



County of Monterey

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

Board Report

File #: 22-562, Version: 1

- a. Receive a status report from the County Communications Program:
- b. Provide direction to staff

RECOMMENDATION:

It is recommended that the Board of Supervisors receive a status report from the County Communications Program 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
- Proposed strategic direction of the program;
- Planned initiatives; and
- Proposed policy changes and ordinance updates related to communications that will require Board of Supervisors action at a future date.

Receipt of the status report will provide the 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 program 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 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

- Economic Development** - Through collaboration, strengthen economic development to ensure a diversified and healthy economy.
- Administration** - Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.
- 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.
- Infrastructure** - Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.
- 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:

Nicholas M. Pasculli, County Communications Director

Approved by:

Nicholas E. Chiulos, Assistant County Administrative Officer

Attachments:

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