County Administrative Office Communications Bureau

FY 2025 Annual Report







PR Results



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



Total Mentions

122%

Jul 1, 2023 - Jun 30, 2024

Jun 1, 2024 - Jun 30, 2025

> 56,300

68,700

Its easy to write off this achievement as some sort of fluke, like that Big Sur Highway I 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.



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.

Value Equivalency

1998%



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
- District Attorney
- Emergency Management
- Board of Supervisors
- Social Services

1 40%

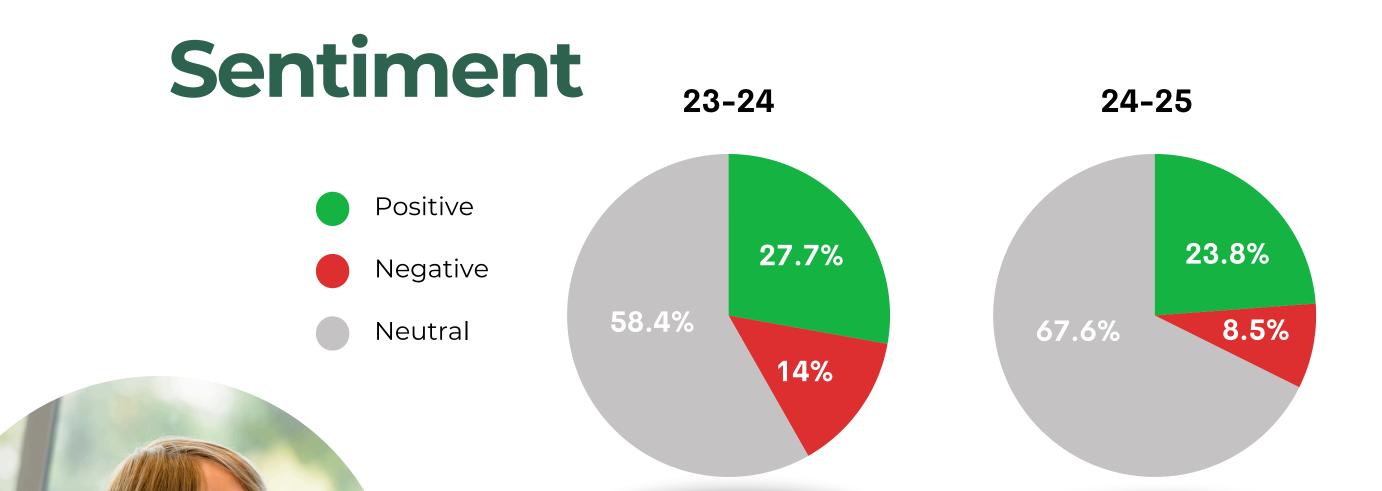
14%

12%

12%

1 9%





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



Social Media Growth

2023-24 Number Followers 2024-25 Number Followers

Facebook 27,300 Facebook 30,000 **10**%

6,000 7,204 **17**% Instagram Instagram

950 **1** 23% YouTube YouTube 1,230

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

Source: Meta Business & Google

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

2023-2024

2024-2025

1,940 Published Posts/Stories

3,031 Published Posts/Stories

1 63%

122,806 Content Views

1,135,183 Content Views

1 852%

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

55,944 Content Interactions Likes, shares, comments, etc.

Source: Meta Business

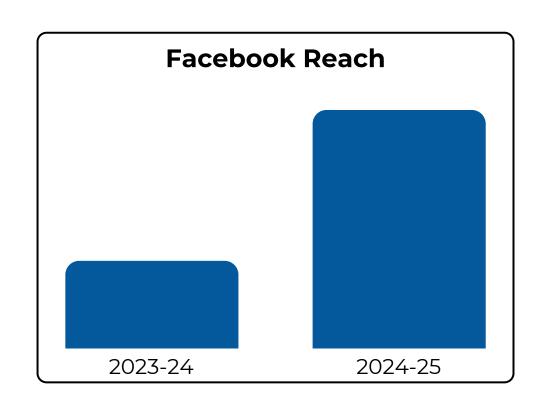


Facebook

23-24 24-25

 Posts:
 175
 Posts:
 206

 Reach:
 1,314,285
 Reach:
 3,584,601



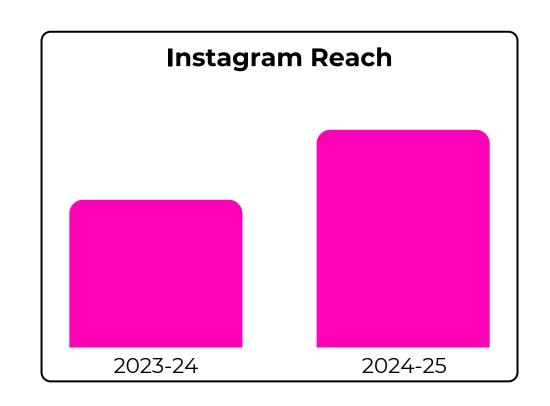
173%

TOP 3 Posts for FY 24

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



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



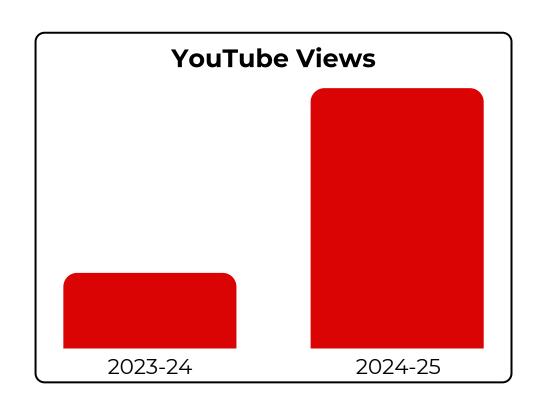
156%

TOP 3 Posts for FY 24

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



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



171%

TOP 3 Posts for FY 24

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



Top 3 Social Media Posts of FY 24



Likes

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

Moss Landing Power Plant Official Press C...



County of monterey
YOUTUBE | Jan 18, 03:09 PM

Moss Landing Power Plant Fire and Air Qua...



County of monterey, califor...
POST | Jan 29, 06:23 PM

The County of Monterey announces it has j...



LIKOS	04
Comments	11
Shares	157
Video views	3,333
Dislikes	1
Impressions	3,333
Engagements	336
Engagement rate	34.11167512690355%



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





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

Source: Comms Bureau

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



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

County of Monterey Supervisors Snapshot

May 2025

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.go

3



CAO Rundown



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





state and federal government resource

reductions. We have navigated increased pension costs and health insurance premiums, implemented base wage studies, and negotiated salary adjustments. On June 17, 2025, the Board of Supervisors will consider adopting the FY 2025-26 budget. We anticipate additional budgetary impacts from remaining labor negotiations and increased costs in jail medical services, which may result in targeted budget revisions during the upcoming fiscal year.

The FY 2025-26 budget includes:

- · planned reduction of positions for which we cannot draw down
- the addition of positions with the related revenue sources
- an opportunity to look closer at our service delivery and change positions based on what makes sense today, versus simply auto-

New & Improved Wellness Program Website

We're excited to announce the launch of the newly redesigned Employee Wellness Program Website your one-stop destination for resources and overall programming to support your physical, mental, and emotional well-being! It's modern, vibrant, and user-friendly, making exploring how we can assist you on your wellness journey easier than ever. This update reflects our ongoing commitment to ation, employee focus, and engagement

JUNE 2025

nced Design - A polished look that align ur program grows and evolves.

thy Resources Hub - Explore resources ation, tools, programs, and curated conten ical, nutrition, social, mental and emotion

ded sessions anytime. Whether you are ooking, want more information on making ned choices, mind-body and mindfulness udgeting, savings, or reducing financial tal Program Center - We've integrated

erful digital tools to help support your



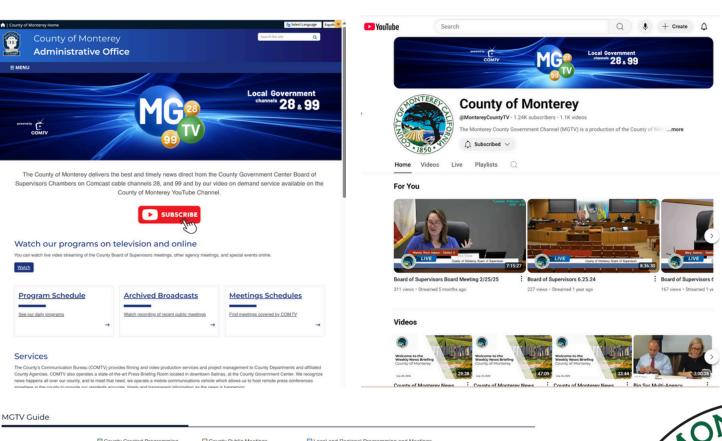
JUNE 2025

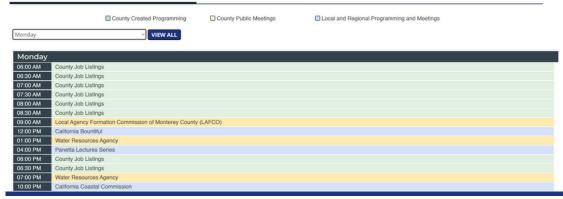


MGTV Reboot



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







Community Relations Reach

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



- 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.



- 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.



