supportive housing for homeless and chronically homeless individuals.
- Mexican Independence Day Festival – The City helped the event organizer turn the 2024 festival into a larger event than prior years held in front of the Goleta Community Center.
- Meet Me in Old Town events – The City partnered with the Chamber on the first year of this block-party series held monthly in the summer on Magnolia Avenue in Old Town.
- NatureTrack Film Festival – The City helped promote this event at its new location, the Camino Real Marketplace.

What the Data Tells Us

In reviewing the outreach data for Fiscal Year 2024/25 and comparing it to previous years, the numbers show the City continues to reach more people while putting out a consistent amount of information every year. The level of growth is dependent on the platform. A detailed breakdown of the City's outreach by communication platform year-over-year can be found in Attachment 2.

Here is an update on the City's different outreach platforms:

The Monarch Press is the City's monthly e-newsletter shared on all of its channels. More people sign up every year to receive the Monarch Press via email or text. The Monarch Press topic list in GovDelivery grew an impressive 28% over the last fiscal year. 8,092 people are signed up to receive the e-newsletter through email or text, vs. 6,323 people in FY 23/24. The Monarch Press is also sent to the News & Announcements list in GovDelivery and shared on all City channels. A limited number of people (46) still request to receive the online newsletter in print format.

Social media is another important tool for the Community Relations Division (Division). The City's social media accounts continue to steadily grow or plateau. Instagram has the largest increase of followers growing 36.4% over last year (4,471 vs. 3,277). Facebook also saw a decent increase, adding about 600 more followers and growing 9.7%. X (formerly Twitter) saw a small decline (-0.50% or 22 followers) which could be a result of the company's bot removal initiative of a "significant, proactive" effort to eliminate spam or "fake" accounts.

The Division has been using the same three social media platforms for some time at varying levels of success. Neighboring jurisdictions also use these platforms, but the level of engagement differs. While Instagram is dominant for some jurisdictions like the City of San Luis Obispo and the City of Ventura, Facebook is still most popular for the cities of Lompoc, Ventura and Santa Maria. While X is on the decline for the City of Goleta, it is

widely popular for the City of Santa Barbara and the County of Santa Barbara.

In the table below you can see the followers of neighboring jurisdictions for Facebook, Instagram and X, and how they do on each channel.

City (population – as of 2024)	Facebook	Instagram	X (formerly Twitter)
City of Goleta (32,611)	6,700	4,665	4,429
City of Santa Barbara (87,291)	3,400	7,519	20,300
City of Carpinteria (12,876)	2,800	5,209	No Account
City of Lompoc (43,594)	7,600	3,871	1,242
City of Santa Maria (111,346)	32,000	2,247	1,716
County of Santa Barbara (444,500)	19,000	19,300	24,500
City of Ventura (109,831)	19,000	27,400	6,990
City of San Luis Obispo (49,729)	7,300	18,900	3,607

Note: Above statistics are as of 9/18/2025

For the City of Goleta, we learn a lot about what people are interested in by how a post performs and that varies depending on the platform. What the numbers reveal is that Instagram posts associated with community events remain the most popular, yielding the highest user-engagement rates. Facebook's strongest posts were related to City updates on projects and events. On X, the most viewed posts were the ones on timely news updates, emphasizing the need for real-time communication in this fast-paced environment. The patterns show that community-focused content significantly attracts followers and enhances interaction rates.

New platforms continue to emerge that the City is keeping an eye on and watching to see if other cities are moving to these platforms, including LinkedIn, Tik Tok, BeReal, WhatsApp, Mastodon, Threads and Bluesky. For more information about each of these platforms see Attachment 1.

The Community Relations Division appreciates input from the PEC on how to increase its following on the City's existing social media platforms as well as thoughts on the platforms we are not yet utilizing.

The City website saw 194,020 users in FY 2024/25. While this number is down from FY 2023/24 (221,068 users) it is on par with previous years. The City homepage had the most pageviews with 123,624, followed by the Goleta Valley Library homepage (30,210), Meetings & Agendas (22,872), and Goleta Butterfly Grove (21,205). The top 10 pages are similar to last Fiscal Year. Over 50% of users access the website using a desktop computer (55.67%), with mobile phone users at 42.78%, and tablet users making up the rest (1.55%).

GovDelivery is used to reach the community directly via email and/or text messages. The platform allows the user to choose topics of interest. There are 51,834 subscribers, this is up 6.7% from last year (48,598 subscribers). The engagement rate (% of recipients who opened or clicked on a bulletin link within 90 days of receiving it) is 70.10% down slightly from last fiscal year (71.70%). However, the Click Rate is up to 2.3% over 1.5%

in FY 2023/24. The Click Rate is the frequency with which recipients are clicking unique links in a bulletin. The Click Rate is determined by the number of Unique Bulletin Link Clicks divided by the total number of successfully delivered bulletins.

Nextdoor is a great way to share the City's messages. It continues to increase its membership every year, growing close to 1,500 members this past fiscal year (15,422 vs. 13,828) which is consistent with growth in prior years. People are signing up to receive information in general from a neighborhood and will also receive messages from the City of Goleta.

The City continues to utilize videos as a way to reach the public. Videos are an important outreach tool to promote City events, projects, and programs. These are done in both English and Spanish, shared on all of our outreach channels and posted to the City's YouTube channel (which is gaining subscribers). The videos are also sometimes shown on PumpFlix monitors at gas stations around town. This last fiscal year, the City continued to create a large quantity of videos (54) on par with last fiscal year (55) and a big jump from recent fiscal years of 35 (FY 2022/23) and 34 (FY 2021/22) videos. Of the 54 videos, 12 were in Spanish.

The City received a STAR Award from the California Association of Public Information Officials (CAPIO) for its "Good Times in the Good Land" video. The video first played at the 2024 Goleta Community State of the City. The STAR Awards recognize excellence in government video programming in California and Nevada. The City of Goleta took first place in the category of Promotion of a City or County. The video is available on the City's YouTube channel at: <https://youtu.be/osSXESYRtVY>.

Press releases remain an important part of the City's communication strategy to promote what is happening in Goleta on a larger scale. Press releases result in both local, and on occasion, national coverage. In fiscal year 2024/25, the City sent out 192 press releases (down slightly from FY 23/24 which had 215 press releases), resulting in more than 600 media mentions.

A-frame signs and light post banners remain an effective outreach tool. The A-Frames placed throughout the City provide a way for people to learn about upcoming events, meetings, surveys, etc. On an even grander, more selective scale, light-post banners are also used to promote City campaigns, long-term projects and programs. The City continues to design new eye-catching signs and banners that can be used for many years.

Goleta TV Channel 19 is another important method of communication. All of the City's videos play on Channel 19 and this platform is used to promote upcoming City meetings, events and programs via the use of slides/graphics.

The City also has a phone notification system, Blackboard Connect, where 20,832 people are signed up to receive phone calls, emails, and or text messages. This is used to share information in the case of an emergency or a significant event impacting the City. In FY 2024/25 this service was used once to promote the Community State of the City.

Campaigns

Campaigns are an important part of the City's outreach strategy. In Fiscal Year 2024/2025, the City continued its ongoing campaigns: Live • Work • Play, GoodLandGoodShopping, Old Town Open for Business, Go Green Goleta and Know Your District.

For our Live • Work • Play campaign that launched in early 2023, we capitalized on the sentiment that Goleta is a great place to live, work and play. The slogan continues to be used as a branding tool in English and Spanish.

The City's GoodLandGoodShopping online business directory (www.GoodLandGoodShopping.com) recently reached a milestone of 1,000 businesses listed. To be included, the business must be located within city limits AND have a Goleta business license. New in Fiscal Year 2024/2025, the City began #GoodLandGoodShopping spotlights on its social media channels to help promote local businesses. Businesses or community members can reach out to PIO@cityofgoleta.gov to give recommendations.

Old Town Open for Business launched in June 2024 to put a spotlight on businesses in the Project Connect construction area, the largest capital improvement project in the City's history. The City created graphics, videos and did a social media campaign highlighting businesses in Old Town. Project Connect is expected to be completed in Spring 2027 so this is an on-going campaign.

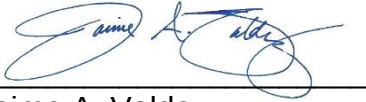
The Go Green Goleta/Vamos Verde Goleta campaign launched in April 2024 and is used throughout the year when promoting programs that are environmentally friendly. It is also used every year for Earth Month. The campaign is an effort to streamline and educate the public on the City's environmental initiatives, as well as motivate the public to take action.

The City launched a "Know Your District" campaign before the November 2022 election to educate the community about Goleta moving to district elections. With districts, residents only vote for a Councilmember based on where they live in the City (the Mayor remains at-large with all residents voting for this position). The "Know Your District" campaign was used again for the November 2024 election which had Districts 3 and 4 were on the ballot (Districts 1 and 2 were on the 2022 ballot, along with the Mayor who remains at-large).

District elections are still relatively new to Goleta. Many people continue to be unsure of which district they live in. The Community Relations Division would like to receive feedback from the Commission on ways to educate the community on this topic.

The Division is always looking for ways to improve and reach more people. We are open to ideas and suggestions from the Public Engagement Commission.

Approved By:

A handwritten signature in blue ink, appearing to read "Jaime A. Valdez", is written over a horizontal line.

Jaime A. Valdez,
Assistant City Manager

ATTACHMENTS:

1. Emerging and Established Social Media Platforms to Keep an Eye On
2. Year-Over-Year Comparison of the City's Outreach by Communication Platform
3. Community Relations Annual Outreach Recap PowerPoint FY 2024/25

ATTACHMENT 1

Emerging and Established Social Media Platforms to Keep an Eye On

Attachment 1

Emerging and Established Social Media Platforms to Keep an Eye On

Here is a quick rundown of several emerging and established social media platforms that include: LinkedIn, TikTok, BeReal, WhatsApp, Mastodon, Threads, and Bluesky. Our goal is to help commissioners and staff understand where these platforms fit within a broader communications strategy so the City can make informed choices about which to prioritize, experiment with, or set aside.

LinkedIn: Professional networking platform focused on careers/org news.

- Over 1 billion users worldwide
- Mostly professionals aged 25–34.
- Used by government agencies for job openings, highlighting initiatives, and showcasing staff.

Ideas for possible usage:

- Recruiting employees
- Sharing major projects/updates
- Building partnerships with regional and professional organizations.

Possible Negatives:

- Less suited for everyday resident engagement.

TikTok: Video-based social media platform built around short-form, algorithm-driven content.

- More than 1 billion global users
- Very popular among Gen Z and younger Millennials.

Ideas for possible usage:

- Creative content
 - Safety videos, promotion City events
- Reach younger residents

Possible negatives:

- Federal and some state agencies restrict use on official devices.
- Oversight strongly required

BeReal: Users share daily unfiltered photos with both front and back cameras.

- Popular among Gen Z

Ideas for possible usage:

- Candid / “behind-the-scenes” moments at community events.

Possible negatives:

- Very niche.
- Informal and unpredictable format – photos are randomly prompted, not scheduled

WhatsApp: Encrypted messaging app used worldwide for group chats and broadcasts.

- Over 2 billion global users, especially outside US.
- Common in other countries for direct communication and alerts.

Ideas for possible usage:

- Opt-in alert for residents,

Possible negatives:

- Limited reach in the U.S. compared to SMS or email.

Mastodon: Decentralized, open-source platform part of the “Fediverse.”

- Smaller, niche, tech-savvy, and privacy-conscious users.
- Could signal innovation

Ideas for possible usage:

- Alternative, non-corporate communication channel.

Possible negatives:

- Redundancy for announcements,
- Limited resident engagement
- Small user base.

Threads: Meta’s text-first social app

- Similar to Twitter/X

- Integrated with Instagram.
- Around 38 million daily users in 2024
- Growing but still smaller than Instagram or Facebook.

Ideas for possible usage:

- Short announcements.
- Event reminders or emergency info notifications.
- Easy to manage alongside Instagram, but reach is modest.

Possible negatives:

- Smaller audience

Bluesky: Decentralized, Twitter-like platform built on the AT Protocol.

- Roughly 1.5 million daily users in 2025
- Early adopters / tech-savvy individuals.

Ideas for possible usage:

- Forward-looking communication channel

Possible negatives:

- Early exploration by some public agencies but still limited.
- Much smaller user base nationwide

Suggestions for what to pursue:

1. LinkedIn & Threads: Consider immediate additions for professional credibility and concise updates that complement the City's already existing social media channels.
2. Experiment selectively with TikTok and BeReal: Good way to engage younger audiences and humanize City staff, provided content resources are available.
3. Explore WhatsApp: Opt-in neighborhood or emergency alerts if resident demand exists, very popular in other countries.
4. Mastodon and Bluesky: Experimental channels at the time being. Could reach niche audiences but not a priority at the moment.

ATTACHMENT 2

Year-Over-Year Comparison of the City's Outreach by Communication Platform

Attachment 2

Year-Over-Year Comparison

	FY 2024/ 2025	FY 2023/ 2024	FY 2022/ 2023	FY 2021/ 2022	FY 2020/2021
GovDelivery Subscribers	51,834	48,598	41,260	42,996	37,696
GovDelivery Bulletins sent	854	860	926	925	1,254
GovDelivery Spanish Subscribers	1,673	1,553	1,348	978	873
GovDelivery Spanish Bulletins Sent	247	218	195	179	304
Website Users	194,020	221,068	167,248	191,774	1,217,546
Desktop Traffic	55.67%	50.86%	52.00%	61.44%	94.31%
Mobile Traffic	42.78%	44.47%	46.03%	36.71%	5.35%
Press Releases	192	215	217	215	183
Media Mentions	604	n/a	n/a	n/a	n/a
Monarch Press Articles / Issues	284 / 11	301 / 11	322 / 11	314 / 11	303 / 11
Facebook Followers	6,652	6,063	5,758	5,577	5,327
Facebook Posts	1,732	1,396	1,279	995	1,234
Twitter Followers	4,409	4,431	4,228	4,009	3,628
Tweets/Retweets	1,339	1,224	1,211	996	1,074
Instagram Followers	4,471	3,277	2,493	1,998	1,700
Instagram Posts/Stories	1,079	1,066	878	233	34
Nextdoor Members	15,422	13,828	12,275	11,028	9,729
Nextdoor Bulletins	428	509	614	557	744
YouTube Subscribers	479	n/a	n/a	n/a	n/a
Videos (Total)	54	55	35	34	34
Videos (Spanish)	12	16	9	9	10

ATTACHMENT 3

Community Relations Annual Outreach Recap PowerPoint FY 2024/25

Community Relations Annual Outreach Recap

FY 2024/2025



Recommendation

- Receive a presentation on the Community Relations Annual Outreach Recap for Fiscal Year 2024/25.
- Provide input on increasing engagement on the City's social media channels.
- Give feedback on ways to educate the community about Goleta's four districts.

Community Relations Division

- **Kelly Hoover**
Community Relations Manager
- **Jaime Shaw**
Management Assistant
- **Marcos Martinez**
Spanish Engagement Specialist



Department Goals

- Keep Community Informed – Timely and Accurate Information
- Make Information Relatable and Easy to Understand
- Increase Community Engagement/Participation
- Increase Inclusivity
- Improve Language Access
- Build Relationships and Foster Partnerships
- Showcase City Projects, Programs and Events

Emergency Outreach

- Community Relations is responsible for providing the latest information to the public as it relates to Goleta
- Works closely with the City's Emergency Services Coordinator and the County Office of Emergency Management (ReadySBC), Sheriff's Office, Fire Department and other local emergency partners
- Shares information from partner agencies



The City of Goleta is sharing this information from the County of Santa Barbara.

**Major Storm Forecast for Santa Barbara County
Beginning as Soon as Tuesday Night (Feb. 11)**

Sandbag Stations Available for Goleta Residents

Rain is on the way, and now is the time to prepare.



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work
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CITY OF
GOLETA

Outreach Modes

Press
Releases

Website

Community
Events

Interpretation
/ Translation

Monarch
Press

GovDelivery

Nextdoor

Facebook

Instagram

X

YouTube

Videos
(Pumpflix)

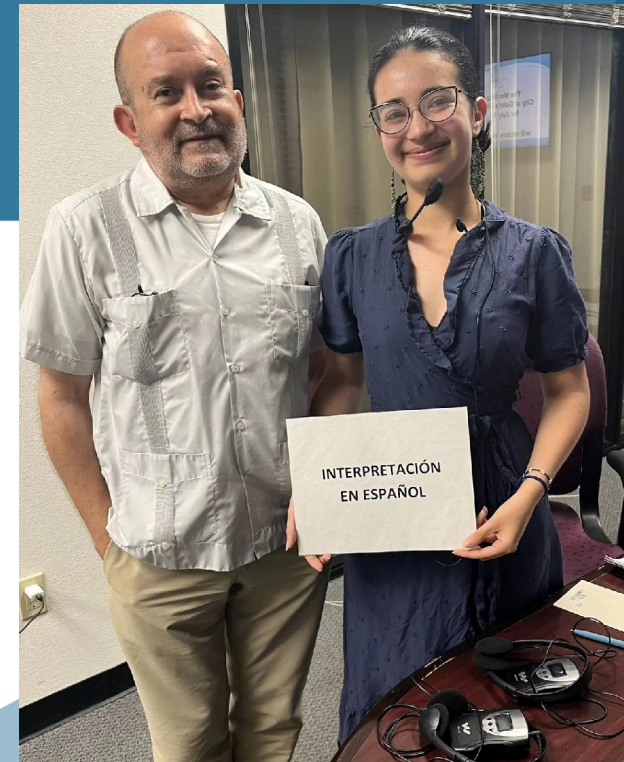
Light Post
Banners

A-Frame Signs

Channel 19

New Spanish Outreach

- Continued Focus on Spanish Engagement
- Here's what's new:
 - In-person simultaneous interpretation provided at City Council meetings
 - YouTube recording of City Council meetings with Spanish-captions available
 - Council agenda's available in Spanish



2024/25 Highlights

- First-Ever Drone Light Show
- Signature Community Events
- Festivals, Ribbon Cuttings and Groundbreakings
- LEAD Goleta Helen Putnam Award
- Monarch Press Growth

Historic First-Ever Drone Light Show

- Held July 4, 2025,
at Dos Pueblos High School
- Close to 6,000 attendees
- DJ, dancing, entertainment,
activities, food trucks, and more
- 20 sponsors totaling \$85,750
- In-kind sponsors as well



Signature Community Events

- State of the City (Community and Chamber)
- Coffee & Community / Café y Comunidad
- Dam Dinner
- Lights, Camera, Stroll
- Goleta Old Town Holiday Parade and Window Decorating Contest
- Beautify Goleta
- Public Works Week Event
- E-Bike Safety Awareness Week



November 5, 2025, Public Engagement Commission Meeting

Festivals, Ribbon Cuttings & Groundbreakings

- Ellwood Mesa 20th Anniversary
- Train Depot Groundbreaking
- Lemon Festival
- City Hall EV Charging Station Ribbon Cutting
- Buena Tierra Ribbon Cutting
- Mexican Independence Day Festival
- Meet Me in Old Town
- NatureTrack Film Festival



LEAD Goleta Bilingual Community Academy

- Received a 2024 Helen Putnam Award for Excellence in the category of Enhancing Public Trust, Ethics, and Community Involvement
- January/February 2025 class was 5th Community Academy and 3rd Bilingual Community Academy
- 34 graduates (5 Spanish-speakers)
- Next LEAD Goleta begins in January 2026 – apply now!



What the Data Tells Us

- The City continues to grow its audience
- Frequent and consistent outreach shared with the community every year
- Growth depends on the platform

The Monarch Press

- Monthly e-newsletter
- Distributed to the media and on all of the City's channels
- Great way to stay informed

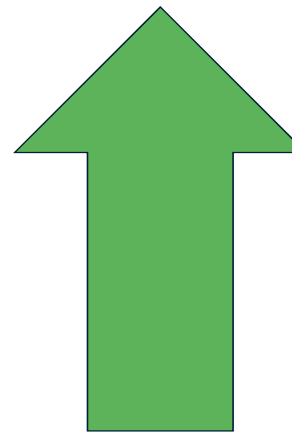


the
Monarch Press



11 Issues; 284
Articles

8,092 email
and text
subscribers (48
print
subscribers)

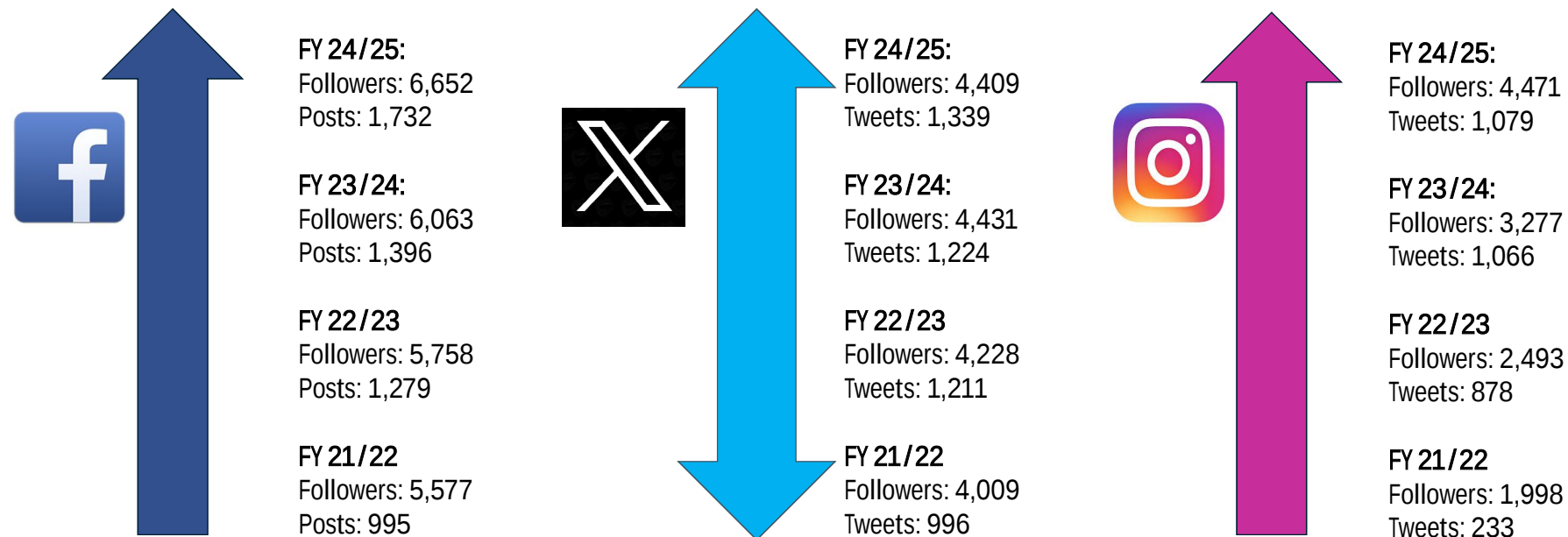


Subscribers are up 28%
over last FY (6,323)

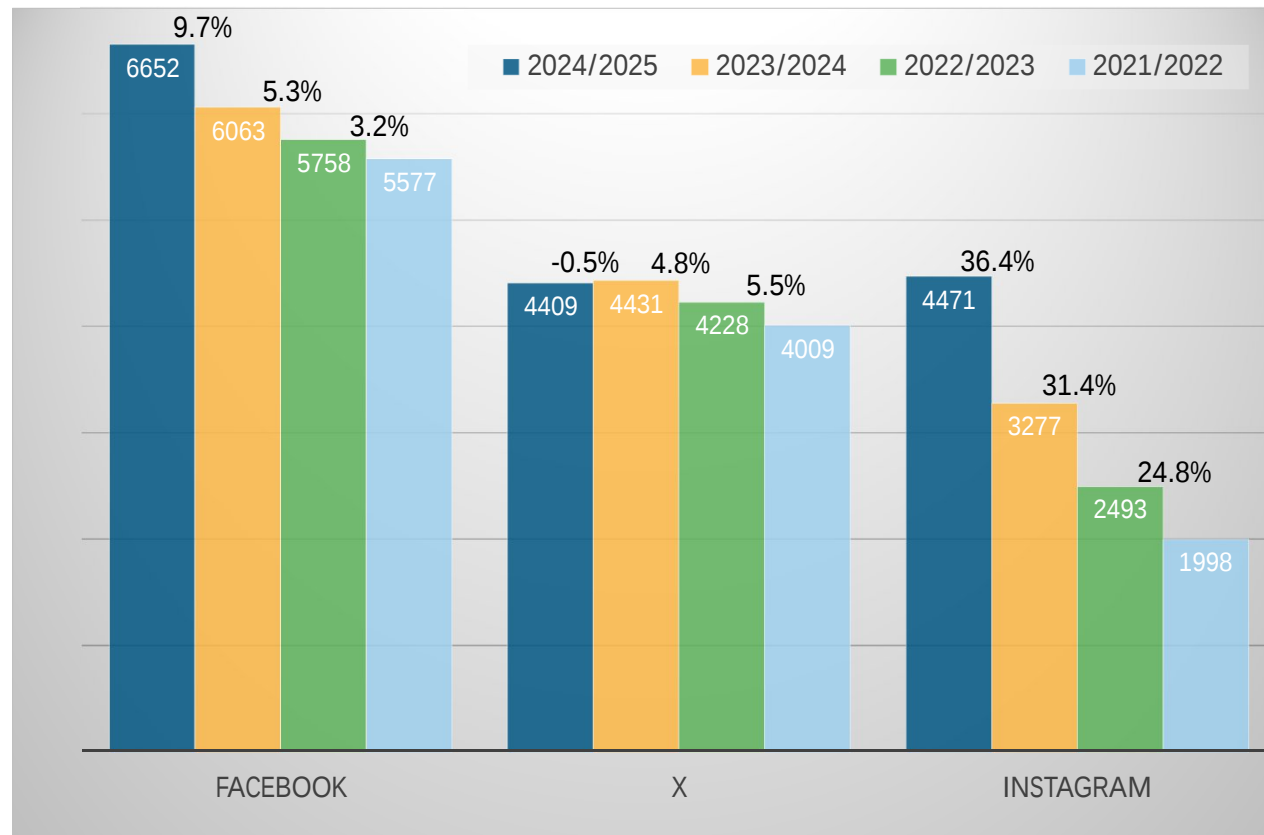


Social Media (@cityofgoleta)

- The City has used the same three social media platforms for some time at varying levels of success



Social Media Follower Growth



Social Media Insights & Comparison

➤ Comparison to neighboring jurisdictions

City (population – as of 2024)	Facebook	Instagram	X (formerly Twitter)
City of Goleta (32,611)	6,700	4,665	4,429
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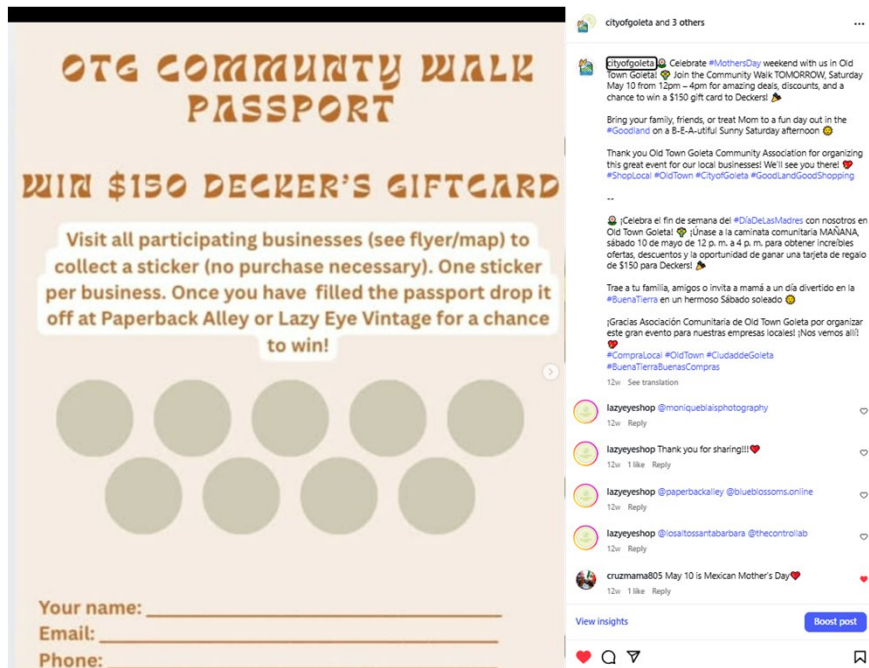
**Stats as of 9/18/2025*



Top Instagram Post & Video



Top Post #1 – May 9, 2025: Mother's Day #ShopLocal



Top Post #2 – June 26, 2025: Drone Light Show Reminder



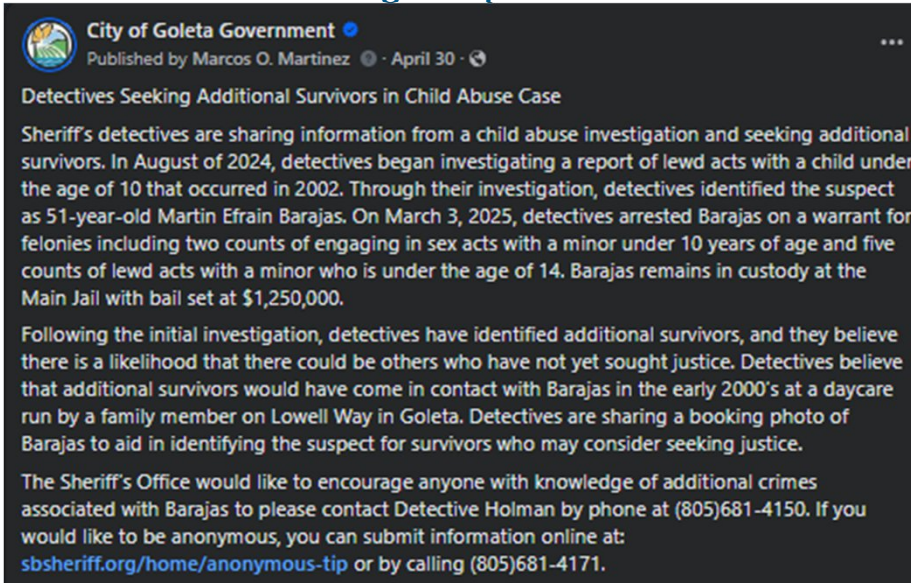
Top Instagram Posts

Post	Date	Views	Reactions, Comments & Shares
Celebrate #MothersDay weekend with us in Old Town Goleta! #ShopLocal	May 9, 2025	11,959	47
Only one week left until Goleta's first-ever Fourth of July Drone Light Show	June 26, 2025	10,460	179
Deputies investigating a suspicious package from Los Carneros to Aero Camino.	June 23, 2025	9,159	185
Roadways are now open. Bag contained personal items and was not hazardous	June 23, 2025	6,503	130
COG Earth Day Cleanup with Tidy Seas	April 16, 2025	6,486	178
PSPS Warning June 16 through June 18	June 16, 2025	5,793	8
4 th of July Fun is Back! Drone Show	June 10, 2025	5,449	324
Black bear sighting in Western Goleta	April 16, 2025	4,337	354
Goleta PD DUI Checkpoint May 16	May 14, 2025	4,235	261
Meet Me in Old Town event with Chamber	June 30, 2025	4,210	91

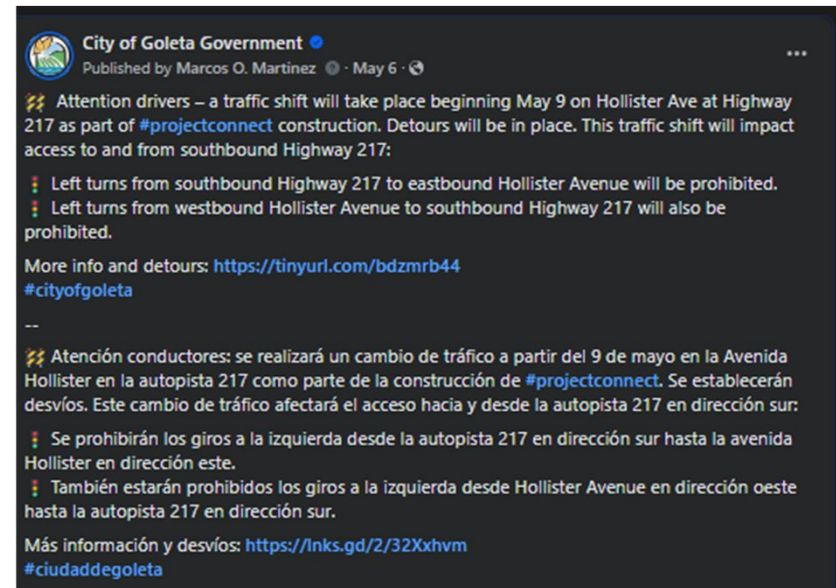
Top Facebook Post



April 30, 2025:
Detectives Seeking Help



May 6, 2025:
Traffic Shift taking place



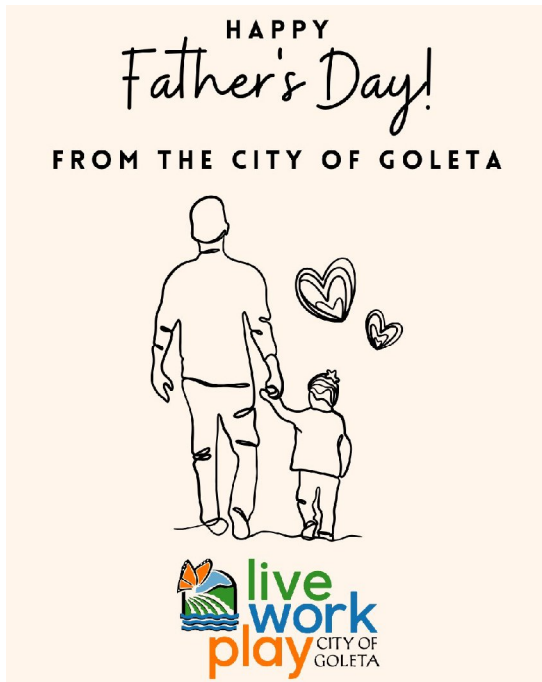
Top Facebook Posts

Post	Date	Views	Reactions, Comments & Shares
Detectives Seeking Additional Survivors in Child Abuse Case	April 30, 2025	59,883	101
Traffic shift will take place beginning May 9 on Hollister Ave for #projectconnect construction	May 6, 2025	14,802	34
Deputies investigating suspicious package on Hollister Ave	June 23, 2025	10,538	42
Sheriff's detectives arrested Goleta man for several felony child sex crimes	May 12, 2025	10,223	67
GoodLandGoodShopping Home Plate Grill	May 29, 2025	8,304	77
Happening now till 8 pm in front of the GCC Meet Me in Old Town Live Music!	June 5, 2025	7,558	68
Spirit of Fiesta at City Council meeting	June 17, 2025	6,384	35
Project Connect New Traffic Alignment	May 21, 2025	6,157	14
Pride Flag at Goleta City Hall	June 3, 2025	5,817	305
Countdown of 20 reasons to attend the Ellwood Mesa's 20th Anniversary	April 29, 2025	5,552	42

Top X Post



June 15, 2025:
Happy Father's Day from the City of Goleta!



November 6, 2024:
Air Quality Watch for Santa Barbara County due to the transport of wildfire smoke from the Mountain Fire in Ventura



Top X Posts

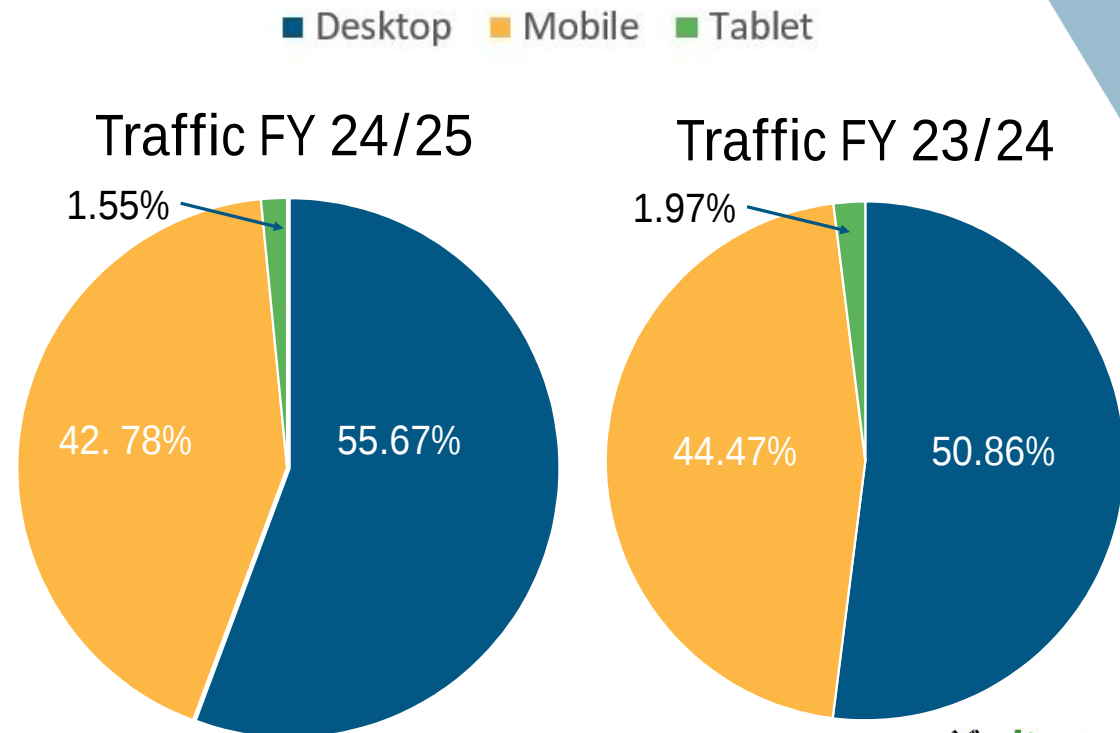
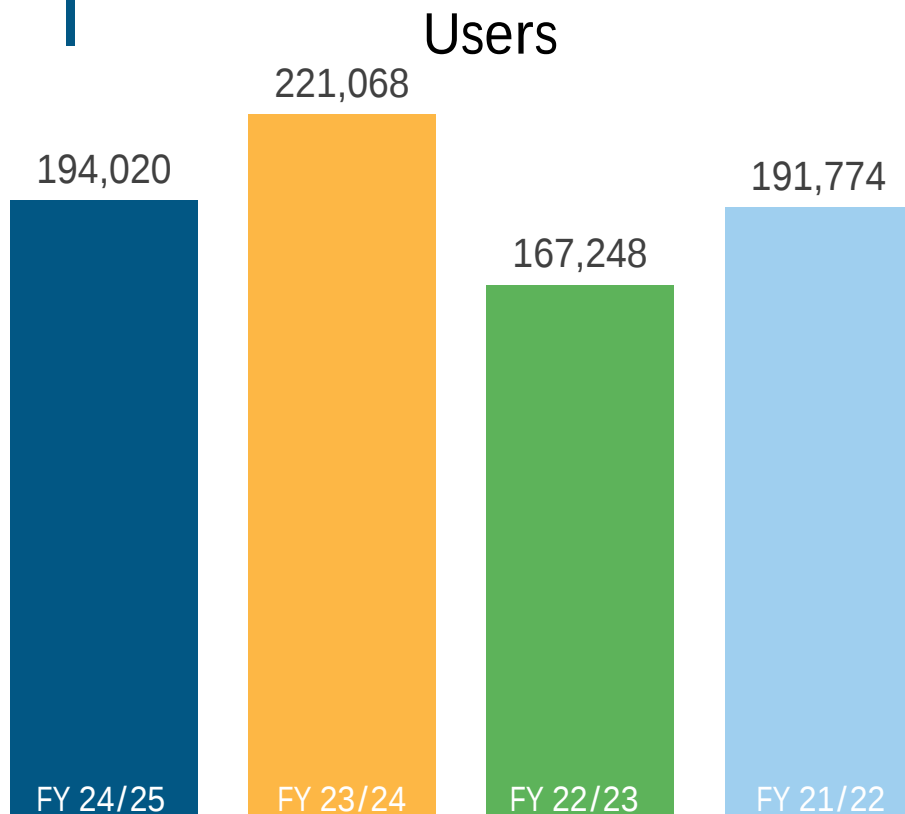
Post	Date	Views	Engagement
Cheers to the amazing fathers, grandfathers, and father figures in the #CityofGoleta!	June 15, 2025	982	9
Air Quality Watch for Santa Barbara County due to the transport of wildfire smoke from the Mountain Fire in Ventura	November 6, 2024	646	81
17 new Level 2 PowerFlex (EV) Charging Stations Ribbon Cutting	January 29, 2025	563	10
New traffic pattern on Storke Road by Hollister Avenue in Goleta	October 18, 2024	547	50
Refugio Fire broke out at approximately 11:15pm August 22	August 23, 2024	507	68
Today is Election Day! Make sure you vote!	November 5, 2024	506	2
GCC State of the City Save the Date	February 7, 2025	501	3
H5N1 virus (avian influenza A or H5) detected in the wastewater at the Goleta Sanitary District's wastewater treatment plant	November 27, 2024	495	64
Buena Tierra Permanent Supportive Housing SB Independent Article	August 19, 2024	478	23
Small aircraft down near 101 between Los Carneros and Storke	January 29, 2025	475	73

Social Media Next Steps

- Other platforms to consider: LinkedIn, Tik Tok, BeReal, WhatsApp, Mastodon, Threads and Bluesky
- Commissioner feedback on existing and potential social media platforms



Website Data



Top 10 Website Pages

	Pageviews FY 2023/ 2024
City Homepage	123,624
Library Homepage	30,210
Meetings & Agendas	22,872
Goleta Butterfly Grove	21,205
Jobs/Recruitment Information	13,088
Search	11,508
Library Bookvan (<i>new to Top 10 list</i>)	10,033
Library Calendar	8,670
About Us	7,356
Group Picnic Reservations (<i>new to Top 10 list</i>)	6,337

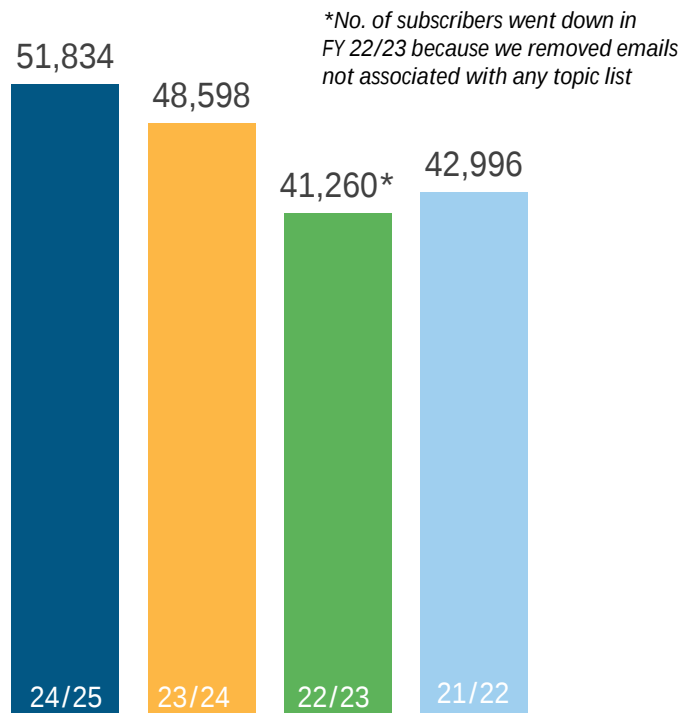
FY 23-24 Top 10 Webpages

City Homepage
Goleta Butterfly Grove
Library Homepage
Government Meetings, Agendas & Videos
Jobs / Recruitment Information
Search
Press Releases
Library Calendar
About Us
City Bids

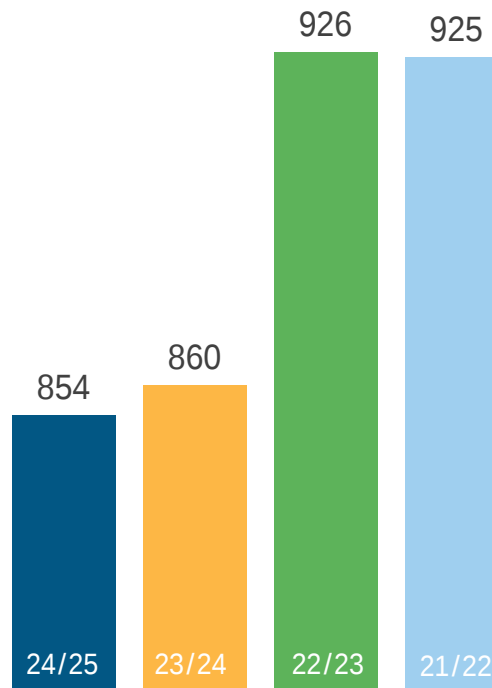
GovDelivery

City's email/text notification system to sign up for topics of interest

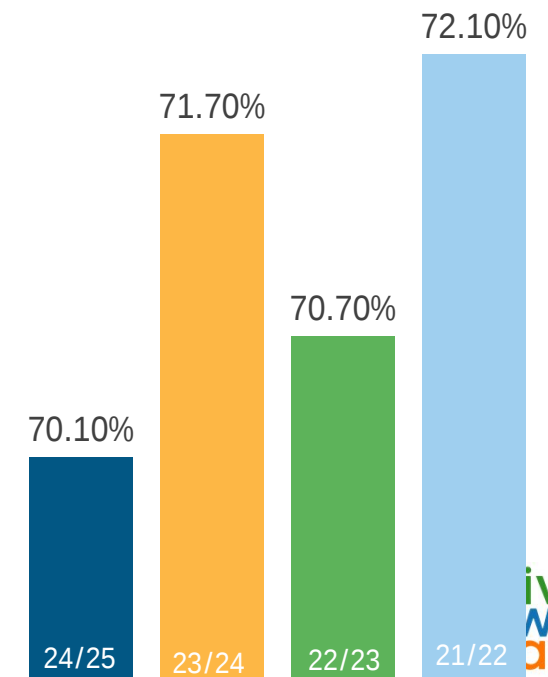
No. of Subscribers



Bulletins Sent

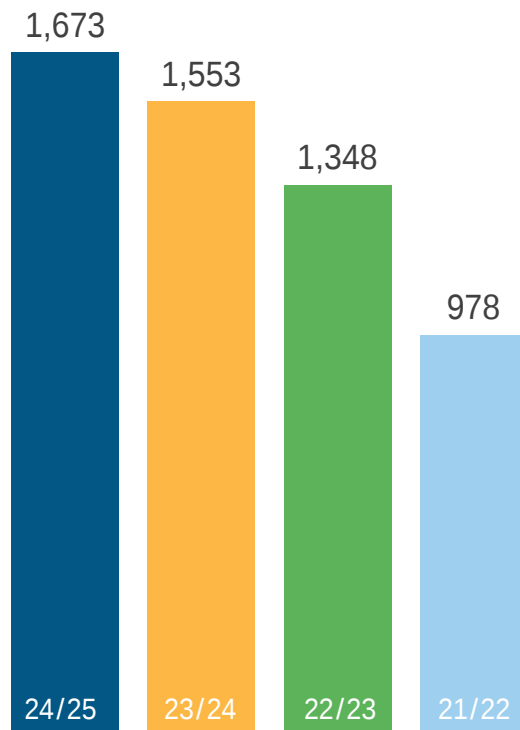


Engagement Rate

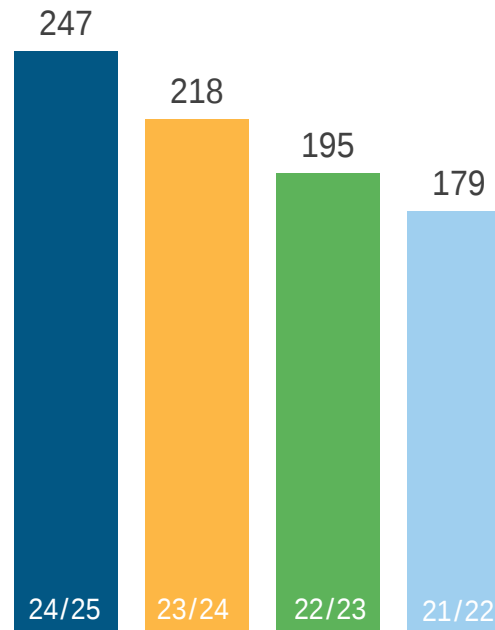


GovDelivery en Español

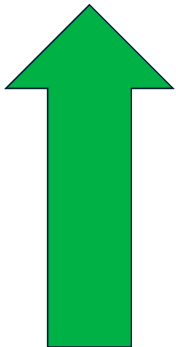
No. of Subscribers



Bulletins Sent



Nextdoor



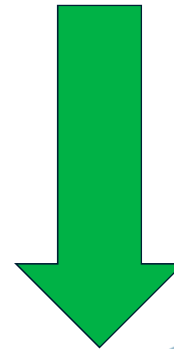
Members

FY 24/25:
Members: 15,422

FY 23/24:
Members: 13,828

FY 22/23
Members: 12,275

FY 21/22
Members: 11,028



Agency Posts

FY 24/25:
Posts: 428

FY 23/24:
Posts: 509

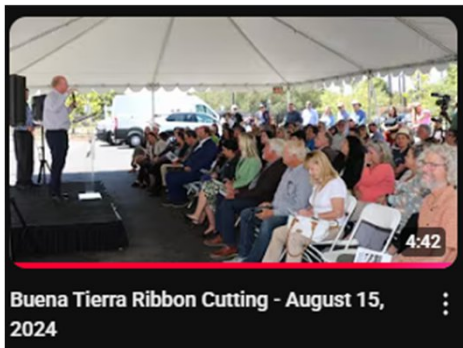
FY 22/23
Posts: 614

FY 21/22
Posts: 557

Videos / YouTube



- 54 total videos (55 in FY 23/24 and 35 in FY 22/23)
- 12 videos in Spanish (16 in FY 23/24 and 9 in FY 22/23)
- Videos focus on City events, projects and programs
- <https://www.youtube.com/cityofgoleta1>
- PumpFlix



Star Award



November 5, 2025, Public Engagement Commission Meeting

Press Releases

- Used to get information to the public
 - ❖ City Updates and Projects
 - ❖ Public Safety
 - ❖ Council Agenda Summaries
- 192 press releases sent to the City's media list and shared on all City channels
- Press releases lead to media coverage → 600+ media mentions

Additional Outreach Efforts

A-Frame
Signs

Light Post
Banners

Channel
19



Blackboard Connect

- Phone, email and text message notification system
- Over 20,000 residents and businesses signed up
- FY 24/25 message sent re: Community State of the City
- Used to share:
 - Emergency information
 - Event(s) impacting the City



Fiscal Year Outreach Comparison

	FY 2024/ 2025	FY 2023/ 2024	FY 2022/ 2023	FY 2021/ 2022	FY 2020/2021
GovDelivery Subscribers	51,834	48,598	41,260	42,996	37,696
GovDelivery Bulletins sent	854	860	926	925	1,254
GovDelivery Spanish Subscribers	1,673	1,553	1,348	978	873
GovDelivery Spanish Bulletins Sent	247	218	195	179	304
Website Users	194,020	221,068	167,248	191,744	1,217,546
Desktop Traffic	55.67%	52.95%	52.00%	61.44%	94.31%
Mobile Traffic	42.78%	44.47%	46.03%	36.71%	5.35%
Press Releases	192	215	217	215	183
Monarch Press Total Articles / Issues	284 / 11	301 / 11	322 / 11	314 / 11	303 / 11
Facebook Followers	6,652	6,063	5,758	5,577	5,327
Facebook Posts	1,732	1,396	1,279	995	1,234
Twitter Followers	4,409	4,431	4,228	4,009	3,628
Tweets/Retweets	1,339	1,224	1,211	996	1,074
Instagram Followers	4,471	3,277	2,493	1,998	1,700
Instagram Posts	1,079	1,066	878	233	34
Nextdoor Members	15,422	13,829	12,275	11,028	9,729
Nextdoor Bulletins	428	509	614	557	744
Videos (Total)	54	55	35	34	34
Videos (Spanish)	12	16	9	9	10

Campaigns (bilingual)

- Live • Work • Play
- GoodLandGoodShopping
- Old Town Open for Business
- Go Green Goleta



GoodLandGoodShopping.com
DIRECTORIO EN LÍNEA DE
NEGOCIOS DE GOLETA

Know Your District

- Introduced as a campaign in 2022 for City's first ever district election (Districts 1 & 2)
- Used again in November 2024 election (Districts 3 & 4)
- Many people are still unsure which district they live in
- Interactive map:
<https://tinyurl.com/GoletaInteractiveMap>
- Feedback on ways to educate the community?



Thank You