



City of Carpinteria
Public Engagement Committee Agenda
Monday, August 10, 2026
Council Chamber, 5775 Carpinteria Avenue,
Carpinteria, CA 93013

2:00 PM Special Meeting

Attendance/Viewing Options:

- Attend the in-person meeting in the Council Chamber at City Hall (5775 Carpinteria Ave.)

How to Provide Public Comments

- Provide a live public comment in the Council Chamber 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 (April through June 2026).
2. State of the City/Local Address & Town Hall Planning and Discussion.
3. Future Projects and Events 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 August 6, 2026, by the General Government Department, on the City Hall Public Notices Board, and on the Internet.



CITY OF CARPINTERIA

DIGITAL OUTREACH REPORT

April - June 2026

INSTAGRAM OVERVIEW

Views (posts, stories, reels)



408,297

Content Interactions*



9.6K

Published Content



Posts

117



Stories

219

Followers



6,094 Total



432

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

Audience

Demographics

Trends

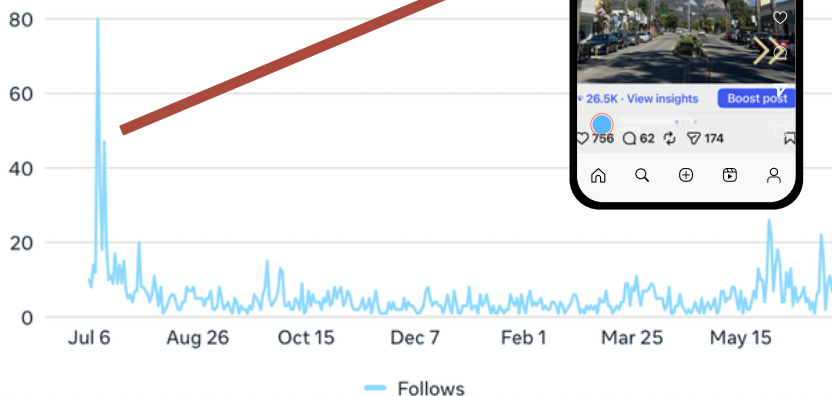
Potential audience

Follows ⓘ

1.9K

Messaging contacts ⓘ

34 ↑ 100%



Past Year Follower Trends

Followers breakdown

Jul 1, 2025 – Jun 30, 2026

Unfollows ⓘ

526

Followers ⓘ

Lifetime

6,094

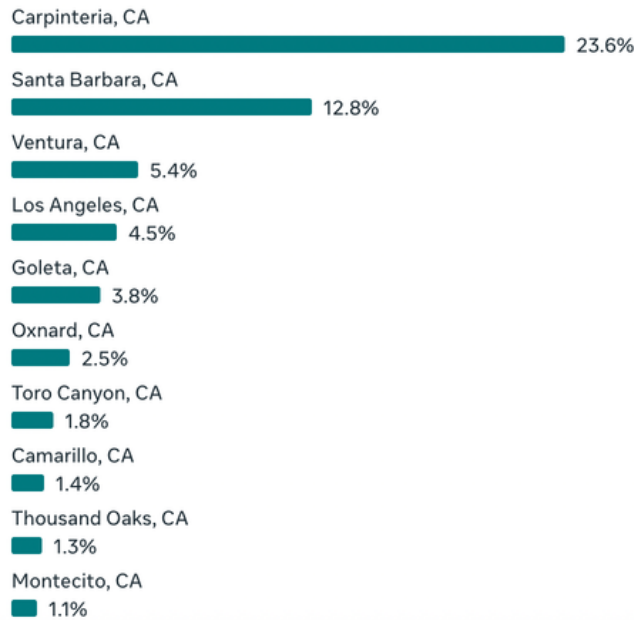


DIGITAL OUTREACH REPORT

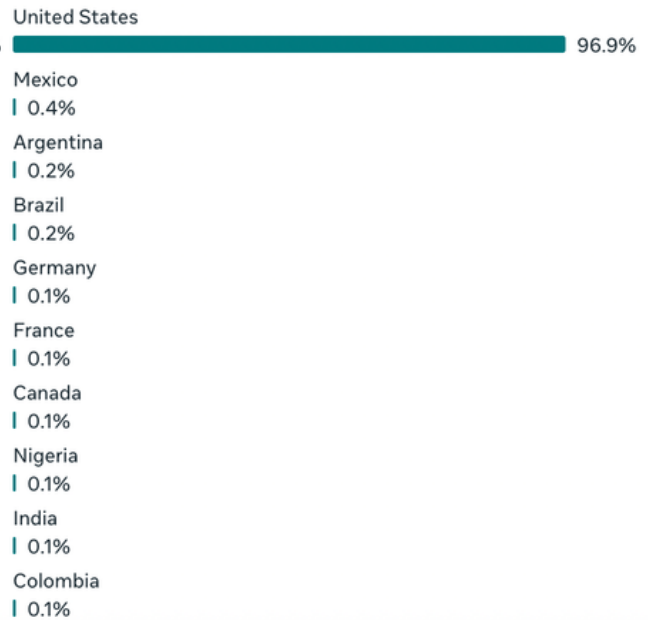
April - June 2026

INSTAGRAM AUDIENCE

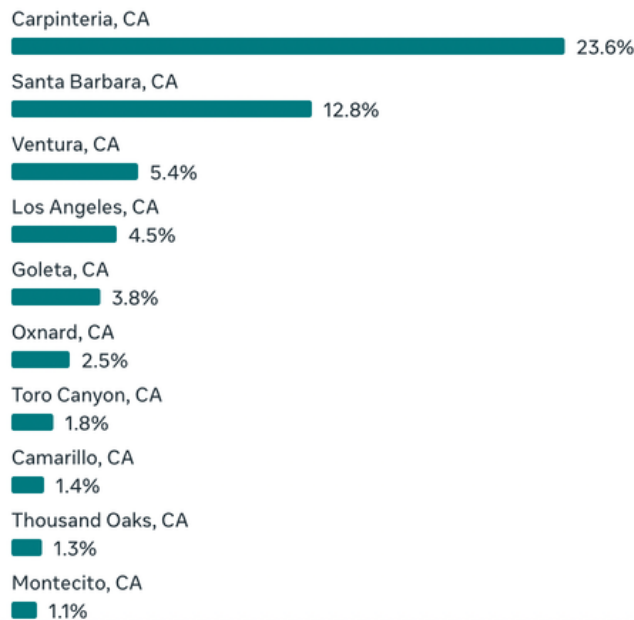
Top cities



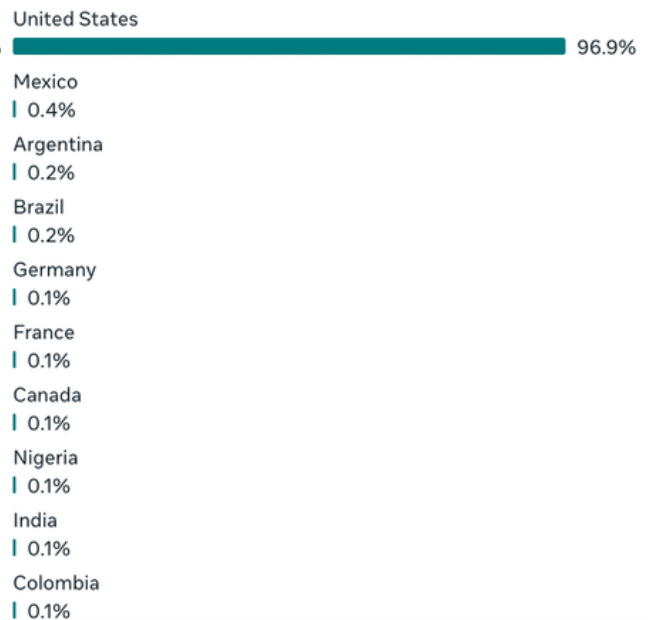
Top countries



Top cities



Top countries





DIGITAL OUTREACH REPORT

April - June 2026

INSTAGRAM TOP PERFORMERS

TOP PERFORMING CONTENT (BY VIEW)



CITY OF CARPINTERIA
Offshore Decommissioning
UPDATE
Chevron begins work to remove seafloor pipelines between the coast and 3 miles offshore.

🚧 Chevron is beginning mobilization work to...

Sat Jun 20, 3:00pm

👁 14.4K ❤️ 271
🗨 10 ➡️ 72



The platforms are back out in the water...

Mon Jun 1, 1:38pm

👁 12.7K ❤️ 575
🗨 9 ➡️ 165



🏆 The City of Carpinteria proudly...

Wed Apr 29, 5:00pm

👁 11.5K ❤️ 237
🗨 2 ➡️ 34



We're proud of CHS seniors and love the...

Thu May 28, 5:08pm

👁 32.0K ❤️ 734
🗨 27 ➡️ 98



Thank you to our entire Carpinteria communi...

Sat May 30, 3:35pm

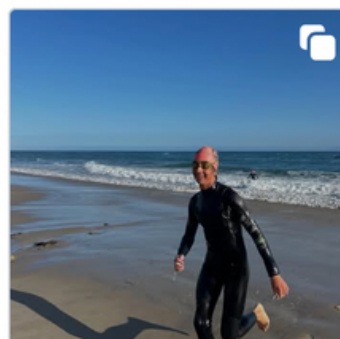
👁 7.3K ❤️ 185
🗨 7 ➡️ 6



Cruising through Carp with the best crew 🚲...

Sat May 9, 3:55pm

👁 9.2K ❤️ 121
🗨 9 ➡️ 16



Carp Beach Nights is ON tomorrow with a...

Mon Jun 15, 3:46pm

👁 5.5K ❤️ 76
🗨 0 ➡️ 7



CARPINTERIA
Sustainable, Free & Volunteer-Driven
Community Repair

What to look out for at the

2026 Fix-it Fair
Saturday, May 30
Noon - 4 p.m.

Repair • Reuse • Reduce Waste

MEET THE FIXERS →

*Two (2) item limit per person

♻️ In the spirit of conservation and...

Fri May 22, 9:03am

👁 5.5K ❤️ 81
🗨 6 ➡️ 30



DIGITAL OUTREACH REPORT

April - June 2026

FACEBOOK OVERVIEW

Views (posts, stories, reels)



340.7K

Content Interactions*



5.2K

Published Content



Posts

96



Stories**

2

Followers



3,438 Total



251

Change
since last
quarter

*The number of likes or reactions, saves, comments, shares and replies on City content (posts, stories, reels and more). ** Stories posted to Instagram auto-post to Facebook but are not included in this number.

FACEBOOK AUDIENCE

Follows ⓘ

669 ↑ 184.7%

Returning viewers ⓘ

0 ↓ 100%

Based on last 28 days

Engaged followers ⓘ

0 0%

Messaging contacts ⓘ

35 ↑ 20.7%

Past Year Follower Trends

Followers breakdown

Jul 1, 2025 – Jun 30, 2026

Unfollows ⓘ

100 ↑ 85.2%

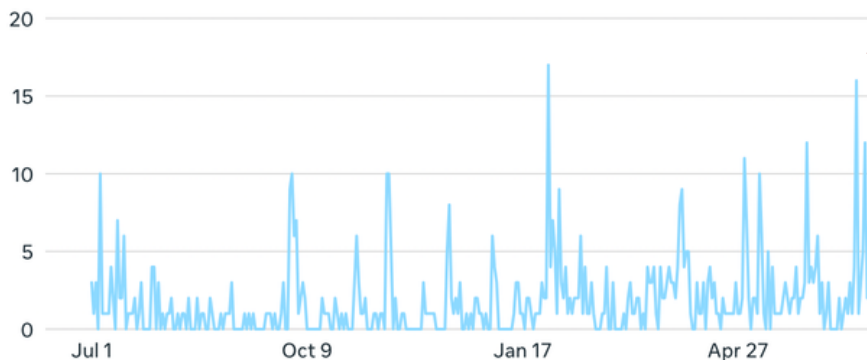
Net follows ⓘ

569 ↑ 214.4%

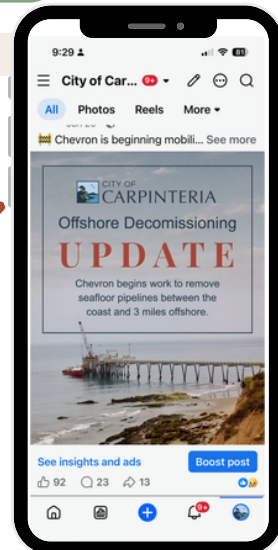
Followers ⓘ

Lifetime

3,429



— Follows



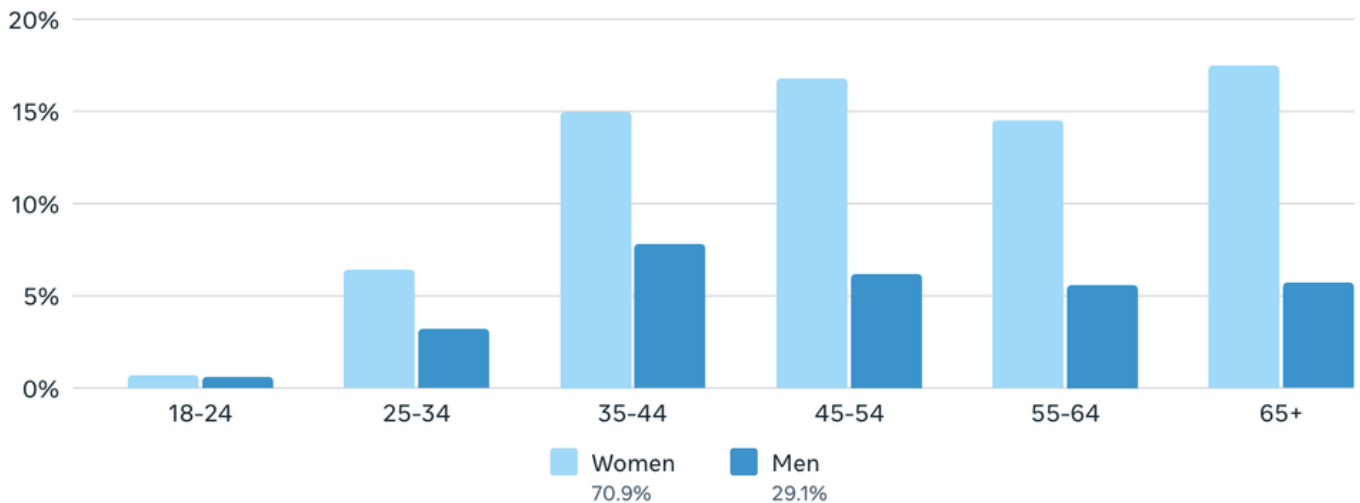


DIGITAL OUTREACH REPORT

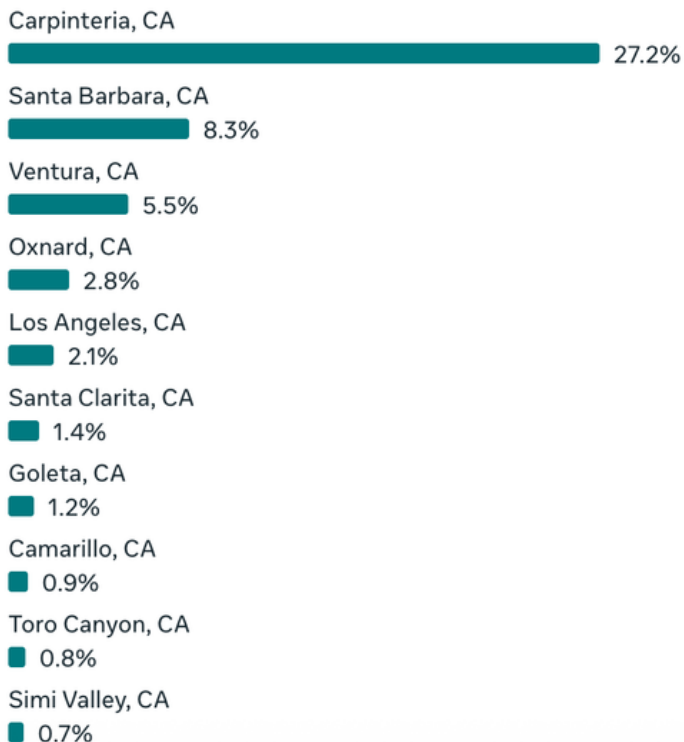
April - June 2026

FACEBOOK AUDIENCE

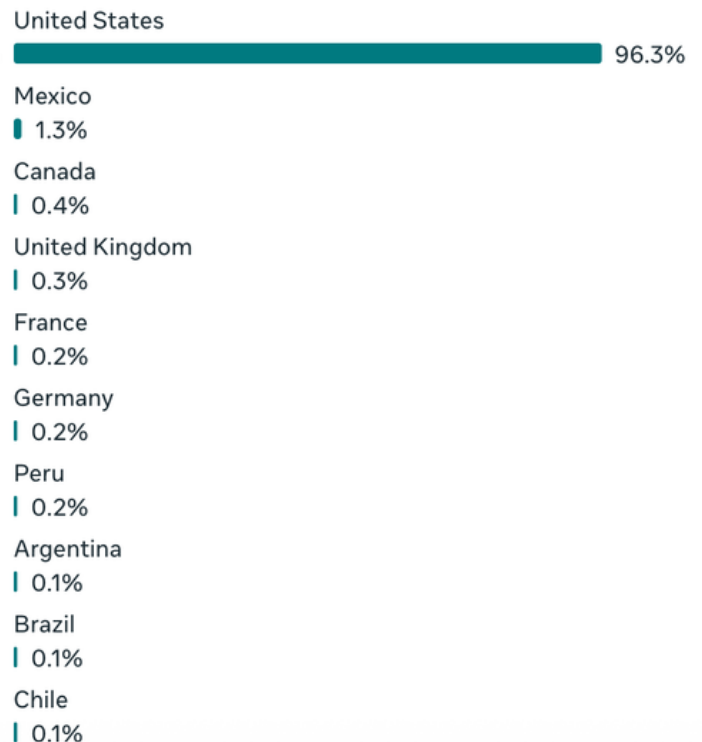
Age & gender ⓘ



Top cities



Top countries





DIGITAL OUTREACH REPORT

April - June 2026

PLATFORM: FACEBOOK

TOP PERFORMING CONTENT (BY VIEW)



We're proud of CHS seniors and love the...

Thu May 28, 5:08pm

32.0K 734
27 98



On Saturday, June 27, downtown Linden...

Tue Jun 16, 3:00pm

18.2K 86
7 24



We are thrilled to officially launch the...

Wed May 6, 2:13pm

17.4K 264
15 24



Chevron is beginning mobilization work to...

Sat Jun 20, 3:00pm

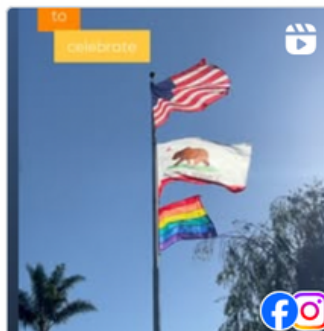
16.4K 92
23 13



The City of Carpinteria proudly...

Wed Apr 29, 5:00pm

14.2K 229
18 5



Happy Pride Month! We fly the rainbow...

Thu Jun 25, 5:52am

13.6K 809
164 55



The City of Carpinteria is excited...

Mon May 11, 11:43am

9.1K 63
3 1



Public review is underway for The Far...

Mon Jun 15, 10:55am

7.9K 24
15 16



DIGITAL OUTREACH REPORT

April - June 2026

PLATFORM: MAILCHIMP

AUDIENCE*

English Language

 **1,566** Total
 **5** Change since last quarter

Spanish Language

 **27** 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
	June 26	22.4%	0%		
	June 12	14.3%	3.7%	16.6%	6.7%
	May 29	15%	18.5%	34.7%	33.3%
	May 15	14.8%	3.7%	19%	3.4%
	May 1	30%	14.8%	18.3%	6.7%
	April 17	14.2%	3.7%	33.2%	36.7%
	April 3	33.3%	14.3%		

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.