

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

Over 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

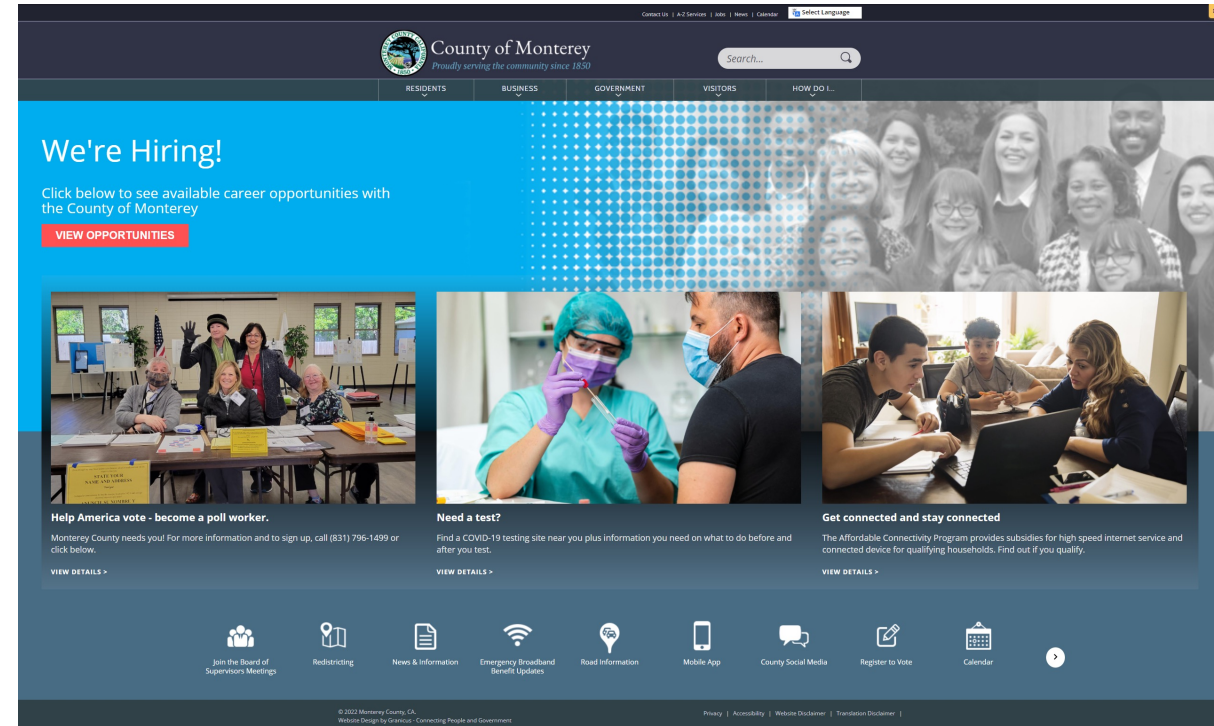
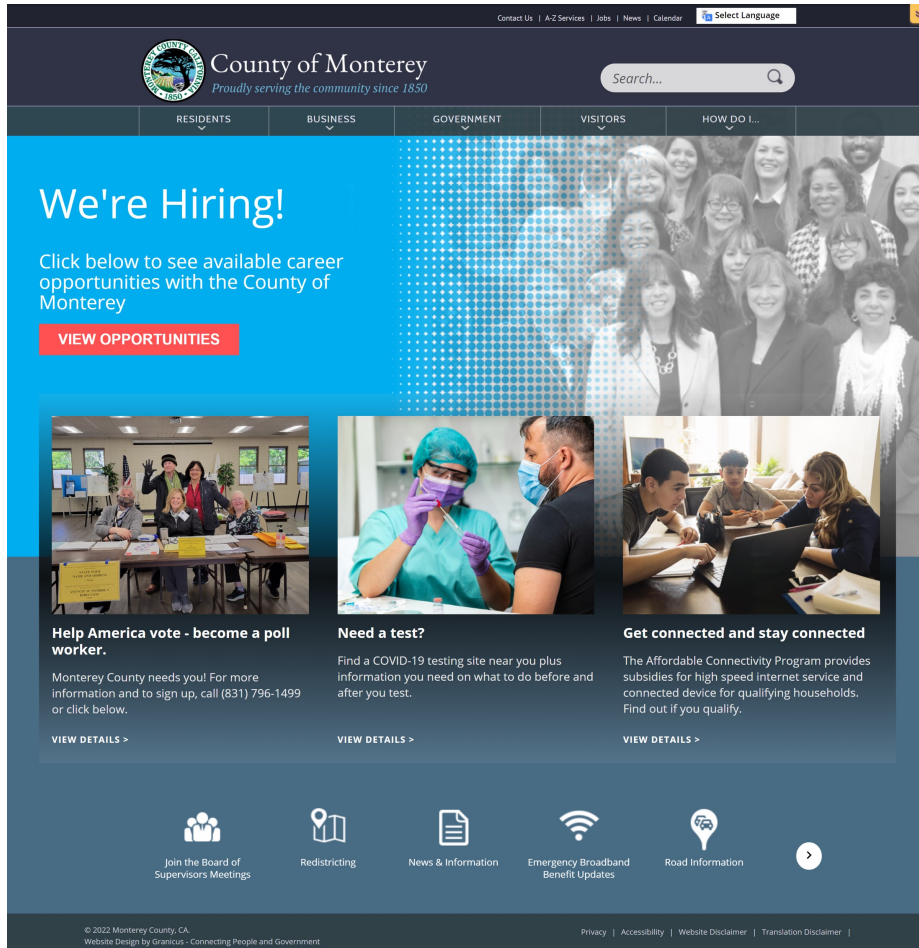
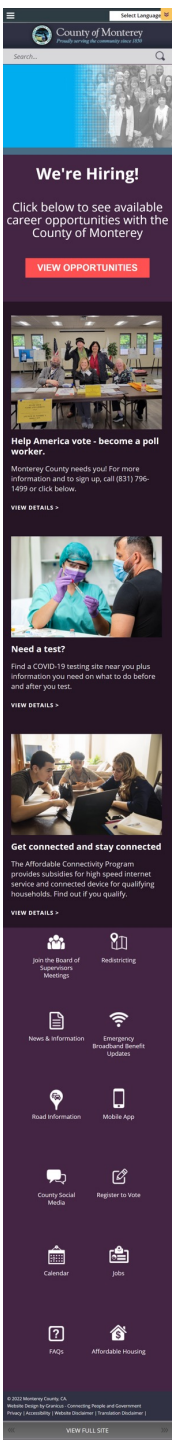


Short-term Successful Initiatives

Expanded General COVID Messaging
Awarded a \$20,000 grant for COVID-19 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
Prepared a draft 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

**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

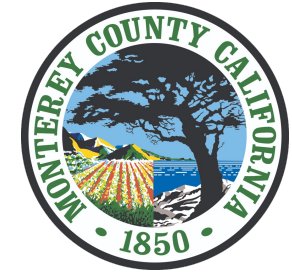
Human Resources Department

Health Department

ITD

Emergency Communications/911

Legislative Affairs



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 the County Economic Development Program

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

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





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

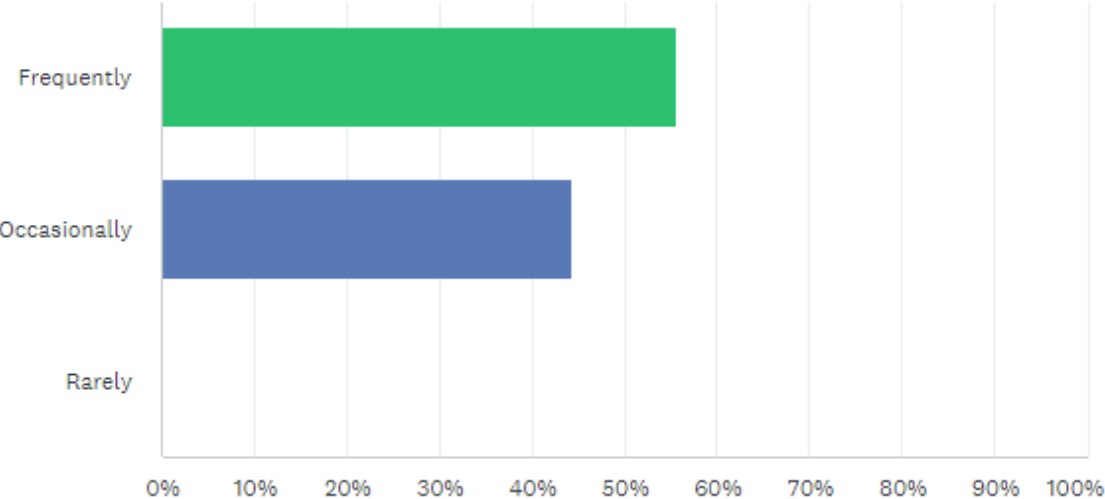


In late February 2022, the communications team developed a survey in an effort to learn from local news media what we can do to improve the weekly media briefing and our general engagement practices. We deployed the survey on April 5, 2022. The following slides are highlights from the survey.

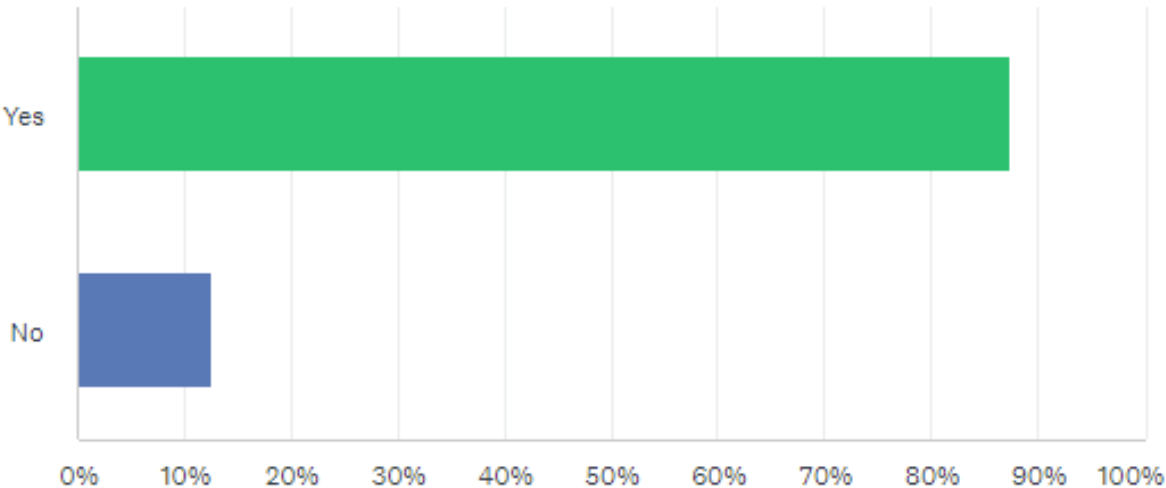


Survey Highlights

How frequently to you participate in the weekly briefing?



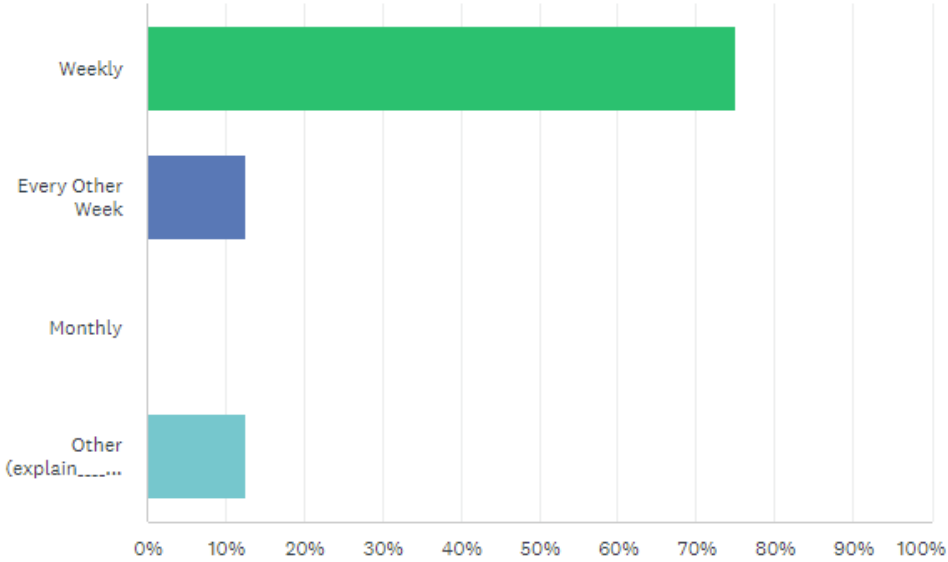
Should the County continue to hold weekly briefings?



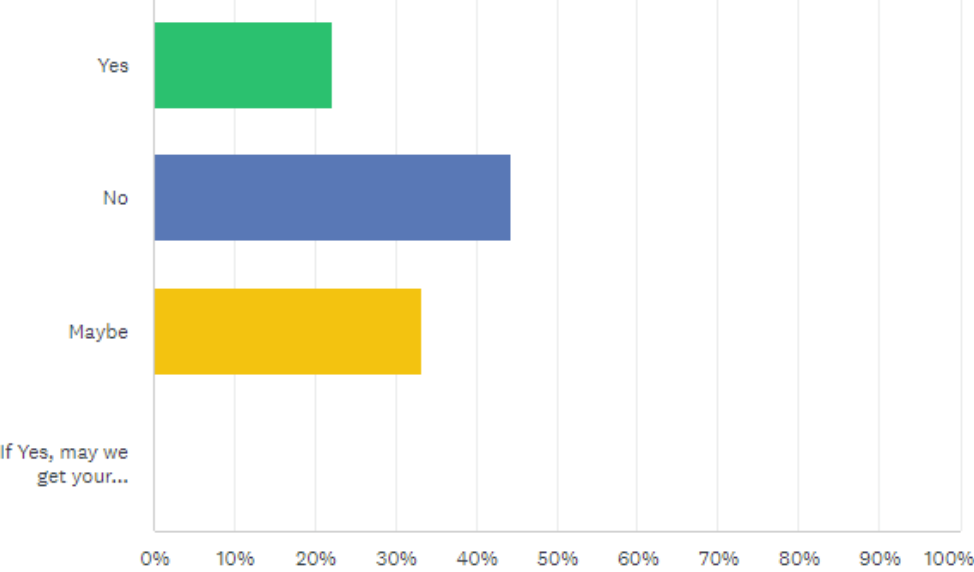


Survey Highlights

How frequently should the County hold briefings?



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



Major Mid-Term Initiatives Underway



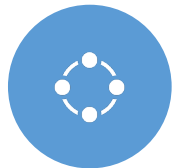
PUBLIC RELATIONS
GUIDELINES AND
POLICY



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

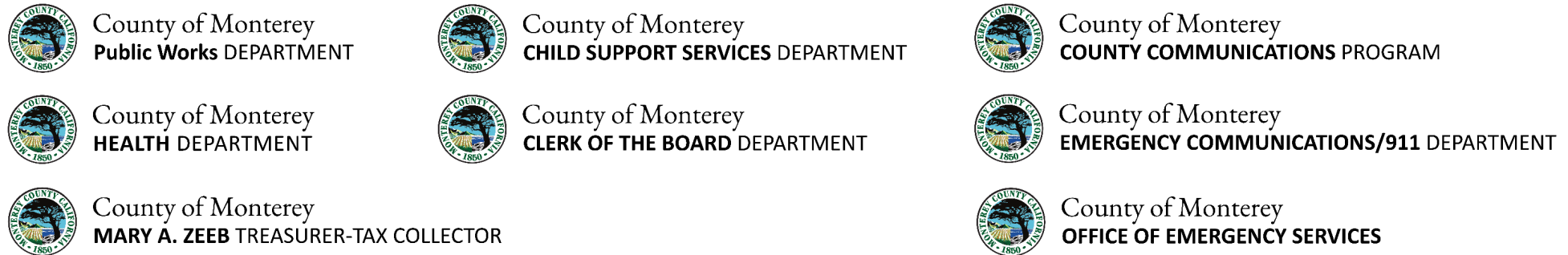


DRAFT

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 Priorities Project 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)

We will be asking the board at a future meeting to adapt the new County Public Relations Guidelines and Policies current under review

As requested, we are asking that all departments fully utilize of the County master calendar for posting all County public events

We will be updating of County Ordinance: Chapter 11.06 County Emblem* based on branding guidelines and bring the proposed new ordinance for adoption



Revision planned 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 MOTUL</p>	<p>30</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Hyundai Monterey Sports Car championship, presented by MOTUL</p>
<p>1</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Hyundai Monterey Sports Car Championship, presented by MOTUL</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 "Patty Cafe" video on YouTube</p>	<p>4</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>MGT 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 Oregon Krippl (Mariposa Rd.)</p> <p>7:00 PM "Book Chat" video on YouTube</p>	<p>6</p> <p>COVID-19 Vaccine Availability</p> <p>COVID-19 Testing Availability</p> <p>Hyundai</p> <p>8:30 AM Personnel & Administration Committee</p> <p>10:00 AM Finance Committee</p> <p>10:00 AM Marina - Tumble'N' Toddlers with Lulu</p> <p>11:00 AM North Bookmobile at Carmel Highlands (Carmel Canyon Rd. at Corona Rd.)</p> <p>11:30 AM "Backyard Science" video on YouTube</p> <p>1:00 PM North Bookmobile at Pebble 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</p> <p>Blood Drive</p> <p>10:00 AM Blue Rooster Workshop - Greening</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 "ASL 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 Warren 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>MTV Parade Laps</p> <p>10:00 AM FREE COVID-19 Vaccinations - Salinas Bread Box</p> <p>10:30 AM North Bookmobile at East Garrison (Lipcoln Park)</p> <p>11:30 AM "Saturday Songs/ Canciones para el sabado" Video on YouTube</p> <p>1:00 PM North Bookmobile at Toro Park (Warren Sutherland Park, Portola 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