



County of Monterey

Item No.

Board Report

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

Legistar File Number: 25-667

October 21, 2025

Introduced: 9/22/2025

Current Status: Agenda Ready

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Matter Type: General Agenda Item

- a. Receive an annual report from the County Communications Program for FY 2024-2025:
- b. Provide direction to staff

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Receive an annual report from the County Communications Program and provide appropriate direction to staff.

SUMMARY:

The County Administrative Office-Communications Program spearheads internal and external communications across various media platforms on behalf of the County. The Board is asked to receive an annual report outlining communication program activities for FY 2024-2025.

DISCUSSION:

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
- Programmatic highlights; and
- Community relations reach.

Receipt of the annual report will provide 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. Receipt of the report will also 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.

OTHER AGENCY INVOLVEMENT/COMMITTEE ACTIONS:

The CAO-Communications Program collaborates with the Board District Offices and County departments on communication needs.

FINANCING:

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

BOARD OF SUPERVISORS STRATEGIC PLAN GOALS:

This item supports the Board's Strategic goals aimed to improve health and quality of life through County-supported policies, programs, and services. We aim to promote access to equitable opportunities for health choices and healthy environments in collaboration with communities.

To plan and develop a sustainable physical infrastructure that improves the quality of life for County residents and supports economic development results.

Our goal is to create a safe environment for people to achieve their potential, allowing businesses and communities to thrive and grow by reducing violent crimes and overall crime rates.

Additionally, we aim to strengthen economic development through collaboration to ensure a diversified and healthy economy.

We are committed to promoting an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability, and transparency.

Mark a check to the related Board of Supervisors Strategic Plan Goals:

- ☒ Well-Being and Quality of Life
- ☒ Sustainable Infrastructure for the Present and Future
- ☒ Safe and Resilient Communities
- ☒ Diverse and Thriving Economy

If it does not fall under any of the above Board of Supervisors Strategic Plan Goals (Other):

- ☒ Administrative

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Reviewed by: Nicholas M. Pasculli, County Communications Director/Chief Public Information Officer, Ext. 3094

Approved by: Nick Chiulos, Assistant County Administrative Officer, Ext. 5145

Attachments:

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

