



City Manager Lorie Tinfow contributes a monthly column to the *Pacifica Tribune* to connect with local residents and keep Pacificans informed on issues that are of current interest in the City of Pacifica. Below is the submission for the May 6, 2015 edition of the *Pacifica Tribune*, which focuses on City Hall Listens feedback.

City Hall Listens Gets Results

In two of the columns I've written for this space, I've highlighted our new online tool for community engagement called "City Hall Listens." We started in February with an introductory question about what you love about our City and last month I posted a question requesting suggestions for restaurants to replace the closed Denny's in Linda Mar Shopping Center. The responses have been great and I want to share some of the results with you here. Before I do that, let me recap how City Hall Listens works and why we are using it.

City Hall Listens give us, the City, a new avenue to reach out to the community and ask for feedback on topics of interest. Not only is it a new way to stay connected to those we know, we also hope that it will engage new folks who we rarely hear from in City activities.

Visitors to the site may simply view the topic and the comments. If a visitor wants to leave a comment, they are asked to "register" meaning sign-up by entering name, email address, etc. The site also asks for some demographic information but providing it is optional. However, looking at who is saying what by age, gender, etc., is really helpful in understanding the results and I encourage all visitors to provide the information. Comments can be posted with or without your name.

So far we've had approximately 450 unique visitors to the site. Most of these folks did not leave a comment on the posted topic but were interested enough to stop by and see what others were saying. We had 197 visits and 23 responses to the question "What do you love about Pacifica?" and 288 visits with 40 comments related to replacements for Denny's. At three minutes each, those 63 comments are equivalent to more than 3 hours of "oral communication" time at a typical City Council meeting. In addition, it appears folks really do watch Council meetings. The number of visitors to City Hall Listens spiked to more than 80 on April 14 after the site was discussed as part of the April 13 City Council meeting!

I wrote about the "Love" question comments in my March column so I'll focus on the "Denny's" question here. The suggestions for restaurants to replace Denny's varied considerably with more than 25 specific business names mentioned and Black Bear Diner mentioned most often. Some comments were more generic: "not fast food", "a quality, family oriented place", "locally owned with a healthy menu". Fourteen comments (or 35%) asked for a late night or 24 hour operation similar to Denny's when it was open and two commenters requested the space be filled with another Denny's. I'll be sending all the suggestions to KIMCO (the owner and operator of Linda Mar Shopping Center) and posting a more detailed summary on the City Hall Listens site in the next week or so.

With this experience under our belt, we will be moving on with questions of greater consequence very soon. If you've already visited City Hall Listens, please continue to participate and encourage others to do so. If you haven't been to the site yet, please check it out by visiting our website at www.cityofpacific.org.
