



**CITY OF
LA MESA**
JEWEL of the HILLS

Community Engagement Plan Quarterly Report April - June 2022

**LA MESA
ENTREPRENEURSHIP
ACCELERATOR
PROGRAM**

CITY OF LA MESA

**JOIN OUR
TEAM**

Volunteer for a
City Board or
Commission!

Applications due Tuesday,
June 21

www.cityoflamesa.ca

CITY OF LA MESA

**CITY OF
LA MESA**

**SDG&E
ENERGY
ASSISTANCE
PROGRAMS**

CITY OF LA MESA

City of La Mesa

**Village
Enhancement
Fund
Program**

APPLICATIONS OPEN
JULY 1-JULY 31

CITY OF LA MESA

LA MESA
**FLAG
DAY
PARADE**

June 4, 2022 | 10 a.m.

CITY OF LA MESA

CONSERVE WATER

CITY OF LA MESA

**SeeClickFix:
Pothole Repair**

BEFORE **AFTER**

CITY OF LA MESA

**we are
hiring**

**POLICE
DISPATCHER**

ENTRY LEVEL AND
EXPERIENCED

cityoflamesa.us/jobs

CITY OF LA MESA

**Free Community
Mulch**

Located at PW Ops Yard
8152 Commercial St

Bring your shovel,
sturdy containers,
or tarp!

CITY OF LA MESA

**CITY OF
LA MESA**

**WE ARE
HIRING**

POSITION: FINANCE MANAGER

DEPARTMENT: FINANCE

APPLY NOW!

cityoflamesa.us/jobs

CITY OF LA MESA

WE'RE HIRING

**EQUIPMENT OPERATOR -
WASTEWATER**

**JOIN
OUR
TEAM**

CITY OF LA MESA

Remember And Honor

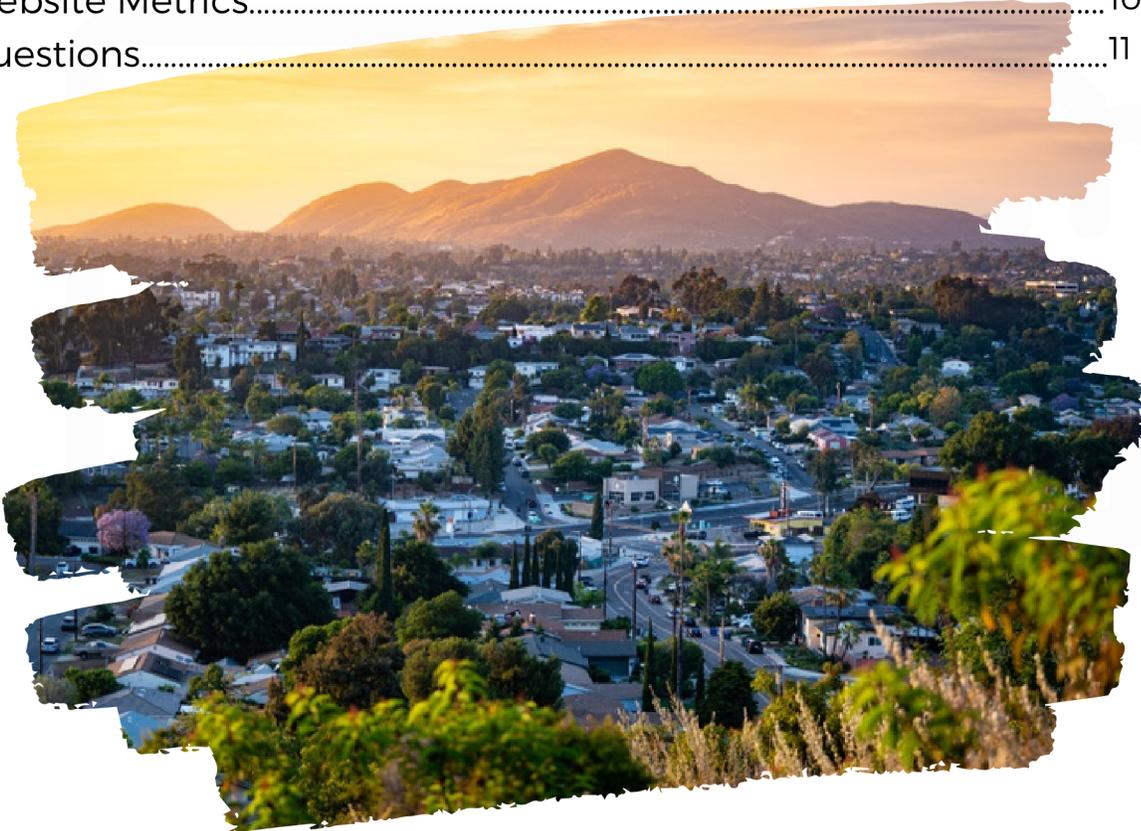
**MEMORIAL
DAY**

CITY OF LA MESA

July 26, 2022

TABLE OF CONTENTS

| | PAGE |
|---|-------------|
| Goals..... | 2 |
| Overview..... | 3 |
| Digital Publications..... | 4 |
| Social Media Assets | |
| • Facebook and Instagram Metrics and Analytics..... | 5 |
| • Twitter Metrics and Analytics..... | 6 |
| • Social Media Campaigns..... | 7 |
| Mayor's Minute..... | 8 |
| Newsroom and News Desk..... | 9 |
| Website Metrics..... | 10 |
| Questions..... | 11 |



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. The CMO has made significant strides in implementing the plan's goals.

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.

During this quarter, the City adopted an administrative instruction related to crisis communications that defines the role of the CMO. The purpose of this administrative instruction is to ensure that Public Safety and City Departments coordinate efforts to communication timely and accurate information to the community during an emergency. The CMO will serve as a central point of contact for communications with elected officials and media outlets as appropriate.

The highlights shared in this quarterly report will provide an overview of ongoing quarter accomplishments toward enhancing community engagement, the methods for increasing the City's engagement and reach to residents and other stakeholders, and 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

- April 8 & 22:** 47% avg. open rate
- May 6 & 20:** 45% avg. open rate
- June 3 & 17:** 48% avg. open rate

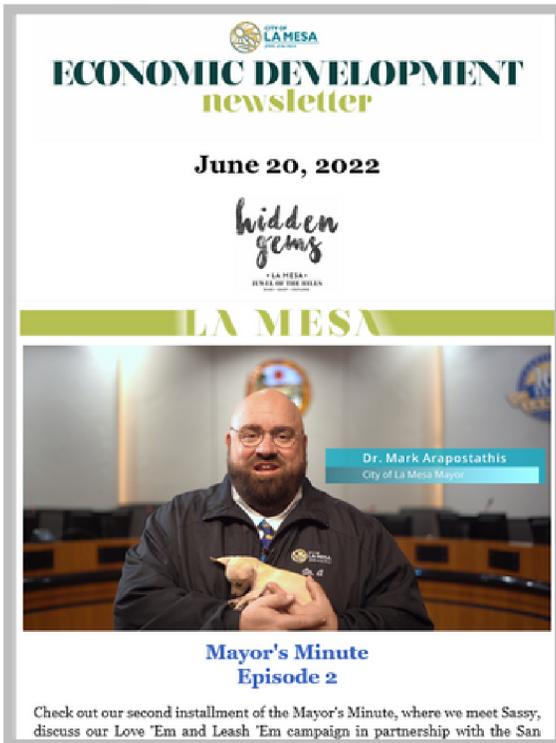
total subscribers: 3,700

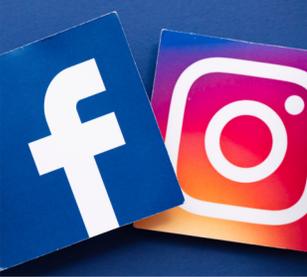


The **Economic Development eNewsletter** is a monthly digital publication designed to keep business owners and other stakeholders informed of available resources and other important updates. During the reporting period, this digital publication also has experienced recording-breaking average open rates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

Quarterly Metrics

- April 18:** 42% open rate
- May 16:** 44% open rate
- June 20:** 43% 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: 3,876

Demographics

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

Instagram Metrics & Analytics

Followers: 3,285

Demographics

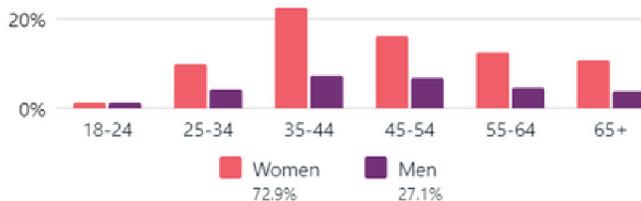
- 72.1% women
- 27.9% men
- Ages 35-44 largest audience



Facebook Page followers ⓘ

3,876

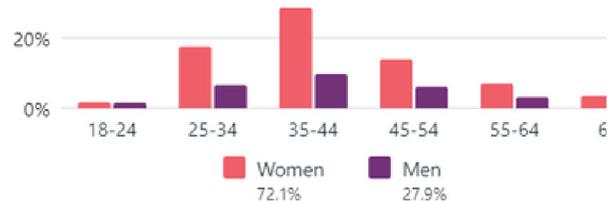
Age & gender ⓘ



Instagram followers ⓘ

3,285

Age & gender ⓘ



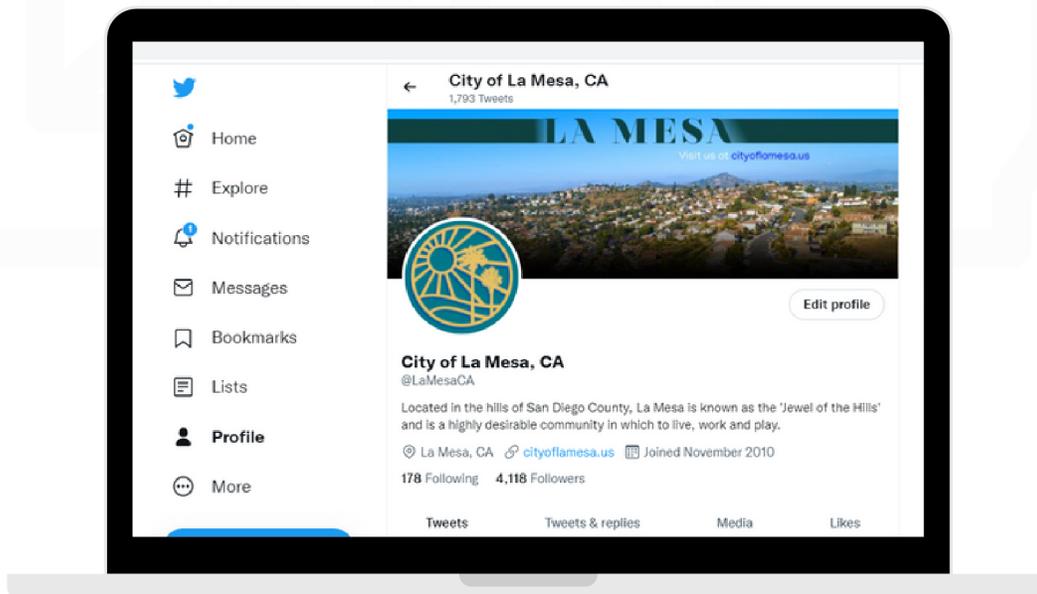


TWITTER ANALYTICS

The total **Twitter followers is 4,175** on the City of La Mesa's official account.

Comparing the second quarter of 2021 with the second 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 | Apr-Jun 2021 | Apr-Jun 2022 |
|-------------------|--------------|--------------|
| Tweets | 29 | 40 |
| Tweet impressions | 22,434 | 21,768 |
| Profile Visits | 1,473 | 5,341 |
| Mentions | 91 | 100 |
| New Followers | 20 | 59 |



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.
- New monthly **Business of the Month** spotlights to encourage residents to dine, shop and explore locally - Act II, Deano's Pub, and Frazier Farms.
- Debut of **EV Chargers at MacArthur Park** to raise awareness of public charging stations in La Mesa.
- **Open Job Positions** within the City of La Mesa to showcase a great place to work.
- Kickoff of the **La Mesa Entrepreneurship Accelerator Program** (LEAP) for new businesses to receive grants for starting businesses in La Mesa.



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.

Episode 1

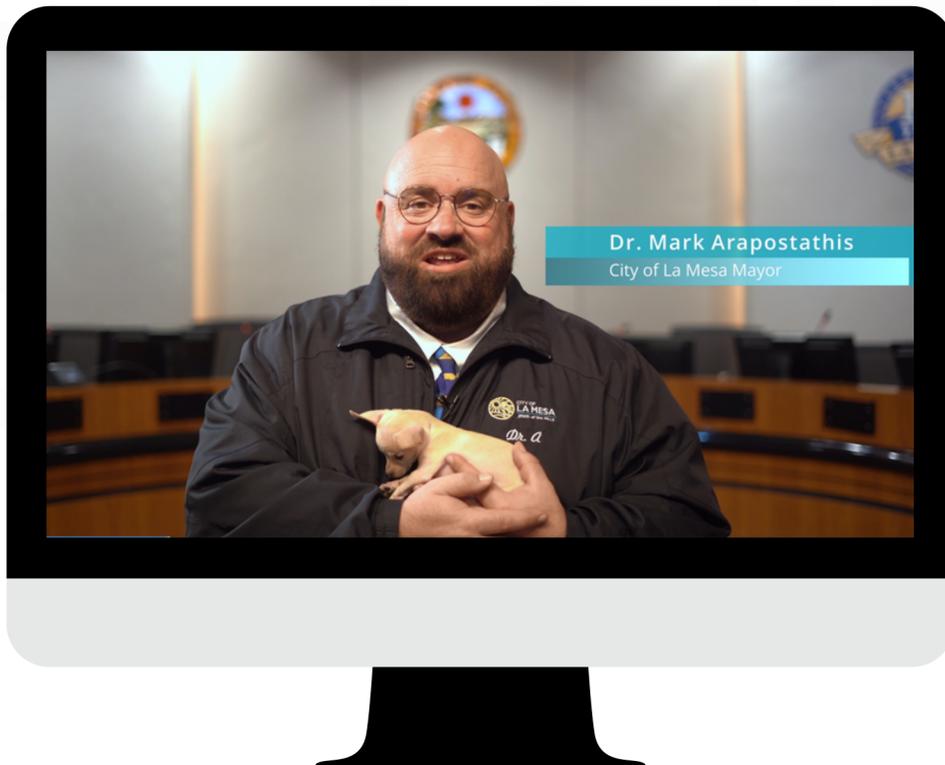
Posted: February 1, 2022

Views: 435

Episode 2

Posted: May 19, 2022

Views: 224



NEWSROOM & NEWS DESK

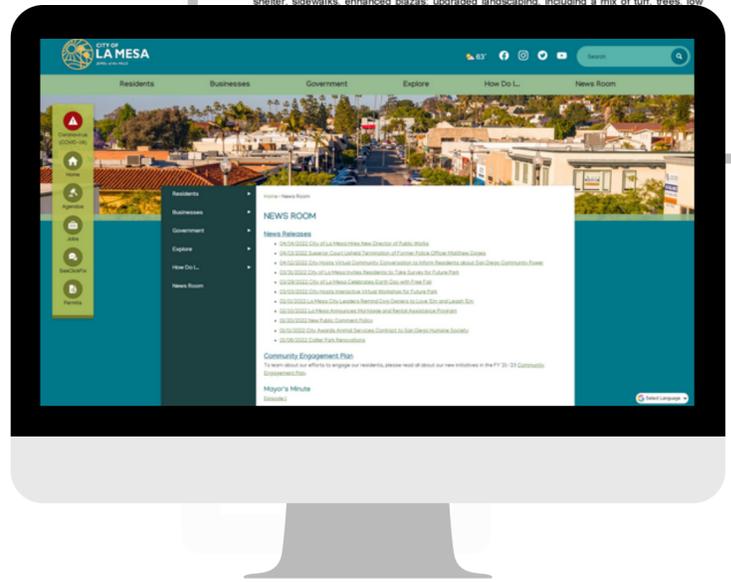
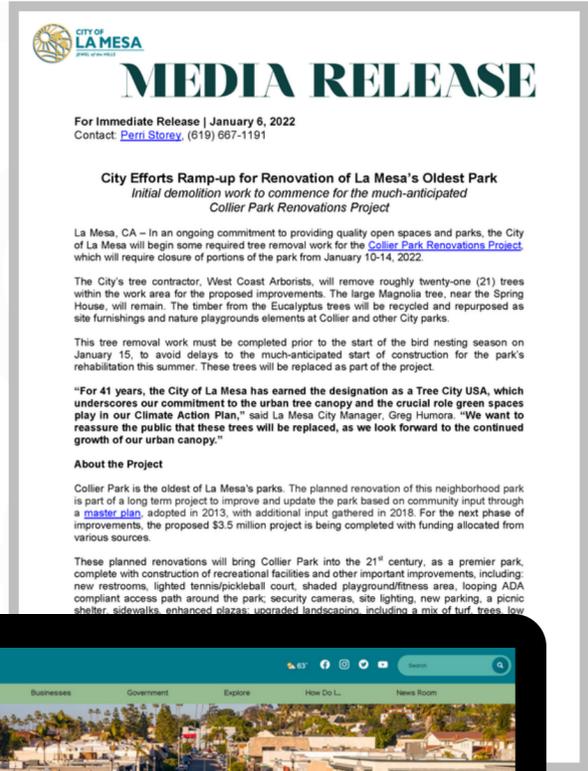
In support of the City's ongoing efforts to increase responsiveness to residents and the media, the Communications Manager created a News Desk and [Newsroom](#).

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.

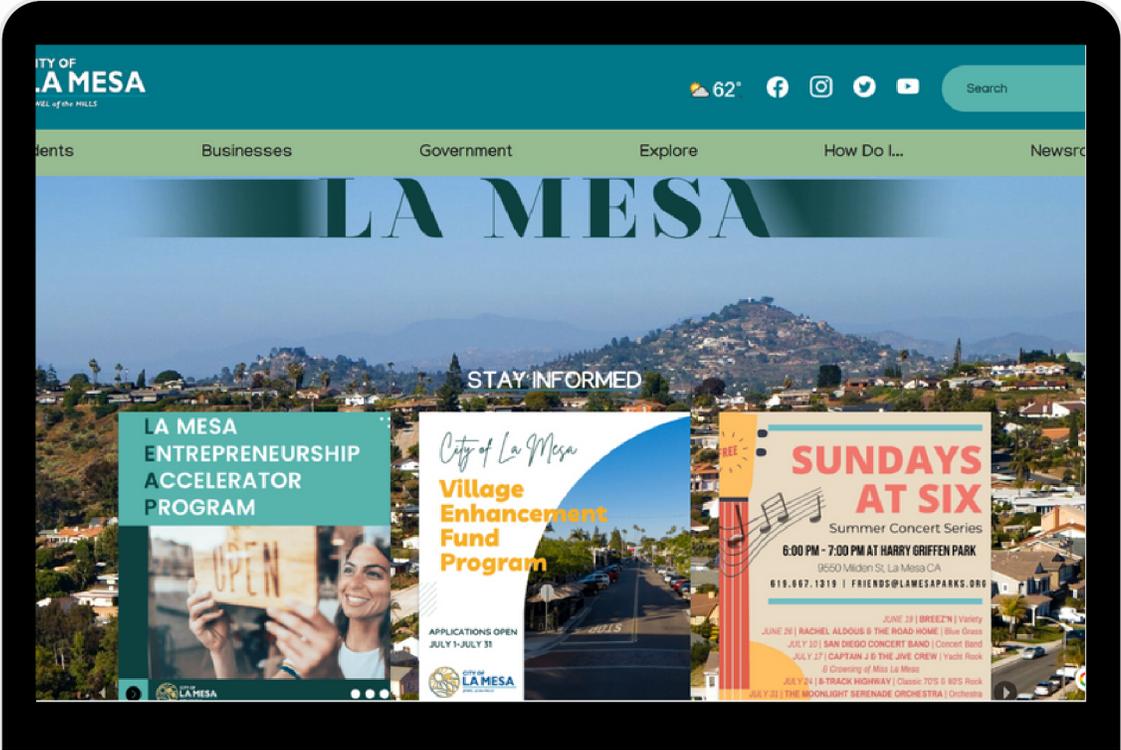


The City of La Mesa's website is a landing place where residents can learn about City departments and services, resources, City Council meetings, and a myriad of other useful information. Communication through any government website is the first line of defense in an emergency or crisis situation. Suffice it to say, the website is one of the City's most important tools for community engagement.

| Website Metrics | April-June 2022 |
|------------------------|--------------------|
| Page Views | 193,736 |
| Unique Page Views | 158,379 |
| Average visit duration | 2 mins, 11 seconds |
| Top Search Term | Inspection |
| Bounce Rate | 18.52% |

Top 3 Pages Visited Apr-Jun 2022

- La Mesa Official Website
- Search
- Aquatics



Questions? Contact us at news@cityoflamesa.us



CITY OF
LA MESA
JEWEL of the HILLS