# City of San Clemente
# Human Affairs Committee
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**FISCAL YEAR 2023-2024 WORK GROUP STATUS REPORT:**

Project Name:  **Reach Out to Residents**

## Purpose, Goals & Deliverables of Project

The City Council has the potential to receive clear, direct, and updated views of the taxpayers and residents of San Clemente.  This fosters goodwill, easy interaction with the public, and the ability to "check the pulse" of the public on many issues.

With the advent of "A.I.", it is possible to build a professional questionnaire that is non-partisan by generating questions via "ChatGPT."  Questions and methodology used to arrive at the questions would be transparent.  In addition, the cost and time spent in the past (upwards of $38,000 for one safety survey & forum) can be avoided.

The input of the taxpayers should be sought whenever possible, and reaching out to the community can be seen as a positive step (and PR) for the City Council.

Please note that these questionnaires are expected to simply take the temperature of the residents in a non-partisan manner.  They would not necessarily qualify as a scientific study, and the responses will also be subject to the methodology.  In other words, these are intended as "soft data points."

## Estimated Project Cost

Nominal, depending on whether the question(s) are linked from a SC Times ad or linked from a QR code in water bills that are mailed.  This is an opportunity for the city to gauge public interest without spending a lot of money by simply using existing resources.

Staff hours, delivery, tabulation and optional advertising would be the only costs.

## Project Timeline (Anticipated Start & End Dates)

Ongoing.  The Human Affairs committee or staff could generate any questionnaires based on Council feedback.  As new issues come up, a questionnaire could be developed very quickly.  Polling the residents could be an ongoing project.

## Resources Needed (including Staff hours)

 1-2 staff hours per questionnaire, estimated.  Advertising expenses; potentially $0.

## New or Unfinished Project?

New

## Chat GPT setup question (Prompt)

Use the following "A.I." Prompt in order to generate poll questions.  The use of this Prompt is intended to create non-political, non-leading questions.  However, if an infinite number of monkeys asks an infinite number of questions, you will end up getting bad polling questions.  Human review is required, and whoever generates the questions needs to be cognizant of confirmation bias.

The Prompt below asks for one question.  It's possible to change the wording so multiple questions are generated, and the most appropriate question can be picked from the group.

> **San Clemente is a California coastal city with about 65,000 residents.**
>
> **The city Mission Statement reads:**
>
> **The City of San Clemente, in partnership with the community we serve, will foster a tradition dedicated to:**
>
> **Maintaining a safe, healthy atmosphere in which to live, work and play;**
>
> **Guiding development to ensure responsible growth while preserving and enhancing our village character, unique environment and natural amenities;**
>
> **Providing for the City's long-term stability through promotion of economic vitality and diversity;**
>
> **Resulting in a balanced community committed to protection of what is valued today while meeting tomorrow's needs.**
>
> **Create five poll questions that are intended for the residents of the city.  Please word the questions so they are non-political and neutral in nature.**
>
> **Include poll question Instructions at the top.  Instructions should tell respondents that they can choose from a range of 1 to 5, with one being disagree completely and five being agree completely.**
>
> **The questions should be regarding the topic: _____**

## Broad-Based Needs List

The Human Affairs Committee is to act in an advisory capacity to the City Council in all matters pertaining to human needs, including homelessness, with the City of San Clemente.

Here's a list of human needs that might be relevant to the residents of San Clemente, and therefore the City Council:

- **Housing:** Access to affordable and suitable housing options.
- **Employment**: Opportunities for diverse and stable employment.
- **Education:** Quality schools and educational resources for all age groups.
- **Healthcare**: Accessible and affordable healthcare services.
- **Safety**: Low crime rates and a secure living environment.
- **Recreation**: Recreational facilities and outdoor spaces for leisure activities.
- **Transportation**: Efficient and accessible transportation options.
- **Community Services**: Availability of community services and support.
- **Cultural Activities**: Opportunities for cultural engagement and artistic expression.
- **Environmental Sustainability**: Efforts for a sustainable and eco-friendly community.
- **Social Connection**: Community events and spaces that promote social interaction.
- **Infrastructure**: Well-maintained roads, utilities, and public spaces.
- **Economic Opportunities**: Support for local businesses and entrepreneurial endeavors.
- **Nutrition**: Access to fresh and healthy food options.
- **Family Support Services**: Resources for families, including childcare and parental support.
- **Technology Access**: Availability of technology and internet access for all residents.
- **Emergency Services**: Quick and reliable emergency response services.
- **Education and Awareness**: Information on local services, events, and resources.
- **Civic Engagement**: Opportunities for residents to participate in local governance and decision-making.
- **Homelessness:** How the community engages with this issue.

These needs reflect a combination of basic necessities, community-oriented services, and factors that contribute to the overall well-being of the population in San Clemente.  Some of these topics are important now, but all will be important at some point in time.

## San Clemente "Reach Out to Residents" Poll Instructions

1) The initial 20 general topics for the poll questions are included in the **Broad-Based Needs List** document (above).
2) The poll format is a 0 to 5 choice, which is available through Tamara Tatich.
3) The poll can be "advertised" through San Clemente's Facebook page as a link directly to the San Clemente City website. The Facebook post should say:


"Your voice matters in shaping the future of our city. 🌊✨ We're gearing up to create poll questions on topics that are important to YOU!
Drop a comment at the link on the San Clemente City website and let us know what topics YOU want to see addressed in our upcoming polls. Your input will help us better understand and serve the needs of our community."

   a)  It's recommended to share the San Clemente Facebook post to popular San Clemente Facebook pages to get more exposure.
   b) The City may also choose to advertise in the San Clemente Times, and use a QR code to directly link to the polls.

4) Once the results are tabulated, the first actual poll can be created, based on the response from residents about which main topics are most relevant to them. There are pre-made ChatGPT poll questions ready for every main topic. <u>Please note</u>: This first step is not required. The city can simply choose the questions and start polling.

The "Reach out to Residents" polls are designed to post for a week. The following week a new Facebook post can be made showing how the residents responded to the poll. The San Clemente Times has also said that the results are newsworthy, and therefore may run a story about the results as well. This shows transparency and interaction with the residents, which is usually a public relations win.