

TO: Planning Commission

FROM: Kelvin Parker, Community Development Director

DATE: April 1, 2021

SUBJECT: General Plan Update Public Engagement Summary and Survey Information

PURPOSE:

At the Planning Commission meeting of March 29, 2021, members of the Planning Commission and the public raised a number of questions and concerns about the public engagement and outreach activities conducted throughout the General Plan update, and the surveys included as part of that outreach. This memo addresses those questions and concerns.

PUBLIC ENGAGEMENT AND OUTREACH ACTIVITIES:

The General Plan is a reflection of the community's values and vision for its future. As such, it must be created through a transparent public process and built upon public input. Since September 2019, the community has been engaged in the General Plan update through a wide variety of events and activities. **Attached hereto is a comprehensive list of all engagement activities to date including an overview of digital engagement activities (Attachment #1).** Highlights of this **10-page** document include the following:

- In September 2019 at the beginning of the General Plan update process, a flyer announcing the update and first community workshop was inserted in **over 38,000** water and wastewater bills.
- Ten pop-up workshops were conducted at various locations and events in Fall 2019, engaging **over 500 people**.
- Email blasts are regularly sent to the General Plan update mailing list with **1,332 subscribers**.
- In addition to targeted email blasts, information has regularly been included in the CityScene Newsletter (**1,549 subscribers**), Economic Development Newsletter (**545 subscribers**), and the City's Sustainability Newsletter (**10,300 subscribers**).
- The @toaks2045 Twitter account has received **3,165 profile visits**. This represents the number of people that took direct action on a post by continuing to visit the page profile. This number is the best engagement indicator since it shows

someone was interested enough to take an additional action after seeing the post. The account has **279 followers**.

- Posts from the @toaks2045 Instagram account have been viewed by **6,655 unique Instagram users**. The account has **653 followers**.
- Since January 2021, the toaks2045.org web site has had an average of **4,786 views per month**. The web site has been viewed by **13,000 unique visitors** since it was established in Fall 2019.
- The General Plan update has been featured in **30 articles in The Acorn and three articles in the Ventura County Star** newspapers since September 2019. This does not include numerous additional published letters to the editor.

Given the numbers highlighted above and the number of survey respondents noted below, staff considers the outreach conducted over the past 18 months to be a great success.

SURVEYS:

One way to solicit and aggregate large volumes of public input is through surveys. Three surveys have been conducted to inform different aspects of the General Plan update process, as follows.

Survey 1: TO2045 Survey

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|-----------------------------|---|
| Purpose: | Solicit input regarding Thousand Oaks' strengths, challenges, threats, and opportunities as a community. |
| Dates Available: | September 24, 2019 – January 10, 2020 |
| Availability: | Online and hard copy, English and Spanish |
| Platform: | SurveyMonkey |
| Number of Responses: | 491 |
| Outcome: | A composite summary of strengths, challenges, threats, and opportunities gathered through the survey was presented to the General Plan Advisory Committee (GPAC) and used to develop the General Plan Guiding Principles. |

Survey 2: MetroQuest Community Survey

| | |
|-----------------------------|--|
| Purpose: | Confirm and prioritize feedback on community values, issues, and vision for the future, including “what development should go where” map exercise. |
| Dates Available: | February 28, 2020 – May 4, 2020 |
| Availability: | Online only, English only (due to limitations of the technology used) |
| Platform: | MetroQuest |
| Number of Responses: | 461 |

Outcome: Survey responses, along with input from the GPAC and public at GPAC meetings, were used to develop the land use alternatives.

Survey 3: Land Use Alternatives Survey

Purpose: Solicit feedback on the land use alternatives.
Dates Available: February 2, 2021 – March 15, 2021
Availability: Online and hard copy, English and Spanish
Platform: SurveyMonkey and Konveio
Number of Responses: 2,127 (SurveyMonkey)
Outcome: Survey responses are informing development of the preferred land use alternative.

Concerns were raised by members of the public and the Planning Commission regarding the “validity” of the Land Use Alternatives Survey conducted on SurveyMonkey, which included both multiple choice and open-ended questions. As discussed further below, the survey is not and was never intended to be statistically valid, nor is it intended to be authoritative in determining the direction of the land use alternatives.

The survey is intended to be a means of soliciting input from the public and providing another source of information for the Planning Commission and City Council to consider as they deliberate on the land use alternatives. It is ultimately up to each individual Planning Commissioner and City Councilmember to decide for themselves the extent to which they will be influenced by the survey results in their deliberations, just as they make that decision for every piece of correspondence and testimony received from the public.

Statistical Validity

The land use alternatives are the culmination of 18 months of public engagement. The input received throughout that engagement, including the results of two previous surveys, was used to develop the land use alternatives. Staff’s goal throughout the General Plan update process has been to get as many community members as possible to participate in the process and provide input. A statistically valid survey **limits** public participation by its nature, because it involves a limited number of randomly selected participants. For this reason, all of the General Plan surveys have intentionally been conducted as not statistically valid, so that they are open to anyone who wants to participate in the process and share their opinion.

Based on participation levels in previous General Plan surveys and other community outreach efforts, staff’s goal was to receive at least 750 responses to the Land Use Alternatives Survey. For comparison purposes, the statistically valid Community Attitude Survey conducted in May 2020 had 690 responses. This number of responses was specifically solicited by the consultant conducting the survey to provide a statistically valid result based on the city’s population. The 2,127 responses received far exceeded staff’s expectations and are indicative of a high level of public interest and participation in the

General Plan update process. While not conducted as a statistically valid survey, it is worth noting that the demographics of the respondents are similar to the statistically valid Community Attitude Survey and the number of responses is more than three times the amount required to render statistically valid results.

Advocating to “invalidate” or disregard the results of the Land Use Alternatives Survey undermines the entire General Plan update process and is an affront to those who have participated in the process and provided thoughtful input on the future of their community. Discounting the survey results in their entirety tells 2,127 members of the Thousand Oaks community that their opinion does not matter and should be ignored.

Duplicate Responses

SurveyMonkey provides the ability to limit survey responses to one response per device. This is managed by installing a tracking file, known as a cookie, in the user’s web browser. When SurveyMonkey detects the presence of a cookie, it prevents the user from taking the survey again. Households with multiple people using the same computer were able to contact staff to receive a special link to allow them to take the survey (only two such requests were received).

If SurveyMonkey does not detect a cookie, it will allow the user to take the survey again. Since cookies are browser and device specific, the same person could potentially take the survey once from each of their devices, such as a phone, tablet, and computer. Further, technically inclined users who are familiar with cookies could delete them from the browser.

Given the limitations of cookies, SurveyMonkey provides an additional means of identifying potential duplicate answers by collecting the internet address, known as the IP address, of the device being used to take the survey. If the survey is taken multiple times from the same location, the same IP address would be attached to each response even if a different device were used. As such, multiple responses from the same IP address could potentially indicate the same person has taken the survey multiple times. However, it could also indicate that multiple people in the same household or business have taken the survey.

The City’s consultant reviewed the survey data and found that 413 responses originated from IP addresses that were attached to more than one response. Of those, 376 responses were from addresses with two or three responses each, suggesting that the responses were likely the result of multiple people in the same household or business taking the survey. The remaining 37 responses were from addresses with four or more responses each, with a maximum of 12 responses submitted from a single IP address. Given these low numbers, there does not appear to have been an effort to skew the survey results by the same person submitting multiple survey responses. Even if the 37 responses are considered suspicious, these represent less than two percent of the total responses.

Stacked Responses

Aside from duplicate responses, concerns have also been raised about a person or group coordinating responses among multiple people in an effort to skew the results. With any public engagement effort, it is not uncommon for a person or group to coordinate comments in favor of or in opposition to a proposed project or plan. Stakeholder organizations such as a chamber of commerce may also encourage their members to provide input that supports the organization's interests or mission. It would not be surprising if there were similar organized efforts with this survey.

Such coordinated efforts to provide input are not a basis for invalidating survey results or ignoring input received. As with all public input, it is incumbent upon the Planning Commission and City Council to weigh and consider all input received and to determine the extent to which it will influence their decision. All public input stems from the interests and motivations of the person or group providing the input. It is unfair and prejudicial to question a person's motives in providing input, or to devalue their input simply because they were encouraged or guided in their input by another person or group. The comments they submit are no less representative of their opinion.

CONCLUSION:

Public engagement is the cornerstone of the General Plan update process. As documented in Attachment #1, a significant amount of community outreach has been conducted and multiple surveys administered in support of the General Plan update, with thousands of people engaged in the process. The value of each of these actions and responses thereto are to be weighed by the officials making the decisions. Based on the review of the survey data, staff considers the Land Use Alternatives Survey results to be a reliable and accurate reflection of the opinions of over 2,000 members of the Thousand Oaks community. Attempts to discredit or devalue this public input undermine the public process and disrespect those community members who have taken time out of their lives to participate in the process.

PREPARED BY: Michael Forbes, Deputy Community Development Director

Attachments:

Attachment #1 – Comprehensive List of Public Engagement Activities

Thousand Oaks General Plan Update Comprehensive List of Public Engagement Activities

SUMMARY OF OUTREACH AND ENGAGEMENT FOR PHASE 1: EXISTING CONDITIONS (April 2019 to August 2019)

Stakeholder Interviews: Raimi + Associates conducted twelve stakeholder interviews with Thousand Oaks industry leaders, educational entities, and community-based organizations about issues and opportunities. Members from the following affiliations were interviewed on June 24 & June 25, 2019:

- California Lutheran University, Caruso, Conejo Valley Unified School District, Greater Conejo Valley Chamber of Commerce, Los Angeles Rams, Local Business owners, Los Robles Hospital, Macerich (The Oaks Mall), NewMark Merrill Companies (Janss Marketplace), The Acorn, Thousand Oaks Boulevard Association, Thousand Oaks residents, T.O. Arts

Economic Development Focus Group: HR&A Advisors Inc led a focus group meeting on economic development on July 18, 2019. The event focused on soliciting feedback from key stakeholders on existing conditions and identifying local economic strengths, weaknesses, opportunities and threats. Members from the following affiliations participated in the discussion:

- California Lutheran University, Caruso, Lee & Associates, Amgen, CBRE, Macerich, NewMark Merrill Companies, Greater Conejo Valley Chamber of Commerce, TOBA (provided input separately)

City Council Study Session:

- August 27, 2019 – General Plan Kick Off. No public speakers and one written statement submitted.

Newspaper Articles: See Pages 8 – 10.

SUMMARY OF OUTREACH AND ENGAGEMENT FOR PHASE 2: LISTENING & VISIONING (September 2019 to December 2019)

Mailer: General Plan mailer to promote upcoming community workshop and pop-up workshops was included in 38,004 City water and wastewater bills on September 3, 2019.

Community Workshops:

- Community Workshop #1 to engage the community in identifying the vision and key priorities for the General Plan update on September 12, 2019 (126 attendees, not including the consultant team and city staff).
- Arts Town Hall to engage the arts community in a discussion about the Arts and Culture Element on November 18, 2019. (36 attendees, not including the consultant team and city staff)

Online Survey #1: The first survey was available from September 24, 2019 to January 10, 2020 and participants we asked to share what they like about Thousand Oaks and their vision, and describe issues and challenges in the City. There were 617 survey responses.

City Council Study Session: November 19, 2019 – Public Engagement Update: Three public speakers and one written statement submitted.

Community Forum:

- Forum #1 “The Happy City” with speaker Charles Montgomery, 6:00pm – 9:00pm, October 2, 2019. The forum focused on developing a vision for a happy and livable city and led a discussion for the General Plan update. Insights from this forum will shape the vision and guiding principles. Approximately 115 attendees.

General Plan Advisory Committee (GPAC) Meetings:

- GPAC Meeting #1: GPAC Overview, August 28, 2019
Number of attendees: 41
- GPAC Meeting #2: Planning Principles, September 25, 2019
Number of attendees: Approximately 40
- GPAC Meeting #3: Community Values, November 11, 2019
Number of attendees: 34

Pop-Up Workshops (the same activities were conducted at the pop-ups as the community workshop):

- Senior Summit, April 10, 2020 (cancelled due to COVID-19)
- 2020 Wellness Fest, 8:00am - 1:00pm, January 15, 2020 (about 50 people)
- YMCA Youth & Government, 6:30pm – 8:00pm, December 4, 2019 (about 35 students)
- Chamber of Commerce Board Retreat, November 12, 2019 (about 35 attendees)
- TOHS Youth Latino Leadership Class, 3:00pm – 4:00pm, November 5, 2019 (32 attendees)
- Amgen, 10:30am – 1:00pm, November 5, 2019 (about 25 people)
- Tarantula Hill Brewing Company, October 26, 2019 (about 35 people)
- Sage Publications & Atara Biotherapeutics, 11:30am – 1:00pm, October 23, 2019 (65 people)
- Farmer’s Market, October 24, 2019 (cancelled due to wind)
- Rotary Street Fair, 9:00am – 4:00pm, October 20, 2019 (over 100 people)
- Civic Arts Plaza 25th Anniversary, 1:00pm – 4:00pm, October 13, 2019 (about 70 adults and 30 children)
- Conejo Valley Pride Festival, 9:00am – 4:00pm, September 28, 2019 (about 70 people)

Outreach via Email:

Email blasts sent to general plan update contact list (1,332 subscribers):

- November 15, 2019, City Council to Discuss Community Vision – <https://conta.cc/2QnDjHP>
- October 25, 2019, Last Chance To Take The Thousand Oaks 2045 Community Survey #1! – <https://conta.cc/2Nh7k9d>
- October 9, 2019, Share your vision for Thousand Oaks! – <https://conta.cc/2VuxFnG>
- September 11, 2019, General Plan Community Workshop #1 – <https://conta.cc/305MIF5>

Mentions in City's CityScene Newsletters (1,549 subscribers):

- October 2019 – <https://conta.cc/2mInNkk>
- September 2019 – <https://conta.cc/32hl49W>

Mentions in City's Economic Development Newsletter (545 subscribers):

- October 2019 – <https://conta.cc/2oxHN2M>
- September 2019 - <https://conta.cc/32v5alP>

Mentions in City's Sustainability Newsletters (10,300 subscribers):

- August 2019 – promoted workshop and pop-up workshop dates
- September 2019 - promoted workshop and pop-up workshop dates

Other:

- Email sent on August 18, 2020 to all the California Lutheran University Masters of Public Policy Administration students to promote upcoming GPAC meeting

Advertisements:

- Paid for use of City Hall marquee to promote workshop and forum events
- Posters put up in City Hall, both City Libraries, and Janss Marketplace to promote workshop, pop-up workshops, and forum
- Paid Ads in The Acorn to promote first round of workshops on: Size 5x8 on September 5, 12, 19, 26, 2019
- Paid Ads in the VC Star to promote first round of workshops on: Size ¼ page, weekly from September 30, 2019 to October 18, 2019

Giveaways:

- Paid for 50 books of "The Happy City" to be given to attendees at the first community forum
- Paid for 250 canvas tote bags; 250 grocery tote bags; 1000 business cards; 200 coasters; 1,000 pens; 1,500 stickers; and 1000 bookmarks to give away at events

Newspaper Articles: See Pages 8 – 10.

SUMMARY OF OUTREACH AND ENGAGEMENT FOR PHASE 3: POLICY DEVELOPMENT & PLAN ALTERNATIVES

(December 2019 to Present)

Starting in April 2020, all outreach and engagement for this phase was conducted virtually

Community Forum:

- Forum #2 "The Math of Smart Growth: Why we can't afford to keep building the same way" with speaker Joe Minicozzi, 6:00pm – 9:00pm, January 29, 2020. This forum focused on the

relationship between development and community economic health. Approximately 50 attendees.

Online Survey:

- Online Survey #2 – The second survey was available from February 28, 2020 to May 4, 2020, and there were 461 responses. The purpose of the survey was to confirm and prioritize feedback on values, issues facing the community and a vision for the future. Community members were also asked to prioritize top strengths and challenges in Thousand Oaks and provide comments on a map where future growth and change (e.g., housing, entertainment, open space) should be located in the city.

GPAC Meetings:

- GPAC Meeting #4: Housing Existing Conditions, December 12, 2019
Number of attendees: 30
- GPAC Meeting #5: Economic and Market Conditions, February 6, 2020
Number of attendees: 33
- GPAC Meeting #6: Review Current and Potential Land Use, March 5, 2020
Number of attendees: 37
- GPAC Meeting #7: Transportation, May 28, 2020
Number of attendees via Zoom: 123
- GPAC Meeting #8: Environmental Justice and Social Equity, July 23, 2020
Number of attendees via Zoom: Approximately 48
- GPAC Meeting #9: Safety and Resilience, August 20, 2020
Number of attendees via Zoom: Approximately 49
- GPAC Meeting #10: Sustainability, September 24, 2020
Number of attendees via Zoom: Approximately 53
- GPAC Meeting #11: Arts and Culture, October 22, 2020
Number of attendees via Zoom: Approximately 58
- GPAC Meeting #12: Parks and Open Space, November 19, 2020
Number of attendees via Zoom: 54
- GPAC Meeting #14: Land Use Alternatives Survey Review, March 25, 2021
Number of attendees via Zoom: 97 + 11 YouTube Live viewers

City Council Study Session: February 11, 2020 – Housing: The state of housing in Thousand Oaks today, Housing Element update, and state regulations were discussed. One public speaker.

Community Workshop #2: February 2, 2021 – Joint GPAC Meeting #13 and Community Workshop to present the three draft land use alternatives. Number of attendees via Zoom: 255 + 45 YouTube Live viewers.

Online Survey #3: Available from February 2, 2021 to March 15, 2021, and there were 2,127 responses.

- Hard copies of survey and briefing book were hand delivered by request

- Copies of Spanish and English surveys and briefing books picked up by Adelante Comunidad (100 surveys and 20 briefing books)
- Copies of Spanish and English surveys and briefing books dropped off to Westminster Clinic (100 surveys and 3 briefing books)
- 1,000 Flyers distributed by the Thousand Oaks Library
- 500 Flyers distributed to Meals on Wheels through Senior Concerns and 1,000 flyers were sent to other homebound and senior groups through Conejo Recreation and Park District volunteers

Virtual Office Hours (66 total participants):

February 11, 2021, 6:00pm – 8:00pm
February 17, 2021, 6:00pm – 8:00pm
February 20, 2021, 10:00am – 12:20pm
February 23, 2021, 10:00am – 12:00pm

These groups invited our team for a presentation and Q&A (January to March 2021):



January 11th – We Belong 805
January 11th – Democratic Club of Conejo Valley
January 13th – Thousand Oaks Livable Action Network
January 28th and January 29th – stakeholders’ meetings with Macerich (The Oaks Mall), Greater Conejo Valley Chamber of Commerce, NewMark Merrill Companies (Janss Marketplace), The Acorn, Thousand Oaks Boulevard Association, Lee & Associates, Rexford Industrial, Newmark Group, CBRE, Amgen, Westlake BioPartners, and Atara Biotherapeutics
February 9th – Thousand Oaks Teen Advisory League
February 16th – Los Angeles Rams
February 17th – Council on Aging
February 17th – Youth Commission
February 18th – Conejo Recreation and Park District Meeting
February 22nd – Thousand Oaks Livable Action Network
February 23rd – Greater Conejo Valley Chamber of Commerce Legislative Roundtable
February 24th – City of Thousand Oaks Finance Dept.
February 24th – Latino Connection
February 25th – Village Homes HOA
February 25th – We Belong 805
March 1st – Adelante Comunidad and Buen Vecino
March 11th – Casa Conejo Municipal Advisory Council (MAC)

Planning Commission Meeting (part 1 of 2):

- March 29, 2021 – Consideration of GP Land Use Alternatives.

Outreach via Email:

Email blasts sent to general plan update email list (1,332 subscribers):

- March 23, 2021, General Plan Advisory Committee Meeting 3/25. Join us to review the survey results and more! – <https://conta.cc/2OXlhOo>
- February 24, 2021, We need YOU to help guide the future of TO. Take the Land Use Alternatives survey Today! – <https://conta.cc/2NEfRHt>
- February 19, 2021, Let's Chat About Maps Tomorrow! – <https://conta.cc/3bm6u6X>
- February 11, 2021, Let's Chat About Maps Tonight. Ask us about the future of Thousand Oaks from home! – <https://conta.cc/3jNr7go>
- February 3, 2021, Did you miss us last night? Recording of Community Workshop Thousand Oaks 2045 General Plan Update – <https://conta.cc/3atoT1u>
- January 22, 2021, Let's Talk Land Use in T.O. Community Workshop Thousand Oaks 2045 General Plan Update – <https://conta.cc/3qMeMeF>
- January 12, 2021, Thousand Oaks 2045 General Plan Update - GPAC Meeting and Community Workshop – <https://conta.cc/3sj21cR>
- November 12, 2020 and sent to non-openers on November 15, 2020, Let's chat about parks and open space! – <https://conta.cc/35q51ec>
- October 15, 2020, Next Week: Arts & Culture and Thousand Oaks. Thousand Oaks 2045 General Plan Update – Upcoming Opportunity to Participate! – <https://conta.cc/3j4jiRe>
- September 22, 2020, This Week: Sustainability and Thousand Oaks  (corrected links!) Thousand Oaks 2045 General Plan Update - Upcoming opportunity to participate! – <https://conta.cc/2FTOyEN>
- September 17, 2020, Next Week: Sustainability and Thousand Oaks  Thousand Oaks 2045 General Plan Update - Upcoming opportunity to participate! – <https://conta.cc/3mAlbau>
- August 18, 2020 and sent to non-openers on August 20, 2020, Thousand Oaks 2045 General Plan Update - August 20th GPAC Meeting Agenda is Available Now! – <https://conta.cc/2Q8yzEw>
- August 5, 2020 and sent to non-openers on August 9, 2020, Join us for the next General Plan Update meeting on Safety & Resilience! – <https://conta.cc/3kiqWti>
- July 15, 2020 and sent to non-openers on July 18, 2020, Thousand Oaks 2045 General Plan Update - Upcoming Meeting! – <https://conta.cc/2Wo7hO5>
- June 25, 2020 and sent to non-openers on June 29, 2020, Thousand Oaks 2045 General Plan Update - News & Updates – <https://conta.cc/3duZzaR>
- May 21, 2020 and sent to non-openers on May 25, 2020, Thousand Oaks 2045 General Plan Update - Spring Newsletter – <https://conta.cc/36ptyij>
- February 28, 2020, Thousand Oaks 2045 General Plan Update – <https://conta.cc/2veJUMN>
- January 15, 2020, Upcoming Community Forum and Opportunities to Get Involved – <https://conta.cc/35STq4h>
- December 6, 2019, GPAC to Discuss Housing – <https://conta.cc/2COrnXD>

Mentions in City's CityScene Newsletters (1,549 subscribers):

- March 2021 – <https://conta.cc/3q2U5dv>

- February 2021 – <https://conta.cc/3cvsDlv>
- January 2021 – <https://conta.cc/3pX7y6T>
- September 2020 – <https://conta.cc/2YSB96C>
- June 2020 – <https://conta.cc/2yUbRv9>
- May 2020 – <https://conta.cc/3aZbDzl>
- April 2020 – <https://conta.cc/2Jt4jky>
- March 2020 – <https://conta.cc/2VxhGaO>
- February 2020 – <https://conta.cc/2OivCRn>
- January 2020 – <https://conta.cc/2S3BiRV>
- December 2019 – <https://conta.cc/2ru0o1c>

Mentions in City’s Economic Development Newsletter (545 subscribers):

- March 2021 – <https://conta.cc/3dUKNxT>
- February 2021 – <https://conta.cc/39uS58N>
- January 2021 – <https://conta.cc/38fel0j>
- December 2020 – <https://conta.cc/3fXKAZM>
- March 2020 – <https://conta.cc/2I9OLBA>
- February 2020 – <https://conta.cc/2Um1pEX>

Mentions in City’s Sustainability E-Newsletters & Blog (10,300 subscribers):

- February 2021 E-Newsletter - <https://www.toaks.org/Home/Components/News/News/9335/3338?backlist=%2fdepartments%2fpublic-works%2fsustainability>
- January 2021 E-Newsletter – Three articles; this is lead article: <https://www.toaks.org/Home/Components/News/News/9316/3338?backlist=%2fdepartments%2fpublic-works%2fsustainability>
- August 2020 Blog - <https://www.toaks.org/Home/Components/News/News/9236/3338?siteid=1>
- July 2020 Blog - <https://www.toaks.org/Home/Components/News/News/8222/3338>

Other mentions:

- March 2021 – California Lutheran University’s message from the Office of the President included information about the General Plan update and was sent to CLU students, staff, and faculty

Other:

- Email sent on February 11, 2021 to 167 homeowners’ associations asking for their involvement
- Email sent on February 11, 2021 to 48 religious organizations asking for their involvement
- Email sent on February 25, 2021 to President of Conejo Council of PTAs asking for the PTAs involvement in the land use alternatives.
- Email sent on February 16, 2021 to Conejo Valley Unified School District to provide faculty with information on the land use alternatives survey

- Email sent on February 26, 2021 to CLU students in the MPPA program promoting land use alternatives survey

October 2020 Planning Month:

- TO Library passed out 1,000 postcards about planning and the general plan update at curbside
- City staff recorded two videos of reading children's books about city planning for Storytime
- TO Library shared information on their website and social media

Social Media including Twitter, Instagram, and Tik Tok, and General Plan Update Website (See separate document for General Plan Social Outreach).

Advertisements:

- Paid ads in The Acorn to promote Community Forum: Size 3x7 in color on January 16, 2020 and January 23, 2020
- Paid ads in The Acorn to promote all engagement opportunities for land use alts phase: Size 4x10 in color on January 21, 2021, February 11, 2021, and February 18, 2021
- Paid for ads on our social media general plan accounts (see separate attachment for General Plan Social Outreach)

Public inquiries via email:

- Responded to more than 350 emails from the public since the beginning of the General Plan update.

Newspaper Articles (does not include published letters submitted by the public):

The Acorn:

- Pumping the brakes, March 11, 2021 - <https://www.toacorn.com/articles/pumping-the-brakes/>
- Flex Alert: Plan gets creative with industry, March 11, 2021 - <https://www.toacorn.com/articles/flex-alert-plan-gets-creative-with-industry/>
- Nowhere to go in Westlake but up, March 4, 2021 – <https://www.toacorn.com/articles/nowhere-to-go-in-westlake-but-up/>
- City extends survey deadline, February 25, 2021 – <https://www.toacorn.com/articles/city-extends-survey-deadline/>
- Making Change, February 25, 2021 – <https://www.toacorn.com/articles/making-change/>
- Live/shop/eat spaces dominate vision for corridor, February 25, 2021 – <https://www.toacorn.com/articles/live-shop-eat-spaces-dominate-vision-for-corridor/>
- Maps maximize city's capacity for housing, February 18, 2021 – <https://www.toacorn.com/articles/maps-maximize-citys-capacity-for-housing/>
- Proposed maps push development skyward, February 4, 2021 – <https://www.toacorn.com/articles/proposed-maps-push-development-skyward/>

- Small window for map review isn't by mistake, February 4, 2021 – <https://www.toacorn.com/articles/small-window-for-map-review-isnt-by-mistake/>
- New maps include greater limits on height, density, February 2, 2021 – <https://www.toacorn.com/articles/new-maps-include-greater-limits-on-height-density/>
- Land-use maps to be unveiled at Feb. 2 workshop January 21, 2010 – <https://www.toacorn.com/articles/land-use-maps-to-be-unveiled-at-feb-2-workshop/>
- Draft land use maps out soon, December 31, 2020 – <https://www.toacorn.com/articles/draft-land-use-maps-due-out-soon/>
- Consultant draws line between sustainability, higher density, October 8, 2020 – <https://www.toacorn.com/articles/consultant-draws-line-between-sustainability-higher-density/>
- Results are in, September 10, 2020 – <https://www.toacorn.com/articles/results-are-in/>
- Progress on general plan overhaul keeps up during shutdown, September 3, 2020 – <https://www.toacorn.com/articles/progress-keeps-up-during-shutdown/>
- Pandemic has reinforced value of our parks, July 30, 2020 – <https://www.toacorn.com/articles/pandemic-has-reinforced-value-of-our-parks/>
- General Plan survey now online, March 12, 2020 – <https://www.toacorn.com/articles/general-plan-survey-now-online/>
- Wedging it in, February 27, 2020 – <https://www.toacorn.com/articles/wedging-it-in/>
- Mandate puts Thousand Oaks' housing need at 2,500 new units by 2029 – <https://www.toacorn.com/articles/mandate-puts-thousand-oaks-housing-need-at-2500-new-units-by-2029/>
- Consultant: Public happy with status quo, but sees need for change, November 28, 2019 – <https://www.toacorn.com/articles/consultant-public-happy-with-status-quo-but-sees-need-for-change/>
- Designing cities around happiness, September 26, 2019 – <https://www.toacorn.com/articles/designing-cities-around-happiness/>
- General Plan steering committee gets down to business, September 19, 2019 – <https://www.toacorn.com/articles/general-plan-steering-committee-gets-down-to-business/>
- First focus group centered around economic development, September 12, 2019 – <https://www.toacorn.com/articles/first-focus-group-centered-around-economic-development/>
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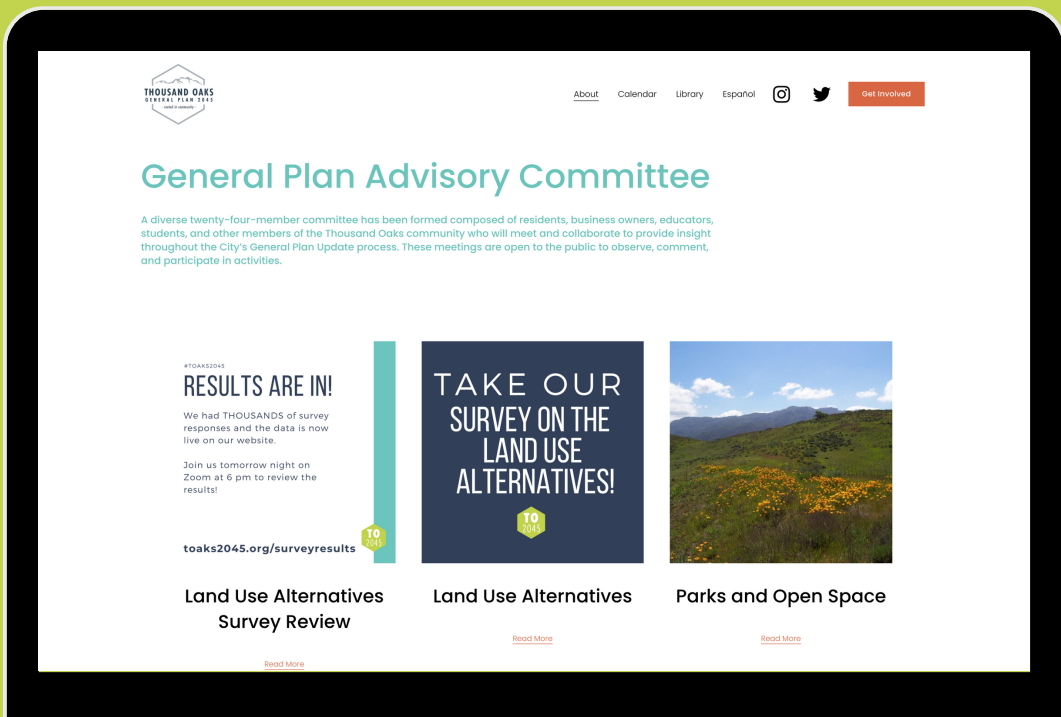
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MARCH 31, 2021

GENERAL PLAN DIGITAL PRESENCE OVERVIEW





LIFETIME AT A GLANCE
@TOAKS2045

IMPRESSIONS

293K

PROFILE VISITS

3165

FOLLOWERS

279

MENTIONS

120

OVERVIEW

Twitter measures 'impressions' as the number of people that are served content from the page because they follow it.

Profile visits is the number of people that took direct action on a post by continuing to visit the page profile. This is the most powerful number of all since it indicates someone was interested enough to take an additional action.

The GP Twitter account has 279 followers, showing generally very high engagement among our followers and is growing by several followers each day.

The most powerful aspect of this account is the growing number of mentions by engaged residents and the Acorn. Many tweets are re-tweeted by the Acorn and reporters personal accounts, along with advocacy groups and socially engaged locals.

This is just an overview of the data, life time data ranges vary. For additional data please contact the GP Team.



LIFETIME AT A GLANCE
@TOAKS2045

REACH

6,655

ENGAGEMENT

1,600

FOLLOWERS

653

VIDEO VIEWS

1,700

OVERVIEW

Instagram measures reach as the number of unique accounts that saw any of our posts or stories at least once.

Post engagement is the number of people that took direct action on a post, such as clicking a link or 'liking' a post. This is the most powerful number of all since it indicates someone was interested enough to take an action on it.

The GP Instagram account has been growing rapidly each month as we leverage functionality such as stories to make organic content that has a better reach as the algorithm favors what people show natural interest in.

Videos are a new medium to the GP Instagram and have performed well. The biggest engagement has come from the re-posting of short form TikTok content which is shown in the feed without needing an additional click by the user to watch in full.

This is just an overview of the data, life time data ranges vary. For additional data please contact the GP Team.



LIFETIME AT A GLANCE
TOAKS2045.ORG

PAGE VIEWS

37,352

UNIQUE VIEWERS

13,000

TOP 2 VISITOR LOCATIONS

HOME - 13,154

LAND USE - 10,288

TWO BIGGEST TRAFFIC SOURCES

DIRECT - 11,753

SOCIAL - 2,619

OVERVIEW

The General Plan webpage had an average of 445 views per month before January 2021. Since January 2021 our average views have gone up to 4,786 views per month. This is due to our increased social media presence across all City platforms.

In the last several months the focus for the General Plan has been the Land Use alternatives, through paid advertising and social media post we have successfully directed residents to this page, as seen in our top 2 visitor locations.

This is just an overview of the data, life time data ranges vary. For additional data please contact the GP Team.