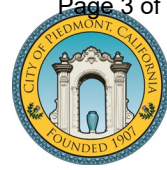


Analysis of Electronic Media Traffic and Page Views

City of Piedmont, January 6, 2023

The following analysis, prepared by the City of Piedmont, provides:

- Press Releases: pages 3 to 17 provide a summary list and copies of the nine press releases that the City of Piedmont has sent about the Housing Element update.
- Digital Communications Summary: pages 18 to 19 contain high level statistics for Housing Element communications on digital channels.
- Housing Element Communications Statistics Spreadsheet: pages 20 to 30 provide detailed statistics at the individual post level for each channel listed in the Digital Communications Summary.



Press Releases: Housing Element Update

Release Title	Issue Date
City of Piedmont to Host Housing Element Community Workshop December 2 nd	November 23, 2021
City of Piedmont to host virtual Housing Element Community Workshop Thursday, March 24 th at 5:30pm	March 21, 2022
Draft Piedmont Housing Element Available April 8 th	April 5, 2022
Housing Element Town Hall Meeting Tuesday, June 7 th – 6:00 to 8:00 p.m.	May 24, 2022
City to host Housing Element 102 Information Session Thursday, August 18 th at 5:00PM	August 8, 2022
City to host Housing Element 102 Information Session Thursday, August 18 th at 5:00PM UPDATED	August 16, 2022
Housing Element Special Council Meeting November 15 th ; Informational Open House November 9 th	October 31, 2022
Housing Element Update: Initial Study-Negative Declaration available for review	December 9, 2022
Housing Element Update: Key Dates in January	December 20, 2022

For Immediate Release
November 23, 2021

Contact: Pierce Macdonald-Powell
pmacdonald@piedmont.ca.gov

City of Piedmont to Host Housing Element Community Workshop December 2nd

On December 2, 2021, the City of Piedmont will host a virtual Housing Element Community Workshop at 5:30 p.m. This will be the first public workshop about the 2023-2031 Housing Element update and Piedmont-specific data. The process is just beginning, and everyone is encouraged to engage in this big undertaking.

In the creation of the 2023-2031 Housing Element, which is a Chapter of the the City of Piedmont will consider all types of land uses, housing types, building types and heights, residential densities, code changes, and housing programs, such as subsidies and incentives, in order to meet the state-mandated goal of accommodating 587 new housing units by 2031 and to affirmatively further fair housing in Piedmont. Planning & Building Director Kevin Jackson noted, "All options for new housing units must be on the table because accessory dwelling units alone will not be enough to meet the City's Regional Housing Needs Allocation."

Community members interested in participating can access the workshop in the following ways:

- Computer or smart phone: Click on <https://piedmont-ca-gov.zoom.us/j/85005754222>
- Computer or smart phone: Click on https://piedmont.ca.gov/government/meeting_videos
- Telephone: Dial (669) 900-9128 and enter webinar/meeting number 850-0575-4222
- Television: Watch on KCOM, Comcast Channel 27 or AT&T UVerse Channel 99

Register before the meeting to be entered for a raffle prize drawing at https://bit.ly/community_wskp_1

In addition to the device being used to participate in the meeting, participants are asked to have a smartphone in hand for live polling during the virtual workshop.

Housing Element Update Revised Timeline

- December 2, 2021:** Virtual Housing Element Community Workshop at 5:30 p.m.
- Spring 2022:** City staff will publish and seek comments on a draft Housing Element, including a site inventory that lists all of the properties to be considered for new housing development.
- Summer 2022:** Public hearings begin on the draft Housing Element.
- May 2023:** Deadline for adoption of the final draft of the updated Housing Element, extended due to a recent state law requiring additional review and longer comment periods.

The City recently released three new informational videos about the 2023-2031 Housing Element. Please visit the City's Piedmont's Youtube channel at <https://www.youtube.com/channel/UCX3RUnN7wcyGgnjmYmFnXQ> or find these videos on the homepage of <https://piedmontishome.org>.

Piedmontishome.org

The City has created a web site, <https://piedmontishome.org>, which is a one-stop shop for information on the City's housing efforts. This site contains information about the 2023-2031 Housing Element process, as well as the programs being developed to implement the current 2015-2023 Housing Element.

Community members are encouraged to review the materials on the site and submit comments, questions, ideas, and concerns to piedmontishome@piedmont.ca.gov. This email address will capture official public correspondence about City of Piedmont housing policy work, including the 2023-2031 Housing Element Update and separate efforts to implement policies to meet goals in the current 2015-2023 Housing Element. The City greatly appreciates the hundreds of Piedmonters who have already shared comments, questions, and concerns about the City's fair housing work.

New Housing Programs

The City of Piedmont is also working on new housing programs to fulfill goals in the current 2015-2023 Housing Element. These new housing programs include development of objective design standards for multifamily and mixed-use buildings, as well as incentives to increase the production of accessory dwelling units (ADUs and JADUs). These programs are outlined in detail in the public review draft, issued October 2021, available at: https://piedmont.ca.gov/housing_programs.

For Immediate Release
March 21, 2022

Contact: Pierce Macdonald
pmacdonald@piedmont.ca.gov

**City of Piedmont to Host Virtual Housing Element Community Workshop
Thursday, March 24th at 5:30 p.m.**

On Thursday, March 24th, at 5:30 p.m., the City of Piedmont will host a virtual Community Workshop, focusing on Housing Element sites. This will be the second public workshop about the 2023-2031 Housing Element update. Mayor Teddy Gray King will give opening remarks.

The Community Workshop on March 24th will feature an introduction to the draft 2023-2031 Housing Element and a demonstration of a new, interactive community planning tool, called The Piedmont Puzzle, hosted on Balancing Act software. During the Community Workshop, Chris Adams, president and co-founder of Balancing Act, which is a Denver-based company that offers budget engagement and financial transparency tools, will lead a demonstration of the new software app.

“Piedmont's housing plan and its implementation will effect changes in our community for years to come,” said Mayor Teddy Gray King. “We look forward to shaping our city's future by increasing the availability of housing opportunities for everyone, while enhancing our quality of life. I invite all Piedmonters to participate in this important conversation.”

The 2023-2031 Housing Element, which is a chapter of the General Plan, considers all types of land uses, housing types, building types and heights, residential densities, code changes, and housing programs, such as subsidies and incentives, in order to meet the state-mandated goal of accommodating 587 new housing units by 2031 and to affirmatively further fair housing in Piedmont.

Participants are asked to have a smartphone in hand for live polling during the virtual workshop on March 24th. Please register in advance at: Piedmontishome@piedmont.ca.gov

Community members can access the workshop in the following ways:

- Join the Zoom meeting (computer or smart phone): Click <https://piedmont-ca.gov.zoom.us/j/87034575751>
- Dial (669) 900-9128 and enter webinar meeting number 870-3457-5751
- Watch on KCOM: https://www.piedmont.ca.gov/government/meeting_videos

Housing Element Update Timeline

March 24, 2022: Virtual Housing Element Community Workshop #2 at 5:30 p.m.

April 2022: Publication of the draft Housing Element, including a new sites inventory that lists all of the properties to be considered for new housing development.

Summer 2022: Public hearings begin on the draft Housing Element.

May 2023: Deadline for adoption of the final draft of the updated Housing Element, date amended due to recent state law requiring additional review and longer comment periods.

Four informational videos about the 2023-2031 Housing Element have been produced by City staff. Please visit Piedmont's Youtube channel at <https://www.youtube.com/channel/UCX3RUnN7wcyGgnjmYmFnXQ> or watch these videos on the homepage of <https://piedmontishome.org>.

Piedmontishome.org

The City has created a web site, <https://piedmontishome.org>, which is a one-stop shop for information on the City's housing efforts. This site contains information about the 2023-2031 Housing Element process, as well as other fair housing programs.

Community members are encouraged to review the materials on the site and submit comments, questions, ideas, and concerns to piedmontishome@piedmont.ca.gov. This email address will capture official public correspondence about City of Piedmont housing policy work, including the 2023-2031 Housing Element Update. The City greatly appreciates the hundreds of Piedmonters who have already shared comments, questions, and concerns about the City's fair housing work.

For Immediate Release
April 5, 2022

Contact: Pierce Macdonald
pmacdonald@piedmont.ca.gov

Draft Piedmont Housing Element Available April 8th

On Friday, April 8, 2022, the City of Piedmont will publish the public review draft of the 6th Cycle Housing Element for 2023-2031 (Draft Housing Element) for review and comment by the community. The document will be posted to the City of Piedmont's web site (<https://piedmont.ca.gov>) as well as to <https://piedmontishome.org>.

All members of the Piedmont community are invited to review the Draft Housing Element and provide comment using one of the following methods:

- Send email to piedmontishome@piedmont.ca.gov
- Use the Piedmont Housing Puzzle at <https://piedmont.abalancingact.com/housingsim>

The Housing Advisory Committee will review the Draft Housing Element on April 29, 2022. The Planning Commission will hold a Special Public Hearing on the document on May 12, 2022. Both meetings will begin at 5:30 pm. The City Council is tentatively scheduled to hold a public hearing on the Draft Housing Element in June of this year.

The Draft Housing Element, a chapter of the General Plan, considers all types of housing programs, such as new land uses, housing types, and building types; modified heights and residential densities; code changes; subsidies; and incentives, in order to meet the state-mandated target of accommodating 587 new housing units by 2031 and the City's goal to affirmatively further fair housing in Piedmont.

To facilitate discussions on housing and growth policy, staff created the [Piedmont Housing Puzzle](#), a tool to simulate and explore options for growth within identified sites. Over 200 community members have participated in the Piedmont Housing Puzzle so far. The deadline for participation is May 1, 2022.

Housing Element Update Timeline

April 8, 2022: Publication of the Draft Housing Element,

April 19, 2022: Piedmont Housing Advisory Committee meeting, starting at 5:30 pm.

May 12, 2022: Special Planning Commission public hearing, starting at 5:30 pm.

June 2022: City Council public hearing.

May 2023: Deadline for adoption of the final draft of the updated Housing Element, date amended due to recent state law requiring additional review and longer comment periods.

For Immediate Release
May 24, 2022

Contact: Kevin Jackson
(510) 420-3039
kjackson@piedmont.ca.gov

Housing Element Town Hall Meeting Tuesday, June 7th – 6:00 to 8:00 p.m.

The City of Piedmont will host a Town Hall on June 7th at 6:00 to 8:00 p.m. to provide an opportunity for Piedmont residents to learn more about the Draft Housing Element. This Town Hall will provide an opportunity for community members to pose questions about the document. Following a short presentation addressing some of the issues, a panel will provide responses to questions submitted by attendees.

“We have received over 275 written comments from community members on the Draft Housing Element via email and the Piedmont Puzzle. And have heard from over 50 community members at the April 19th Housing Advisory Committee meeting and the May 12th Planning Commission meeting,” said Kevin Jackson, the City’s Director of Planning & Building. “Several of those comments included questions. We intend to provide answers to those questions and clarity on the purpose and scope of the Draft Housing Element at this Town Hall Q&A meeting.”

Residents can participate in the [Zoom meeting](#) or watch the meeting by tuning to KCOM TV, Comcast channel 27 or AT&T channel 99.

Housing Element Update Timeline

June 7, 2022: Virtual Town Hall Q&A Meeting at 6:00 p.m.

June 20, 2022: City Council Consideration of Draft Housing Element.

Summer 2022: With the City Council’s consent, submission of Draft Housing Element to the CA Housing and Community Development Department for certification.

May 2023: Deadline for adoption of the final draft of the updated Housing Element, date amended due to recent state law requiring additional review and longer comment periods.

Four informational videos about the 2023-2031 Housing Element have been produced by City staff. Please visit Piedmont’s Youtube channel at <https://www.youtube.com/channel/UCX3RUnN7wcyGgnjmYmFnXQ> or watch these videos on the homepage of <https://piedmontishome.org>.

Piedmontishome.org

The City has created a web site, <https://piedmontishome.org>, which is a one-stop shop for information on the City’s housing efforts. This site contains information about the 2023-2031 Housing Element process, as well as other fair housing programs.

Community members are encouraged to review the materials on the site and submit comments, questions, ideas, and concerns to piedmontishome@piedmont.ca.gov. This email address will capture official public correspondence about City of Piedmont housing policy work, including the 2023-2031 Housing Element Update.

For Immediate Release
August 8, 2022

Contact: John O. Tulloch
(510) 420-3040

**City to Host Housing Element 102 Information Session
Thursday, August 18th at 5:00PM**

The City of Piedmont will host a virtual “Housing Element 102” Information Session on Thursday, August 18th at 5:00PM. Community members can view the session by clicking <https://piedmont-ca-gov.zoom.us/j/82234103859> or on KCOM-TV, the City’s Government Access television station (Comcast Channel 27 or AT&T Channel 99). The date of the City Council’s next consideration of the Draft Housing Element will be determined and announced at a later date.

This session, which follows up on the Housing Element 101 session, hosted by the City on September 29, 2021, which can be viewed at <https://piedmont.granicus.com/player/clip/2413>, is intended as an informational opportunity to provide clarity on salient pieces of a complex process and will focus on four main topics:

- Housing Element and the Regional Housing Needs Allocation Basics
- Overview of the Draft Housing Element Sites Inventory
- Recap of the Direction the City Council Provided to Staff at its August 1, 2022 Meeting
- Update on the Status of Piedmont’s Housing Element Process, Next Steps and Timeline to Certification

Community members are encouraged to visit <https://piedmontishome.org> and <https://piedmont.ca.gov> for comprehensive and detailed information on the Housing Element process. Please contact Senior Planner Pierce Macdonald at pmacdonald@piedmont.ca.gov or (510) 420-3050 with questions. Comments about the Housing Element can be emailed to piedmontishome@piedmont.ca.gov

For Immediate Release
August 16, 2022

Contact: John O. Tulloch
(510) 420-3040

City to Host Housing Element 102 Information Session
Thursday, August 18th at 5:00PM
UPDATED

On Thursday, August 18th at 5:00 p.m., the City of Piedmont will host a “Housing Element 102” Information Session. Community members are invited to attend in person, virtually on [Zoom \(https://piedmont-ca.gov.zoom.us/j/82234103859\)](https://piedmont-ca.gov.zoom.us/j/82234103859), or on KCOM-TV, the City’s Government Access television station (Comcast Channel 27 or AT&T Channel 99). The information session, which will be held in the City Council Chambers, will be followed by an open house in the City Hall Courtyard.

This session, which follows up on the [Housing Element 101 \(https://piedmont.granicus.com/player/clip/2413\)](https://piedmont.granicus.com/player/clip/2413) session, hosted by the City on September 29, 2021, is intended as an informational opportunity to provide clarity on salient pieces of a complex process and will focus on four main topics:

- Housing Element and the Regional Housing Needs Allocation Basics
- Overview of the Draft Housing Element Sites Inventory
- Recap of the Direction the City Council Provided to Staff at its August 1, 2022 Meeting
- Update on the Status of Piedmont’s Housing Element Process, Next Steps and Timeline to Certification

The open house will be a chance to meet with City staff and gain additional clarity on the Draft Housing Element.

Community members are encouraged to view the City’s [Housing Element Basics \(https://www.youtube.com/playlist?list=PLOyM5vo-M3IzAB9MyjZ5-zfcwISUm0z9q\)](https://www.youtube.com/playlist?list=PLOyM5vo-M3IzAB9MyjZ5-zfcwISUm0z9q) YouTube playlist, which consists of a series of short videos about the Housing Element process.

Comprehensive and detailed information about the Housing Element process is available on <https://piedmontishome.org> and <https://piedmont.ca.gov>. Please contact Senior Planner Pierce Macdonald at piedmontishome@piedmont.ca.gov with questions or comments.



FOR IMMEDIATE RELEASE
October 31, 2022

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MEDIA CONTACT
Pierce Macdonald
Senior Planner
(510) 420-3063
pmacdonald@piedmont.ca.gov

Housing Element Special Council Meeting November 15th; Informational Open House November 9th

City of Piedmont staff will seek City Council authorization to submit the City's Draft Housing Element to the California Department of Housing & Community Development (HCD) for review at a special meeting on Tuesday, November 15th, 2022. The Planning & Building Department will host an informational open house on Wednesday, November 9th where community members can learn about proposed updates to the Draft Housing Element as well as timelines for submittal, certification, and implementation.

On August 1st, 2022, the Piedmont City Council directed staff to analyze the viability of potential changes to the Draft Housing Element, including:

- Increased reliance on Accessory Dwelling Units (ADUs) to meet State-mandated housing production targets
- Relocation of affordable units in the sites inventory from the Civic Center area to the mixed-use zone on Grand Avenue
- Expansion of the Moraga Canyon Specific Plan area to include all City-owned property along Moraga Avenue

Staff and consultants have completed the analysis directed by the City Council and will be presenting a revised sites inventory that reflects the results of that analysis.

The official State deadline for cities to adopt a compliant Housing Element is January 31, 2023. Once the City submits a Draft Housing Element for review, HCD has up to 90 days to return comments with requested revisions. Working actively to minimize any potential period of non-compliance, Planning & Building staff are in regular communication with HCD reviewers. The City is optimistic that once submitted, Piedmont's Draft Housing Element will move through the review process swiftly.

Informational Open House November 9

Community members can learn more about the proposed updates to the Draft Housing Element and next steps at an upcoming informational open house:

Wednesday, November 9, 5-6:30pm
Piedmont Community Hall
711 Highland Avenue

At the event, Planning & Building staff will share information and answer questions about:

- proposed changes to the Draft Housing Element sites inventory
- timelines for Housing Element adoption and implementation
- what to expect over the next three years as the City implements the policies and programs outlined in the Draft Housing Element

The open house will also provide information about consequences for non-compliance with State deadlines and how they impact Piedmont, including the process known as the “builder’s remedy,” which limits a city’s ability to deny applications for new development while its Housing Element is out of compliance.

New Resources on PiedmontisHome

For more information about the Housing Element update process, community members can visit PiedmontIsHome.org, the City’s online hub for housing policy issues in Piedmont. Staff are continually updating the site as part of the City’s ongoing effort to make the Housing Element update process more accessible.

Comments about the Housing Element can be emailed to piedmontishome@piedmont.ca.gov.



FOR IMMEDIATE RELEASE
December 9, 2022

Page 14 of 30
MEDIA CONTACT
Kevin Jackson
Director of Planning & Building
(510) 420-3039
kjackson@piedmont.ca.gov

Housing Element Update: Initial Study-Negative Declaration available for review

Comments due January 8th, 2023

The City of Piedmont has released an Initial Study-Negative Declaration (IS-ND) for the City's proposed 6th Cycle Housing Element. The IS-ND is available for public review and comment through January 8th, 2023.

This is the next step in the City's Housing Element update, a process that has been underway since Spring 2021. Part of Piedmont's General Plan, the Housing Element outlines a series of proposed policies and programs that would allow the City to accommodate the development of 587 new homes by 2031 – a number assigned to Piedmont by regional authorities. Adopting a Housing Element does not require these homes be built. Rather, the purpose of the document is to demonstrate that the City has a plan for how it could support this growth.

Impacts of new development being studied as part of Housing Element implementation

The California Environmental Quality Act (CEQA) requires that public agencies study and disclose the potential impacts of proposed projects before making a decision.

A review of the City's Draft Housing Element based on these guidelines determined that, as a policy document, the Housing Element alone will not have adverse physical impacts on the environment. Physical changes that would result from the implementation of policies and programs proposed in the Housing Element are currently being studied as part of a programmatic Environmental Impact Report (EIR) covering updates to the City's General Plan and changes to the City Code that would happen after the Housing Element is adopted.

Comments on Initial Study-Negative Declaration due by January 8th

The Initial Study-Negative Declaration is available for download and review on the City's website:

- [Notice of Intent to Adopt a Negative Declaration for the Proposed City of Piedmont 2023-2031 6th Cycle Housing Element](#)
- [Initial Study-Negative Declaration for the Proposed City of Piedmont 2023-2031 6th Cycle Housing Element](#)

Physical copies of these documents are available for review at Piedmont City Hall (120 Vista Avenue) and the Oakland Public Library Montclair Branch (1687 Mountain Boulevard, Oakland).

Community members who wish to provide feedback can send comments in writing to Planning & Building Director Kevin Jackson by email at kjackson@piedmont.ca.gov, or by mail at 120 Vista Avenue, Piedmont, CA 94611. The comment period ends Sunday, January 8th, 2023.

Next Steps: Adoption, Programmatic EIR, and Implementation

The City submitted its proposed Draft Housing Element to the California Department of Housing and Community Development (HCD) for review on November 18th, 2022. HCD will review the City's Draft Housing Element for compliance with State law. If reviewers determine that changes are needed, Planning staff will work with HCD to develop any necessary amendments, then bring the proposed updates to City Council for approval.

After the City Council adopts the Housing Element, the City will have three years to implement a substantial number of the proposed programs and regulatory changes outlined in the document. This process involves additional environmental review, which is already underway – the City is currently in the process of preparing a programmatic EIR that studies the impacts of the new homes and residents that could come to Piedmont once implementation is complete.

A wealth of information about the Housing Element update process is available at PiedmontIsHome.org, the City's online hub for the Housing Element update and housing policy. For questions about the Housing Element process, write to PiedmontIsHome@piedmont.ca.gov.



FOR IMMEDIATE RELEASE
December 20, 2022

Page 16 of 30
MEDIA CONTACT
Kevin Jackson
Planning & Building Director
(510) 420-3039
kjackson@piedmont.ca.gov

Housing Element Update: Key Dates in January

Planning & Building staff expect to bring the City's proposed 6th Cycle Housing Element to City Council for adoption at a special meeting on January 30th, 2023.

Adoption of the Housing Element will mark the culmination of a public engagement process that began in Spring 2021, as well as the beginning of a new chapter as the City implements the policies and programs outlined in the Housing Element over the next three years.

Moraga Canyon Specific Plan

A key piece of the implementation process will be the creation of a [Moraga Canyon Specific Plan](#). This initiative will study all City-owned land in Moraga Canyon, including Blair Park, Coaches Field, Kennelly Skate Park, and the City's Corporation Yard, with the end goal of creating a detailed plan for how to maintain and improve existing City facilities, open space, and recreational amenities in this area while also incorporating 132 units of housing, 60 of which would be available to lower income households.

The City expects to issue an RFP in late January seeking professional services to lead the preparation of the Moraga Canyon Specific Plan. Staff will bring the draft RFP to the City Council for authorization at the January 17th, 2023 meeting. Once a consultant has been selected, the Specific Plan process is expected to take 18-24 months to complete.

Robust public participation will be critical to a successful Specific Plan process. Throughout the process the City will conduct significant and ongoing public outreach, hold community meetings and workshops, and provide a variety of options for community members to weigh in and help shape the Specific Plan. Community members can stay informed by subscribing to the City's [Moraga Canyon Specific Plan email list](#).

Important Dates and Next Steps

January will be a busy month for Housing Element followers. Key tentative dates include:

- January 8, 2023: Comments due on [Housing Element Initial Study-Negative Declaration](#)
- January 12, 2023: Planning Commission review of proposed Housing Element
- January 17, 2023: City Council consideration of RFP seeking a consultant to develop the Moraga Canyon Specific Plan
- January 30, 2023: Special Meeting of the City Council to consider adoption of the Housing Element
- January 31, 2023: State deadline for cities to adopt a Housing Element or face penalties

The City submitted the Draft Housing Element to the California Department of Housing and Community Development (HCD) for review on November 18th, 2022.

After the City Council adopts the Housing Element, the City will have three years to implement a substantial number of the proposed programs and regulatory changes outlined in the document. This process involves additional environmental review, which is already underway – the City is currently in the process of preparing a programmatic EIR that studies the impacts of the new homes and residents that could come to Piedmont once implementation is complete.

A wealth of information about the Housing Element update process is available at [PiedmontIsHome.org](https://www.piedmontisHome.org), the City's online hub for the Housing Element update and housing policy. For questions about the Housing Element process, write to PiedmontIsHome@piedmont.ca.gov.

Housing Element Digital Communications Summary

Statistics through December 31, 2022

PiedmontIsHome

PiedmontIsHome.org is a microsite developed to act as a central hub for information about the Housing Element update process and the City's housing policy work.

Total Visits	Total Pageviews
14,192	27,310

City of Piedmont website

In addition to the detailed information available at PiedmontIsHome.org, the City published an ongoing series of news articles on the homepage of the City website, piedmont.ca.gov.

Articles Published	Total Views
21	3,633

Planning Department e-mail newsletters

Planning & Building staff shared regular informational updates and solicited community feedback via e-mail bulletins sent to subscribers of two separate e-mail lists: Planning & Building News and Fair Housing Policy Updates.

Newsletters related to Housing Element	Opens	Link Clicks
45	104,487	5,308

City of Piedmont eNews

The City of Piedmont sends a weekly e-mail newsletter to subscribers covering the breadth of City services and programs, including many features about the Housing Element update.

City newsletters w/Housing Element features	Opens
17	53,757

Video

The City created a series of videos about the Housing Element, which were broadcast regularly on the City's cable access television station and also published on the City's YouTube channel.

Videos published to YouTube	Views
7	1,668

Social Media

The City has also invited engagement related to the Housing Element update through social media channels.

Channel	Activity	Impressions	Engagements
Nextdoor	7 posts	1,947	3
Facebook	13 posts	2,677	236
Twitter	2 posts	177	58

City of Piedmont Website Statistics Through December 31, 2022

Message	Date Published	Pageviews	Unique Pageviews	Avg. Time on Page (sec)	Slug
Housing Element Update RFP Issued	3/3/2021	228	154	21.12	/government/city_news___notifications/housing_element_update_rfp_issued
Piedmont is Home	3/25/2021	1,173	1,003	67.90	/government/city_news___notifications/piedmont_is_home
Play the Piedmont Housing Puzzle!	3/31/2021	118	112	182.05	/government/city_news___notifications/play_the_piedmont_housing_puzzle
Housing Element Environmental Review RFP Issued	6/4/2021	107	91	17.51	/government/city_news___notifications/housing_element_environmental_review_rfp_issued
Introduction to Housing Video	8/17/2021	182	177	103.14	/government/city_news___notifications/introduction_to_housing_video
Housing Element Update Study Session 9/29	9/25/2021	70	61	132.17	/government/city_news___notifications/housing_element_update_study_session
New Fair Housing Program Workshop - 10/21	10/13/2021	52	51	74.50	/government/city_news___notifications/new_fair_housing_program_workshop_-_october_21st
Housing Element community workshop Dec. 2	11/23/2021	39	37	341.50	/government/city_news___notifications/housing_element_community_workshop_dec_2
Housing Element EIR Preparation	2/16/2022	98	95	250.94	/government/city_news___notifications/housing_element_eir_preparation
Housing Community Workshop 3/24	3/22/2022	31	29	238.91	/government/city_news___notifications/housing_community_workshop-3-24
Draft Housing Element Released	4/8/2022	476	365	231.49	/government/city_news___notifications/draft_housing_element_released
Housing Element Town Hall 6/7	5/27/2022	119	108	68.79	/government/city_news___notifications/housing_element_town_hall_6_7
Council consideration of Draft Housing Element	7/7/2022	190	164	114.86	/government/city_news___notifications/council_consideration_of_draft_housing_element_
Housing Element 102 Information Session	8/12/2022	200	171	132.59	/government/city_news___notifications/housing_element_102_information_session
Housing Element Special Council Meeting November 15th; Informational Open	10/31/2022	139	105	161.59	/government/city_news___notifications/housing_element_special_meeting_and_open_house
Housing Element Special Meeting 6pm November 15th	11/14/2022	79	55	114.95	/government/city_news___notifications/housing_element_staff_report_and_exhibits
City submits Draft Housing Element to California HCD for review	11/21/2022	48	38	120.17	/government/city_news___notifications/draft_housing_element_submitted_to_h_c_d
Housing Element Update: Initial Study-Negative Declaration available for review	12/9/2022	57	45	90.71	/government/city_news___notifications/housing_element_update_i_s_-_n_d
Housing Element Update: Key Dates in January	12/20/2022	60	50	156.36	/government/city_news___notifications/housing_element_key_dates_january_2023
Council to consider Draft Housing Element		156	168	188.54	/government/city_news___notifications/council_to_consider_draft_housing_element
Draft Housing Element Hearing June 20, 2022		11	6	221.43	/government/city_news___notifications/draft_housing_element_hearing_june_20_2022
		3,633			

City of Piedmont Housing Element Citywide Electronic Newsletters Through December 31, 2022

Date	Campaign Name (Administrative)	Sent To	Opened	Clicks
12/29/22	City of Piedmont eNews December 27th, 2022	4,635	2,972	145
12/22/22	City of Piedmont eNews December 22nd, 2022	4,639	2,959	144
12/16/22	City of Piedmont eNews December 16th, 2022	4,657	2,933	77
12/09/22	City of Piedmont eNews December 9, 2022	4,644	3,142	257
11/23/22	City of Piedmont eNews November 23, 2022	4,654	2,979	196
11/08/22	City of Piedmont Update November 8, 2022	4,657	3,013	201
11/04/22	City of Piedmont Update November 3, 2022	4,665	2,832	97
08/25/22	City of Piedmont Update August 25, 2022	4,670	3,052	70
08/17/22	City of Piedmont Update August 17, 2022	4,674	3,055	60
08/10/22	City of Piedmont Update August 10, 2022	4,684	3,120	83
07/28/22	City of Piedmont Update July 28, 2022	4,691	3,092	33
06/01/22	City of Piedmont Update June 1, 2022	4,737	3,052	92
04/27/22	City of Piedmont Update April 27, 2022	4,852	3,079	101
04/06/22	City of Piedmont Update April 6, 2022	4,867	3,114	211
03/24/22	City of Piedmont Update March 24, 2022	4,879	3,000	43
02/16/22	City of Piedmont Update February 16, 2022	4,915	3,205	35
12/01/21	City of Piedmont Update Dec 1, 2021	4,929	2,622	48
08/11/21	City of Piedmont Update August 11, 2021	4,968	2,536	348
			53,757	

City of Piedmont Planning & Building Electronic Newsletters and Bulletins Through December 31, 2022

Date	Campaign Name (Administrative)	Sends	Opens	Clicks
01/29/21	January 29 - Special City of Piedmont Planning & Building News	351	241	21
02/18/21	February 17 2021 City of Piedmont Planning & Building News	4,264	2,396	128
03/12/21	March Housing Update City of Piedmont Planning & Building	4,222	1,975	233
03/18/21	March 18 2021 City of Piedmont Planning & Building News	4,257	2,237	152
04/08/21	April 8 2021 City of Piedmont Planning & Building News	4,332	1,500	122
04/14/21	April 14 2021 City of Piedmont Survey Alert	4,295	1,321	173
04/16/21	April 16 2021 City of Piedmont HAC Agenda	371	227	26
05/11/21	May 10 2021 City of Piedmont Planning & Building News	4,341	2,290	170
05/14/21	May 14 2021 City of Piedmont Housing News	564	407	50
06/11/21	June 11 2021 City of Piedmont Planning & Building News	4,372	1,954	122
07/20/21	July 20 2021 City of Piedmont Planning & Building News	4,606	2,323	243
08/17/21	August 17 2021 City of Piedmont Planning & Building News	4,602	2,431	342
08/27/21	August 27 2021 City of Piedmont Housing News	706	445	36
09/10/21	September 10 2021 City of Piedmont Housing News	4,298	2,522	278
09/28/21	September 28 2021 City of Piedmont Planning & Building News	4,399	2,305	103
10/05/21	October 5 2021 City of Piedmont Planning & Building News	4,636	2,357	265
10/18/21	October 18, 2021 City of Piedmont Planning & Building News	4,372	2,371	169
11/16/21	November 16, 2021 City of Piedmont Planning & Building News	4,537	2,505	134
11/24/21	November 24, 2021 City of Piedmont Planning News Bulletin	4,586	2,406	111
12/16/21	December 16, 2021 City of Piedmont Planning & Building News	4,571	2,659	60
01/06/22	January 7, 2022 City of Piedmont Planning & Building News	4,326	2,873	69
02/14/22	February 14, 2022 City of Piedmont Planning & Building News	4,321	2,914	69
02/18/22	February 18, 2022 City of Piedmont Planning Bulletin	4,565	3,086	44
03/04/22	March 4, 2022 City of Piedmont Planning Bulletin	4,554	3,118	31
03/15/22	March 15, 2022 City of Piedmont Planning & Building News	4,544	3,037	94
03/17/22	March 17, 2022 Special Planning Bulletin	4,540	2,878	46
03/24/22	March 24, 2022 Special Planning Bulletin	4,536	2,517	43
04/12/22	April 12, 2022 City of Piedmont Planning & Building News	4,521	3,026	96
04/22/22	April 19, 2022 City of Piedmont Housing Bulletin	4,515	3,014	124
04/29/22	April 29, 2022 City of Piedmont Housing Bulletin	4,963	3,367	164
05/08/22	May 8, 2022 City of Piedmont Planning & Building News	4,522	3,081	152
05/12/22	May 12, 2022 City of Piedmont Housing Bulletin	4,518	2,752	143
06/02/22	June 2, 2022 City of Piedmont Planning & Building News	4,413	2,651	103
06/10/22	June 10, 2022 City of Piedmont Housing Element Notice	5,710	3,559	135
06/17/22	June 17, 2022 City of Piedmont Housing Staff Report	4,393	3,050	141
07/07/22	July 2022 City of Piedmont Planning & Building News	4,636	3,241	107
07/29/22	July 29 2022 City of Piedmont Housing Bulletin	4,369	3,024	109
08/12/22	August 12 2022 City of Piedmont Housing Bulletin	4,362	3,130	77
09/12/22	September 2022 City of Piedmont Planning & Building News	4,351	2,986	118
10/06/22	October 2022 City of Piedmont Planning & Building News	4,351	2,627	178
11/03/22	November 2022 City of Piedmont Planning & Building News	4,087	2,846	92
11/09/22	City of Piedmont Housing Bulletin	981	642	30
11/14/22	City of Piedmont Housing Element Bulletin	981	662	76
12/09/22	December 2022 City of Piedmont Planning & Building News	4,353	2,978	68
12/20/22	December 16 2022 City of Piedmont Housing Bulletin	815	556	61
		104,487	5308	

Piedmontishome.org Website Traffic

Month	Visits	Unique Visitors	Pageviews
Mar-21	964	721	2,052
Apr-21	1,227	972	2,204
May-21	269	187	701
Jun-21	120	72	292
Jul-21	226	149	549
Aug-21	425	338	886
Sep-21	280	196	685
Oct-21	283	189	689
Nov-21	397	254	886
Dec-21	335	236	699
Jan-22	187	150	388
Feb-22	197	157	439
Mar-22	765	512	1,624
Apr-22	1,197	842	2,206
May-22	1,180	792	2,171
Jun-22	1,006	668	2,059
Jul-22	1,075	732	2,107
Aug-22	1,099	761	2,126
Sep-22	631	416	1,199
Oct-22	1,233	1,025	1,236
Nov-22	763	474	1,623
Dec-22	333	259	489
Total	14,192	10,102	27,310

Month	Pageviews (through Dec 31 2022)
Home	12,808
Housing Element Update	2,700
Get Involved	2,232
FAQs	1,532
Overview	1,196
Resources	977
Advisory Committee	777
SB2	597
Events	413
Piedmont Housing Element Update - Workshop #1	353
Measure A1	330
Events Catalog	246
Community Event - Piedmont is Home Housing Programs	220
Housing Element Information Open House	218
Piedmont Housing Element Update - Workshop #1	209
Planning Commission Meeting	203
City Council Meeting	199
Housing Element Community Workshop #2	186
City Council Meeting	178
Housing Advisory Committee Meeting & SB2 Workshop 1	170

Housing Element Information Session/Open House	147
Housing Element Town Hall Meeting	128
Planning Commission Meeting	113
Housing Advisory Committee Meeting & SB 2 Workshop II	99
Interactive Pinnable Map (Event)	89
Housing Advisory Committee Meeting	81
Planning Commission and Housing Advisory Meeting & Study S	76
Planning commission Meeting	73
Welcome to Piedmont: Real Estate Practice in Support of an In	73
Planning Commission Meeting - Housing Policy Report	52
Community Fair Housing Survey	49
Special City Council Meeting	47
Close of Community Fair Housing Survey & Interactive Map Exe	46
Housing Advisory Committee Meeting	46
Planning Commission Meeting	43
Planning Commission Housing Policy Report	40
Regular Planning Commission Meeting	37
Planning Commission Meeting	33
City Council Meeting	32
Housing Advisory Committee Virtual Meeting	30
Planning Commission Meeting	29
Recreation Commission Meeting	29

Piedmontishome.org Visits By Page Through December 31, 2022

Parks Commission Meeting	28
Planning Commission Meeting	25
Planning Commission Meeting	25
CANCELLED - Harvest Festival 2022	20
Regular Planning Commission Meeting	16
City Council - Measure A-1 Bond Funding	14
City Council Meeting	12
Home	2
Planning Commission Public Hearing	1

City of Piedmont Youtube Channel Engagement Through December 31, 2022

Video title	Publish Date	Views	Watch time (hours)	Impressions	Impressions click-through rate (%)
City of Piedmont Housing Element Introduction - F	08/11/21	869	50.5407	1,948	3.29
Piedmont Housing Element Basics Animated Videc	12/13/21	343	15.5586	909	4.29
Housing Element Basics	11/11/21	175	6.7254	1,048	4.77
Housing Element Components	11/11/21	111	3.6001	580	3.62
Regional Housing Needs Allocation	11/11/21	103	4.2686	487	5.13
Housing Element 102 Information Session	09/30/22	40	4.3917	247	6.07
Housing Community Workshop 12-2-21	12/10/21	27	2.6386	932	1.18
		1,668			

City of Piedmont Facebook Page Engagement Through December 31, 2022

Caption	Post time	Reach	Engagements
Piedmonters are talking about the Piedmont is Home campaign. Over the coming months, City officials, residents, and	2021-03-23T10:21:40	188	23
The deadline for the Housing Survey and pinnable map is this Friday, April 15th! We hope you'll participate!	2021-04-14T13:44:06	119	11
Introduction to Housing	2021-08-25T11:51:57	196	22
Piedmont community members are invited to a special joint virtual study session of the Planning Commission and Hou	2021-09-25T07:53:29	165	3
Are you interested in learning more about the Housing Element Update? On September 29, 2021, the Planning Commi	2021-10-11T13:42:29	122	1
Join us Thursday, October 21st at 5:30PM for a virtual workshop on new housing programs.	2021-10-20T15:12:20	158	3
Piedmont's Housing Element process continues! These new banners went up today on Highland and Grand Avenues to	2022-03-22T12:30:28	133	20
Housing Element Community Workshop	2022-03-22T12:52:12	118	0
Join us for Housing Element Community Workshop #2 on Thursday, March 24th at 5:30PM	2022-03-22T12:55:23	173	1
The City of Piedmont is preparing an update to the Piedmont Housing Element with the goal of enabling the constructi	2022-03-31T10:10:44	931	140
Want to learn about the Housing Element process? Join us for the Housing Element 102 Information Session on Thursc	2022-08-12T10:32:06	172	1
Join us next Wednesday, November 9th for an informational open house about the City's updated Draft Housing Eleme	2022-11-03T08:32:06	92	1
Piedmont Housing Element Informational Open House	2022-11-15T08:48:01	100	10
		2,667	236

City of Piedmont Nextdoor Account Activity Through December 31, 2022

Content Type	Subject	Body	Date	Impression Count	Thank Count
post	Housing Element Informational Open House November 9th; Special	Piedmont's Planning & Building Department will host an i	2022-11-03 15:16:1	294	1
post	Housing Element 102 Information Session	Want to learn about the Housing Element process? Join u	2022-08-12 17:42:1	378	1
post	587 Housing Units in Piedmont, It's a Puzzle!	The City of Piedmont is preparing an update to the Piedm	2022-03-31 17:12:5	391	1
post	Housing Programs Workshop 10/21 at 5:30PM	Join us Thursday, October 21st at 5:30PM for a virtual wo	2021-10-20 22:13:4	177	0
post	Housing Element Update Meeting Video	Are you interested in learning more about the Housing El	2021-10-11 20:43:4	166	0
post	Housing Element Study Session - Wednesday 9/29	Piedmont community members are invited to a special jo	2021-09-25 14:55:1	260	0
post	Piedmont is Home Campaign Launched	Piedmonters are talking about the Piedmont is Home can	2021-03-23 17:23:3	281	0
				1,947	3

City of Piedmont Twitter Account Engagement Through December 31, 2022

Tweet id	Tweet permalink	Tweet text	time	impressions	engagements
1.59E+18	https://twitter.com/piedr	Thanks to everyone who joined us at our Housing Element Informational Open Ho	2022-11-15 16:43	68	39
1.59E+18	https://twitter.com/piedr	Staff will seek Council authorization to submit the City's Draft Housing Element to	2022-11-03 18:38	109	19
				177	58