

## City of Davis - Housing Element Update

Awareness Report for Public Outreach & Engagement

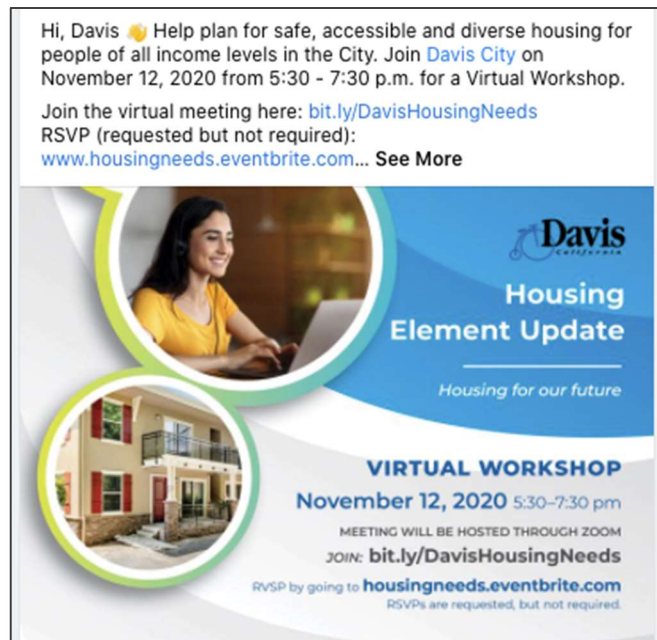
### Social Media

#### **Total social media posts: 8**

AIM developed two social media graphics to help build awareness about outreach activities for the Housing Element Update (one for the Housing Needs workshop and one for the RHNA Workshop). The following social media analytics gathered from AIM's Facebook and Instagram includes reach, post engagement, and link clicks. **These graphics were also shared via the City of Davis' social media accounts including Facebook, Twitter and Nextdoor.**

*Note: Reach refers to the total number of people who have viewed the social media advertisement. Post engagement includes all actions that people take involving ads while they are running. Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link. Social media posts were targeted to people living in the City of Davis.*

- Boosted Post: [Housing Needs Virtual Workshop](#) (October 26, 2020)
  - Reach: 1,428
  - Engagements: 26
  - Likes: 4
  - Shares: 1
- Housing Needs Workshop: [City of Davis Post \(Facebook\)](#) (October 27, 2020)
  - 605 views
  - 6 Engagements
  - 3 Shares
- Housing Needs Workshop: [City of Davis Post \(Twitter\)](#) (October 27, 2020)
  - 558 Impressions
  - 9 Engagements
- Housing Needs Workshop: [City of Davis Post \(Nextdoor\)](#) (October 27, 2020)
  - 1,213 Impressions



- Boosted Post: [RHNA Virtual Community Workshop](#) (March 10, 2020)
  - Reach: 4,827
  - Engagements: 105
  - Link Clicks: 59
  - Likes: 5
  - Shares: 3
  
- RHNA Workshop: [City of Davis Post \(Facebook\)](#) (March 26, 2020)
  - 4 Shares
  
- RHNA Workshop: [City of Davis Post \(Twitter\)](#) (March 29, 2020)
  - 1 like
  
- RHNA Workshop: [City of Davis Post \(Nextdoor\)](#) (March 29, 2020)



Email Notification

**Total email blasts sent: 14**

To raise awareness about the Housing Element Update, the team sent fourteen e-mail blasts during the project. The email blasts were sent to a database of up to 1,500 community members who have participated in other Davis land use related projects including the Downtown Davis Plan, Davis Amtrak Study, and an additional 190 community members collected from the Davis Housing Element Update website.

*Below shows the email distribution metrics (open rate connotes recipient open the email and click rate means recipient clicked the link to the workshop):*

1. Housing Needs Workshop (10/1/20)
  - a. Sent: 59
  - b. Opens: 16 (33.3% open rate)
  - c. Clicks: 2 (12.5% click rate)
  
2. Housing Needs Workshop Postponement (10/8/20)
  - a. Sent: 59
  - b. Opens: 15 (31.9% open rate)
  - c. Clicks: 2 (13.3% click rate)
  
3. Housing Needs Workshop – New Date (10/26/20)
  - a. Sent: 1,433

- b. Opens: 400 (33% open rate)
  - c. Clicks: 38 (9.5% click rate)
  
- 4. Housing Needs Workshop – 1 week reminder (11/5/20)
  - a. Sent: 1,451
  - b. Opens: 390 (31.8% open rate)
  - c. Clicks: 33 (8.5% click rate)
  
- 5. Housing Needs Workshop (11/12/20)
  - a. Sent: 1,463
  - b. Opens: 375 (30.3% open rate)
  - c. Clicks: 54 (14.4% click rate)
  
- 6. Housing Element Committee Meeting #1 (12/1/20)
  - a. Sent: 145
  - b. Opens: 65 (49.2% open rate)
  - c. Clicks: 28 (43.1% click rate)
  
- 7. Housing Element Committee Meeting #2 (1/13/21)
  - a. Sent: 153
  - b. Opens: 89 (63.1% open rate)
  - c. Clicks: 28 (31.5% click rate)
  
- 8. RHNA Workshop (3/10/21)
  - a. Sent: 1,494
  - b. Opens: 430 (33.9% open rate)
  - c. Clicks: 75 (17.4% click rate)
  
- 9. RHNA Workshop Reminder (3/16/21)
  - a. Sent: 1,497
  - b. Opens: 409 (32.2% open rate)
  - c. Clicks: 73 (17.8% click rate)
  
- 10. RHNA Workshop Day Before Reminder (3/22/21)
  - a. Sent: 1,503
  - b. Opens: 374 (29.5% open rate)
  - c. Clicks: 74 (19.8% click rate)
  
- 11. Housing Element Public Review (5/3/21)
  - a. Sent: 172
  - b. Opens: 98 (57% open rate)
  - c. Clicks: 34 (34.7% click rate)

- 12. Housing Element Public Review Reminder #1 (5/17/21)
  - a. Sent: 185
  - b. Opens: 80 (44.2% open rate)
  - c. Clicks: 18 (22.5% click rate)
  
- 13. Housing Element Public Review Reminder #2 (5/24/21)
  - a. Sent: 192
  - b. Opens: 78 (40.8% open rate)
  - c. Clicks: 11 (14.1% click rate)
  
- 14. Housing Element Public Review Reminder #3 (6/15/21)
  - a. Sent: 194
  - b. Opens: 103 (54.2% open rate)
  - c. Clicks: 13 (12.6% click rate)

Media Coverage

AIM drafted and distributed two media releases, one for the Housing Needs workshop and one for the RHNA virtual workshop to the following media outlets:

ABC News 10	Davis Patch	New York Times
Capital Public Radio	Davis Vanguard	Sacramento Bee
CBS13	Dixon Tribune	Sacramento Business Journal
Daily Democrat	Fox 40	Sacramento News & Review News Desk
Davis Enterprise	Wendy Weitzel (freelance)	The Aggie
Davis High The Hub	KCRA	UC Davis Magazine
Davis Media Access	KDRT	Winters Express

Below is a summary of the media outlets that published articles:

Housing Needs Virtual Workshop	RHNA Virtual Workshop
<a href="#">Davis Vanguard</a>	<a href="#">Daily Democrat</a>
<a href="#">Davis Enterprise</a>	<a href="#">Davis Enterprise</a>
	<a href="#">Davis Vanguard</a>

### Community Partners

To build awareness about outreach for the Housing Element update, AIM made personal calls and email to representatives from the following community partner organizations and agencies. AIM asked them to share information about the workshop with their organization and the public through email newsletters, social media posts, website updates, or other communication links.

- Alhambra
- Asian American Association
- Astoria Vista Senior Care
- ASUCD
- ASUCD Community Housing Listing
- Campus Center for the Environment
- Center for Chicana and Latinx Academic Student Success
- Center for Land-Based Learning
- Citizens Who Care (for the elderly)
- Community Housing Opportunities Corporation
- Cool Davis
- Cross Cultural Center
- Davis Chamber of Commerce
- Davis Community Meals and Housing
- Davis Kiwani Club
- Davis Lions Club
- Davis Odd Fellows Lodge
- Davis RISE
- Davis Rotary Club
- Davis Sunset Rotary
- Davisville Apartments (Senior Housing)
- Downtown Davis Business Association
- Empower YOLO
- EOP
- Fouts Homes
- Friends of Adult Day Health Care
- Golden State Properties
- H.O.P.E. (homeless outreach through prevention and education)
- Housing Support Services
- Interfaith Rotating Winter Shelter
- International House Davis
- Islamic Center of Davis
- Lyon Real Estate
- MAK Design & Build
- Michael Mullen Construction
- Mutual Housing California
- Neighborhood Partners
- New Harmony Mutual Housing Community (Mutual Housing)
- Old East Davis Neighborhood Association
- Old North Davis Neighborhood Association.
- Owendale Mutual Housing Community (Mutual)
- Pacifico Cooperative (City-owned, YCH managed)
- Pine Tree Gardens
- Putah Creek Council
- Segundo Services Center
- Sequoia Associates
- Shasta Point Retirement
- Shores of Hope
- Sierra Club
- Soroptomist International of Davis Club
- Southeast Asians Furthering Education
- STEAC (Short Term Emergency Aid Committee)
- Team Davis
- The Cannery
- Turning Point
- UC Davis Cal Fresh Office
- UC Davis Environmental Club

- UC Davis Student Housing and Dining Services
- UCD Student Disability Center
- United Way Woodland
- University Avenue / Rice Lane Neighborhood
- Villa Calabria
- Volunteers of America Veteran Family Services
- Walnut terrace
- Windmere I & II and Walnut Terrace (CHOC)
- Yolo Adult Day Health Center
- Yolo Community Care Continuum
- Yolo County Health and Human Services
- Yolo County Housing
- Yolo County Realtors Association
- Yolo County Visitor's Bureau
- Yolo Healthy Aging Alliance

Below is a summary of the community partners who shared information in some way:

***Housing Needs Virtual Workshop:***

- Davis Community Meals and Housing
  - Email
- Fouts Homes
  - Email
- Homeless and Poverty Action Coalition (for Yolo County)
  - Shared through email with the coalition members
- Lyon Real Estates
  - Shared through social media and email to employees
- Old East Davis Neighborhood Association
  - Shared through e-mail with constituents
- UC Davis Cal Fresh Office
  - Sent in a listserv to students
- UC Davis Campus Center for the Environment
  - Shared on social media
- United Way Woodland
  - Shared through social media
- Yolo County Housing
  - Shared with an e-mail blast to partner organizations
  - Shared through social media
  - Posted physical flyers at residential bulletins

***RHNA Virtual Workshop:***

- Yolo County Housing
  - Website
- Yolo County Health and Human Services
  - E-Blast to members
- Mutual Housing California
  - Facebook / Twitter



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- E-blast to Davis members
- Davis Chamber of Commerce
  - Facebook
  - E-blast to Chamber members
- Downtown Davis Business Association
  - Social Media
  - E-newsletter
- Yolo Healthy Aging Alliance
  - Advocacy committee-senior advocates - Listserv
  - Collaboration Committee-provider group - Listserv
  - General public - Listserv
- House Sacramento
  - Newsletter

#### YouTube

AIM produced and edited an [informational video for the RHNA Virtual Workshop](#) on March 9, 2021. The video received 200 views.