

TRENDING TOPICS ...

Cultural Affairs 30% (Negative 2% Neutral 37% Positive 62%)



Local Economy 17% (Negative 5% Neutral 28% Positive 67%)



Education 10% (Negative 7% Neutral 33% Positive 60%)



Public Safety 10% (Negative 48% Neutral 35% Positive 16%)



Human Relations and Services 8% (Negative 12% Neutral 34% Positive 54%)



Sports 8% (Negative 1% Neutral 27% Positive 72%)



Animal Care and Control 4% (Negative 33% Neutral 13% Positive 54%)



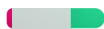
Parks and Recreation 3% (Negative 2% Neutral 32% Positive 65%)



Political Affairs 2% (Negative 26% Neutral 43% Positive 31%)



Sustainability & Environment 2% (Negative 7% Neutral 58% Positive 35%)



Public Works 2% (Negative 21% Neutral 42% Positive 38%)



Transportation 1% (Negative 28% Neutral 53% Positive 19%)



Municipal Finance and Services 1% (Negative 24% Neutral 41% Positive 34%)



Planning and Development 1% (Negative 14% Neutral 49% Positive 37%)



Public Health 0% (Negative 29% Neutral 44% Positive 27%)



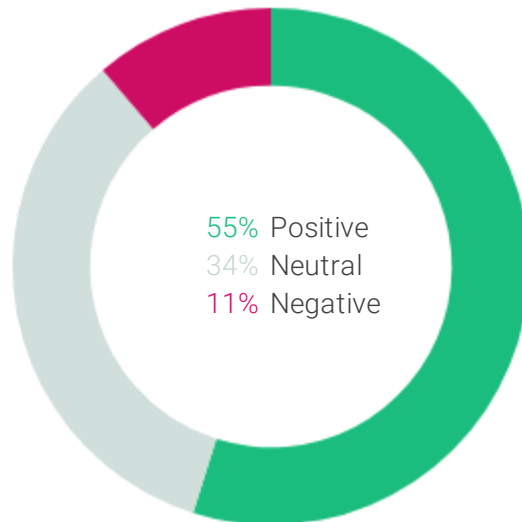
Sanitation 0% (Negative 8% Neutral 77% Positive 15%)



POPULAR WORDS



SENTIMENT OVERVIEW





PROJECTS

Joint Unified School District 1.48% (Negative 19% Neutral 39% Positive 42%)



3,536 interactions

915 Home Subdivision Project 1.32% (Negative 22% Neutral 56% Positive 22%)



3,160 interactions

Council Election 2018 Results 0.88% (Negative 3% Neutral 34% Positive 63%)



2,107 interactions

Sales Tax Measure 0.75% (Negative 51% Neutral 34% Positive 15%)



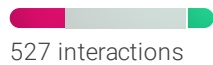
1,781 interactions

Fire Evacuations 0.61% (Negative 8% Neutral 85% Positive 7%)



1,458 interactions

Downtown Parking 0.22% (Negative 27% Neutral 60% Positive 12%)



527 interactions

Districting 0.21% (Negative 14% Neutral 33% Positive 53%)



508 interactions

Potholes 0.03% (Negative 61% Neutral 34% Positive 5%)



62 interactions

INTERACTION COUNT

174,972

Social Media interactions

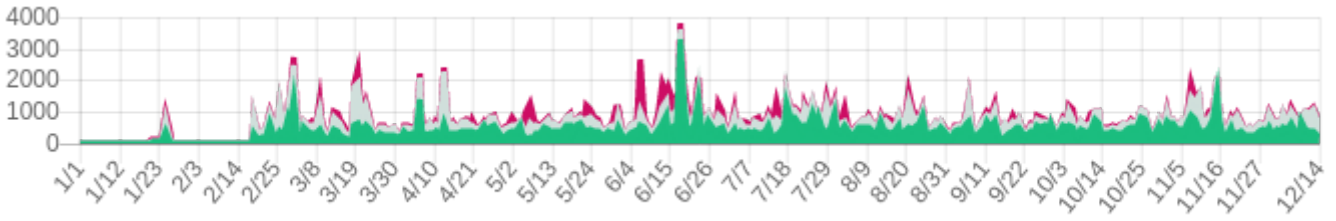
64,077

Local Media interactions

0

City Hotline interactions

SCORE OVER TIME



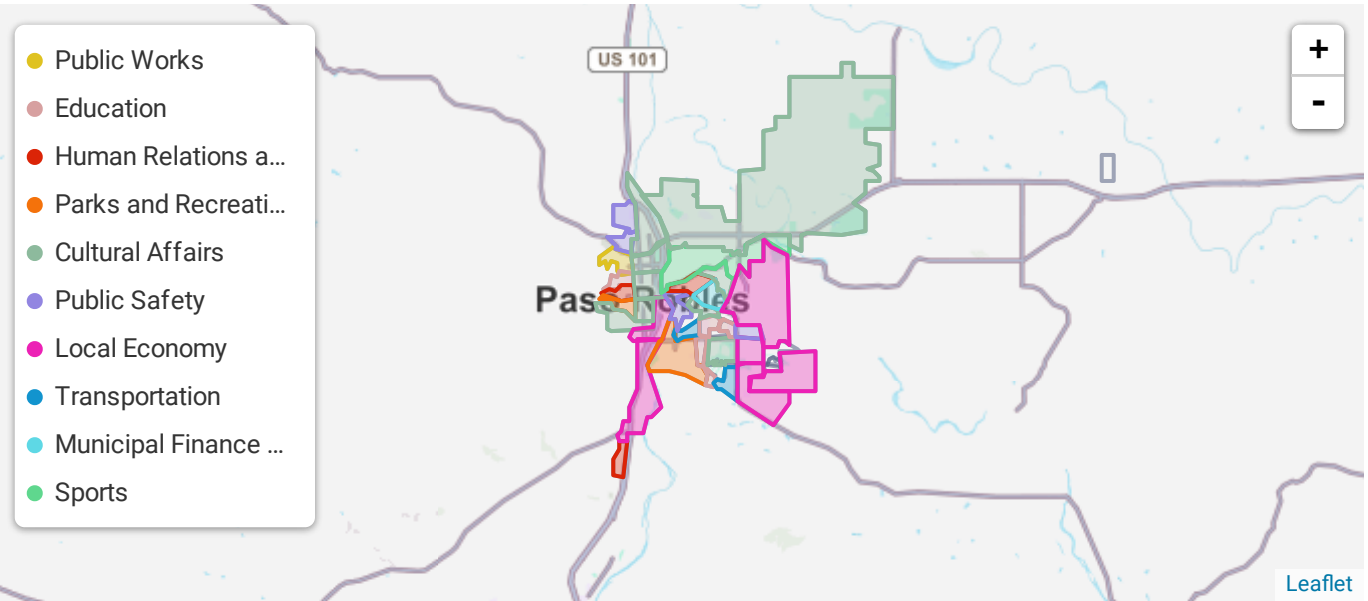
MAP

Leading Topics

by Topic

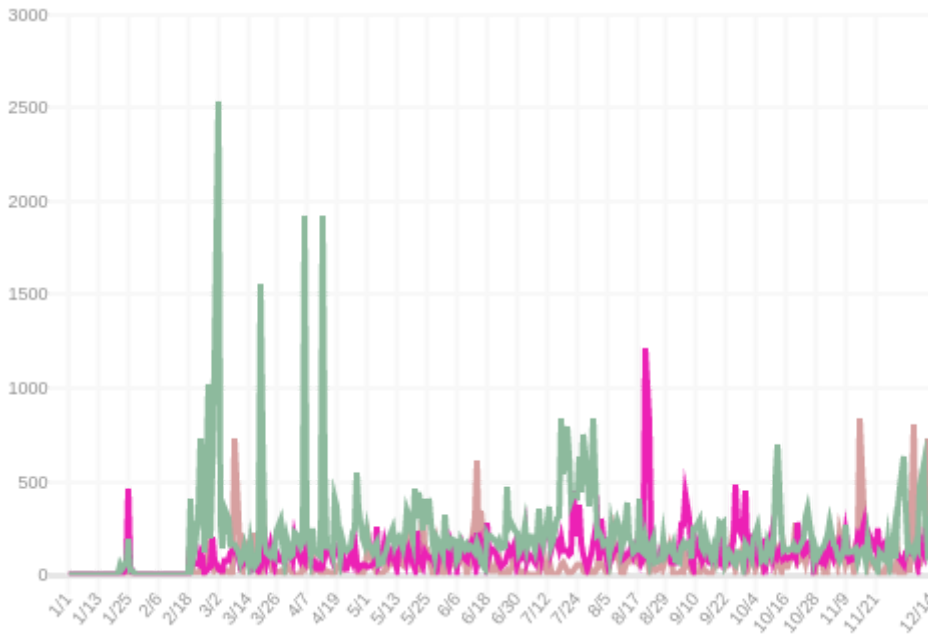
by Type

Heat map





DISCOURSE TIMELINE



- Cultural Affairs
- Education
- Local Economy
- Animal Care and Control
- Human Relations and Se...
- Municipal Finance and S...
- Parks and Recreation
- Planning and Developme...
- Political Affairs
- Public Health

DEMOGRAPHICS

NEW



Median Age

36.3

Total Population

31,800

Average Household Income

\$84,512

Unemployment Rate

3.1%