

Attachment 5: Draft Community Engagement Plan



MEMORANDUM

Date: October 7, 2020

To: Sonoma County Government Center Study Project Team

Re: Draft Engagement Plan

Preparation: PFAL, Civic Edge Consulting and Gervais & Associates (namely the PFAL team)



Purpose of document:

The purpose of this document is to describe the initial outreach and engagement plan for the new County Government Center project. This document also serves as a guide to the County to understand the rationale for the proposed engagement tools.

Our intent is to ensure a broad and effective stakeholder engagement process is undertaken to raise awareness about the project and PFAL team's work, provide a common understanding of the project rationale, goals and objectives and work done to date, and ensure sufficient feedback is captured from a broad cross section of stakeholders and to explain ways the employees/community can stay involved and receive updates.

Summary of the PFAL team's outreach and engagement completed to date:

- Kick-off meeting with project team
- Development of an engagement workplan and stakeholder list
- Individual meetings with all Sonoma County Supervisors
- Survey of Department Heads or their representatives (25 respondents)
- Listening sessions with labor representatives
- Workshops with Department Heads or their representatives
- County facilities site tour to meet with certain representatives to review existing conditions
- Draft survey for County employees and residents (not deployed)
- Updates to Department Agency Head Association ("DAHA") and Steering Group during the process
- Presentation of goals and objectives and site selection criteria to the Board of Supervisors
- Development of a two-page handout for use in introducing the project to a broad audience
- Direction on digital engagement and the County project website update
- Frequent (typically weekly) team meetings to discuss content development and feedback
- Initial outreach to a limited number of community representatives

Proposed outreach tools:

In summary, the purpose of the following engagement tool is to validate the PFAL team findings to date and uncover any new relevant insights/feedback. The outreach tools proposed are as follows:

1. Employee online survey (qualitative findings, self-selected by respondent)
 2. Resident online survey (qualitative findings, self-selected by respondent)
 3. Roundtable stakeholder group meeting (invite only target group for two-way discussion)
 4. Disseminate two-page project summary to wider stakeholder group to raise project awareness
- Online Surveys

The surveys will be provided online to employees and residents via email in both English and Spanish and other languages deemed appropriate. Respondents will be self-selected to provide their input; therefore, the survey results will not be statistically significant or require a minimum number of respondents. The qualitative findings will be collated in a summary format with key themes that emerge.

The roundtable stakeholder group meeting is a key outreach tool, not only for engaging community leaders/representatives and soliciting direct, informed feedback, but also for augmenting our distribution of surveys and general information via the participants' networks.

The goal of the engagement and outreach process is to obtain feedback to the greatest extent possible. There is no minimum number of responses required as the approach is qualitative and not a statistically significant methodology.

Key Activities & Timeline

Below is a proposed schedule for finalizing the surveys, hosting the roundtable, and collecting and incorporating findings.

In summary, it allows three weeks to prepare all materials for survey and roundtable, one week for hosting the roundtable and disseminating the surveys, two weeks to gather responses, one week to translate and tabulate results, and one week to evaluate and integrate findings into the PFAL plan. This work would commence after the November 10, 2020 Board meeting. Below is a detailed schedule for the outreach effort for the two surveys and roundtable meeting.

Activities and timeline for surveys and roundtable		
Task	Owner	Date
Update and finalize employee and resident surveys. Develop language for transmittal emails.	PFAL team & County	11/30/2020
Complete invitation list; secure date, time, location; create E-vite for roundtable	PFAL team & County	11/30/2020
E-vite roundtable guests	County & PFAL team	12/16/2020
Translate final survey language into Spanish and any other key languages	County	12/16/2020
Program survey into survey software	County	12/16/2020
Create transmittal emails in email software	County	12/16/2020
Develop paper version of resident survey and employee survey as needed	County	12/22/2020
Host roundtable; guests will disseminate survey via organizations	PFAL team & County	12/22/2020
Disseminate E-survey via County BOS and departments and agencies' current list serves	County	12/22/2020 (Key Date)
Deliver paper surveys to County departments	County	1/8/2021
Due date for survey completion		1/8/2021 (Key date)
Translate open-ended in-language responses	County	1/8/2021
Tabulate responses	County	1/15/2021
Create summary of findings, incorporate into PFAL report for BOS	PFAL team	1/15/2021

Surveys

Further notes on the areas of responsibilities and leader for each key task for the survey work are as follows:

1. County approval of two surveys (County)
2. Coordination with the City of Santa Rosa, if necessary (County)
3. Dissemination Plan (PFAL team: see further information below)
4. Translating (County)
5. Dissemination (County)
6. Collection / Translation / Tabulation (County)
7. Evaluation (PFAL team)
8. Review and approval (County)

We expect the surveys to be disseminated as follows:

1. Employee Survey:

- If there is a county-wide communication system that reaches all employees, we recommend using that.
- If there is no county-wide e-mail system, we will need to reach all employees via the department heads. The closer to the direct employee we can get, the better. A back-up plan, will be to have DAHA members route surveys through their management tiers and eventually to the individual employees.

2. Community Survey:

- Our aim is to connect electronically to those who have previous involvement or interest in county business and services. These include:
 - Mailing lists to constituents, from each Supervisor and from the County Administrator (if there is one)
 - Mailing lists from various departments and county agencies; likely these have been generated by individual sign-ups via a department website or flyer
 - Mailing lists of outside agencies, referred by the county departments and agencies
 - Mailing lists of large community organizations engaged in Roundtable(s)

Roundtable

The roundtable will serve as one additional means of disseminating the residents' survey, so ideally it will be hosted ahead of the survey release or early in the survey period so that responses can be included in the tabulation and evaluation process.

Required tasks include:

1. Complete the invitation list:
 - a. Outreach to BOS for names
 - i. Explain purpose and plan for roundtable to BOS (PFAL team and/or County representative)
 - ii. Outreach to BOS (County)
 - iii. Follow-up w/ BOS (County)
 - b. Outreach to county agencies
 - i. Explain purpose and plan for Roundtable (PFAL team)
 - ii. Coordinate with the City of Santa Rosa, if necessary (County)
 - iii. Outreach to county agencies (County)
 - c. Approve invitation list (County)
2. Arrange logistics
 - a. Reserve room (County)
 - b. Develop agenda/program (PFAL team, with County approval)
 - c. Leave-behinds, snacks (PFAL team)
3. Disseminate invitations
 - a. Electronically (County)
 - b. Follow-up (County and/or PFAL team)

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