

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 Program consists of a three-person team and includes the Communications Director, a Media Specialist and a Management Analyst III. The program is organizationally located within the Intergovernmental and Legislative Affairs Division of the County Administrative Office.

Included in this presentation is the proposed strategic plan outline which includes short-, mid-, and long-term objectives. Also included are draft public relations and branding policies and guidelines, standards regarding the use of the official County emblem and a sample portfolio of completed work.

OTHER AGENCY INVOLVEMENT:

The County Communications Program will work in collaboration with all County departments and programs and is currently engaged in projects with numerous departments including County Administrative Office, OES, County Counsel Risk Management, Elections, Health Department, Public Works, ITD, Human Resources, Social Services 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.

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Attachments:

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