USING TECHNOLOGY AND SOCIAL MEDIA TO ENHANCE PUBLIC MEETINGS

CSAC Institute, Chairing and Managing Effective Public Meetings
April 26, 2013

Mona Miyasato, Chief Assistant County Administrator, Marin County
Overview

Social and Tech Tools to Enhance Meetings

Communication Systems and Practices

Good Government = Good Communication
A little about Marin County

Marin County
- 255,000 population
- 530 square miles
- 26% unincorporated
- Educated and affluent
- Older - 28% over 65

County Government
- 2,000 FTE
- $445 M budget
- Our mission includes to “encourage meaningful participation in the governance of the County by all.” Still a challenge!
Broader Context

Before looking at the tools, what’s the purpose?

*Tool is just the means*

Participation continuum
Participation Continuum

Method depends on the issue, circumstance and your objective
Tech tools => greater ability in all these
Foundational Pieces

Communication Systems, Policies and Practices

• Common direction understood by policy makers (Plan)
• Adopted social media policy and “How To” Playbook
• Electronic agenda system (meetings, webcasts)
• Video production ability (YouTube Channel)
• Adaptive website
• Systems for distribution (email lists, newsletters, subscriptions)
Social – Facebook

- 89,000—1 in 3 Marin residents have FB accounts
- 19 County FB pages
- Not a lot of “likes” but...
  - Main Marin County page: 1,086
    Reach within 1 week
  - Parks and Cultural: close to 4,000
    Reach each (1 week)
  - Most popular post:
    - 23,144 County Main page (voter guide);
    - 34,700 for Fair FB site
Social - Twitter

- 7 Twitter accounts in County
- 1,729 followers for main County of Marin site
- Increased over past year
- Preferred for County news
How we use social media

- Facebook and Twitter posts
  - Before and after meetings
  - Announcements of meetings
  - Upcoming events or stories
  - Drive traffic to website for more info
  - Tone
  - Photos on FB
  - Don’t fear Comments
  - Link to other media
  - Use for items not significant enough for media releases but important
  - Ads
Three cheers for our Intern of the Year!

Congratulations Casey Whiting (from San Marin High School in Novato!) for being selected as the Civic Center Volunteers and Student Interns Program's 2012-2013 Outstanding Intern of the Year. Your time, service and dedication are greatly appreciated!
Use others’ websites

• Post on other news sites if they allow
• Patch.com
• Be responsive to those audiences
Use the web

- Special web pages in conjunction with hot item or meeting
  - More information
  - Complicated topic
  - Broad appeal (not everyone on FB or Twitter)
  - Unique URL
- Get input
  - Grady Ranch – post meeting for info and input
  - Pension

Reconsider Grady Ranch

Anne Stevenson, Novato Hamilton Resident

George, Please Reconsider Grady Ranch
Saturday, April 21, 2012 8:10 PM

Hello Mr. Lucas,

I am a resident at Lucas Valley and 1956 Las Gallinas Avenue. I understand your frustration. It makes me want to cry every time I think about our loss if you have as we live on the ‘our neighbor’. The people who have delayed your project are to blame, but we, the people, have just realized your previous problems and are now helpless, except to reach out directly to you.

The only thing we can do is to encourage you to keep your properties alive and growing in Marin on the street of your name. We have been so blessed to have you as a neighbor and so proud when we were explaining the up.

Grady Ranch – post meeting for info and input

Marin County Pension Information

Welcome to the County of Marin’s page for community members interested in information about the cost of public employee pensions and how to make them more sustainable over time.

We welcome your questions and suggestions about how to make this information useful to as many Marin residents as possible. You are welcome to email them to us.

If you are a retiree looking for information about pension benefits, visit the Marin County Employees’ Retirement Association (MCEIRA) website. This is the organization which administers public employee pensions for the County of Marin.

Statewide Pension Reform 2012

The California Legislature passed statewide pension reform on August 31, 2012 – known as The California Public Employees’ Pension Reform Act of 2013 (PEPRA). PEPRA was enacted with passage of AB 340 (Fututiani) and AB 197 (Buchanan). The Governor signed Assembly Bill 340 on September 12 and Assembly Bill 197 on September 13, 2012. The new law will affect Marin County and most public agencies in the state.

Frequently Asked Questions address initial questions about the legislation, which primarily affects new employees to County government effective January 1, 2013. Not all impacts are known or quantified yet, but staff will be working to clarify and explain any changes as they become available and will provide updates to the Board of Supervisors and employees as we have more answers to this issue and how it will be implemented.
Other Tools

Previews and Reviews
Every Thursday we post previews of upcoming items for the next board meeting and reviews of items from the last.

Below is a list of selected highlights from the Board agenda, and is not meant to be an exhaustive list of the entire agenda. Please check out the Cyberagenda for copies of these reports and others. For prior meetings, please check out the “archive” to the right.

Review
For highlights of prior Board meetings, please check out the archive at right.

Preview
Highlights of the April 30, 2013 Board Meeting:

1. Gavin Newsom Presentation for Voter Turnout
2. Report on Marin Teen Girl Conference
3. Awarding of Marin Green Business Certificates
4. Marin Economic Forum Agreement
5. Recognition of County’s New Poet Laureate
6. Award for Department of Public Works
7. Amendment to Weighing and Measuring Device Program
8. Appointments for Boards & Commissions

1. Gavin Newsom Presentation for Voter Turnout

Marin County @maringo
Marin County Board of Supervisors 4/30 Preview
tinyurl.com/clfc3pn

Expand ← Reply ✭ Retweet ★ Favorite ······ More

Reviews and Previews - Summary of major items on upcoming agenda and review of last meeting

- Web
- Distribute to press
- Twitter
- Facebook
- By subscription
- Review-Preview of April meeting
Other Tools

GovDelivery = 74,000 subscribers (unique emails)
- Number of topics = 153
- Number of bulletins (last year) = 653
Video

- Video to document meeting
- **Pension Forum wrap up**
- Replay for emphasis
- Foreshadow or advertise action at meeting
Other Tools

OpenMarin

- One month opened
- One topic so far
- 141 total unique visitors to the site.
- 13 of those visitors have subscribed and participated
- openmarin
Questions?