

**TO:** Nicole Moore, City of Stockton

**FROM:** Randle Communications

**DATE:** July 12, 2023

**RE:** St. Joseph's Medical Center Expansion Project Community Outreach Efforts

St. Joseph's Medical Center (SJMC) conducted broad and diverse outreach to inform the community and stakeholders about the proposed project expansion. Below is a summary of our outreach efforts to date.

### Community Workshops

SJMC held a total of six (6) Community Workshops that were open to the public between 2021-2023.

- December 12, 2021 via Zoom. Workshop held in English with Spanish and Tagalog translators.
- September 8, 2022 via Zoom. Workshop held in English.
- October 11, 2022 via Zoom. Workshop held in English with Spanish and Tagalog translators.
- October 18, 2022 at First Baptist Community Church in Stockton. Workshop held in English with Spanish and Tagalog translators.
- October 20, 2022 via Zoom. Workshop held in English with Spanish and Tagalog translators.
- April 13, 2023 via Zoom. Workshop held in English.

SJMC also presented to local leaders and organizations during the monthly meeting for the *San Joaquin Partnership* on March 23, 2023.

### Total Community Workshops and Public Presentations: Seven (7)

### Social Media Outreach

Prior to Community Workshops, SJMC has used organic social media posts to promote each of the events.

Additionally, SJMC ran paid social media ads to increase awareness and attendance at our community town halls in October of 2022. We ran two sets of targeted ads in English, Spanish and Tagalog.

#### Ad set 1: Geofenced a one-mile radius around St. Joseph's Medical Center.

Budget	Daily Reach	Total Reach
\$500	2.3K - 6.6K	16.1K – 46.2K

#### Ad set 2: Geofenced the City of Stockton.

Budget	Daily Reach	Total Reach
\$1000	3.1K – 9K	43.4K – 126K

## Email Outreach

SJMC developed an external email outreach list comprised of over 250 individuals and organizations in the local Stockton Community. Additionally, SJMC sent updates to internal staff and hospital affiliates via the weekly newsletter, as well as to members of the St. Joseph's Medical Center Foundation.

### External Emails

- Two emails were sent prior to each workshop to drive turnout for a total of 12.
- One follow up email was sent after each workshop with a link to the workshop recording for a total of 5 (no email sent following in person workshop).
- One email was sent when the SJMC website was launched.
- One email was sent when the Master Development Plan was added to the website.
- **Total: 19 External emails sent**

### Internal Emails

Eight newsletter articles were shared with internal hospital staff and affiliates prior to and following Community Workshops, when the website was launched, and when the Master Development Plan was made available.

- **Total: 8 Internal emails sent**

## Mail

SJMC sent a mailer to more than 15,000 households and businesses in the community surrounding the hospital. The mailer was developed in English, Spanish and Tagalog. The mailer was delivered in early April, 2023.

## Website

A landing page for the proposed expansion project was created to house all of the outreach and informational materials related to the project. The website includes information in English, Spanish, and Tagalog.

Website: <https://www.dignityhealth.org/central-california/locations/stjosephs-stockton/expansion>

The site is updated with key milestones such as the Master Development Plan and the release of the Draft EIR. Viewers can also review and download a project Fact Sheet and FAQ in English, Spanish and Tagalog.

Key Metrics are included below:

### **July 1, 2022 - May 25, 2023:**

2,620 visits to [main landing page](#)

### **February 1, 2023 - May 25, 2023:**

- 507 visits to [main landing page](#)
- 1,094 visits to [Updates and Announcements page](#)

- 53 visits to [Community Workshop Recordings page](#)
  - Additionally:
    - [Tagalog Workshop Recordings Page](#): 11 visits
    - [Spanish Workshop Recordings Page](#): 9 visits
- File Downloads:
  - [Fact Sheet \(English\)](#): 46 downloads
  - [Fact Sheet \(Spanish\)](#): 7 downloads
  - [Fact Sheet \(Tagalog\)](#): 4 downloads
  - [FAQs](#): 49 downloads
- Workshop Recording Views
  - [9/8/2022 Workshop](#): 71 views
  - [10/11/2022 Workshop](#): 195 views
  - [04/13/2023 Workshop](#): 24 views

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