



**Agenda Item B.1
PRESENTATION
Meeting Date: September 4, 2024**

TO: Chair and Members of the Public Engagement Commission

SUBMITTED BY: Kelly Hoover, Community Relations Manager/PIO

PREPARED BY: Jaime Shaw, Community Relations Assistant

SUBJECT: Community Relations Annual Outreach Recap for FY 2023/24

RECOMMENDATION:

Receive a presentation on the Community Relations Annual Outreach Recap for Fiscal Year 2023/24 and provide future ideas on how to increase public engagement and inclusivity.

DISCUSSION:

The Commission will receive the Community Relations Annual Outreach Recap for Fiscal Year 2023/24. This presentation provides a recap on the City's communication efforts from July 1, 2023, through June 30, 2024. 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 purpose of the Community Relations Division within the City Manager Department is to provide accurate and timely information and education for the City of Goleta's many programs, projects and events to all internal and external constituencies and the media. The Division executes the City's messaging in various forms of communications and seeks to use new technologies as 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 Community Relations Manager serves as the City's spokesperson. The Division provides support to the City Manager, City Staff, Mayor and City Council through community outreach activities for City projects and programs. The division participates in citywide Diversity, Equity and Inclusion (DEI) efforts, with a focus on communications, including engagement of the Spanish-speaking community. Other responsibilities include managing community events, implementing employee engagement activities, research and preparation of Public Engagement Commission materials, and special projects for the City Manager and Assistant City Manager.

Outreach methods the City uses include: City of Goleta website (www.CityofGoleta.org), GovDelivery text/email notifications, press releases, Facebook, Twitter, Instagram, Nextdoor, Monarch Press monthly e-newsletter, videos, Goleta TV Channel 19, Blackboard Connect (phone notification system), A-frames, light post banners and community events.

The strategy of the Community Relations Division is to reach the widest audience. To do that, messaging is shared using most, if not all, outreach methods mentioned above. Some people prefer to be notified by text message while others go to social media for information on what is happening. Regardless, many tend to find out about City events and programs from the A-frame signs placed around town.

2023/2024 Highlights

There were many highlights from this last fiscal year, all of which used a multi-pronged approach to inform and educate the community.

The City continues to make strides in its efforts to incorporate Spanish into its outreach. This could not be done without a full-time Spanish Engagement Specialist. This past fiscal year the number of Spanish videos increased from nine to 16. Subscribers to the City's GovDelivery (email/text notification system) *Goleta en Espanol* topic list is now at 1,553 (vs. 1,348 in FY 2022/23) with 218 messages being sent in Spanish over the fiscal year. The City also held its second bilingual LEAD Goleta Community Academy in January/February 2024.

Public Safety is the top priority of the City and providing timely updates to the community during emergencies is of utmost importance. Community Relations works closely with the City's Emergency Services Coordinator, the County of Santa Barbara, Police and Fire, and other collaborative agencies. The latest information is then shared with the public. In Fiscal Year 2023/24, the City provided information on the February storms and impacts, Goleta Beach sewage spill, flood warnings, high wind warnings and more.

Campaigns are an important part of the City's outreach strategy. This Fiscal Year the City launched GoodLandGoodShopping as an online business directory, Go Green Goleta in time for Earth Day, and Old Town Open for Business to put a spotlight on businesses in the area of Project Connect construction, the largest capital improvement project in the City's history.

GoodLandGoodShopping relaunched from a digital gift card platform to an online business directory. All business with a current business license and within Goleta city limits are included. There are close to 900 listings at www.GoodLandGoodShopping.com.

The Go Green Goleta/Vamos Verde Goleta 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. Community Relations worked closely with Sustainability and Environmental Services on what programs to focus on and the campaign logo in English and Spanish, which is used on outreach material and more.

With construction starting on Project Connect, Community Relations has been committed to working closely with Goleta Public Works to keep the public updated on the project, assisted with the groundbreaking event, produced videos in English and Spanish, and launched the afore mentioned Old Town Open for Business campaign. For this campaign, businesses interested in participating were featured in a video and a daily social media post letting the public know they are ready to serve the public during construction.

Events continue to be one of the best forms of public engagement for the City. New in FY 2023/24 included the Mexican Independence Day Festival, NatureTrack Film Festival (in Goleta for the first time), a window decorating contest as part of the Old Town Holiday Parade, and E-Bike Safety Awareness Week. Returning were Coffee & Community / Café y Comunidad in each district of the City, the City's second bilingual LEAD Goleta Academy, and Beautify Goleta events. The City also held a groundbreaking for Project Connect and ribbon cuttings for the Goleta Community Center and Community Garden at Armitos Park. Annual events included the State of the City (Community and Chamber), Dam Dinner, and booths at the Goleta Lemon Festival and Mexican Independence Day in Old Town. The City continues to look for other opportunities to engage the public at in-person events.

Outreach Methods & What the Data Tells Us

In reviewing the outreach data for Fiscal Year 2023/24 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 1.

Here is what gained the most traction this year:

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. The videos are also shown on PumpFlix monitors at gas stations around town. Last fiscal year the City had a large increase in videos with 55 total, 16 of which were in Spanish. This is an increase over the past two fiscal years which had a total of 35 (FY 2022/23) and 34 (FY 2021/22) videos.

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. The Goleta Butterfly Grove was featured in National Geographic in February 2024. With 215 press releases being sent out, Goleta is frequently in the local news.

The City website is an important communication tool, with more than 221,000 users in FY 2023/24. The City homepage had the most pageviews with 136,604 followed by the Goleta Butterfly Grove (38,344), Goleta Valley Library homepage (37,093), and Meetings

& Agendas (28,383). Over 50% of users access the website using a desktop computer. Mobile phones are right behind at 44.47% followed by only 1.70% via tablet. These numbers are similar to last year.

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 48,598 subscribers of the City's topics. This is up 17.8% from last year (41,260 subscribers). The engagement rate (% of recipients who opened or clicked on a bulletin link within 90 days of receiving it) remains consistent at 71.70%.

The City's social media accounts continue to steadily grow. Instagram has the largest increase of followers since last year at 31% (3,277 vs. 2,493). Facebook and X/Twitter both have more followers (6,063 and 4,431 respectively) but show smaller increases (5.3% and 4.8%). The City learns a lot about what people are interested in by how its posts perform, and that varies depending on the platform. In general on social media, posts with the most interest tend to be related to public safety, road construction and local businesses.

Nextdoor is a great way to share the City's messages. It continues to increase its membership every year, growing more than 1,000 members this past fiscal year (13,828 vs. 12,275) 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 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. 6,348 people are signed up to receive it through email or text, an increase over FY 2022/23 where 5,880 people were signed up. The Monarch Press is also sent to the News & Announcements list in GovDelivery and shared on all City channels. A limited number of people (51) still request to receive the online newsletter in print format.

A-frame signs and light post banners remain an effective outreach tool. The A-Frames placed throughout the City provide a way for people driving, cycling or walking by 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, that 20,818 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 2023/24 this service was not utilized.

Future Outreach Ideas

Campaigns have been a successful outreach tool for the City. Community Relations plans to keep the Old Town Open for Business campaign going. There has been a lot of interest and engagement in our social media posts promoting the individual businesses in the area. Community Relations would also like to take a similar approach with the businesses listed in the GoodLandGoodShopping online directory. Another upcoming campaign is Know Your District for 2024. This was first utilized for the historic first district election in the City's history in 2022 and is needed again in 2024 as this will be the first time the public has voted on representatives for District 3 and 4.

A new event in FY 2024/25 will be a celebration of holiday lights being installed for the first time in Old Town.

Videos are a valuable outreach tool, and the City would like to create timeless videos helping the community navigate our services, such as how to use City Assist.

The Community Relations Division would like to get the Public Engagement Commission's thoughts on the proposed ideas and see if it has any others.

Approved By:

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

Jaime A. Valdez,
Assistant City Manager

ATTACHMENTS:

1. Year-Over-Year Comparison of the City's Outreach by Communication Platform
2. Community Relations Annual Outreach Recap PowerPoint FY 2023/24

ATTACHMENT 1

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

Year-Over-Year Comparison

	FY 2023/ 2024	FY 2022/ 2023	FY 2021/ 2022	FY 2020/2021	FY 2019/2020
GovDelivery Subscribers	48,598	41,260*	42,996	37,696	35,490
GovDelivery Bulletins sent	860	926	925	1,254	679
GovDelivery Spanish Subscribers	1,553	1,348	978	873	727
GovDelivery Spanish Bulletins Sent	218	195	179	304	72
Website Users	221,068	167,248	191,774	1,217,546	141,850
Desktop Traffic	50.86%	52.00%	61.44%	94.31%	55.84%
Mobile Traffic	36.09%	46.03%	36.71%	5.35%	39.90%
Press Releases	215	217	215	183	122
Monarch Press Articles / Issues	301 / 11	322 / 11	314 / 11	303 / 11	181 / 10
Facebook Followers	6,063	5,758	5,577	5,327	5,050
Facebook Posts	1,396	1,279	995	1,234	1,039
Twitter Followers	4,431	4,228	4,009	3,628	3,002
Tweets/Retweets	1,224	1,211	996	1,074	956
Instagram Followers	3,277	2,493	1,998	1,700	1,457
Instagram Posts/Stories	1,066	878	233	34	131
Nextdoor Members	13,828	12,275	11,028	9,729	8,426
Nextdoor Bulletins	509	614	557	744	418
Videos (Total)	55	35	34	34	18
Videos (Spanish)	16	9	9	10	N/A

ATTACHMENT 2

Community Relations Annual Outreach Recap PowerPoint FY 2023/24

Community
Relations
Annual
Outreach
Recap

FY 2023/2024



Community Relations Division

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



Department Goals

- Keep Community Informed – Timely 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 and Programs

Outreach Modes

Press
Releases

Website

Community
Events

GovDelivery

Nextdoor

Facebook

Twitter

Instagram

Monarch
Press

Light Post
Banners

A-Frame Signs

Channel 19

Interpretation
/ Translation

Videos

Pumpflix

2023/24 Highlights

- Comprehensive Focus on Spanish Engagement
- Increase in Videos
- Compelling Campaigns
- Community Events
- Groundbreakings and Ribbon Cuttings

Spanish Outreach

Ongoing effort to integrate Spanish into all communication methods:

- Increased interpretation at City events and meetings
- Translation of most outreach material
- A-frames and light post banners
- City videos in Spanish
- Part of day-long Mexican Independence Day Celebration
- Dedicated Goleta en Español phone number and email address



Emergency Outreach

- Community Relations is responsible for providing the latest information to the public as it relates to Goleta
- Share information as it relates to Goleta from partner agencies such as County of SB
- Work with police and fire



Storm Impacts for Goleta

February 18, 2024 at 7:30 p.m.

The City is providing an update on storm impacts to Goleta as of February 18, 2024, at 7:30 p.m.

There are new **road closures in Goleta** due to the storm:

- Maria Ignacio Bike Path
- San Rossano Drive at Padova Drive



Public Safety

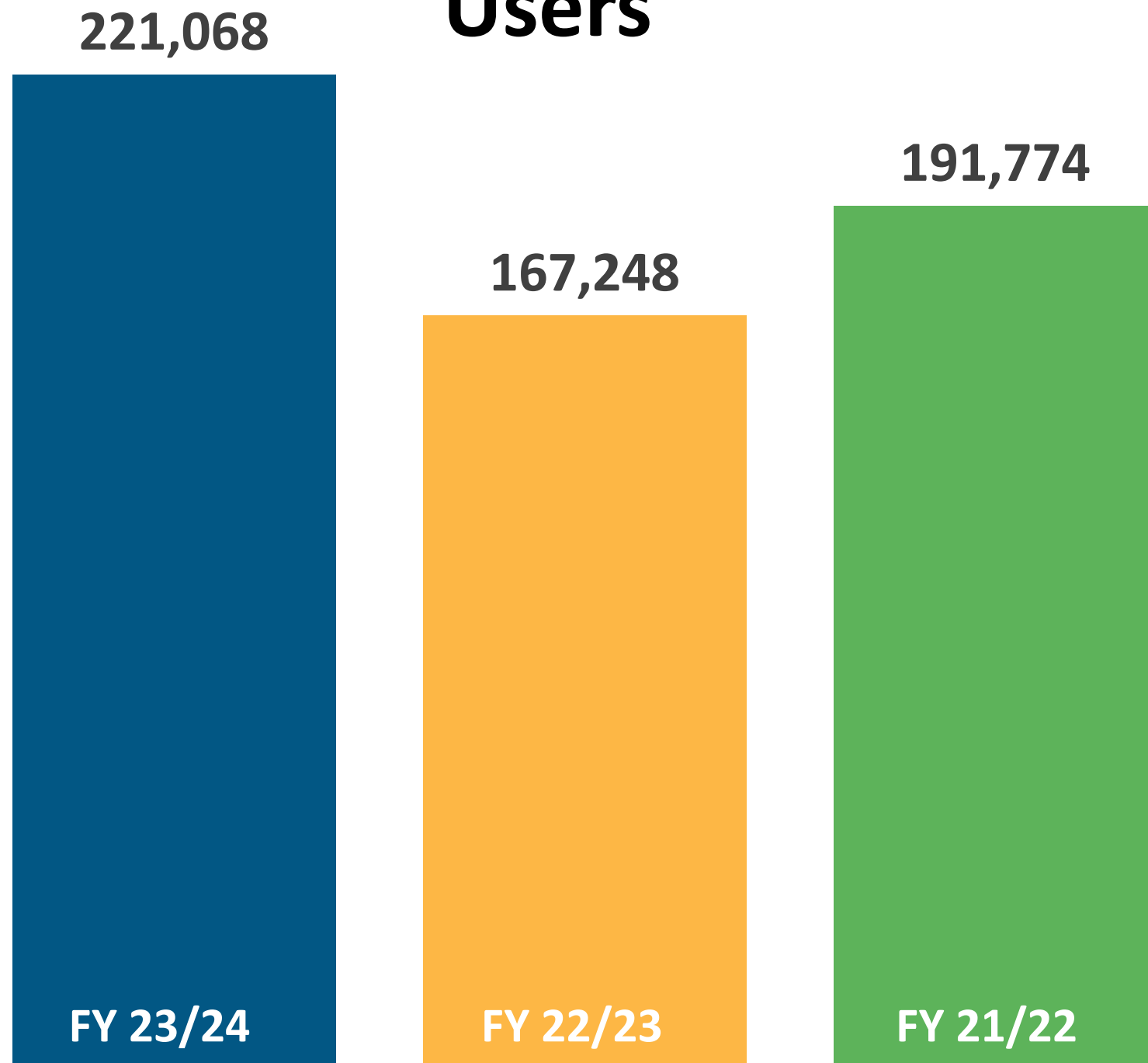


- Look for trends
- Work closely with local emergency partners to share information
- Help promote Coffee with a Cop events
- Launched first E-Bike Safety Awareness Week with MOVE SB in January



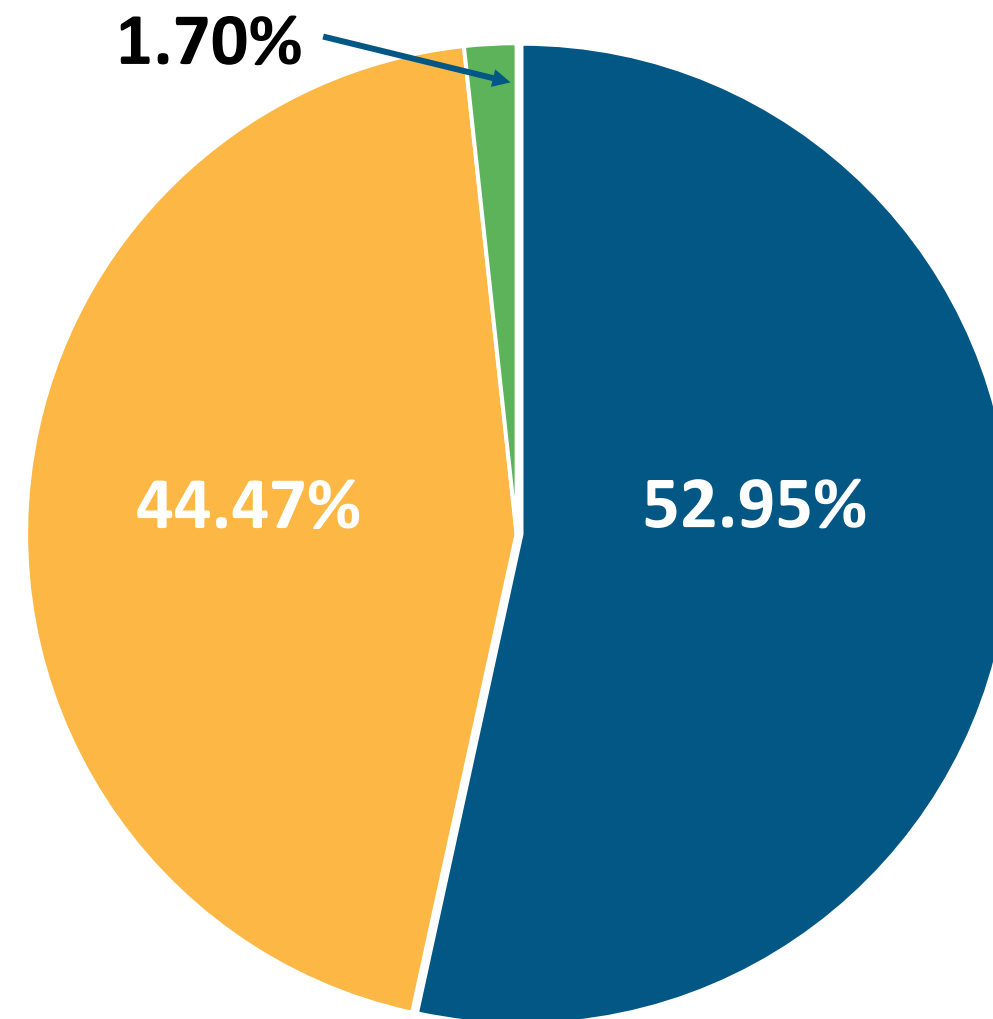
Website Data

Users

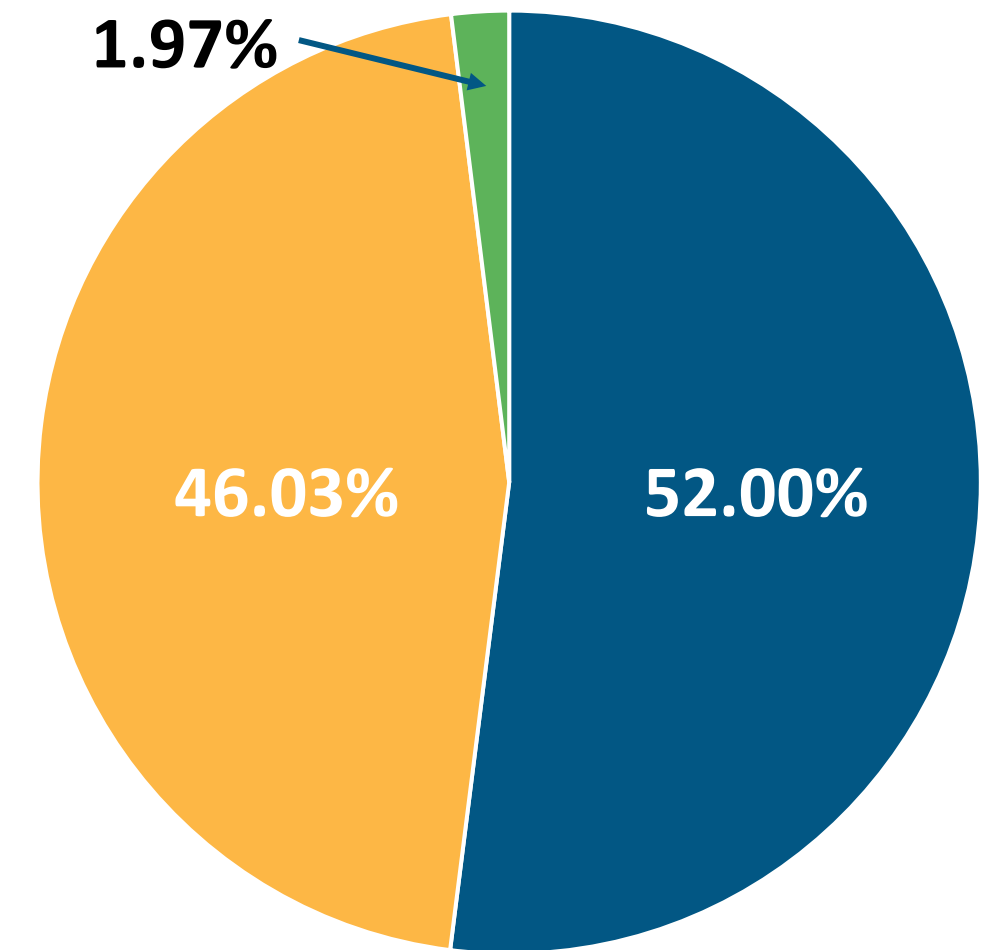


Desktop Mobile Tablet

Traffic FY 23/24



Traffic FY 22/23



Top 10 Website Pages

	Pageviews FY 2023/ 2024
City Homepage	136,604
Goleta Butterfly Grove	38,344
Library Homepage	37,093
Governments Meetings & Agendas	28,383
Jobs/Recruitment Information	12,711
Search <i>(new to Top 10 list)</i>	12,648
Press Releases <i>(new to Top 10 list)</i>	9,540
Library Calendar	9,380
About Us <i>(new to Top 10 list)</i>	7,731
City Bids	6,241

FY 22-23 Top 10 Webpages

City Homepage
Library Homepage
Government Meetings, Agendas & Videos
Goleta Butterfly Grove
Jobs / Recruitment Information
City Bid Opportunities
Library Catalog
Permits
Library e-Books/Audiobooks/Downloadables
Library Calendar

Project Connect Outreach

- Biggest Capital Improvement Project in City's history
- Groundbreaking event in March 2024
- Messaging on City channels with regular updates
- Videos in English and Spanish



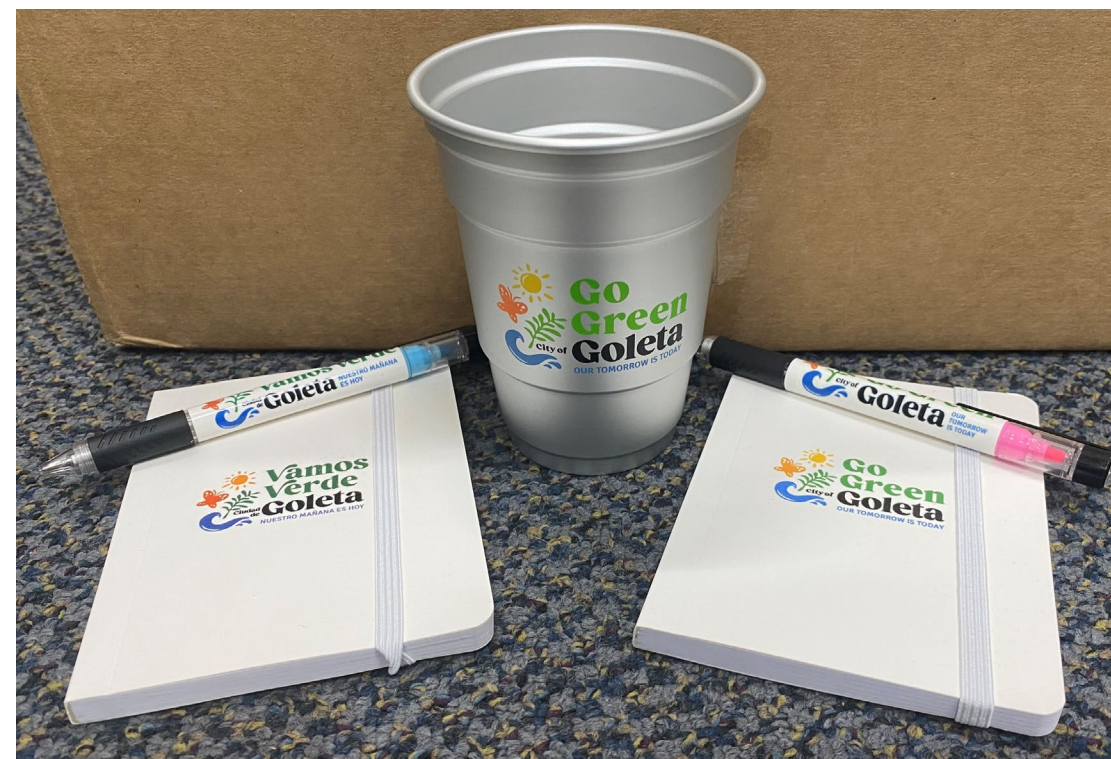
Old Town Open for Business Campaign

- Bilingual campaign
- Messaging on all City channels
- Video featuring Old Town businesses
- Social media posts spotlighting individual businesses
- A-Frame signs
- Light post banners



Go Green Goleta Campaign

- Launched in time for Earth Month
- Bilingual campaign
- Campaign logo
- Video promo
- Webpage
- Light post banners
- A-frame signs
- Giveaways



GoodLandGoodShopping Relaunch

- New online business directory on City website
- Launched in advance of the holiday season
- Bilingual campaign
- Messaging on all City channels
- Video promo
- A-Frame signs
- Light post banners



Community Events

- State of the City (Community and Chamber)
- Bilingual LEAD Goleta Community Academy
- Coffee & Community / Café y Comunidad
- Ground Breakings & Ribbon Cuttings
- Beautify Goleta
- Dam Dinner
- Meet Me in Old Town
- Mexican Independence Day Fest
- Lemon Festival City Booths
- NatureTrack Film Festival
- Old Town Holiday Parade



Groundbreaking & Ribbon Cutting Events

- Project Connect Groundbreaking
- Goleta Community Center Ribbon Cutting
- Community Garden / Armitos Park Ribbon Cutting



Coffee & Community / Café y Comunidad

- Held three Coffee & Community / Café y Comunidad events
- Spanish interpretation provided
- Outreach in English and Spanish
- Held in each district



CAFÉ Y COMUNIDAD CITY OF GOLETA

Goleta Valley Library
500 N. Fairview Ave
SAT, JULY 15
10:00 AM -12:00 PM

COFFEE & COMMUNITY CITY OF GOLETA



Bilingual LEAD Goleta Academy / Lidera Goleta

- Second time offered simultaneously in Spanish
- 31 total participants
- 7 Spanish speaking participants
- Returning in early 2025



Holiday Window Decorating Contest

- First held in December 2023
- Compliment to the Old Town Holiday Parade
- 20 businesses participated
- Winner: Goleta Bakery
- Honorable Mentions to Paperback Alley & GoodLandBBQ



E-Bike Safety Awareness Week

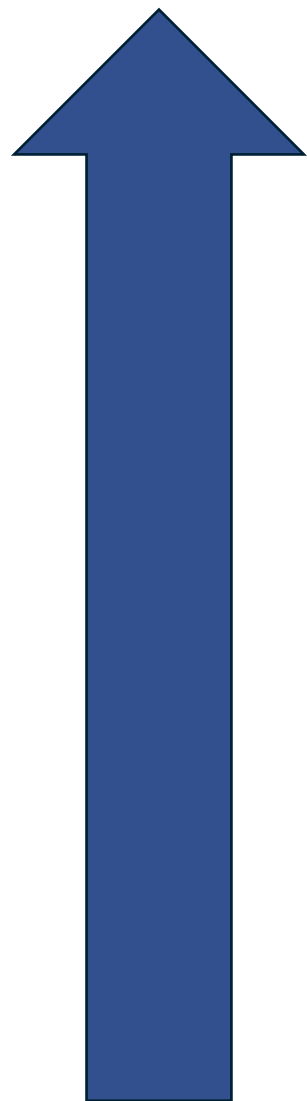
- The City expanded it from a day in January to a full week
- Partnership with MOVE SBC, Goleta Police, CHP and Cottage Hospital
- Outreach included:
 - Helmet distribution at Dos Pueblos High School and Goleta Valley Junior High School
 - E-Bike Skills Class and Ride
 - Video
 - Proclamation



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

Social Media (@cityofgoleta)

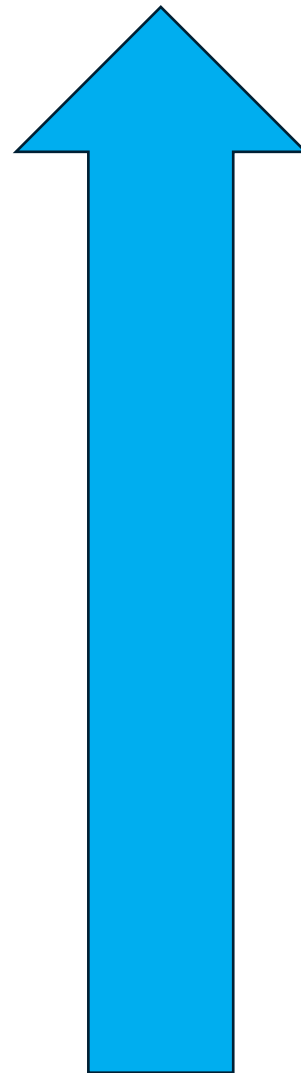


FY 23/24:
Followers: 6,063
Posts: 1,396

FY 22/23
Followers: 5,758
Posts: 1,279

FY 21/22
Followers: 5,577
Posts: 995

FY 20/21:
Followers: 5,327
Posts: 1,234

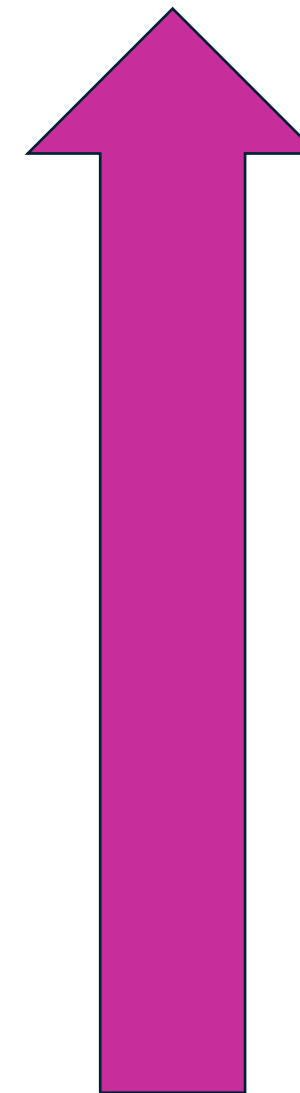


FY 23/24:
Followers: 4,431
Tweets: 1,224

FY 22/23
Followers: 4,228
Tweets: 1,211

FY 21/22
Followers: 4,009
Tweets: 996

FY 20/21:
Followers: 3,628
Tweets: 1,074



FY 23/24:
Followers: 3,277
Tweets: 1,066

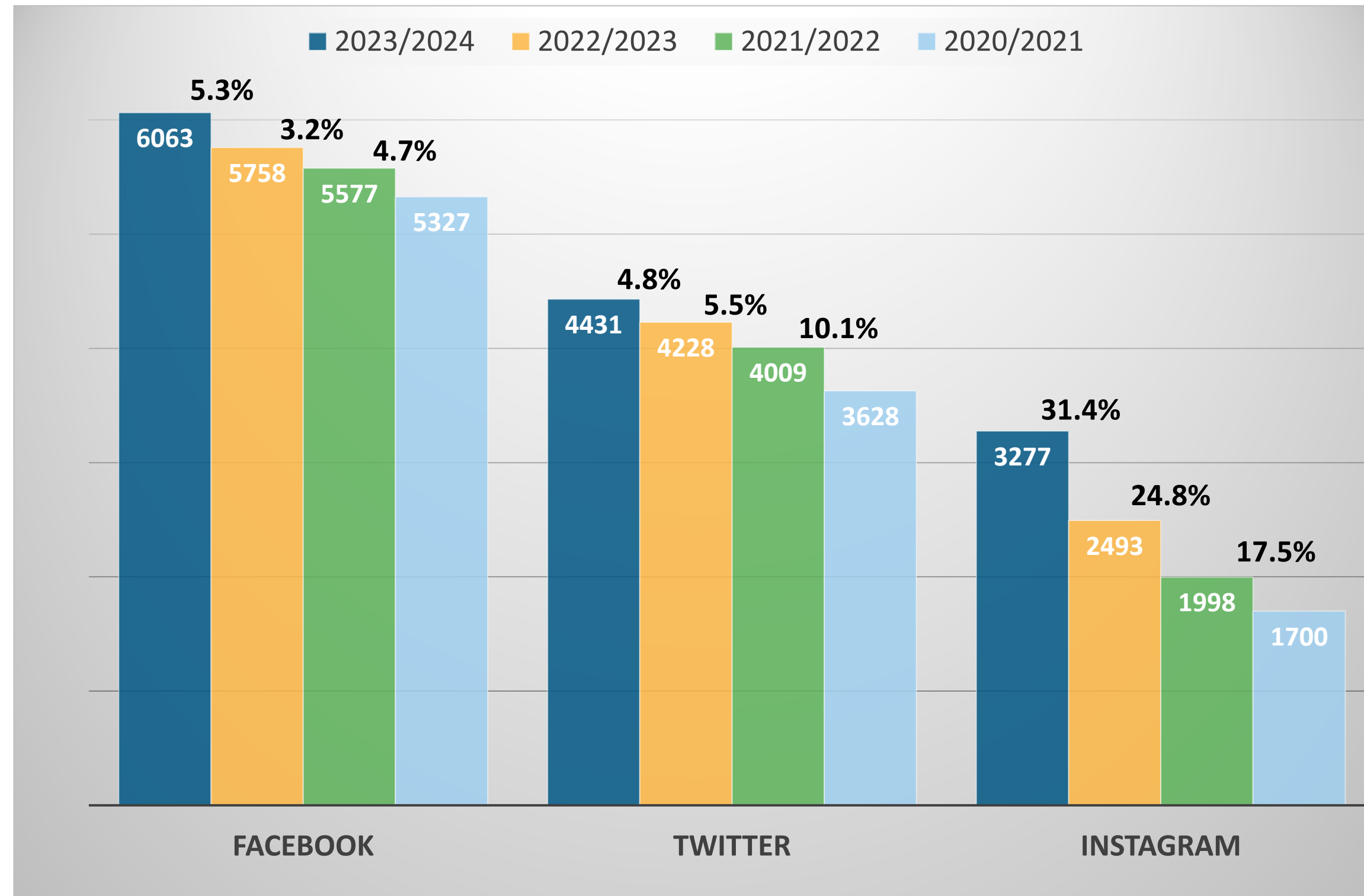
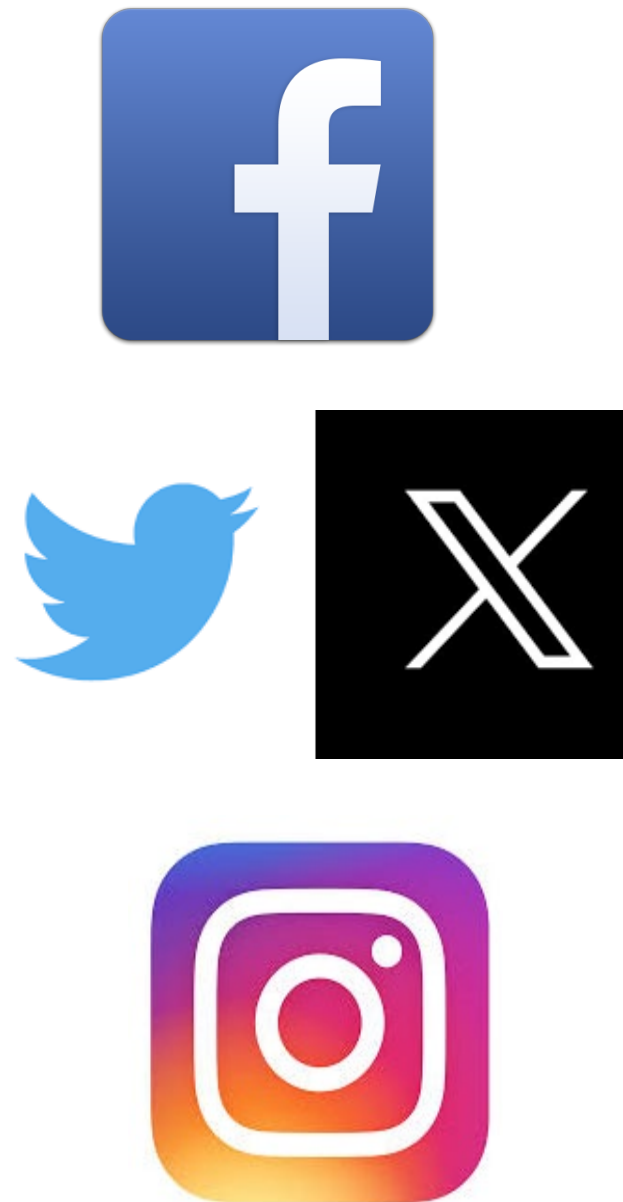
FY 22/23
Followers: 2,493
Tweets: 878

FY 21/22
Followers: 1,998
Tweets: 233

FY 20/21:
Followers: 1,700
Tweets: 34



Social Media Follower Growth




Top Instagram Post & Video




Top Post – March 27, 2024:



 **cityofgoleta** A great way to spend a Wednesday morning getting to know our new Community Resource Deputy Connor Worden ☕ 🚓 Thank you to everyone that stopped by Old Town Coffee & Roasters for this Coffee with a Cop gathering hosted by the Santa Barbara County Sheriff's Office including Sheriff Bill Brown, Chief of Police Services Lt. Brittingham, Mayor Paula Perotte, Councilmember James Kyriaco, and other local leaders ❤️ 🙌 This was a great opportunity to connect in a casual setting and ask questions, if you missed it, don't worry! Community Resource Deputy Worden plans to hold more Coffee with a Cop events in the future – stay tuned! 🗣️ #CoffeewithaCop #CityofGoleta -- Una excelente manera de pasar un miércoles por la mañana conociendo a nuestro nuevo Diputado de recursos comunitarios, Connor Worden ☕ 🚓 Gracias a todos los que pasaron por Old Town Coffee para esta reunión de Café con un policía, incluido el sheriff Bill Brown, el jefe de servicios policiales, el teniente Brittingham, la alcaldesa Paula Perotte, el concejal James Kyriaco y otros líderes locales ❤️ 🙌 Esta fue una gran oportunidad para conectarse en un ambiente informal y hacer preguntas. Si se lo perdió, ¡no se preocupe! El ayudante de recursos comunitarios Worden planea realizar más eventos de Café con un policía en el futuro: ¡estén atentos! 🗣️ #CaféconUnPolicia #CiudaddeGoleta

Top Video – November 17, 2023



 **cityofgoleta** Happy 25th Birthday to the Goleta Costco Warehouse! A special celebration was held this morning, Nov. 17, with #cityofgoleta Mayor Paula Perotte, Councilmember Stuart Kasdin, and District 2 Councilmember James Kyriaco at a ribbon cutting ceremony organized by the Santa Barbara South Coast Chamber of Commerce. More than 50 staff, employees, and community guests were in attendance for the event. The Goleta Costco Warehouse, located at 7095 Market Pl Dr, has been serving Goleta since 1998. "Goleta has loved Costco and Costco has loved Goleta" said Mayor Perotte "Their free Backpack Program for students has always made a difference in our community. Here's to another 25 years!" Congratulations Costco Goleta -cheers to 25 more years of success and community support!
Nov 17, 2023

Top Instagram Posts & Videos

Post: Image or Carousel	Reach	Likes
Coffee with a Cop – Meet new CRD Connor Worden	3,412	107
Road closure due to downed trees	2,542	169
DUI checkpoint	2,027	55
New road closures due to storm	1,982	64
DUI checkpoint	1691	65
SB Fish Market in Goleta	1,422	99
New road closures and updates	1,374	72
Beach closure issued for Goleta Beach	1,368	41
Update on storm impacts	1,347	82
Buena Tierra applications open	1,290	94

Post: Reel	Plays	Likes
Costco 25 th anniversary celebration	3,061	97
Old Town Open for Business campaign launch	2,441	103
Project Connect	2,145	67
State of the Cities Luncheon	1,582	39
Happening Now: The Goodlanders playing at Meet Me in Old Town	1,539	45
GoodLandGoodShopping KEYT story	1,506	40
GCC Ribbon Cutting	1,483	35
Happening Now: Mexican Independence Day Festival	1,469	83
Dam Dinner video invite	1,302	39
Community Garden / Armitos Park / JDW Park Update from KEYT	1,276	39

Top Facebook Post



February 2, 2024



City of Goleta Government

Feb 2, 2024

Traffic alert! 🚗 📌 Caltrans Central Coast (District 5) has shared that the northbound on-ramp to US 101/State Route 217 at Patterson Avenue in Goleta will be closed from tomorrow, Saturday, Feb. 3 at 10 am to Friday, Feb. 9 at 3 pm due to expected storms. 🌩️ #cityofgoleta

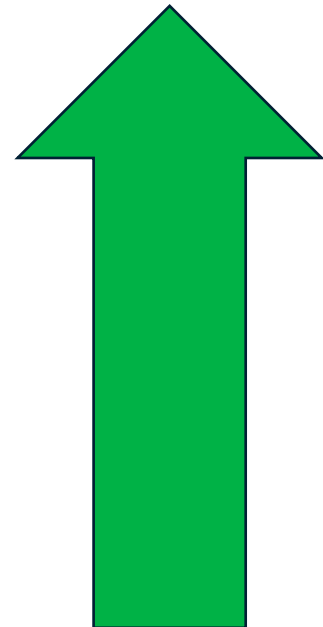
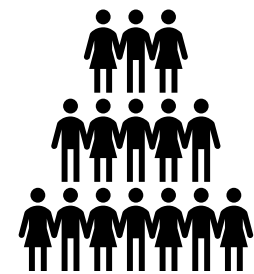


Top Facebook Posts

	Date	Reach	Reactions, Comments & Shares
Traffic Alert! US 101/SR 217 NB on-ramp at Patterson to close 2/03 due to expected storm	February 2, 2024	24,341	156
Next phase of splash pad construction	May 17, 2024	19,077	30
Applications open for City's community garden	January 30, 2024	15,865	395
New road closures due to storm	February 18, 2024	15,874	159
US 101 San Jose Creek Bridge Replacement Project Update	February 15, 2024	11,507	68
Cathedral Oaks b/t Calle Real and Winchester Circle is open again	April 17, 2024	9,736	44
New road closures and updates	February 4, 2024	8,469	258
Pavement rehab on the way	June 28, 2024	7,562	55
Traffic count cameras installed at intersections	May 7, 2024	6,832	20
Beautiful day at Lake Los Carneros	March 25, 2024	4,674	12



Nextdoor



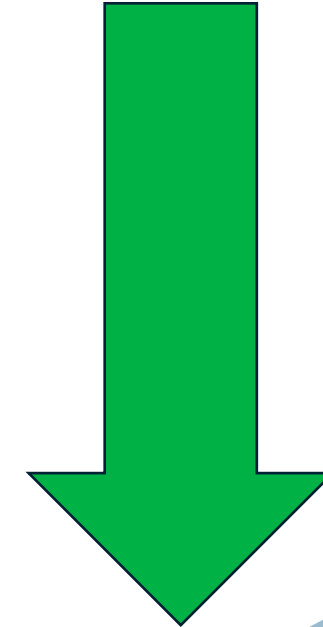
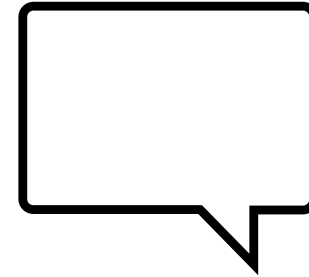
Members

FY 23/24:
Members: 13,828

FY 22/23
Members: 12,275

FY 21/22
Members: 11,028

FY 20/21:
Members: 9,729



Agency Posts

FY 23/24:
Posts: 509

FY 22/23
Posts: 614

FY 21/22
Posts: 557

FY 20/21:
Posts: 744

GovDelivery

- City's email/text notification system to sign up for topics of interest
- 20 topics for people to choose from including:

- Emergency Information
- News & Announcements
- Monarch Press
- Public Works Updates
- Goleta en Espanol
- Library
- And more



Join Us for the September 19 Goleta City Council Meeting

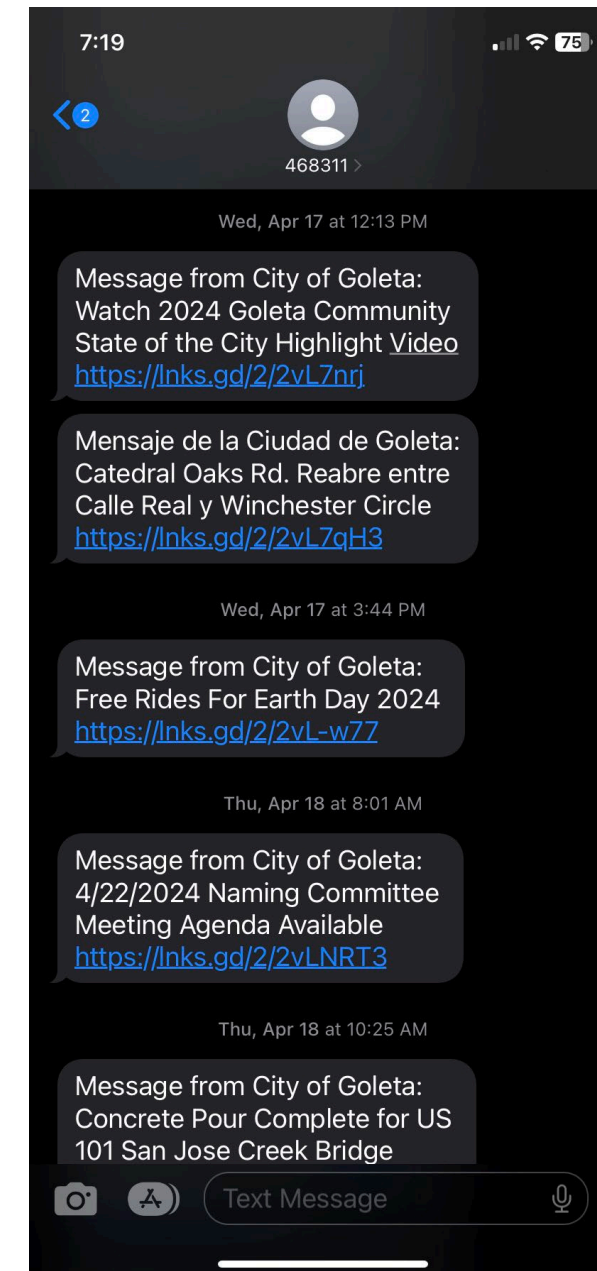
Topics Include: Blue City Certification, NatureTrack Film Festival, Camino Real Specific Plan Amendment, Law Enforcement Services Agreement, 4th Quarter Financial Review, and Waste Reduction Program Update

We hope you will join us for Goleta's City Council meeting this **Tuesday, September 19, at 5:30 p.m.** (closed session begins at 4:00 p.m.). We encourage you to join us in City Council Chambers, watch live, and/or participate via Zoom. Directions for how to do so can be found below. Items on the agenda include:



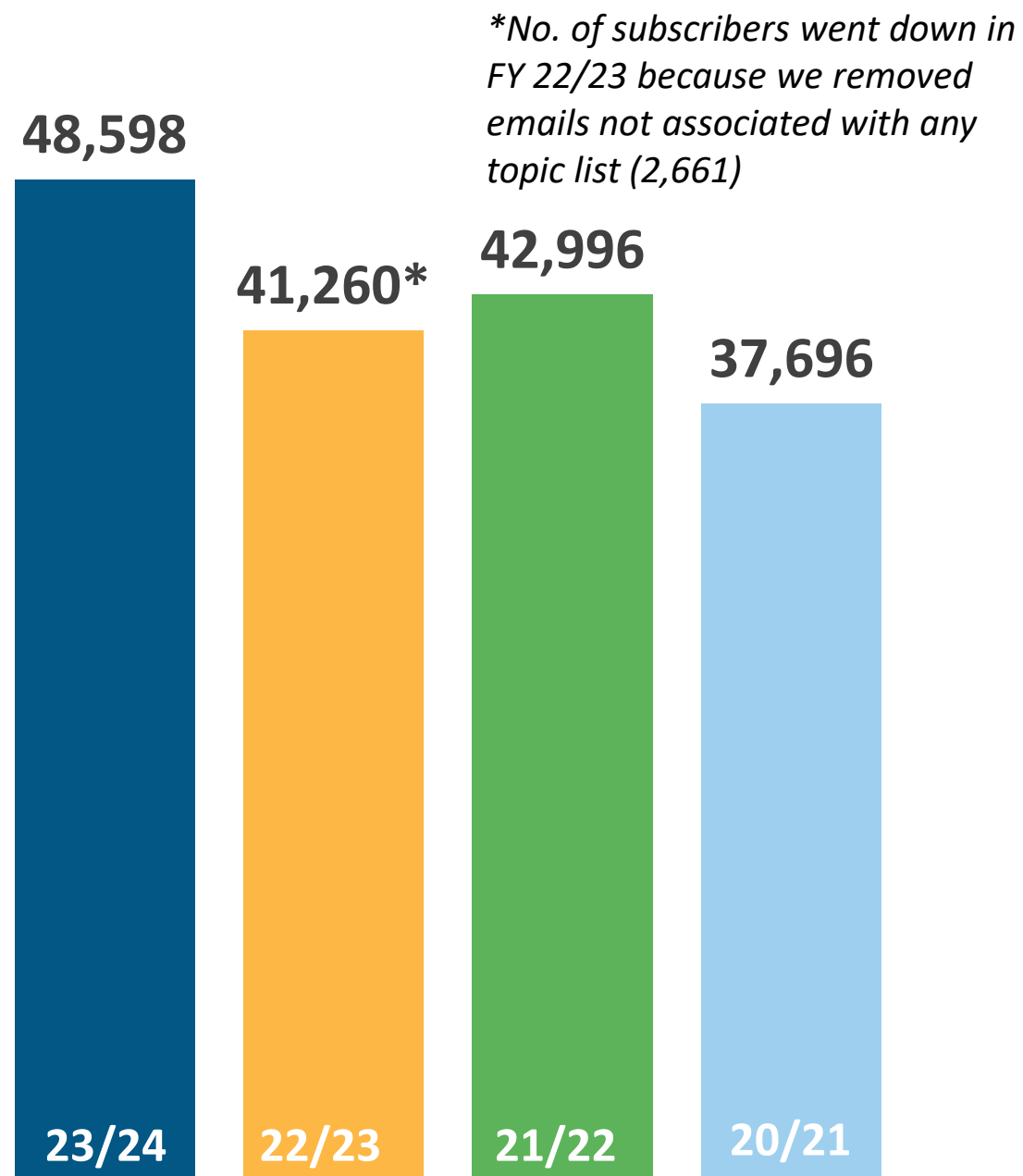
City of Goleta Holds Memorable and Informative State of the City Event

The State of Goleta is strong according to Mayor Paula Perotte. The Mayor gave her 2024 State of the City Address last night, April 10, 2024, at the newly reopened Goleta Community Center. Approximately 150 people turned out including community leaders, stakeholders, residents and City staff. It was a memorable and informative event from start to finish and a great opportunity for those who attended to connect with each other and learn how the City is doing and what the future holds. The event included live music, city information tables, mingling, refreshments, presentations from the Mayor and City Manager and questions from the public.

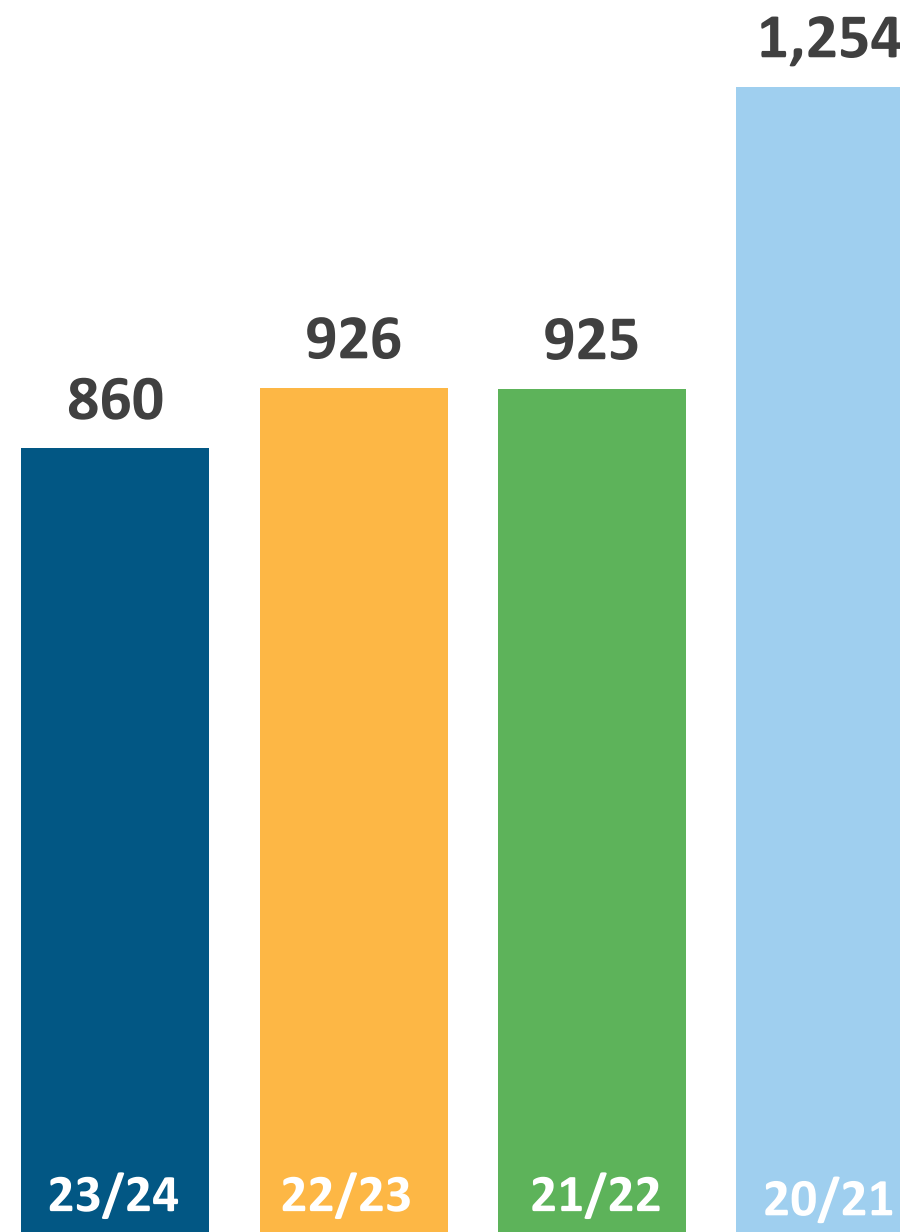


GovDelivery

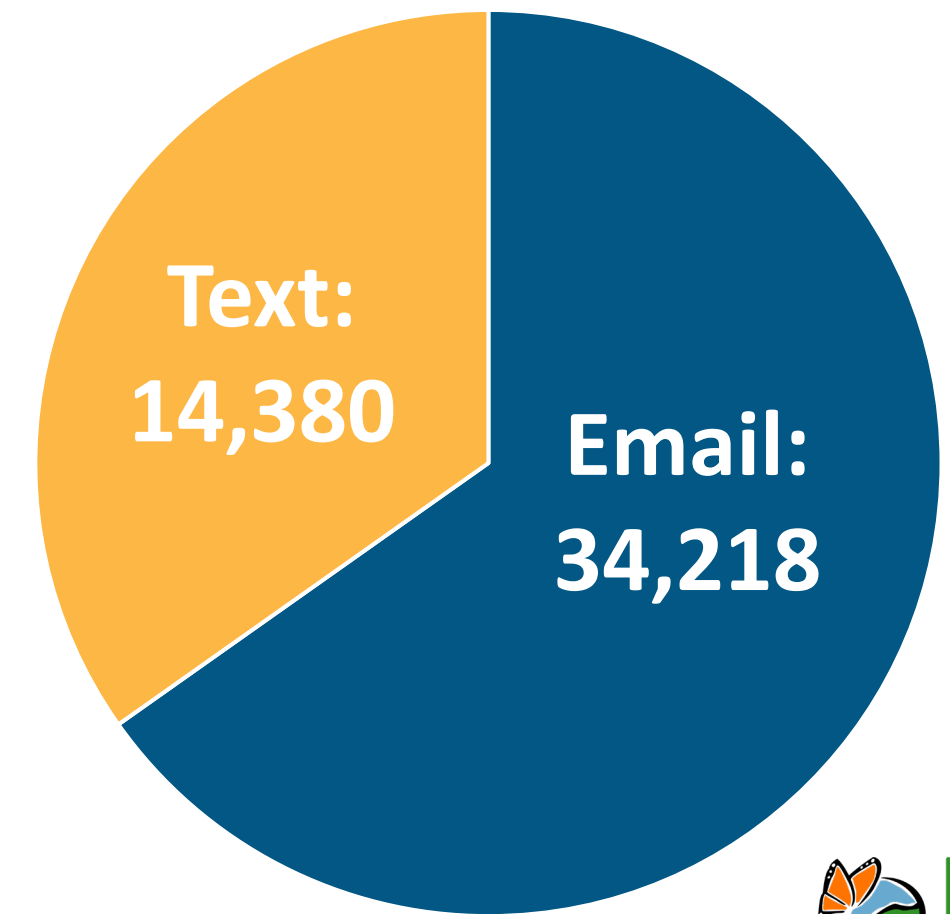
No. of Subscribers



Bulletins Sent

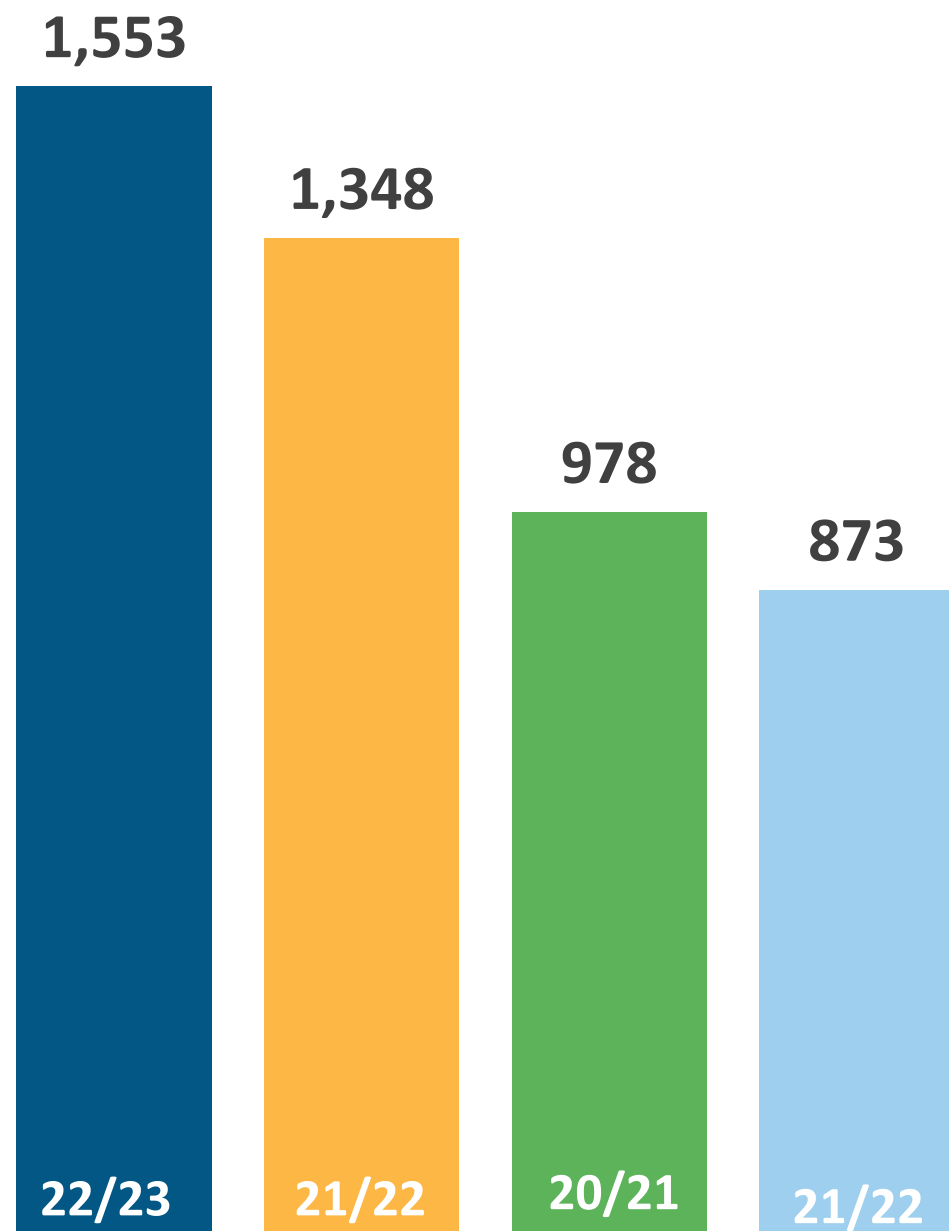


Subscription Type

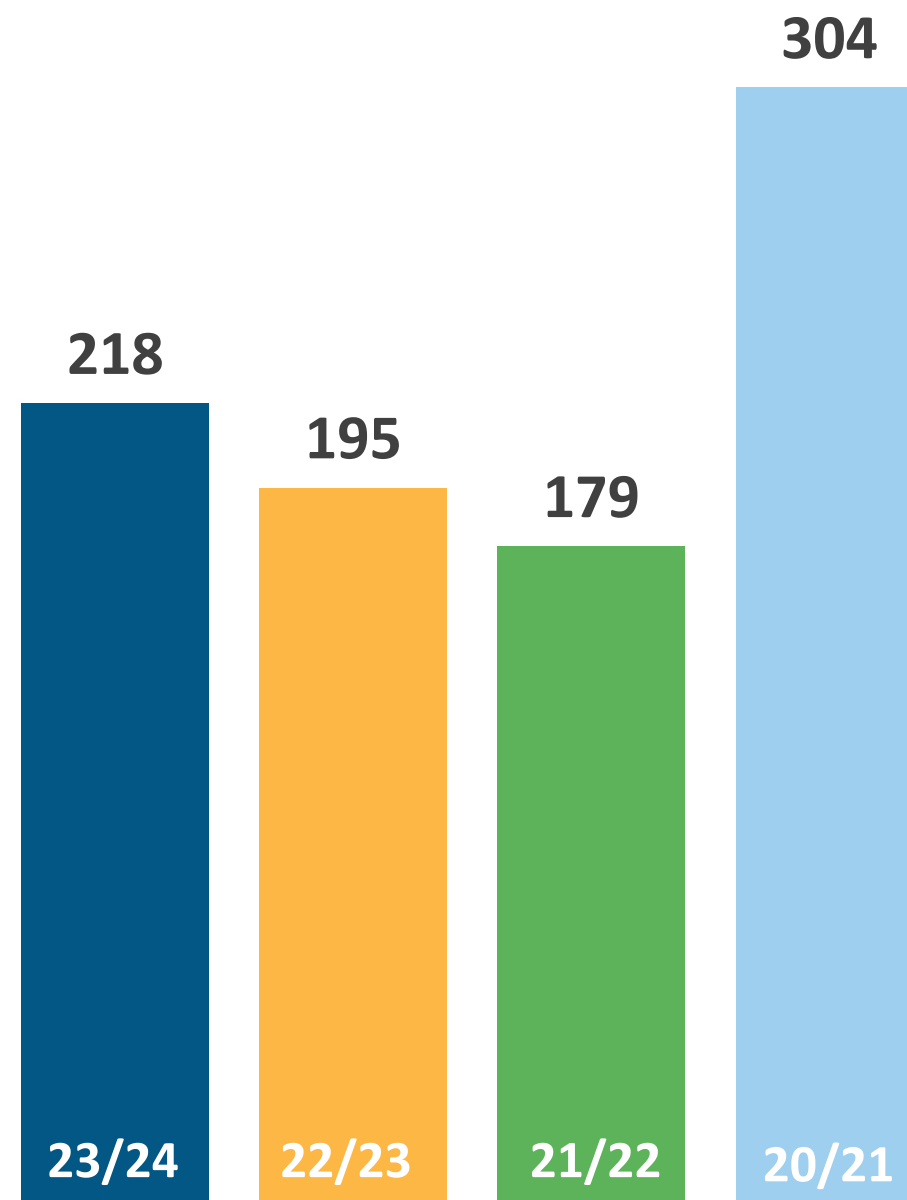


GovDelivery en Español

No. of Subscribers

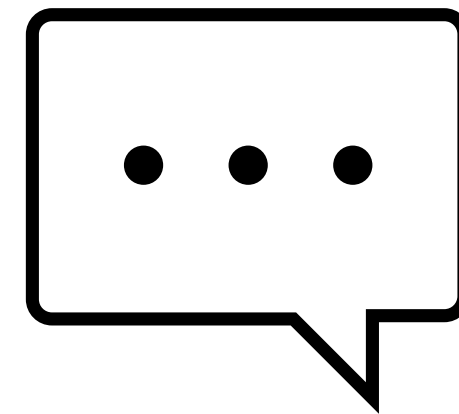


Bulletins Sent



Blackboard Connect

- Phone, email and text message notification system
- Over 20,000 residents and businesses signed up
- Used to share:
 - Emergency information
 - Event impacting the City (i.e. Community State of the City)



Press Releases

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



Goleta in the News

National Coverage



Butterfly rest stop

Like whales in general, butterflies are in decline. Some, like the monarch butterfly, whose western variety winters in the forested groves along the California coast, are at risk of extinction.

Four years ago, the butterfly count in the Goleta Butterfly Preserve, between the Santa Ynez mountains and the Pacific Ocean, had plunged to a shocking 10 individuals. But the monarchs have made a stunning comeback. The 2022-2023 season tallied more than 12,000, and the current season has already more than doubled that number.



Monarch butterflies cluster in the Goleta Monarch Butterfly Grove in Santa Barbara County, California, during their annual 3,000-mile migr... [Read More](#) ✓
PHOTOGRAPH BY RICH REID, NAT GEO IMAGE COLLECTION

Videos / YouTube



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



Highlights of Armitos Park Ribbon Cutting Event



Good Times in the Good Land!



E-Bike Safety Awareness



We had a Ball at the Lemon Festival!



Goleta TV Channel 19

- Video content
- Slides promoting events & programs



GoGreenGoleta.org

Goleta Community Center Reopening Ribbon Cutting!



Join Us! April 4 at 10am
5679 Hollister Avenue

Learn more at CityofGoleta.org/GCC



COMMUNITY E-BIKE SKILLS CLASS & RIDE

Learn pre-ride checks, safety tips, how to interact with traffic, and receive free giveaways including helmets and lights while supplies last.

➤➤➤ **SATURDAY, JANUARY 20, 2024**

🕒 **1:00 - 3:30 P.M.**

📍 **Goleta Valley Junior High**
Basketball Courts
6100 Stow Canyon Rd

Learn more and register at movesbcounty.org/events



Attendees must register and participate in all activities:
1:00 - Check-In/Register
1:30 - Pre-Ride Checks
1:45 - Skills Courses
2:30 - Community E-Bike Ride
3:15 - Giveaways

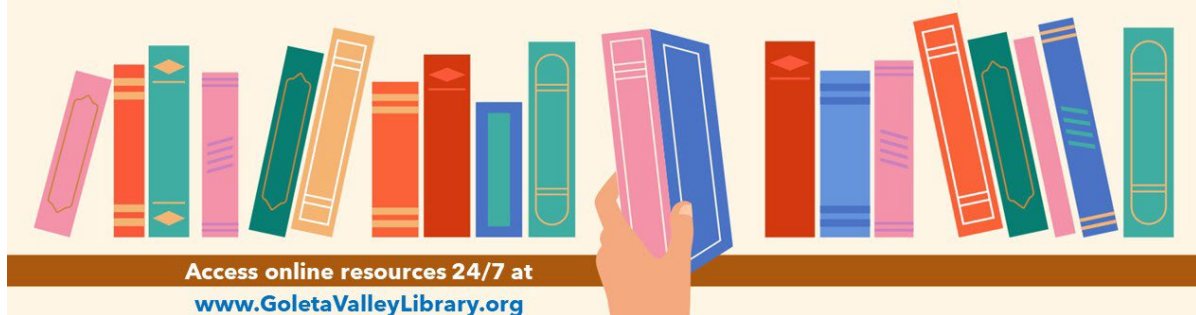
Be Part of BEAUTIFY GOLETA EARTH DAY!

Saturday, April 20

- Community Cleanup at Bella Vista Park
9am - 12pm
- Beach Cleanup at Ellwood Beach
9am - 11am
- Bulky Item Drop Off at Brandon School
9am - pm

LIBRARIES CLOSED

MONDAY, FEBRUARY 19 FOR PRESIDENTS' DAY
THURSDAY, FEBRUARY 22 FOR STAFF TRAINING



Access online resources 24/7 at www.GoletaValleyLibrary.org

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
Annually

301 Articles

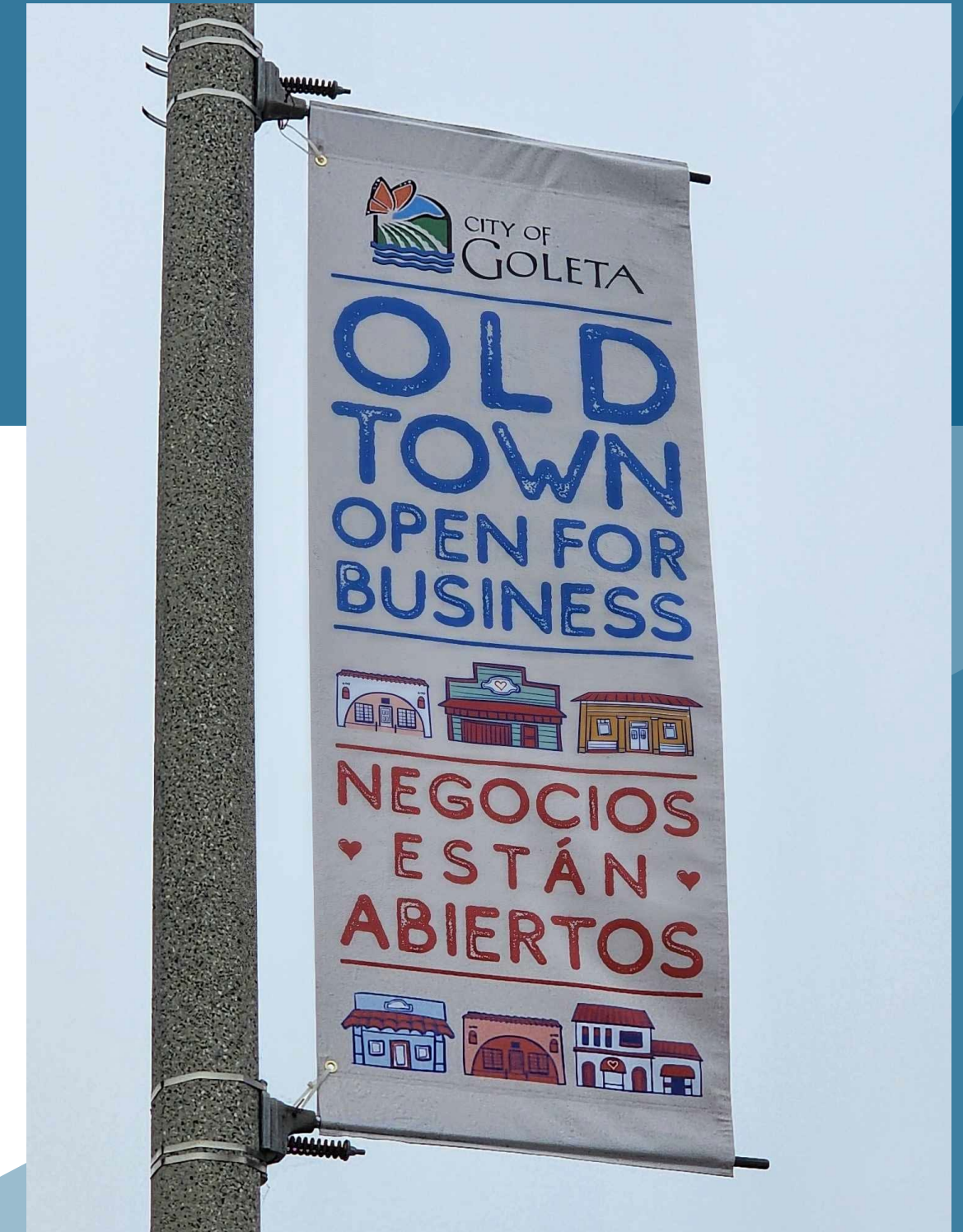
**6,323 email
and text
subscribers**
51 print
subscribers



A-Frames



Light Post Banners



Fiscal Year Outreach Comparison

	FY 2023/ 2024	FY 2022/ 2023	FY 2021/ 2022	FY 2020/2021	FY 2019/2020
GovDelivery Subscribers	48,598	41,260	42,996	37,696	35,490
GovDelivery Bulletins sent	860	926	925	1,254	679
GovDelivery Spanish Subscribers	1,553	1,348	978	873	727
GovDelivery Spanish Bulletins Sent	218	195	179	304	72
Website Users	221,068	167,248	191,744	1,217,546	141,850
Desktop Traffic	52.95%	52.00%	61.44%	94.31%	55.84%
Mobile Traffic	44.47%	46.03%	36.71%	5.35%	39.90%
Press Releases	215	217	215	183	122
Monarch Press Total Articles / Issues	301 / 11	322 / 11	314 / 11	303 / 11	181 / 10
Facebook Followers	6,063	5,758	5,577	5,327	5,050
Facebook Posts	1,396	1,279	995	1,234	1,039
Twitter Followers	4,431	4,228	4,009	3,628	3,002
Tweets/Retweets	1,224	1,211	996	1,074	956
Instagram Followers	3,277	2,493	1,998	1,700	1,457
Instagram Posts	1,066	878	233	34	131
Nextdoor Members	13,829	12,275	11,028	9,729	8,426
Nextdoor Bulletins	509	614	557	744	418
Videos (Total)	55	35	34	34	18
Videos (Spanish)	16	9	9	10	N/A



Future Ideas

- GoodLandGoodShopping social media push
- Know Your District campaign for 2024
- “Flip the Switch”
Holiday Lights in Old Town
- City Assist Video Tutorial
- Other ideas?



CITY OF GOLETA




**shop
local**

GoodLandGoodShopping.com




**compra
local**

GoodLandGoodShopping.com
DIRECTORIO EN LÍNEA DE
NEGOCIOS DE GOLETA

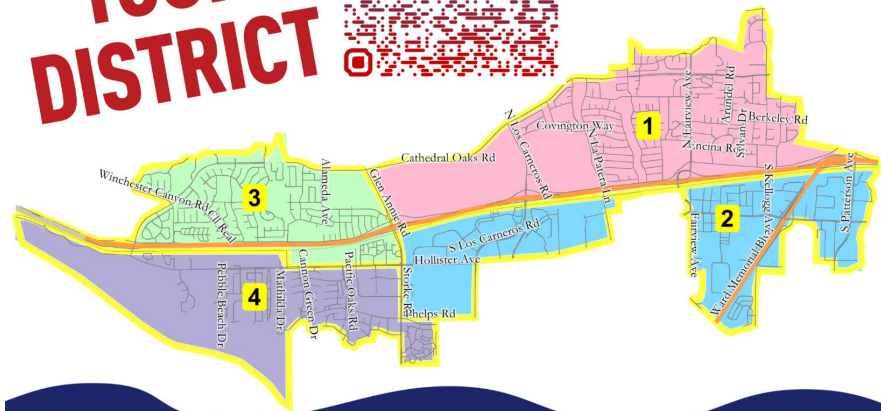


**GOLETA
NOVEMBER
ELECTION** **vote**

KNOW YOUR DISTRICT



Scan for interactive map



CityofGoleta.org/Elections
Interactive Map Available!

Stay Connected to the City of Goleta

- Sign up for email and/or text messages at tinyurl.com/GoletaSubscriptions
- Request City services or report a concern using City Assist at CityofGoleta.org/CityAssist

A graphic with a dark grey background and white rounded corners. It contains several social media icons: YouTube, Facebook, Instagram, Nextdoor, and Twitter. The text "Stay Connected to the City (@cityofgoleta)" is centered. To the right, there is a large graphic of a monarch butterfly with the text "the Monarch Press" and "City of Goleta Newsletter" overlaid. The website "www.GoletaMonarchPress.com" is at the bottom of the graphic.

YouTube
youtube.com/cityofgoleta1

Stay Connected to the City (@cityofgoleta)

the **Monarch Press**
City of Goleta Newsletter
www.GoletaMonarchPress.com

www.CityofGoleta.org



Thank You