



## Community Engagement and Outreach Plan for the Lower Russian River Municipal Advisory Council

### I. Introduction

The Lower Russian River Municipal Advisory Council (River MAC) was established to advise the Board of Supervisors and other County decision makers on proposed projects located within, or related to, the Lower Russian River region, to provide a regular forum for citizen participation in the formation of advisory recommendations on those decisions, and to provide a bridge for communication between the County and local residents, businesses, and the general public on local government decisions affecting the Lower Russian River.

#### A. Purpose Statement

*The Community Engagement and Outreach Plan will clarify how the River MAC shall serve as an inclusive and accessible conduit of information.*

#### B. Council Member Responsibilities

1. In order to facilitate community engagement, the River MAC will make recommendations to the Board of Supervisors and other County decision makers on the following Advisory Topics:
  - a) Issues brought to the Council by ad hoc committees;
  - b) Use permit applications;
  - c) Rezoning applications;
  - d) General Plan amendment applications;
  - e) Prioritization of transportation and transit improvements;
  - f) Health and human safety-net services; and
  - g) Additional topics requested by the District Supervisor.
2. The duties of the River MAC shall include:
  - a) Hold regular open and public meetings;
  - b) Promote and encourage public comment;
  - c) Study and analyze the Advisory Topics;
  - d) Keep the District Supervisor informed of any issues related to the Advisory Topics within the community;

- e) Provide advisory recommendations on the Advisory Topics and annual reports to the Board of Supervisors; and
- f) Comply with Sonoma County Municipal Advisory Council policies and procedures.

C. Soliciting Public Input

1. When asking for input from the community, the River MAC will focus on:
  - a) Requesting feedback on specific items on the agenda;
  - b) Suggested agenda items that reflect constituent issues; and
  - c) Issues specific to individual neighborhoods and/or districts.

D. Steps For After Receiving Public Input:

1. Determine whether the topic is pertinent to the River MAC:
  - a) If not, refer the constituent or issue to appropriate County personnel.
  - b) If so, continue to the next step.
2. Share public information with the Chair of the Council and District 5 personnel.
3. Research the topic or issue to become more familiar with what is currently being done in the County.
4. Determine if the topic or issue is relevant to more than one district:
  - a) If it is specific to only your district, talk with your constituents to determine the best course of action (e.g. Community meeting or town hall, letter of support, recommendation to the Board of Supervisors, meeting with a County department or agency).
  - b) If it is relevant to more than one district, form an ad hoc committee of River MAC members to develop a plan of action and propose a solution.

II. Implementation

This section covers the goals, strategies, and actions necessary for the River MAC to carry out the Community Engagement and Outreach Plan.

A. Goals

1. Distribute MAC meeting dates and agendas to the public;
2. Inform the public of the purpose of the MAC;
3. Develop multiple ways for the public to reach their district's Council Member representative;

4. Develop multiple ways for Council Members to communicate with and engage their constituents;
5. Establish outreach to underserved and underrepresented constituents.

B. Strategies and Actions

1A. *Post meeting flyers at key locations within each district:*

- A. Council Members should identify appropriate locations and post flyers and agendas.

1B. *Encourage Council Members to use their personal tools of communication to share meeting dates and agendas.*

1C. *Post meeting dates through local media:*

- A. For River MAC meetings, the District 5 Field Representative will lead the outreach and distribution of materials;
  - a. Council Members are responsible for amplifying the message and sharing the materials.
- B. For Council Member-organized community meetings, the Council Member will lead the outreach and distribution of materials;
  - a. The District 5 Field Representative will provide support as asked or needed.

2A. *Post the River MAC purpose and responsibilities wherever appropriate:*

- A. Partner with existing community groups and pages to add a link to the River MAC webpage;
- B. Council Members should identify appropriate locations to post a description of the River MAC and their contact information.

3A. *Council members will create opportunities for the public to interact with them, both in-person and virtually:*

- A. Hosting public forums and meetings;
- B. Attend the meetings of existing community and neighborhood groups;
- C. Identify point people and community leaders to serve as liaisons.

*3B. Council Members will coordinate with the District 5 Field Representative to be aware of pertinent community events that River MAC representatives should attend.*

*4A. Utilize various channels of communications to engage with constituents:*

*A. Create a district email list.*

*B. (Optional) Establish a social media page or group;*

*a. Council Members should note that if/when establishing a personal site or page, they must comply with the County's social media policy and remain representative of the River MAC body as a whole, not as an individual.*

*5A. Share recordings of past meetings through the channels of communication listed in Strategy 4A.*

*5B. Identify existing institutions, agencies, and community centers that can assist with sharing information.*

*5C. Ensure that all River MAC materials are ADA and online translation accessible.*