



Agenda Item C.4
DISCUSSION/ACTION ITEM
Meeting Date: August 15, 2018

TO: Public Engagement Commissioners

FROM: Carmen Nichols, Deputy City Manager
Valerie Kushnerov, Community Relations Manager

SUBJECT: Input on Outreach for City Events and Projects

RECOMMENDATION:

Provide input on outreach for the City's upcoming events and projects.

BACKGROUND:

At the May 2, 2018, meeting, the Public Engagement Commission (PEC) asked to have an item on future agendas to discuss the PEC's specific ideas on outreach for the City's events above and beyond what City staff already does. This item is being brought back to the PEC as a result of that request.

DISCUSSION:

The City has a number of tools it uses for outreach for regularly scheduled meetings, special meetings and workshops and City events. These were discussed at the October 26, 2017, and June 13, 2018, meetings.

These meetings and events are promoted through:

- City's website (news section, home page scroll, project pages)
- Press releases
- Text/email notifications
- Online and print newsletter (Monarch Press)
- Flyers
- Postcards
- Facebook
- Twitter
- Instagram
- Nextdoor
- Channel 19
- Partnering and community agencies

In the next two months, the following events are scheduled:

August 16	Butterfly Habitat Management Plan Workshop
August 18	Dam Dinner
August 21	City Council meeting
August 27	Planning Commission meeting
September 4	City Council meeting
September 11	Design Review Board meeting
September 18	City Council meeting
September 22	Walk with a Cop
September 24	Planning Commission meeting
September 25	Design Review Board meeting
October 2	City Council meeting
October 3	Parks and Recreation Commission meeting
October 8	Planning Commission meeting
October 9	Design Review Board meeting

Meetings on other projects such as the Zoning Ordinance are planned but not yet scheduled.

The City appreciates when community groups and individuals promote the City's events to their networks because when a friend or a respected organization recommends something, it increases the likelihood of people participating due to the word of mouth marketing effect. The Public Engagement Commissioners can help promote the City's happenings to their networks and friends by subscribing to the email/text notifications, reading the Monarch Press, sharing items on Facebook, retweeting tweets, and by word of mouth. Our bilingual commissioners can also make an effort to help promote the City as a trusted source of information. As referenced in the Spanish Engagement focus group report presented on this agenda, the following ideas were generated from the response

- Consider putting an informational bilingual kiosk at the Goleta Valley Community Center.
- Contact Radio Bronco to get on the "radio in your community program" and "Inside Isla Vista" radio program.
- Provide specific information to El Latino newspaper on important Old Town news stories.
- Consider using KCSB for public service announcements/information on their Spanish radio show.
- Encourage Commissioner Silvia Uribe to put Goleta-specific information on her radio and TV shows.
- Council and staff can attend local events to speak directly with residents such as Sunday soccer games at Girsh Park or the swap meet.

Staff will assess these ideas and create a work plan to be presented to the Commission at a future meeting.

FISCAL IMPACT:

There is no fiscal associated with the discussion of ideas for additional outreach activities. However, some tasks may have costs associated with implementation.

Approved By:

A handwritten signature in dark ink, appearing to read 'C. Nichols', written over a horizontal line.

Carmen Nichols
Deputy City Manager