

FY 25-26 ANNUAL REPORT

County Communications Annual Report

County Administrative Office
Communications Bureau



PR Results



698

Stories Released **↑15%**



55

News Briefings

15

Press Conferences
& Special Reports



Editorial Coverage
(print/digital)



Broadcast Coverage
(TV/radio)



Internally Produce
Publications



In-house TV/Web
Broadcasts

Total Mentions

 **4.2%**
increase

July 1, 2023 –
June 30, 2024

56,300

July 1, 2024 –
June 30, 2025

68,700

July 1, 2025 –
June 30, 2026

71,600



The County of Monterey continues to benefit from an orchestrated communications effort as we share more stories and relevant information with the public, resulting in increased interest in County Government and engagement across all our communications platforms. The challenge is how to keep raising the bar and find new ways to tell our story. Our ultimate goal is to engage even more residents in the County.



Value Equivalency



FY 23–24

\$3,150,000 Online

\$1,329,000 TV

\$29,000 Blogs

Total: \$4,584,000

FY 24–25

\$1.6 Million Online*

\$3.53 Million TV/Radio

\$646K Print

Total: \$5.78 Million

FY 25–26

\$1.9 Million Online*

\$3.1 Million TV/Radio

\$593K Print

Total: \$5.59 Million

Share of Voice by News Medium

FY 24–25

News - Online	58%
Broadcast TV/Radio	27%
News - Print	1%

FY 25–26

News - Online	58%
Broadcast TV/Radio	30%
News - Print	1%

*Online also includes traditional news agencies with an online platform.

This data is strategically relevant because it helps us make sound decisions about how we use our limited financial resources to provide timely, accurate, and transparent information to residents, stakeholders, and visitors in Monterey County. It also allows us to maximize our market penetration.

Share of 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

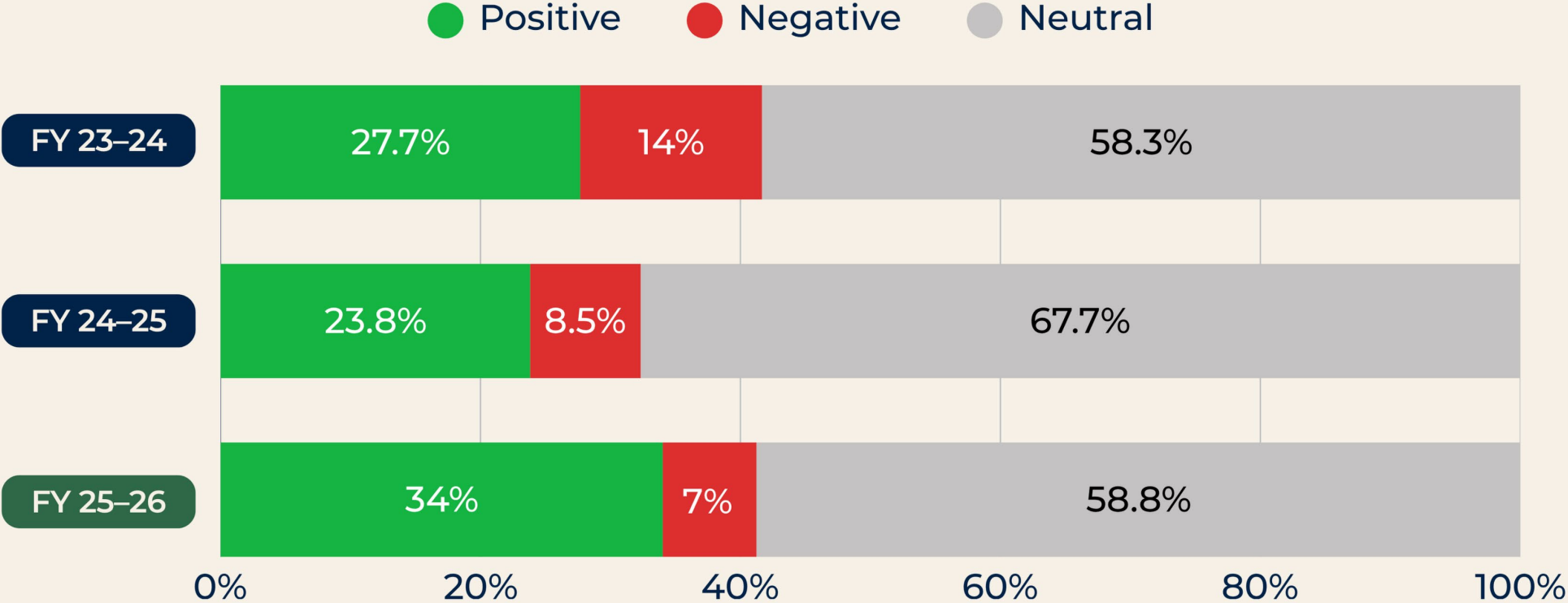
- Law Enforcement - all
- District Attorney
- Emergency Management
- Board of Supervisors
- Social Services

25-26 Top 5*

- Sheriff's Office
- Board of Supervisors
- District Attorney
- Health Department
- Social Services

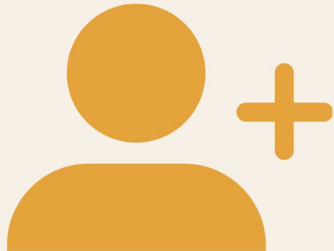
***25-26 other departments in the news** include (in order of percentage) Housing & Community Development, Public Works, Facilities & Parks, Libraries, Ag Commissioner, Elections, County Administration, and Treasurer Tax Collector. Our weekly news briefings contribute greatly to this effort. **We estimate approximately 80% of all our briefings result in a positive story about the County and our impacts in the communities we serve.**

Sentiment



There is a noticeable decrease in Negative sentiment and an increase in Positive sentiment, due to our efforts to get ahead of situations.

Social Media Growth



The County of Monterey
gained a total of

5,643

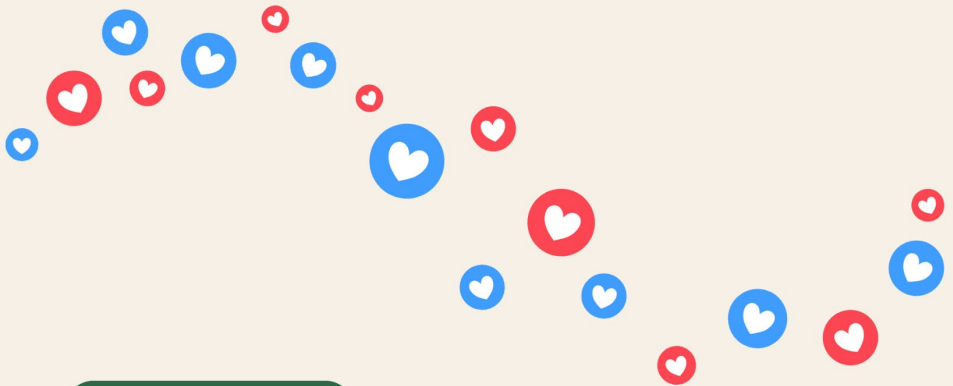
new followers.

(Does not include Nextdoor.)

	FY 23-24 Followers	FY 24-25 Followers	FY 25-26 Followers	
	27,300	30,125	33,467	↑ 11%
	6,000	7,199	9,300	↑ 29%
	950	1,230	1,360	↑ 11%
	1,228	1,228	1,298	↑ 6%

Social Media Results

(Does not include X because we do not pay for the platform.)



	FY 23-24	FY 24-25	FY 25-26	
 Posts/Stories	1,940	1,162	1,232	↑ 6%
 Views	122,806	6,754,729	8,313,917	↑ 23%
 Interactions Likes, shares, comments, etc.	52,028	55,944	71,151	↑ 27%

***Note:** While we do not have a paid Next Door account, in the 2025-2026 fiscal year we garnered **190,371** additional impressions from posts made on that platform.

Social Media Results

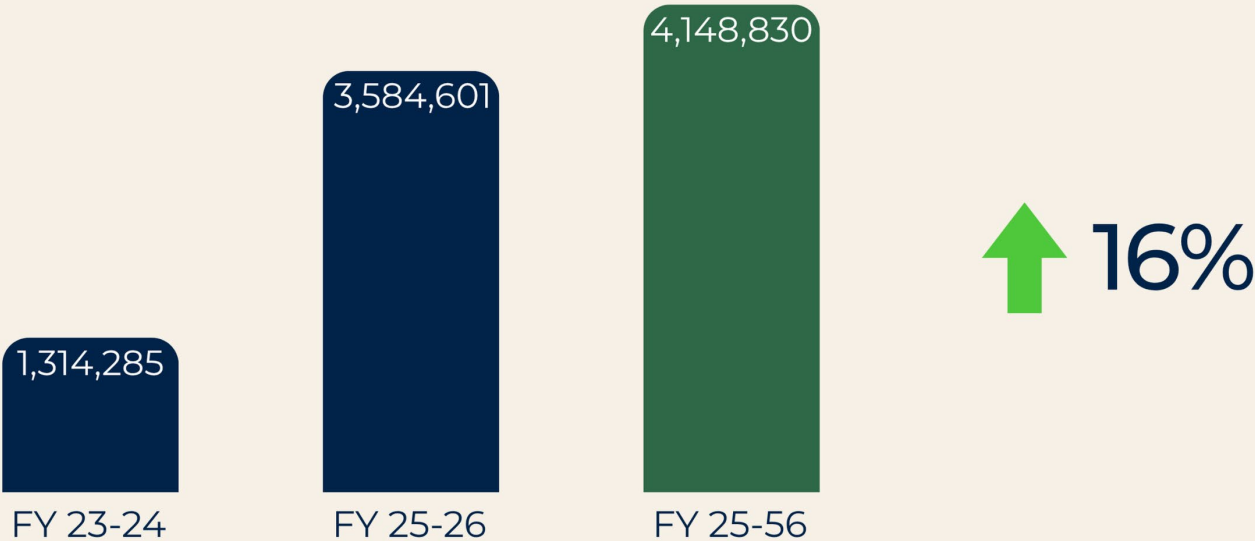


	FY 23-24	FY 24-25	FY 25-26
Posts/Stories	1,940	630	627
Reach	122,806	3,584,601	4,148,830



Top 3 Posts for FY 25-26

- 1 Monterey County Parks Photo Friday: Swimming Coyote
- 2 NORAD Santa Tracker
- 3 Monterey County Parks Photo Friday: California Kingsnake



Social Media Results



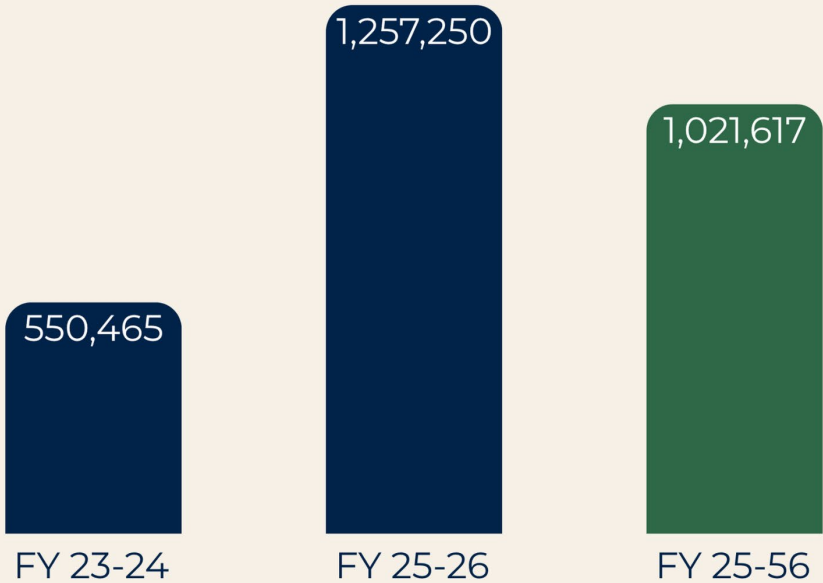
Instagram

	FY 23-24	FY 24-25	FY 25-26
Posts/Stories	1,765	532	605
Reach	550,465	1,257,250	1,021,617



Top 3 Posts for FY 25-26

- 1 CalFresh/EBT Food Assistance Resources
- 2 Monterey County Parks: Easter Picnic Rush
- 3 Moss Landing Tsunami Evacuation Warning



↓ 19%

Social Media Results

YouTube

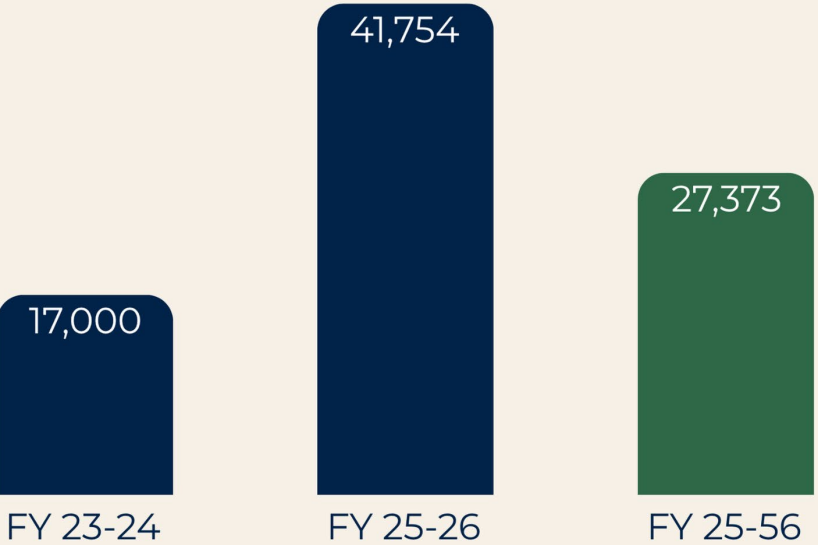
	FY 23-24	FY 24-25	FY 25-26
Videos	91	121	194
Views	17,000	41,754*	27,373

*Includes immigration video views



Top 3 Videos for FY 25-26

- 1 Board of Supervisors Meeting 1/27/2026
- 2 Equestrian Long Trail Permit | Parks & Lakes Division
- 3 Monterey County Government Channel - Live



↓ 34%

Top 3 Social Media Posts of FY 25-26

1



County of monterey, califor...
POST | Oct 29, 01:00 PM

► Important information about SNAP benefit...



November CalFresh Benefits

Due to the **federal government shutdown**, the U.S. Department of Agriculture is not sending money to states for November CalFresh (SNAP) benefits.

This means your county cannot add money to your EBT card until federal funding is restored.

This impacts all CalFresh households and cannot be appealed.

You can keep using your existing benefits as usual.

If you need food now, visit foodbankformontereycounty.org or call 211 to find your local food bank.



QR Code Link: [CDSS CalFresh Page](https://cdss.ca.gov)



Visit cdss.ca.gov for the latest information.

Reactions	49
Comments	6
Shares	22
Post clicks	2,595
Video views	0
Impressions	11,559
Reach	10,396
Engagements	2,672
Engagement rate	25.7%

2



County of monterey, califor...
POST | Jun 15, 01:00 AM

I do! 🎉 The Art Deco walls of the Monterey...



Reactions	236
Comments	10
Shares	5
Post clicks	5,909
Video views	0
Impressions	44,689
Reach	25,579
Engagements	6,160
Engagement rate	24.08%

3



County of monterey, califor...
POST | Nov 15, 03:01 AM

From the Monterey County Sheriff's Office...



Reactions	139
Comments	19
Shares	8
Post clicks	904
Video views	0
Impressions	8,511
Reach	4,487
Engagements	1,070
Engagement rate	23.85%

Ranked by Engagement Rate

County Communications FY 25-26 Report

13

Source: Meltwater

PSA Impressions



9 Million

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



Print

0

(not purchased)



Television/Radio

4,007,600

821 spots paid



Online

4,938,958

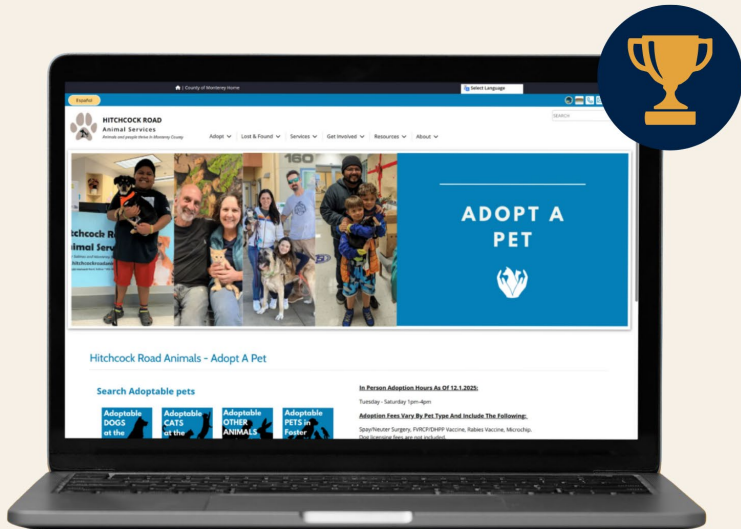
organic

Far fewer paid PSA placements in 25-26

Website Results

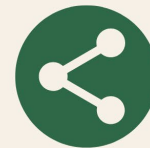


2,788,293
Sessions



TOP VISITED PAGES

- 1 Adopt a Pet
- 2 Libraries
- 3 Animal Services
- 4 Treasurer-Tax Collector
- 5 Human Resources - Find a Job



TOP REFERRAL SOURCES

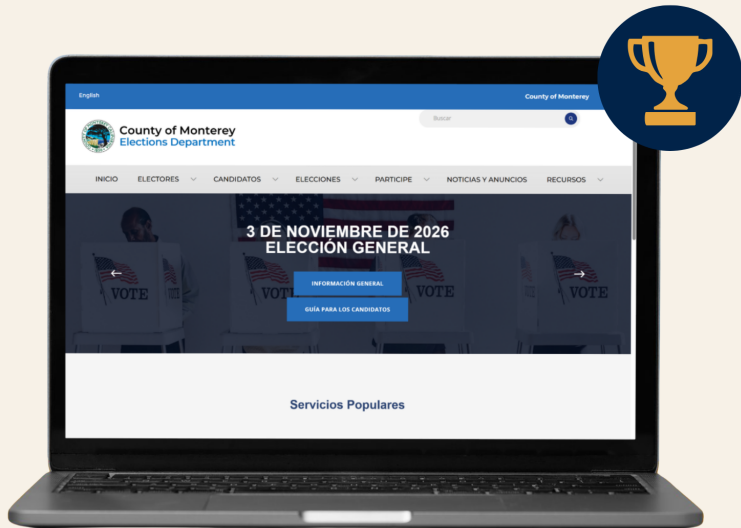
- 1 Google
- 2 Bing
- 3 Facebook
- 4 Yahoo
- 5 Duckduckgo

Website Results (Spanish)



38,505

Sessions displayed
in Spanish



TOP VISITED PAGES

- 1 Elections Home Page
- 2 Animal Services Adoption
- 3 Behavioral Health Home Page
- 4 Animal Services Lost and Found
- 5 Animal Services Field Services



TOP REFERRAL SOURCES

- 1 Google
- 2 Facebook
- 3 Bing
- 4 ChatGPT

Website Accomplishments



Major website 2025-2026 Accomplishments
in partnership with ITD

1



**Spanish URL
Implemented**

condadodemonterey.gov

2



**Home page
redesign**

For a better user
experience

3



**COVID Memorial
Virtual Honor &
Donor Walls**

To honor and remember
our community

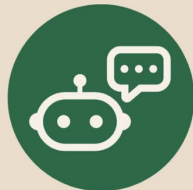
4



**New County
Calendar**

Launched a new user-
friendly calendar

5



**Global Monty
Chatbot**

AI assistant to help
users 24/7

6



**Web Content
Accessibility**

95.58%
compliance (webpages)

General Accomplishments

GENERAL ACCOMPLISHMENTS FROM FY 25-27



175th Anniversary
Official Launch
(book, video & webpage)



COVID MEMORIAL
Unveiling Event &
Memorial Website



PAJARO RECOVERY COMMUNICATIONS

- CERT video production
- Park Grand Reopening Press Event
- Porter-Vallejo Mansion Press Event



PROBATION TWINNING PROJECT
with San Jose Earthquakes
(Launch & Graduation)



SAFE STREETS TOGETHER MONTEREY COUNTY
campaign launch in South County

PROJECTS WITH ITD PARTNERSHIP



County site-wide chatbot **Monty** development and rollout



Creation and launch of a **NEW County Calendar** platform



Spanish domain: **condadodemonterey.gov** and Spanish site launched

COMMUNICATION THAT SUPPORTS UNIQUE DEPARTMENT NEEDS



Department of Social Services
Outreach/Community information on Medi-Cal changes in eligibility/ application urgency, Snap/Calfresh benefit impacts from government shutdown



County Clerk
Apostille pop-up event for important documents



Discover Monterey County Parks
Campaign



Produced two special report programs for MGTV focused on **HR 1** and **HCD**.

Connecting with the Community

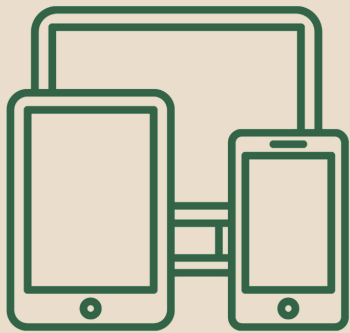
Where to connect with Your County Government

- 1  **CountyofMonterey.gov**
- 2  **Facebook**
Now at almost 34K followers!
- 3  **Instagram**
- 4  **X**
(We would like to invest in a paid account)
- 5  **YouTube - MGTV - Comcast**
- 6  **Nextdoor**
(We would like to invest in a paid account)

- 7  **Vimeo**
- 8  **Linktree**
- 9  **iContact**
- 10  **Weekly News Briefing & Special Programs**
- 11  **Town Hall/Community Meetings**
- 12  **Special Events**



Resources
available in
English &
Spanish +



Highlights



H.R. 1 Public Outreach Response



Medi-Cal Public Outreach Response



Moss Landing and Pajaro Continued Recovery



On-going support of the Know Your Rights Outreach



Completion of the COVID Memorial & Unveiling



Supported WRA Well Registration Outreach Efforts

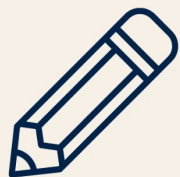


ATP Cycle 6 Safe Streets Public Outreach



Probation Twinning Project Graduation

Supervisors Snapshot



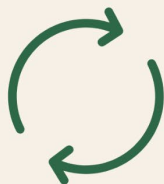
5

issues
published
in FY 25-26



60+

Articles
circulated
county-wide



~47,000

Total
circulation in
4 quarters





County of Monterey

SUPERVISORS SNAPSHOT

A Summary of Your Local Government Action

May 2026

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

2026

- 5/5 No Meeting
- 5/12 Board of Supervisors meeting
- 5/19 Board of Supervisors meeting
- 5/26 No Meeting - Memorial Day
- 5/27-28 Budget Hearings
- 6/2 Board of Supervisors meeting

168 W. Alisal St.
Board Chambers

Dear Friends:

The FY 2026-27 budget: Your priorities, your voice

Every year, the County makes one of its most consequential decisions with the annual budget. Through the budget we decide what we fund, who we protect, and what kind of county we want to be.

The FY 2026-27 budget process is underway. On April 7, the Board held a workshop with county departments to hear about their priorities and needs. The decisions ahead are difficult, especially as federal and state funding continue to be unpredictable. We're working hard to protect the services our residents depend on most.

Once the County Administrative Office posts the recommended budget [online](#), I hope you'll take a look and share your thoughts. You can do that in person during a public hearing on May 19, 2026 at 168 W. Alisal Street in Salinas, or listen in and share your thoughts during public comment [on Zoom](#). You can also email your comment to our office. This is your budget!



Supervisor Wendy Root Askew
Board Chair 2026

D4 OFFICE HOURS 2026

DATE	TIME	LOCATION
MARCH 19	10:00 AM - 12:00 PM	SUPERVISOR'S MARINA OFFICE
APRIL 23	10:00 AM - 12:00 PM	MARINA BRANCH LIBRARY
JUNE 11	10:00 AM - 12:00 PM	SEASIDE BRANCH LIBRARY
OCTOBER 15	10:00 AM - 12:00 PM	JOHN STEPHENS LIBRARY

MEET & JOIN WITH SUPERVISOR WENDY ROOT ASKEW FOR A MEETING OF THE 24 HOUR

Office and locations subject to change. Visit [www.countymonterey.gov](#) for location updates.

AMERICA 250



countymonterey.gov

County of Monterey Supervisors Snapshot

May 2026

DISTRICT 4

Shape the County's Mental Health and Substance Use Services Plan

The County Health Department's Behavioral Health Bureau is asking for community input on its Integrated Plan for FY 2026-29. This is the roadmap for mental health and substance use services across Monterey County.

an opportunity to weigh in on services that touch the lives of so many residents. The comment period runs through May 18, 2026 at 5 p.m.

be held May 28, 2026 at 5:30 p.m. at Seaside City Hall, 440 Harcourt Street, Seaside, CA 95746. Submit written comments to [monterey.gov](#) or by mail to 1270 Natividad Road, Salinas, CA 93906.

Enforcement Policies: The Conversation

ard of Supervisors meeting, we received a report from the Sheriff's regarding cooperation with federal immigration enforcement. This RUTH Act hearing many of you attended in January.

ant new questions and was not ready to take action. Staff will be June 9, 2026 Board meeting, which is the next opportunity for you to join us and share your thoughts on this issue that district 4 neighbors.

Supervisors Snapshot is a production of the County Communications Bureau

Nick Pasculli, Editor in Chief-Communications Director
Malia Carroll, Editor-Management Analyst III
Katie Araya, Production Manager-Media Analyst

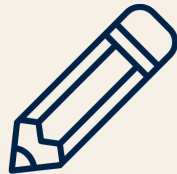
District Content Contributors:

- Linda Gonzalez, District 1
- Leonie Gray, District 2
- Monica Hale, District 3
- Kera Panni, District 4
- Kimberly Craig, District 5

celebration link below:
[/1115642539](#)

countymonterey.gov

CAO Rundown



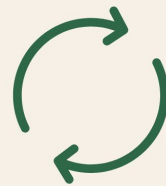
12

monthly
issues
published



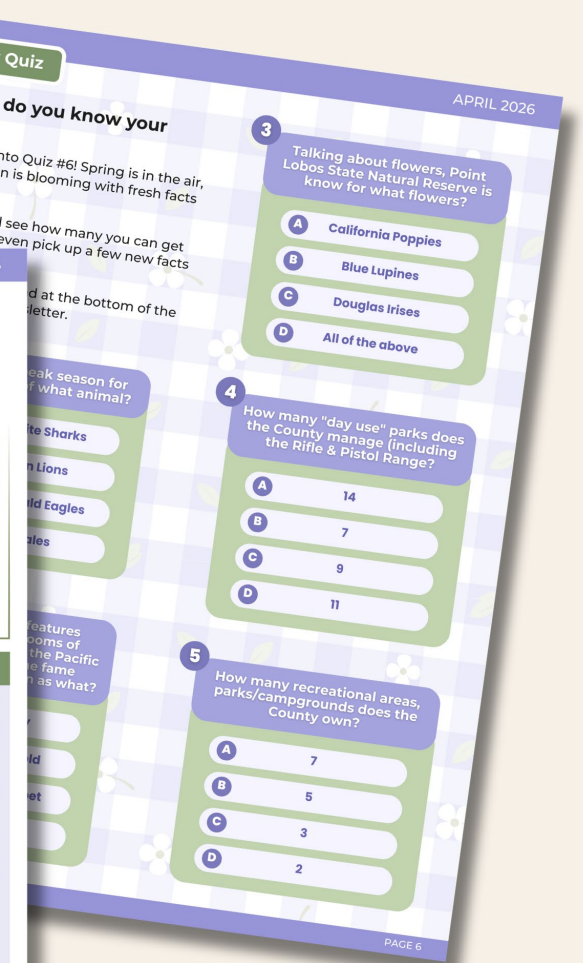
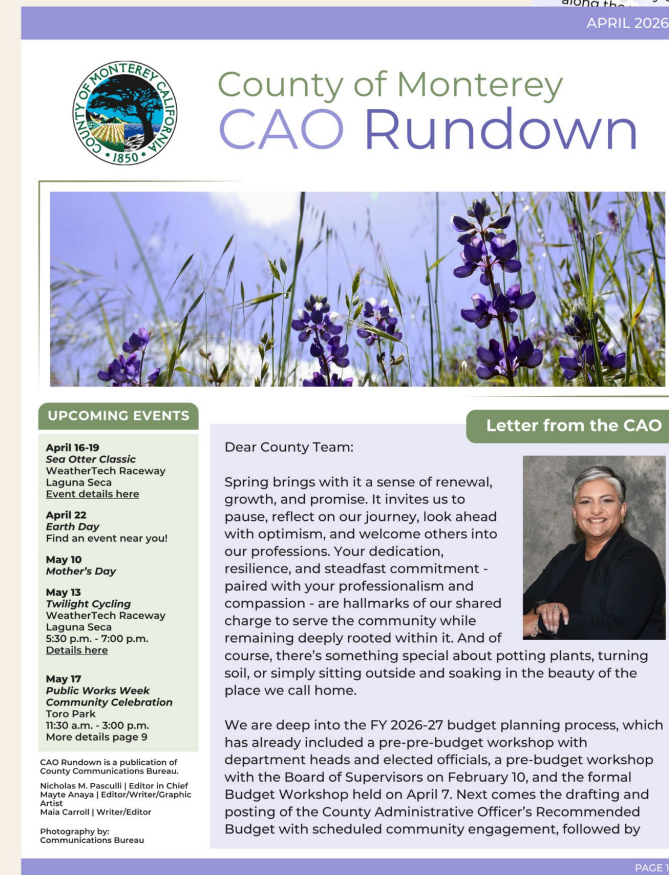
12

CAO
messages
and **over 100**
articles



~91,200

Total
circulation in
12 months



MGTV *Monterey County Government Channel*



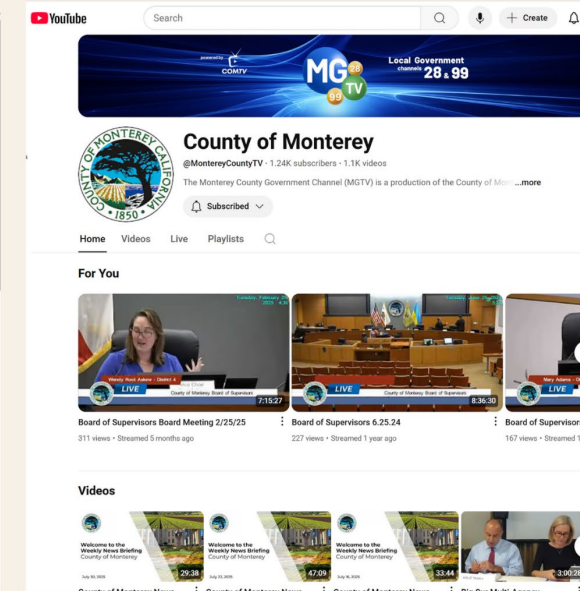
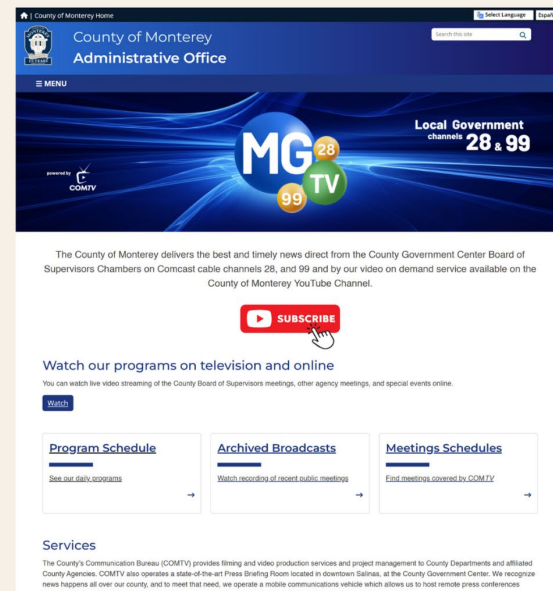
Community source for county public meetings, original local content plus regional programs of interest such as 'Veterans Voices.'



New to the channel - original programming from the libraries!



Dozens of new programs added each month.



MGTV Guide

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

Sunday [VIEW ALL](#)

6:00 AM	County Job Listings
6:30 AM	County Job Listings
7:00 AM	County Job Listings
7:30 AM	County Job Listings
8:00 AM	County Job Listings
8:30 AM	County Job Listings
9:00 AM	County News Briefing
10:00 AM	County News and Events: petite beach fire safety
11:30 AM	County Job Listings
12:00 PM	Around the Region: Climate Change - Our Karma
12:30 PM	Around the Region: Plant-Based Cooking for a Healthy Life
1:00 PM	Planning Commission
3:00 PM	Planning Commission
5:30 PM	County News Briefing
7:00 PM	Board of Supervisors Meetings

Community Relations Reach

Partial listing of events and outreach for FY 25.
Many other events were attended & supported.



COVID Memorial Unveiling



Probation Twinning Project Graduation



Pajaro Park Grand Reopening



HOPE Village Ribbon Cutting



Parks RX Partnership

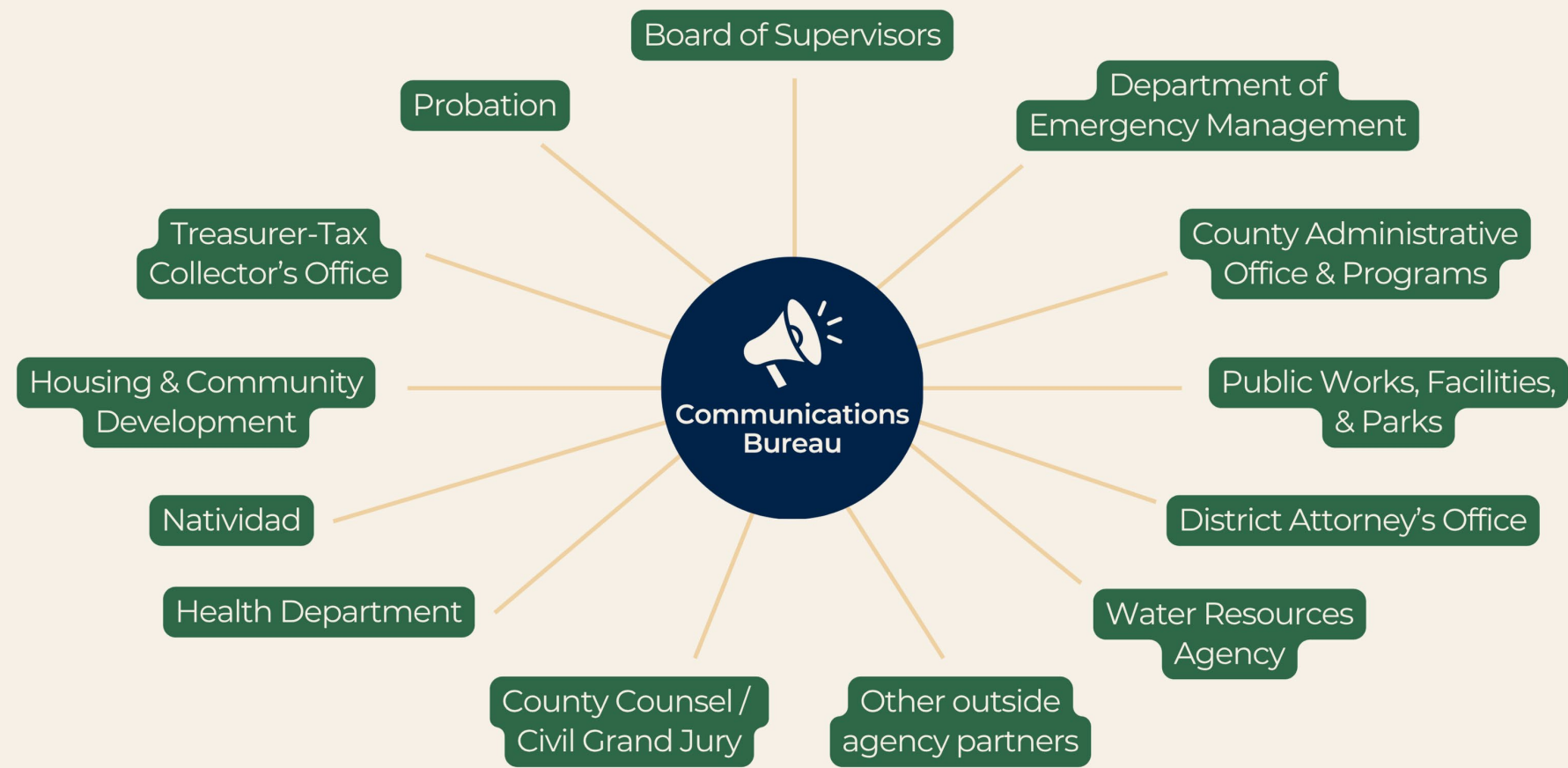


San Ardo EnLACE Meetings ATP 6

- Castroville Hwy 183 Project
- Parks RX Partnership
- D3 King City Ribbon Cutting
- Watsonville Tiny Village Media Event
- San Ardo EnLACE Meetings ATP 6
- MCBC Elected Leaders Luncheons
- COVID Memorial Unveiling
- Pajaro Park Grand Reopening
- HOPE Village Ribbon Cutting
- Probation Twinning Project Graduation
- King City Safe Streets Community Event

Communications Bureau Clients

County Departments that utilize our services, saving hundreds of thousands of dollars.



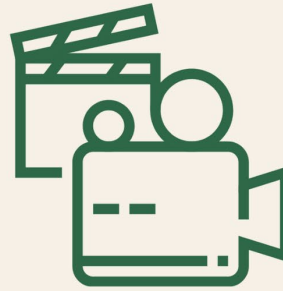
2026-2027 Goals



- Continue with Departmental Web Redesigns
- Mobile uConnect App Enhancements



- Expand Social Media Audience Reach through innovative content development strategies
- Social Media Keeper system implementation



- Launch NEW MGTV Around the County programming
- Develop the MGTV Special Reports series
- Create People of Action video series



- Expand service offerings to Departments
- Generate revenue through MOU's
- Expand external cooperation with partners



- Increase Spanish-speaking community engagement

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

