1,391 Surveys Answered
2 Town Halls
Bilingual Outreach

1st Town Hall | July 22, 2021
50 attendees

2nd Town Hall | August 12, 2021
47 attendees
1st Town Hall
5,093 people reached
139 engagements
Organic reach

Community Engagement post

1st Town Hall
Facebook event
Organic reach

Communications Office post
1st Town Hall
2,427 people reached
152 engagements
Organic reach
1.6X higher impressions

Community Engagement post
City of Las Cruces Government

Press Release Post

2,090 people reached
82 engagements
Organic reach
1.3X higher impressions

Communications Office post

Comments

Person1

Steph Vargas

Robyn Rehbein-Narvaez, Jeani Vargas, Jason DeDera, John Villalobos the more people that do the survey the better it is our city.

Like, Reply, Message 3w

Person2

Tommy Montalvo

Does anyone know when the reelection for a mayor will take place?

Like, Reply, Message 2w
Survey Paid Post

$100 ad
12,508 people reached
2,802 engagements
2.0X higher impressions

The Communications post it and paid for the boosting

Results of the Paid Post

View Results

<table>
<thead>
<tr>
<th>Performance</th>
<th>Reach</th>
<th>Cost Per Link Click</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link Clicks</td>
<td>635</td>
<td>$0.13</td>
</tr>
<tr>
<td>Post Engagement</td>
<td>1.34</td>
<td></td>
</tr>
</tbody>
</table>

Details

- Cost: $100.00
- Post: Get more webpage visits
- Ad Duration: 5 Days

Previews

In April 2021, New Mexico became the 17th state to legalize recreational cannabis with the passage of House Bill 2 (HB 2), the Cannabis Regulation Act.

Audience

This ad reached 10,403 people in your audience.

- 49.3% Women
- 50.7% Men
Help the City decide where cannabis retailers and growers can set up now that the New Mexico legislature has legalized cannabis for recreational use. Take the survey, available in English and Spanish. #LasCruces
https://survey123.arcgis.com/.../68ff6c23c7b94925b4f76ec4...

**Final Post**

627 people reached
17 surveys answered
18 engagements
-2.1 lower impressions

**Community Engagement post**
Press Releases

2 Press Releases were sent out on July 15 and August 10 resulting in coverage by Las Cruces Sun News, KWRG, aKVIA, the Bulletin, among others.

The Community Engagement Office wrote the press releases and the Communications Office sent them out for distribution
Las Cruces will have multiple opportunities to weigh in on how the City of Las Cruces will manage land use and zoning as it relates to cannabis growers and retailers now that the New Mexico Legislature has legalized cannabis for recreational use.

The community is especially encouraged to attend a Town Hall Interactive Meeting at 5:30 p.m. Thursday, July 22 in Council Chambers at City Hall, 700 N. Main St. A second town hall meeting will be scheduled in August to provide results of input and next steps.

After gathering public input City staff will draft an ordinance to regulate businesses license registration and building codes, and the zoning and land use code. Once drafted, it will be forwarded to City Council for consideration.

Special Edition
Sent to 368 contacts
55-65+ demographic
135 opens in New Mexico
4 opens in Texas
101 opens in California
40 opens in Tennessee
3 opens in Costa Rica

51 surveys answered
PODCAST EPISODES

2 Episodes (English/ Spanish)
GUESTS
- Councilor Gabriel Vasquez
- Assistant City Manager Ikani Taumoepeau

AVAILABLE
- Apple Podcast
- Spotify
- Google Podcast

LISTENERS DEMOGRAPHIC
- 23-27 year olds
- 35-44 Year olds

GEOGRAPHIC LOCATION
- 88% United States
- 4% Germany
- 4% Canada
- 2% Malaysia

LISTENERS BY LOCATION IN THE US
- NM 80%
- TX 20%
- VA 0%

LISTENERS BY LOCATION IN TX
- Austin 40%
- El Paso 20%
- Irving 20%
- Forth Worth 20%

LISTENERS BY LOCATION IN NM
- Las Cruces 68.7%
- Albuquerque 22.2%
- Rio Rancho 9.1%
- El Paso 20%
- Las Cruces 68.7%