

CITY OF DIXON

DIXON
GROWN

FROM OUR ROOTS TO OUR FUTURE

**Community Outreach
Update**



Summary

To support the launch of the Dixon Grown and its workshop series in March 2026, the City of Dixon implemented a public outreach campaign designed to maximize awareness, participation and transparency around city development efforts. Outreach efforts combined digital, print and in-person engagement strategies.

Digital Outreach

Email Campaign

5 targeted emails
distributed to a
subscriber list of more
than **1,300 residents**

DixonGrown.com Landing Pages

Dedicated workshop **landing pages** featuring:

- Workshop schedules and updates
- Meeting materials and presentations
- Community survey and feedback opportunities
- Recorded virtual workshop access

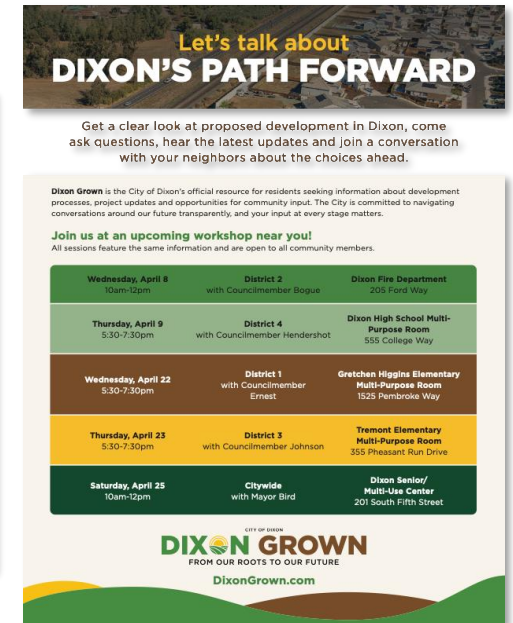
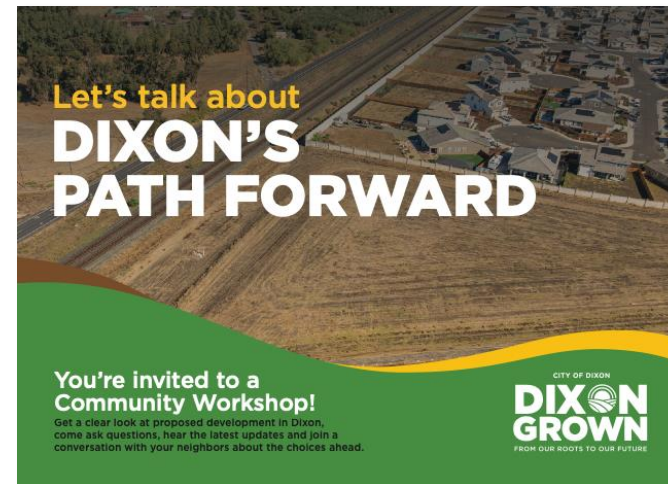
Social Media

Campaign performance
totals:

- **26,800+** total social media impressions/reach
- **140+** engagements
- **63** comments
- **9** shares

Print and Community Outreach

- Every Door Direct Mail (EDDM) campaign reaching **9,145** households and businesses
- Utility bill inserts
- Lawn signs
- Pardi Plaza banner installation
- Digital billboard display
- Flyers
- Business cards



Community Feedback Participation

- Community feedback form generated **53 resident responses** to date
- Residents also submitted questions directly through **DixonGrown.com**, creating an ongoing channel for public input and dialogue with the City

ASK A QUESTION

Have a question about housing, development, or how Dixon is planning for the future?

Ask a Question



Dixon Grown: Community Perspectives Feedback Form

From our roots to our future.

Help shape the community we love! You may have recently contributed to the City's formal bi-annual community survey, but we want to make sure we hear from everyone. This five-minute feedback form ensures your voice is at the center of our upcoming Dixon Grown workshops.

Next

Clear form

Workshop Highlights

- The outreach campaign supported a series of **6 total community workshops** conducted between March and April 2026, engaging more than **186 residents** through virtual, district-based and citywide sessions.
- Five in-person workshops were hosted in core community areas, including:
 - Dixon Fire Department
 - Senior Center
 - Local schools
- Workshops were facilitated by City Council
- Interactive format combined:
 - Informational presentations
 - Roundtable discussions
 - Community sharing and feedback

