

**CITY OF SEBASTOPOL
CITY COUNCIL
STAFF REPORT**

Meeting Date: December 1, 2015
To: Honorable Mayor and City Councilmembers
From: City Manager McLaughlin
City Clerk Gourley
Cittaslow Sebastopol (Tasha Beauchamp)
Subject: Update on Cittaslow Sebastopol's activities in Fiscal Year 2015-2016 (Progress Report for Period: July - December 2015)
Recommendation: That the City Council Receive the Informational Report
Funding: Currently Budgeted: XXX Yes No N/A

INTRODUCTION: This item is to request City Council receive the informational report on activities conducted by Cittaslow Sebastopol in FY 2015-2016 (Progress Report for Period: July to December 2015).

BACKGROUND: In 2010, the City of Sebastopol applied for and received designation as a member of the international network of Slow Cities (Cittaslow).

The Cittaslow Sebastopol Mission is to preserve our unique town character by collaborating with individuals, businesses, nonprofits and government agencies to create activities and programs that:

- Support locally made products and agriculture
- Celebrate our culture and history
- Share the joys of our community with visitors and amongst ourselves
- Integrate technologies for improved well being
- Promote the health of our environment
- Develop community-friendly infrastructure

In 2013, the City Council acknowledged Cittaslow Sebastopol's unique position as a volunteer, community organization dedicated to helping the City of Sebastopol grow and develop in a manner consistent with the 6 priorities of the Slow City as listed above. Cittaslow Sebastopol continues to further the goals of the City Council to enhance the economic vitality of the City.

DISCUSSION:

Cittaslow Sebastopol is presenting to the City Council and the public an informational update showing how the City funds for Cittaslow Sebastopol have been spent to date and the benefits sustained as a result of Cittaslow Sebastopol's activities.

RECOMMENDATION: That the City Council receive the informational report.

Attachment(s):

Cittaslow Sebastopol FY 2015-2016 (Progress Report for Period: July to December 2015)

Cittaslow Sebastopol 2015 Mid-Year Report



- Locally made products and agriculture
- Local culture and history
- Hospitality: with visitors, with each other
- Sustainability
- Wise use of technology
- Community-friendly Infrastructure

Walking Initiatives



Community Suggested Favorite Walks SebastopolWalks.org



The Ped Line

Sue Labouvie: Studio L'Image

- Preparing Encroachment Permit for CalTrans
- Coordinating with Wayfinding Project
- Preparing a Call-for-Artists to design the sidewalk markers



Walk-Friendly Application

Student Intern: Molly Rink
Co-Chair: Clare Najarian

Assessment of

- Planning
- Engineering
- Enforcement
- Education
- Evaluation

Evidence-based recommendations to use for grants



America Walks Micro Grant

Student Intern: Molly Rink

- Student Intern
- 10 micro-grants
- \$2500
- Pay for PedLine markers
- Hear by the end of the year



ExperienceSebastopol.com Pam Carpenter: Plan A Design

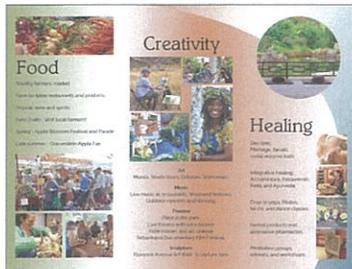


Trifold Brochure Debbie Morris: Patisserie Angelica



brochures@cittaslowssebastopol.org

Trifold Brochure Order some for your business!



brochures@cittaslowssebastopol.org

Street Banners The City's Tourism Website

- Permanent display
 - Highway 12
 - Petaluma Blvd
 - Outside 2 hotels
 - McKinley/Barlow
 - Plaza Gazebo
- Periodic
 - Main Street
 - City Hall



Analytics Overview 6/1/15 – 11/14/15 ExperienceSebastopol.com

- Big uptick July 1
- Link on City Website
 - Banners went up
 - Brochures in hotels
- 1559 sessions
15% return visitors



Session Duration 6/1/15 – 11/14/15 ExperienceSebastopol.com

- Top 100 spent
- 1 hour (Redwood City)
 - 11 min (3 visits: Cupertino)
 - 6 min (2 visits: Eugene)
 - 3:49 (11 visits: Chicago)
 - 2:47 (16 visits: NYC)

City	Visits	Spent	Avg. Session Duration	Pages Viewed	Time Spent
Redwood City	1	\$1,000.00	1:00:00	1	1:00:00
Cupertino	3	\$110.00	0:11:00	3	0:33:00
Eugene	2	\$60.00	0:06:00	2	0:12:00
Chicago	11	\$39.90	0:03:49	11	0:41:59
NYC	16	\$49.20	0:02:47	16	0:45:12

Plan Your Visit = #2 page

2015 Q3 up 8.5% Transition Occupancy Tax

- Compared to 2014 Q3
- Caveats:
 - Economy is better
 - Number of rooms
 - Other advertisers
 - Barlow
 - Tour d'Organics
 - Cajun Festival
 - Slow Food California
 - Much Ado



USA Today Collaboration Chamber, SDA, Barlow, SCC, SCA, Farm Trails



Other Projects

- City Business Directory
- Time Bank Survey
- Community Calendar
 - Sebastopol Community Cultural Center
 - Sebastopol Center for the Arts

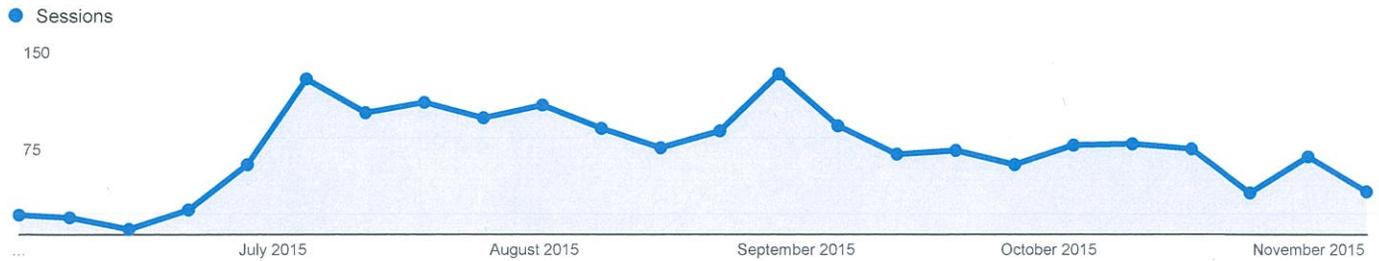


Audience Overview

Jun 1, 2015 - Nov 13, 2015

All Sessions
100.00%

Overview



Sessions
1,559

Users
1,334

Pageviews
3,210

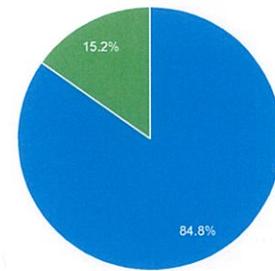
Pages / Session
2.06

Avg. Session Duration
00:02:10

Bounce Rate
60.87%

% New Sessions
84.80%

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	907	58.18%
2. ru	295	18.92%
3. ru-ru	192	12.32%
4. pt-br	53	3.40%
5. c	34	2.18%
6. it-it	12	0.77%
7. pt-pt	12	0.77%
8. en-gb	7	0.45%
9. de-de	4	0.26%
10. fr	4	0.26%