

County Administrative Office Communications Bureau

FY 2025 Annual Report



PR Results

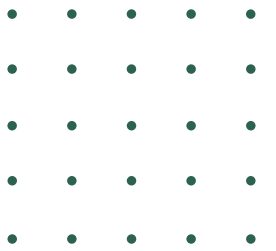


- **608** Stories Released **↑19%**
- **63** News Briefings and **18** Press Conferences **↑17%**
- Editorial Coverage (print/digital)
- Broadcast Coverage (TV/radio)



Total Mentions

↑ 22%



Jul 1, 2023 - Jun 30, 2024

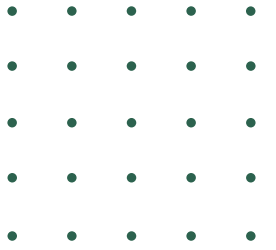
➤ **56,300**

Jun 1, 2024 - Jun 30, 2025

➤ **68,700**

Its easy to write off this achievement as some sort of fluke, like that Big Sur Highway 1 collapsing into the ocean was big news and is the only reason for this increase; however, last year there were atmospheric rivers and the Pajaro levee breach. Of course, this year we had Moss 300.





Value Equivalency

↑ 998%

FY 23-24

\$3,150,000 Online

\$1,329,000 TV

\$29,000 Blogs

Total: \$4,584,000

FY 24-25

\$1.6 Billion Online*

\$3.53 Million TV/Radio

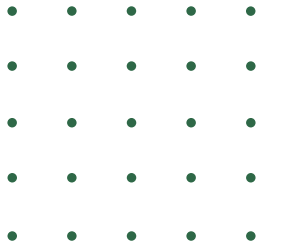
\$646K Print

Total: \$2.02 Billion

***Online impression alone measured over 6.5 billion impressions.**



Share of the Voice



23-24 Top 5

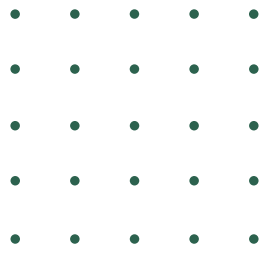
- District Attorney's Office
- Health Department
- Board of Supervisors
- Public Works Facilities & Parks
- County Administrative Office

24-25 Top 5

- Law Enforcement - all ↑ 40%
- District Attorney ↑ 14%
- Emergency Management ↑ 12%
- Board of Supervisors ↑ 12%
- Social Services ↑ 9%

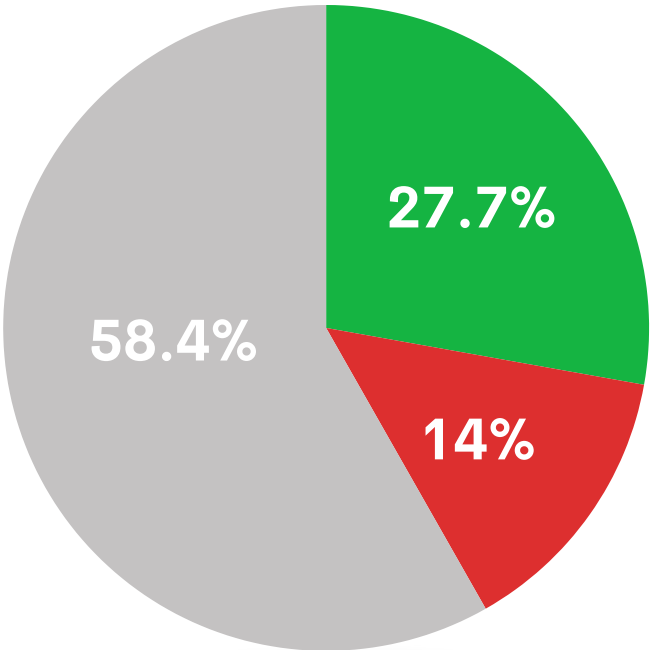


Sentiment

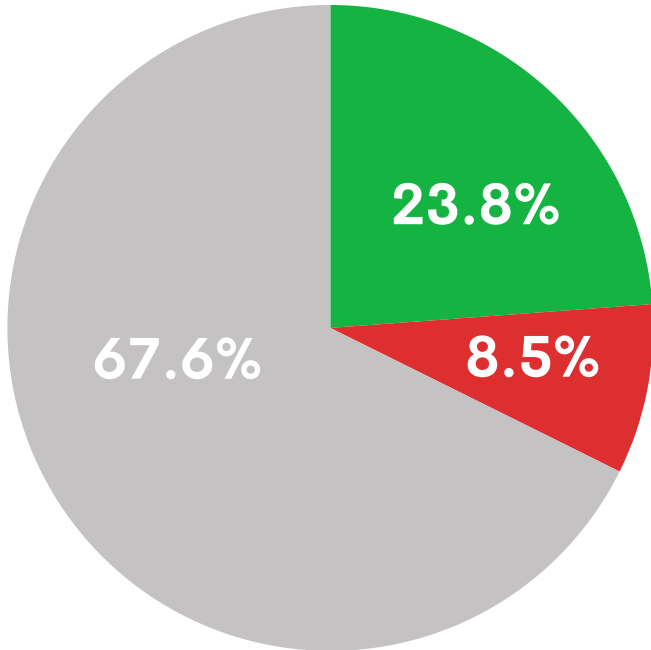


- Positive
- Negative
- Neutral

23-24



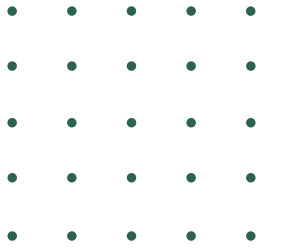
24-25



There is a noticeable decrease in Negative sentiment due to our efforts to get ahead of situations.



Social Media Growth



2023-24 Number Followers

Facebook 27,300

Instagram 6,000

YouTube 950

2024-25 Number Followers

Facebook 30,000 ↑ 10%

Instagram 7,204 ↑ 17%

YouTube 1,230 ↑ 23%

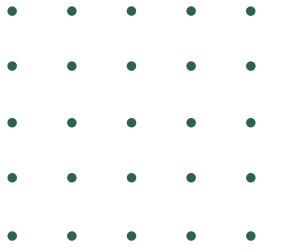
The County of Monterey
gained a total of **4,184** new followers

↑ 11%



Social Media Results

(on Facebook and Instagram, does not include X because we do not pay for the platform)



2023-2024

1,940 Published Posts/Stories

122,806 Content Views

52,028 Content Interactions
Likes, shares, comments, etc.

2024-2025

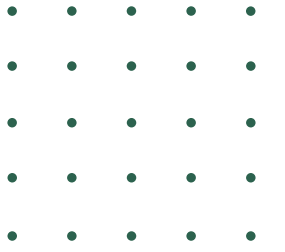
3,031 Published Posts/Stories ↑ 63%

1,135,183 Content Views ↑ 852%

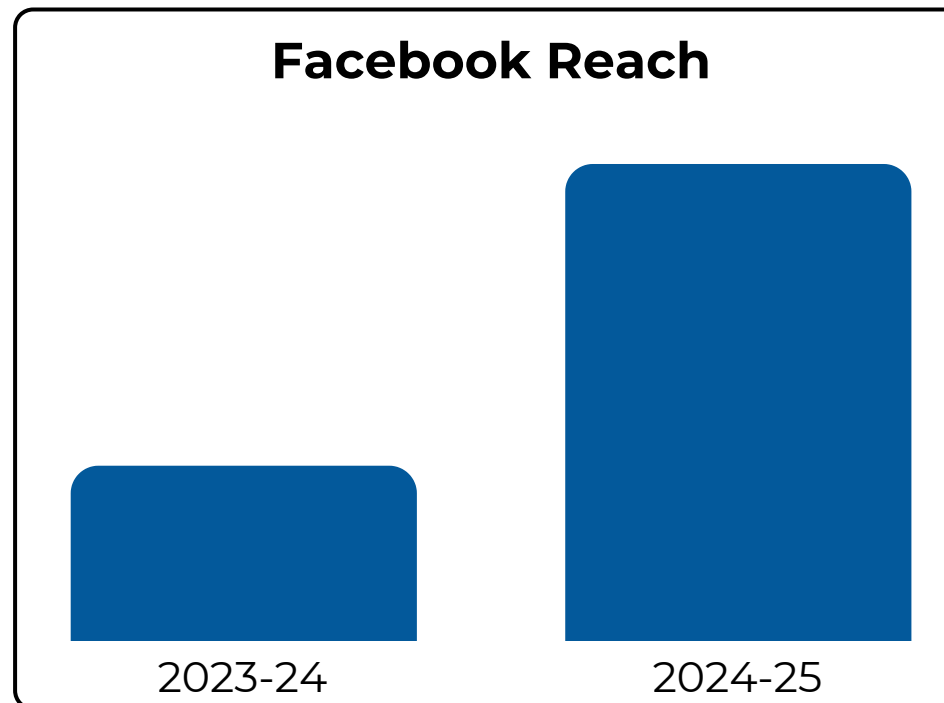
55,944 Content Interactions ↑ 7%
Likes, shares, comments, etc.



Social Media Results



Facebook			
23-24		24-25	
Posts:	175	Posts:	206
Reach:	1,314,285	Reach:	3,584,601



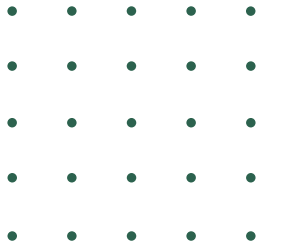
↑173%

TOP 3 Posts for FY 24

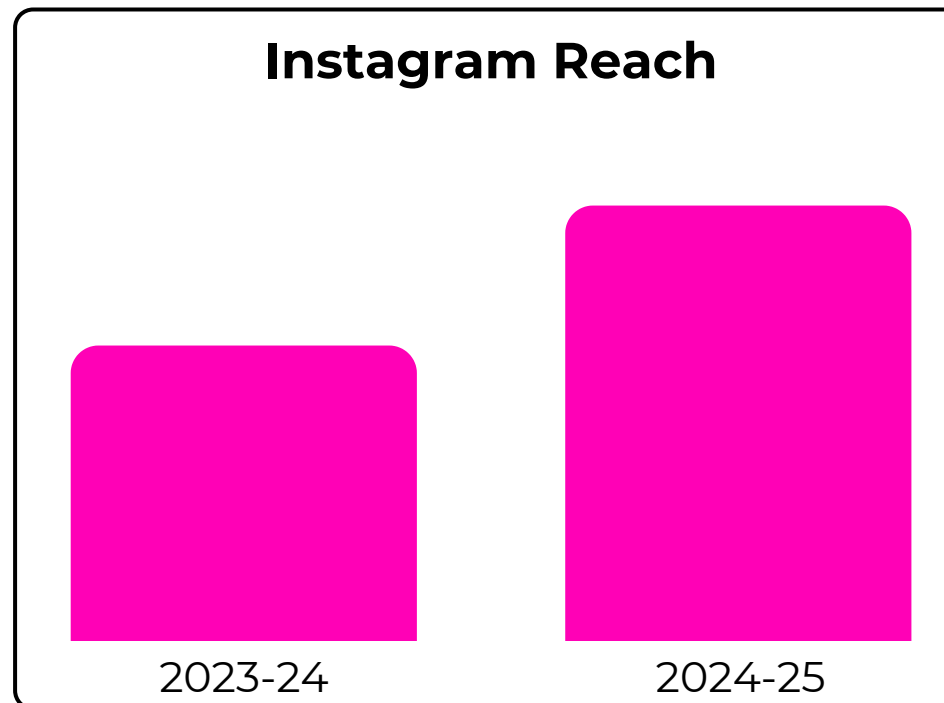
1. Rocky Creek & Big Sur HWY 1
2. Chular Traffic Improvements - PWFP
3. Prunedale Traffic Concerns



Social Media Results



Instagram			
23-24		24-25	
Posts:	1,765	Posts:	2,825
Reach:	550,465	Reach:	1,257,250



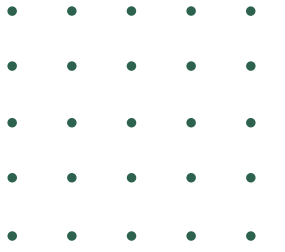
↑ 56%

TOP 3 Posts for FY 24

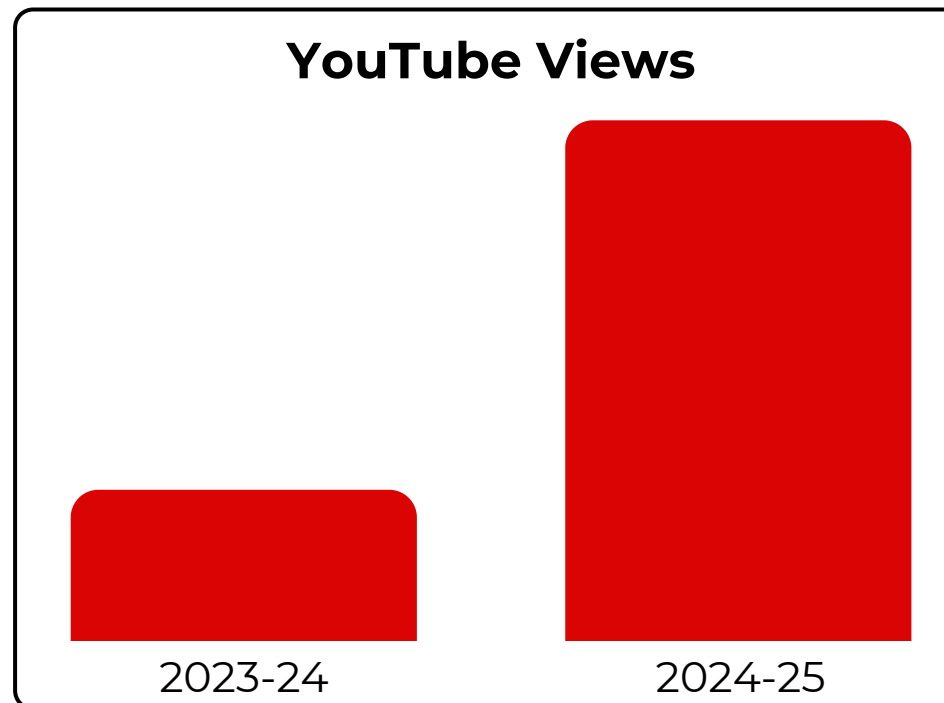
- 1.El Corito 50th Anniversary
- 2.Moss Landing Fire
- 3.Carmel Lagoon PWFP Work



Social Media Results



YouTube			
23-24		24-25	
Videos:	91	Videos:	121
Views:	17.0K	Views:	58.7K



↑ 71%

TOP 3 Posts for FY 24

1. Lake San Antonio Trout Stock
2. Moss Landing Press Conference
3. Know Your Rights Videos





County of monterey
 YOUTUBE | Jan 17, 11:17 AM

Moss Landing Power Plant Official Press C...



Likes	34
Comments	11
Shares	157
Video views	3,333
Dislikes	1
Impressions	3,333
Engagements	336
Engagement rate	34.11167512690355%



County of monterey

YOUTUBE

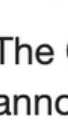
Jan 18, 03:09 PM

Moss Landing Power Plant

Fire and Air Qua...



Likes	38
Comments	31
Shares	146
Video views	2,894
Dislikes	1
Impressions	2,894
Engagements	299
Engagement rate	28.476190476190478%



County of monterey, califor...

POST | Jan 29, 06:23 PM

The County of Monterey announces it has j...



BIRTHRIGHT CITIZENSHIP





Reactions	324
Comments	20
Shares	28
Post clicks	2,150
Video views	0
Impressions	9,858
Reach	9,397
Engagements	2,522
Engagement rate	26.84%



Website Results

2,954,799 Sessions

Top visited pages

1. Library
2. Adopt a Pet
3. County Home Page
4. Animal Services Home Page
5. Treasurer Tax Collector

Top referral sources:

- | | | |
|-----------|---------------|-------------|
| 1. Google | 2. Bing | 3. Facebook |
| 4. Yahoo | 5. Duckduckgo | |



Website Results

51,551 Sessions displayed in Spanish

Top visited pages

1. Elections Spanish Home Page
2. Animal Services Adoption
3. Behavioral Health Spanish Home Page
4. Animal Services Lost & Found
5. Animal Services Field Services

Top referral sources:

1. Google
2. Facebook
3. Bing
4. Chatgpt
5. Wellscreenmonterey.crediblemind.com



More Connection Opportunities for Residents than Ever Before

Where to Connect with Your County Government

1. CountyofMonterey.Gov
2. Facebook (now at 30,000 followers)
3. Instagram
4. X
5. YouTube - MTGV - Comcast
6. Next Door
7. Vimeo
8. LinkTree
9. iContact
10. Weekly News Briefing & Special Programs

All resources in English & Spanish +



PSA Impressions

20 Million +

Includes PSA (ads) created in Spanish, English and in many cases Indigenous language (when at all possible and within budget and time constraints)

Print	66,000
Television	9,975,000
Online	11,160,000
Radio	1,918,000



Highlights

Measure AA Public Education Initiative
Moss Landing Response and Recovery
Health, Human & Environmental Services Awareness
Know Your Rights Awareness Project
175th County Charter Project
Infrastructure and Development Awareness Project
County of Monterey Residents Resources Website



Supervisors Snapshot



- Newly created and launched in 2024
- 3 quarterly issues over 60 articles
- Total impression in 3 quarters: ~ 35,000



County of Monterey

SUPERVISORS SNAPSHOT

A Summary of Your Local Government Action

MAY 2025

BOARD OF SUPERVISORS

DISTRICT 1

Luis Alejo

DISTRICT 2

Glenn Church

DISTRICT 3

Chris Lopez

DISTRICT 4

Wendy Askew

DISTRICT 5

Kate Daniels

UPCOMING BOARD MEETINGS

5/13

Board of Supervisors meeting

5/20

Board of Supervisors meeting

5/28

Budget Hearing

5/29

Budget Hearing

6/3

Board of Supervisors meeting

6/10

Board of Supervisors meeting

6/17

Budget Adoption

168 W. Alisal St.

Board Chambers

SUPERVISORS SNAPSHOT 4TH ISSUE

Dear County Residents:

As we head into difficult County budget hearings later this month, and many of our residents are feeling the acute anxiety of unpredictable federal actions, I want to remind us all that the County of Monterey is grounded with clear values that provide a foundation for navigating tough times with love and strength. We must continue be honest about the challenges facing our residents.



Housing costs are increasingly crushing local families. Over 40% of residents spend more than they can afford just to keep a roof over their heads. Renters must earn more than twice the state's minimum wage to afford average rent. Overcrowding, instability, and racial inequity in housing persist - rooted in decades of discriminatory policy.

Hunger isn't a distant issue here - it's happening all around us. Over one in three Monterey County residents face food insecurity. That has led to a heartbreaking label: the "childhood poverty capital of California." The crisis is especially severe for farmworkers and Latino families, who experience food insecurity at twice the rate of white residents - a bitter irony in a region that feeds the world.

Historically, Monterey County has had one of the highest rates of uninsured residents in California. Today, over half of all residents rely on Medi-Cal, and 70% of babies born here are covered by it. That makes looming federal threats to Medicaid funding deeply alarming. Even those with employer-sponsored insurance aren't immune - rising premiums and co-pays are placing unsustainable financial pressure on working families. (continued to next page)

countyofmonterey.gov

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County of Monterey Supervisors Snapshot

May 2025

DISTRICT 1

Bracero Mural and Memorial Cross Restoration in Chualar



On Friday, April 18th, Supervisors Chris Lopez and Luis Alejo and the Arts Council for Monterey County held a Bracero Mural Unveiling Celebration in Chualar attended by over 300 residents. The Bracero Legacy Mural is the first of its kind on the Central Coast that honors the millions of Bracero Workers who came to work in the United States between 1942 and 1964, the 32 Bracero workers who tragically lost their lives in a dreadful train collision in Chualar on September 17, 1963, and the 22 Braceros that survived their injuries. The mural was painted by renowned muralist Hanif Panni of Seaside and sponsored by the Arts Council of Monterey County. In April, Supervisor Alejo also restored the original Bracero Roadside Memorial Cross put up nearly 15 years ago by late community activist Juan Martinez on the crossroads of Folleta and Groome Roads in Chualar.

Over 4.6 million contracts were issued to courageous Mexican Braceros who came to work in the United States during the program's 22-year history. They often faced harsh and difficult conditions, but their sacrifices and significant contribution strengthened our agricultural industry, uplifted our nation during World War II, and laid the foundation for thousands of families throughout the Salinas Valley and beyond. The Mural and Cross Restoration represent their significant contributions to our region's history and ensures that the stories of Braceros live on forever. Supervisors Alejo and Lopez's grandfathers were Braceros, allowing them to pay special tribute to them through these projects.

countyofmonterey.gov

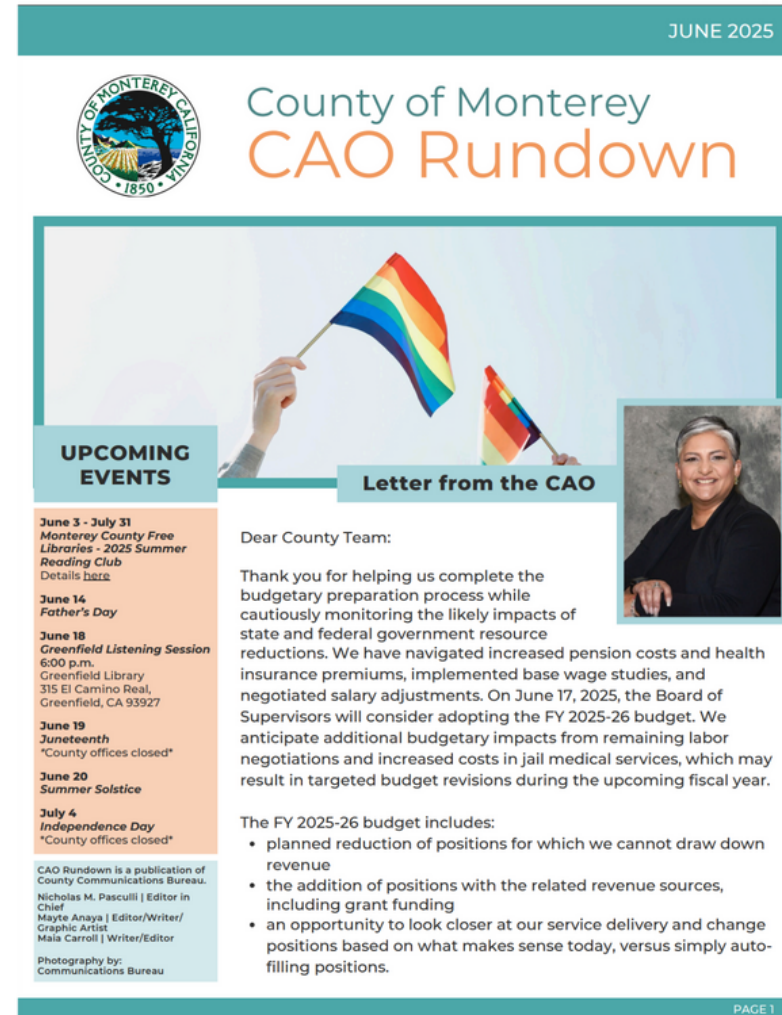
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CAO Rundown

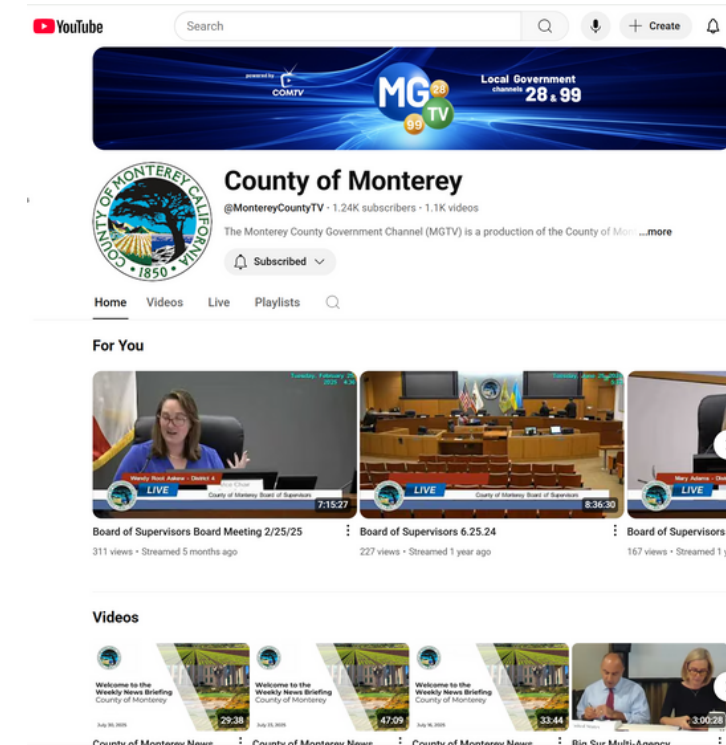
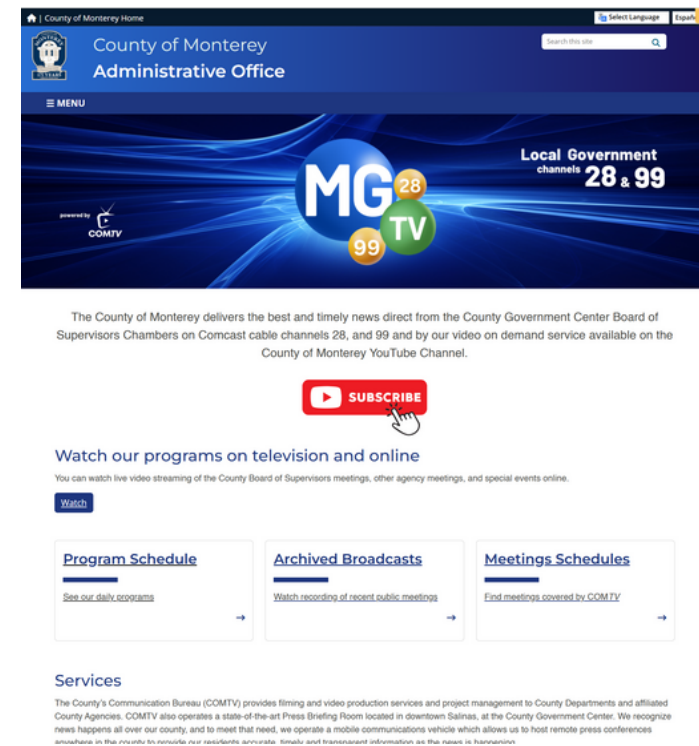


- 12 monthly issues published
- 12 CAO messages and over 95 articles
- Total impression in 12 months: ~85,700



MGTV Reboot

- Published New MGTV Website
- Refreshed YouTube Channel ↑ 71%
- Added dozens of new programs including original content 
- Created new MGTV Guide



MGTV Guide

☐ County Created Programming ☐ County Public Meetings ☐ Local and Regional Programming and Meetings

Monday [VIEW ALL](#)

06:00 AM	County Job Listings
06:30 AM	County Job Listings
07:00 AM	County Job Listings
07:30 AM	County Job Listings
08:00 AM	County Job Listings
08:30 AM	County Job Listings
09:00 AM	Local Agency Formation Commission of Monterey County (LAFCO)
12:00 PM	California Bountiful
01:00 PM	Water Resources Agency
04:00 PM	Panetta Lectures Series
06:00 PM	County Job Listings
06:30 PM	County Job Listings
07:00 PM	Water Resources Agency
10:00 PM	California Coastal Commission



Community Relations Reach

Partial listing of events and outreach for FY 24. More than 50 events attended & supported.

- Know Your Rights Presser (s) Two
- Chular Mural Project Unveiling
- Monterey County Business Council Meetings
- Monterey County Hospitality Association Government Affairs Meeting
- Pajaro Recovery Community Meetings
- MCBC Elected Leaders Luncheons
- Moss Landing Presser(s) Four
- Know Your Rights Immigration Forums
- D5 Wild Fire Safety Community Meeting
- DSS Mobile Services Greenfield



Communications Bureau Clients

This list consists of the County Departments that utilizes our services most often, saving hundreds of thousands of dollars.

- Department of Emergency Management
- County Administrative Office & Programs
- Public Works Facilities and Parks
- District Attorney's Office
- Board of Supervisors
- Water Resources Agency
- County Counsel/Civil Grand Jury
- Health Department
- Natividad
- Housing and Community Development
- MGTV/ITD





Thank YOU for your investment and commitment to keeping our residents informed.

