City of Santa Fe

Charter Review Commission — 2026 Outreach & Engagement Summary

Executive Overview

The City of Santa Fe implemented a coordinated, multichannel communications campaign to increase public awareness of the 2026 Charter Review Commission and encourage resident participation in the charter review process.

Through email outreach, social media, website resources and public input opportunities, the City achieved the following:

- **67,696 email sends** across eight campaigns, generating 14,723 reported opens and 580 clicks.
- **28,704 social media views** and 327 interactions across Facebook and Instagram.
- **1,145 website visits** across three Charter Review Commission pages.
- **331 public feedback submissions**, including 326 community survey responses and five public input forms.

The campaign successfully distributed information across multiple communications channels and provided residents with opportunities to participate. Survey-focused messaging generated the strongest measurable response, highlighting the value of clear calls to action in encouraging public engagement.

Public Participation

- **331 total public feedback submissions**
    - 326 Charter Review Community Survey responses
    - 5 Charter Review Commission Public Input Form submissions
- The community survey accounted for approximately 98.5% of all documented feedback submissions.
- Public meeting attendance and verbal comments are not included in these totals.

Email Communications

- **67,696 total email sends** across eight campaigns.
- **14,723 reported email opens**, representing a 21.7% aggregate open rate.
- **580 total email clicks**, representing a 0.86% aggregate click rate.

- Email communications promoted:
    - Charter Review Commission membership opportunities.
    - Public input meetings and district-specific meetings.
    - Opportunities to provide feedback on the City Charter.
    - Participation in the community survey.
- **Highest-performing email campaign:**
    - October 20 — *Take the Survey: Share Your Thoughts on Santa Fe City Government*
    - 8,630 emails sent
    - 1,820 opens
    - 277 clicks
    - Accounted for approximately 48% of all email clicks.

Social Media Outreach

- **28,704 total social media views** across 32 Facebook and Instagram posts.
- **327 total interactions**, including likes and other engagement.
- Facebook:
    - 18,600 views
    - Approximately 65% of total social media views.
- Instagram:
    - 10,104 views
    - Approximately 35% of total social media views.
- **Highest-viewed post:**
    - January 16 — Facebook
    - 3,705 views
- **Highest-interaction post:**
    - November 9 — Instagram

    - 45 interactions
- Social media messaging focused on:
    - Raising awareness of the Charter Review Commission.
    - Promoting public input meetings.
    - Encouraging residents to participate in the charter review process.
    - Directing residents to online information and feedback opportunities.

Website Engagement

- **1,145 total website visits** across three tracked pages.
- Charter Review Commission main page:
    - 1,129 visits
    - 3,029 tracked website events
- Charter Review Commission Minutes Archive:
    - 11 visits
    - 30 tracked website events
- Public Comments on City Charter Proposals:
    - 5 visits
    - 15 tracked website events
- **3,074 total tracked website events.**
- The main Charter Review Commission webpage accounted for approximately 99% of tracked website visits.
- The main webpage served as the primary online information resource for residents.

Key Findings

- **Broad communications exposure:** The City distributed nearly 68,000 emails and generated more than 28,000 social media views promoting the Charter Review Commission.
- **Direct public participation:** The campaign generated 331 documented feedback submissions through online survey and input forms.

- **Effective survey promotion:** The October 20 community survey email generated the most clicks of any email campaign, demonstrating the effectiveness of communications with a clear call to action.
- **Multichannel engagement:** Email, social media and website communications provided residents with multiple opportunities to learn about the charter review process and participate.
- **Centralized information:** The main Charter Review Commission webpage served as the primary digital resource for commission information.
- **Continued opportunities for engagement:** Public meeting announcements, survey promotion and district-specific outreach supported ongoing opportunities for residents to participate.

Overall Summary

- The City of Santa Fe implemented a coordinated, multichannel communications campaign to promote the 2026 Charter Review Commission.
- Outreach included eight email campaigns, 32 social media posts, dedicated website resources and online public feedback opportunities.
- The campaign generated significant communications exposure and documented public feedback.
- The community survey was the most utilized feedback channel, while email communications proved effective in directing residents toward opportunities to participate.
- These efforts supported public awareness, access to information and opportunities for community involvement in the City Charter review process.

Reporting Notes

- Email sends, social media views and website visits represent different activity metrics and should not be combined into a count of unique residents reached.
- Public feedback submissions may not represent unique individuals.
- Website events represent tracked analytics actions, not necessarily individual visitors.
- Public meeting attendance, verbal comments and other offline participation are not included in the reported totals.\