

THIS IS CHULA.



Marketing and Communications Program Update

- Year in Review
- “THIS is Chula.” Awareness Campaign
- Perception Survey Results
- 2018 Communications Plan

Chula Vista Marketing and Communications Plan (2016-2019)

Goals

1. Increase local, regional and national awareness of the benefits of living, working, visiting and investing in Chula Vista
2. Enhance communications with Chula Vista residents about City issues, projects and services

Chula Vista Marketing and Communications Plan (2016-2019)

Strategic Priorities

1. Enhance City of Chula Vista's image and brand
2. Promote and market Chula Vista's assets, signature projects, programs and services
3. Expand community engagement and partnerships

2017 Year in Review

- Increased social media presence
- Enhanced website and more visitors
- More special events with bigger audiences
- New and creative graphics projects
- Expanded media coverage
- Launched “THIS is Chula.” awareness campaign
- Improved image/perception of City



Social Media

DYK, the **#ChulaVista** Bayfront Master Plan has been approved as one of the largest development projects on the West Coast! **#ChulaVistaHQ2** pic.twitter.com/gMwYOMkEif



Watching the **#ChulaVista** 4th Fest **#fireworks** from home? Listen to **@91X**, **@magic925** or **@Z903** for a synchronized soundtrack pic.twitter.com/4qWpTLJ4Gn



9 16

City of Chula Vista Government
Published by sandiegoreader.com [?] · August 11 ·

Welcome to Third Ave Thr3e Punk Ales Brewing Co.! #THISisChula.

3 Punk Ales goes live in Chula Vista
Following an 18-month build-out, Punk cofounders John Marshall, Steve Garcia, and Kevin Lewis opened their new brewery and tasting room to the public the first Sunday of August.
SANDIEGOREADER.COM

Get More Likes, Comments and Shares
Boost this post for \$25 to reach up to 3,900 people.

31034 people reached **Boost Post**

739 83 Comments 106 Shares



Posts

City of Chula Vista Government
Published by Olga Berdial [?] · October 17 ·

Chula Vista City Council has passed a \$400-million incentive package for our Amazon Second Headquarters bid. We're thrilled to invite Amazon to explore #ChulaVista! www.chulavistaca.gov/amazon

#AmazonHQ2 #THISisChula #economicdevelopment Amazon.com South County EDC City of San Diego San Diego Regional Chamber of Commerce San Diego Regional Economic Development Corporation San Diego Workforce Partnership

City of Chula Vista Government
Published by WalletHub [?] · March 13 ·

WalletHub ranked 2017's Happiest Places to Live and Chula Vista was ranked #11 in the nation. We wonder if it's a combination of our excellent schools, outdoor amenities, arts and culture, entertainment...the list goes on. What makes YOU happy to live in #ChulaVista? #THISisChula ExploreChulaVista.com



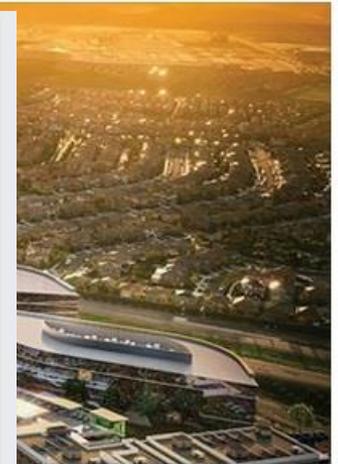
HAPPIEST PLACES TO LIVE

2017's Happiest Places to Live
The pursuit of happiness is an unalienable right of all people. The U.S. Declaration of Independence makes that very clear. But as everyone discovers at some point, happiness is not so easy to achieve — unless, perhaps, you're in a place where it...
WALLETHUB.COM

Get More Likes, Comments and Shares
Boost this post for \$25 to reach up to 3,900 people.

4626 people reached **Boost Post**

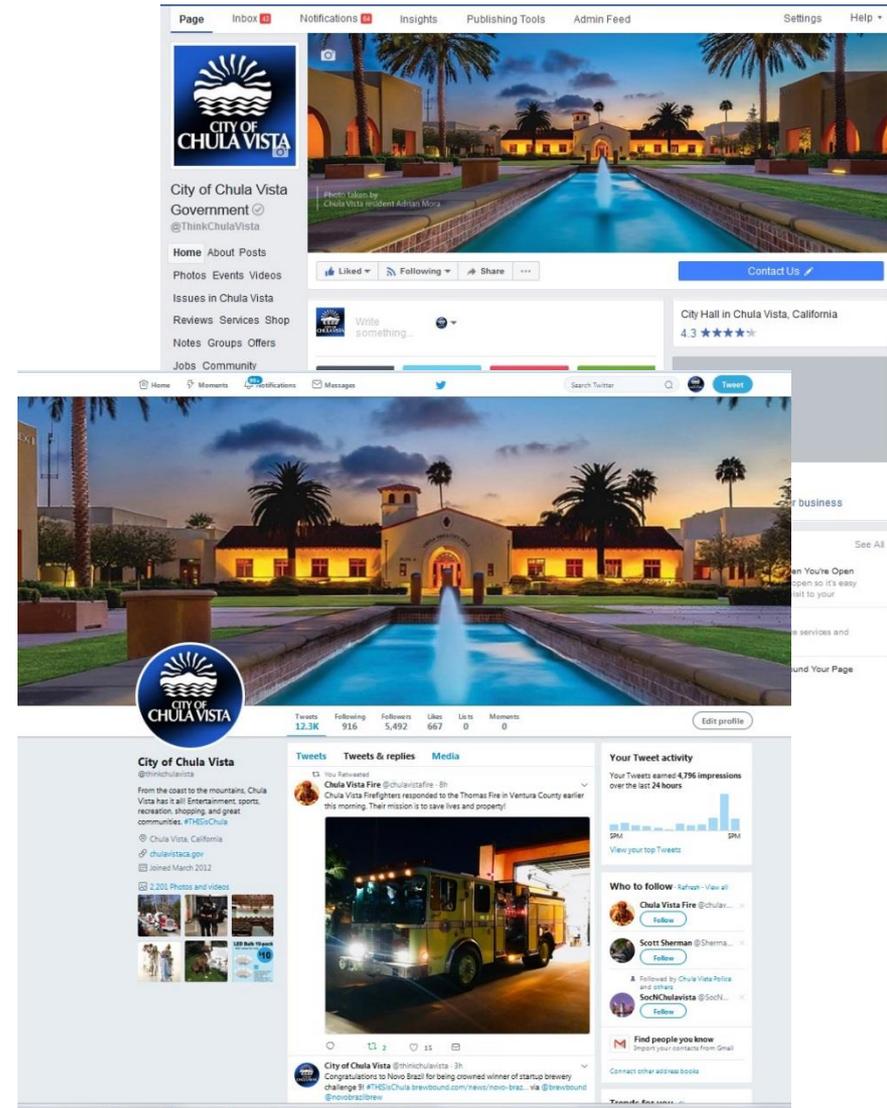
79 6 Comments 22 Shares



Chronological

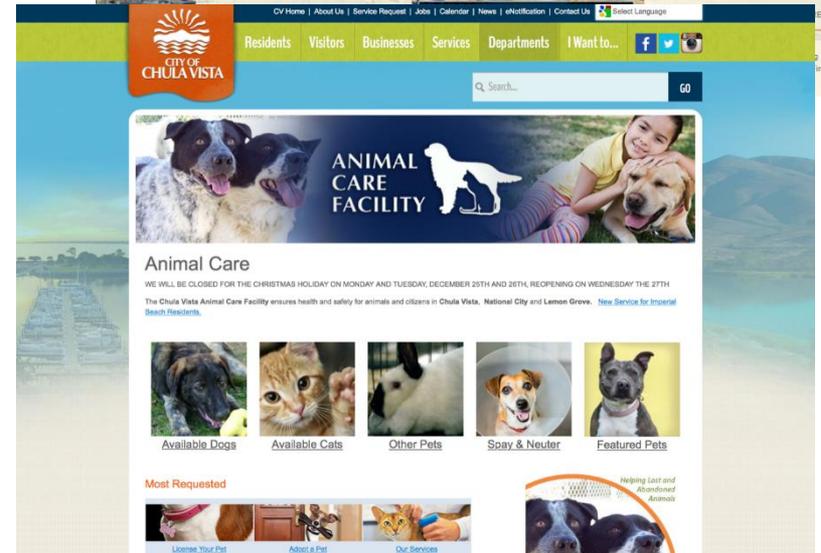
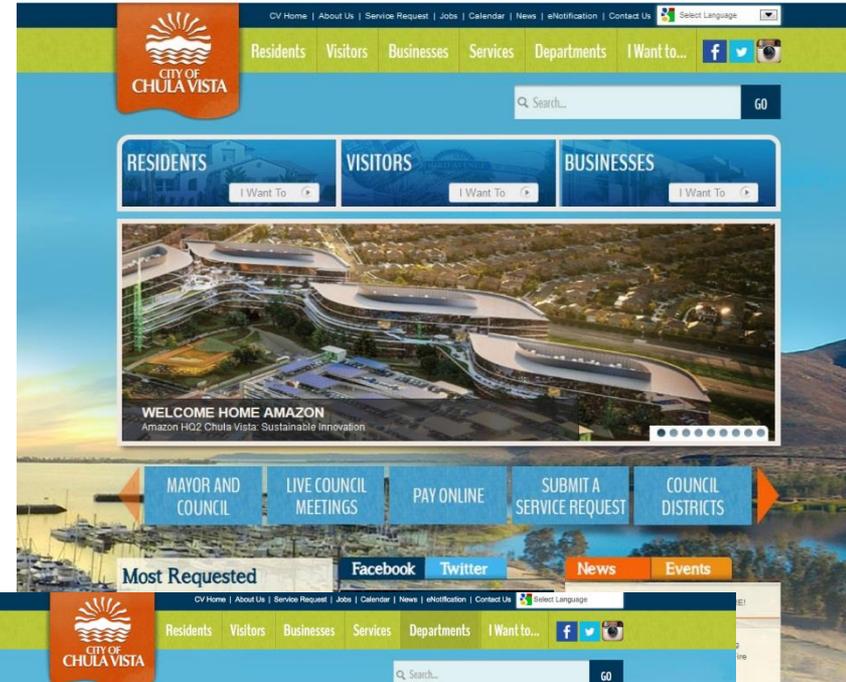
Social Media By the Numbers

- 11,745 Like Facebook page
- 5,492 Twitter followers
- 1,904 Instagram followers
- Twitter engagement has grown 97% over 2016
- Facebook reach has grown 71% over 2016



Connected Community

- More than 1.17 million visitors
- Web visits have increased 24% over 2016
- Most popular pages
 - Library, Police, Animal Care Facility, Passports, Adult Sports, Recreation
- Enhancements
 - Measure P page
 - Searchable list of available pets for adoption
 - Online Registration



Special Events

- City sponsored events
 - LakeFest
 - Chula Vista 4th Fest
 - HarborFest
 - Starlight Parade
- New/returning events
 - CiclaVista
 - Lemon Festival
 - Viva Musica
 - Chula Vista Challenge
 - Orange Crate Derby
- Attract more than 165,000 people to Chula Vista





CVEATC

Logo for signage and marketing



Measure P



Your Infrastructure Sales Tax at Work

City of Chula Vista | Measure P



ChulaVistaCA.gov

ChulaVistaCity
 ThinkChulaVista
 ChulaVistaRocks
#ChulaVista

Your Infrastructure Sales Tax at Work

City of Chula Vista
Measure P

ChulaVistaCA.gov/MeasureP

CONSTRUCTION NOTICE

Estimated Construction Dates:

TBD – TBD

Work Hours:

TBD

City Contractor:

TBD

emailgoeshere@company.com • (619) 123-4567

Work to be performed:
Storm Drain Rehabilitation

How your neighborhood will be impacted:

- “No Parking” signs will be posted along streets 72 hours in advance of construction. If you use this street for parking, please help us by using the nearest non-posted street instead.
- Expect delays and use an alternate route if possible.
- Please drive cautiously and obey construction signs in the vicinity of the project.
- Please refrain from watering your lawn, washing cars, etc., approximately 24 hours after work has been completed.

Your Infrastructure Sales Tax at Work

City of Chula Vista | Measure P

Project funded by Measure P – the City’s temporary, 10-year, half-cent sales tax. It will fund public safety vehicles, 911 equipment, streets, sidewalks, sports fields, recreation centers, libraries, fire stations, storm drains, and other infrastructure.

PERFORATE
HERE

You’re invited!

Measure P Kick-off Celebration on Floyd Avenue

Please join Chula Vista Mayor Mary Casillas Salas, District Two Councilmember Pat Aguilar, and the City Council at an event to celebrate the first project to be funded with Measure P tax dollars.

Implementing a half-cent sales tax dedicated to City infrastructure was approved by 68% of Chula Vista voters in November 2016. This is the first of many more projects!

Your Infrastructure Sales Tax at Work

City of Chula Vista
Measure P

February 15, 2017

10 a.m.

Floyd Avenue and Berland Way

(Park on side streets. No parking on Floyd Avenue.)

Light refreshments will be served.



CHULA VISTA Climate Action Plan

Adopted by City Council • September 2017

2017



www.chulavistaca.gov/clean



Part 2



Previous Actions WHERE WE CAME FROM...

Over the past twenty years, the "climate" community has gained more confidence about what has previously called "global warming." The term "climate change" is no longer the only descriptor for what is being observed. As more data has been collected, the scientific consensus has grown. The Intergovernmental Panel on Climate Change (IPCC) has issued its Fifth Assessment Report that "each of the last three decades (1980-1989 and 1990-1999 and 2000-2009) has been successively warmer, than any preceding decade since 1850, and 2002-2012 is extremely likely to have been the warmest decade or two since 1850 and warmer than the last 1000 years."

Regulations & Guidance

REG. REGULATION	GOAL	CHULA VISTA IMPACT
SB 1370 (2007)	Requires California to reduce greenhouse gas emissions by 25% by 2020 and 40% by 2050.	California's climate action plan (SB 1370) sets the goal of reducing greenhouse gas emissions by 40% by 2050.
SB 1368 (2007)	Requires California to reduce greenhouse gas emissions by 25% by 2020 and 40% by 2050.	California's climate action plan (SB 1368) sets the goal of reducing greenhouse gas emissions by 40% by 2050.
SB 1370 (2007)	Requires California to reduce greenhouse gas emissions by 25% by 2020 and 40% by 2050.	California's climate action plan (SB 1370) sets the goal of reducing greenhouse gas emissions by 40% by 2050.
SB 1370 (2007)	Requires California to reduce greenhouse gas emissions by 25% by 2020 and 40% by 2050.	California's climate action plan (SB 1370) sets the goal of reducing greenhouse gas emissions by 40% by 2050.
SB 1370 (2007)	Requires California to reduce greenhouse gas emissions by 25% by 2020 and 40% by 2050.	California's climate action plan (SB 1370) sets the goal of reducing greenhouse gas emissions by 40% by 2050.

"Each of the last three decades has been successively warmer than any preceding decade since 1850. It is extremely likely that human influence has been the dominant cause of the observed warming since the mid-20th century."

— Intergovernmental Panel on Climate Change (IPCC)

Original CO₂ Reduction Plan (2000)

STRATEGY GOAL	3. SUSTAINABLE
1. Increase Green Building	1. Reduce Greenhouse Gas Emissions
2. Reduce Greenhouse Gas Emissions	2. Reduce Greenhouse Gas Emissions
3. Increase Greenhouse Gas Emissions	3. Reduce Greenhouse Gas Emissions
4. Increase Greenhouse Gas Emissions	4. Reduce Greenhouse Gas Emissions
5. Increase Greenhouse Gas Emissions	5. Reduce Greenhouse Gas Emissions
6. Increase Greenhouse Gas Emissions	6. Reduce Greenhouse Gas Emissions
7. Increase Greenhouse Gas Emissions	7. Reduce Greenhouse Gas Emissions
8. Increase Greenhouse Gas Emissions	8. Reduce Greenhouse Gas Emissions
9. Increase Greenhouse Gas Emissions	9. Reduce Greenhouse Gas Emissions
10. Increase Greenhouse Gas Emissions	10. Reduce Greenhouse Gas Emissions

TRAFIC SIGNALS
Benefits of all our actions
TRAFIC SIGNALS
Benefits of all our actions

Part 3



Where We Want to Go 2017 & BEYOND

Ahead of the Curve

Since Chula Vista began working on its climate change plan, 20 years ago, the world has seen significant climate change. Because of these findings, the climate community has shifted its focus from the short-term to the long-term. The world has adopted the Paris Agreement, which sets the necessary goals and aligns the world's climate action plans with the Sustainable Development Goals (SDGs). Chula Vista is committed to these goals and is working to become a 100% renewable energy city by 2050.

Chula Vista GHG Emission Forecast

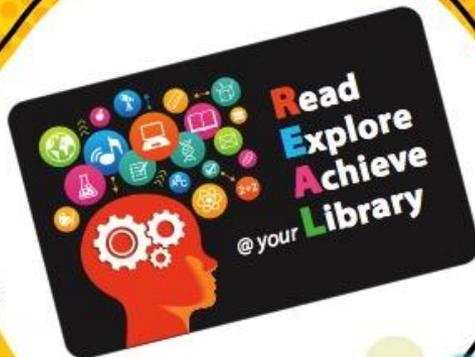
Chula Vista Per Capita Emission Forecast

Your REAL Card

just for *Kindergarteners and First Graders!*



Use your card at any
**Chula Vista Public
Library** branch to
get started.



Look for it in your
Back to School Packet!



How does it work?

- Take home two library books for free. When you bring them back, borrow two more.
- No fines, no fees.
- No parent registration or signature required.
- Your card is good through 6th grade.
- Get books, Tumblebooks and more!



Win a new bike!

Bring your card to the library by **Sept. 15** for a chance to win!

Locations

Civic Center Branch
365 F Street • 619-591-5069
Monday-Thursday, 10 am - 8 pm
Friday & Saturday, 10 am - 5 pm
Sunday, 1 - 5 pm

South Chula Vista Branch
389 Orange Avenue • 619-585-5755
Monday-Thursday, 10 am - 8 pm
Friday & Saturday, 10 am - 5 pm
Sunday, 1 - 5 pm

Otay Ranch Branch
Otay Ranch Town Center (near Food Pavilion)
2015 Birch Road • 619-397-5740
Monday-Saturday, 11 am - 7 pm
Sunday, 12 - 6 pm

www.ChulaVistaLibrary.com

Library



www.ChulaVistaLibrary.com



Read, Learn, Explore

Your key to the
Community's
Family Room

www.chulavistalibrary.com



**PUBLIC
LIBRARY
CHULA VISTA**

In the News

- 141 press releases distributed in 2017
- More than 800 local, regional and national print, television and radio news items
- 24,000 subscribers for community newsletters

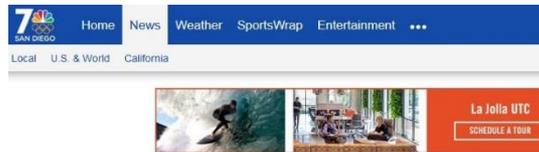


CITY OF CHULA VISTA, CA., ADOPTS WATER STEWARDSHIP PLAN FOR REUSE, CONSERVATION



Chula Vista, Ca. Photo: Haley & Aldrich

BURLINGTON, MA, FEBRUARY 7, 2017 – The City of Chula Vista, Ca., has approved a water stewardship plan developed by Haley & Aldrich, an environmental and engineering consulting firm, in collaboration with city officials and key stakeholders to address water scarcity issues caused by severe drought and other climate change issues. The City of Chula Vista Water Stewardship Plan engages residents, businesses and city government to manage increased water demand and protect its water resources through reuse, conservation and other key initiatives.



Self-Driving Cars to Roll Around Chula Vista

The Chula Vista City Council unanimously approved a resolution Tuesday night supporting as a testing ground for self-driving cars

By Omari Fleming



Chula Vista City Council unanimously approved a resolution for the city to become a testing ground for self-driving cars. NBC 7's Omari Fleming has the story. (Published Wednesday, June 14, 2017)



Breweries are helping kickstart redevelopment of Chula Vista's Third Avenue Village.

CHULA VISTA | SAN DIEGO BEER NEWS

3 Punk Ales goes live in Chula Vista

And the feedback is good

By Ian Anderson, Aug. 11, 2017



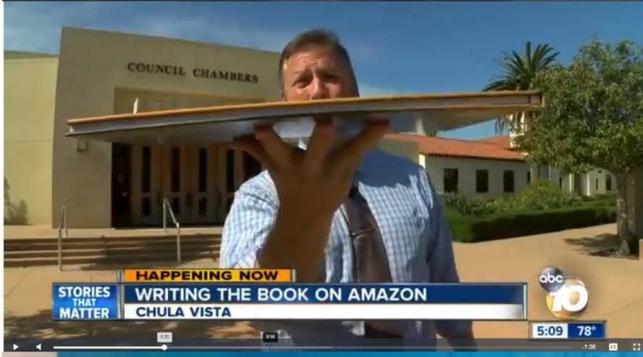
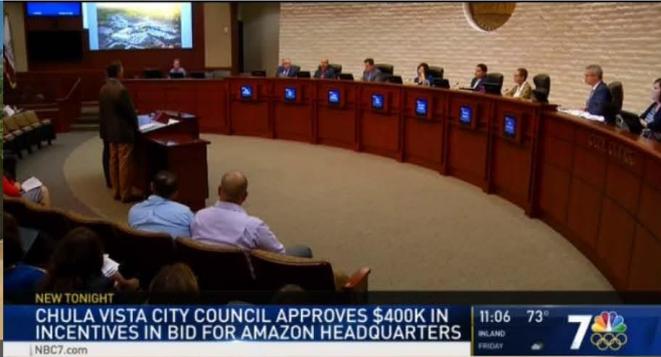
Thr3e Punk Ales Brewing Co. has officially returned, adding to Chula Vista's rising status as a craft beer destination.

welcome home

AMAZON

AMAZON HQ2 CHULA VISTA: SUSTAINABLE INNOVATION







REGIONAL
Primera universidad binacional podría construirse en Chula Vista.



DENVER BUSINESS JOURNAL

COMMERCIAL REAL ESTATE

Here's what we're up against: This city is offering \$400M in incentives (and ocean views) for Amazon HQ2



By Mike Sannicks Senior Reporter, FRODOX Business Journal
Oct 14, 2017, 4:27am MDT Updated Oct 16, 2017, 5:44pm

UPDATE 10-18: The Chula Vista City Council voted unanimously on Oct. 17 to approve the \$400 million incentives offer to Amazon.

While metro Denver is focusing on workforce and quality of life -- and not so much on financial or tax incentives -- in its bid to host Amazon.com Inc.'s second headquarters, a California city is planning to show Amazon the money.

Chula Vista -- a coastal city of 267,000, near San Diego -- is looking to offer Amazon a \$400 million incentive and development package.

The Chula Vista City Council will vote on the incentives Tuesday.

The proposal includes an 8-million-square-foot, 'shovel-ready' development site. Part of the California city's proposal is for Amazon to help develop a new university.

Chula Vista is just south of San Diego on the Pacific Ocean just north of the Mexico border.

"Chula Vista and the San Diego region offer an opportunity unlike anywhere in North America for Amazon to locate its next headquarters," said Chula Vista Mayor Mary Castillas Salas. "Chula Vista is the only place where Amazon can develop its headquarters, help establish a new university, and tap into our uniquely talented and trained bi-national workforce."

BUSINESS INSIDER TECH INSIDER

A California city is offering Amazon a \$400 million incentive to build its headquarters near the US-Mexico border

28,100

Leanna Garfield
Oct 16, 2017, 11:53 AM



A rendering of the office park slated to be built in Chula Vista, California. NV5 (Global) City of Chula Vista

- The city of Chula Vista, California is offering a \$400-million incentive package to Amazon if it decides to build its second headquarters there.
- The plan would be part of the larger redevelopment of Chula Vista's downtown.
- The bid also includes a proposal for what would be the "world's first binational university" with campuses in the United States and Mexico.

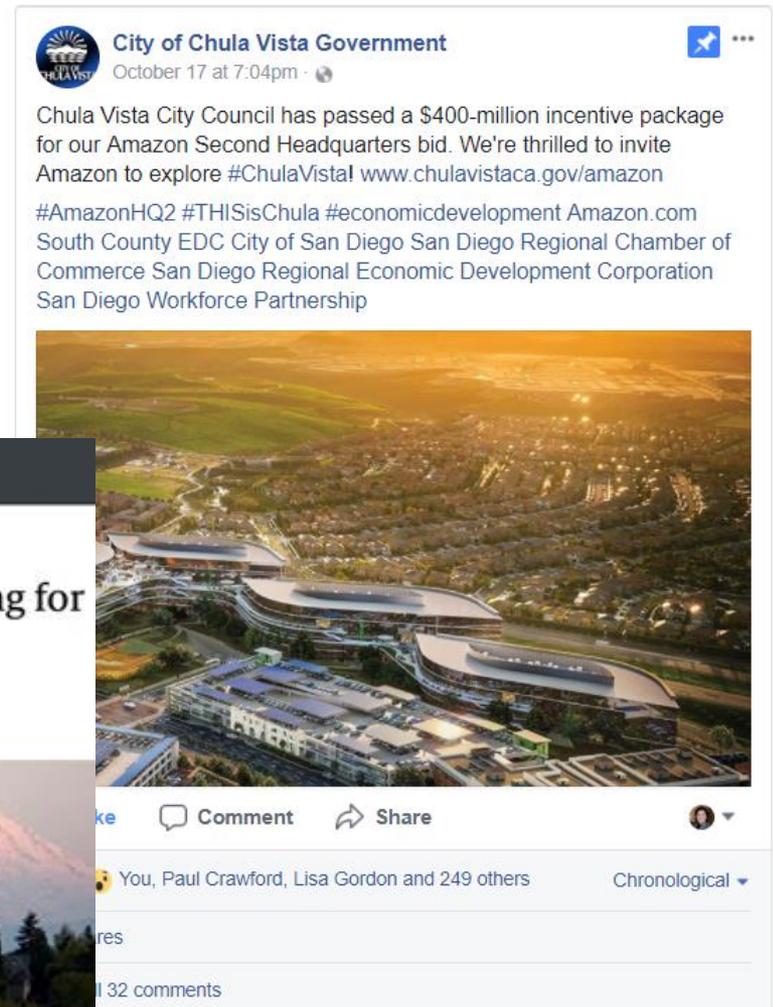


Los Angeles Times



Chula Vista has ALREADY won!

- Media clips (Oct. 11 to present) were included in publications totaling over 160 Million circulation.
- Press releases read by over 1,000 influential reporters and editors, over 300 media hits reported.
- Social media amplified our message and proposal, strengthened community pride and tracked overwhelmingly positive feedback.



City of Chula Vista Government
October 17 at 7:04pm · 🌐

Chula Vista City Council has passed a \$400-million incentive package for our Amazon Second Headquarters bid. We're thrilled to invite Amazon to explore #ChulaVista! www.chulavistaca.gov/amazon

#AmazonHQ2 #THISisChula #economicdevelopment Amazon.com South County EDC City of San Diego San Diego Regional Chamber of Commerce San Diego Regional Economic Development Corporation San Diego Workforce Partnership



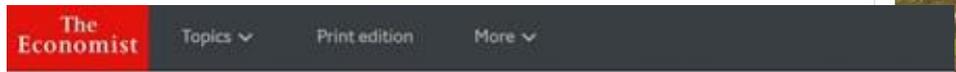
Like Comment Share

You, Paul Crawford, Lisa Gordon and 249 others

Chronological

res

32 comments



The Economist explains
How America's cities are competing for Amazon's headquarters



Amazon has reportedly delayed release of the shortlist for its next headquarters
bit.ly/2ikpWd0

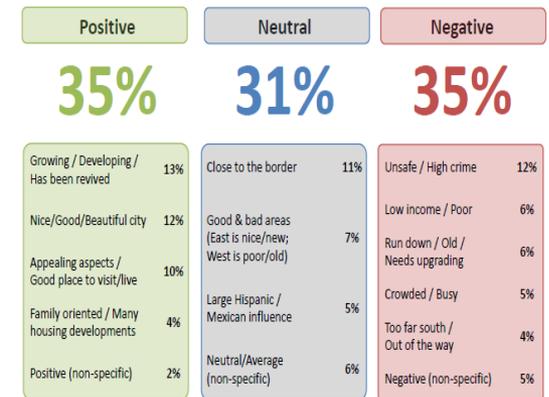


2017 Awareness Campaign

- Secured consultant assistance to develop and implement awareness/marketing campaign
- Goal of campaign was to highlight Chula Vista assets and build awareness of current and emerging reality of City

Advertising / Image / Awareness

- **Conduct Assessment/Research (2014 Survey)**
- **Develop Messaging and Creative Campaign**
- **Develop Media Buying Plan**
- **Implement the Campaign**
- **Track and Measure Results**



Media Buying Plan

- **Mediums selected:** Outdoor and digital
- **Geographic target:** San Diego County (excluding South San Diego)
- **Call to action:** www.ExploreChulaVista.com



A screenshot of a Yahoo! news article. The browser address bar shows the URL: https://www.yahoo.com/gma/house-intel-leaders-no-evidence-trump-wiretapped-195800402--abc-news-topstories.htm. The Yahoo! logo is visible in the top left. The article text includes: "Republican and Democrat on the House Intelligence Committee said today that evidence of any wiretap at Trump Tower in Manhattan during the presidential transition. Schiff, D-Calif., said that there is 'no basis' for President Trump's... that then-President Obama illegally wiretapped Trump Tower 'whatsoever.'... 'deeply concerns me that the president would make such an accusation... is.'... tee's chairman, Rep. Devin Nunes, R-Calif., said. 'I don't think there was an...". To the right of the article is a credit card advertisement for "Top 8 Credit Cards For Those With Excellent Credit" from CompareCards.com. Below the article is another advertisement for "THIS IS CHULA." featuring a snake and the website "EXPLORECHULAVISTA.COM".

Miramar Road & 163



El Cajon

THIS IS CHULA.

EXPLORECHULAVISTA.COM

2285

ALTERDO

www.ExploreChulaVista.com



EXPLORE CHULA VISTA

Chula Vista is a city bursting with excitement, warmth and community. Traveling through the vibrant, diverse streets of Chula Vista gives one a sense of family, of real folks who care about their neighbors. It's easy to see where Chula Vista gets its name. In Spanish, the word Chula means beautiful and from warm celebrations at the local brewery, to a child's wide eyes in an aquarium, there's beauty around every turn.

This is living. This is community. **This is Chula.**

ADVENTURE

From gorgeous sunset hikes, to barreling down a waterslide at the Aquatica waterpark, Chula Vista is the place to be for the wild at heart.



AQUATICA

Great waterpark fun and animal experiences for the whole family.



THE LIVING COAST DISCOVERY CENTER

A fun, hands-on wildlife and nature



BILL OF RIGHTS

History and adventure on the 19th century replica 136' schooner.



'This is Chula' billboards, website promote Chula Vista to San Diegans

Campaign designed to change perception of city

BY: Jared Aarons
POSTED: 11:53 AM, Mar 17, 2017
UPDATED: 11:58 AM, Mar 17, 2017



Communities / South County

'This is Chula' marketing campaign to attract outsiders



THIS is Chula billboard advertises the Mattress Firm Amphitheater, part of the city's image and awareness campaign to promote itself to outsiders (Courtesy, city of Chula Vista)



By Allison Sampite-Montecalvo - Contact Reporter

MARCH 15, 2017, 10:25 AM

Chula Vista recently launched a promotional campaign to change some people's minds about the county's second-largest city.

"THIS is Chula" encourages people to take another look at what Chula Vista offers and to correct any misperceptions, said Mayor Mary Casillas Salas.

Research showed that people with a negative perception of the city had never been there.

"We know that when people learn about Chula Vista, their perception will change," the



ADVERTISEMENT



THE CW6

NEWS | San Diego

6:11 48°

01:45



THIS IS CHULA



"ESTA ES CHULA"

UnivisionSD



TWITTER: NOTICIASYASD - IG: UNIVISIONSD - SNAPCHAT: NOTISANDIEGO

noticiasya.com

City of Chula Vista Government

City of Chula Vista Government
February 16 at 1:16pm

The City of Chula Vista has launched an advertising and awareness campaign called "THIS is Chula." which is designed to engage and encourage people to take another look at the city. Residents and visitors throughout the San Diego region will experience a view of Chula Vista that is aimed at increasing awareness and correcting any misperceptions about the city, the second largest in San Diego County.

The campaign includes billboards and digital advertising featuring the "THIS is Chula" message with photos of Aquatica waterpark, and imagery for craft breweries on Third Avenue, the Chula Vista waterfront, and concertgoers at Sleep Train Amphitheatre.

"Many people are not aware that Chula Vista has a marina, 60 parks, miles of trails, and is among the safest large cities in the nation," said Mayor Mary Casillas Salas. "This campaign updates the public with the latest developments in our vibrant and thriving Chula Vista communities."

Want to learn more? Visit ExploreChulaVista.com and discover all that our community has to offer.

Throughout the campaign, the city will be posting #THISisChula moments via social media. Follow along and tag your favorite #THISisChula moment. <http://www.chulavistaca.gov/History/Components/News/News/1262/17...>

#CVArts #ChulaVista #HealthyCV #EconomicDevelopment #THISisChula



Like Comment Share

You, Carmen Kasner, Rachel Friedel Kulis and 150 others

46 shares

View 8 more comments

William Novak Chula has a great vibe! Very laid back compared to the northern burbs. A ton of modern new growth in the SE corner... I love my Chula Chula. #THISisChula

City Hall in Chula Vista, California
4.3 ★★★★★

Invite friends to like this Page

Recommend this Page to friends
Let friends know about interesting Pages

Welcome to the official City of Chula Vista Facebook page! Learn about city services, events and the latest news or visit www.chulavistaca.gov/.

10,275 Likes
Rachel Friedel Kulis and 54 other friends like this

2,288 people have been here.
Cindy Burke and 19 other friends

About See All



276 4th Ave
Chula Vista, CA 91910
(619) 691-5031

Typically replies within an hour
Message Now

www.chulavistaca.gov/

City Hall - Government Organization

Liked by This Page

County of San Diego

Chula Vista HarborFest

1 share

Page Messages

CHULA VISTA

City of Chula Vista Government

Published by Olga Berdial [?] · March 20 at 8:10am

In case you missed it! Very nice coverage of the 'THIS is Chula' campaign by 10News - ABC San Diego KGTV Have you seen the billboards around San Diego county?

#THISisChula ExploreChulaVista.com



'This is Chula' billboards, website promote Chula Vista to San Diegans

A campaign to showcase the city of Chula Vista has been launched around San Diego.

10NEWS.COM

14,123 people reached

Like Comment Share

Gaby Dow, Eyiup Çiçek and 359 others

51 shares

Twitter CV Insider - Chula Vist... Suggested Sites Web Site Gallery City of Chula Vista: H...

2,291 were here · 2 this week
Olga Berdial and 3 others

Page Messages

CHULA VISTA

City of Chula Vista Government

Published by Olga Berdial [?] · February 25 at 9:33pm

Thank you for all who attended the City of Champions event at the #ChulaVista Elite Athlete Training Center today. It was a beautiful day, perfect for celebrating our elite athlete center and our local champions. #THISisChula



3,154 people reached

Share your opinion about City of Chula Vista Government!

John Mendez said he was here with you October 15

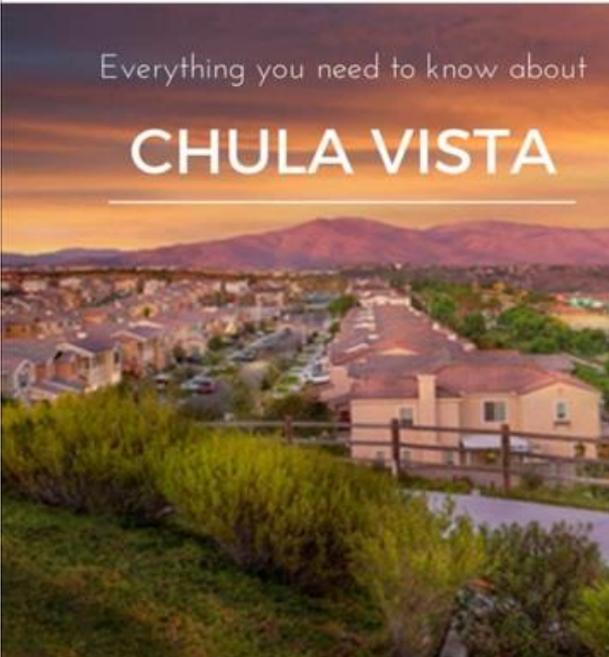
★★★★★ (select rating)



59% 1:43 PM

← MOST RECENT #thisischula

camillebrunoh...
The Cheesecak... > [Follow](#)



The Star-News and 13 others follow

Chula Vista FC @ChulaVistaFC · Jun 2
Come and support your local team in the first game of the season. Entrance is FREE! #chulavista #thisischula #chulavistafc #cvfc

CHULA VISTA VS SAN DIEGO FOOTBALL ACADEMY
LOCATION: LA PIEDRA MIDDLE SCHOOL, 4001 LELAND ST., SPRING VALLEY, CA 92077
TIME: 5:00 PM DATE: SATURDAY, JUNE 3, 2017

1 6

Around Chula Vista and 1 other follow

Cool Down Coffee @cooldowncoffee · Jun 1
Lunch time yummy!
@cooldowncoffee
#THISisChula #estreet @ Chula Vista, California [Instagram.com/p/BUzyhx3jg7n/](https://www.instagram.com/p/BUzyhx3jg7n/)

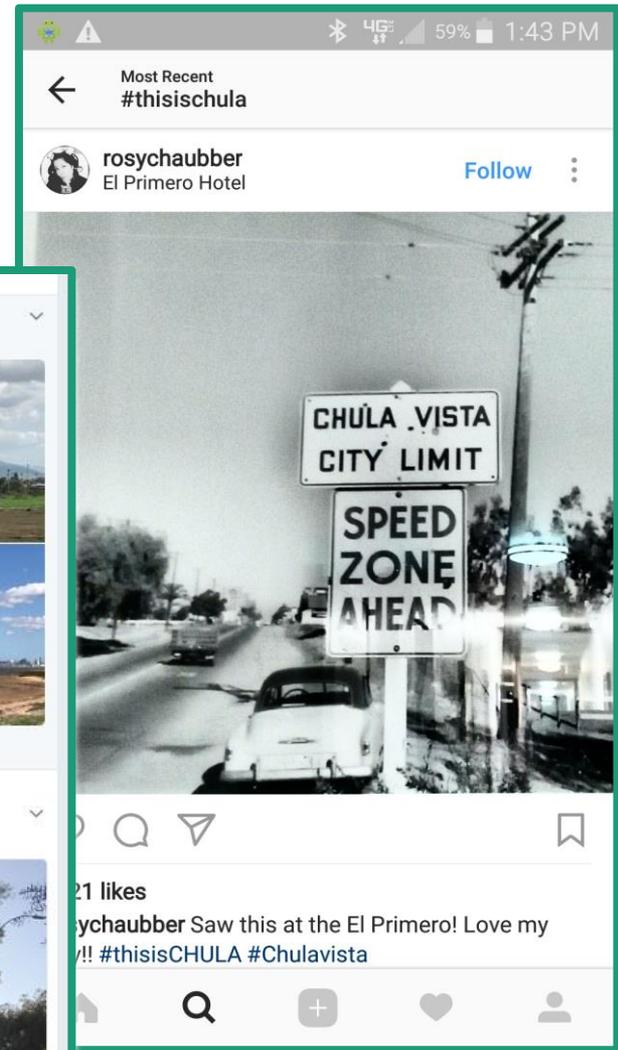
1

Tino @just_TINO · May 30
#ChulaVista Officers Jackson & Medina Dance to Bond With Community
#THISisChula | NBC 7 San Diego [nbc.com/news/local/CL...](https://www.nbc.com/news/local/CL...) via @nbcсандiego

Chula Vista Officers Dance to Bond With Commu...
Meet Chula Vista Police Department (CVPD) officers Monica Medina and Johnny Jackson. Besides protecting and serving Chula Vista, Medina and Jackson often att...
[nbcсандiego.com](https://www.nbc.com/news/local/CL...)



2 likes
rosychauber Saw this at the El Primero! Love my city!! #thisisCHULA #Chulavista



Engagement





THIS IS CHULA.



[EXPLORECHULAVISTA.COM](https://www.explorechulavista.com)

Measuring Success

- Analytics and reporting tracked daily, weekly and monthly on digital ad campaign, website traffic and social media.
- Measure impression totals against industry standards.
- Qualitative feedback on increased awareness and reversed misperceptions.
- 2017 Awareness Survey to measure improvement from 2014 perceptions.



	Impressions	Engagement
Facebook	587,778	15,130
Twitter	267,967	7,561
Instagram	151,200	7,434



Over 20 Million Impressions Achieved in 5 months

Display Ads

Month	Impressions Scheduled	Impressions Delivered	Clicks	CTR	Industry Standard CTR
Jul 2017	175,000	25,868	39	.15%	.05%
Jun 2017	194,672	357,824	451	.13%	.05%
May 2017	200,000	404,989	591	.15%	.05%
Apr 2017	464,494	439,844	674	.15%	.05%
Mar 2017	286,336	372,223	463	.12%	.05%
Feb 2017	157,857	260,403	171	.07%	.05%

Outdoor Ads

Face # 0002104-0 - St. 163 N/O Balboa Ave. W/S



Photo taken on: 3/18/2017

Photo taken on: 3/18/2017

Face Information		Posted Date:	3/15/2017	Design:	Couple On Boat
Media:	Bulletins	Covered Date:	3/22/2017	First Received On:	N/A
Agency:	Kearny Mesa	Showing:	7	Last Received On:	N/A
Posting Method:	San Diego				
Duration:	5				
Installation:	18 hours				
DIG (000%):	116				
OOH Rating:	563.725				



Social Media Ads

City of Chula Vista Government Sponsored

Kayaking at sunrise over Otay Lakes. #THISisChula

This Is Chula.
www.ExploreChulaVista.com
WWW.EXPLORECHULAVISTA.COM

Like Comment Share

www.fffmylife.com/technology/unique-dating-apps/



You May Like



Dreams Riviera Cancun Resort and Spa - All-Inclusive



Dreams Sands Cancun Resort & Spa - All Inclusive

YAHOO!

The top Republican and Democrat on the House Intelligence Committee said today that there is no evidence of any wiretap at Trump Tower in Manhattan during the presidential campaign or transition.

Rep. Adam Schiff, D-Calif., said that there is "no basis" for "President Trump's accusations that then-President Obama illegally wiretapped Trump Tower" "whatsoever." Schiff said it "deeply concerns me that the president would make such an accusation without basis."

The committee's chairman, Rep. Devin Nunes, R-Calif., said, "I don't think there was an

Reporting Starts	Reporting Ends	Ad Name	Results	Result Indicator	Impressions	Reach	Clicks (All)	CTR (All)
2017-06-16	2017-07-01	This is Chula Concert	6,440	estimated_ad_recallers	148,464	80,584	332	0.22
2017-06-16	2017-07-01	This is Chula Aquatica	940	estimated_ad_recallers	16,395	13,438	56	0.34
2017-06-16	2017-07-01	This is Chula Kayak	6,930	estimated_ad_recallers	121,303	76,839	398	0.33





2017 City of Chula Vista Awareness & Perceptions Survey

Objectives & Methodology

Objectives

- Compare awareness and familiarity of Chula Vista the city, its attractions, communities and development plans with results from the 2014 wave.
- Understand how perceptions of the city may have changed since the 2014 wave.
- Measure awareness of “THIS is Chula” 2017 ad campaign



Methodology

Quantitative
online survey

Length = 10 minutes



Fieldwork Dates

August 16 to
September 1, 2017



Screening Criteria

Ages 18+
Residents of San
Diego County
(excluding Chula Vista)



Sample Design/ Quotas

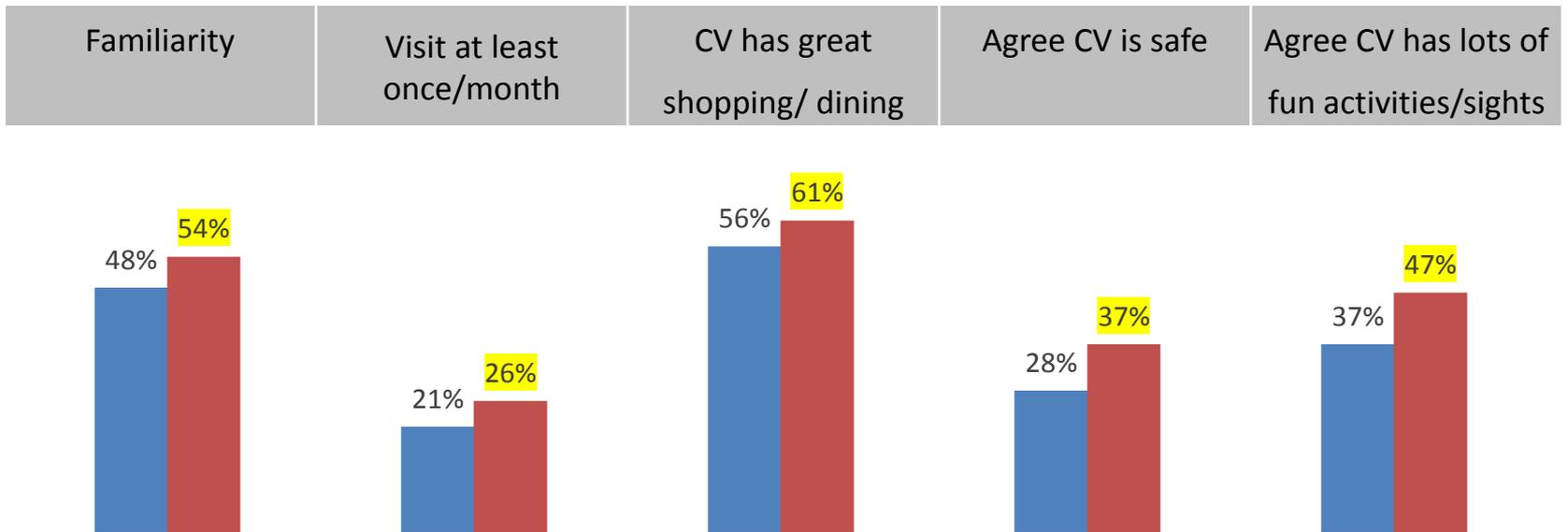
N=449 Total
N=50 per region: North
County Coastal, North County
Inland, City of SD/South Bay,
Easy County

City of Chula Vista Key Benchmark Indicators

- Key benchmark indicators to measure the city's progress over time, based on measures that residents consider important

Key Benchmark Indicators

■ 2014 ■ 2017



Reasons for Visiting Chula Vista



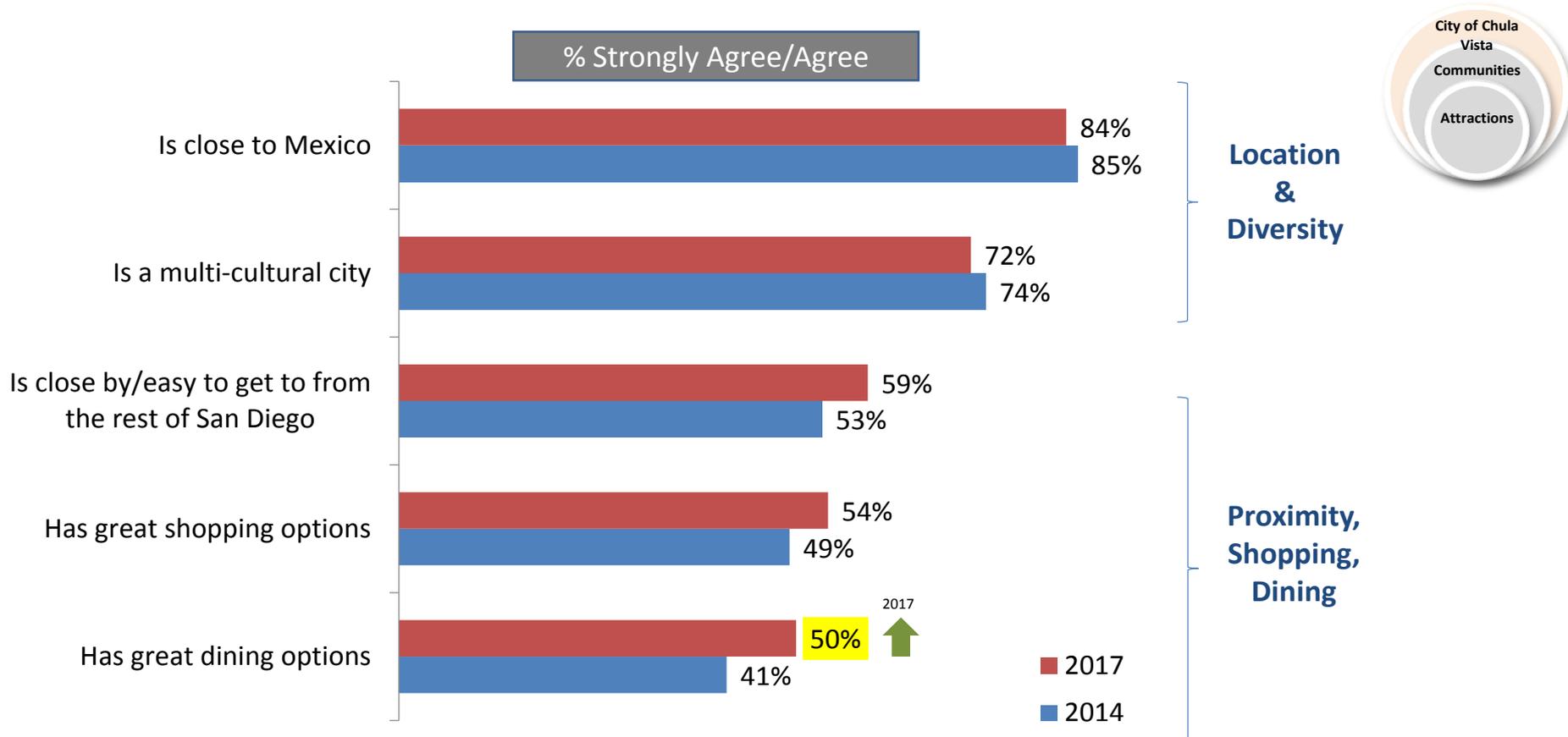
- Two of the most common reasons for visiting Chula Vista - shopping and visit friends/family. Visit friends/family had a significant increase over 2014.
- Entertainment was another reason that increased significantly since 2014.
- On the other hand, fewer residents said they visited tourist attractions or venues in 2017. Note that the survey did not list attractions or venues in this question.

	2014	2017	Reason for visit
	18%	39% ↑	Visit friends/family
	34%	37%	Shopping
	25%	26%	Dining
	3%	24% ↑	Entertainment
	13%	16%	Work/Business
	39%	16% ↓	Visit tourist attractions/venues

* Reasons mentioned by 15% or more are shown.

Aided Perceptions of Chula Vista (Part 1)

- Consistent with 2014, most San Diego County residents associate Chula Vista with its proximity to Mexico and multi-culturalism.
- Prompted statements about Chula Vista having great dining options, housing and fun/reasonably priced activities had the biggest increases compared to 2014.



Statements sorted from highest to lowest % strong agree/agree in 2017. Statements with 50%+ mentions shown on this slide.

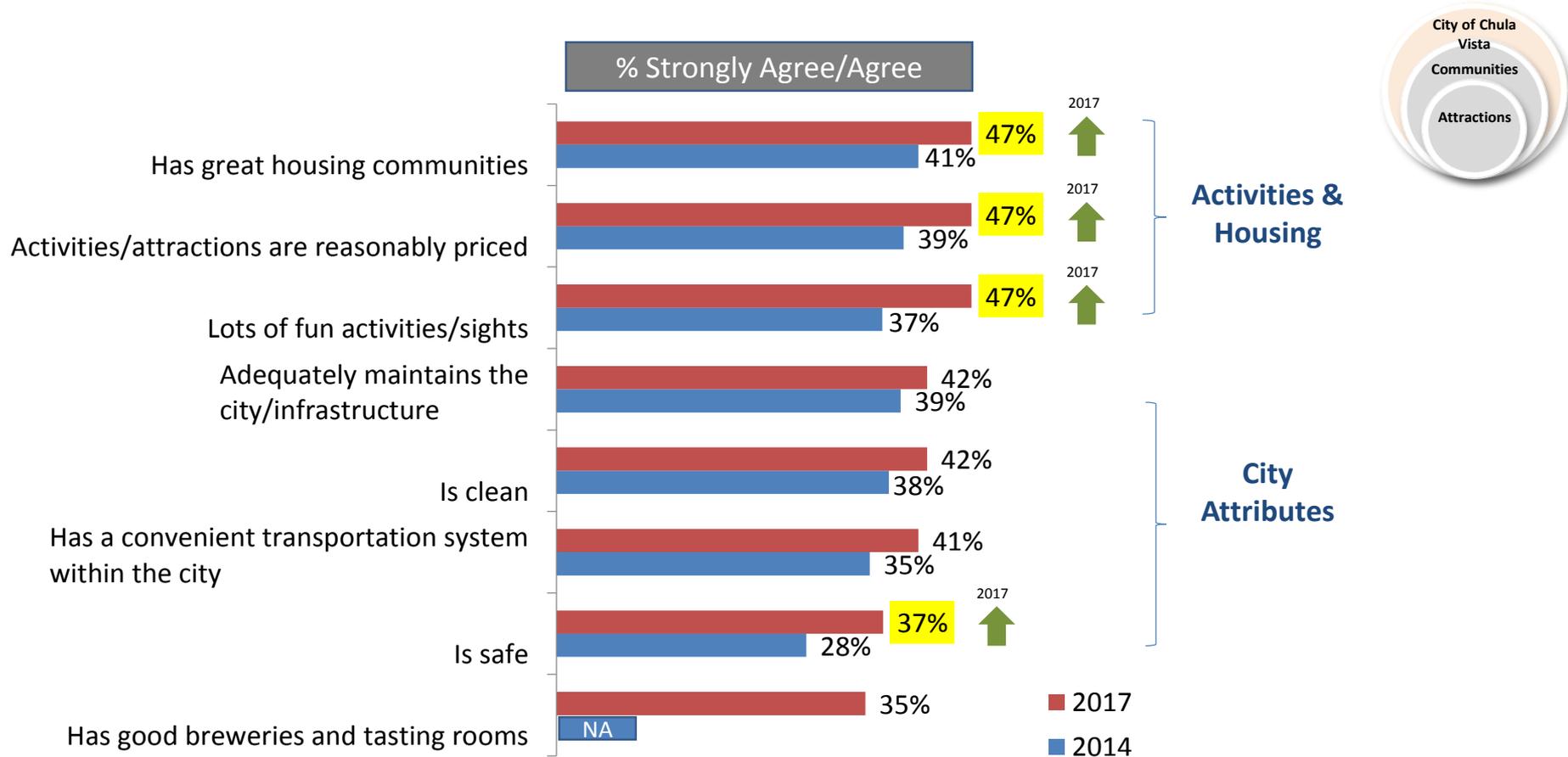
Q9. Please indicate how much you agree or disagree with each of the following statements about Chula Vista.

Base size = Total Respondents 2014 (n=417), 2017 (n=449)

 = Higher than other year at 90% confidence.

Aided Perceptions of Chula Vista (Part 2)

- Consistent with the open-ended mentions, weaker perceptions of Chula Vista have to do with the city's transportation system, infrastructure, cleanliness and safety. While still low compared to other attributes, more respondents think the city is safe compared to the 2014 wave.



Statements sorted from highest to lowest % strong agree/agree in 2017. Statements with less than 50% mentions shown on this slide.

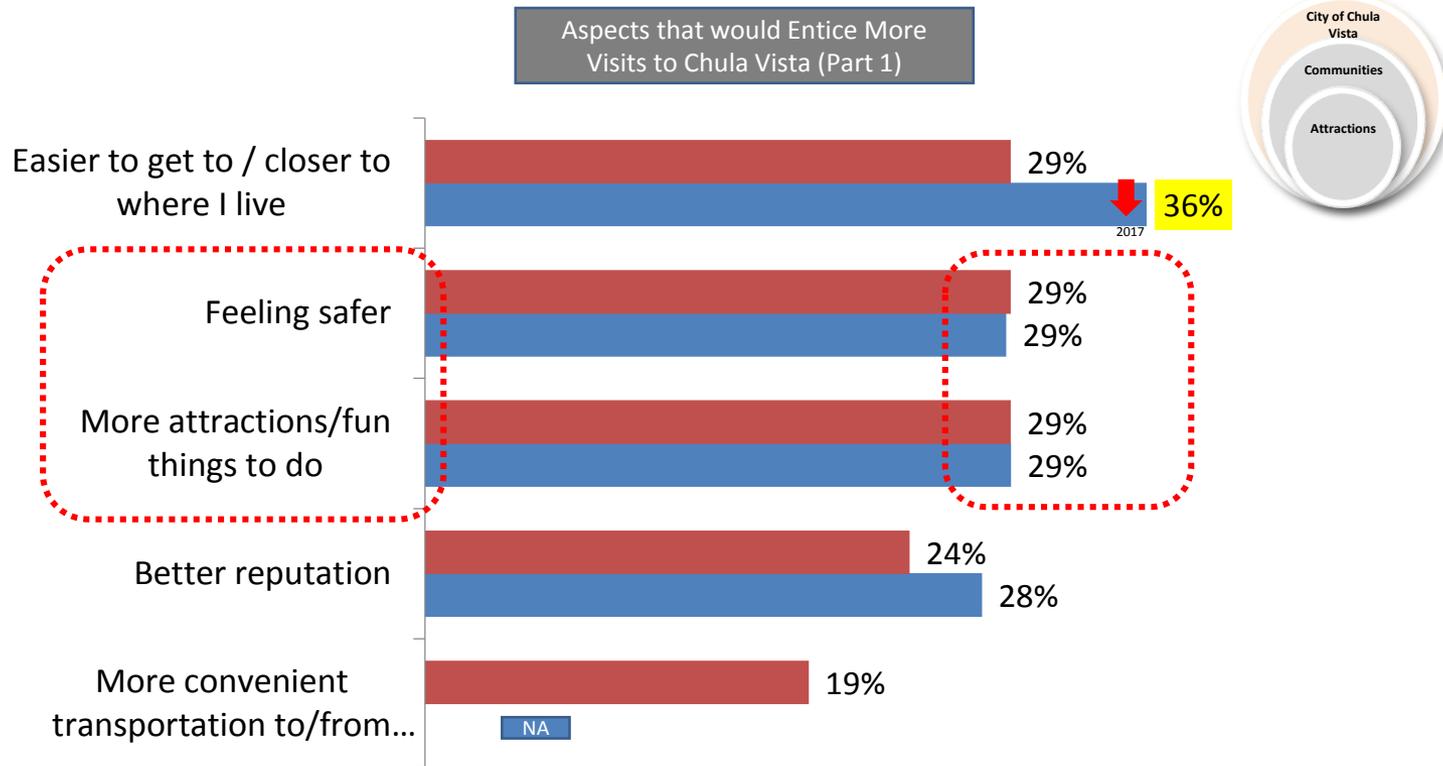
Q9. Please indicate how much you agree or disagree with each of the following statements about Chula Vista.

Yellow box = Higher than other year at 90% confidence.

Base size = Total Respondents 2014 (n=417), 2017 (n=449)

Aspects that Would Entice More Visits

- Things that would entice more visits to Chula Vista are related to countering the perceptions of distance/ease of getting to CV, safety and having more fun things to do. Consistent with aspects preventing visits, the perception that Chula Vista is difficult to get to/far has come down since 2014.



Showing top 5 aspects base

Q11. What, if anything, would entice you to visit Chula Vista more often?

Base size = Total Respondents 2014 (n=417), 2017 (n=449)

 = Higher than other year at 90% confidence.

Unaided Perceptions of Chula Vista 2014

Positive

35%

Growing / Developing /
Has been revived **13%**

Nice/Good/Beautiful city **12%**

Appealing aspects /
Good place to visit/live **10%**

Family oriented / Many
housing developments **4%**

Positive (non-specific) **2%**

Neutral

31%

Close to the border **11%**

Good & bad areas
(East is nice/new;
West is poor/old) **7%**

Large Hispanic /
Mexican influence **5%**

Neutral/Average
(non-specific) **6%**

Negative

35%

Unsafe / High crime **12%**

Low income / Poor **6%**

Run down / Old /
Needs upgrading **6%**

Crowded / Busy **5%**

Too far south /
Out of the way **4%**

Negative (non-specific) **5%**

Q3. Now thinking just about Chula Vista, what is your overall opinion or perception of the city?

Base size = Total Respondents (n=417) | 4%+ mentions shown, with the exception of "non-specific" responses

Unaided Perceptions of Chula Vista 2017

- Overall, there were more positive mentions than negative or neutral mentions about Chula Vista.



Positive

45%

Nice/Good/Beautiful city	20%
Appealing Aspects/Good Place to Visit /Shops/Rest.	13%
Growing/Developing / Revived	11%
Family oriented / Many housing developments	5%
Positive (non-specific)	2%

Neutral

35%

Close to the Border	11%
Neutral/Average (non-specific)	11%
Good & Bad Areas (East is nice/new; West is poor/old)	6%
Diverse	4%
Large Hispanic/Mexican Influence or Population	4%

Negative

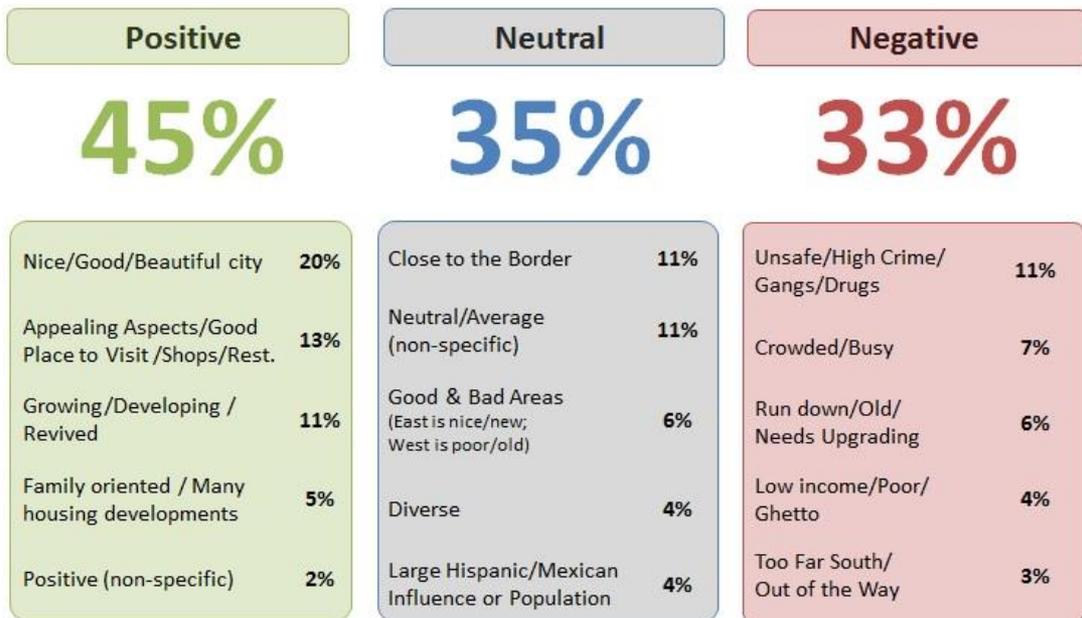
33%

Unsafe/High Crime/ Gangs/Drugs	11%
Crowded/Busy	7%
Run down/Old/ Needs Upgrading	6%
Low income/Poor/ Ghetto	4%
Too Far South/ Out of the Way	3%

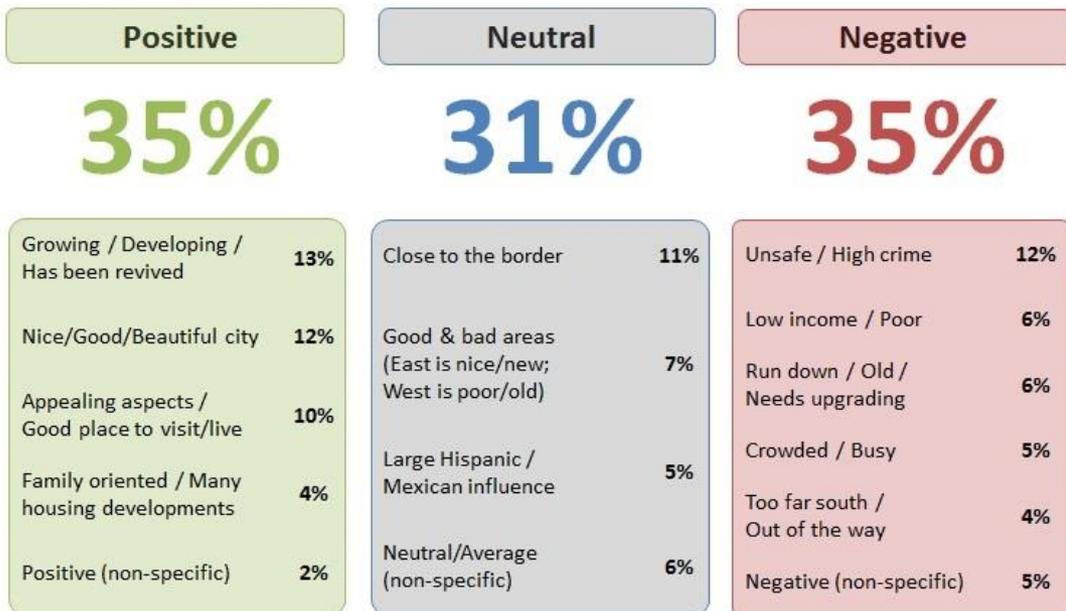
Unaided Perceptions of Chula Vista 2014 vs 2017



2017



2014

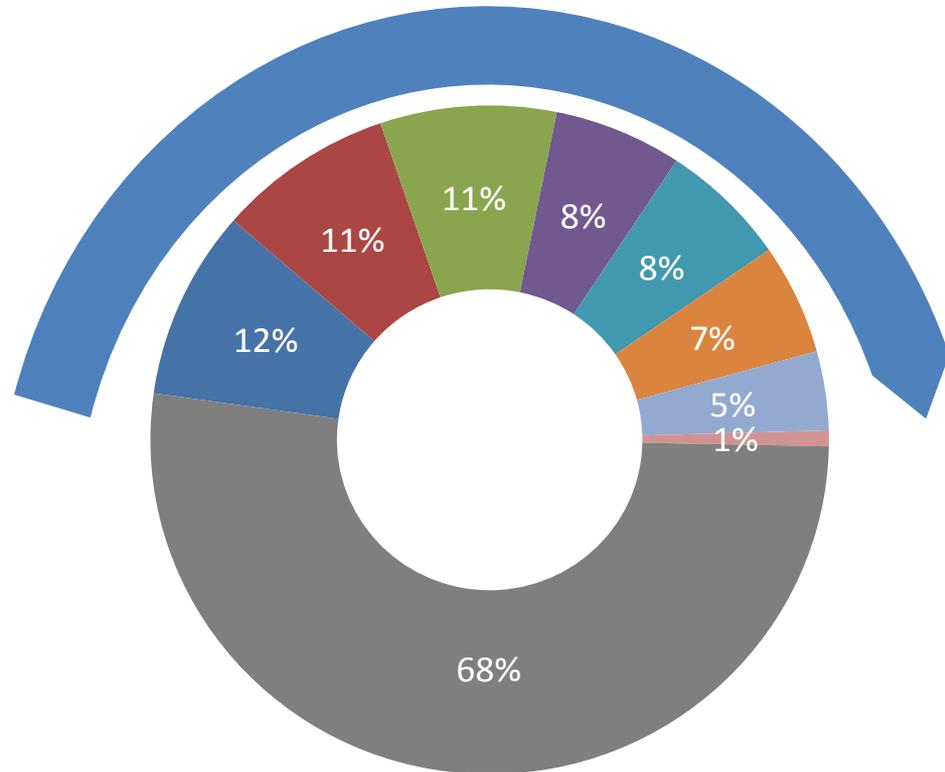


Awareness of Advertising for Chula Vista

- 1-in-3 respondents saw advertising for Chula Vista in the first half of the 2017.
- 1-in-10 recall seeing ads on Facebook (possible), a billboard (possible) or live television (not possible).

Awareness of Advertising for Chula Vista in 1H 2017

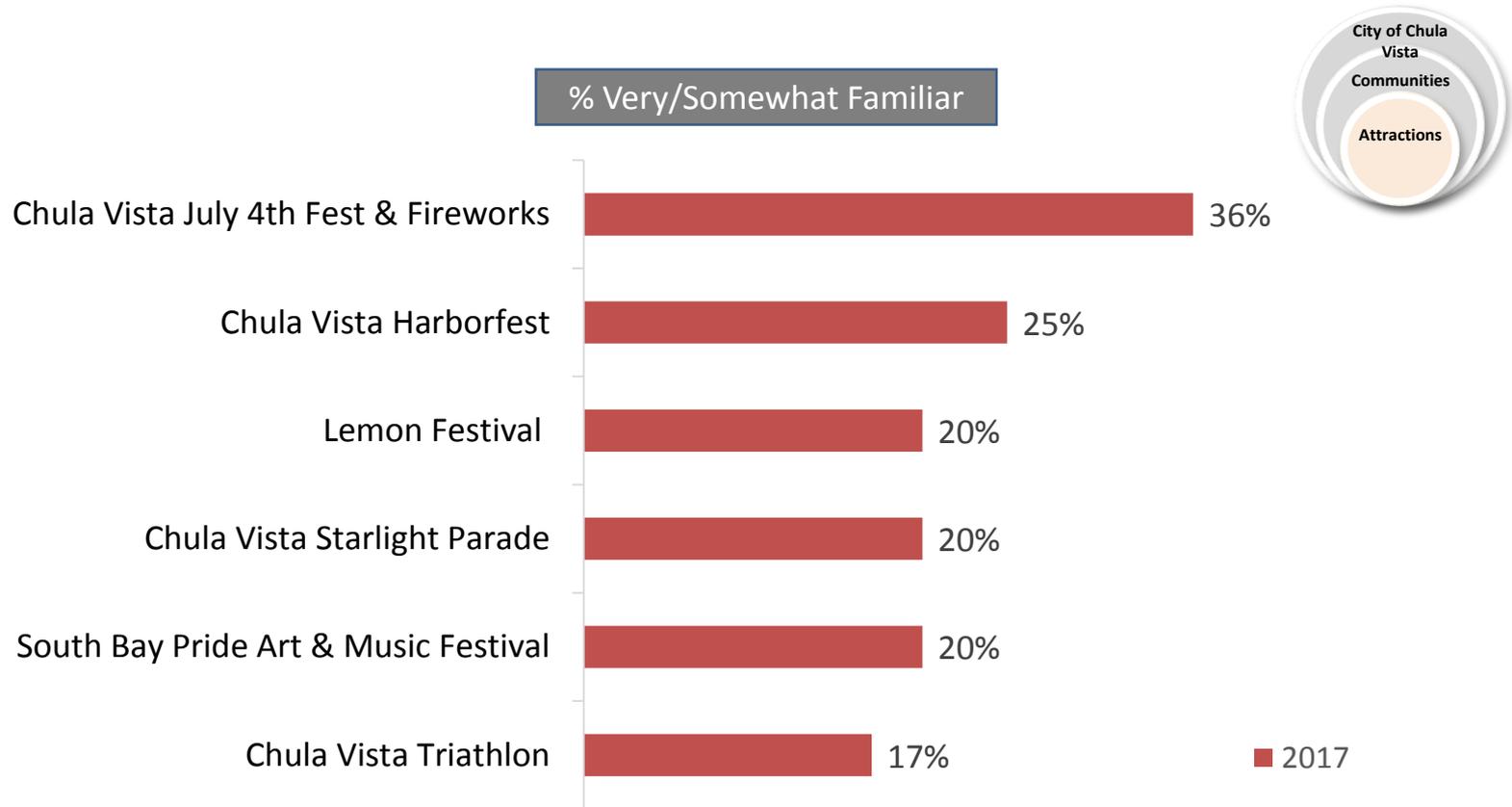
- Ads or posts on Facebook (Possible)
- Ads on a billboard (Possible)
- Ads on live television (Not Possible)
- Ads while browsing the internet (exclu. social media) (Possible)
- Ads in magazines or newspapers (Not Possible)
- Posts on Instagram (Possible)
- Posts on Twitter (Possible)
- Other (Not Possible)
- I have not seen any advertising for Chula Vista in the past 6 to 7 months



Q14. In 2017, the City of Chula Vista initiated a campaign to promote awareness of Chula Vista. Which of the following types of advertising for Chula Vista have you seen in the past 6 to 7 months?
Base size = Total Respondents 2017 (n=449)

Awareness of Chula Vista Annual Events

- Around 1-in-3 respondents are aware of the July 4th Fest & Fireworks event in Chula Vista.
- Aside from that event, fewer - between 1-in-5 to 1-in-4 - respondents are aware of the other annual events.



Communications Program 2018

- “THIS is Chula.” awareness campaign phase 2
 - Creative Concepts
 - Media recommendations
 - ExploreChulaVista.com enhancements
 - Social Media
- Measure P outreach and engagement
- Special Events
- Media Relations
- Community Outreach

THIS IS CHULA.

