



City of Carpinteria
Public Engagement Committee Agenda
Tuesday, April 28, 2026
Side Conference Meeting Room, 5775 Carpinteria Avenue,
Carpinteria, CA 93013

4:00 PM Regular Meeting

Attendance/Viewing Options:

- Attend the in-person meeting in the Side Conference Meeting Room at City Hall (5775 Carpinteria Ave.)

How to Provide Public Comments

- Provide a live public comment in the Side Conference Meeting Room at City Hall (5775 Carpinteria Ave.). Please note the City has the discretion to limit the speaker's time for any meeting or agenda matter. Typically, the practice has been 3 minutes per speaker on each item.
- Submit a written comment (as either a general public comment or on a specific agenda item) to be distributed to Public Engagement Committee by 3 hours before the meeting begins by either submitting your comment via (1) email to PublicComment@carpinteriaca.gov, or (2) follow this link (<https://carpinteriaca.gov/city-hall/agendas-meetings>), select the meeting you want to provide a comment on, and click the Submit Comments button located on the left hand side of the agenda portal. Please reference the agenda item to which your comment pertains. Note that written comments will not be read into the record during the meeting.

Call to Order

Roll Call

Public Comment

This is the time for public comments on matters not otherwise on the agenda, but within the subject matter jurisdiction of the Public Engagement Committee.

Business Matters

1. Digital Outreach Report (January - March 2026 Overview)
2. City Financial Overview Outreach Discussion
3. State of the City Planning Discussion

Matters Presented by Committee Members

Adjournment

In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact the City Clerk's Office at 684-5405, extension 403 or the California Relay Service at (866) 735-2929. Notification 2 business days prior to the meeting will enable the City to make reasonable arrangements for accessibility to this meeting.

This agenda was posted on April 22, 2026, by the General Government Department, on the City Hall Public Notices Board, and on the Internet.



DIGITAL OUTREACH REPORT

January - March 2026

INSTAGRAM OVERVIEW

Views (posts, stories, reels)



296,023

Content Interactions*



5,225

Published Content



Posts 104



Stories 183

Followers



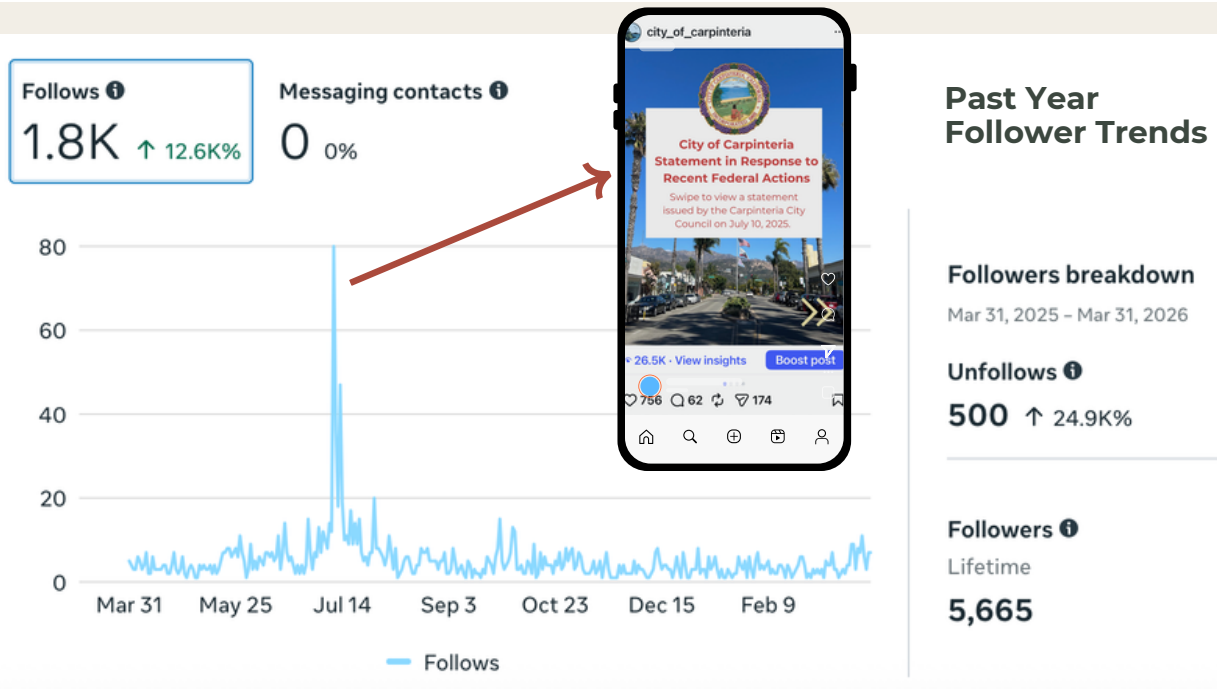
5,662 Total



187 Change since last quarter

*The number of likes or reactions, saves, comments, shares and replies on City content (posts, stories, reels and more).

INSTAGRAM AUDIENCE



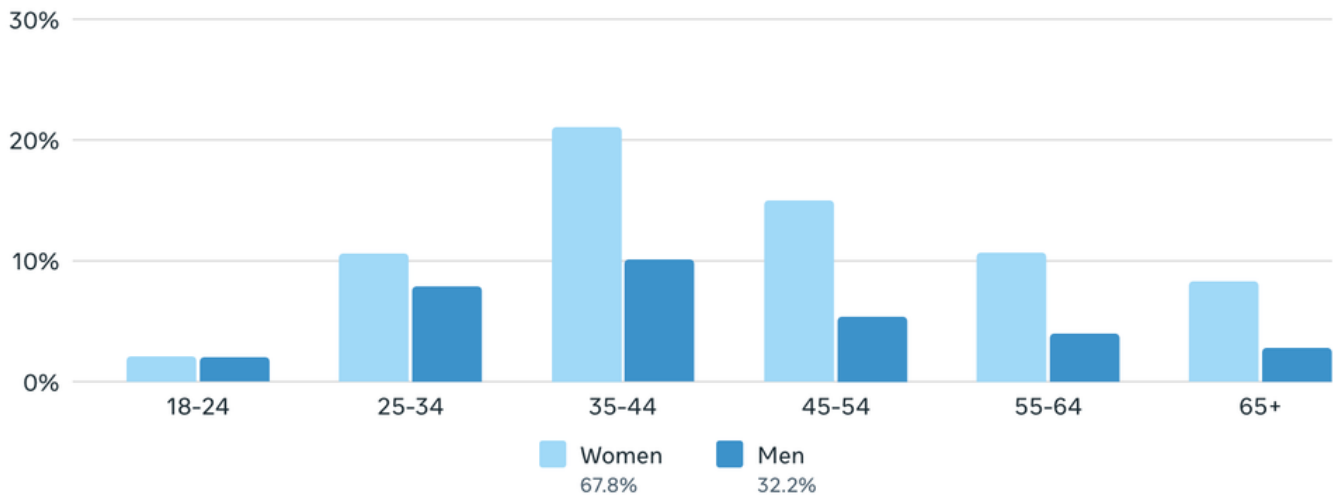


DIGITAL OUTREACH REPORT

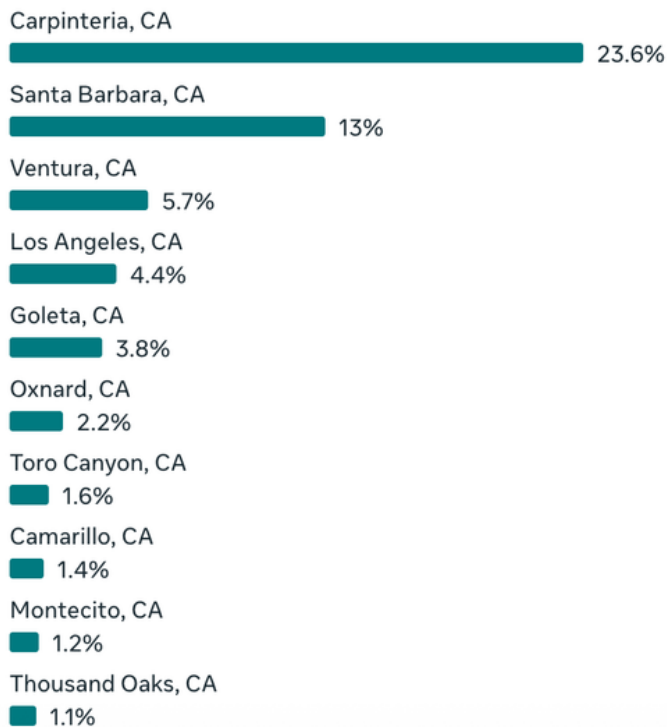
January - March 2026

INSTAGRAM AUDIENCE

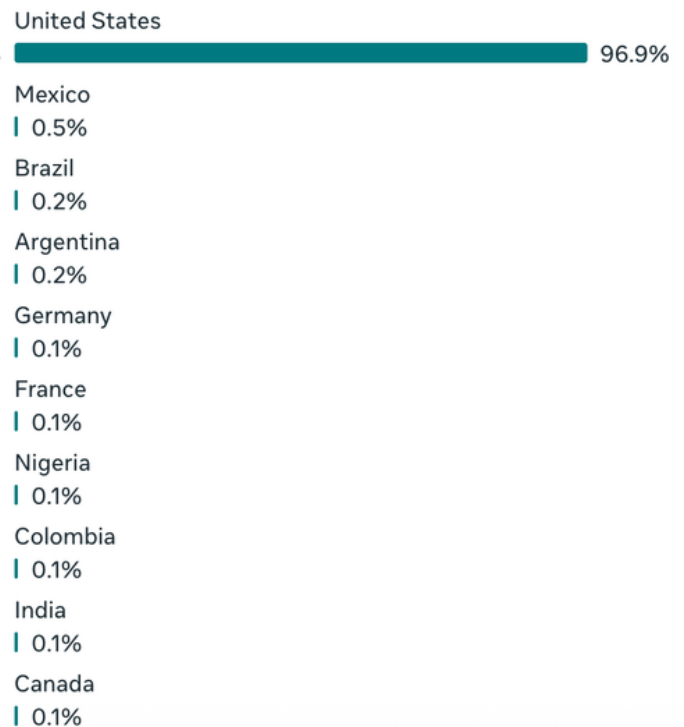
Age & gender ⓘ



Top cities



Top countries





DIGITAL OUTREACH REPORT

January - March 2026

INSTAGRAM TOP PERFORMERS

TOP PERFORMING CONTENT (BY VIEW)



What a lovely morning
with the Abuelas of...

Fri Feb 6, 4:41pm

👁 19.1K ❤ 246
👤 1 ➡ 17



☀️ This morning's
Sunrise Ceremony at...

Sun Mar 22, 10:37am

👁 6.8K ❤ 381
👤 5 ➡ 17



Here's what's
happening at the...

Thu Jan 8, 9:22am

👁 6.2K ❤ 24
👤 3 ➡ 28



📣 The City of
Carpinteria is looking...

Wed Mar 11, 4:40pm

👁 6.1K ❤ 69
👤 0 ➡ 49



Bare with us as we get
through construction...

Tue Feb 3, 10:08am

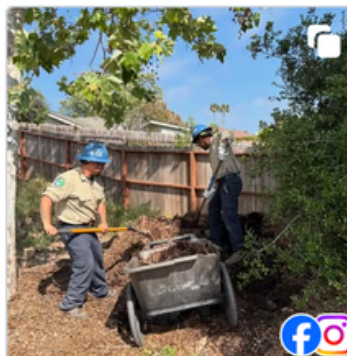
👁 10.4K ❤ 153
👤 14 ➡ 39



#Repost
@chp_santabarbara...

Sat Jan 3, 11:21am

👁 5.9K ❤ 71
👤 1 ➡ 30



The California
Conservation Corps...

Wed Mar 25, 4:00pm

👁 6.0K ❤ 145
👤 7 ➡ 10



⚠️ FLASH FLOOD
WARNING -...

Sat Jan 3, 11:46am

👁 4.1K ❤ 29
👤 0 ➡ 4



DIGITAL OUTREACH REPORT

January - March 2026

FACEBOOK OVERVIEW

Views (posts, stories, reels)



223,848

Content Interactions*



3,584

Published Content



Posts

98



Stories

18

Followers



3,187 Total



173

Change
since last
quarter

*The number of likes or reactions, saves, comments, shares and replies on City content (posts, stories, reels and more).

FACEBOOK AUDIENCE

Follows ⓘ

470 ↑ 64.9%

Returning viewers ⓘ

1 ↓ 50%

Based on last 28 days

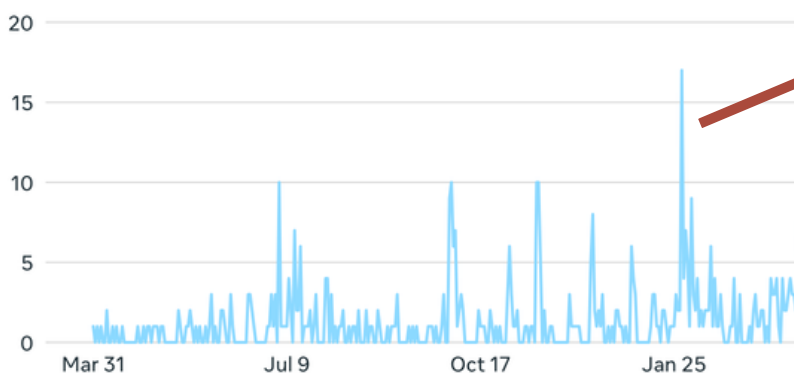
Engaged followers ⓘ

0 0%

Messaging contacts ⓘ

43 ↑ 186.7%

Past Year Follower Trends



Followers breakdown

Mar 31, 2025 - Mar 31, 2026

Unfollows ⓘ

83 ↑ 48.2%

Net follows ⓘ

387 ↑ 69%

Followers ⓘ

Lifetime

3,191



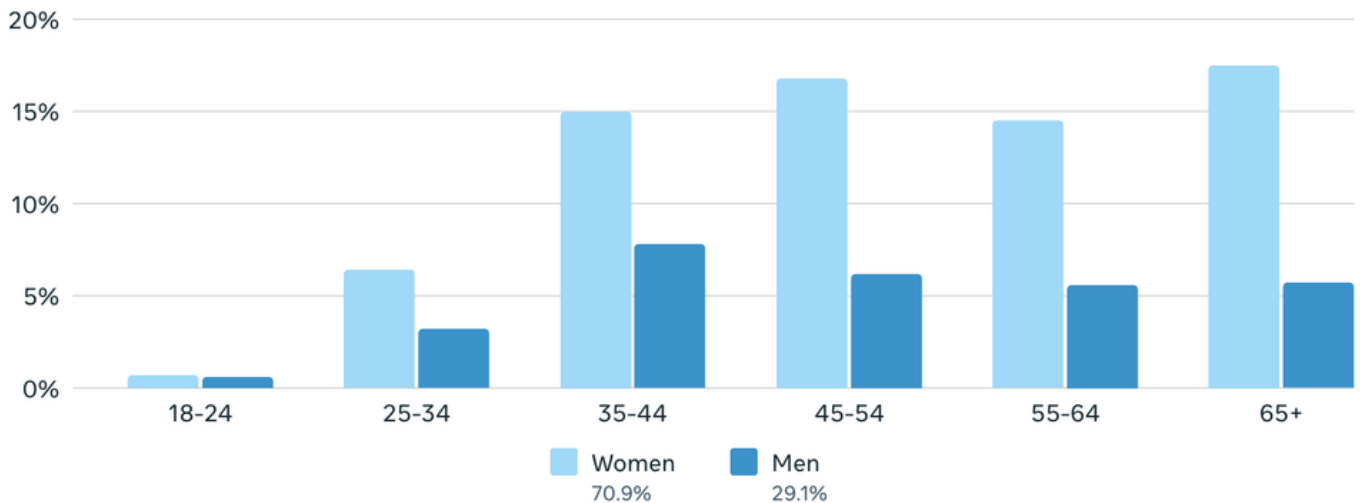


DIGITAL OUTREACH REPORT

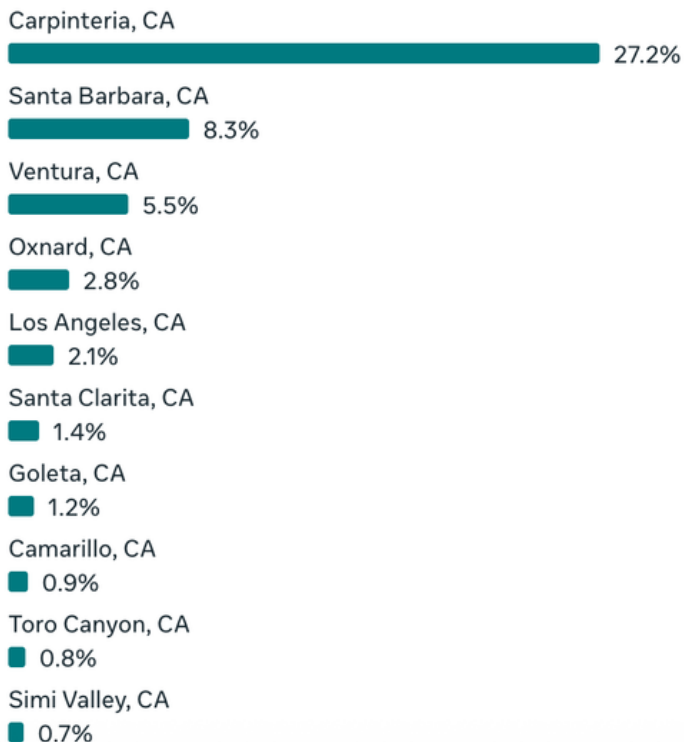
January - March 2026

FACEBOOK AUDIENCE

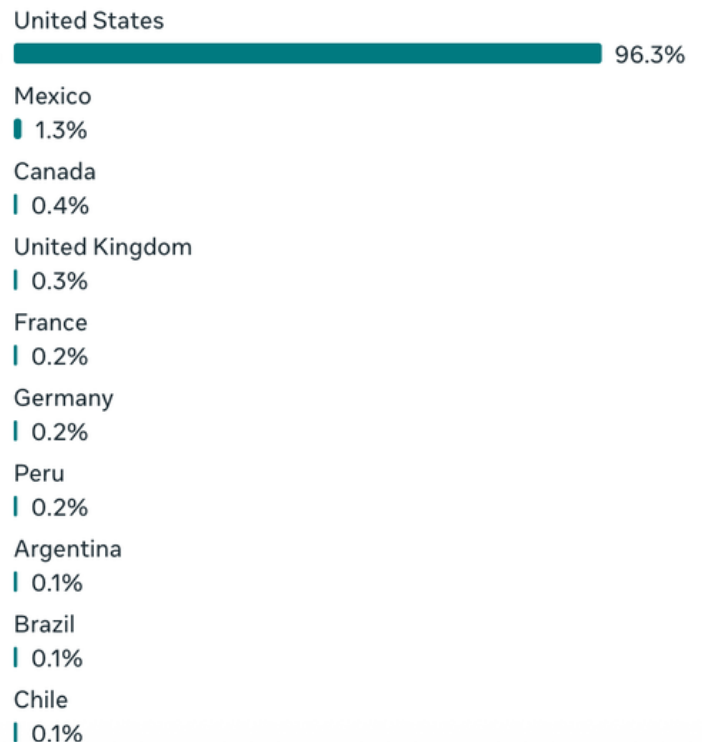
Age & gender ⓘ



Top cities



Top countries





DIGITAL OUTREACH REPORT

January - March 2026

PLATFORM: FACEBOOK

TOP PERFORMING CONTENT (BY VIEW)



From Dec. 1 through May 31, the...

Wed Jan 28, 3:38pm

👁 24.7K ❤ 300
👤 43 ➡ 44



BEACH CLOSURE ALERT: To protect...

Mon Mar 16, 1:05pm

👁 18.9K ❤ 176
👤 7 ➡ 40



This morning the County Board of...

Tue Feb 3, 12:53pm

👁 21.0K ❤ 281
👤 22 ➡ 12



What a lovely morning with the Abuelas Gro...

Fri Feb 6, 4:41pm

👁 19.1K ❤ 246
👤 1 ➡ 17



From December 1 to May 31, the beach 75...

Thu Feb 12, 3:00pm

👁 9.6K ❤ 138
👤 17 ➡ 23



Today marks 250 years since the Anza...

Tue Feb 24, 9:45am

👁 6.9K ❤ 88
👤 7 ➡ 4



On January 12, 2026, the City of...

Wed Jan 14, 8:02am

👁 6.5K ❤ 69
👤 20 ➡ 6



Are you a 55+ resident of Carpinteri...

Tue Jan 20, 11:44am

👁 6.3K ❤ 26
👤 2 ➡ 12



DIGITAL OUTREACH REPORT

January - March 2026

PLATFORM: MAILCHIMP

AUDIENCE*

English Language

 1,561 Total
 10 Change since last quarter

Spanish Language

 28 Total
 -1 Change since last quarter

*As of most recent newsletter editions sent.

OPEN RATE Q1 2026 V 2025*

		2026		2025	
		English	Spanish	English	Spanish
	March 20	31.8%	17.8%	16.4%	3.3%
	March 6	19.9%	3.6%	33.0%	20.7%
	Feb. 20	34.2%	17.2%	15.6%	3.4%
	Feb. 6	33.3%	24.1%	34.1%	31.0%
	Jan. 23	18.6%	10.3%	35.8%	31.0%
	Jan. 9	17.5	6.9%	26.3%	34.5%

Note: In early 2026, Mailchimp changed its “open rate” reporting by adding bot filtering and Apple MPP to better reflect genuine human engagement. This dramatically dropped City of Carpinteria open rates and explains the difference between the fourth quarter 2025 report and the first quarter 2026 report.