

**CITY OF SEBASTOPOL  
CITY COUNCIL  
STAFF REPORT**

Meeting Date: December 1, 2015  
To: Honorable Mayor and City Councilmembers  
From: City Manager McLaughlin  
City Clerk Gourley  
Community Outreach Coordinator (Holly Hansen)  
Subject: Update on Community Outreach Coordinator Activities (July 2015 – December 2015)  
Recommendation: That the City Council Receive the Informational Report  
Funding: Currently Budgeted: XXX Yes        No     N/A

**INTRODUCTION:** This item is to request City Council receive the informational report on activities conducted by Community Outreach Coordinator (Holly Hansen).

**BACKGROUND:** Since the creation of this contracted position, City staff and the Community Outreach Coordinator have worked together collaboratively to promote the City Council goals of economic vitality and encouraging and increasing public awareness of City policies, programs and decisions by investigating effective methods of two-way communication.

The consultant has performed above and beyond the scope of work listed in the contract and has continued to work with City staff, as well as other City organizations, ensuring that the City continues its commitment to open and honest government and strives to consistently meet the community’s expectations by providing excellent service, in a positive and timely manner, and in the full view of the public.

**DISCUSSION:**  
As evidenced by the list of activities completed from July 2015 – current, the consultant not only has portrayed why Sebastopol is unique and special, but has also provided information to the public that creates a transparent City government and what Sebastopol is doing and why and has created positive and compelling messages for the media to reinforce the City’s Policies, Programs and Actions. Staff believes that the consultant has provided an invaluable amount of work for the City in an effort to address the wide range of public inquiries and outreach needs that the City of Sebastopol faces.

This position has been responsible for managing the outreach and communication effort to promote awareness and understanding of City Government policies, programs, decisions, as well as promoting and marketing the City in promoting the business and economic development interests within the community.

Holly Hansen, Community Outreach Coordinator is presenting to the City Council and the public an informational update showing the activities conducted to date.

**RECOMMENDATION:** That the City Council receive the informational report.

Attachment(s):  
Activities Report

Agenda Item Number: 6

## COMMUNITY OUTREACH COORDINATOR UPDATE

December 1, 2015

### MISSION

Encourage and increase public awareness of City policies, decisions, programs and all public processes and meetings, by investigating effective methods of communication and obtaining feedback from the community. To also provide professional, educational and publicity material promoting the values of Sebastopol, why Sebastopol is the unique and special place that it is, what it is about Sebastopol and who we are that attracts residents, visitors and businesses who enjoy Sebastopol's small town character and charm and what the City is doing and why.

### SUPPORTED AND COMMUNICATED ADOPTED AND APPROVED CITY COUNCIL GOALS AND OBJECTIVES THROUGH MULTIPLE CHANNELS:

#### ONLINE AND CITY WEBSITE

- Wrote and posted several news items and important documents per month, including all public meetings with synopses of City Council Public Hearing agenda items and links to all agendas.

Recent news items:



#### Open House for General Plan Update

Thu, 11/05/2015 - 2:44pm

On November 19 at 6pm at the Sebastopol Center for the Arts, there will be an 'open house' for the ongoing Sebastopol General Plan update. The General Plan sets long-term City policy in a number of areas, including land use, parks, traffic, and housing. For the last year, a citizen committee has drafted General Plan policies.

...

[Read more](#)



#### Sebastopol Walks

Mon, 10/26/2015 - 1:22pm

Join Sebastopol Walks for this upcoming event:

**Saturday, November 28 at 9 a.m.**

The Peace Pole Walk - Sarah Glade Gurney  
(3 or 7 miles, moderate pace)

Learn more: <http://www.sebastopolwalks.org/>

[Read more](#)



#### Sonoma Clean Power Seeks Committee Members

Tue, 10/13/2015 - 1:33pm

Sonoma Clean Power seeks new committee members for open positions on its Ratepayer Advisory Committee & Business Operations Committee to commence in January 2016. Learn more: <https://sonomacleanpower.org/>

• ...

[Read more](#)



#### Council to Review Laguna Management Plan December 15

Tue, 09/08/2015 - 4:26pm

The draft Laguna de Santa Rosa Wetlands Preserve Management Plan has been recommended for adoption by the Planning Commission. On December 15 at 6pm, the City Council will conduct a hearing on the Plan. The Council heard some public testimony and began its review of the Plan at its November 3 meeting.

The Plan is intended to identify the Preserve...

[Read more](#)

**LIVESTREAM**

Created channel for live streaming City Council meetings. Researching possible vendors and solutions for the City's need to put video online and stream live. Coordinated set up and use of Livestream tools. Worked with City Staff and vendor to source solutions for technical issues. Next steps: communications campaign to alert public to real time and archived City Council meetings on City of Sebastopol's new Livestream channel.

The screenshot shows a Livestream channel for the City of Sebastopol. At the top left is the City of Sebastopol logo, a circular seal with a redwood tree and the text 'SEBASTOPOL CALIFORNIA'. To the right of the logo is the channel name 'City of Sebastopol' and a 'FOLLOWERS' count. Below the name is a short bio: 'Sebastopol, California is a special city not only because of our favored location along... more info'. There are social media sharing options for 'Share', 'Like', and 'Tweet'. Below this is a navigation bar with 'Create Event', 'Edit Account', and 'Broadcasting Tools'. The main content area is divided into two sections: 'Upcoming & Live Events' and 'Archived Events'. The 'Upcoming & Live Events' section features three event cards, each with a video thumbnail and text: 'November 17, 2015 City Council...', 'December 1, 2016 City Council...', and 'December 15, 2016 City Council...'. The 'Archived Events' section features five event cards, each with a video thumbnail and text: 'November 3, 2015 City Council...', 'October 20, 2015 City Council...', 'October 6, 2015 City Council...', 'September 15th City Council...', and 'September 1 2015 City Council...'. Each card also includes a timestamp indicating when the event occurred or is scheduled.

**SOCIAL MEDIA**



**3,984+ followers!**

That's more than the City of Windsor (3,042 followers, population 27,243).  
or  
The City of Petaluma (952 followers, 59,440 population) and Rohnert Park (799 followers, 41,398 population) combined.

**Facebook:** We strive to bring relevant local content to the community. Meetings, local events, traffic awareness, holidays and important happenings

**Twitter:** We continue to assist the City Clerk in ensuring that City meetings open to the public are noticed via Twitter.

**OUTREACH TO LOCAL MEDIA**

Ad and article in Sonoma West Times & News for City Council Meeting Location Change



FOR IMMEDIATE RELEASE

CONTACT: Mary Gourley  
Sebastopol City Clerk  
mgourley@cityofsebastopol.org  
(707) 823-1153

**CITY OF SEBASTOPOL ANNOUNCES PARTICIPATION IN PARK[ING] DAY 2015 ON SEPTEMBER 18**

**SEBASTOPOL, CA, September 2, 2015** — The City of Sebastopol ([www.cityofsebastopol.org](http://www.cityofsebastopol.org)) today announces that on September 18, 2015, the City will participate in PARK[ing] Day, an annual event in cities around the globe where artists, activists and citizens will temporarily transform metered parking spaces into public parks and other social spaces for one day. The mission of PARK[ing] Day is to call attention to the need for more urban open space, to generate critical debate around how public space is created and allocated, and to improve the quality of urban human habitat.

"Many of the goals and objectives that the City Council is tasked with relate to improving traffic circulation, enhancing our city as a walkable/bikeable community, reducing greenhouse gas emissions, and looking at opportunities and possible re-use of City properties and off-street parking," said Sebastopol Mayor Patrick Sawyer. "PARK[ing] Day is a novel way help start a conversation on how we might address these issues."

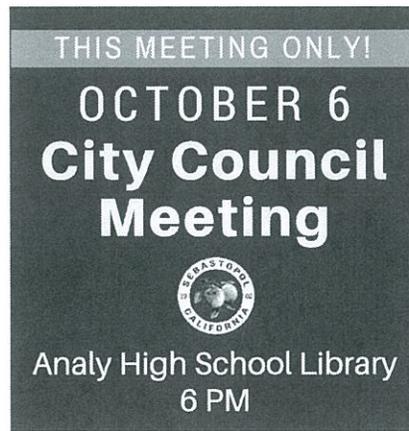
The City will partner with the Sebastopol Regional Library to create a temporary parklet in the parking lot on High Street behind the library. Businesses and residents are invited to plan their own PARK[ing] Day parklets on City streets (not Highways 12 and 116) and City owned parking lots (see the parking lot map at <http://bit.ly/parklets>). Permit fees will be waived for this special one-day event, but applicants must fill out a PARK[ing] Day permit available at City Hall and on the City website.

The City has also collaborated with local citizen's group The Core Project ([www.core-project.org](http://www.core-project.org)) to facilitate a Caltrans encroachment permit to allow several one-day PARK[ing] Day parklets on Main Street and will waive City permit fees for these projects as well. The Main Street parklets are being planned and created by local businesses and non-profits that have been working with The Core Project for several months. In the event that the Caltrans permit is not approved in time for PARK[ing] Day, the Main Street parklets will take place at a later date.

Originally invented in 2005 by Rebar, a San Francisco based art and design studio, PARK[ing] Day challenges people to rethink the way streets are used and reinforces the need for broad based changes to urban infrastructure. More information regarding local PARK[ing] Day activities and a global map of all participating cities are available on the PARK[ing] Day website, [at.parkingday.org](http://at.parkingday.org).

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September 2015 Press Release for Parking Day



October 2015 Ad in Sonoma West Times & News

**SIGNAGE**

In an ongoing effort to make the city more visible, we are making greater use of signage.



City logo

**FARM MARKET TABLE PILOT PROGRAM**

**City of Sebastopol information table at the Sebastopol Farm Market August through October**

Agency sourced supplies for the Farm Market table, including City of Sebastopol tablecloth and umbrella, tables and chairs.

The table displayed copies of:

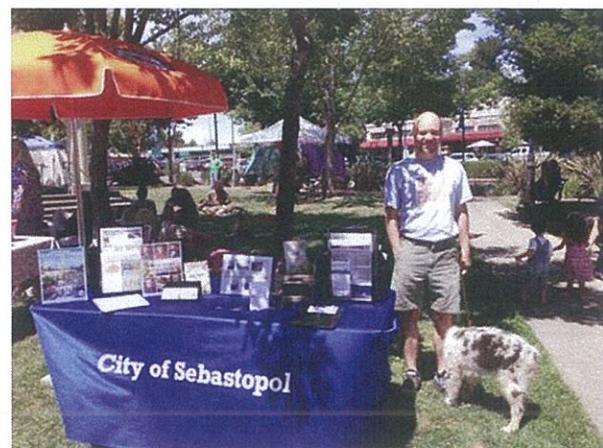
- Upcoming public meetings
- Informational items and brochures such as City Newsletter, City Department contact information, water saving tips, "Park Once & Walk in Downtown Sebastopol" map, "Our Front Yard" brochure and other items as directed by City Staff and City Council.
- "Ask City Council and Staff" forms

In addition to materials that farm market goers may review or take home, the table served as a place where City Councilmembers and City Staff were available on an informal basis to meet with the public.

The public was invited to ask questions of City Council and Staff via forms. City Manager has been responding to questions when contact information was supplied. Approximately 43 question forms were received throughout the program. Conclusion: On the weeks that the table was staffed, interaction with the public was positive, with many



Mayor Patrick Slayter and Hawk at the Sebastopol Farm Market this weekend. Stop by our resource and information table next weekend!



702 people reached

Boost Post

Like Comment Share

City of Sebastopol, California, Darrin Batch, Александр Трипул, Maria Nilsson and 15 others like this.

Top Comments -

folks expressing appreciation that the City was present at the Farm Market.

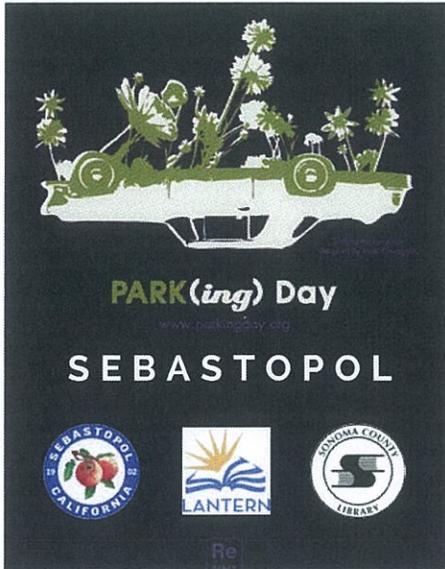
**AUGUST 2015 THROUGH NOVEMBER 2015 ACTIVITIES & RELATED CITY COUNCIL GOALS**

**GOAL**

Continue the City of Sebastopol's commitment to the reduction of Greenhouse Gas Emissions (Goal 2.2.3) and (Goal 1.2.2) Work with local agencies for expanded operation of the Sebastopol Library.

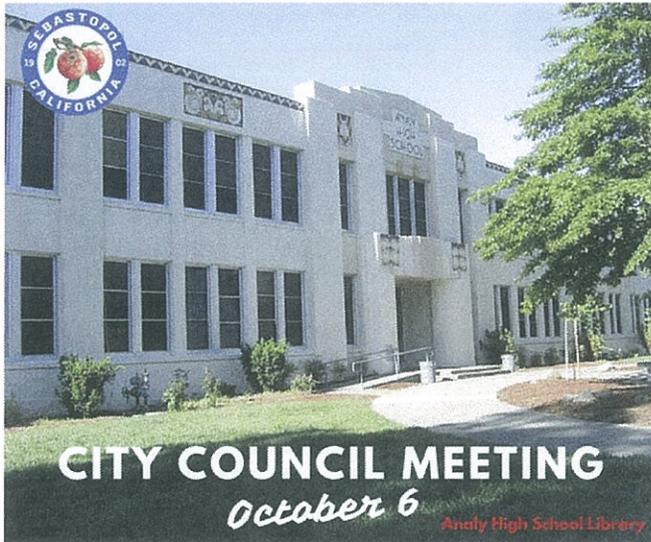
**ACTIVITIES**

The Agency worked with Council Member Gurney, the Sebastopol Library and LANTERN to create a "parklet" on International Park(ing) Day on Friday, September 18 in the parking lot behind the Library and City Hall. City Hall, the Library and Council Member Gurney supplied furnishings for use in the parklet. Public Works set up and broke down the parklet. Mayor Slayter, Agency staff, and LANTERN volunteers took turns at staffing the parklet. Visitors could pick up materials about city services, Friends of the Library, and LANTERN and could also help themselves to free books donated by Friends of the Library. Support Parking Day event in coordination with Sebastopol Library and LANTERN. Throughout the day, approximately forty members of the public Wrote and distributed a press release and promoted on City website and Facebook page.

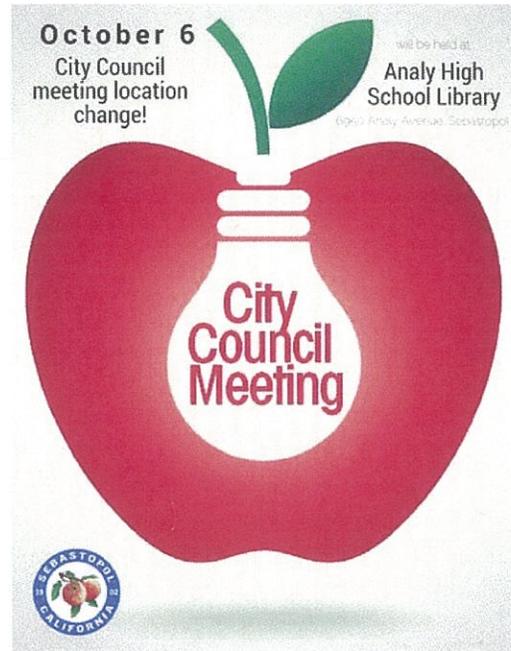


**City Council Meeting at Analy High School Library**

In support of the City Council's efforts to be as accessible as possible to the community, a meeting was held at Analy High School's library.



Facebook posts noting the location of the meeting



Poster on Annex door indicating location change

**City Clerk's high school student project / TOMORROW'S LEADERS TODAY**

The City Clerk applied for, and won, a grant to help promote awareness and understanding within the high school student community of city policies, programs, and decisions; including values and what makes our city unique. We are currently collaborating with City Staff and "Tomorrow's Leaders Today," to develop a county and city government day on February 9 that will be attended by 36 high school students from Analy and El Molino. From this event, Agency and City Clerk will work with select students to produce an informational presentation or presentations (media TBD in a collaborative process) to share with high school and younger students

**Boost Your Business event October 28**

Agency helped to organize City's participation in Sebastopol Chamber of Commerce annual business fair. Agency staffed table with City Clerk, City Manager, and Council Member Gurney. Mayor Slayter spoke at the event during the pre-business fair presentation.

**GOAL: Enhance the City Website** that encourages communication with the City in a user-friendly format, easy calendar event scheduling and include potential additional online services (Goal 5.1.1)

**ACTIVITIES:**

- Set up and troubleshoot livestreaming of City Council meetings
- Gathered staff feedback, researched local web design companies
- Created requirements for website migration and redesign
- Coordinated outreach for local companies interested in working with City on website redesign and migration.
- Coordinate and set up meetings
- Follow up and correspond with references



AUGUST 2015

Facebook:

- Created 9 posts, including:
  - City Council, Planning Commission, DRB, GPAC and Budget Meetings
  - News and interest items useful to local residents including Farmer's Market, Gravenstein Apple Fair, Sebastopol Walks, Drought solutions
- Increased likes to 3,920
- Updated schedule of City meetings

Website:

- Incorporate staff feedback for website redesign and migration, research local web design companies, revise summary and send to local companies for bids.
- Created news items for City website on upcoming items, Sebastopol Walks, Laguna Preserve Workshop, Canceled City Council Meeting, and upcoming September meeting.

Farm Market:

- Manage farm market table supplies and create meetings list for table

Livestream:

- Research closed captioning and archiving solutions, meet with Jonathan at Livestream, Meeting at Youth Annex

Other:

- Research City Seal solutions, correspond with city staff re: options
- Revise Contact Card, pick up and deliver to Farm Market materials
- Parking Day, finalize release, forward email, review permit, get quote
- Schedule meeting. Draft and send email to Chris Heller re: CC meeting at Analy

Meetings:

8/6 Status meeting with City Clerk and City Manager

City Council Meetings (@half time)

8/4



SEPTEMBER 2015

Facebook:

- Created 17 posts, including:
  - City Council, Complete Streets, DRB, and GPAC Meetings
  - News and interest items useful to local residents including Labor Day holiday, Parking Day, Positive Parenting Classes, International Walk and Roll to School Day, Sebastopol Walks, Valley Fire Benefit Concert, Laguna Bridge removal, GranFondo traffic awareness
  - Facebook Ad setup for City Council Meeting at High School
- Increased likes to 3,952
- Updated schedule of City meetings

City Council Meeting:

- Coordinate and create communications surrounding change of venue for October 6 city council meeting
- Write ad for Sonoma West Times & News, submit graphic, coordinate with editor
- Submit information to Krista Scherer for inclusion in SWTN

Website:

- Coordinate outreach for local companies interested in working with City on website redesign and migration. Coordinate and set up meetings with Vision Internet and Clearfire.
- Created news items for City website on upcoming items, Sebastopol Walks, International Walk and Roll to School Day, Location Change for City Council Meeting, and Laguna Clean Up Day.
- Add West County Softball link

Parking Day:

- Create and publish press release
- Coordinate with LANTERN, Sonoma County Library, and City to set up Parking Day; including signage, books, furniture set up and break down.

Farm Market:

- Manage farm market table supplies, signage, and update meetings list for table
- Manage table September 13

Other:

- Coordinate graphics and place order for large City removable wall sticker
- Revise Contact Card

Meetings:

9/17 Status meeting with City Clerk and City Manager  
9/23 Analy walkthrough. Deliver wall sticker

City Council Meetings (@half time)

9/1  
9/15



## OCTOBER 2015

### Facebook:

- Created 20 posts, including:
  - City Council, Complete Streets, DRB, and GPAC Meetings
  - News and interest items useful to local residents including Columbus Day holiday, Analy High School City Council Meeting, Laguna de Santa Rosa Foundation Cleanup, International Walk and Roll to School Day, Sebastopol Walks, Boost Your Business, GranFondo traffic awareness, Sonoma Clean Power, Sebastopol Area Senior Center community forum
- Increased likes to 3,969
- Updated schedule of City meetings

### Website:

- Coordinate outreach and meeting for local companies interested in working with City on website redesign and migration.
- Coordinate audio visual, handouts, and food for meeting with Design Guild, Planeteria, Vision Internet and Clearfire.
- Created news items for City website on upcoming items, Sebastopol Walks, International Walk and Roll to School Day, Boost Your Business, Sonoma Clean Power.

### Boost Your Business:

- Coordinate with Chamber of Commerce to host a table at the Boost Your Business event; including signage, information, table cloth, set up and break down.

### Livestream:

- Add Upcoming events on Livestream
- Convert and upload videos from previous City Council meeting

### Other:

- Coordinate City Council meeting at Analy High library
- Coordinate City Manager new business card

### Meetings:

10/8 Meeting with Mary to plan CC meeting at Analy  
10/8 Meeting with Deanne Thompson  
10/29 Budget subcommittee

### City Council Meetings (@half time)

10/6