

California League of Cities

Conference of Mayors and Council Members

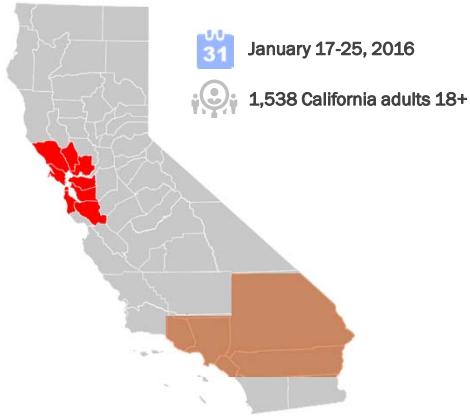
June 23, 2016



Our Agenda

- Current research: Explaining today's electorate
- Surfing the crowd: Today's complex communications environment
- Social media: It's (continued) growing power – esp. with regular media
- Practical advice: Do's and Don'ts

2016 CA Survey – The Methodology



California Regions Surveyed

San Francisco Bay Area	N: 503 MOE: ±4.4% % of State: 21%
LA Area	N: 523 MOE: ±4.3% % of State: 48%
Sacramento Area*	N: 175 MOE: ± 7.4% % of State: 10%
TOTAL CA N: 1,538; MOE: ±2.5%	

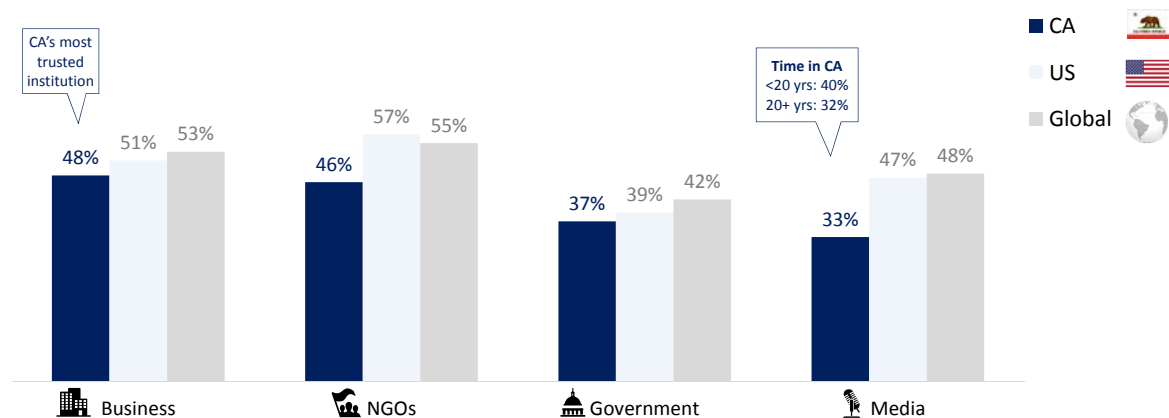
Other groups

Informed Public	N: 244; MOE: ±6.3%
Mass Population	N: 1,294; MOE: ±2.7%

Edelman Berland conducted an online statewide survey of 1,538 California residents. The results were weighted to Census data to be representative of the CA adult population.
 *Sacramento counties: Amador, Calaveras, Colusa, El Dorado, Placer, Sacramento, San Joaquin, Stanislaus, Sutter, Yolo, Yuba
 *Informed Public definition: top household income, college educated, significant media consumption. Represents ~10% of population
 *Mass population definition: not informed public, ~90% of population

Californians are Skeptical, Especially About Media

TRUST DECREASES AS TIME IN CA INCREASES



Q3: Below is a list of institutions and people. For each one, please indicate how much you trust that institution or person to do what is right using a 9-point scale where 1 means that you "do not trust them at all" and 9 means that you "trust them a great deal". Shown: % Trust 6-9. Source: 2016 Edelman Trust Barometer Q11-14. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, U.S. and 28-country global total.

Gov. Brown and Local Gov't are Most Trusted

BROWN FORTIFIED BY THE BAY AREA

Trust in Types of Government

% Trust (6-9)

Δ Since 2015

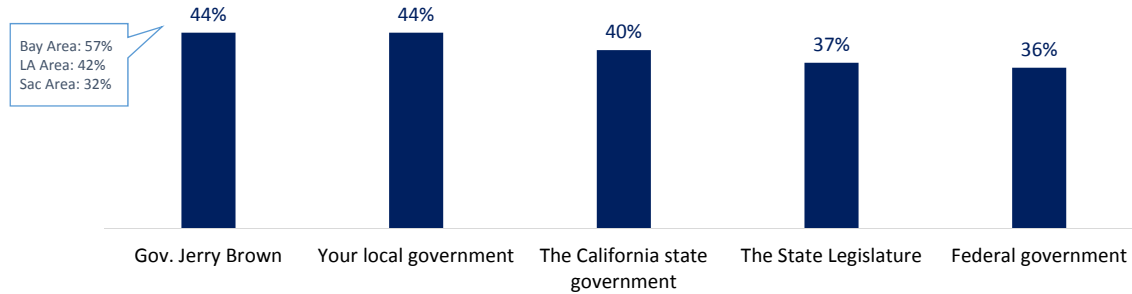
-1

+1

+2

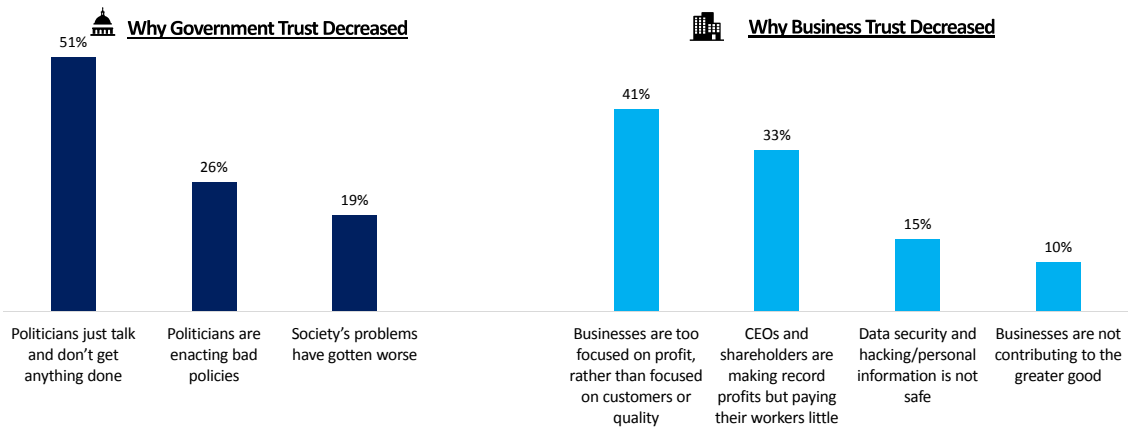
+2

+1



Q3: Below is a list of institutions and people. For each one, please indicate how much you trust that institution or person to do what is right using a 9-point scale where 1 means that you "do not trust them at all" and 9 means that you "trust them a great deal". Shown: % Trust 6-9

When Trust Declines, it's due to Government Inaction



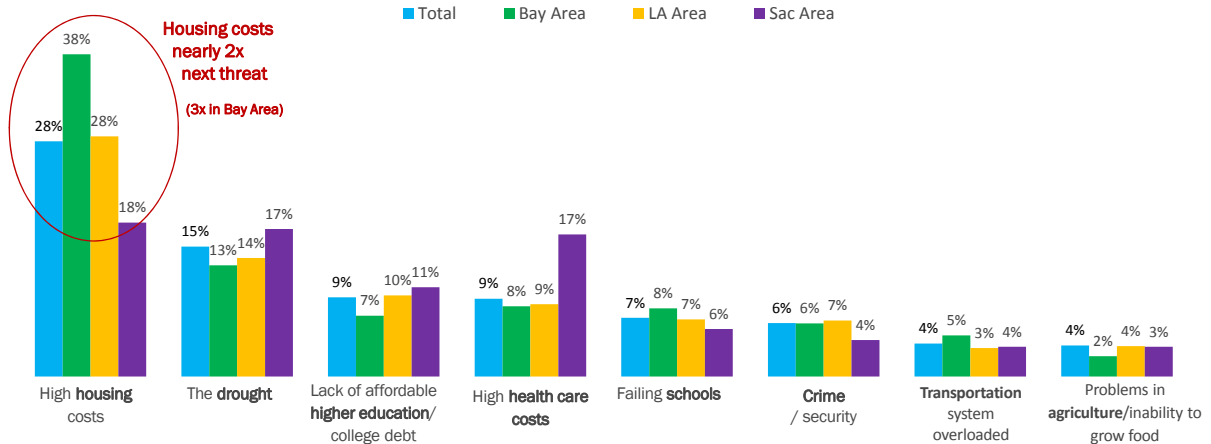
Among those whose trust in each institution decreased:

QN2. Earlier, you stated that your trust in government in general has declined over the last year. Which is the larger reason your trust in government in general has declined over the last year?

QN3. Earlier, you stated that your trust in business in general has declined over the last year. Which is the largest reason your trust in business in general has declined over the last year?

The Economy and Higher Costs Are Biggest Worries

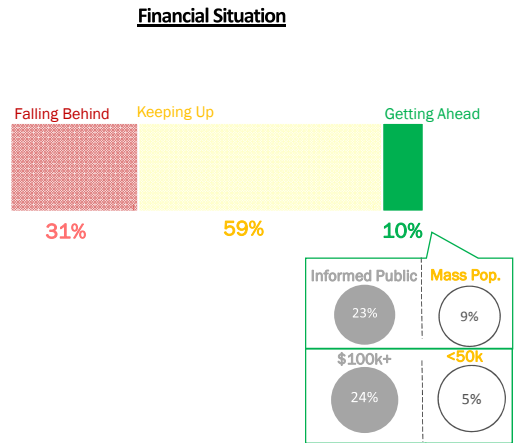
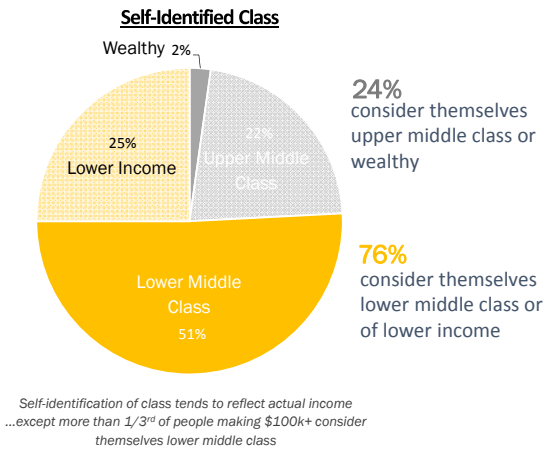
Top Barrier to CA Economic Growth



Q8. Which of the following do you think is the most likely to hold back California's economy and hamper growth? Not shown: Lack of innovation by businesses (3%), Not enough trained workers (3%), Other (7%), Don't know (4%)

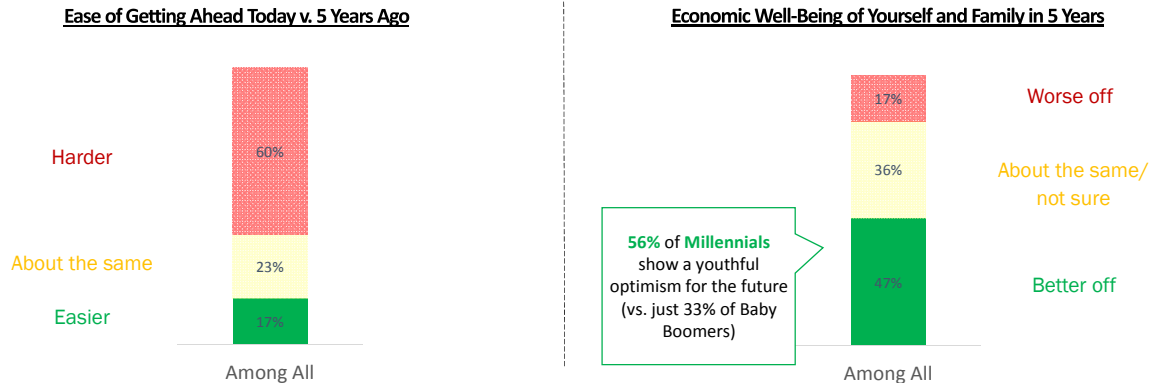
3 in 4 Californians say they live at the lower end of the income spectrum; even when making \$100k+

INFORMED PUBLIC AND THE WEALTHY ARE MUCH MORE LIKELY TO BELIEVE THEY ARE GETTING AHEAD



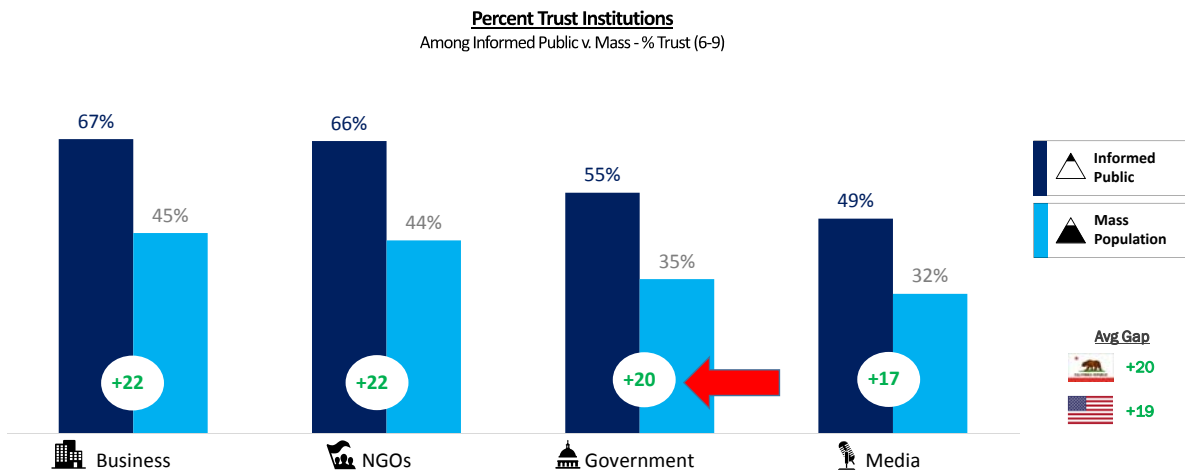
N26. Which of the following do you consider yourself? (n=1,538)
 N27. Which best describes your financial situation? (n=1,538)

More Californians Now Believe Getting Ahead is More Difficult; Fewer than Half See a Brighter Future for Themselves or Their Children



N28. Compared to 5 years ago... Is it now easier or harder to get ahead than it was 5 years ago? (Millennials n= 508; Gen X n= 508; Baby Boomers n= 633)
 Q445G. Thinking about the economic prospects for yourself and your family, how do you think you and your family will be doing in five years' time? (Millennials n= 508; Gen X n= 508; Baby Boomers n= 633)

The Result: Big Trust Gaps Between the Informed Public (Community Leaders) and Mass Audiences



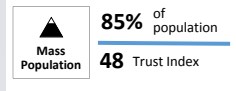
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WHAT IT LOOKS LIKE: An Inversion of Influence

Old Model

- ▶ Elites have access to more/better information
- ▶ Elites' interests interconnected with those of mass
- ▶ Becoming an "elite" open to all
- ▶ **Greater Trust in 'leaders' of all types**

Influence & Authority



New Reality

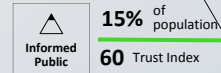
- ▶ Peer-to-peer influence more powerful than top-down influence
- ▶ Increasing distrust among mass population
- ▶ Mass movements based on dissatisfaction and urgency
- ▶ **Social Populism**

The Divide

- ▶ Democratization of information
- ▶ More information
- ▶ High-profile revelations of greed and misbehavior
- ▶ Income inequality

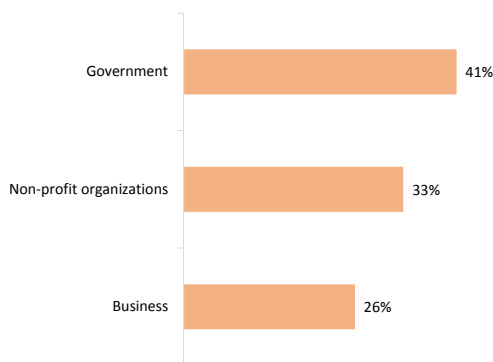
Influence

Authority

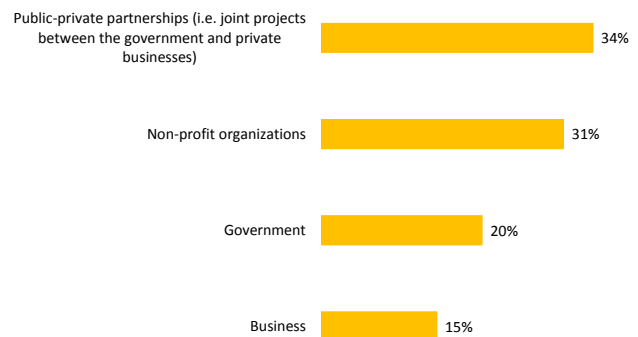


Ways Gov't Can Rebuild Trust: Public-Private Partnerships

Preferred to Take the Lead to Address CA's Problems



Trusted to Address & Solve CA's Issues

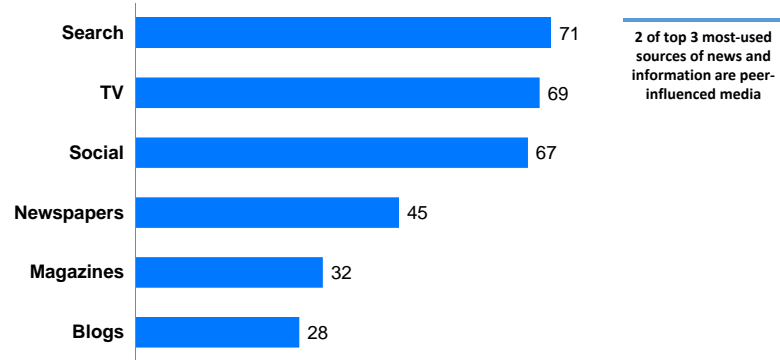


QN7. Overall, who would you prefer take the lead on addressing and solving the issues we face in California?
QN6. Overall, who do you trust most to address and solve the issues we face in California?

Ways Gov't Can Rebuild Trust: Utilize Peer-Driven Information

▲ General Population

Percent who use each media source several times a week or more



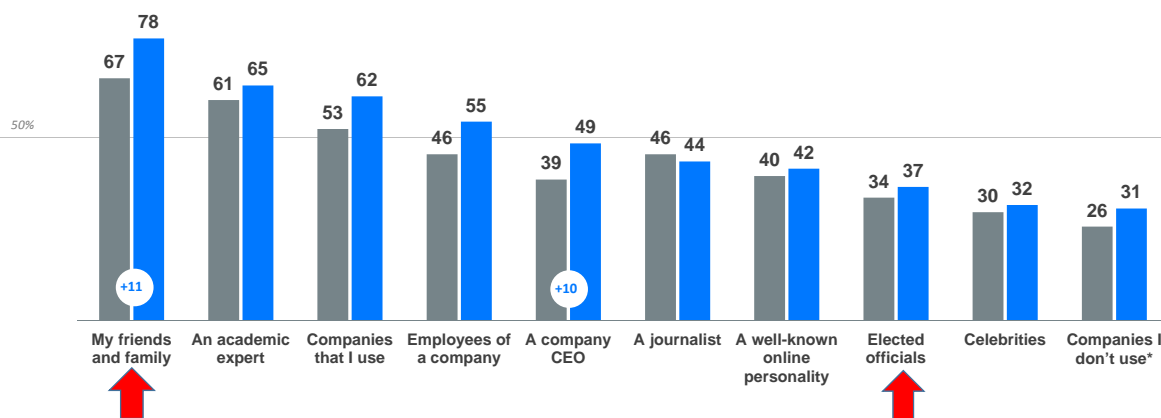
Source: 2016 Edelman Trust Barometer - How often do you read, view, click on or engage with the following types of content, media or information sources? Online search engines, such as Google... (Q285), Television news and information (Q287), Social networking sites, such as Facebook, LinkedIn, Instagram, Twitter, etc (Net of Q278 Social Networking, Q279 Blogs, Q289 Online message boards, forums or news-groups), articles in printed newspapers (Q284), articles in printed magazines (Q283), Blogs (Q279) (Several times a week+) General Population, 28-country global total, question asked of half the sample.

In All The Noise, Familiar Voices Matter

▲ General Population

• Percent who trust information created by each author on social networking sites, content sharing sites and online-only information sources, 2015 vs. 2016

2015 2016



Source: 2016 Edelman Trust Barometer Q598-609. Thinking about the information you consume, how much do you trust the information from each of the following authors or content creators? (Top 4 Box, Trust) General Population, 27-country global total, question asked of half the sample.

* Asked as "Brands I don't use" in 2015.

The New Daily Information Diet



The Way Californians receive news is changing

38%



Television

32%



Internet

10%



Newspaper

9%



Radio

Mobile Devices Key to Information Gathering and Sharing



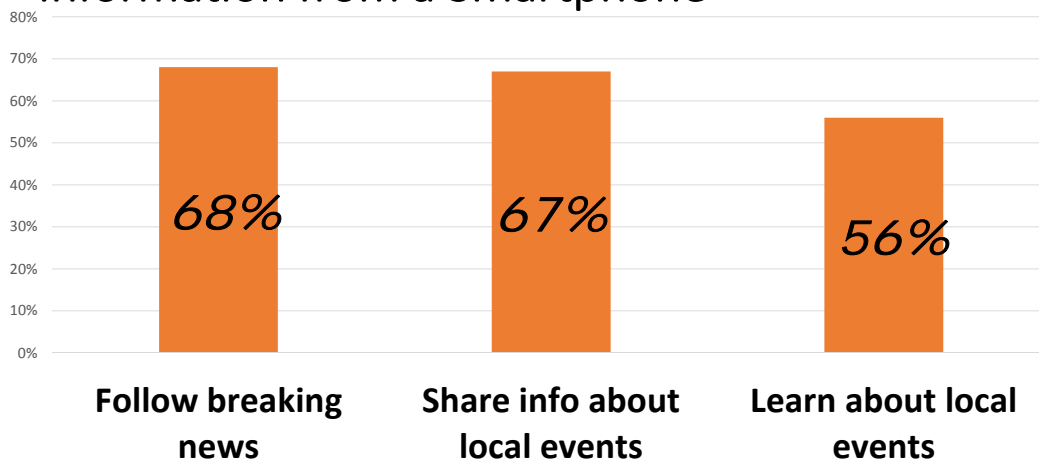
**92% OWN CELL PHONES;
68% OWN SMARTPHONES**



45% USE TABLETS

Pew Research Center: Technology device ownership: 2015, 10/29/15

More and More People are Getting Their Information from a Smartphone

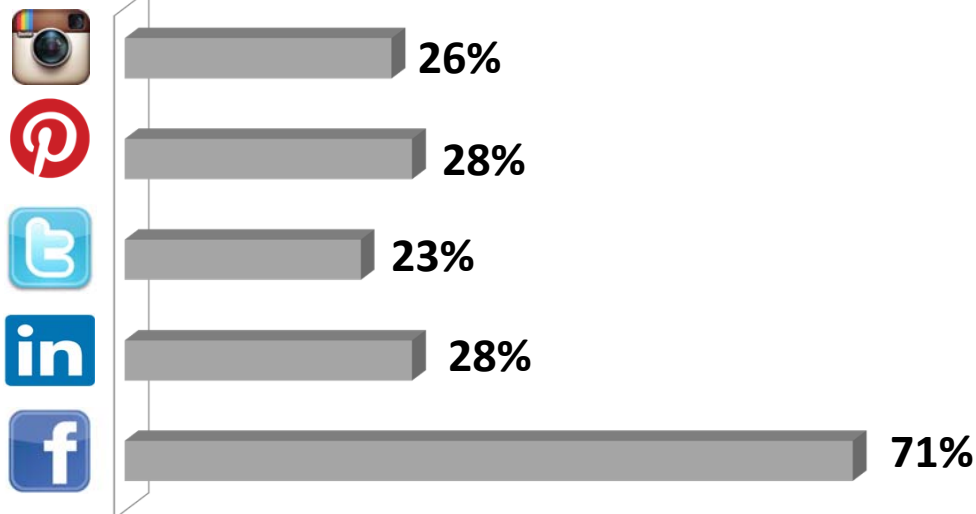


Percentage of Smartphone owners who frequently/occasionally use their phone to

...

Pew Research Center: American Trends Panel 10/3/14-10/27/14

Where People Are Socializing Online...



Percentage of internet users who use these social networking sites

Pew Research Center Report: Social Media Update 2014, 1/9/15: WEB1-A: Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? (Based on internet users N=1,537)

WHAT'S THE DIFFERENCE?

- Each social channel should have its own voice / personality
 - If it's too much, decide between Twitter and Facebook, and go with it.
- NYT website: Nearly 2/3 of traffic comes from Facebook
 - Facebook making it hard to be seen if you aren't 'Friends' already
- Empower others to be your first line of sharing – your proud social messengers
- There are free tools to gather insights, track and measure results, sharing, etc.

TSA @TSA - Apr 8
VIDEO: Take an [#InsideLook](#) at the TSA Academy, where all new transportation security officers are trained: youtu.be/iraM1ot1Zs

TSA @TSA - Apr 8
Didn't get [#TSAprecheck](#) on your boarding pass? Our latest [@AskTSA](#) Travel Tips blog post can help: 1.usa.gov/1REewsR

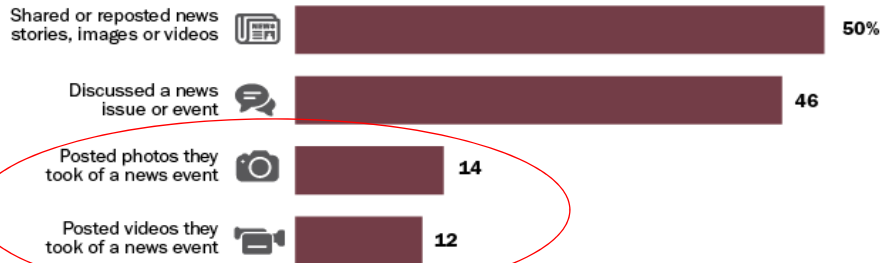
TSA @TSA - Apr 7
Have comments about your security screening experience? Tell our [@AskTSA](#) team! 8am-10pm ET weekdays, 9am-7pm weekends/holidays.

TSA @TSA
Do I ne
Get the

TSA This is the official TSA account. Stay tuned for pictures of TSA & travel images. http://bit.ly/privacyandcommentpolicy_blog.tsa.gov
852 posts 41k followers 57 following

The Era of the 'Citizen Reporter' Continues

Percent of social networking site users who have...



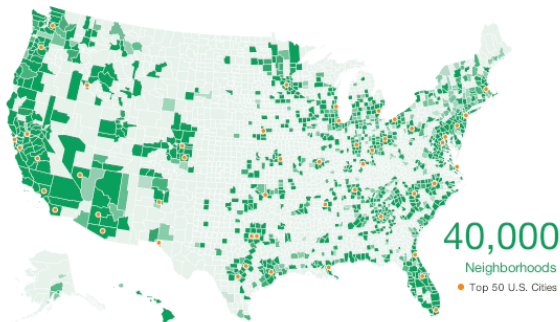
Source: Pew Research Center, phone survey Feb. 27-Mar. 2, 2014.

PEW RESEARCH CENTER

ASKED SOCIAL NETWORKING SITE USERS, THINKING ABOUT NEWS ON social networking sites such as Facebook or Twitter, please tell me if you ever do any of the following things, or not.

Local Information is Important for Social Sharing

Nextdoor has been adopted by 1 in 4 neighborhoods in the U.S.



- Nextdoor.com
- Patch.com
- Topix.com
- Natomas Buzz (Natomas Region in Sacramento)
- The Eastsider (Eastside of L.A.)

Green indicates neighborhood density at a county level. Based on U.S. census data.

© 2014 Nextdoor

Pbs Newshour: Exclusive neighborhood-based social network
'Nextdoor' on the rise in U.S. - 8/20/2014
Nextdoor.com About Page - accessed 6/16/15

What Does This Mean for Elected Officials?

- You're Always "On the Record"
- Treat Your Social Media Page Like an Open Mike – and Living Record of Everything You've Ever Said
- Be Transparent and Open – All the Time
- Be Prepared and Have a Plan for When News Breaks About You or Your City
- Use Social Media to Have 'Public Conversations' with Your Constituents – and Treat Them Like Everyone is Listening



Social media can be used to your advantage



- Have a direct line to your constituents.
- Tell your story without the media filtering it.
- Target your message to specific constituency groups.
- Engage your constituents in new and personal ways.
- Connect with constituents and groups you might not reach through traditional media.

Just Like Traditional Media, It Can Easily Go Wrong

SFGATE ≡ SECTIONS

1995:

The mayor has no clothes

ROB MORSE, EXAMINER COLUMNIST Published 4:00 am, Sunday, October 29, 1995
1995-10-29 04:00:00 PDT SAN FRANCISCO -- MR. MAYOR, as Jay Leno said to Hugh Grant, what the hell were you thinking?

Mayor Jordan had his own spin on the nude shower scene he did with two DJs Friday morning. Later that morning he happened to be at an Examiner editorial board meeting. As he left, he happily autographed a copy of the photo showing him buck naked with the two de-jocked shock jocks.

"It shows two things," he said. "One, I've got nothing to hide, and, two, I'm squeaky clean."

Veteran campaign manager Clint Reilly leaned over the mayor's shoulder and said, "Oh, God, I didn't know there was a photographer there."



Photo by Billy Douglas, Pat Johnson Studios.

2016: Mayor Spotted Putting Up Campaign Signs at Gas Station Wearing Bathrobe

POSTED 7:13 PM, APRIL 26, 2016, BY KAY RECEDE

[FACEBOOK](#)

[TWITTER](#)

[REDDIT](#)

[GOOGLE](#)

[POCKET](#)

[TUMBLR](#)

[EMAIL](#)

Social Media Do's and Don'ts

Do:

- Engage with your constituents, represent your voters
- Take a stand, share your position, show your leadership
- Follow normal 'rules of engagement' for conversation
- Keep the public informed
- Share news articles, be a source for good city information
- Remember that everything online lives forever

Don't

- Argue, provoke, or respond to 'Trolls' trying to start a fight
- Censor someone's "right to be an idiot" – let them show it
- Remove comments you don't like, because you don't like them
- Keep the public over-informed
- Take on a reporter – because a good fight sells newspapers
- Post when angry, impaired, or not in a good frame of mind