



County of Monterey

Item No.

Board Report

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

Legistar File Number: 24-438**July 16, 2024****Introduced:** 5/28/2024**Current Status:** Agenda Ready**Version:** 1**Matter Type:** General Agenda Item

- a. Receive an annual report from the County Communications Bureau for FY 2023-2024:
- b. Provide direction to staff

RECOMMENDATION:

It is recommended that the Board of Supervisors receive a annual report from the County Communications Bureau and provide appropriate direction to staff

SUMMARY:

The purpose of this report is to give the Board of Supervisors an update on activities and initiatives of the County Communications Program including:

- Accomplishments to-date
- Analytical data from various outreach platforms
- Social media results
- Awards and Recognition
- Programmatic highlights; and
- Community relations reach.

Receipt of the annual report will provide the evidence of return on investment and demonstrate results since establishing the program within the County Administrative Office, additionally it will provide support and direction to the communication team to continue to implement changes, guidelines, plans, and policies to improve the way the County communicates with the public, County staff, and all County stakeholders. Additionally, receipt of the report will assist the bureau director and staff in collaboration efforts with other departments and programs; having the full support of the Board of Supervisors regarding these critical initiatives which will bring about consistency in Countywide communications efforts and help in leveraging resources to have a greater overall impact in communicating with all our important target audiences.

DISCUSSION/BACKGROUND:

The County Communications Program was created by the Board of Supervisors in late 2021 in recognition of the need to improve overall internal and external communications across a variety of media platforms. To this end, two new positions in the CAO's office were approved to implement the creation of a communications program to serve all County departments and programs. The Communications Bureau consists of a three-person team as well as a CSUMB intern, which includes the Communications Director, a Media Specialist (filled after a yearlong search) and a Management Analyst III and part-time intern. The program is organizationally located within the Intergovernmental and Legislative Affairs Division of the County Administrative Office.

OTHER AGENCY INVOLVEMENT:

The County Communications Bureau continues to work in collaboration with all County departments and programs and is currently engaged in over 150 projects with numerous departments including County Administrative Office, Department of Emergency Management, Information Technology Department, County Counsel, Risk Management, Elections, Health Department, Public Works, Facilities and Parks, Human Resources, Treasurer Tax Collector, Sheriff's Office, Social Services, Emergency Communications 911, County Libraries, Natividad, Housing and Community Development, Public Defenders Office, as well as the Board of Supervisors.

FINANCING:

There is no impact on the General Fund created by receipt of this report.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The Communications Program touches all Strategic Initiative subject areas

- X **Economic Development** - Through collaboration, strengthen economic development to ensure a diversified and healthy economy.
- X **Administration** - Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.
- X **Health & Human Services** - Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for health choices and healthy environments in collaboration with communities.
- X **Infrastructure** - Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.
- X **Public Safety** - Create a safe environment for people to achieve their potential, leading business and communities to thrive and grow by reducing violent crimes as well as crimes in general.

Prepared by:

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Deborah Paolinelli, Assistant County Administrative Officer

Attachments:

Attachment A - County of Monterey, Communications Program - Annual Report to the Board of Supervisors