



County of Monterey Communications Program

Report to the Board of Supervisors

June 14, 2022



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Section 1



PowerPoint Presentation



County of Monterey Communications Program

Report to the Board of Supervisors – June 14, 2022



Communications Program Team

Nicholas Pasculli
County Communications Director

Maia Carroll
Management Analyst III
Communications Coordinator

Nelly Otsu
Media Analyst

95 years of combined
experience





Communications Program Objective:

To develop, coordinate, and implement a county-wide communications strategy, implementation and evaluation of the County's communications methods as it relates to departments, programs, government relations, crisis management and media relations activities.

Why Invest in Civic Engagement

Source: Bang the Table in Communication, Magazine Fall 2021

Engagement & Communications challenges facing local governments across the country include:

- Small groups of people turning out for meetings
- Communities have feelings of disenfranchisement
- Local governments are struggling to engage more effectively
- Strong need to adopt a broad-based approach to community engagement



Community Engagement is Critical

Source: Bang the Table in Communication, Magazine Fall 2021, [Micromex Study*](#)

Well designed and implemented, broad-based community engagement works.

- It increases satisfaction with government performance
- It enhances trust in civic institutions
- It helps make better, more robust, and resilient solutions, which in turn, saves large amounts of time and resources
- Communities are happiest when they feel well informed about local government's business and has opportunities to be part of policy formation
- **The extent to which a community feels engaged is consistently one of the most important factors in explaining community satisfaction**



Strategy Development Process

Road map to greater communication and community engagement



- The first step in developing the County's first communication plan was to develop actionable initiatives with a strategic purpose. (Gantt charts provided in your packet)
 - Short-term, 6-months timeline
 - Mid-term, 6-months to 12-months timeline
 - Long-term, 12-months to 24-months timeline
- The next step was to develop a comprehensive plan outline. (Plan outline provided in your packet)
 - This will help track the necessary steps to accomplish each initiative



Short-term Successful Initiatives

Expanded General COVID Messaging

Awarded a \$20,000 grant for outreach to the African/American Community

Development of a new press briefing room

Reboot of the CAO's Newsletter

Wrote new County Public Relations Policy

Drafted County's first Communications & Brand Policy

Expanded Social Media outreach efforts

Engaging the Social Media Working Group

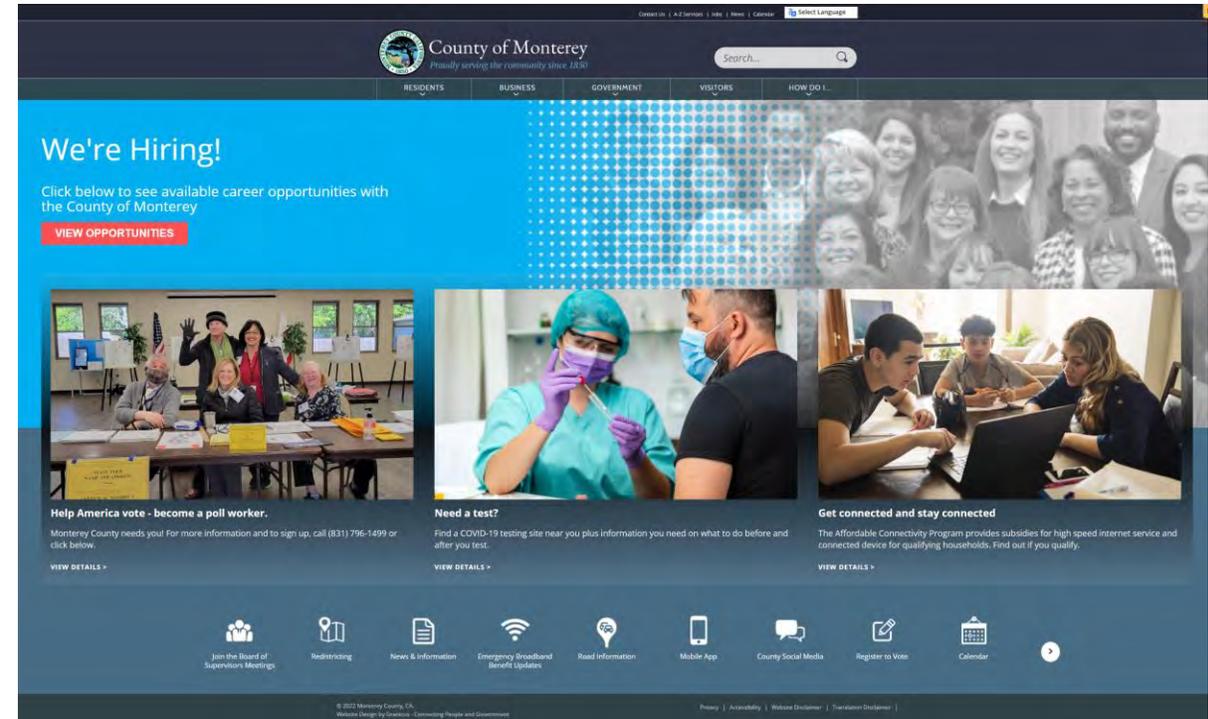
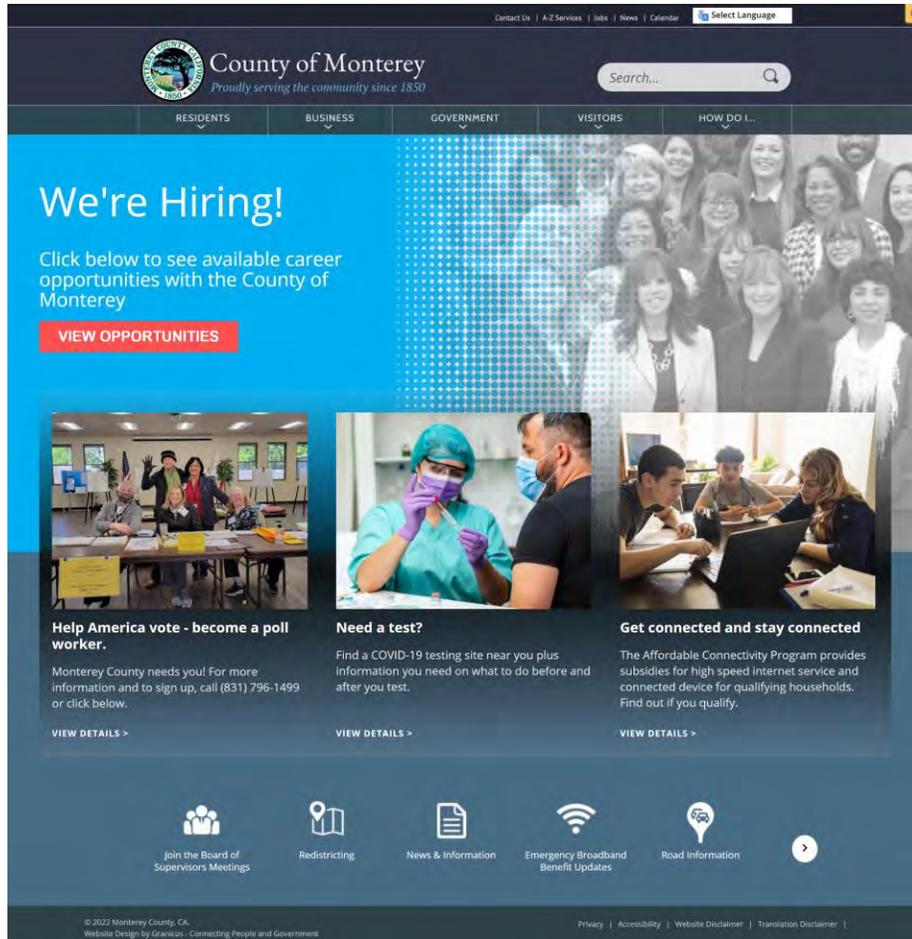
Initiated listening sessions with more scheduled**

Refresh of the County website home page*

Commenced the creation of a crisis communications plan for the EOC

Deployed a media relations survey

* Refreshed website homepage, mobile and desktop screen shot views





Short-term Successful Initiatives

continued

Completed refresh of the COVID-19 Weekly Update

Developed and deployed a county-wide social media calendar

Created new collateral materials for Economic Development

Created a newsletter template for Risk Management

Created several dozen new social media info graphics and messaging campaigns

Created Resolution templates for promotion on social media

Created new template for promoting County Parks

Completed compilation of individual department branding



Short-term Successful Initiatives

continued

**Communications listening sessions that have been completed include:

District 1, 2, 3, 4, and 5 Board of Supervisors

Departments & Programs include:

Office of Emergency Services

Department of Social Services

MCOE, MCCVB, Monterey Arts Council

Public Works & Facilities

Housing & Community Development

Economic Development

Human Resources Department

Health Department

ITD

Emergency Communications/911

Legislative Affairs

Samples of messaging created by your County Communications Team; a complete record is in your packets.

OVER 50? YOU ARE ELIGIBLE FOR A SECOND COVID-19 BOOSTER SHOT

Visit myturn.ca.gov to make an appointment or find a walk-in vaccination opportunity

¿Es una organización sirviendo a individuos con alto riesgo de COVID-19?

Puede ser elegible para obtener suministros de COVID-19 a través del Condado de Monterey

Pruebas de COVID-19

Desinfectante y Toallitas Desinfectantes

Máscaras N95

ESCANÉAME ¡APLICA EN LÍNEA HOY!

Para ver si califica y para aplicar, visite: Apps.co.monterey.ca.us/EMSRequest

How Can We Help Your Business

Building Business Back helps businesses in Monterey County recover from the effects of the pandemic.

Take this 2-minute survey
Tell us how we can help YOUR business

BUILDING BUSINESS BACK
A PROGRAM OF THE MONTEREY COUNTY BUSINESS COUNCIL

Obtenga sus pruebas gratuitas de COVID-19

Todos los hogares en los EE. UU. son elegibles para pedir 2 juegos de 4 pruebas gratuitas para hacerse en casa. Si ya pidió su primer juego, pida el segundo hoy.

COVIDTests.gov

GRACIAS POR VACUNARSE

¡Alcanzamos el 75%!*

*TASA DE VACUNAS COMPLETAS PARA TODOS LOS RESIDENTES ELEGIBLES DEL CONDADO DE MONTEREY

CONDADO DE MONTEREY
DEPARTAMENTO DE SALUD

National Crime Victims' Rights Week
April 24 - 30

Media Engagement Initiative

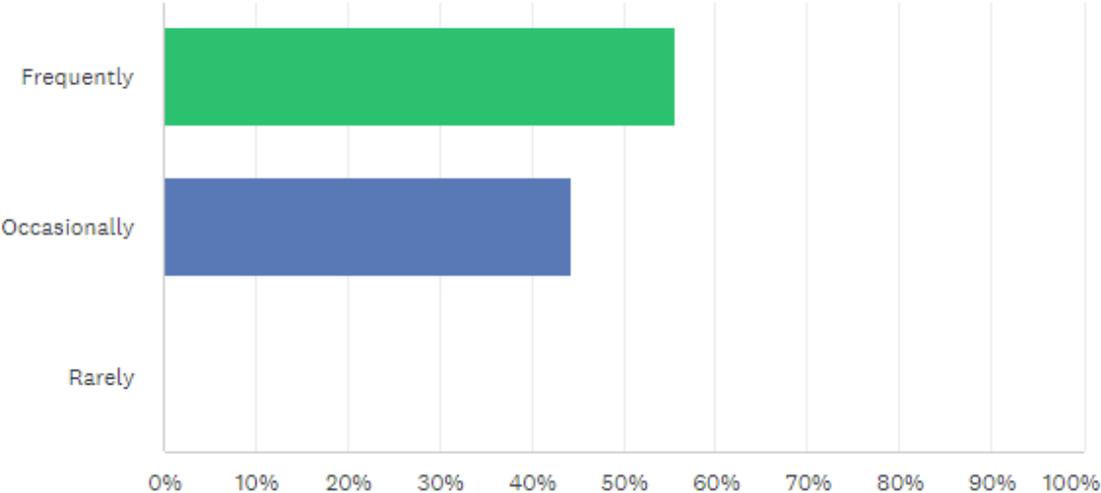


In late February 2022, the communications team developed a survey in an effort to learn from local news media what we can do to improve the weekly media briefing and our general engagement practices. We deployed the survey on April 5, 2022. The following slides are highlights from the survey.

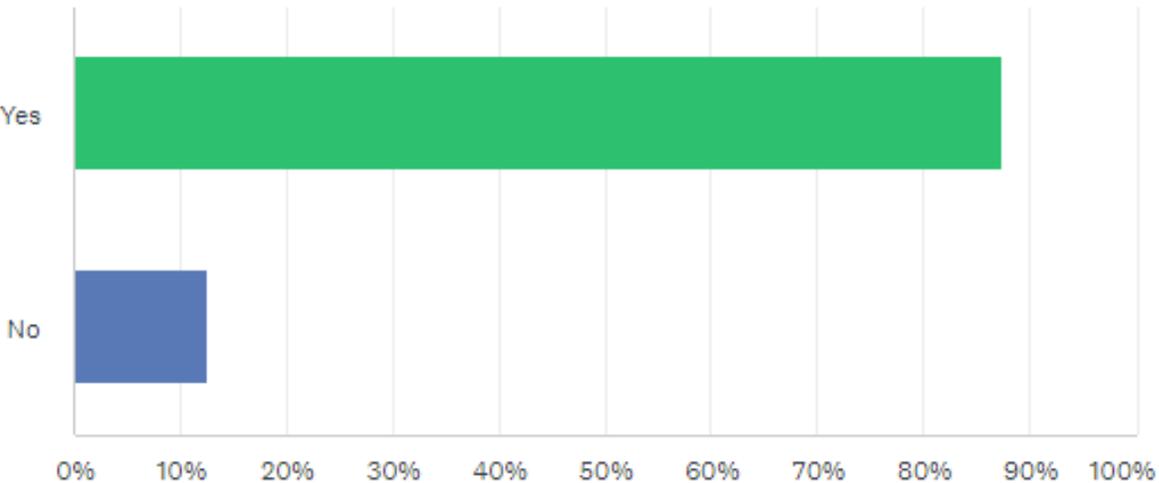


Survey Highlights

How frequently to you participate in the weekly briefing?



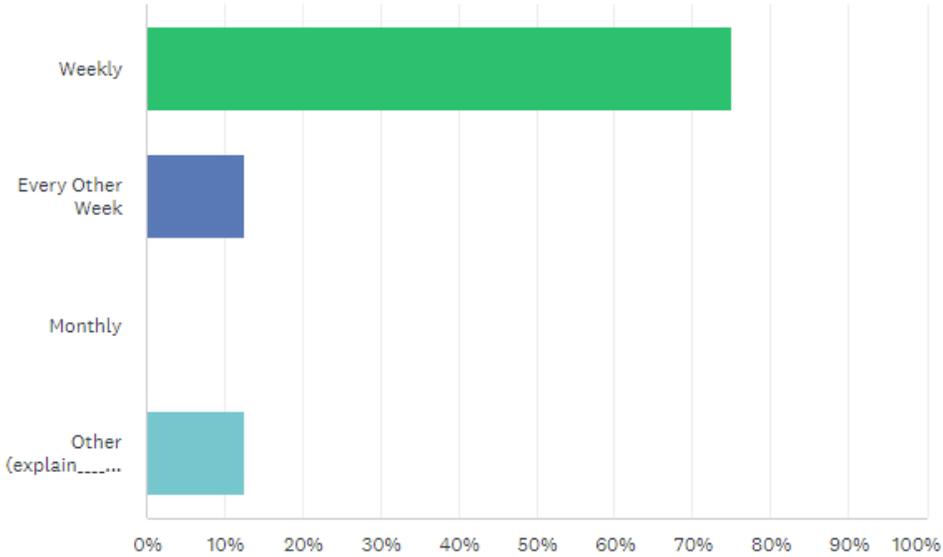
Should the County continue to hold weekly briefings?



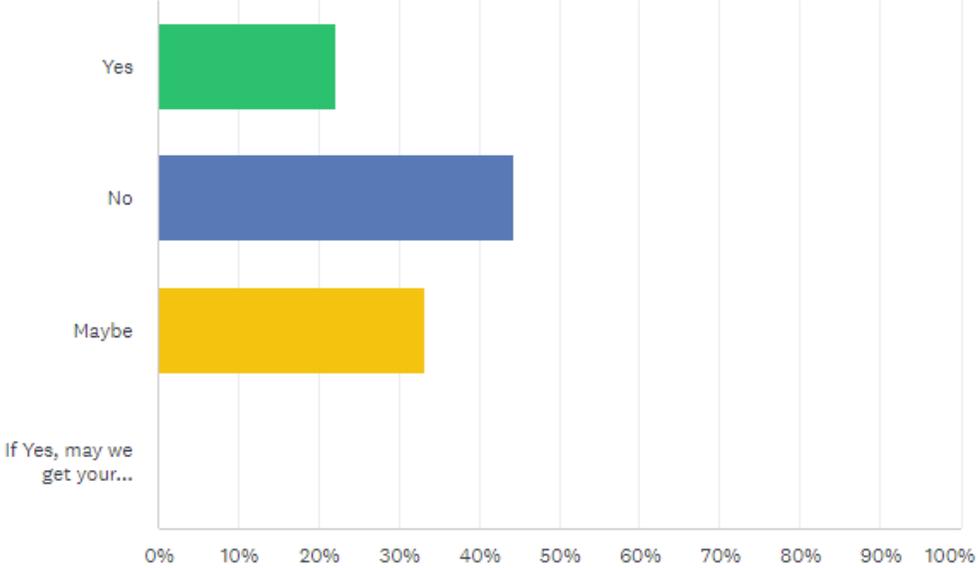


Survey Highlights

How frequently should the County hold briefings?



Would you be willing to serve on a Media Advisory committee?



Major Mid-Term Initiatives Underway



PUBLIC RELATIONS
GUIDELINES AND
POLICY



COUNTY BRAND
GUIDELINES AND
POLICY



CRISIS
COMMUNICATIONS
PLAN – OES REQUEST



JOINT INFORMATION
CENTER (JIC) –
OPERATIONAL PLAN –
OES REQUEST



REVIEW & REVISE
COUNTY SOCIAL
MEDIA GUIDELINES
AND POLICY



PRESS BRIEFING
ENHANCEMENT PLAN



Preliminary look at branding standardization.
County Emblem

Stacked



County of
Monterey

Semi-stacked



County
of Monterey

DRAFT

Horizontal



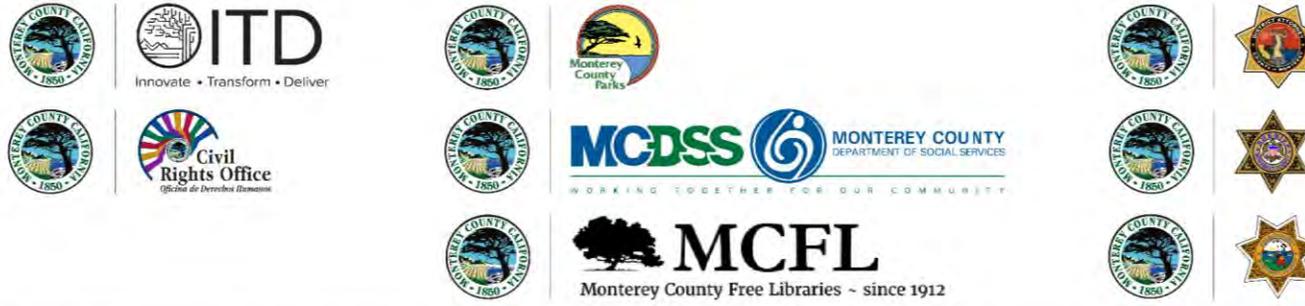
County of Monterey
Proudly serving the community since 1850



County of Monterey

Preliminary co-branding standardization.

Sample Grouped Logos Without County workmark



DRAFT

Sample Grouped Logos With County workmark



Sample Department Logos Incorporating County workmark





Major Long-Term Initiatives Underway

Cloud-based project management system

Integration of Hootsuite Social Media Platform

Development of a Guide to County Services

Planning for Website Overhaul

County Government Channel Content Improvement Plan

County Communications Strategic Plan



Board Directed Items Update

We are updating on the progress or seeking board direction for the items listed below and will provide a brief explanation for each. Full materials are in your packets.

Public Relations Guidelines and Policies (under review - CAO)

County Branding Guidelines and Policies (in draft)

Update of the County's Social Media Policy and best practices (in progress)

Development of a crisis communications Spanish translation team call-out list (in progress)

Development of a crisis communications community leaders contact list with departmental support (in progress)

Require utilization of the County master calendar for posting all County public events **(needs Board Direction)**

Update of County Ordinance: Chapter 11.06 County Emblem **(needs Board direction)**



Seeking Board Direction Chapter 11.06 County Emblem

Code of Ordinances
(Supp. No. 47, Update 3)

Chapter 11.06 COUNTY EMBLEM

Sections:

11.06.010 Design of emblem.

The design of the Emblem of the County of Monterey excluding colors shall correspond to the following representation thereof: (Monterey County of California Seal Emblem).

(Ord. 2582 § 1, 1979)

11.06.020 Colors of emblem.

The colors of said emblem shall conform substantially to the colors of the emblem filed with the Secretary of this Board pursuant to an order adopted by this Board on May 13, 1969.

(Ord. 2582 § 2, 1979)

11.06.030 Use of emblem.

Said emblem may be used to identify County property, on the official stationery of the County and its officials, and for other County purposes. It shall not be used to authenticate County legal documents, as that shall continue to be the function of the seal of the Board of Supervisors.

(Ord. 2582 § 3, 1979)

11.06.040 Misuse of emblem a misdemeanor.

Every person who maliciously, or for commercial purposes, or in order to misrepresent any County action that is taken, or for personal gain uses or allows to be used any reproduction or facsimile of the County Emblem is guilty of a misdemeanor.

(Ord. 2582 § 4, 1979)

Seeking Board Direction County Calendar Improved Utilization Planning

County Calendar

Font Size: [Share & Bookmark](#) [Feedback](#) Print

[Linear Calendar View](#)

(All Categories) (All Departments)

[< Previous Month](#)

May 2022

[Next Month >](#)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>24</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p>	<p>25</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p>	<p>26</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p>	<p>27</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p>	<p>28</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p>	<p>29</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Hyundai Monterey Sports Car Championship, presented by MCTUL</p>	<p>30</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Hyundai Monterey Sports Car Championship, presented by MCTUL</p>
<p>1</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Hyundai Monterey Sports Car Championship, presented by MCTUL</p> <p>12:00 PM "Self-Care Sunday" video on YouTube</p>	<p>2</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>11:30 AM "Make It Monday" video on YouTube</p> <p>4:00 PM FREE COVID-19 Vaccination - North County</p>	<p>3</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>4:00 PM FREE COVID-19 Vaccinations - Seaside</p> <p>7:00 PM "Book Chat" video on YouTube</p>	<p>4</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>MST Motorsports</p> <p>11:30 AM "Monte and Barry" video on YouTube</p>	<p>5</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>MGT Motorsports</p> <p>10:15 AM Marina - Preschool Storytime in the Park</p> <p>11:30 AM Carmel Valley - Preschool Storytime</p> <p>1:00 PM North Bookmobile at Seaside School (McGladen Rd.)</p> <p>2:00 PM "Book Chat" video on YouTube</p>	<p>6</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Hyundai Personnel & Administration Committee</p> <p>10:00 AM Finance Committee</p> <p>10:00 AM Marina - Tumblers/Toddlers with Lolita</p> <p>11:00 AM North Bookmobile at Carmel Highlands (Carmel Canyon Rd. at Corona Rd.)</p> <p>11:30 AM "Book Chat" video on YouTube</p> <p>11:30 AM "Backyard Science" video on YouTube</p> <p>1:00 PM North Bookmobile at Pacific Beach (Community Services District, Lopez Rd.)</p> <p>2:30 PM North Bookmobile at Carmel Valley Manor</p>	<p>7</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Hyundai Blood Drive</p> <p>10:00 AM Bike Repair Workshop - Seaside</p> <p>10:00 AM FREE COVID-19 Vaccinations - Salinas Bread Box</p> <p>10:30 AM Seaside-Saturday Play Date</p> <p>11:30 AM "Rhymes and Songs" video on YouTube</p> <p>1:00 PM Adult Storytellers Gathering</p>
<p>8</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Hyundai</p> <p>12:00 PM "Self-Care Sunday" video on YouTube</p>	<p>9</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Skip Barber Racing School</p> <p>11:30 AM "Ask with Emma" video on YouTube</p> <p>4:00 PM FREE COVID-19 Vaccination - North County</p>	<p>10</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Skip Barber Racing School</p> <p>12:30 PM Carmel Valley - Adult knitting group</p> <p>7:00 PM "Book Chat Kids" video on YouTube</p>	<p>11</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Skip Barber Racing School</p> <p>11:30 AM "Monte and Barry" video on YouTube</p> <p>5:30 PM Frank Women Zoom Event - Mental Health Awareness Month</p>	<p>12</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Skip Barber Racing School</p> <p>10:15 AM Marina - Preschool Storytime in the Park</p> <p>11:30 AM Carmel Valley - Preschool Storytime</p> <p>11:30 AM Carmel Valley - Preschool Storytime with Ashley</p> <p>3:30 PM Monterey County Community Health Center Board</p> <p>7:00 PM "Book Chat" video on YouTube</p>	<p>13</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>SCCA</p> <p>11:30 AM "STEAM Time" video on YouTube</p>	<p>14</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>SCCA</p> <p>11:30 AM MTV Parade Laps</p> <p>10:00 AM FREE COVID-19 Vaccinations - Salinas Bread Box</p> <p>10:30 AM North Bookmobile at East Garroven (Litchfield Park)</p> <p>11:30 AM "Santitas, Singsos/ Canciones para el sabado" video on YouTube</p> <p>1:00 PM North Bookmobile at Toro Park (Warren Sutherland Park, Potrero Dr. at Davenport St.)</p>



Thank you for your
time and support
today.

The Communications
Program team is happy to
answer any questions.



County of Monterey
Proudly serving the community since 1850

Section 2



Communications Program Plan Outline

Short Term Initiatives

1. On-boarding and orientation of team
 - a. Provide a 90-day period for the new Communications Team members to get up to speed and oriented to County Operations
 - b. Allow for sufficient time spent with County Executives to fully comprehend and understand desired outcomes and what will make a successful County Communications Program (CCP)
 - c. Consider the relocation of team members to create a more unified work environment.
2. Review 2022 Budget Plan
 - a. Develop a basic understanding of services provided by departments which are primarily public facing
 - b. Develop a basic understanding of services that would benefit from strategic guidance by the Communications Team as they identify needs that will assist them in carrying out their missions
 - c. Develop a basic understanding of how the CCP fits into the County Administrative budget
3. Short Term COVID messaging plan
 - a. Take direction from the Ad-Hoc committee and the Health Department, develop relevant messaging to support public health as it relates to COVID-19
 - b. Develop the necessary assets to carry out the effective deployment of messaging to a diverse population
 - c. Provide guidance and recommendations to the Ad-Hoc and Board of Supervisors regarding appropriate messaging strategy
 - d. Develop a targeted campaign to penetrate the African American community and support the work of partners to include VIDA and United Way
4. Short Term COVID PSA deployment
 - a. Produce PSA's to be deployed across TV, Radio, and social media
 - b. Develop a media placement plan, schedule and budget
 - c. Obtain contracting approval for PSA placement direct with local media (long term agreements are most desirable)
5. Budget Augmentation – finalization
 - a. Review team needs and adjust budget request accordingly
 - b. Assess talent needs and adjust budget request accordingly to include future staffing needs
 - c. Prepare for budget hearings

6. Ad Hoc Committee strategy
 - a. Plan for transitioning the Ad Hoc post expiration of the State Emergency Order
 - b. Consult and advise members of the Board of Supervisors on on-going communications strategy
 - c. Understand staff's role as it relates to on-going needs as related to COVID messaging and working in collaboration with the Health Department
7. ITD Broadcast/Production Service review
 - a. Develop a full understanding of the production capabilities available through a contract ITD has with a 3rd party vendor and how CCP might utilize the same services as appropriate
 - b. Engage 3rd party vendor in a CCP project to test the waters and evaluate the process and outcome of the work
 - c. Create a production plan based on strategic priorities to bolster the availability of relevant content for public broadcast on County Government Channel
8. ITD PEG Funding assessment
 - a. Work with Mike Perez on understanding PEG funding and how CCP can utilize resources to carry out our mission
 - b. Acquire necessary equipment if possible thru ITD's resource pool, partnering when feasible
 - c. Identify potential sources of broadcast content for the County Government Channel and negotiate agreements with content providers.
9. ITD Zencity Evaluation
 - a. Zencity is a powerful analytic tool that measures and analyzes gaps in public awareness for services offered to residents of jurisdiction. And provided real time insights on how to best reach populations
 - b. Work with Paresh Patel on evaluating the possibility of the County acquiring a license for Zencity. We currently have meetings scheduled with other California counties currently using this platform as well as company representatives for a demonstration.
 - c. Work with other department heads that would be consumers of the services provided by Zencity and make a collective decision whether to proceed with the service
10. Introduction to critical issues facing the County
 - a. As part of CCP orientation, attend BoS committee meetings to gain a fuller understanding of the workings and business of various county departments and issues facing county government
 - b. Create messaging as needed to address specific issues for public consumption

11. Department Head meet and greets
 - a. Conduct sessions designed to understand the needs of the 26 departments to help them with outreach and communications
 - b. Advise on best practices to maximize those efforts
 - c. Provide professional services to departments to create consistent messaging and/or templates for their own messaging efforts
 - d. Be a resource for department delegates charged with communications
12. CAO Outreach and Communications
 - a. Reboot CAO's newsletter
 - b. Create a new media strategy for CAO communications
 - c. Present strategy to CAO
 - d. Implement new plan to include new media platforms
13. Develop Communications Meetings Plan
 - a. Schedule & hold weekly meetings for the Communications Team
 - b. Schedule monthly meetings with the CAO, ACAO, and CCP for strategic alignment and strategy review purposes
 - c. Schedule presentations to the Board of Supervisors as warranted to keep the board updated on program activities
14. Social Media Policy Review and Revise (this will continue as a midterm initiative)
 - a. Study the present County Social Media policy to understand its historic foundation
 - b. Identify weaknesses in the plan and develop solutions to address
 - c. Draft new policy based on industry best standards
 - d. Submit draft for legal and executive review
 - e. Review new policies with department heads
 - f. Implement new policies and include them in the BoS Policy Manual
15. Social Media Review, Strategize and Plan
 - a. Maximize efforts, reach and analysis of the County's primary social media platforms
 - b. Advise and consult departments on their social media strategy
 - c. Work with ITD to develop a central safe deposit box of all departmental social media account credentials
 - d. Expand the use of social media to other platforms that support strategic communications objectives
 - e. Evaluate and explore opportunities to boost specific posts that serve an important strategic objective
 - f. Provide educational opportunities for the social media working group
16. Press Briefings Review and Improvement Plan
 - a. Develop and deploy a survey to all media outlets on the effectiveness and expectations of the weekly press briefings

- b. Make improvements based on the survey results
- c. Create professional and branded information slates to incorporate into all press briefings, live, via Zoom and broadcast
- d. Provide follow up resources to the media post briefings to make accessing information easier and more transparent
- e. Expand press briefings environment by developing a professional briefing room in collaboration with ITD
- f. Create content guest planning that is aligned with pressing community issues and/or needs
- g. Explore the feasibility of forming a media advisory group to improve communications and relationships with the media

Medium Term Initiatives

1. Create County Brand Style Guide and Policies
 - a. Review of the current documents concerning the County brand and identify the gaps
 - b. Write a new policy addressing consistent branding guidelines and policies as it relates to identifying official County materials, proper usage of the logo mark, naming conventions, typography, co-branding, and placement
 - c. Provide for a mechanism for approving branding and archiving communications and marketing collateral materials
2. Create County Public Relations Handbook/guidelines
 - a. Review the current documents concerning public relations and identify the gaps
 - b. Write a guidelines and replacement policy regarding public relations at every internal level of County Government and put in place some best practices
 - c. Provide a mechanism for timely internal notifications on issues where media has made inquiries so the Communications Team can determine the level of response requires and from whom
 - d. Develop guidelines and sample plans for press conferences in conjunction with Facilities and ITD.
3. Update County Ordinance where it concerns County Branding
 - a. Upon approval by the executive team, County Counsel, and the Board of Supervisors, rewrite and submit for adoption a new ordinance
4. Schedule a Communications Team Retreat
 - a. Plan for a CCP bi-annual all-day retreat (to include all department designated PIO's or members of the social media working group)
 - b. Schedule and publish outcomes

- c. Refine and expand operational plans based on meeting results
- 5. Integrate County Communications Team in the OES/EOC planning process
 - a. Orientation for the CCP for all PIO activities during an EOC activation
 - b. Participate in planning exercises and staff EOC in times of emergency
 - c. Research and support the writing of a PIO SOP for OES's integration into their operational planning documents
 - d. Seek out training opportunities offered by the State OES PIO's office for all members of the Communications Team.
- 6. Convene a high-level countywide PIO planning meeting in conjunction with OES
 - a. Meeting with all partner agencies PIO's to establish clear lines of communications
 - b. Strengthen relationships with law enforcement and fire agencies throughout the county
 - c. Convene an annual meeting to maintain optimal operational communications channels
- 7. County-wide Communications Summit
 - a. Plan for full day communications summit sometime in the fall
 - b. Invite all Department Heads or their designated person to take part
 - c. The meeting will help develop strong working relationships, leveraging resources and efforts underway, streamline processes, and be less dependent on 3rd party contractors
 - d. Develop as a result of the summit a services delivery process and prioritization
- 8. Provide professional services to Economic Development for marketing purposes
 - a. Consult and assist with high level strategy
 - b. Develop marketing tools to be used to promote Monterey County
 - c. Provide ongoing support to the ED manager on an as needed basis
- 9. Launch an internal Process Efficiency Analysis
 - a. Review the current process for work/project requests to CCP
 - b. Create protocols to track requests and availability of time and resources to manage requests
 - c. Implement the project management cloud-based system Monday.com to create operational efficiencies, tracking and accountability
- 10. ITD Service NOW system assessment for CCP services
 - a. This is the second part of item 9 once assessments are made and processes are agreed to
 - b. Tie to in-house professional services request similar to that of ITD and County Counsel (tied to item 13)
- 11. CAO Communications Strategy
 - a. On-going need to keep the messaging fresh and relevant

- b. Objective to raise the profile of the CAO
- 12. Strategic Communications Plan
 - a. Work with Admin team to develop a process for a strategic plan
 - b. Incorporate leadership input at all levels of County Government
- 13. Develop In-House Agency plan
 - a. Create a professional services structure like County Counsel and ITD for departments accessing CCP services
 - b. Create a professional services revenue model to offset program costs
- 14. Assess program talent needs and recommendations
 - a. Track and evaluate workload
 - b. Identify departmental needs not currently being met
 - c. Develop a plan for the acquisition of additional personnel to keep up with demands placed on the program by departments
- 15. Department Head meet and greets
 - a. Continued activity
 - b. Create on-going plan for at least annual (possibly bi-annual) meetings
 - c. Advise and consult with department heads to help them achieve their strategic communications goals
- 16. CCP & ITD joint services promotion strategy
 - a. Identify cross over services or collaborations and promote them to the internal audience as a means of adhering to new branding policies and continue to create consistency across all County communications platforms.
 - b. This is a long-term project however, and will take a few years to fully implement, it starts with discussing and identifying services that we ought to partner on
- 17. Enhanced Social Media planning/evaluation
 - a. This is dependent on a contract with ZenCity
 - b. 2022-2023 budget dependent
 - c. Allow for evaluation of departmental social media platforms
- 18. Partner with ITD to develop a CCP website
 - a. Develop a website for the CCP for internal use and to provide internal resources to departments consistent with new branding and public relations guidelines and policies
 - b. Incorporate a service request form in the CCP website
- 19. Strategies to better utilize technology to tell the County Story
 - a. Continually evaluate platforms employed to tell (and control) the County message
 - b. Implement new platforms which make sense in helping achieve strategic communications efforts
 - c. Maximize use of technology to work smarter and to push out information faster

20. Design and Produce a County Guide to Services
 - a. Work with each department and program regarding services they want/need to highlight
 - b. Create content in Spanish and English that is easy to digest and helps residents access county services more efficiently
 - c. Publish and distribute the Guide to Services throughout the County

Long Term Initiatives

1. Develop a County-wide Communications and Promotions Strategy & Tactics
 - a. 6–12-month process to begin in FY 22-23
 - b. Develop a collateral piece “Our County – People of Action around the County.” This would be created on multiple platforms as part of a public awareness campaign about what the County does and the benefits of the work of county employees.
 - c. Collaborate more closely with allied organizations ie: Natividad, MCCVB, MCOE, and others to cross promote services to residents and visitors
 - d. Strategy to better utilize County Government Channel and improve programming, i.e., reboot District Perspectives, possibly monthly CAO hour, partner with outside content providers
 - e. Perform current content evaluation
 - f. Promote the channel as a means of communicating with the public
2. Communications Plan Development
 - a. To commence once strategy and budget is developed and agreed upon the Executive team and BoS
 - b. Develop proforma budgets to meet the demand for services and a fee schedule
3. Explore the development of a modern User-Friendly Consumer Facing Progressive Web App (PWA)
 - a. Scaled down version of the County Website
 - b. To contain only timely and relevant information for consumers
 - c. Does not replace the main website but serves as an abridged version
 - d. Cross platform compatible not requiring multi-platform programming
4. Continue Press Briefing Improvement Plan
 - a. Move to in-person press briefings
 - b. Move to in-person interviews vs Zoom
 - c. All for live interaction between media and moderators
 - d. Guest appearances live in briefing room
5. Implement In-House Agency Model
 - a. Prepare plan and recommendation to the executive team for consideration
 - b. Professional services to be charged to departments
 - c. Model after County Counsel professional service agreement

6. Information Broadcast Tools Enhancements
 - a. Acquire the necessary equipment and tools to elevate the professionalism of what the County is pushing out
 - b. Work with contracted 3rd party to enhance production value/quality
 - c. Develop and manage multiple audience databases
7. County-wide Website overhaul
 - a. Long-term project which will require county-wide involvement
 - b. CCP to drive the creative process and user interface
 - c. Consult and advise ITD on user interface best practices and consumer preferences
 - d. Consider the creation of a consumer facing site with friendlier user interface
8. Personnel/team development
 - a. Institute monthly one-on-one meetings with team members
 - b. Explore training opportunities to keep the team on the cutting edge
 - c. Assess performance and measurable goals (job performance and career growth)
 - d. Create strong alliances with other communications professionals within the County and among outside allied organizations

Section 3



Portfolio of Completed Work

COVID-19: County Social Media

THANK YOU FOR GETTING VACCINATED

We've reached 75%!
FULLY VACCINATED RATE FOR ALL ELIGIBLE MONTEREY COUNTY RESIDENTS

COUNTY OF MONTEREY HEALTH DEPARTMENT

GRACIAS POR VACUNARSE

¡Alcanzamos el 75%!
TASA DE VACUNAS COMPLETAS PARA TODOS LOS RESIDENTES ELEGIBLES DEL CONDADO DE MONTEREY

CONDADO DE MONTEREY DEPARTAMENTO DE SALUD

THANK YOU FOR GETTING VACCINATED

We've reached 85%!
FULLY VACCINATED RATE FOR ALL ELIGIBLE MONTEREY COUNTY RESIDENTS

COUNTY OF MONTEREY HEALTH DEPARTMENT

GRACIAS POR VACUNARSE

¡Alcanzamos el 85%!
TASA DE VACUNAS COMPLETAS PARA TODOS LOS RESIDENTES ELEGIBLES DEL CONDADO DE MONTEREY

CONDADO DE MONTEREY DEPARTAMENTO DE SALUD

OVER 50? YOU ARE ELIGIBLE FOR A SECOND COVID-19 BOOSTER SHOT

Visit myturn.ca.gov to make an appointment or find a walk-in vaccination opportunity

¿MÁS DE 50? USTED ES ELEGIBLE PARA UNA SEGUNDA VACUNA DE REFUERZO COVID-19

Visite myturn.ca.gov para hacer una cita o encontrar una oportunidad de vacunación sin cita previa

No Masks Required at County Facilities
*Except where still required by State mandate

As of March 21, 2022

No Se Requiere Máscaras En Las Instalaciones Del Condado
*Excepto donde todavía se requiere por mandato estatal

A partir del 21 de marzo de 2022

CLASS OF 2022 CONGRATS GRADS
We are so proud of you!

Celebrate safely, celebrate outdoors

CLASE DE 2022 FELICIDADES GRADUADOS
¡Estamos muy orgullosos!

Celebra con seguridad, celebra al aire libre

— FELIZ —
DÍA DE LA MADRE

Celebra a mamá y a la abuela mientras disfrutas de la belleza de la madre naturaleza este domingo.

Escanee aquí para ver una lista de Parques del Condado

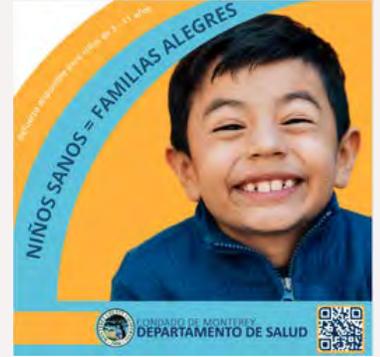
— HAPPY —
MOTHER'S DAY

Celebrate Mom and Grandma while enjoying the beauty of Mother Nature this Sunday.

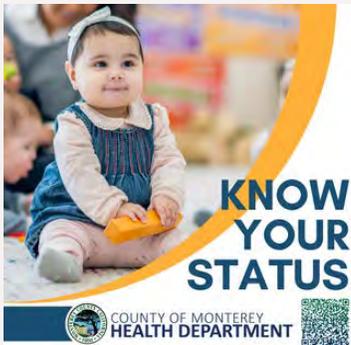
Scan here for a list of County Parks



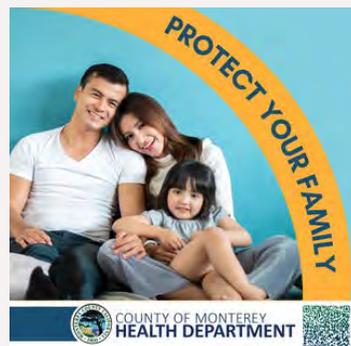
COVID-19: Masking, Vaccine, and Boosters



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COVID-19: Weekly COVID Updates

Semana de
18 de abril de 2022

ACTUALIZACIÓN SEMANAL DE COVID-19

Tasa de Casos

Disminuyendo

3.1 por 100,000



Pruebas Positivas

Disminuyendo

1.9% Positivas



Hospitalizaciones

Disminuyendo

5 Individuos



Enlaces de Recursos del Sitio Web



Progreso de vacunación
Condado de Monterey en general*

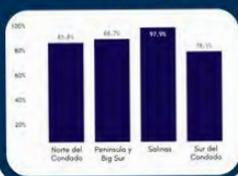


Recursos Comunitarios
Llama. Haz Clic. Manda Texto

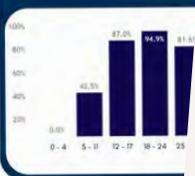


Progreso de Vacunación Contra
Al menos una dosis

Porcentaje por Región



Porcentaje



MontereyCountyCovid19.com

Publicado por el Programa de Comunicación d

2 Week of April 18, 2022

COVID-19 WEEKLY UPDATE

Case Rate

Decreasing

3.1 per 100,000



Test Positivity

Increasing

1.9% Positivity



Hospitalizations

Decreasing

5 People



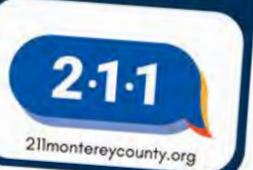
Website Resource Links



Vaccination Progress
Overall Monterey County*

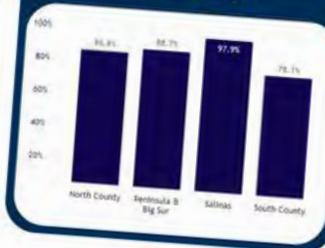


Community Resources
Call. Click. Text

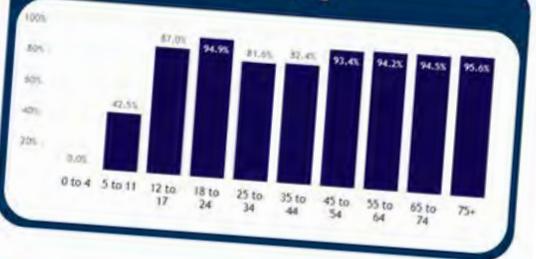


COVID-19 Vaccination Progress
At least one dose

Percent by Region



Percent by Age



MontereyCountyCovid19.com

Published by the County Communication Program



COVID-19: Testing & Vaccine Clinic Information

D
R
A
F
T



FREE COVID-19 VACCINATION CLINIC

Offering adult and pediatric Pfizer
Available to individuals 5 years old and up



EVERY SATURDAY UNTIL JUNE 25TH*

10 am to 4 pm

BREADBOX RECREATION CENTER
745 N. SANBORN RD., SALINAS, 93905

Visit MYTURN.CA.GOV to create an appointment.
Limited walk-in based on availability.

Minors will need a parent/guardian present, OR must have an adult present AND bring a signed and dated letter of consent from a parent/guardian.

NOTE: We will not be onsite May 28th due to Memorial Day Holiday



COUNTY OF MONTEREY HEALTH DEPARTMENT

COVID-19 Testing Types

PCR



- PCR tests can detect what antigen tests may miss
- PCR tests may be positive for a long time after a person is no longer infectious
- PCR tests cannot be done at home

Antigen



- Provides faster results
- If you have COVID-19 symptoms and test negative by antigen test, you can follow-up with a PCR test to confirm result
- To release from isolation or quarantine between Day 6 - 10, antigen tests are preferred

For more information visit www.montereycountyhealth.org

MontereyCountyCovid19.com



Tipos de Pruebas de COVID-19

PCR



- Las pruebas de PCR pueden detectar lo que pruebas de antígeno pueden perder
- Las pruebas de PCR pueden salir positivas por mucho tiempo después de que una persona ya no sea infecciosa
- Las pruebas PCR no se pueden hacer en casa

Antígeno



- Brindan resultados más rápidos
- Si tiene síntomas de COVID-19 y la prueba de antígenos da negativo, puede hacerse una prueba de PCR para confirmar el resultado
- Para salir del aislamiento o cuarentena entre los días 6 y 10, se prefieren las pruebas de antígeno

Para más información visite www.montereycountyhealth.org

MontereyCountyCovid19.com



COVID-19 WHO SHOULD GET TESTED?



- You have COVID-19 symptoms
- You have been exposed to someone with COVID-19
- Required by employer or school
- To end isolation or quarantine early between Day 6 and 10
- When it is required for travel
- Before visiting someone who lives in a congregate living facility (e.g., nursing home)
- Before and after traveling or attending large indoor gatherings

For more information visit www.montereycountyhealth.org

MontereyCountyCovid19.com



COVID-19 ¿QUIÉN DEBE HACERSE LA PRUEBA?



- Tiene síntomas de COVID-19
- Ha estado expuesto a alguien con COVID-19
- Es requerido por su empleador o escuela
- Para terminar el aislamiento o cuarentena entre el día 6 y 10
- Cuando se requiere para viajar
- Antes de visitar a alguien que vive en un centro de vivienda colectiva (por ejemplo, un asilo de ancianos)
- Antes y después de viajar o asistir a reuniones grandes en interiores

Para más información visite www.montereycountyhealth.org

MontereyCountyCovid19.com



Get your free at-home COVID-19 tests



All households in the US are eligible to request their third round of free at-home COVID tests. Request yours today and receive your 8 tests in the mail.



COVIDTests.gov



Obtenga sus pruebas gratuitas de COVID-19



Todos los hogares en los EE. UU. son elegibles para solicitar su tercera ronda de pruebas de COVID en el hogar gratuitas. Solicite el suyo y reciba sus 8 pruebas por correo.



COVIDTests.gov



Are you an organization serving those at high risk for COVID-19?

You may be eligible to get COVID-19 supplies through the County of Monterey

COVID-19 Tests



Sanitizer & Disinfectant Wipes



N95 Masks



SCAN ME **APPLY ONLINE TODAY!**

To see if you qualify and to apply visit
Apps.ca.monterey.ca.us/EMSRequest




¿Es una organización sirviendo a individuos con alto riesgo de COVID-19?

Puede ser elegible para obtener suministros de COVID-19 a través del Condado de Monterey

Pruebas de COVID-19



Desinfectante y Toallitas Desinfectantes



Mascaras N95



ESCANÉAME **¡APLICA EN LÍNEA HOY!**

Para ver si calificas y para aplicar, visita
Apps.ca.monterey.ca.us/EMSRequest





COVID-19: Showbiz Campaign

Billboard on Fremont & Trinity in Seaside



**GET ALL 3
Just Like Me**

✓ ✓ ✓

MCVaccinate.com

Showbiz, from **102.5 KDON**

 COUNTY OF MONTEREY
HEALTH DEPARTMENT

 VIDA
VOLUNTARY DONOR

 2-1-1
Get Connected. Get Help.™

 iHeart
MEDIA

Web & Social Media Advertisements



**GET ALL 3
Just Like Me**

✓ ✓ ✓

MCVaccinate.com

County of Monterey Health Department

Showbiz, from **102.5 KDON**

2-1-1

 VIDA

 iHeart

GET ALL 3 LIKE ME
MCVaccinate.com



GET ALL 3 LIKE ME
MCVaccinate.com



Promotion Across Media



County Social Media

Community Meetings

BOARD OF SUPERVISORS
BUDGET HEARING MEETING



WEDNESDAY, JUNE 1 AT 9 AM

JUNTA DE SUPERVISORES
REUNION DE AUDENCIA
PRESUPUESTARIA



MIÉRCOLES, 1 DE JUNIO
A LAS 9 AM

COMMUNITY MEETING
WE WANT TO HEAR FROM YOU!



WEDNESDAY, JUNE 1 AT 9 AM

REUNIÓN COMUNITARIA
¡QUEREMOS SABER DE USTED!



MIÉRCOLES, 1 DE JUNIO
A LAS 9 AM

Public Works Announcements

NOTICE
ROAD WORK AHEAD



County of Monterey
PUBLIC WORKS DEPARTMENT

NOTICE
ROAD WORK AHEAD



County of Monterey
PUBLIC WORKS DEPARTMENT

AVISO
OBRAS EN LA CARRETERA



Condado de Monterey
DEPARTAMENTO DE OBRAS PÚBLICAS

AVISO
OBRAS EN LA CARRETERA



Condado de Monterey
DEPARTAMENTO DE OBRAS PÚBLICAS

Reminders & Celebrations

REMINDER
PROPERTY TAXES DUE



DUE: JUNE 30, 2022

RECORDATORIO
FECHA PARA PAGAR SUS
IMPUESTOS DE PROPIEDAD



30 DE JUNIO DE 2022

**LGBTQ+
PRIDE MONTH**

JUNE



**LGBTQ+
MES DEL ORGULLO**

JUNIO



County Social Media Continued

Highlighting County Parks



Monterey County Parks
Photo Friday



National Wildflower Week
May 1-7

Monterey County Parks
Come see what is in bloom!



WILDFIRE IS COMING. ARE YOU READY?



WILDFIRES DESTROY. CREATE DEFENSIBLE SPACE AROUND YOUR HOME.



ReadyforWildfire.org



EL INCENDIO FORESTAL SE ACERCA. ¿ESTÁ PREPARADO?



LOS INCENDIOS DESTRUYEN. CREA UN ESPACIO DEFENSIBLE.



ReadyforWildfire.org



Wildfire Prevention

Emergency Preparedness with OES

ARE YOU PREPARED FOR AN EMERGENCY?



Wildfire
Earthquake
Flood
Drought
Other disaster

Talk with County experts about what to do & how to prepare
Every 2nd & 4th Tuesday, 6-7 PM on Zoom
Virtual office hours. No appointment necessary.



County of Monterey
OFFICE OF EMERGENCY SERVICES

¿ESTÁ LISTO PARA UNA EMERGENCIA?



Incendio Forestal
Terremoto
Inundación
Sequía
Otro desastre

Hable con expertos del Condado sobre qué hacer y cómo prepararse
Cada 2^{do} y 4^{to} martes, 6 a 7 PM en Zoom
Horario de oficina virtual. No es necesaria una cita.



County of Monterey
OFFICE OF EMERGENCY SERVICES



Providing Social Media Resources

2022

SOCIAL MEDIA CONTENT CALENDAR



WWW.CO.MONTEREY.CA.US/
PRODUCED BY THE COUNTY COMMUNICATIONS PROGRAM



MAY 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Awareness Holidays
1 EID-AL-FITH (1-2)	2 NATL TEACHER & POLICE OFFICER APPRECIATION WEEK SCREENING WEEK	3	4 STAR WARS DAY INTERNATL PIREFIGHTER DAY	5 DINCO DE MAYO	6 INTERNATL NO DIET DAY	7	ASIAN AMERICAN & PACIFIC ISLANDER MONTH ARTHRITIS AWARENESS MONTH BETTER SLEEP MONTH FOOD ALLERGY AWARENESS MONTH GLOBE EMPLOYEE HEALTH & FITNESS MONTH HEALTHY VISION MONTH HIGH BLOOD PRESSURE EDUCATION MONTH INTERNATL MEDITERRANEAN DIET MONTH MENTAL HEALTH AWARENESS MONTH NATIONAL OSTEOPOROSIS MONTH NATL PHYSICAL FITNESS & SPORTS MONTH SKIN CANCER AWARENESS MONTH NATL STROKE AWARENESS MONTH NATL SALAD MONTH WILDFIRE AWARENESS MONTH
8 MOTHER'S DAY NATL WOMEN'S HEALTH WEEK	9 FOOD ALLERGY AWARENESS WEEK 4 - 10	10	11 SALINAS VALLEY FAIR 12 - 15	12	13	14	HEALTHY VISION MONTH HIGH BLOOD PRESSURE EDUCATION MONTH INTERNATL MEDITERRANEAN DIET MONTH MENTAL HEALTH AWARENESS MONTH NATIONAL OSTEOPOROSIS MONTH NATL PHYSICAL FITNESS & SPORTS MONTH SKIN CANCER AWARENESS MONTH NATL STROKE AWARENESS MONTH NATL SALAD MONTH WILDFIRE AWARENESS MONTH
15 PEACE OFFICERS REGIONAL DAY	16	17	18 BROWN BAG (2 DAY) NATL SENCER HEALTH & FITNESS DAY	19	20 DONT FRY DAY	21	HEALTHY VISION MONTH HIGH BLOOD PRESSURE EDUCATION MONTH INTERNATL MEDITERRANEAN DIET MONTH MENTAL HEALTH AWARENESS MONTH NATIONAL OSTEOPOROSIS MONTH NATL PHYSICAL FITNESS & SPORTS MONTH SKIN CANCER AWARENESS MONTH NATL STROKE AWARENESS MONTH NATL SALAD MONTH WILDFIRE AWARENESS MONTH
22	23	24	25	26	27	28	HEALTHY VISION MONTH HIGH BLOOD PRESSURE EDUCATION MONTH INTERNATL MEDITERRANEAN DIET MONTH MENTAL HEALTH AWARENESS MONTH NATIONAL OSTEOPOROSIS MONTH NATL PHYSICAL FITNESS & SPORTS MONTH SKIN CANCER AWARENESS MONTH NATL STROKE AWARENESS MONTH NATL SALAD MONTH WILDFIRE AWARENESS MONTH
29	30 MEMORIAL DAY	31 HEAT SAFETY DAY -WORLD NO TOBACCO DAY					HEALTHY VISION MONTH HIGH BLOOD PRESSURE EDUCATION MONTH INTERNATL MEDITERRANEAN DIET MONTH MENTAL HEALTH AWARENESS MONTH NATIONAL OSTEOPOROSIS MONTH NATL PHYSICAL FITNESS & SPORTS MONTH SKIN CANCER AWARENESS MONTH NATL STROKE AWARENESS MONTH NATL SALAD MONTH WILDFIRE AWARENESS MONTH

Events
GRADUATIONS
SALINAS VALLEY FAIR 12 - 15

Top Hashtags
#GRADUATION
#MOTHERSDAY
#MENSHEALTH
#MENTALHEALTH
#STARWARS

COUNTY OF MONTEREY SOCIAL MEDIA CONTENT CALENDAR
WWW.CO.MONTEREY.CA.US/
PRODUCED BY THE COUNTY COMMUNICATIONS PROGRAM

JUNE 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Awareness Holidays
28	29	30	1	2	3 WORLD BICYCLE DAY	4	ALZHEIMER'S & BRAIN AWARENESS MONTH LGBT PRIDE MONTH GREAT OUTDOORS MONTH MEN'S HEALTH MONTH NATL FRESH FRUIT AND VEGETABLE MONTH NATL SAFETY MONTH NATL PICNIC MONTH
5 NATL GARDEN WEEK 3 - 9	6	7 WORLD FOOD SAFETY DAY	8 NATL BEST FRIEND DAY	9	10 NATL HERBS & SPICES DAY	11 NATL OLD OUTDOORS DAY FAMILY HEALTH & FITNESS DAY	ALZHEIMER'S & BRAIN AWARENESS MONTH LGBT PRIDE MONTH GREAT OUTDOORS MONTH MEN'S HEALTH MONTH NATL FRESH FRUIT AND VEGETABLE MONTH NATL SAFETY MONTH NATL PICNIC MONTH
12	13 MEN'S HEALTH WEEK 13 - 19	14 FLAG DAY	15	16	17 WEAR BLUE DAY	18	ALZHEIMER'S & BRAIN AWARENESS MONTH LGBT PRIDE MONTH GREAT OUTDOORS MONTH MEN'S HEALTH MONTH NATL FRESH FRUIT AND VEGETABLE MONTH NATL SAFETY MONTH NATL PICNIC MONTH
19 FATHER'S DAY SUNTEENTH	20	21 FIRST DAY OF SUMMER NATL SLURRY DAY	22	23 NATL HYDRATION DAY	24 NATL EAT YOUR VEGETABLE DAY	25	ALZHEIMER'S & BRAIN AWARENESS MONTH LGBT PRIDE MONTH GREAT OUTDOORS MONTH MEN'S HEALTH MONTH NATL FRESH FRUIT AND VEGETABLE MONTH NATL SAFETY MONTH NATL PICNIC MONTH
26	27 NATL INSURANCE AWARENESS DAY	28	29	30			ALZHEIMER'S & BRAIN AWARENESS MONTH LGBT PRIDE MONTH GREAT OUTDOORS MONTH MEN'S HEALTH MONTH NATL FRESH FRUIT AND VEGETABLE MONTH NATL SAFETY MONTH NATL PICNIC MONTH

Events
GRADUATIONS COMPLETE

Top Hashtags
#SUMMER
#SUMMER VACATION
#VACATION
#FATHERSDAY
#FIRSTDAYOFSUMMER
#SUMMERVIBES
#TRAVEL

JULY 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Awareness Holidays
31	1	2	3	4	5	6	PARKS AND RECREATION MONTH UV SAFETY MONTH NATL PICNIC MONTH
7 EID-AL-ADHA 9-10	8 INDEPENDENCE DAY	9	10	11	12	13	PARKS AND RECREATION MONTH UV SAFETY MONTH NATL PICNIC MONTH
14	15	16	17	18	19	20	PARKS AND RECREATION MONTH UV SAFETY MONTH NATL PICNIC MONTH
21	22	23	24	25 CALIFORNIA RODEO SALINAS 21 - 24	26	27	PARKS AND RECREATION MONTH UV SAFETY MONTH NATL PICNIC MONTH
28	29	30	31 NATL INTERN DAY				PARKS AND RECREATION MONTH UV SAFETY MONTH NATL PICNIC MONTH

Events
CALIFORNIA RODEO SALINAS 21 - 24

Top Hashtags
#SUMMER
#4THOFJULY
#SUMMERFUN
#FAMILYVACATION
#VACAYMODE
#DESTINATION

COUNTY OF MONTEREY SOCIAL MEDIA CONTENT CALENDAR
WWW.CO.MONTEREY.CA.US/
PRODUCED BY THE COUNTY COMMUNICATIONS PROGRAM



Economic Development Informational Flyers

COST COMPARISON

33.00
24.75
16.50
8.25
MONTEREY Industrial \$11.69

RECREATION

15+ NATIONAL REGION PRESERVE FORESTS

County of Monterey Economic Development At A Glance

GEOGRAPHY

3,771 SQUARE MILES	12 INCORPORATED CITIES	\$27+ MILLION GDP	264 DAYS OF SUNSHINE	22.5 min. MEAN COMMUTE
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TRANSPORTATION

92 MILES FROM A MAJOR PORT	3 AIRPORTS	7 MAJOR INTERSTATES & HIGHWAYS	1 MAJOR RAILWAY
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DEMOGRAPHICS

34.4 MEDIAN AGE	130K+ NUMBER OF HOUSEHOLDS	3.1 AVERAGE HOUSEHOLD SIZE	\$77K+ AVERAGE HOUSEHOLD INCOME	427K+ POPULATION COUNT	6 COLLEGE & UNIVERSITIES	227K+ PERSON WORKFORCE	6.4% UNEMPLOYMENT RATE
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EDUCATION + WORKFORCE

AFFORDABLE REAL ESTATE

San Jose County Retail - \$24.4

Monterey Retail

\$264 Sales Price Per Square Foot

STRONG GROWTH

County of Monterey Retail At A Glance

GEOGRAPHY

3,771 SQUARE MILES	12 INCORPORATED CITIES	\$27+ MILLION GDP	264 DAYS OF SUNSHINE	22.5 min. MEAN COMMUTE
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TRANSPORTATION

92 MILES FROM A MAJOR PORT	3 AIRPORTS	7 MAJOR INTERSTATES & HIGHWAYS	1 MAJOR RAILWAY
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DEMOGRAPHICS

34.4 MEDIAN AGE	130K+ NUMBER OF HOUSEHOLDS	3.1 AVERAGE HOUSEHOLD SIZE	\$77K+ AVERAGE HOUSEHOLD INCOME	427K+ POPULATION COUNT	6 COLLEGE & UNIVERSITIES	227K+ PERSON WORKFORCE	6.4% UNEMPLOYMENT RATE
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EDUCATION + WORKFORCE

Social Media

TOP 5 WINE GRAPE VARIETIES BY PRODUCTION

1 Chardonnay
4 Merlot

County of Monterey Agriculture At A Glance

COMPETITIVE ADVANTAGE

3,771 SQUARE MILES	12 INCORPORATED CITIES	\$27+ MILLION GDP	264 DAYS OF SUNSHINE	\$3.9B+ PRODUCTION CROPS VALUE	300+ AGRICULTURAL COMPANIES	50K+ AGRICULTURAL JOBS
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MONTEREY COUNTY AG BY THE NUMBERS

\$7B+ DIRECT ECONOMIC OUTPUT	\$4B+ MULTIPLIER EFFECTS	\$31.9M IN ECONOMIC CONTRIBUTIONS PER DAY	57,506 DIRECT EMPLOYEES	6,417 ANCILLARY JOBS	1 in 5 JOBS IN MONTEREY COUNTY
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TOP 10 MONTEREY COUNTY CROPS BY VALUE

- 1 Strawberry
- 2 Leaf Lettuce
- 3 Head Lettuce
- 4 Broccoli
- 5 Cauliflower
- 6 Spinach
- 7 Nursery & Flowers
- 8 Brussel Sprouts
- 9 Celery
- 10 Livestock & Poultry

TOP 5 MONTEREY COUNTY EXPORTS BY COMMODITY

- 1 Lettuce
- 2 Strawberry
- 3 Broccoli
- 4 Celery
- 5 Cauliflower

How Can We Help Your Business

Building Business Back helps businesses in Monterey County recover from the effects of the pandemic.

Take this 2-minute survey. Tell us how we can help YOUR business



Cómo Podemos Ayudar Tu Negocio

Building Business Back ayuda empresas del condado de Monterey recuperarse de la pandemia.

Tome esta encuesta de 2 minutos y Díganos cómo podemos ayudar a SU negocio



BUILDING BUSINESS BACK
A PROGRAM OF THE MONTEREY COUNTY BUSINESS COUNCIL



Risk Management Newsletter

Risk Management Division

March 2022



Employee Safety Newsletter

MONTHLY TOPIC: SECURITY SAFETY TIPS

WORKPLACE VIOLENCE AND HARASSMENT

Certain occupational groups tend to be more at risk from workplace violence than others, including:

- Deputies, security, and correctional officers
- Health care workers
- Social services employees
- Public works employees
- Employees handling funds

If you receive a threat from anyone, including a co-worker, an internal employee, or a member of the public, report it to your supervisor or HR personnel immediately.

IN THE WORKPLACE



Controlling physical access through workplace design is an important preventive measure. This can include access in & out of, and freedom of movement within the workplace.

Don't allow others to "tailgate" behind after using your employee badge for facility access.

Know how to contact help, use the alarm system, and know where panic buttons are if you need to use them.

Know escape routes, evacuation points, and become familiar with your department's emergency response plan.

PARKING LOT SAFETY

Parking lots can present a variety of safety risks due to location, design, and time of day to name a few. Remember, parking lots are designed for vehicles and not pedestrians.

Parking: Try to park in a visible, well-lit area that is as close to an entry or exit point if possible. Avoid isolated corners of the lot, as predators may linger in dark areas. Don't leave valuables exposed, put things of valuable out of site to limit temptation of theft.

Walking To/From Vehicle: Carefully scan the surrounding area before walking back to your car. If possible, exit with groups of people, use the "buddy" system, or ask security for an escort. Always keep your keys ready before you approach your car to avoid having to rummage through a bag or pocket to find them.

Stay Alert! Avoid the use of headphones or earphones as they can prevent needed attention to surrounding areas.



Although you should have your cell phone readily available in case of need, avoid texting or checking e-mails to limit distractions.

EMERGENCIES



In rare instances, 911 may be your only resource to get out of a dangerous situation safely.

Providing Descriptive Information:

When describing the person to 911 dispatch first, take a deep breath and stay calm. Next, tell the dispatcher where you are, what is happening and give as much detail as possible about the number you are calling.

When describing a person, start from the top down. Details such as ethnicity, hair color, height, important pieces of information.

Be as descriptive as possible. Start with what you see such as a "red jacket" or "inner layer flannel shirt buckle", etc. Don't worry if you don't remember every detail, it is understandable to forget some details during a stressful situation.

If a vehicle is involved, provide the following information to the dispatcher:

- Location/Direction of travel
- Make/Model/Year
- Body Style/Color
- Any stickers, markings, ski rack, etc.
- License plate # if possible

ADDITIONAL RESOURCES

- [Monterey County Emergency Communications](#)
- [Cal/OSHA Work Security](#)
- [Workplace Violence Policy](#)

Have a safety suggestion or need to report a hazard? Visit the [County Safety Webpage](#).

RISK MANAGEMENT DIVISION

EMPLOYEE SAFETY Newsletter

May 2022



MONTHLY TOPIC: Security Safety Tips

WORKPLACE VIOLENCE AND HARASSMENT

Certain occupational groups tend to be more at risk from workplace violence than others, including:

- Deputies, security, and correctional officers
- Health care workers
- Social services employees
- Public works employees
- Employees handling funds

If you receive a threat from anyone, including a co-worker, an internal employee, or a member of the public, report it to your supervisor or HR personnel immediately.

IN THE WORKPLACE



Controlling physical access through workplace design is an important preventive measure. This can include access in & out of, and freedom of movement within the workplace.

Don't allow others to "tailgate" behind after using your employee badge for facility access.

Know how to contact help, use the alarm system, and know where panic buttons are if you need to use them.

Know escape routes, evacuation points, and become familiar with your department's emergency response plan.

PARKING LOT SAFETY

Parking lots can present a variety of safety risks due to location, design, and time of day to name a few. Remember, parking lots are designed for vehicles and not pedestrians.

Parking: Try to park in a visible, well-lit area that is as close to an entry or exit point if possible. Avoid isolated corners of the lot, as predators may linger in dark areas. Don't leave valuables exposed, put things of valuable out of site to limit temptation of theft.

Walking To/From Vehicle: Carefully scan the surrounding area before walking back to your car. If possible, exit with groups of people, use the "buddy" system, or ask security for an escort. Always keep your keys ready before you approach your car to avoid having to rummage through a bag or pocket to find them.

Stay Alert! Avoid the use of headphones or earphones as they can prevent needed attention to surrounding areas.



Although you should have your cell phone readily available in case of need, avoid texting or checking e-mails to limit distractions.

EMERGENCIES



In rare instances, 911 may be your only resource to get out of a dangerous situation safely.

Providing Descriptive Information:

When describing the person to 911 dispatch first, take a deep breath and stay calm. Next, tell the dispatcher where you are, what is happening and give as much detail as possible about your location and the number you are calling from.

When describing a person, start from the top down. Details such as male/female, ethnicity, hair color, height, etc. are all important pieces of information.

Be as descriptive as possible. For example, start with what you see on the outer layer, such as a "red jacket" and then moving to inner layer "flannel shirt" or "big belt buckle", etc. Don't worry if you don't remember every detail, it is understandable to forget some details during a stressful situation.

If a vehicle is involved, provide the following to the dispatcher:

- Location/Direction of travel
- Make/Model/Year
- Body Style/Color
- Any stickers, markings, ski rack, etc.
- License plate # if possible

ADDITIONAL RESOURCES

- [Monterey County Emergency Communications](#)
- [Cal/OSHA Work Security](#)
- [Workplace Violence Policy](#)

HAVE A SAFETY SUGGESTION OR NEED TO REPORT A HAZARD? VISIT THE [COUNTY SAFETY WEBPAGE](#)



Facilities Service & Security Escort Flyer

FACILITIES SERVICE REQUEST
If in Doubt – Call Us Out

For emergencies such as smoke, sparks, fire, or other life-threatening situations, call 911

Facilities Service Desk at 755-4744

- **Building Maintenance** - building leaks, unusual noises, doors not working, badge access, room temperature, re-key locks, cubicle modification, wall repair or painting.
- **Groundskeeping** - broken or fallen branches, walkway obstruction, trash spilled onto walkway or parking lot, trip hazards.
- **Custodial** - overflowing trash cans, excessive dirt or dust wet floors, restroom accidents, soiled floors, or wall surfaces.
- **Security** - you are working late or after hours, a Security Escort to or from the parking lot is available at 168 W. Alisal or Schilling Place campus 1 (800) 400-1110.

If in doubt, call us. If we don't have the answer, we will refer you to someone that can help.

Office Hours: 8:00 am to 5:00 pm. Requests can be called in, emailed, or submitted online.

- **Phone:** 755-4744 or extension 4744
- **Email:** 106-FacilitiesAdminSupport@co.monterey.ca.us
- **Online via our Online Service Request Link:** <https://www.co.monterey.ca.us/facilities-service-request>

or Scan our QR Code



SCAN ME

After Hours, Weekends, and Holidays. Requests can be called in using our On-Call Services mobile number.

- **Mobile:** 212-0378.

FACILITIES SERVICE REQUEST
831-755-4744 or EXT 4744

Building Maintenance

 Building leaks, unusual noises, doors not working, badge access, room temperature, re-key locks, cubicle modification, wall repair or painting

Groundskeeping

 Broken or fallen branches, walkway obstruction, trash spilled onto walkway or parking lot, trip hazards

Maintenance

 Overflowing trash cans, excessive dirt, dust, or wet floors, restroom accidents, soiled floors, or wall surfaces

Security Escort

 Working late or after hours? A Security Escort to or from the parking lot is available by calling 1-800-400-1110

IF IN DOUBT - CALL US OUT
Office Hours: 8:00 AM to 5:00 PM
Requests can be called in, emailed, or submitted online


831-755-4744 or EXT 4744


106-FacilitiesAdminSupport@co.monterey.ca.us

Scan QR Code for online submissions 

ADDITIONAL NUMBER
After Hours, Weekends, and Holiday On-Call Services mobile number
831-212-0378

 **SECURITY ESCORT**
1-800-400-1110

If we don't have the answer, we will refer you to someone that can help.
For emergencies such as smoke, sparks, fire, or other life-threatening situations, call 911



CAO Rundown

April 2022

COUNTY OF MONTEREY

CAO Rundown



High School students participate in Monterey County Interactive Workplace Tour and Career Exploration Fair on March 8th.

Upcoming Events

April 10th – 16th
National Public Safety Telecommunicators Week
Thank you to our hardworking Emergency Communications staff!

April 26th
Ask and learn about disaster preparedness from [ACCESS](#) "Community Office Hour"
Every other Tuesday via Zoom from 6 - 7 p.m.

April 29th
The District Attorney's Victims Dedication Ceremony. Noon in the East West Wing Courtyard honoring victims of crime and supporting family and friends.

Greetings County Family,

When the World Health Organization declared the COVID-19 outbreak a global pandemic our entire county rose to the occasion of providing a continuity of services to our residents and businesses.

To think back on the impacts the pandemic has had on our county, state, nation and global community can be overwhelming. We started locally in March 2020 with our first COVID-19 cases and shortly thereafter cruise ship passengers isolating behind fences at Asilomar Conference Center.

Beyond the anecdotes, statistics, and numbers, I know each of us has been touched by the pandemic, many in deeply personal ways. Our elderly parents may have fallen ill or felt terribly isolated. Children were unable to go to school, putting added stress on families, and spouses may have lost their jobs. It has been an incredibly hard time and, while I am confident better days are coming, it's important to acknowledge that people are still hurting, frustrated, and just tired of this whole thing.

It is the tough times that test an organization's culture and values. The commitment you have shown to residents,

County of Monterey Administrative Office

April 2022

our businesses, and each other has been nothing short of extraordinary. The County of Monterey was strong heading into the pandemic, we are strong today, and we will remain strong in the future. You are that strength, and you are that model for our county.

The County of Monterey is a resilient organization and we have learned a great deal over the past two years – about our ability to serve others and ourselves.

One of the lessons learned, is local government needs more innovation, not less, we need to demonstrate our "can do" spirit and we must continue proving ourselves ready, willing, and able to provide Monterey County residents what they need. We have continued our tradition of "proudly serving the community since 1850. We have achieved great things in the last two plus years, and there is more we can do, together as a team united in service.

Above all, we have learned that the human spirit of Monterey County residents is resilient. COVID-19 hit our community hard. It knocked us down a few times, and because of your commitment to serve others we have always gotten back up. We remain standing tall, and as you read this note, we recognize that the end of the pandemic may not yet be near, but because of the work of many and our community's efforts, we all feel it is within sight.



Looking forward, our current fiscal year is rapidly coming to a close. For all of us, this represents challenges in managing tighter budgets as well as opportunities to innovate and find solutions together as a team. In the next several weeks, we will be confronted with the necessity of implementing fiscal constraints, while balancing the importance of service delivery, team member recruitment, and retention, to maintain excellence in serving our community.

Together, we can overcome all the challenges that lie ahead with courage. Let's continue to work smarter so we have a successful new fiscal year with results we can all be proud of.

As the pandemic wanes, we are restarting this CAO Newsletter. In the past, Maia Carroll single handedly gathered and wrote all the great work across the County. Now, with approval by the Board of Supervisors, our Communications team includes Maia, Nelly B. Otsu and Nick Pasculli, as well as communication colleagues Karen Smith with the Health Department and Hillary Fish at Nativity.

Inside this issue, you will find short descriptions of selected work and successes of your colleagues. If you have a story idea or some news to share with the County family, please send them to gr@co.monterey.ca.us and we will try to get it in an upcoming issue.

In gratitude,

Charles

County of Monterey Administrative Office

April 2022

Career Day

Who are County employees of the future?
Perhaps some of the 90 high school students who experienced a day in the life of County professionals on March 8th.

After a year of planning, the Monterey County Interactive Workplace Tour and Career Exploration Fair was created by Human Resources staff to highlight the many career opportunities in public service. The program is a collaboration between MPUSD, CSUMB, Hartnell College, and MPC, but it couldn't have happened without all the departments and employees who took the time to meet with students and share the work we are passionate about.

Activities included an emergency disaster experience, a mock courtroom case with prosecutors and defense attorneys and a variety of hands-on experiences in many County departments.

A big thank you to everyone who helped make this event a success!



Employee Assistance Program (EAP)

The Employee Assistance Program (EAP) is a benefit provided to county employees to include permanent, temporary, and contract employees and members of their household. This benefit offers confidential counseling assessment and referral services. The benefit provides three free counseling sessions per issue per year with a local counselor and additional over-the-phone counseling with an EAP counselor.

Counseling services are offered over a range of topics, including job-related stress, family issues, housing referrals, legal referrals, mental health resources, and financial counseling. If you would like additional information regarding all of the services offered by EAP, please review the PowerPoint presentation found on the county Employee Benefits website.

[EAP | Monterey County, CA](#)



County of Monterey Administrative Office

April 2022

We Stand With the City of Salinas, and the Family of Officer Jorge David Alvarado Jr.



The entire Monterey County family continues to support our colleagues at the Salinas Police Department and family of Salinas Police Officer Jorge Alvarado who suffered a terrible loss. Alvarado was killed in the line of duty last month.

Officer Alvarado was a fellow public servant who made the ultimate sacrifice protecting our community. To honor him, the County of Monterey flew its flags at half-staff and CAO Charles McKee shared we can all pay tribute through reflection and unity.

"Many of us have challenging jobs; few of us go to work wondering if we will come home. Peace Officers face that every day when they go out to serve. As a community, we must come together to stop the violence, and honor those who put their lives on the line for us."

County Displays Ukraine Flag In Show of Support



BOS stand in support of Ukraine and those affected in Monterey County. From left to right: County Counsel Les Girard, Supervisor Wendy Root Askew, Marina Pantchenko, Nana Knight, Supervisor Mary Adams, Supervisor Luis Alejo, CAO Charles McKee

the Board of Supervisors Chambers. The County of Monterey is displaying the flag of Ukraine both in the chambers and at the door, a visible symbol of the County's resolution in support of the people of Ukraine and against the Russian aggression there.

During a special ceremony on March 15th, the County unveiled a display of the flag of Ukraine alongside the American flag, played the American and Ukrainian national anthems and heard from county employees of Ukrainian descent, Marina Pantchenko, Deputy County Counsel and Nana Knight, Deputy District Attorney, who shared their concerns for family and loved ones in Ukraine who are enduring threats to their lives and their freedoms.

If you have been to the Government Center, you may have seen new additions both inside and at the entry of

The County will continue to display these flags for the duration of the conflict.

County of Monterey Administrative Office



Board of Supervisors

Lead Me Home
Summit on Homelessness

LEAD ME HOME
Summit on Homelessness

SAVE THE DATE
July 14, 2022
CSUMB @ Salinas City Center

Presented by:
THE COALITION OF HOMELESS SERVICES PROVIDERS
Here for Good
Community Foundation for Monterey County

Monterey Bay ECONOMIC PARTNERSHIP

District 5 E-Newsletter Template

Fifth District, Monterey County
Mary L. Adams, Supervisor

District 5 Direct
e-newsletter

Schedule an Appointment With Me

Click here or email district5@co.monterey.ca.us to meet in Salinas or Monterey. Thank you for your patience receiving a response. This is the best email to use.

CLICK

Celebrating Resolutions & Declarations

Board Meeting Welcome & Resume Backgrounds

Welcome | Bienvenidos

BOARD OF SUPERVISORS MEETING

REUNION DE LA JUNTA DE SUPERVISORES

Board of Supervisors Chambers
168 W. Alisal St., 1st Floor, Salinas, CA 93901

Meeting will resume shortly
La sesión se reanudará en breve

Technology testing in progress/ Pruebas de tecnología en progreso

Happy Retirement! Kurt Gollnick

Thank You Josh Stratton

Defender Week Monterey County April 17 - 23

HAPPY RETIREMENT! Thank you for your service to the County of Monterey!

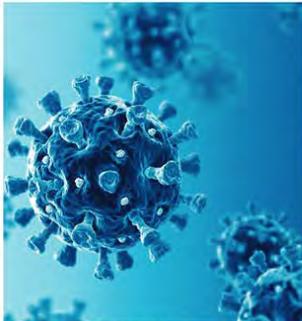
County of Monterey Supports Women's Reproductive Rights



County News Briefings



Welcome to the
Weekly News Briefing
County of Monterey



Public Health
COVID-19 Questions

Speaker:
**Dr. Edward Moreno/
Kristy Michie**
Monterey County Health Department



"In Play"
Activity Finder Program

Speaker:
Dr. Deneen Guss
Superintendent, Monterey County Office of Education



Earth Day 2022
What does it mean, how to get involved

Speaker:
Julie Steffes
Monterey County Sustainability Program



Thank you for attending

For questions email carrollm@co.monterey.ca.us



Bilingual Press Releases



Monterey County Encouraging Testing Knowledge *Who Should Get Tested?*

As some COVID-19 prevention measures begin to ease, testing and vaccination are still essential strategies to keep ourselves and our communities safe. Testing helps to identify infections early and to prevent spreading COVID-19 to our friends, family, classmates, and coworkers.

Wondering if you need to test? Here are examples:

- You have COVID-19 symptoms
- You have been exposed to someone with COVID-19
- It is required by your employer or school
- To end isolation or quarantine early
- It is required for travel
- Before visiting someone who lives in a long-term care facility
- Before and after traveling or attending a group event

There are a few situations where testing is suggested:

- If you are asymptomatic and have been exposed to someone with COVID-19
- To end isolation or quarantine after a positive test

There are different types of COVID-19 tests. Some tests can miss some COVID-19 infections. PCR tests are more accurate for a long time after a person is no longer contagious than a rapid antigen test. However, here are a few testing tips:

- To release from isolation or quarantine, PCR tests are preferred. Check with your school or employer for counter test results or whether they accept antigen tests.
- If you have COVID-19 symptoms, a rapid antigen test is acceptable. However, if you have symptoms that are not typical, you should have a follow-up PCR test.
- You do not need to confirm a positive antigen test with a PCR test.

You can find additional information at www.mtyhd.org/covidtesting.

To find a COVID-19 testing location, visit www.mtyhd.org/covidtesting.



Condado de Monterey Promoviendo El Conocimiento De Las Pruebas *¿Quién debe hacerse una prueba?*

Ahora que algunas medidas de prevención de COVID-19 comienzan a disminuir, las pruebas y la vacunación siguen siendo estrategias esenciales para mantenernos seguros a nosotros mismos y a nuestras comunidades. Las pruebas ayudan a identificar infecciones de manera temprana y a prevenir la propagación de COVID-19 a nuestros amigos, familiares, compañeros de clase y compañeros de trabajo.

¿Se pregunta si necesita una prueba? Aquí vea ejemplos de cuándo se recomiendan las pruebas:

- Tiene síntomas de COVID-19
- Ha estado expuesto a alguien con COVID-19
- Es requerido por su empleador o escuela
- Para terminar el aislamiento o la cuarentena temprano entre el día 6 y el día 10
- Cuando se requiere para viajar
- Antes de visitar a alguien que vive en un centro de vivienda colectiva (p. ej., un asilo de ancianos)
- Antes y después de viajar o asistir a reuniones grandes en interiores

Hay algunas situaciones en las que generalmente no se recomiendan las pruebas:

- Si es asintomático y ha probado positivo dentro de los últimos 90 días
- Para finalizar el aislamiento o la cuarentena después del día 10

Hay diferentes tipos de pruebas de COVID-19 disponibles. Las pruebas de antígeno brindan resultados más rápidos, pero pueden perder ciertas infecciones de COVID-19. Las pruebas de PCR son más sensibles, pero también pueden salir positivas por mucho tiempo después de que una persona ya no sea infecciosa. No hay una prueba de COVID-19 correcta o incorrecta. Sin embargo, aquí hay algunos consejos para considerar:

- Para salir del aislamiento o cuarentena temprano entre el día 6 y el día 10: se prefieren las pruebas de antígeno. Consulte con su escuela o empleador para ver si aceptan resultados de pruebas en el hogar o si requieren una prueba de antígeno observado.
- Si tiene síntomas de COVID-19 o una exposición conocida: Se aceptan pruebas PCR o de antígeno. Sin embargo, si tiene síntomas y la prueba rápida de antígenos da negativo, debe hacerse una prueba PCR para confirmar que no tiene COVID-19.
- En la mayoría de los casos, no es necesario confirmar una prueba de antígeno positiva con una prueba de PCR.

Información adicional disponible en <https://covid19.ca.gov/es/get-tested/#when-to-get-tested>.

Para encontrar un lugar de prueba de COVID-19 cerca de usted, visite: www.mtyhd.org/covidtesting.



Easy Access to Information



MCVaccinate.com



[County COVID Testing Sites](#)



MCCOVID.com



[Building Better Back Survey](#)



MCParks.com



[COVID Supplies Request Form](#)



Section 4



Draft Public Relations Policy

COUNTY OF MONTEREY Communications & Public Relations Guidelines

(Internal document)

The County of Monterey - County Communications Program – At Your Service

The County of Monterey, County Communications Team (CT) manages the brand and image of the County of Monterey government entity utilizing internal, local, regional, and national avenues through news and information dissemination, media relations, publication production, advertising, publicity, marketing and the County of Monterey website and mobile app. The program creates strategy to best position the County, utilizing traditional and emerging media, building key relationships, and anticipating stakeholders' needs. The CT also establishes media policy, and public relations protocol. The CT also provides creative and content input where it concerns the County Government Channel and County web assets.

This document is designed to help our internal stakeholders form a strong alliance with the County Communications Program to coordinate our efforts and present an organized, consistent, professional approach to promotion of the County's mission and accomplishments.

We refer to the County of Monterey Board of Supervisors, County Administrative Office, Department Heads, County staff, and the residents of the county as the primary stakeholders. Stakeholders are those who have a relationship with or interest in the success of the County of Monterey government entity.

The first step in that alliance with your County Communications Team is to involve us, keep us informed and utilize our services appropriately in the advancement of County of Monterey's mission and reputation.

All marketing materials that might impact County operations or the image of the County should be shared with the County Communications Team (CT). (*For example, official materials for public distribution such as departmental / program brochures, printed ads, publications, and service guides. This does not include simple flyers, social media graphics, or newsletters).

Help Us to Help You:

- To have your information or event posted on the County of Monterey website and/or distributed to the media follow the processes listed in our (Public Relations Procedures web page) [future page on website].
- For help with advertising, marketing or promotions, follow the processes listed in our Public Relations Procedures web page. Email the County Communications Team at pr@co.monterey.ca.us to inform us of and/or arrange media appearances and interviews.
- Coordinate all press conferences/press events in advance with the County Communications Team.
- If approached by media representatives, always refer them to the department head, the designated department PIO or the County Communications Team.
- Let us know if you would like to make statements to the press about your projects or research and if you would like to work with the media on news or feature stories.

- The branding of all non-official County of Monterey publications and/or promotional materials for dissemination should be approved by the County Communications Director or their designee*.
- Consult with the County Communications Team regarding all letters to the editor (written by any department head or manager), flyers, posters and publications prior to publication and/or distribution.
- Any promotional video taping of County of Monterey activities for media purposes (non-broadcast news), rebroadcast or public screenings should be coordinated through (or shared with) the County Communications Program Office.
- All special events should be coordinated with the assistance of the (Special Events Coordinator) [position does not exist – will want to create] within the CT. Units within the Health Department, Natividad Medical Center, Clinic Services, Office of Emergency Services, 911, District Attorney, and Public Safety (Sherriff’s Department/County Jail) may have direct media contact because of the nature and volume of their work or the frequency of recurring messages. When possible, they should collaborate with the County Communications Team, follow established PR guidelines and copy us on any information they forward to the media. In some cases, County of Monterey personnel may have standing professional or personal relationships with reporters, photographers or media personalities. In such instances, notify the County Communications Team before asking the media to cover or report on an event or issue, so that marketing and image enhancement can be well coordinated.

CRISIS MANAGEMENT GUIDELINES

When bad news happens, the press will be on your doorstep, literally.

Examples of crises include: An accident resulting in death or serious injury; the arrest of an employee, or administrator; a murder, rape, arson, assault or felony that occurs on county property; a natural disaster. It is important in times of crisis to follow a standard operating procedure to preserve institutional image.

1. Immediately call and/or forward crisis-related information to the County Communications Program Office at (831) xxx-xxxx or pr@co.monterey.ca.us.

This includes what happened, when, where, to whom and who else is involved.

2. Immediately refer all media calls to the County Counsel or designated delegate (in cases of crisis especially, it is important to have a single source of information.) Stay calm and be courteous!

NEWS RELEASES special events

A news release is the most immediate way to get information through the media to the community.

Need to send a release? Here’s how to do it:

Information for news releases should be received at least 10 business days before the expected date of distribution. The CT will advise (or decide) the best time and strategy for release of your story. The CT can get your information from County of Monterey to the media in a timely manner but cannot guarantee when the media will use it. Trust our professional expertise as to how best to approach the media. The CT routinely e-mails and faxes news releases to all local (and regional) media. The CT also

distributes news and information of wider appeal to regional and national media. Send information to pr@co.monterey.ca.us.

ADVERTISING

The County Communications Program is available to assist you with the development and placement of print, radio, television and multi-media advertising. To make a request for advertising, send details to pr@co.monterey.ca.us. Information for radio advertising should be received one month prior to expected air date. Information for print advertising should be received one month before publication. Information for television advertising should be received two months before broadcast. Information for digital placement should be received one month before expected deployment.

MEDIA APPEARANCES

Appearing on radio and television talk shows and speaking to service or civic organizations and church groups, is an excellent way to disseminate information. The CT can arrange such appearances. To make a request for media appearances, send details to pr@co.monterey.ca.us.

PHOTOGRAPHY

The County Communications Program (with at least one week notice) can arrange to take photos for media and publication purposes only. The CT can suggest professional photographers to meet your needs. Departments desiring a photo archive may want to purchase a camera to catalog events. Please remember to share your photographic assets with the CT.

CONCERNS

If you have concerns about the way a story was handled or if there was an error in the coverage of your story or event, call the County Communications Team. Please don't contact the media directly.

GUIDELINES FOR COUNTY OF MONTEREY PUBLICATIONS

For purposes of quality control, the County Communications Program will review all County of Monterey publications to ensure that they adhere to the County of Monterey Brand Identity Style Guide. The CT will also be available to advise on editorial content. All County of Monterey publications should be properly branded to include the County wordmark, "County of Monterey" and an approved County of Monterey emblem, available from the CT

Graphics Page.

Each publication must include an address, phone number, QRC, e-mail address and, if appropriate, a website URL (www.co.monterey.ca.us) for more information. The mailing address should be either of the standard county addresses:

County of Monterey Government Center

168 W. Alisal Street

Salinas, CA 93901 or

County of Monterey (appropriate Department address)

The telephone numbers should also be the standard County telephone number – (831) xxx-xxxx

– unless the document needs a specific contact number. When specifics are required, include the contact information for the department.

ORGANIZATION AFFILIATION STATEMENT:

“The County of Monterey is accredited by

Equal Opportunity Statement.....

WEB SITE...web pages www.co.monterey.ca.us

The County Communications Program shares oversight responsibility for the website. The County’s webmaster is a member of the ITD team. The County of Monterey website is designed to allow individuals who are professional “Content Contributors” and experienced in their areas to update their respective pages on the site. Contact the webmaster at (831) xxx-xxxx to arrange for training to become a content contributor. For more information, contact the County of Monterey Website Management Team at ITD

SPECIAL EVENTS

The Communications Team should be informed of any special event as far in advance as possible. A special event is an activity that does not occur on a regular basis, which is intended to promote or provide information on a particular program or service or serve as a vehicle for establishing a relationship between the host and a specific audience.

Special events include, receptions, seminars, conferences, lectures, and a myriad of other activities, depending upon the creativity of the coordinating group. Planning times vary according to the event.

Want to Learn More About Marketing, Media Strategy and Image Enhancement?

The County Communications Program will be glad to provide your office with a consulting explaining the basics. Call for an appointment.

COUNTY COMMUNICATIONS PROGRAM CONTACT INFO:

County Communications Director – Nicholas M. Pasculli – (831) 796-3094, PasculliN@co.monterey.ca.us

Management Analyst III (Comms Coord.) – Maia Carroll – (831) 796-3092, CarrollM@co.monterey.ca.us

Media Analyst – Nelly Otsu – (831) 755-5506, OtsuNB@co.monterey.ca.us (Bilingual Spanish)

Administrative Assistant Confidential – Maegan Ruiz-Ignacio – (831) 755-5508
ruiz-ignaciom@co.monterey.ca.us

###

DRAFT V5 as of April 11, 2022

(This document is available online in searchable PDF form)

Section 5



Draft Branding Policy

INTRODUCTION

The County of Monterey has embarked on an effort to create instant identification of the organization and build a strong connection between who we are and what we do for the community. In order to build this connection, all County representatives and staff are directed to follow the guidelines in this document.

The Identity Standards Manual is a tool to help ensure that the County’s identity is recognizable, consistent and well-maintained. The County has 26 departments that provide a wide variety of public services, all of which enhance the economic, environmental and social quality of life in Monterey County in some important way.

Upholding these design standards is paramount to building awareness of and bringing credibility to the County’s brand, which is what people remember about us when we aren’t around. The County’s brand is the impression left by everything we say and do.

Ultimately, adhering to the County’s design standards outlined in this document will help build awareness of all that the County does for the community and help members of the public more easily see the value provided by the government agency as a whole.

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WHO CAN USE THESE DESIGN ASSETS?

The County's design assets are available for use by employees of the County of Monterey and may only be used for official County business.

Third parties or outside entities **may not** use the County Emblem unless usage rights are granted by authorized County Administrative Office personnel, per existing County policy. Likewise, third parties or outside entities **may not** use the County logo (popular mark) unless authorized by County Administrative Office personnel.

To ensure a strong and consistent visual identity, County identity marks – namely, the official Emblem and the popular mark – may only be used from original source files. Any use of the Emblem or popular mark **must** conform to the guidelines specified in this manual.



The official Emblem and popular mark are the County of Monterey's most important design assets.

WHO ARE WE?

The County of Monterey is a local government agency made up of dedicated elected officials, skilled employees, and devoted volunteers who are committed to public service. Together, we (the employees of the County) provide a variety of essential public services that contribute to a safe, healthy, livable, prosperous and well-governed community.

OUR MISSION

The mission of the County of Monterey is to *“Excel at providing Quality Services for the benefit of all Monterey County residents while developing, maintaining, and enhancing the resources of the area.”*

OUR VISION STATEMENT & GOALS

Our vision is to ?. (DO WE HAVE A VISION STATEMENT)

Goals (ANYTHING ELSE WE SHOULD INCLUDE HERE)

Assure a sustainable and diversified economy that builds on Monterey County’s local assets.

Enhance and improve County services to assure an adequate safety net and quality of life for all County residents.

Assure a strong public safety system which protects the public and minimizes the fear of crime.

Assure the financial stability of the County.

OUR ORGANIZATIONAL VALUES (IS THERE ANY ADDITIONAL DETAILS FOR THIS SECTION)

We are committed to assuring honesty and integrity in all County actions.

We are committed to providing top quality customer service.

We are committed to practicing continuing innovation.

We are committed to treating our fellow employees, customers and residents with respect and courtesy at all times.

(INSERT VISUAL DEPICTION OF MISSION, VISION AND VALUES)

THE COUNTY NAME

In an effort to build awareness of the County’s services and programs, the organization must use and display its name consistently.

As designated by the State of California, the formal name for the organization is “County of Monterey.” In informal communications, the name may appear as “CoM,” after first notating as County of Monterey (CoM). If the name is used within text or narrative, uses may also include “the County” (with the C capitalized), but only after the full formal name is used on first reference.

The following uses refer to the geographic location and, as such, the name of the organization should never appear as:

- Monterey County
- MC County

APPROVED FORMAL NAMES FOR THE ORGANIZATION

County of Monterey
The County

UNAPPROVED NAMES

(References Location)

- ✘ Monterey County**
- ✘ MC County**

CLEAR SPACE

It is essential to maintain clear space around the Emblem in order to maximize clear recognition and visual impact. This clear space protects the Emblem from impeding imagery, graphics and page trim.

To ensure readability, the clear space around the Emblem should always be at minimum the same length of the height of the outer band around the Emblem. For example, if the outer band around the Emblem measures 2” (two inches) in height, the clear space should be a minimum of 2” (two inches) on each side of the Emblem/word mark.

MINIMUM SIZE

The Emblem can be enlarged proportionally to any size. However, for ideal legibility in print and on the web, the Emblem should not be scaled below a minimum size.

For print, the Emblem should not be resized to be smaller than 1.25 inches wide. Although it may not always be possible given the nature of digital media and devices, the Emblem should not be resized to be smaller than 90 pixels wide in digital media.

Clear Space



Minimum Size



The x height here is the height of the outer band. A space of at least one times the x height is required at all times around the entire Emblem.

ALTERNATIVE MARK (UNDER CONSTRUCTION)

The alternative mark is comprised of the county-shaped mark with the County of Monterey name in the center. As with the official Emblem, the alternative mark must only be used in its original design and no element of the mark may be edited, recreated, or re-typeset. Any changes to the alternative mark must first be approved by the County Communications Director in the County Administrative Office before it is used to identify the County.

To ensure a strong and consistent visual identity, the mark may only be used from original source files. The alternative mark should be used in its original _____ color, by default, but it may also be used in grayscale or reverse on dark (see page 16).

For questions on alternative mark usage, please see the FAQs on the intranet (_____) or contact the County Communications Director in the County Administrative Office.

WHEN TO USE THE ALTERNATIVE MARK

Unlike the Emblem, which must be used in all formal and official contexts directly related to official County business and the Board of Supervisors, the alternative mark will represent the County in informal or departmental public communications and in internal County communications. As such, it is the primary point of visual contact for the general public with respect to the County's identity.

The alternative mark may be used in all official County contexts *not relating to the County Board of Supervisors*. These contexts include internal County correspondence, news releases, internal and external departmental memos, digital media, e-mail signatures, social media, printed outreach and marketing materials, government vehicles, public PowerPoint presentations, etc., wherein personable appeal and/or everyday communication to the general public is desired.

To avoid confusion, the alternative mark may not be used in addition with the official Emblem. The alternative mark may be used, however, in grouped mark arrangements, as indicated on page 13. For more information on when to use the official Emblem and when to use the popular mark, see page 12.

The alternative mark may be the default logo in instances where a department does not have their own mark. When in doubt, contact the County Communications Director in the County Administrative Office.



CLEAR SPACE for the ALTERNATIVE MARK

It is essential to maintain the clear space around the mark in order to maximize clear recognition and visual impact. This clear space protects the mark from impeding imagery, graphics and page trim.

To ensure readability, the clear space around the mark should always be at minimum 1/3 of the height of the mark. For example, if the mark is 2" (two inches) in height, the clear space should be a minimum of 2/3" (two-thirds of an inch) on each side of the mark.

MINIMUM SIZE

The mark can be enlarged proportionally to any size. However, for ideal legibility in print and the web, it should not be scaled below a minimum size. For print, the mark should not be sized to be smaller than .75 inches wide. Although it is not always possible given the nature of digital media and devices, the mark should not be sized to be smaller than 55 pixels wide.

Clear Space

Minimum Size

.75" / 55 px

The x height here is 1/3 the height of the mark.
A space of at least one times the x height is required at all times around the entire mark.



COUNTY EMBLEM	POPULAR MARK
	<p>(PLACE HOLDER)</p> 
<p>All official contexts DIRECTLY RELATED to the Board of Supervisors, including but not limited to:</p> <p>Formal or official correspondence from the County via the Board of Supervisors (letters, email, agreements, contracts, MOUs signed and/or approved by the Board of Supervisors and/or individual district supervisors)</p> <p>Correspondence from District Supervisors (letters, email, agreements, contracts)</p> <p>Presentations to and from the Board of Supervisors</p> <p>Board of Supervisors stationery and business cards</p> <p>Awards/recognition ceremonies and documents (e.g., resolutions) presented by the Board of Supervisors</p> <p>Official District Supervisor social media pages</p> <p>Official Board of Supervisors news releases, notices and advisories</p> <p>Advertisements related specifically to the Board of Supervisors</p> <p>Official ordinances approved by the Board of Supervisors</p>	<p>All official contexts NOT DIRECTLY RELATED to the Board, including but not limited to:</p> <p>Everyday communication from the County to the general public (websites, blogs, social media, newsletters, etc.)</p> <p>Formal and informal correspondence from a County Department, that does not have their own logo. Departments with no logo may use this format with the department name under “County of Monterey” (letters, email, memos, agreements, contracts, newsletters) Samples on page 11.</p> <p>Internal staff presentations</p> <p>Public presentations (slides) that aren’t specifically related to the Board of Supervisors</p> <p>Awards/recognition ceremonies and documents presented by County Departments or staff</p> <p>County vehicles</p> <p>Department business cards, stationery, news releases, notices and advisories</p> <p>Annual reports</p> <p>Advertisements related to a specific County Department, Division, Unit, Service or Program (may be co-branded)</p>

DEPARTMENT & GROUPED MARKS (co-branding)

County department names may be paired with the popular mark when presented or displayed in a way that suggests a logo-like usage. In order to maintain the prominence and legitimacy of the County identity across all departments, and for the sake of consistency, attractiveness, and intelligibility, a horizontal arrangement **must** be used that features the popular mark in the prominent position on the left, the department identity in the subordinate position on the right, and a vertical rule separating the two (see page 14).

Few County departments and divisions will be permitted to use a separate logo or Emblem.

Those departments and divisions include:

- Parks*
- Board of Supervisors
- Social Services
- Civil Rights Office
- District Attorney
- ITD
- Military & Veterans
- Public Defender's
- Water Resources
- Ag Commissioner
- Sheriff's Office
- Human Resources
- Natividad Hospital
- Health Department
- Libraries
- Probation
- DSS

All exceptions must meet at least one of the following criteria:

- ✓ The current department logo is State-approved, Board-approved, approved by an elected official managing the department, or required per government codes or mandates.
- ✓ The department must use a specified logo or Emblem in order to comply with State/Federal contracts or grant funding.
- ✓ The department operates as a business and must therefore compete in a more competitive market in order to meet its goals and objectives.
- ✓ Departments that have a large number of staff identified by the State as "peace officers" (pursuant to State Penal Code Section 830-832.18) will be permitted to retain the department's current badge or shield as an identifying mark.

Other exceptions may be granted by the County Administrative Officer. Departments and divisions that meet one of these criteria **must** use grouped marks that pair a department logo with the popular mark. It is imperative that the department choose one single logo. Any other logo(s) must be approved by the County Communications Director in the County Administrative Office prior to use.

Source files of grouped marks are available for department use. For file requests, please contact the County Communications Director in the County Administrative Office.

** Only existing logos will be grandfathered into these guidelines. After July 2022, all redesigned or new logos must be approved by the County Communications Director and the County Administrative Officer.*

*** State or Federal agency identity standards supersede the County's standards. All standards of the superior agency must be followed.*

GROUPED MARK ARRANGEMENTS

County Mark + Existing Department Logo

The County mark **must** appear in the prominent position on the left and the department logo in the subordinate position on the right, separated by a vertical rule.

County Mark + Existing Department Logo + Department Name

The County mark **must** appear in the prominent position on the left and the department logo in the subordinate position on the right, separated by a vertical rule. The department name **must** appear below the two, left-aligned with the County mark.



County Mark + Department Name

The County mark **must** appear in the prominent position on the left and the department name in the subordinate position on the right, separated by a vertical rule.

County Mark + Department Name + Division or Unit

The County mark **must** appear in the prominent position on the left and the department name in the subordinate position on the right, separated by a vertical rule. The division or unit **must** appear below and left-aligned with the department name in two-thirds the font size.



IDENTITY MARK COLORS

FULL-COLOR, GRAYSCALE, GOLD & REVERSED

The colors of the County’s identity marks represent the values and character of the County. For that reason, their integrity must be protected as an essential part of maintaining the brand. The marks may only be treated in one of four ways: full-color, grayscale, gold or reversed in white on a solid contrasting color. Do not use County identity marks in colors outside of those specified below. (unable to show gold here)

Full-Color

Grayscale

Reversed on Dark

OFFICIAL EMBLEM COLOR PALETTE WITH GRAYSCALE ACCENTS

The official palette with grayscale accents should be used with the official Emblem *in all official Board of Supervisors materials*, such as public meeting agendas, letterhead, business cards, news releases, building signage, the County website, board business, etc. Be sure to choose the appropriate asset files for the intended purpose (CMYK for print, RGB for digital use, etc.). When brand PANTONE® colors are not available, colors may be built using the values listed below.

(insert color values here)



APPROVED COLOR PALETTE FOR USE WITH THE MARKS

COLORS, VALUES & USES

When selecting colors for digital or print designs, any of the approved identity mark colors below may be used as an accent, but it is not necessary to use all of the colors. However, no more than five colors should be used in a given design. To clarify, the colors of the marks themselves cannot be changed. The only versions of the marks that are permitted are the ones that appear on page 16.

It is important to understand there is no 1-to-1 relationship between PMS, CMYK, RGB, and hex colors. The values listed here are simply the closest matches to the brand colors in their various color spaces. 100% black and tints thereof may be tastefully used as accent colors with any of the palettes.

PMS Colors (print) One-color PANTONE® colors. These will generally not be used unless requested by a printing professional. Values are shown for both coated & uncoated paper applications.*

CMYK Colors (print) Colors created using different percentages of cyan, magenta, yellow and black ink. CMYK colors are to be used for nearly all print purposes. (Large format printing—such as billboards or vehicle wraps—can require RGB files in rare instances. If unsure, check with the installer or printer.)

RGB/Hex Colors (web/television) Colors created using different percentages of red, green and blue light. RGB colors are to be used for digital or on-screen display purposes.

A Note on RGB/Hex Colors There is no informational or compositional difference between RGB and hex colors. The difference is simply that the television industry specifies colors in terms of RGB, while the web industry does so in terms of hex codes. For practical purposes, they are simply two different ways of expressing the same red, green and blue color space and can safely be regarded as such.

(insert all color values for emblem here)



INCORRECT USES

Each element of the official Emblem and the popular mark was custom-created and specifically chosen for its meaning and aesthetic impact. Therefore, the official Emblem and popular mark must only be used in their original design and color scheme, respectively.

No element of either the official Emblem or popular mark may be edited, recreated, or re-typeset.

Do not alter the intended design of either the Emblem or the mark, and do not use either in any color scheme not specified in this manual.

Do not rotate, stretch or skew the Emblem or the mark.

Do not alter the opacity of the Emblem or the mark.

Do not wrongly use the Emblem or mark on color backgrounds.

For questions on particular usages of either mark not covered in this manual, please contact the County Communications Program in the County Administrative Office.

See page 17 for examples of incorrect uses.



(insert incorrect uses)

APPROVED TYPOGRAPHY

THE OPEN SANS TYPEFACE

The consistent and coordinated use of type with other visual elements, such as color, plays a major role in the County identification system. By default, the Open Sans typeface is to be used on all County stationery, printed material, and digital media. If the Open Sans typeface is not available or installed on a given software program, **Helvetica or Arial Unicode MS** may be used as an alternative.

Other typefaces may be used, for instance, if specified or directed, or if required for the purposes of a unique project, or for a particular design project or campaign. Aside from these and similar exceptions, no other typeface may be used in any County materials or media.

Open Sans is an open-source font, free for any personal or commercial use. It can be obtained at <https://www.google.com/fonts/specimen/Open+Sans>.

TYPOGRAPHY STYLING

When using other typefaces for unique projects, simplicity enhances effective communication. Here are a few good rules of thumb to help you in your use of typography:

Use no more than three complementary fonts in a given design or project

Limit the number of font weights and styles used

Avoid using all-caps for long headlines or body copy

Use bold type in headlines, subheads and initial caps

Use italic type in photo captions or quotations

For questions on County typography not covered in this manual, please contact the County Communications Program in the County Administrative Office.



(Insert Primary Typeface)

Marketing Services Request

The County Communications Program provides a variety of marketing and communications services to the county community. These services include:

- » Editing
- » Event Promotion
- » Layout and Design
- » Marketing Strategy
- » Photography
- » Press Releases/Media Alerts
- » Social Media Exposure » Web Creative
- » Writing

Email PR@co.monterey.ca.us to submit a marketing services request. For large projects that require multiple services, contact the County Communications Director at least four to six weeks in advance.

Photography and Graphic Design Request

To request photography services, a completed electronic photo request form is required. Email PR@co.monterey.ca.us to submit a marketing services request. Allow 15 working days for all photo and graphics requests. Assignments received less than 15 working days before an event may be subject to outsourcing and any associated costs.

To submit a Graphic Design Request, email PR@co.monterey.ca.us to submit a services request. Allow four weeks for receipt of design.

Photo and Video Release

The County of Monterey does not require written photo releases for individuals in photos or videography taken at public events. However, a written photo release is required for photos or video of children under the age of 18 years. Contact the County Communications Program for a release form or for any questions.

Printing Approvals

To ensure that the County's brand is portrayed in accordance with the visual standards outlined in this manual, all printed materials intended for distribution to the general public or to the county community must be approved by the County Communications Program. These include (but not limited to) brochures, flyers, posters, mailers, handbooks, and signage. Departmental services marketing pieces must first be approved by the department/program head before they are submitted to County Communications Program for approval. Email all approval requests along with associated documents to County Communications Director at PR@co.monterey.ca.us.



Advertising

There are three basic rules for creating effective advertising:

1. Keep it clear: Make sure your audience knows who you are right away, understands the message, and feels an emotional connection. Don't confuse the viewer with unnecessary information. Readers won't take the time to figure things out; they'll just move on. You only get a few seconds to make the connection.
2. Keep it simple: Define what you need to say and make that your priority. A single, clear and compelling message is far more persuasive than multiple offers and benefits. The same applies to layouts; ads crowded with too much text or design elements feel chaotic. Use white space to create calmness and allow the message to get the audience's attention. Less is always more.
3. Keep it real: What's important to you may not be what's important to your audience. Identify what the benefit is to them, and communicate it quickly and in a familiar tone.

Be sure that a strong visual image is being used to connect with the reader and show a relationship to the subject matter and the image. Lifestyle images are preferred and appeal to people in a friendly and compelling way, over cartoons or animations. Info graphic are also a strong visual in communicating data and statistical information.

Your messaging should be short and to the point. It needs to also convey the brand image of your department or program. Don't forget a call to action and a fast and simple way for people to contact you.

We recommend using QR codes whenever possible. Below are samples and a link to a QR Code generator you are encouraged to use.



E-mail Signature Guidelines

Less is more: E-mail signatures should not be longer than 10 lines. Go wider rather than longer and use pipes (|) to separate components. Use two spaces between content and pipes.

Images and logos: Do not use any unapproved images or logos within the e-mail signature. It is important to note that many e-mail clients and mobile devices block the appearance of images. Images can also increase the size of e-mail in-boxes exponentially. For those with in-box size limits, this can be problematic.

Fonts: Use a simple minimum 10-point standard font (preferred) or your e-mail client's default font. Non-standard typefaces and HTML may not translate well across e-mail clients.

Rich text formatting: Use plain text so that the signature is compatible with all e-mail clients and devices. Avoid colors, special fonts, bold, italics, and graphics.

vCards: While vCards can be a convenient way to share contact information for some (using a .VCF compatible e-mail client), they add bytes and appear as attachments. It might be valuable to use a vCard for an initial correspondence but sending it every time is redundant.

Standard E-mail Signature Format Samples:

Option 1 – with address

(insert sample here both county and departmental)

Option 2 – without address

(insert sample here both county and departmental)

E-mail is our most often used form of communication and is a reflection of the County. The format of one's e-mail should be professional in terms of signature and other formatting. E-mail signatures should follow certain guidelines to fit with the overall branding initiative of the County. As such, the style of address, tone, spelling, grammar and punctuation of all messages should reflect the standards of formal business communication.

The purpose of this standardization is to prevent quotations (no matter how innocent that they may seem) that are personal, political, religious, racist, jokes, or other viewpoints that might be considered offensive by other individuals. Signatures should look professional and represent the County.

Thank you for your assistance in helping the County of Monterey brand itself in a more unified way.



(Back Cover)

Section 6



County Emblem Layout (Stacked, Semi Stacked, Horizontal)

Stacked



County of
Monterey

Semi-stacked



County
of Monterey

Horizontal



County of Monterey
Proudly serving the community since 1850



County of Monterey

Section 7



Co-Branded Layouts

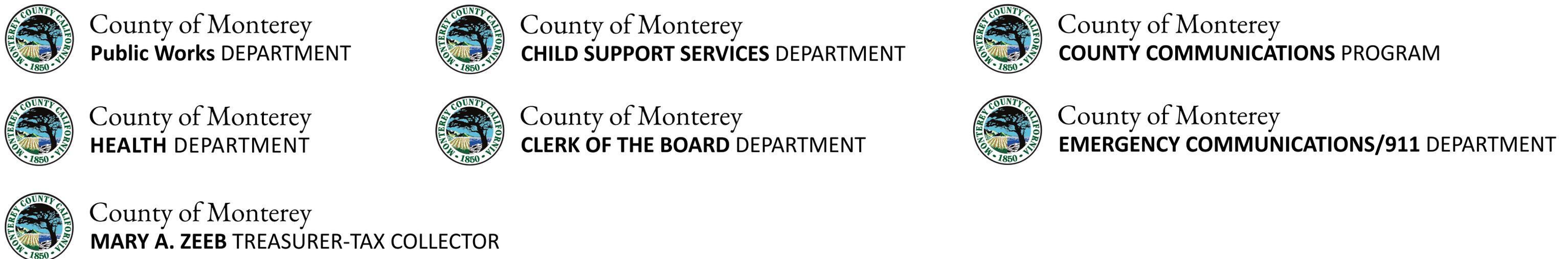
Sample Grouped Logos Without County workmark



Sample Grouped Logos With County workmark



Sample Department Logos Incorporating County workmark



Section 8



Copy of Ordinance 11.06

Chapter 11.06 COUNTY EMBLEM

Sections:

11.06.010 Design of emblem.

The design of the Emblem of the County of Monterey excluding colors shall correspond to the following representation thereof: (Monterey County of California Seal Emblem).

(Ord. 2582 § 1, 1979)

11.06.020 Colors of emblem.

The colors of said emblem shall conform substantially to the colors of the emblem filed with the Secretary of this Board pursuant to an order adopted by this Board on May 13, 1969.

(Ord. 2582 § 2, 1979)

11.06.030 Use of emblem.

Said emblem may be used to identify County property, on the official stationery of the County and its officials, and for other County purposes. It shall not be used to authenticate County legal documents, as that shall continue to be the function of the seal of the Board of Supervisors.

(Ord. 2582 § 3, 1979)

11.06.040 Misuse of emblem a misdemeanor.

Every person who maliciously, or for commercial purposes, or in order to misrepresent any County action that is taken, or for personal gain uses or allows to be used any reproduction or facsimile of the County Emblem is guilty of a misdemeanor.

(Ord. 2582 § 4, 1979)