

CITY OF SEBASTOPOL  
CITY COUNCIL  
STAFF REPORT

Meeting Date: January 3, 2017  
To: Honorable Mayor and City Councilmembers  
From: City Manager McLaughlin  
Assistant City Manager/City Clerk Gourley  
Community Outreach Coordinator (Holly Hansen)  
Subject: Update on Community Outreach Coordinator Activities (July 2016 – December 2016)  
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 2016 – 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

## **SEBASTOPOL COMMUNITY OUTREACH COORDINATOR ACTIVITY REPORT, JANUARY 3, 2017**

### **BACKGROUND**

The Community Outreach Coordinator works in collaboration with, and at the direction of, City Staff to support Council Goals and Priorities by:

- Formulating positive compelling and consistent key message(s) for media to reinforce the City's policies, programs and actions;
- Identifying and developing various outreach strategies and community engagement methods for residents in the greater Sebastopol area;
- Identifying appropriate media outlets and media opportunities;
- Preparing written information for documents, such as fact sheets, web pages, social media outlets, news stories for print media, and press releases;
- Working with City staff to use the City newsletter, website, Facebook page, etc., to promote Sebastopol;
- Other projects as directed by City Staff.

Past project highlights:

- Upgrade and standardization of City logos and communication pieces
- Life in Sebastopol Photo Contest
- Implementation and promotion of Council-initiated programs, including
  - Farm Market Table (Sarah Glade Gurney)
  - Livestream (real time broadcast) of City Council meetings (Una Glass)
  - Collaboration with the Sebastopol Library on Park(ing) Day (Sarah Glade Gurney)
- Collaboration with City Clerk to organize Tomorrow's Leaders Today day-long program to acquaint high school students with government process and leaders, hear about the students' priorities, and to encourage participation in local government.

### **JULY 2016-DECEMBER 2016**

Update of the City Website

- Liaise with City Staff, Department Heads, Vendor and Public (including scheduling meetings and gathering feedback)
- Multiple website reviews (ongoing)
- Source photos (including those from the photo contest)
- Promotion of website through press release, social media posts and shares, collaboration with local nonprofits (ongoing)

Support and promotion of Community Impact/Vision Survey (Cittaslow Sebastopol project);

- Revised Cittaslow Sebastopol press release draft and distributed to local media
- Boosted posts on Facebook and responded to questions
- Compiled all Facebook comments: <http://bit.ly/CIQFBK>
- Created and placed print ad in Sonoma West Times & News
- Participated in results meeting with Cittaslow and City Staff in November

Social and Online Media:

- Curate, create, post and share news, items of interest, and meeting notifications to Facebook, website and (occasionally) Twitter.
- Created and shared resource document on how to learn about what is happening in Sebastopol: <http://bit.ly/2iFWH2U>
- Respond to and engage with posters and share with other social media outlets when appropriate
- City of Sebastopol Facebook community is now 4,707—up 310 from previous report period.

Created professional brochures for open positions with City:

- Videographer
- Office Assistant
- Administrative Assistant

Outreach to media and other organizations

- Link to Q4 Press Releases: <http://bit.ly/COSPRQ4>: Community Impact Survey, Promotion of Mary Gourley to Assistant City Manager, Launch of New City Website,

Our Front Yard brochure update

Spreading Sebastopol love: Sebastopol t-shirts for the public

Coming up: Supporting and promoting Goals and Priorities of new council