

Community Engagement

June 2021



HISTORY OF COMMUNITY ENGAGEMENT

Myles Rademan becomes Public Affairs director in 1989. Outreach to community on sprucing up Main Street, buying open space, economic recovery, and living room visioning begins.

Redefining Park City with focus on locals. Grassroots community visioning continues. Empowering locals to make a change in the community through participation.

Mayor Brad Olch and Myles Rademan engage the community in welcoming the world for 2002 Olympic Winter Games.

Phyllis Robinson becomes Public Affairs Manager, Craig Sanchez joins department as Community Liaison. Boots on the Ground outreach and 2009 Community Visioning are launched.

Getting Community on Board
Late 80s

From Local...
Late 90s

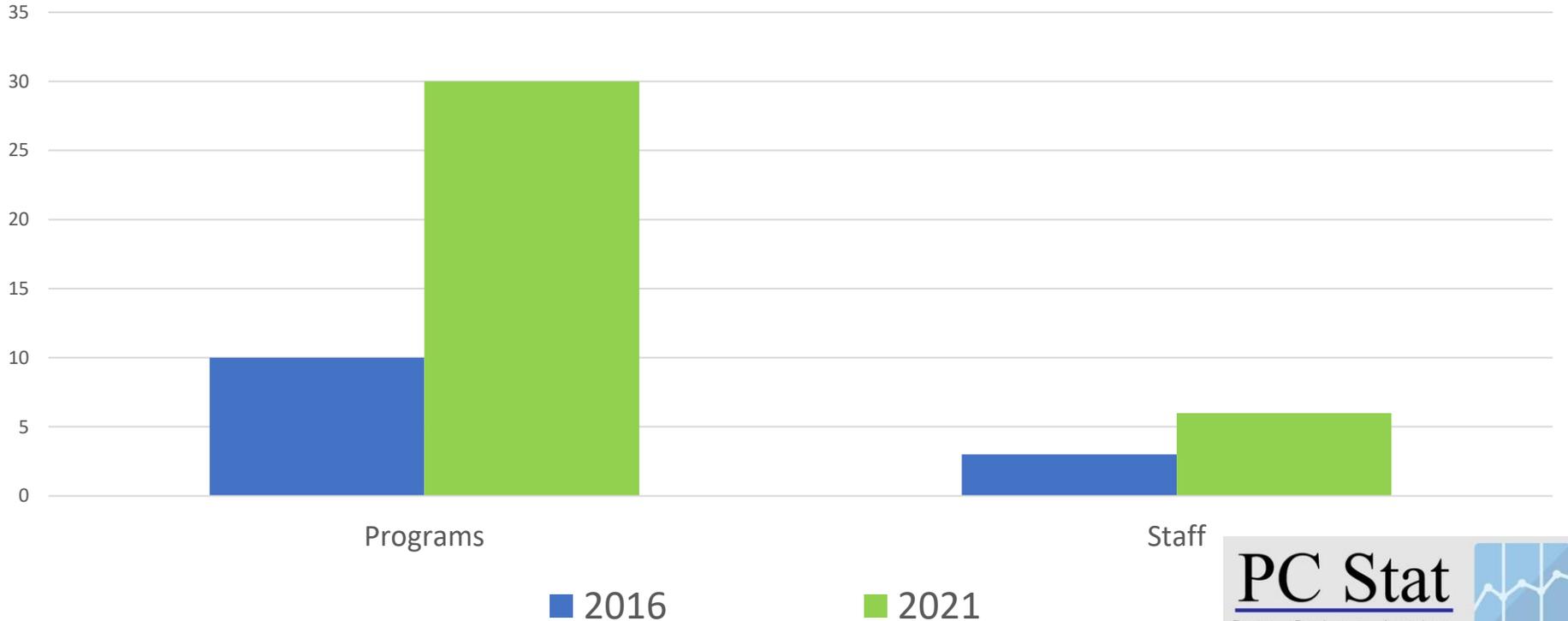
To Global...
Early 2000s

Taking it to the Streets
Mid 2000s



COMMUNITY ENGAGEMENT GROWTH 2016-2021

Growth of Programs and Staff



FROM PUBLIC AFFAIRS TO COMMUNITY ENGAGEMENT Then 2016 ...



2009 Community
Visioning



Boots on the Ground



Project Specific
Public Presentations



Website



Monthly Newsletter



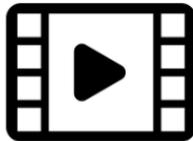
Biannual National
Citizens' Survey



Social Media



Press Releases



Videos

...To now 2021



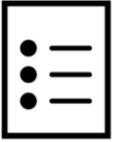
Spanish Translation & Facebook



Text Alerts



Vision 2020



Council Summary



Biannual Projects Open House



Expanded Boots-on-the-Ground



Spotlight Video Series



Council Walk & Talks



Virtual Events



National Citizens' Survey



Program Launches



Digital Newsletter



Après and Coffee w/Council



Virtual Roundtables



Ribbon Cuttings



E-blasts



Multicultural Outreach



New Website



Engage Park City



Expanded Social Media



PSAs



Media Relations



Construction Outreach



State of Park City

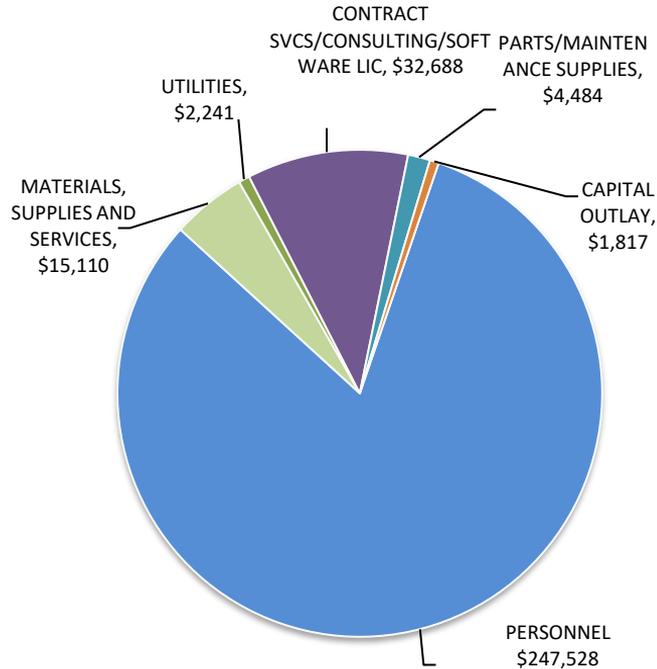




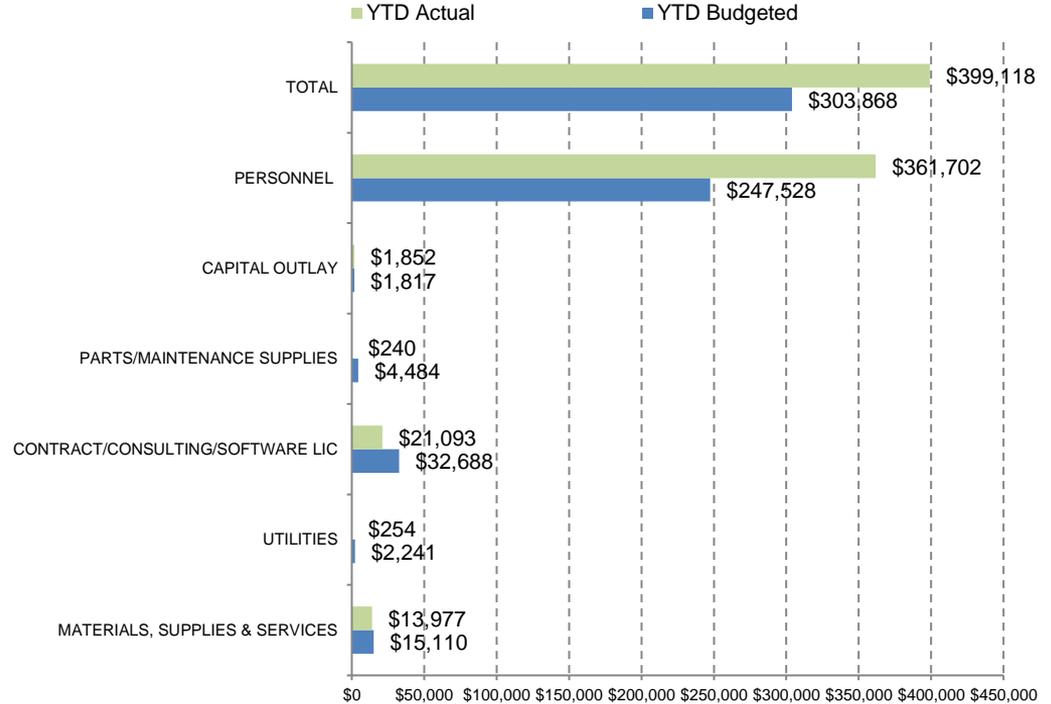
OPERATIONS

EXPENSES – BUDGETED VS ACTUAL

Budget Summary by Expense Type - FY21



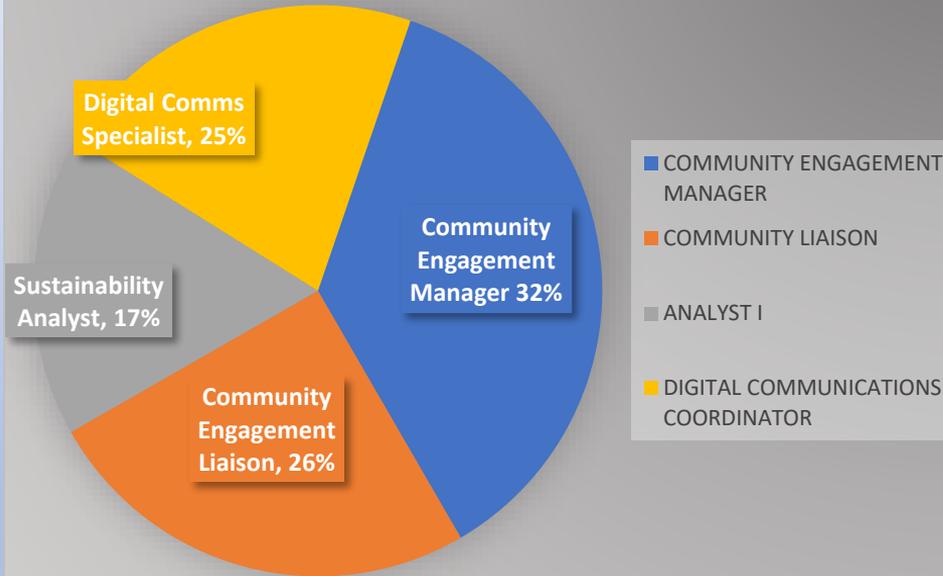
YTD Actual Vs YTD Budgeted



Source: Park City Municipal Corporation. As of June, 2021. FY21 costs are reflective of budgeted amounts.

PERSONNEL

Community Engagement Team



FY21 YTD Personnel Budget vs Actual



DEPARTMENT SUPPORT AND COLLABORATION



Park City Vision 2020

Embracing Bold Action

At-a-Glance



Park City Vision 2020 activities kicked off in June 2019 and concluded in February 2020



1700 participants shared their feedback on Park City's vision throughout the 8-month project



From neighborhood gatherings to stakeholder visioning sessions to the Park City Vision 2020 Future Summit, public engagement was extensive and well attended



Participated in the Park City Vision 2020 Think-Tank and Strategic Pillar Focus Groups to add perspective, subject matter expertise, and guidance throughout the visioning process



Five strategic pillars were identified to address Affordability & Equity; Art, Culture & Local Economy; Environmental Leadership; Transportation Innovation; and Sustainable Tourism

8
Months

1700
Participants

40 Engagement
Events

95
Community
Leaders

5
Strategic
Pillars

Park City Vision 2020

Strategic Pillars



PARK CITY COMMUNITY PILLARS

SOCIAL EQUITY &
AFFORDABILITY



ENVIRONMENTAL
LEADERSHIP



PARK CITY
1884

AUTHENTIC
LOCAL CULTURE



TRANSPORTATION
INNOVATION



WHERE EVERYONE
HAS A **SEAT** AT THE TABLE

VIRTUAL EVENTS

34 sessions

48 hours of programming

63,834 views since March 2020



VIRTUAL ROUNDTABLE

Safety and Challenges of Returning to the Classroom

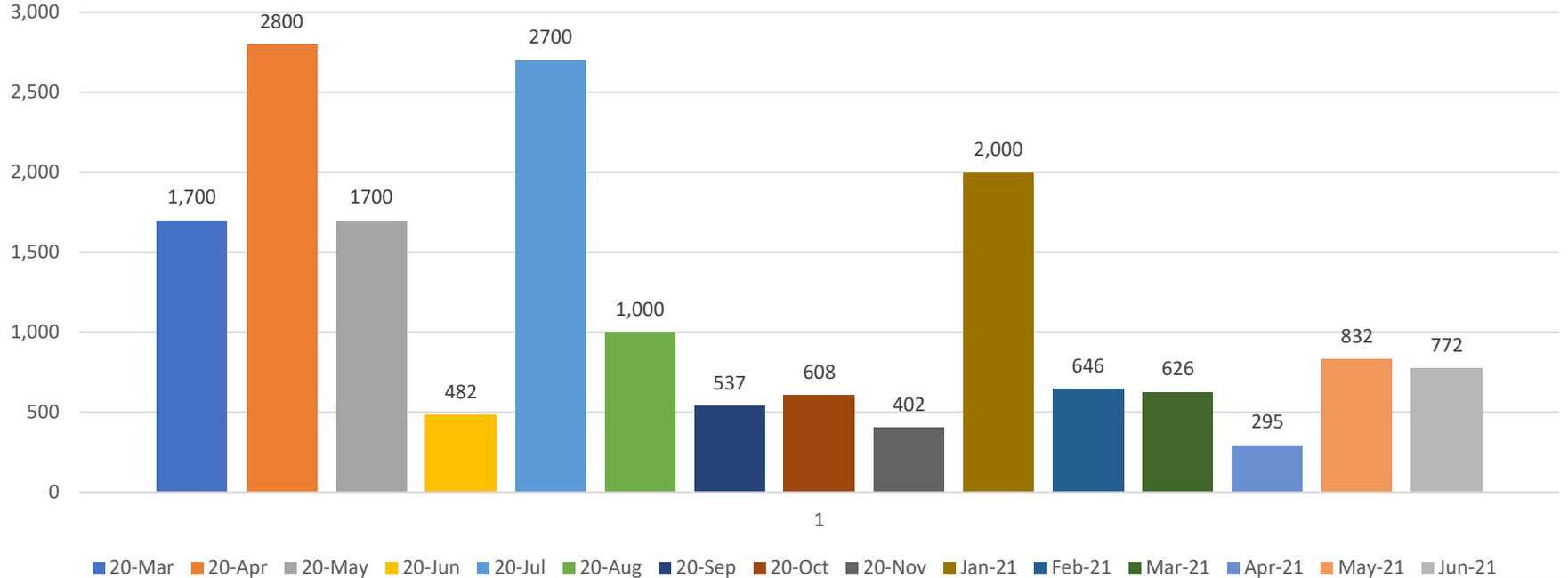
Wednesday, October 21 | 6:00-7:00 p.m.
Facebook Live ([facebook.com/parkcitygovt](https://www.facebook.com/parkcitygovt)) and
Zoom Webinar (us02web.zoom.us/j/81570540195)

Can't join us live? Email your questions or comments in advance to linda.jager@parkcity.org.



VIRTUAL PROGRAMMING

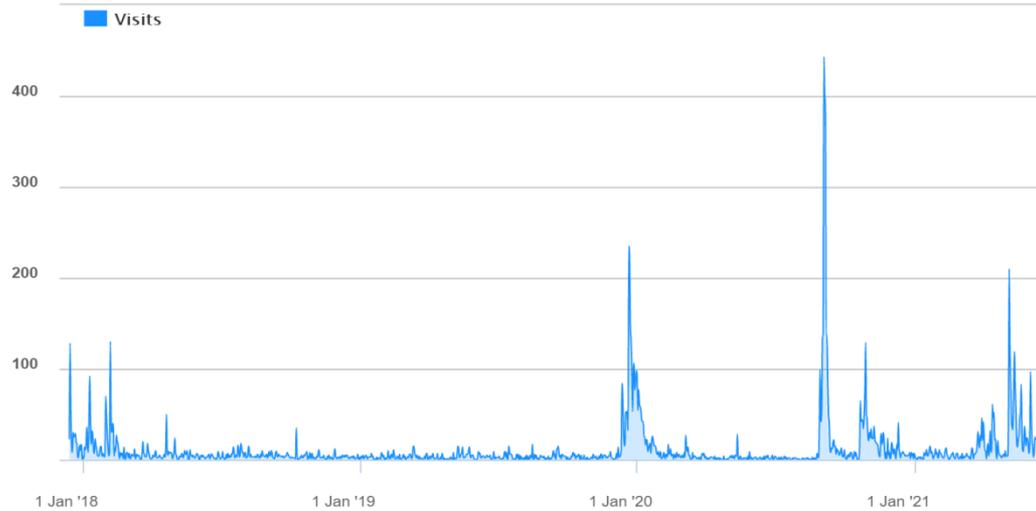
Coffee with Council - Number of Views per episode



1

■ 20-Mar ■ 20-Apr ■ 20-May ■ 20-Jun ■ 20-Jul ■ 20-Aug ■ 20-Sep ■ 20-Oct ■ 20-Nov ■ Jan-21 ■ Feb-21 ■ Mar-21 ■ Apr-21 ■ May-21 ■ Jun-21

ENGAGE PARK CITY



13,881

SITE VISITS
(All Time)

325

SITE REGISTRATIONS
(All Time)

313

ACTIVATED PARTICIPANTS
(All Time)



MEETING OUTREACH & PRODUCTION

Council
Preview
Video



CITY COUNCIL MEETING RECAP



April 29, 2021



- Fourth of July festivities
- Song Summit Event
- Fairway Village HOA's private street transition to public road
- Arts and Culture District follow up discussion re: scope and financing
- Park Avenue redesign pilot program



- A resolution acknowledging the legacy of Adolph's Restaurant
- Refinancing of facility improvements for U.S. Ski and Snowboard's Center of Excellence
- Park City Municipal Public Bodies to continue to hold electronic meetings
- Reappointment of Sarah Hall and appointment of William Johnson to Planning Commission
- Donation of Nancy Scheibe's painting to the City's public art collection
- \$25,000 towards spring 2021 wildfire mitigation
- Park Silly Sunday Market's supplemental plan
- Ordinances:
 - Amending the LMC re: affordable MPDs in Historic commercial and recreation districts
 - Approving the Northstar subdivision lot, located at 1049 and 1025 Lowell Avenue
 - Approving a Willow Ranch replat, located at 2750 Meadow Creek Drive

Park City Housing Authority

- PEG Development's affordable housing mitigation plan for the Park City Mountain Base Area development

Park City Redevelopment Agency

- \$20,000 Economic Development grant for Offset Bier, LLC



- Park City Baseball's event appeal



Item Approved



Item Denied



Item Continued



Work Session Discussion

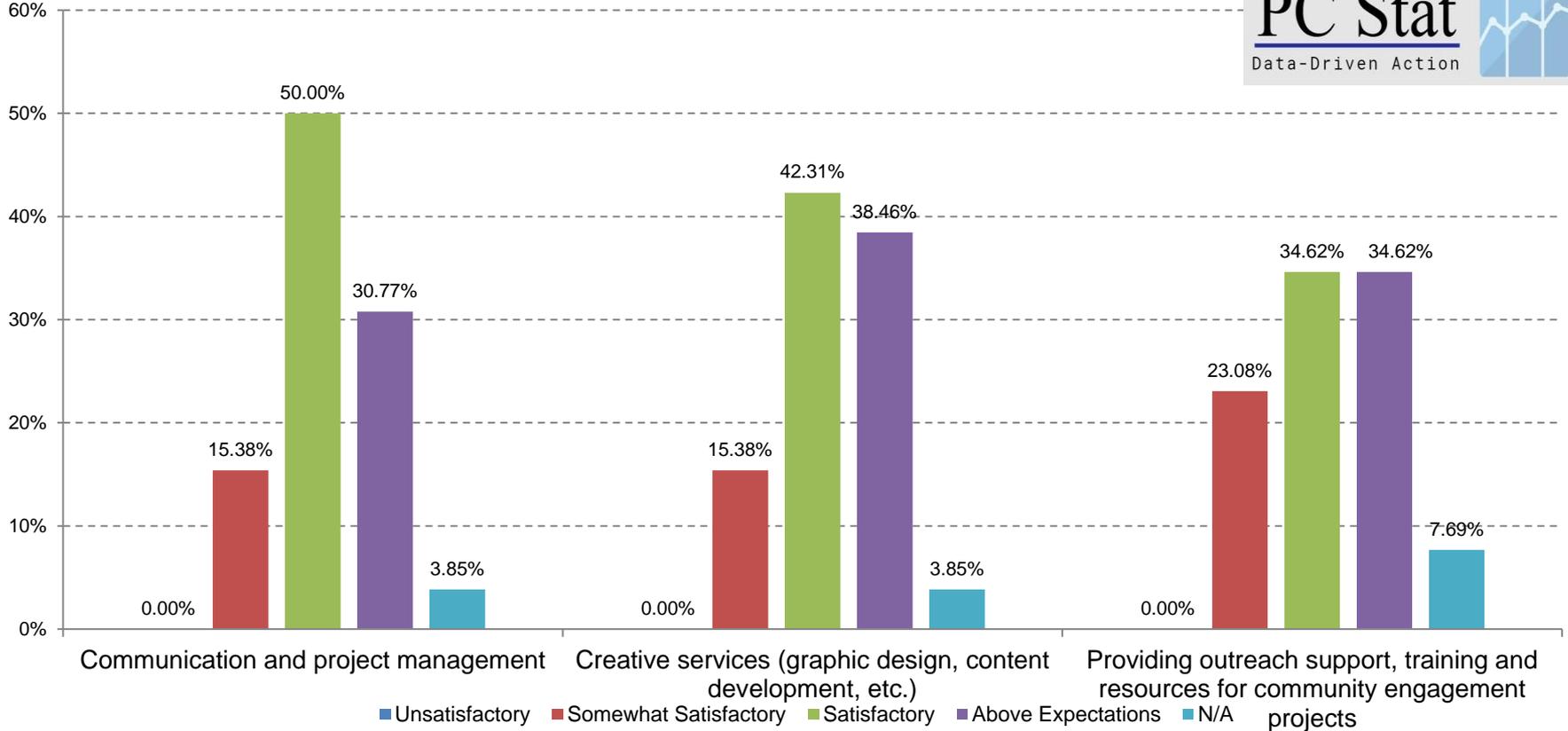
City Council
Meeting Recap

CUSTOMER SERVICE



STAFF CUSTOMER SERVICE

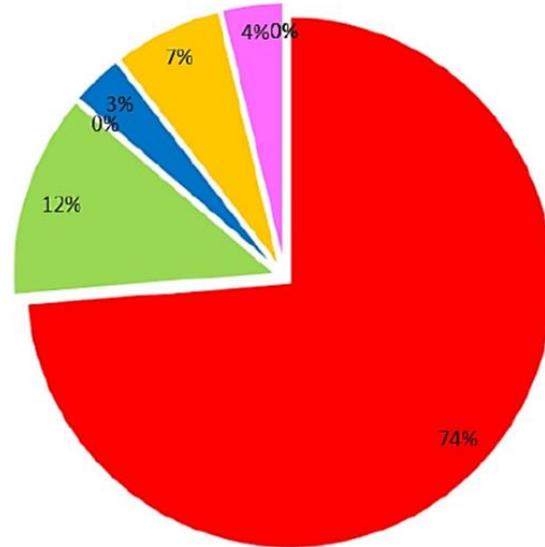
Staff experience working with the Community Engagement team



FRONT DESK ACTIVITY

- Special Clerical
- General Office Management
- Departmental Assistance
- Expense and Invoice Processing
- Team Meeting
- Special Customer Service - Mail Delivery
- Directory Updates
- Office Management (Employee Badges/HR Project)
- Trainings
- Website Update

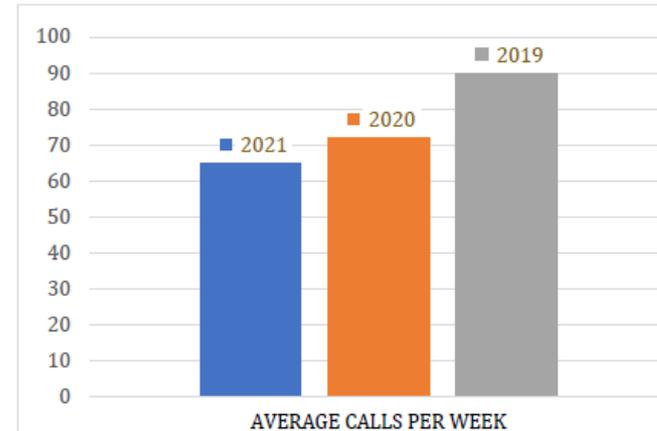
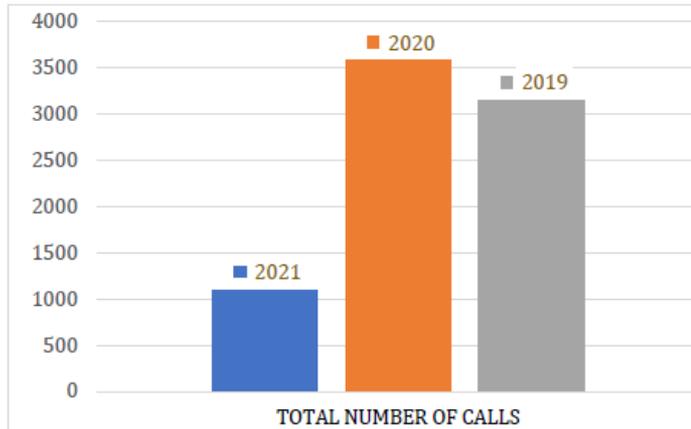
WEEKLY WORK METRICS



INITIAL CONTACT WITH CUSTOMERS

FRONT DESK CALLS

Year	Total	Average/week
2021	1093	65
2020	3574	72
2019	3139	90



FRONT DESK ENCOUNTERS

February 2019 to February 2020 - 5-20/day March 2020 to Present - 5-10/day



DIGITAL ENGAGEMENT

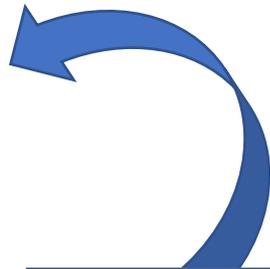
PC Stat
Data-Driven Action



WEBSITE MANAGEMENT

Home page layout including:

- Navigation: Search, Home, About Us, Departments, Government, How Do I...?
- Hero Image: Mountain landscape with navigation arrows.
- Most Requested: Public Meetings, Bus Routes, Gordo Soils Overview.
- City Calendar: June 2021 calendar with upcoming meetings for June 09, 17, and 23.
- News: ROAD CLOSURE: Snow Creek Drive, Park City Mayor and Council, Gordo Park City Soils Repository.
- More News button.



COVID-19 Updates page content:

- COVID-19 Updates | Park City, UT
- COVID-19
- CARES Grant Program
- FAQs
- Declarations/Announcements
- Community Resources
- For Businesses
- For City Employees
- City Services
- COVID-19 Updates: Park City Municipal continues to closely support of the Summit County Health Department in the spread of the virus in our community.
- Text: "We are committed to sharing the most up-to-date information on COVID-19. Our safety remains our top priority."

Affordable Housing page content:

- Affordable Housing | Park City, UT
- EN ESPAÑOL
- Find Affordable Housing
- For Sale Housing Program
- Pre-Application
- Qualifications
- Units for Sale
- Deed Restrictions
- Education
- Waitlist Standings
- Projects
- Resources
- Additional Information
- Housing Assessment and Plan
- Contact Us
- Image: Retreat at the Park: 8 single-family homes in City Park, built in 2018.
- Text: "Affordable Housing in Park City" and "In 2009, the City determined that the housing needs were not being met by..."

Home page content:

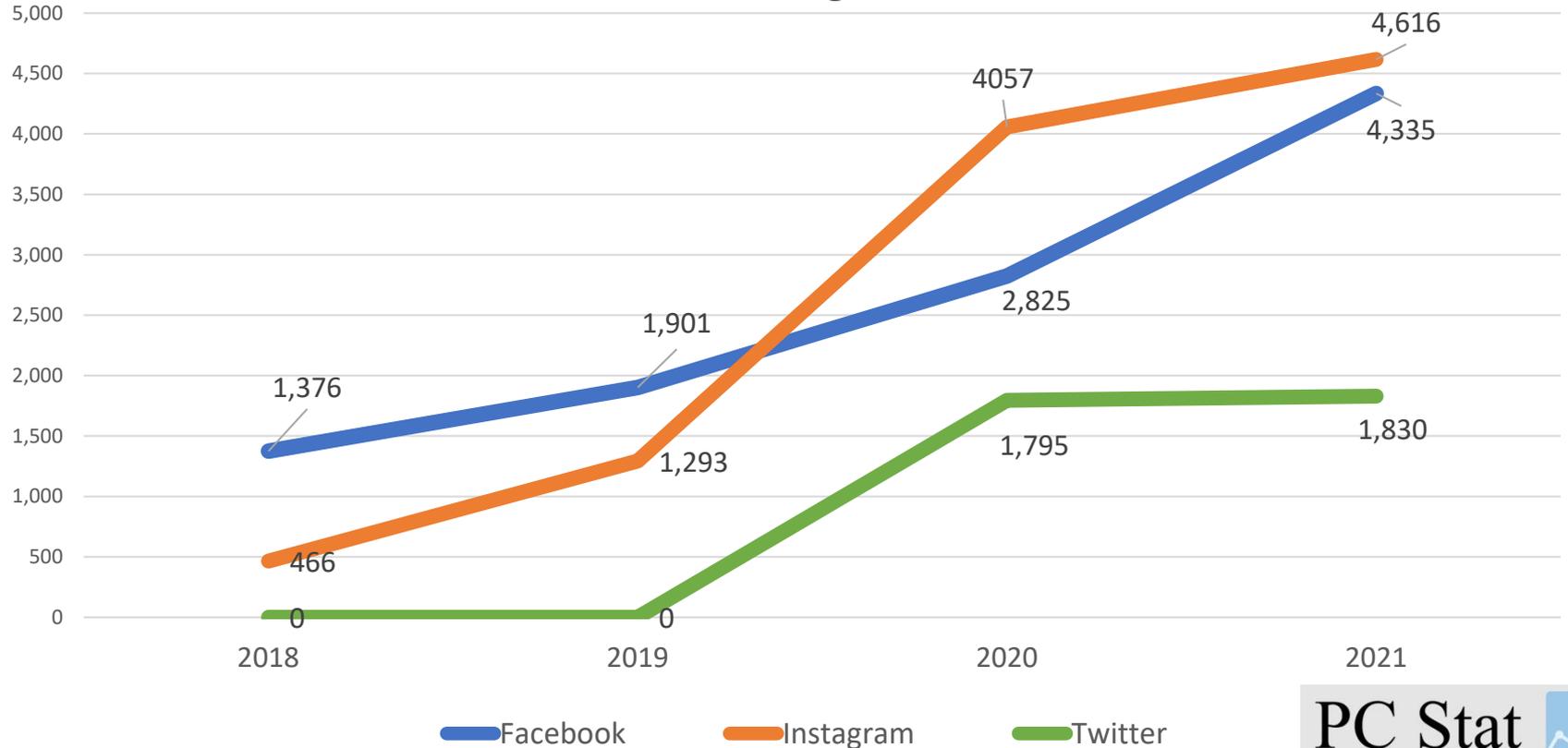
- Navigation: About Us, Departments, Government, How Do I...?
- Search: Search for "transit bus play services"
- Header: Welcome to Park City Utah
- What Are You Looking For?: Trending Topics, Engage Park City, Residential / Business Services
- In the Spotlight: Park City Living Future Symposium
- Latest News: Park City Council Meeting Summary March 14, 2019; Park City Seeking Board and Committee Members; Park City Library Newsletter

SOCIAL MEDIA



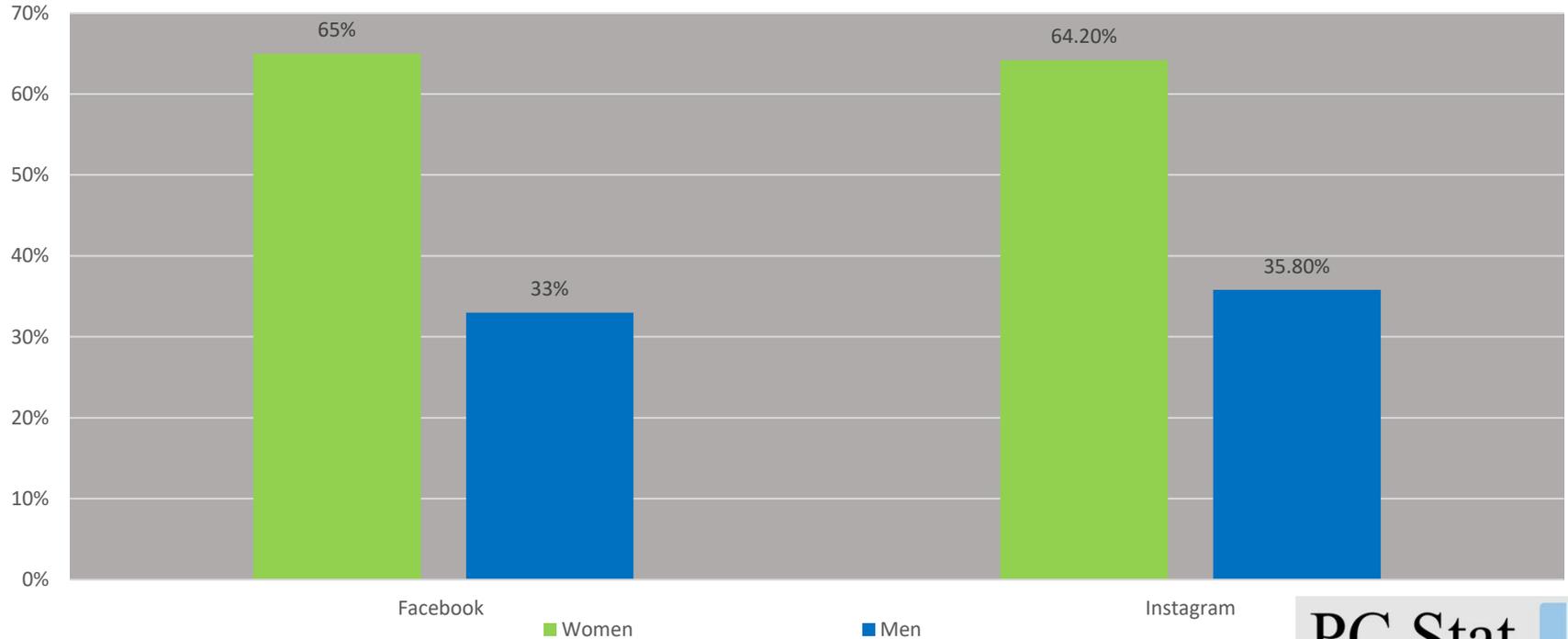
GROWTH IN SOCIAL MEDIA FOLLOWERS

Growth in Facebook, Instagram, Twitter Followers

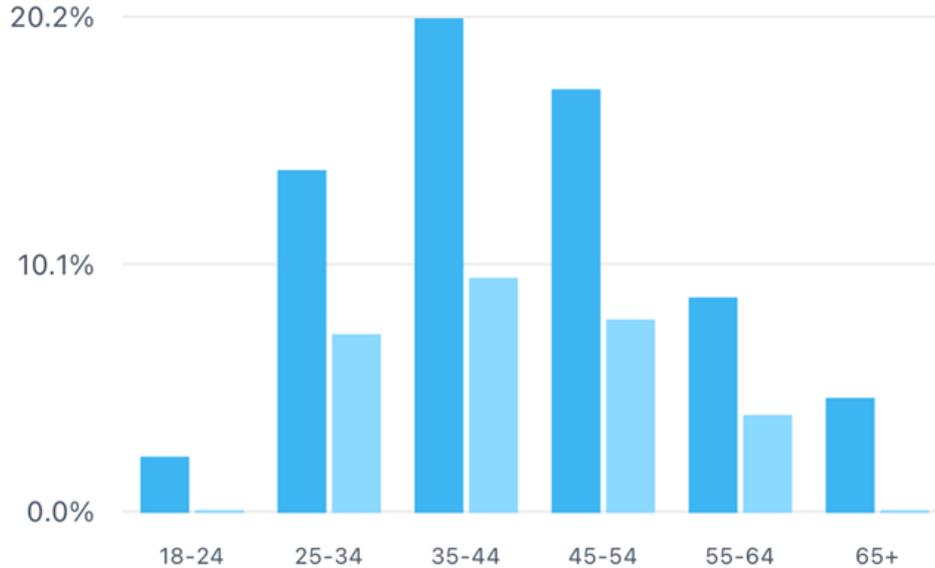


SOCIAL MEDIA AUDIENCE (by gender)

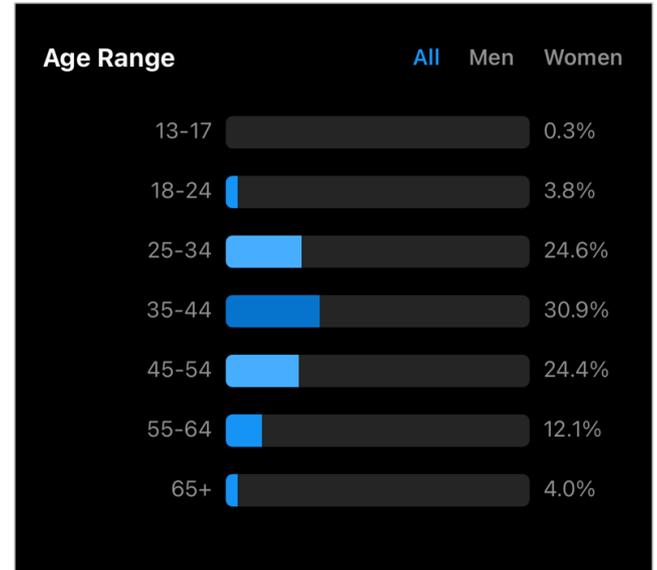
Consumers of PCMC Social Media



SOCIAL MEDIA AUDIENCE (by age)



Facebook

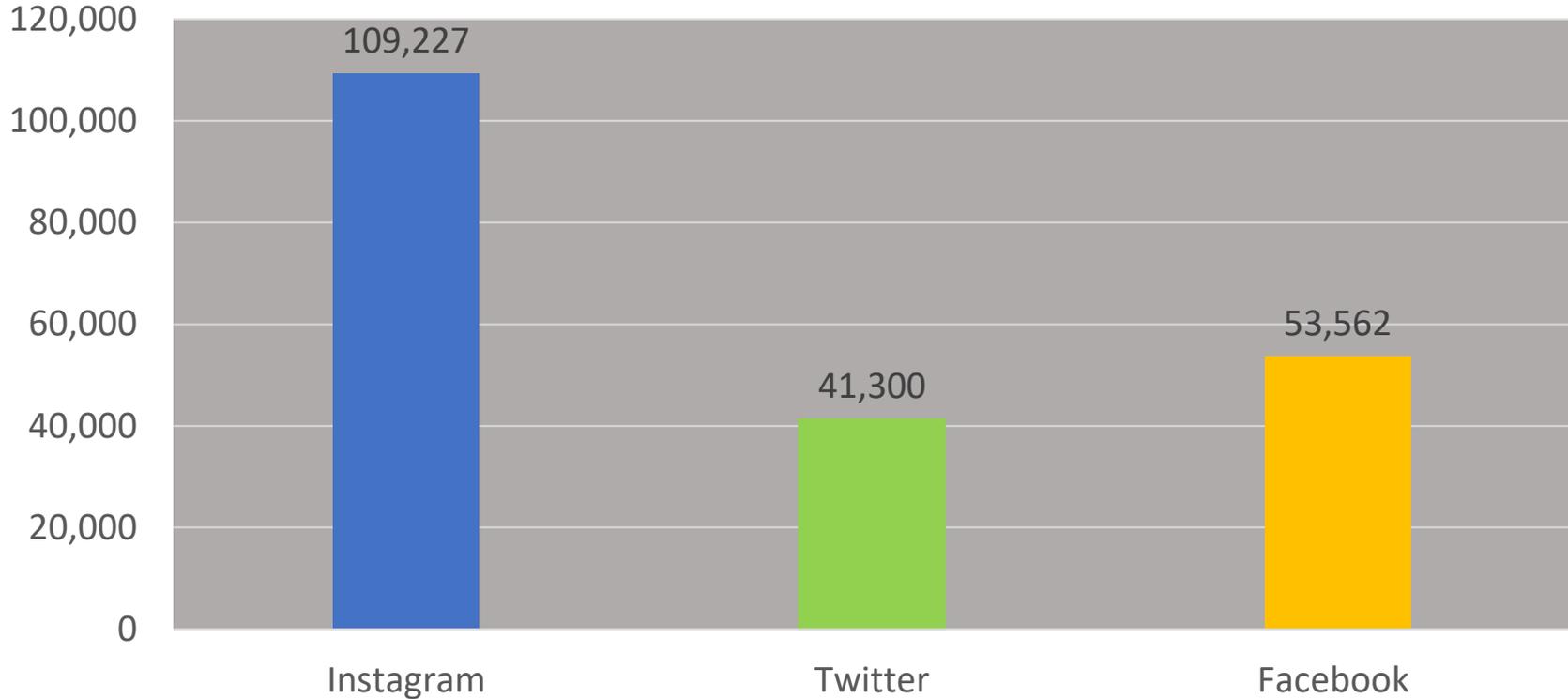


Instagram

MONTHLY SNAPSHOT APRIL 2021

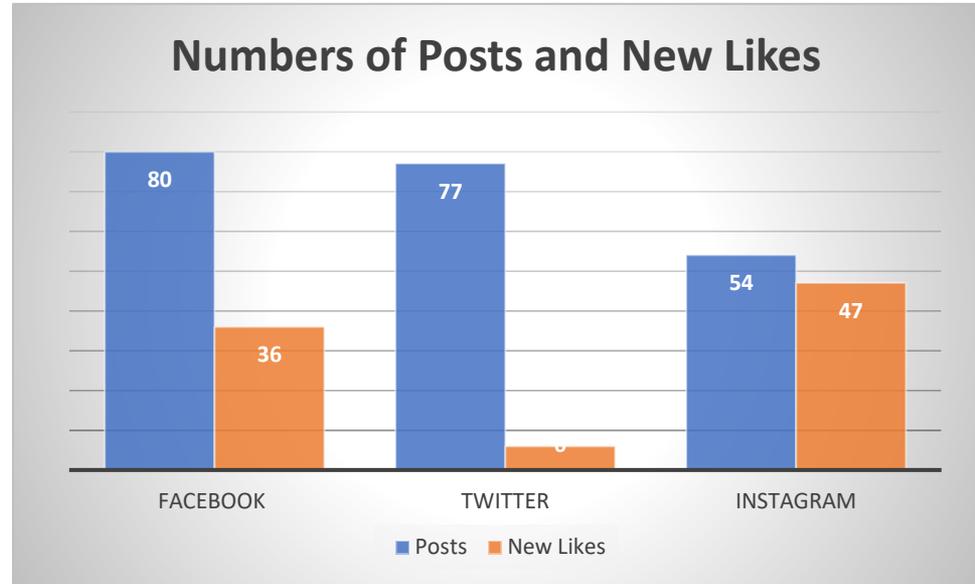
SOCIAL MEDIA IMPRESSIONS

OF TIMES EYES ARE ON A POST



MONTHLY SNAPSHOT APRIL 2021

54 Instagram posts
77 Tweets
80 Facebook posts
9,612 Total Engagements



NEWSLETTER AND E-BLASTS

January 2020 – June 4, 2021

119

Total Campaigns Sent

136,237

Total Emailed (people)

33.89%

Open Rate (Industry standard 26.7%)



PARK CITY MUNICIPAL UPDATE

Friday, May 7, 2021



Tuesday, April 27 | 6:30-7:30 p.m. | [Zoom Webinar](#) and [Facebook Live](#)

Elections for Mayor and two City Council members will be held during the 2021 Municipal Election on November 2, 2021. The filing window is fast approaching, opening June 1 through June 7, 2021.

If you're a Park City resident and you've ever considered running for office, please join us for a virtual Running for Office Workshop to learn more about:

- Rules, regulations, and residency requirements for filing and campaigning
- Roles, responsibilities, and time commitments
- Transitioning from private citizen to public official
- Additional opportunities to serve on Park City's Boards and Commissions

For more information, please contact [Linda Lopez@parkcity.org](mailto:Linda.Lopez@parkcity.org) or 435.615.5189 or visit the Election Information page at [parkcity.org](https://www.parkcity.org). Si necesitas ayuda en español, por favor llame a Michele Kellogg a 435.615.5007.



Linda.Lopez@parkcity.org
435.615.5189

Open House

On May 11, from 5:00-6:30 p.m. for our Open House at the Park City Library is Coffee. This will be a safe and person event to celebrate spring and rent, ongoing, and future projects. Presenters by Lucky Ones Coffee Trailer, Mei Soul, and the PC MARC Mobile Library Field Fun and

Join virtually, we will have a Facebook Live tour of the projects featured. Sign on in your community!



COVID-19 Vaccination Update

The State of Utah and Summit County are in incidence plateau. Vaccination rates in Summit County are at 84% of 18+ year-old residents for initial doses, the breakdown in age groups is:

- 93.3% of 75+ age residents
- 98% of 65-69 age residents
- 95% of 50-64 age residents

Summit County is transitioning to a site for second doses this week. COVID-19 vaccinations are available at Hospital sites by appointment and walk-ins. If you prefer an appointment, please call 435.658.7000 or visit www.summitcounty.gov/vaccine for more information. Summit County for a job well done!

Water in Spring

As conditions statewide, we continue to ask our water customers to be patient and look for ways to do more with less. Log in to Park City's [Water Smart](#) program to monitor your water usage, ensure you receive leak alerts and get bill alerts.

As a reminder, outdoor irrigation is only allowed between the hours of 7:30 a.m. and 10:00 a.m., between May 1-September 30, and irrigation is only allowed at most every other day. If you live or work at an even-numbered address, water on even-numbered days. If your home or business is at an odd-numbered address, water on odd-numbered days. The Park City Water Manager may make exceptions for new landscaping.

Questions? Please reach out to the water department team at water@parkcity.org or 435.615.5335

An aerial photograph of a town during autumn. The foreground shows several buildings, including a prominent three-story blue building with white window frames and a brick building with arched windows. The middle ground is filled with trees displaying vibrant yellow and orange foliage. The background shows a hillside covered in more houses and trees, with some houses having colorful roofs. The overall scene is bright and colorful, capturing the essence of a small town in fall.

COMMUNITY CONNECTIONS

MENSAJE A LA COMUNIDAD

Mensaje a La Comunidad Hispana de Park City

¿Qué? Unese a nosotros mientras compartimos información y actualizaciones sobre COVID-19, los nuevos mandatos del estado de Utah.

¿Cuándo? Miércoles, 18 de noviembre a las 4:00 p.m.

¿Dónde? Facebook Live de Municipio de Park City, Utah:
facebook.com/MunicipioParkCity

¿Quién?

Moderadora:
• Lynn Ware Peek

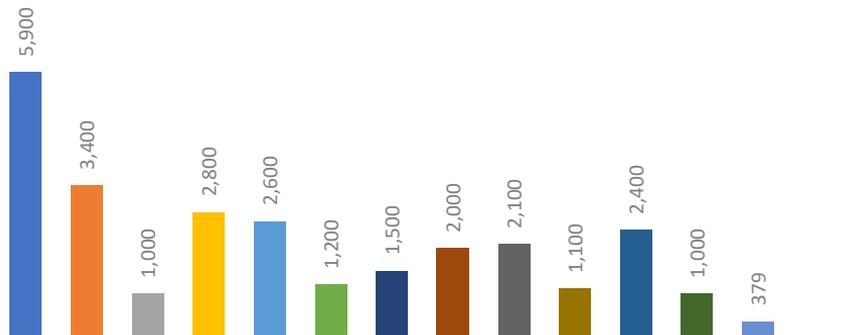
Panelistas:

- Eric Esquivel, distrito escolar de Park City
- Dalia Gonzalez/Rachelle Flinn, Clínica de la Gente
- Pepe Grimaldo, Peace House



VIEWS PER EPISODE

■ Apr-20 ■ Apr-20 ■ 1-May ■ Jun-20 ■ Jul-20 ■ Aug-20 ■ Sep-20
■ Oct-20 ■ Nov-20 ■ Jan-20 ■ Feb-20 ■ Mar-20 ■ May-20



Videos

See All



¡Únase al "Mensaje a La Comunidad Hispana de Park City" ...

👍❤️ 26

1.5K Views · 11 weeks ago

COUNCIL WALK & TALK

- 2** Council members
- 1** Staff member
- 6** Business Districts in Park City
- 8** Events in which Council visited with
- 61** Business owners and employees



MUNICIPIO DE PARK CITY

MONTHLY SNAPSHOT

April 2021

360

Total Page Likes

27

Posts

2,972

Impressions

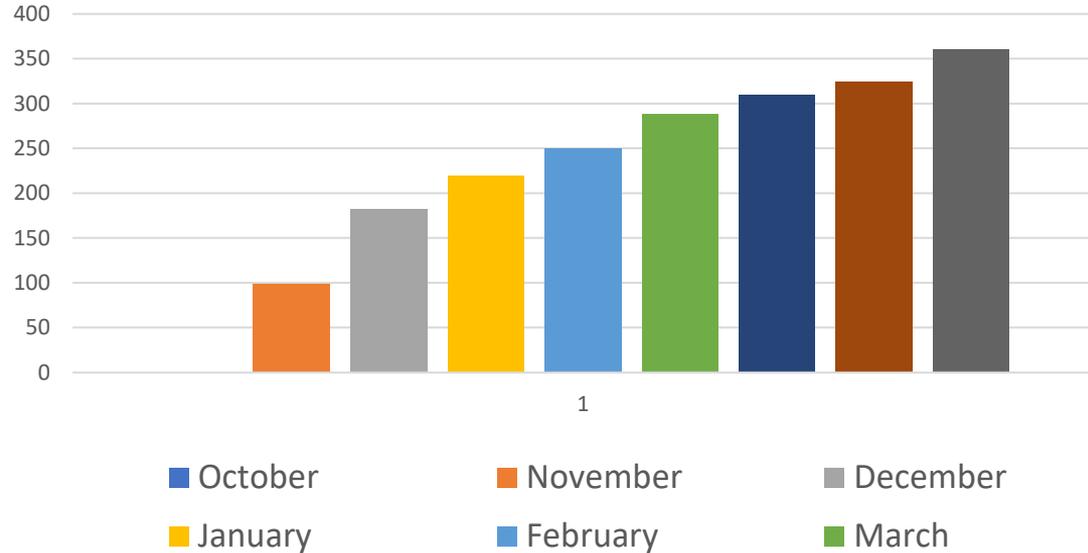
243

Engagements

14

New page likes

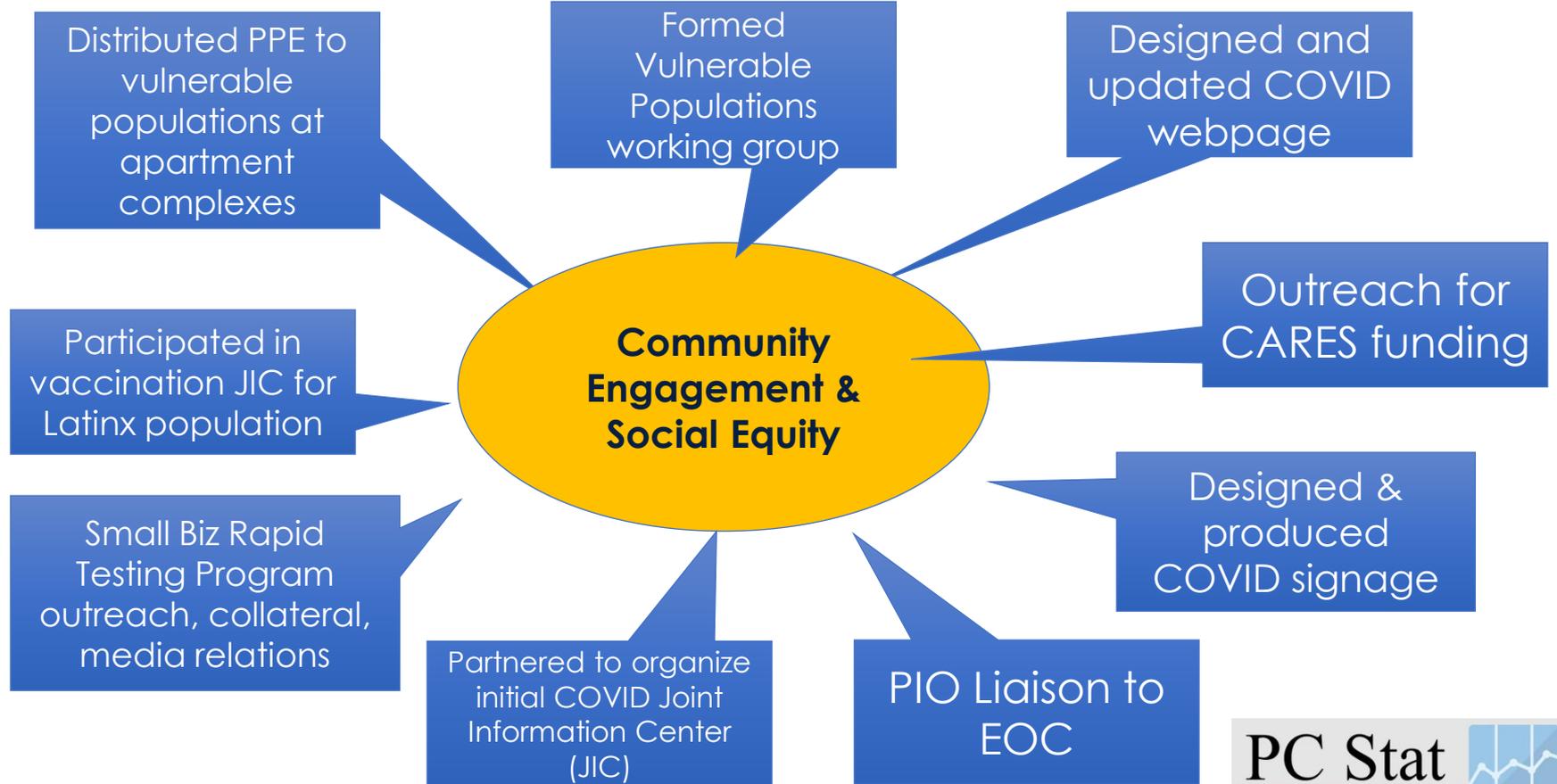
Growth of Spanish Facebook Page
Since Launch



COVID RESPONSE



COVID RESPONSE



FUTURE OF COMMUNITY ENGAGEMENT



Hybrid Public Meetings



Neighborhood Meetings

Facebook Live Video Updates



Educational Videos

A row of various brand skis standing upright in the snow. The skis are of different colors and designs, including brands like Atomic, Rossignol, Head, and Lange. The text "QUESTIONS? THANK YOU!" is overlaid in the center in a large, white, sans-serif font.

**QUESTIONS?
THANK YOU!**