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# California Contract Cities Association Internet Strategy Analysis

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*A Brief Assessment of City Internet Strategies and How they Embrace Social Media,  
Transparency and Citizen Access*

**May 2011**

Survey Version 2.0

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& Owen Thal



TRIPEPI SMITH & ASSOCIATES

## About Tripepi Smith & Associates

Tripepi Smith is a boutique consulting firm based in Orange County, California. Tripepi Smith provides technology and marketing advisory services to small to mid-sized businesses and government.

Technological services are led by Ryder Todd Smith, a 14-year veteran of the technology and government relations arena. Ryder is a graduate of Claremont McKenna College and former research associate with the Rose Institute of State and Local Government at Claremont McKenna College.

Analysis for this report was performed with help from Owen Thal, a graduate of Claremont McKenna College, who has conducted research and analysis in the fields of energy, economic damages, contract pricing and technology.

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## Executive Summary

The Internet provides a unique opportunity for cities to connect to their residents. By developing a city-specific website and utilizing social media tools such as Twitter and Facebook, city governments can maximize the Internet as a resource.

The following is an assessment of the online presence of the member cities in the California Contract Cities Association (CCCA). Raw data was collected between March 28 and April 8, 2011. This study applies the same methodology as similar reviews executed in Orange County, the results of which were originally published in July 2010. Follow-up studies of both Orange and Los Angeles Counties have been completed regularly and can be found here: <http://www.tripepismith.com/category/studies/>

Similar follow-up studies to this CCCA study will be published as they become available.

Tripepi Smith analyzed 67 CCCA member cities' websites to determine the extent of their functionality and overall Internet presence. Tripepi Smith believes that the best practices for any city's website fall into three categories:

1. Access and Usability the website
2. Engagement of social media tools.
3. Fostering transparency and citizen engagement.

Thirteen simple yes/no questions were designed to conduct this analysis:

1. Does the city have a friendly URL (i.e. <http://www.ci.commerce.ca.us> versus <http://www.bellflower.org>)?
2. Does a search for the city's name result in enhanced search results?
3. Does the city have a Twitter account?
4. Has the city updated the Twitter account in the last 7 days?
5. Does the city have a Facebook page?
6. Has the city updated the Facebook page in the last 7 days?
7. Does the city have video and audio of council meetings online?
8. Is there a search function on the site?
9. Is an email for the mayor or a generic email for the whole council available on the website?
10. Did the mayor or mayor's staff respond to a test email?
11. Is the city's budget online?
12. Is the city's website mobile capable or mobile optimized?
13. Does the city's website provide links to its social media accounts?

The simple yes/no questions were designed to ensure clarity in the facts (as opposed to asking: "Is the website nice to look at?")

Certain questions were given a greater weight. For example, 5 points were given for having a Twitter account, but 10 points were given for updating it in the last 7 days. Reasons for the scale of awarding points are identified in the detailed section on best practices.



Based upon the criteria of the study, the following cities ranked highest in Internet strategy implementation (listed in alphabetical order):

- Azusa
- Bellflower
- Coachella
- Diamond Bar
- Lakewood
- Lancaster
- Lomita
- Long Beach
- Palmdale
- Perris
- Rosemead
- San Carlos
- Santa Clarita
- West Hollywood

Given the speed of change on the Internet, returning to update previous results on a more frequent than annual basis is appropriate. Additionally, the social media metrics have proven to be a real point of interest for various audiences, and those can change quite rapidly over the course of a few months, so waiting an entire year to return to the numbers would simply be too long. Therefore, Tripepi Smith plans to revisit this study before a year expires.

It must be noted that the analysis is subject to human error and based on criteria developed by Tripepi Smith. As such the inclusion or exclusion of a city's Internet strategy from the list of top performing city strategies cannot lead one to conclude that the site is "great" or the site is "horrible." Rather, review of these results and the best practices identified in this analysis should encourage cities to engage in a discussion of best practices and contribute their feedback to the future versions of this analysis.

The raw data that was collected for this analysis took place from March 28, 2011 to April 8, 2011

## Strategic Observation

Below are some noted highlights from the analysis:

- By not having an official Twitter or Facebook account, a minority of cities continue to leave a vacuum of information in the social media space, often leaving that vacuum to be filled by impersonators or automatically generated content regarding the city. In the past, Tripepi Smith has observed individuals squatting on a city name hoping to sell it (a violation of Twitter's User Policy).
- 32 cities have official social media accounts (Twitter username or Facebook Page), but city websites rarely link to the official social media accounts (Twitter.com/username or Facebook.com/cityname). Further, cities are even less likely to feature a link to their official social media accounts on the city website homepage.
- The CCCA member city with the greatest Twitter following is Long Beach, while the most communicative (highest tweeting) is San Carlos.
- The majority Twitter accounts for CCCA member cities tweeted during the 7-day observation window. This is good since Twitter is a tool for communication so your account is not adding any value if it is not being used regularly.
- The City of Long Beach also has the most "Liked" Facebook Page of any CCCA member city, with over 6,800 people "Liking" it at the time of this study.
- Many cities that have not created their own Facebook pages have community pages, which are automatically generated by Facebook, with a description pulled from Wikipedia and no direct influence from the city government.



Figure 1 - Note here how someone is attempting to monetize the City of Artesia name.

## Analysis Background

Since its early days in the 1990's, the Internet has exploded as a communication tool. Email and websites have dominated this brief history of the Internet as the primary methods of interacting with people, but a wave of new sites and tools that some have declared Web 2.0 are quickly gaining favor with the public. Underlying these changes is a simple fact: more people use the Internet today than ever before, and in more ways than ever imagined.



Cities have responded to the growth of the Internet by building websites to engage and inform their communities. Citizens in some cities can now watch city council meetings on their laptops, receive traffic updates on local road closures via Twitter or register for parks and recreation events online. Cities – the closest form of the government to the people – are engaging online with their citizens in valuable ways.

This Internet Strategy Analysis intends to inform city staff, elected-officials and the public about how cities are evolving their Internet efforts to inform their citizens, ensure transparency in their local government and enhance their communication in the new medium of social networks.

## Analysis Execution

Data was gathered by using publicly available online tools, such as Google Search, and by navigating through individual city websites and social media tools. All the research was conducted by Ryder Todd Smith and Owen Thal. As the researched was conducted manually, results are subject to human error. Corrections are welcomed. Simply email [ryder@tripepismith.com](mailto:ryder@tripepismith.com)

## Questions/Criteria Explanation

### *Does the city have a friendly URL (i.e. <http://www.ci.commerce.ca.us> versus [bellflower.org](http://www.bellflower.org))?*

Reason for Question: Simple URL's are easier for citizens to remember and more impactful when successfully promoted to the public. The purchase of individual domain names is relatively inexpensive given the additional branding value for cities.

Question Weight: 5 points

### *Does a search for the city result in enhanced search results?*

Reason for Question: Websites can be optimized so that when a search is conducted on a standard search engine such as Google or Bing, a series of results from within the city's website are returned. This allows citizens faster access to relevant information and provides an indicator of the site's optimization for search engines.

Question Weight: 5 points

### *Does the city have a Twitter account?*

Reason for Question: Having a Twitter account demonstrates that a city is engaging in social media communications. Additionally, cities need to be concerned about users who might adopt the city name to gain unsuspecting follower for unofficial, and potentially libelous tweeting. Registering an account is free and should be done if for no other reason than to guarantee future access to the city's desired Twitter username. Twitter usernames today are similar to simple domain name registration in the mid-90's.

Question Weight: 5 points



***Has the city updated the Twitter account in the last 7 days?***

Reason for Question: Having a Twitter username is really only part of the process. Once the account is opened, it must be used. To the users of social media, an idle account is nearly worse than having no account at all, because establishing the account raises the expectation that content will be provided, leaving the reader disappointed when there is none. Further, in the era of social media, conversations are ongoing and fast. More than 7 days between communications is simply too much time.

Question Weight: 10 points

***Does the city have a Facebook page?***

Reason for Question: Securing a Facebook page is free and easy to do. The Facebook Page feature was introduced in 2008 and represents the best method for a city to engage with its citizens through Facebook (versus using a personal account with a city name or a Facebook Group). Having the account indicates a city's progressive use of social media to reach citizens. Finally, similar to Twitter, securing a page and vanity URL for the city is important to give citizens an official page to "like." Otherwise, unsuspecting citizens may "like" unofficial city pages assuming they are legitimate.

Question Weight: 5 points

***Has the city updated the Facebook page in the last 7 days?***

Reason for Question: Having a Facebook Page is really only part of the process. Once you have the Page established, it must be used. To the users of social media, an idle account is nearly worse than having no account at all because opening the account raises expectation that content will be provided, leaving the reader disappointed when there is none. Further, in the era of social media, conversations are ongoing and fast. More than 7 days between communications is simply too much time.

Question Weight: 10 points

***Does the city have video and audio of council meetings online?***

Reason for Question: The public is expecting video content more than ever before. The expansion of high speed Internet access and services like YouTube and Hulu have set the expectation that all content can be delivered via the Internet. Access to council meetings online (audio or video) provides a clear record of city council activities, gives insight into past and current debates, and increases the accountability of council members.

Question Weight: 10 points

***Is there a search function on the site?***

Reason for Question: As websites have grown increasingly complicated, it has become harder for users to find the specific information they want. The effect is called "data smog." Search functionality on sites makes it much easier for a person to find what they're looking for.

Question Weight: 5 points

***Is an email for the mayor or a generic email for the whole council available on the website?***

Reason for Question: The Internet has helped bring government closer to the people. We can now reach out to our elected officials quickly and efficiently. This is particularly true at the city government level where the government is closest to the people. As such, citizens should and do expect to be able to email their mayor via an email address provided on the city's website.

Emails to a general council email address were acceptable, as were emails to either personal or city accounts.

Email forms that submitted emails to general council email were not accepted for points, though if they resulted in a contact back from the City (personal, none automated) then 10 points were awarded in the response category below. Email forms that can be submitted directly to an individual council member were awarded 5 points.

Question Weight: 5 points

***Did the mayor or mayor's staff respond to a test email?***

Reason for Question: Having emailed their mayor or council, it is reasonable for citizens to expect a response of some form. Having an email on the website creates this expectation. Of note here is the possibility that spam filters or other technologies may intervene in the communications. Regardless of technical interventions, the hope is that citizens who take the time to engage their government via email will receive some kind of response.

Responses from city staff were counted as responses in this analysis. All responses had to be received within seven days of email or form submission.

Question Weight: 10 points

***Is the city's budget online?***

Reason for Question: The city budget is a key document that explains the priorities of the city. It is a starting point for all citizens to understand their government and how tax dollars are spent. Making it easily available to citizens is an important part of transparency.

Question Weight: 10 points

***Is the city's website mobile capable or mobile optimized?***

Reason for Question: More and more traffic on the Internet is being generated from mobile devices. This is especially true of local websites where physical proximity to relevant information is important. This question looks at two criteria and awards either zero, five or a full ten points. Zero points are awarded if the website, when viewed on an iPhone, does not function properly or does not appear similar to the desktop version. 5 points are awarded if the website does mimic the desktop viewing experience. 10 points are awarded if the site has been optimized with a mobile version of the site that is designed specifically for a smaller screen or less bandwidth.

Question Weight: 5 points (mobile capable) / 10 points (mobile optimized)



*Does the city's website provide links to its social media accounts?*

Reason for Question: Having a Facebook or Twitter account is only part of having an effective online presence. Having links to your social media pages makes it easier for people find these pages and drives more traffic to these sites from the city's website. If a website provides links to its official Facebook or Twitter accounts, the points are awarded.

Question Weight: 5 points

## Top 14 City Results

City	Friendly URL	Expanded Search Results	Twitter Account	Twitter Last 7 Days	Facebook Page	Update in last 7 days	Meeting Video/Audio Online	Search on Site	Email for Elected On Site	Response to Email	Budget Online	Mobile Accessible	Links to Social	Total Score
West Hollywood	5	5	5	10	5	10	10	5	5	10	10	10	5	95
San Carlos	5	5	5	10	5	10	10	5	5	10	10	5	5	90
Lancaster	5	5	5	10	5	10	10	5	5	0	10	5	0	75
Palmdale	5	5	0	0	5	10	10	5	5	10	10	5	5	75
Lakewood	5	0	5	10	5	10	10	5	0	5	10	5	0	70
Perris	5	5	5	10	5	0	10	5	0	5	10	5	5	70
Azusa	0	5	5	10	5	10	0	5	5	0	10	10	5	70
Bellflower	5	5	5	10	5	10	0	5	5	0	10	5	5	70
Diamond Bar	0	5	5	10	5	10	10	5	5	0	10	5	0	70
Long Beach	5	5	5	10	5	10	10	5	0	0	10	5	0	70
Santa Clarita	5	5	5	10	5	10	0	5	5	0	10	5	5	70
Rosemead	5	5	5	0	5	10	10	5	5	0	10	5	0	65
Coachella	5	5	0	0	5	10	0	5	5	10	10	10	0	65
Lomita	5	5	0	0	5	10	10	5	5	0	10	5	5	65

Results for the 53 other CCCA member cities included in the analysis are available by request for other city representatives.

Please contact Tripepi Smith at 626.536.2173 or [ryder@tripepismith.com](mailto:ryder@tripepismith.com)

## Strategic Observations and Commentary

There are many lessons to glean for observing the data and experiencing 88 websites while working on this study. In this section we attempt to summarize key points and make suggestions that city staff can put into action to improve their Internet strategy and/or convince a council or staff that having a strong Internet strategy is important.

It may seem cliché to state that the Internet is changing the way people perceive and interact with government, but recent studies and experience have moved this statement from punditry to fact. Pew Research recently declared that more Americans now get their news from the Internet than the newspaper. Recent political movements in both US domestic campaigns and political unrest on the international level further demonstrate how technology is empowering people to tell their stories and organize.

Use of internet technologies by the population at large has two impacts. First, residents are seeking out and accessing more media, including niche media that previously was not published. This niche media comes in the form of microblogs and hyper-local content. Second, by interacting with this data, residents give their governments the opportunity to “listen” to the pulse of the people and gain perspective on issues and initiatives in near real time. **An effective Internet strategy is not just a broadcast mechanism for the city, but a constant feedback loop that better informs governments, particularly at the local level.**

Indeed with the constantly declining prices of these technologies, social media tools enable high-paced broad interaction platforms that are limited only by the amount of labor and ingenuity governments apply to them.

## CCCA Member City Specific Observation

The Executive Summary of this document already offered some general observation about the overall state of Internet strategies with city governments in CCCA Member Cities. City governments in the CCCA have the following basics covered:

- Every city (67/67) has a website.
- Every city’s website was viewable on a mobile device. Seven sites were optimized to work nicely on a mobile platform. However, a few websites are Flashed based sites which prevents certain from being accessed on Apple mobile devices such as an iPhone or iPad.
- Nearly every city (55/67) has expanded search results when searched for on Google.
- Nearly every city (64/67) offers some sort of search function on their website.

Additional observations that we found to be interesting include the following:

- More cities have an official Facebook page (27/67) than a Twitter account (19/67).
- 76% of cities (51/76) listed an email address for the mayor or council in general or provided a form to contact elected officials.
- Nearly 50% of CCCA member cities (31/67) have webcasting their council meetings. This webcasting was often provided through the same service. This could represent an opportunity for cities to combine contracting power to secure better pricing for the service.
- One third (47/67) of CCCA member cities use a user friendly URL. (Ex. [www.hiddenhillscity.org](http://www.hiddenhillscity.org))

- 81% of city's (54/67) provided links to their current city budgets.

## Evolving New Metrics

With over 600,000,000 users on Facebook and 100,000,000 on Twitter, social media is quickly becoming a principal communication tool for those on the Internet. Indeed, Facebook's total traffic now surpasses Google. For these reasons, cities should reevaluate how they look at metrics associated with their websites.

Many cities would benefit from comparing their Facebook Insight statistics with their website visitor statistics. Drawing visitors to a Facebook page can generate more communication between a city and the people who are visiting their site because that is what these sites were designed for. Additionally, being followed on Twitter (or "Liked" on Facebook) allows for direct communication with people, whereas your website communication is limited to when viewers visit.

Many cities are missing an opportunity to connect with people who want more communication. When a city does not create its own official Page, it often receives a Facebook-generated Community Page, which is filled with generic information about the city. Despite the fact these sites are not updated regularly, they are still "Liked" by a significant number of people. The fact that people want to be connected to these automatically generated Facebook Pages indicates just how many people want to connect with their cities despite a lack of official and fresh content. For those cities without an official Facebook Page, the automatically generated pages offer a real time citizen connectivity demand indicator. This is a pool of residents who want to have an association and dialogue with their city governments through Facebook, but are unable to because an official page does not exist.

## Future Tools and Tech

Mainstream social media sites (Facebook and Twitter) are a must for communicating with constituents and visitors, however there are other useful tools online which could change the way cities communicate information to these people:

- **LinkedIn:** A social networking site built around business professionals and designed to promote business networking opportunities. This could be an effective tool for discovering and keeping in contact with important businesses or individuals in a city. For example, with LinkedIn one can follow whole companies. An engaged economic development director might see that a company in their city recently hired or terminated a large number of people, thereby providing an early signal of economic activity relevant to the city.
- **Quora:** A question and answer site which allows you to follow topics or keywords and be alerted when a new response or question has been posted. This site could be a good way to help visitors receive reliable and credible information about a city.
- **Google Calendar:** Creating a publicly shared calendar allows people to add a city's calendar to their desktop or mobile calendar. Using these published calendars, city officials can add an event or change the time of a meeting and know that the change will automatically appear in the subscriber's calendar as

well. Citizens can subscribe to a community calendar and have it overlaid with their own personal calendars so they can more easily schedule their activities with city activities in mind.

- **URL Shorteners:** A URL shortener takes the website you want to share and assigns an alternate URL, usually just a short series of letters, which is still a direct link to the desired page. Users can then share this shortened link on social media accounts. Firms that provide this service include Google (Goog.le), Bit.ly and tinyURL. Each of these sites uses a different base (Ex. <http://bit.ly/rgrsrf>) followed by a randomly generated series of letters and numbers (<http://bit.ly/rgrsrf>) to create these links. Shortened URL's are most helpful with tools like Twitter that limit the number of characters per post. URL shorteners can also provide metrics on click-thrus.
- **Hootsuite & Tweetdeck:** Organizing multiple social media accounts with multiple content managers can become a complex task. Hootsuite and Tweetdeck<sup>1</sup> make managing a social media presence much easier, allowing you to see your Facebook, Twitter, LinkedIn and any other social account in a single location. Both sites offer many other features as well, including posting a single update on multiple accounts, automatic URL shortening and scheduled updates (which allows you to pick the time and date that a pre-written updates are posted. These sites can greatly reduce the amount of time it takes to manage a social media presence.

## Conclusion

There are extraordinary tools available online but they are not useful if they are used incorrectly. The past 5 years have seen Facebook evolve from a website connecting college students to an international social media site with over 600 million users and Twitter hatch from nothing more than an idea to a communications protocol that is creating political upheaval. Mobile smart devices have put the power of the Internet in the pocket of millions of Americans. This rapid evolution of technology has changed peoples' expectations regarding information. It is no longer enough to maintain a website viewable only on a computer. Today's Internet strategy for cities should be focused on providing accessible, accurate information, fostering communication and allowing for a more open dialogue with residents wherever they are.

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<sup>1</sup> Tweetdeck is in the midst of discussions with Twitter to be acquired and may eventually be discontinued according to various technology reports. Additionally, Twitter has essentially instructed developers of client software like Hootsuite and Tweetdeck to stop developing for the platform as Twitter views it as encroaching on their territory.

## Version Release Notes

### Version 2.0:

New in this release:

- Added category "Is the city's website mobile capable or mobile optimized?"
- Added category "Does the website provide links to its social media accounts?"
- Added Section "Strategic Observations and Commentary"
- Added Sub Section "Orange County Specific Observations"
- Added Section "Evolving New Metrics"
- Added Sub Section "Future Tools and Tech"
- Added Section "Conclusion"
- Added % Change for Twitter and Facebook Statistics.

## Cities Included in Analysis

Artesia	Industry	Pomona
Avalon	Irwindale	Rancho Mirage
Azusa	La Cañada Flintridge	Rancho Palos Verdes
Bell	La Habra Heights	Rolling Hills
Bellflower	La Mirada	Rolling Hills Estates
Bradbury	La Puente	Rosemead
Calabasas	Lafayette	San Carlos
Carson	Lakewood	San Dimas
Cerritos	Lancaster	Santa Clarita
Claremont	Lawndale	Santa Fe Springs
Coachella	Lomita	Signal Hill
Commerce	Long Beach	South El Monte
Compton	Los Angeles	South Gate
Cudahy	Lynwood	Temple City
Diamond Bar	Malibu	Ventura
Downey	Maywood	Vernon
Duarte	Monterey Park	Walnut
El Monte	Norwalk	West Covina
El Segundo	Palm Springs	West Hollywood
Hawaiian Gardens	Palmdale	Westlake Village
Hercules	Paramount	Whittier
Huntington Park	Perris	
Indian Wells	Pico Rivera	

## City Twitter Stats April 2011

City	Twitter Handle	Followers	Tweets over 7 day span
<b>Artesia</b>			
<b>Avalon</b>			
<b>Azusa</b>	@cityofazusa	89	7
<b>Bell</b>			
<b>Bellflower</b>	@CityBellflower	119	1
<b>Bradbury</b>			
<b>Calabasas</b>	@CityofCalabasas	379	0
<b>Carson</b>			
<b>Cerritos</b>			
<b>Claremont</b>			
<b>Coachella</b>			
<b>Commerce</b>	@CityOfCommerce	295	0
<b>Compton</b>			
<b>Cudahy</b>			
<b>Diamond Bar</b>	@DiamondBarCity	78	2
<b>Downey</b>			
<b>Duarte</b>	@CityofDuarte	26	0
<b>El Monte</b>			
<b>El Segundo</b>			
<b>Hawaiian Gardens</b>	@HawaiianGardens	94	0
<b>Hercules</b>			
<b>Huntington Park</b>			
<b>Indian Wells</b>	@indian_wells	2620	1
<b>Industry</b>			
<b>Irwindale</b>			
<b>La Cañada Flintridge</b>			
<b>La Habra Heights</b>			
<b>La Mirada</b>			
<b>La Puente</b>			
<b>Lafayette</b>			
<b>Lakewood</b>	@LakewoodCA	48	2
<b>Lancaster</b>	@cityoflancaster	549	4
<b>Lawndale</b>			
<b>Lomita</b>			
<b>Long Beach</b>	@LongBeachCity	2740	7
<b>Los Angeles</b>			
<b>Lynwood</b>			
<b>Malibu</b>			
<b>Maywood</b>			

<b>Monterey Park</b>			
<b>Norwalk</b>			
<b>Palm Springs</b>			
<b>Palmdale</b>			
<b>Paramount</b>			
<b>Perris</b>	@CityofPerris	106	4
<b>Pico Rivera</b>			
<b>Pomona</b>	@PomonaCAgov	240	1
<b>Rancho Mirage</b>			
<b>Rancho Palos Verdes</b>			
<b>Rolling Hills</b>			
<b>Rolling Hills Estates</b>			
<b>Rosemead</b>	@CityofRosemead	80	0
<b>San Carlos</b>	@CityofSanCarlos	1096	14
<b>San Dimas</b>			
<b>Santa Clarita</b>	@santaclarita	2188	13
<b>Santa Fe Springs</b>			
<b>Signal Hill</b>			
<b>South El Monte</b>			
<b>South Gate</b>			
<b>Temple City</b>			
<b>Ventura</b>	@cityofventura	272	0
<b>Vernon</b>			
<b>Walnut</b>	@WalnutCreekGov	173	2
<b>West Covina</b>			
<b>West Hollywood</b>	@wehocity	612	11
<b>Westlake Village</b>			
<b>Whittier</b>			

Data Gathered between 4/1/2011 and 4/8/2011

## City Facebook Stats

City	Likes	Posts over 7 day span
Artesia	48	-
Avalon	0	-
Azusa	218	5
Bell	12*	-
Bellflower	511	2
Bradbury	43*	-
Calabasas	107	-
Carson	37	1
Cerritos	0	-
Claremont	37	2
Coachella	18	2
Commerce	9*	-
Compton	102*	-
Cudahy	876	5
Diamond Bar	455	2
Downey	849	-
Duarte	8*	-
El Monte	90	2
El Segundo	1155*	-
Hawaiian Gardens	669*	-
Hercules	6	-
Huntington Park	0	-
Indian Wells	365	-
Industry	13	-
Irwindale	91*	-
La Habra Heights	156*	-
La Mirada	1,537*	-
La Puente	1985*	-
La Cañada Flintridge	1036*	-
Lafayette	365	-
Lakewood	1234	1
Lancaster	4722	8
Lawndale	0	-
Lomita	104	5
Long Beach	6822	8
Los Angeles	30*	-
Lynwood	318	-
Malibu	12*	-
Maywood	0	-
Monterey Park	0	-

<b>Norwalk</b>	0	-
<b>Palm Springs</b>	0	-
<b>Palmdale</b>	3121	2
<b>Paramount</b>	0	-
<b>Perris</b>	5	-
<b>Pico Rivera</b>	1392*	-
<b>Pomona</b>	9*	-
<b>Rancho Mirage</b>	0	-
<b>Rancho Palos Verdes</b>	26	-
<b>Rolling Hills</b>	123*	-
<b>Rolling Hills Estates</b>	227*	-
<b>Rosemead</b>	1,453	4
<b>San Carlos</b>	2,563	1
<b>San Dimas</b>	1550*	-
<b>Santa Clarita</b>	2,217	6
<b>Santa Fe Springs</b>	0	-
<b>Signal Hill</b>	303*	-
<b>South El Monte</b>	687	9
<b>South Gate</b>	2328*	-
<b>Temple City</b>	878*	-
<b>Ventura</b>	459	-
<b>Vernon</b>	0	-
<b>Walnut</b>	886	2
<b>West Covina</b>	2919*	-
<b>West Hollywood</b>	886	11
<b>Westlake Village</b>	0	-
<b>Whittier</b>	0	-

Data gathered between 4/1/2011 and 4/8/2011

\* These "Likes" are based on the city's community page, which are not controlled by the city government. Points were not awarded for a community page.