



CITY OF
LA MESA
JEWEL of the HILLS

Community Engagement Plan

Quarterly Report

January - March 2022



April 22, 2022

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Community Engagement Plan GOALS

Establish City Manager's Office as central contact for communications and implement consistent branding across City departments.

Hire a full-time position dedicated to communications that will implement the Community Engagement Plan (CEP).

Expand engagement capacity & opportunities via simulcasting, live streaming, hosting town halls, and establishing leadership academy.

Increase the frequency and relevance of communications with residents, businesses and community stakeholders, as well as with staff.

Continue leveraging social media to promote local businesses and La Mesa as a destination for regional shopping and business development.

Leverage social media to amplify City efforts and develop targeted social media campaigns. Increase subscribers to digital newsletters and social media followers.

Review and update operating protocols for the City's Crisis and Emergency Communication.

Upgrade existing technology capabilities to support ongoing communication efforts including the Emergency Operations Center.

Continue providing accurate and timely updates to community and press. Amplify positive stories about community and accomplishments.

OVERVIEW

Since La Mesa City Council adopted the 2021-2023 Community Engagement Plan **(CEP)** on January 26, 2021, the City Manager's Office **(CMO)** has been strategically implementing the nine (9) goals identified in the CEP.

In terms of accomplishments, since inception of the plan, the CMO is now the central point of contact for all communications after hiring a new full-time Communications Manager. The CMO has made significant strides in implementing the plan's goals.

During the unprecedented events of 2020, cities had to **reimagine the role of communications in the public sector**. The significance of the role of communications and in responsible governance became more evident and at times crucial to health and safety.

As the City has made significant strides in delivering on a customer service "culture of yes," timely communications to stakeholders underscores the need for an effective CEP and related efforts to amplify the work being done at City Hall and overall responsiveness to residents' issues and concerns.

The highlights shared in this quarterly report will provide an overview of first quarter accomplishments toward enhancing community engagement, the methods for increasing the City's engagement and reach to residents and other stakeholders, and new campaigns to promote the Homeless Outreach and Mobile Engagement (HOME) Program, SeeClickFix, and outreach to the business community, including a monthly business spotlight.

The City now regularly publishes two digital, external facing newsletters - the biweekly City Manager Update and the monthly Economic Development Newsletter. Implementation of new initiatives are underway, including the Mayor's Minute video series, the La Mesa Leadership Academy, a Crisis Communications Plan and targeted social media campaigns.



DIGITAL PUBLICATIONS

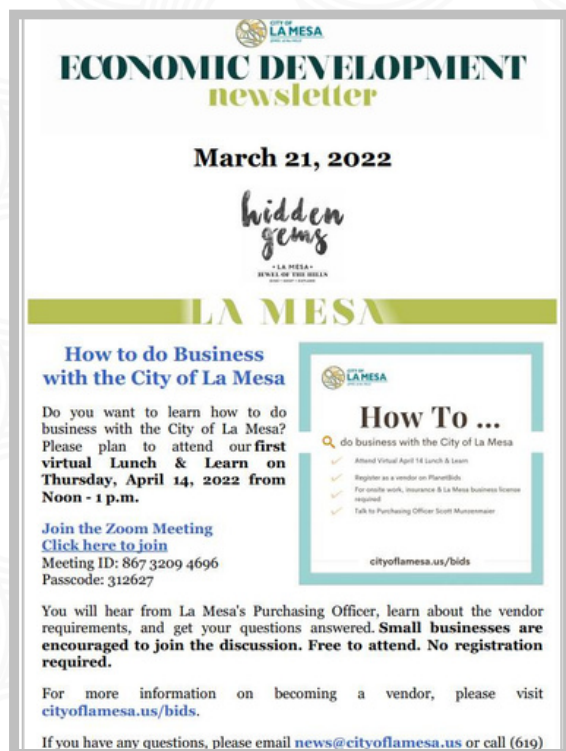
The **City Manager Update** is a biweekly, public facing publication designed to keep residents and other stakeholders engaged and informed.

During the reporting period, this digital publication has experienced recording-breaking average open rates of over 40%, when the industry average is roughly 25-30%.

Quarterly Metrics

January 14 & 28: 43% avg. open rate
February 11 & 25: 44% avg. open rate
March 11 & 25: 42.5% avg. open rate

total subscribers: 3,700



The **Economic Development eNewsletter** is a monthly digital publication designed to keep business owners and other stakeholders informed of available resources and other important updates. During the reporting period, this digital publication also has experienced recording-breaking average open rates of over 40%, when the industry average is roughly 25-30%.

Quarterly Metrics

January 17: 40% open rate
February 21: 45% open rate
March 21: 44% open rate



FACEBOOK & INSTAGRAM ANALYTICS

Facebook and Instagram metrics focus on demographics and how to target content for followers. With the most frequency, the City of La Mesa official **social media assets** are reaching women, ages 35-44, living in La Mesa and San Diego. Over seventy-two percent (72%) of the followers on these platforms are an older subset of the Millennials and the younger Generation Xers. As a metric, this is useful in designing and implementing content for the plan.

Facebook Metrics & Analytics

Followers: 3,833

Demographics

- 72.9% women
- 27.1% men
- Ages 35-44 largest audience

Top countries reached by La Mesa's Facebook content: United States, Mexico, Canada, Guam, Japan, Myanmar, Pakistan, Turkey, and United Kingdom

Instagram Metrics & Analytics

Followers: 3,197

Demographics

- 72.6% women
- 27.4% men
- Ages 35-44 largest audience

Top Countries reached by La Mesa's Instagram content: United States, Mexico, Brazil, and Japan





TWITTER ANALYTICS

The total **Twitter followers is 4,114** on the City of La Mesa's official account.

Comparing the first quarter of 2021 with the first quarter of 2022, the City of La Mesa's official Twitter social media asset has shown some improvement in the important analytics provided by the platform. For context, the industry standard is one tweet and one new follower per workday (**or at least three tweets and three new followers per week**) for a total of **48-60 tweets and new followers per quarter**. We increased in both tweets and new followers, being on target with the industry standards.

Metrics	Jan-Mar 2021	Jan-Mar 2022
Tweets	9	54
Tweet impressions	28,523	27,289
Profile Visits	2,155	2,987
Mentions	239	129
New Followers	28	80



SOCIAL MEDIA CAMPAIGNS

During the reporting period, the City of La Mesa executed multiple social media campaigns on Facebook, Instagram and Twitter to amplify the City's efforts in support of the Community Engagement Plan goals.

The following were **targeted social media campaigns**:

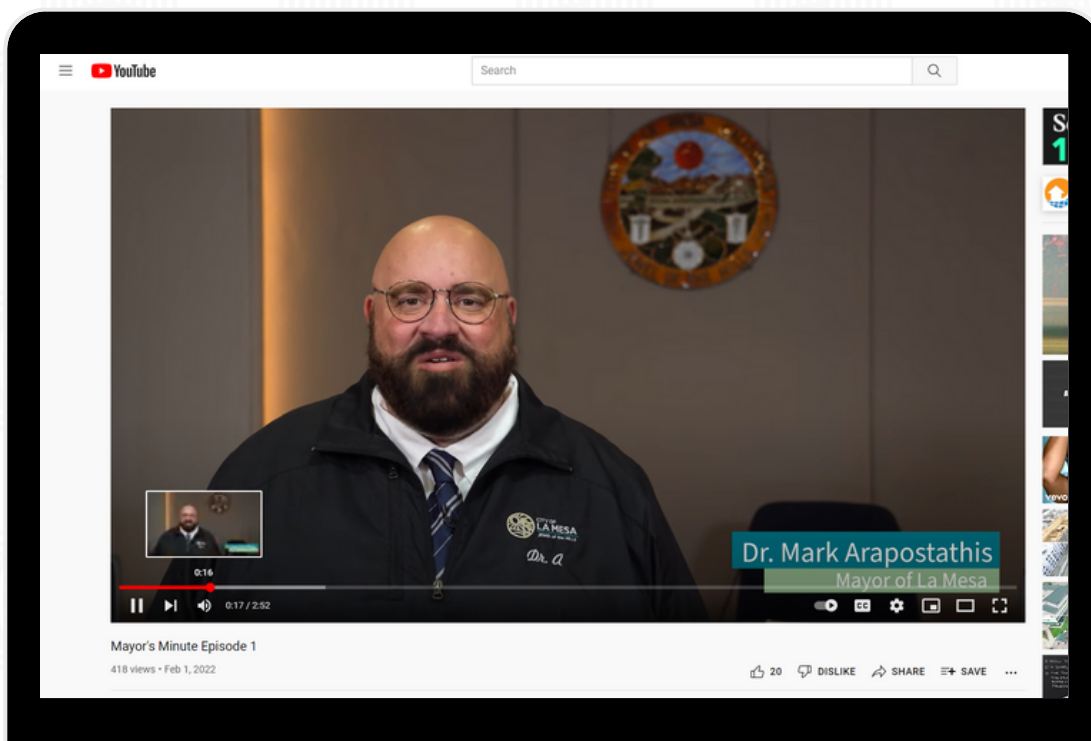
- **SeeClickFix** is a tool to resolve constituent issues such as tackling illegal dumping, graffiti abatement, and other neighborhood issues.
- The successes of the **HOME Program** to house the unsheltered population in La Mesa.
- Launch of the new **Love 'em and Leash 'em Campaign** in partnership with the San Diego Humane Society to raise awareness of using a leash on pets for public safety.
- Starting in February, **new monthly Business of the Month spotlights** to encourage residents to dine, shop and explore locally.
- **Don't Make It Easy Public Safety Campaign** to raise awareness of practical safety habits to tackle vehicle larceny.



MAYOR'S MINUTE

The City of La Mesa has secured the expertise of a dynamic videographer to produce ten (10) professional grade community engagement videos on a variety of topics. During the reporting period, the CMO completed Episodes 1 & 2 of the Mayor's Minute and filmed an update for the HOME Program. Mayor's Minute Episode 2 and the HOME video will be published during the second quarter.

The **goal of these videos is to foster ongoing community engagement** and keep residents informed of the accomplishments at City Hall. The City will continue producing videos on focused topics.



NEWSROOM & NEWS DESK

In support of the City's ongoing efforts to increase responsiveness to residents and the media, the Communications Manager created a News Desk and [NewsRoom](#).

The **News Desk** serves as a central point-of-contact for all media inquiries and resident issues that are not resolved by See Click Fix, city departments or other local agencies. The News Desk is regularly monitored. Based on initial feedback, as residents learn of the News Desk, many have expressed satisfaction with the responsiveness.

The **NewsRoom** serves as a central repository for all communications related collateral materials, including the Community Engagement Plan, media releases, digital newsletters and Mayor's Minute Videos.

The goal of the NewsRoom is to make it easier for residents, stakeholders, and media professionals to access these news collaterals. There has been improved media coverage and more contacts to the News Desk as ongoing relationships with the media are cultivated.

Having these two tools lay the foundation for a structured communications protocol for the City of La Mesa. The City now has a structured way to manage communications and engage all stakeholders, as well as a central repository for information.



MEDIA RELEASE

For Immediate Release | January 6, 2022
Contact [Perrin Storey](#) (619) 667-1191

City Efforts Ramp-up for Renovation of La Mesa's Oldest Park Initial demolition work to commence for the much-anticipated Collier Park Renovations Project

La Mesa, CA – In an ongoing commitment to providing quality open spaces and parks, the City of La Mesa will begin some required tree removal work for the [Collier Park Renovations Project](#), which will require closure of portions of the park from January 10-14, 2022.

The City's tree contractor, West Coast Arborists, will remove roughly twenty-one (21) trees within the work area for the proposed improvements. The large Magnolia tree, near the Spring House, will remain. The timber from the Eucalyptus trees will be recycled and repurposed as site furnishings and nature playgrounds elements at Collier and other City parks.

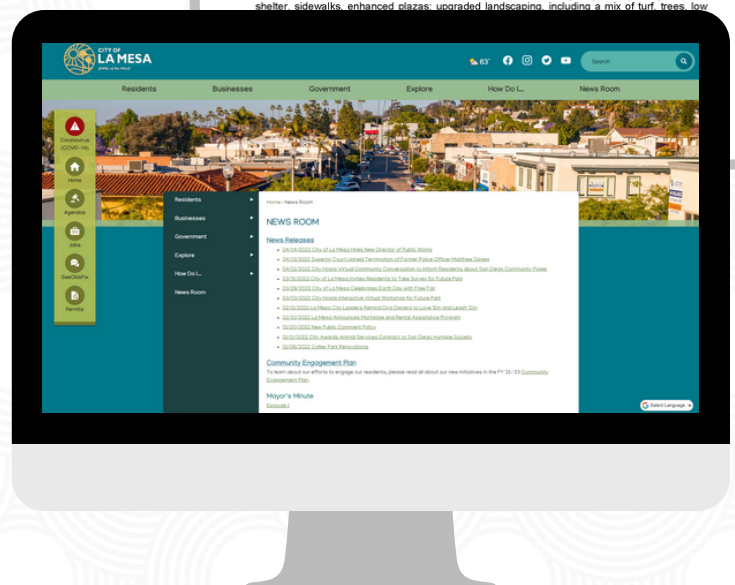
This tree removal work must be completed prior to the start of the bird nesting season on January 15, to avoid delays to the much-anticipated start of construction for the park's rehabilitation this summer. These trees will be replaced as part of the project.

"For 41 years, the City of La Mesa has earned the designation as a Tree City USA, which underscores our commitment to the urban tree canopy and the crucial role green spaces play in our Climate Action Plan," said La Mesa City Manager, Greg Humora. "We want to reassure the public that these trees will be replaced, as we look forward to the continued growth of our urban canopy."

About the Project

Collier Park is the oldest of La Mesa's parks. The planned renovation of this neighborhood park is part of a long term project to improve and update the park based on community input through a [master plan](#), adopted in 2013, with additional input gathered in 2018. For the next phase of improvements, the proposed \$3.5 million project is being completed with funding allocated from various sources.

These planned renovations will bring Collier Park into the 21st century, as a premier park, complete with construction of recreational facilities and other important improvements, including: new restrooms, lighted tennis/pickleball court, shaded playground/fitness area, looping ADA compliant access path around the park, security cameras, site lighting, new parking, a picnic shelter, sidewalks, enhanced plazas, upgraded landscaping, including a mix of turf, trees, low



The City of La Mesa's website is a landing place where residents can learn about City departments and services, resources, City Council meetings, and a myriad of other useful information. Communication through any government website is the first line of defense in an emergency or crisis situation. Suffice it to say, the website is one of the City's most important tools for community engagement. During the reporting period, **the City modified the landing page to have important content “above the digital fold”** to help residents navigate the landing page without excessive scrolling.

As the nation evolved from a pandemic to endemic approach to handling the public health crisis, the decline in website visits represent some return to normalcy. This is a good indicator for the recovery of our residents, increased resocialization and more needs being met with less reliance on government.

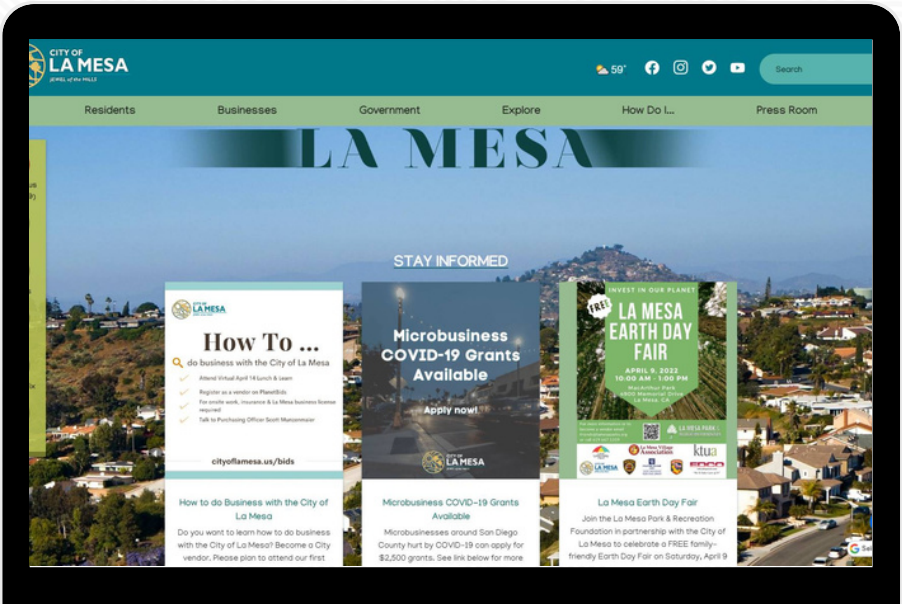
Website Metrics

1st Quarter '22

Total Visits	22,756
Returning Visits	4,192
Page Views	29,628
Average visit duration	2 mins, 24s
Searches	1,522
Downloads	25,335

Top 3 Pages Visited 1st Qtr '22

- La Mesa Official Website
- Collier Park Renovations Project
- Police Department



Questions? Contact us at news@cityoflamesa.us



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