

## TRENDING TOPICS ...

**Cultural Affairs 46%** ( Negative 0% Neutral 51% Positive 49% )



**Local Economy 14%** ( Negative 2% Neutral 27% Positive 71% )



**Human Relations and Services 9%** ( Negative 8% Neutral 15% Positive 77% )



**Sustainability & Environment 8%** ( Negative 4% Neutral 80% Positive 16% )



**Sports 6%** ( Negative 0% Neutral 21% Positive 79% )



**Public Safety 5%** ( Negative 29% Neutral 67% Positive 4% )



**Education 5%** ( Negative 0% Neutral 17% Positive 83% )



**Public Works 3%** ( Negative 5% Neutral 37% Positive 58% )



**Parks and Recreation 1%** ( Negative 0% Neutral 2% Positive 98% )



**Political Affairs 1%** ( Negative 3% Neutral 84% Positive 13% )



**Animal Care and Control 1%** ( Negative 0% Neutral 68% Positive 32% )



**Sanitation 1%** ( Negative 0% Neutral 26% Positive 74% )



**Transportation 0%** ( Negative 20% Neutral 65% Positive 15% )



**Planning and Development 0%** ( Negative 6% Neutral 22% Positive 72% )



**Municipal Finance and Services 0%** ( Negative 0% Neutral 24% Positive 76% )



**Public Health 0%** ( Negative 0% Neutral 0% Positive 0% )





## PROJECTS

**915 Home Subdivision Project 0.79%** ( Negative 0% Neutral 65% Positive 35% )



37 interactions

**Council Election 2018 Results 0.71%** ( Negative 3% Neutral 70% Positive 27% )



33 interactions

**Districting 0.34%** ( Negative 6% Neutral 50% Positive 44% )



16 interactions

**Joint Unified School District 0.13%** ( Negative 0% Neutral 83% Positive 17% )



6 interactions

**Downtown Parking 0.02%** ( Negative 100% Neutral 0% Positive 0% )



1 interactions

## INTERACTION COUNT

3,348

Social Media interactions

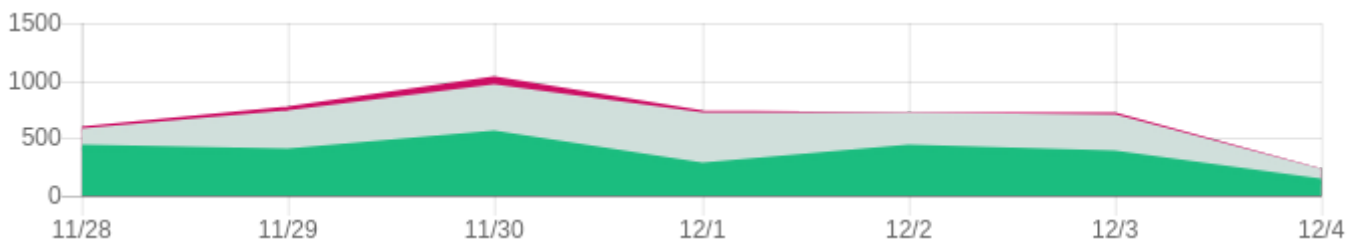
1,316

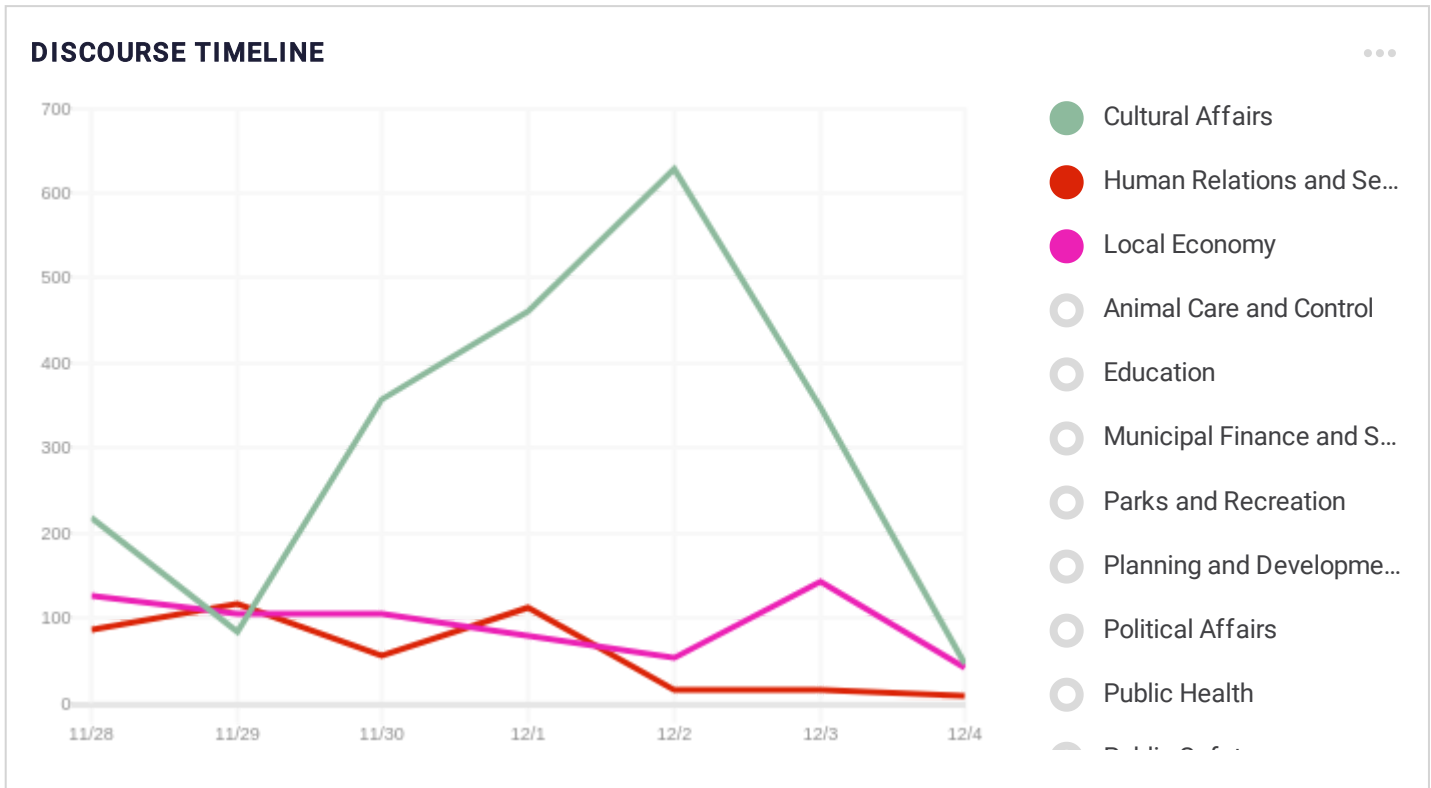
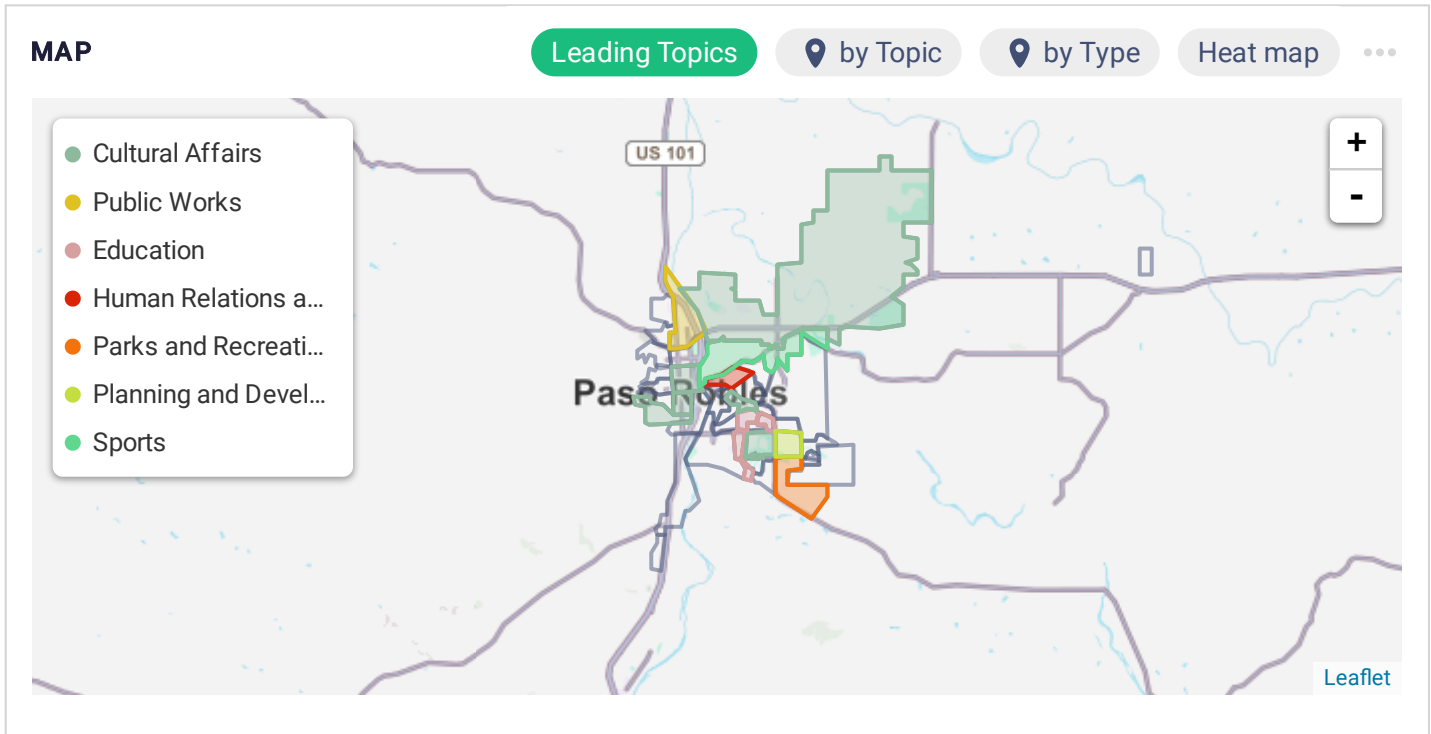
Local Media interactions

0

City Hotline interactions

## SCORE OVER TIME







# City Overview

10/01/2018 - 10/31/2018



## DEMOGRAPHICS NEW



Median Age

36.3

Total Population

31,800

Average Household  
Income

\$84,512

Unemployment Rate

3.1%