



CITY OF POMONA COUNCIL REPORT

September 11, 2017

To: Honorable Mayor and Members of the City Council

From: Linda Lowry, City Manager

Submitted By: Mark J. Gluba, Deputy City Manager

Subject: Presentation and City Council Direction Regarding the City Involvement and Participation in Mayor Sandoval's "Pomona Beautiful" Weekly Volunteer Beautification Movement

OVERVIEW

Recommendation – That the City Council review Mayor Sandoval's presentation on the "Pomona Beautiful" weekly volunteer beautification movement and provide staff direction regarding the Council's desire to promote "Pomona Beautiful" events on the City's electronic and social media resources.

Fiscal Impact – Fiscal impact is dependent upon the resources, if any, that the City Council wishes to dedicate to support of the program. Minor support such as social media promotion, use of associated logos, hashtags, etc. can be accommodated within existing budget and staffing resource levels. However, higher levels of support such as volunteer coordination, program assignment, marketing and/or providing cleanup and promotional materials would require budgetary appropriation for staffing and other related resource costs.

Previous Council Action – At the Meeting on Monday, July 10, 2017, Mayor Sandoval reported that he, and a group of volunteers would be participating in a weekly trash pick-up and beautification event on Tuesday, July 11, 2017. Mayor Sandoval and volunteers have participated in such events every Tuesday, with the exception of recognized holidays, for some time as part of the Pomona Beautiful movement. Mayor Sandoval requested that a discussion of the City participating in the "Pomona Beautiful" movement be placed on a future Council Agenda for discussion. This item was originally placed on the August 7, 2017 Agenda for discussion, when the Council moved to continue the item to this evening's Meeting.

EXECUTIVE SUMMARY

Mayor Sandoval and volunteers throughout the City have participated in weekly clean-up activities as well as other Citywide events throughout the year (e.g. Beautification Day), that the grassroots effort has promoted with a “Pomona Beautiful” logo. At the July 10, 2017 Council Meeting, Mayor Sandoval requested that staff prepare a report for a future Council agenda to get the City involved in promotion of “Pomona Beautiful” events. Staff currently uses the City Website and social media resources only to disseminate information for/promote City programs/activities, City sponsored events and/or programs or events of other governmental agencies of impact or interest to residents of the City. As “Pomona Beautiful” is a grass roots volunteer effort, staff is seeking direction from the Council regarding the desire to promote these events and programs.

BACKGROUND/DISCUSSION

“Pomona Beautiful” is a grassroots Citywide beautification effort promoted by Mayor Sandoval to encourage volunteerism throughout the community and empower residents to take an active role in beautifying and improving the quality of life for Pomona residents and stakeholders. Mayor Sandoval has coordinated weekly “Pomona Beautiful” clean-ups nearly every Tuesday, with the exception of major holidays. Members of the community have developed the Pomona Beautiful logo and incorporated it into these cleanups, as well as other events, such as the Annual Citywide Beautification Day.

Modern social media platforms, including Facebook, Twitter and Instagram, which staff currently utilizes to disseminate City information and promote events or activities, provide for easy use of “hashtags” to help increase social media engagement with new users. A “hashtag” is a label used on words or phrases on social media posts that help categorize together specific content on relevant topics. For example, use of the hashtag #PomonaBeautiful would enable social media users, including City staff, to easily see, track and share Pomona Beautiful activities on individual social media accounts. If the Council directs staff to promote Pomona Beautiful activities, staff could easily track this hashtag, and share photos, events, etc. to promote “Pomona Beautiful” activities on the City’s existing electronic resources, including social media.

Staff anticipates the ability to accommodate light promotion of “Pomona Beautiful” events such as placement on the Website and social media promotion of hashtag content, with existing staff resources. However, should the Mayor and Council desire additional City involvement, such as volunteer/event coordination, providing cleanup supplies/roll off bins, promotional materials, etc., staff would have to develop a program budget for future Council consideration.