

County of Marin OFFICE OF THE ADMINISTRATOR

3501 CIVIC CIENTER DRIVE, SUITE 325, SAN RAFAEL, CA 94903 415/499-6358 – FAX 415/507-4104

Mark J. Riesenfeld
County Administrator

June 28, 2005

Marin County Board of Supervisors 3501 Civic Center Drive San Rafael, CA 94903

SUBJECT: Development of a Marin County Community Report

Dear Board Members:

RECOMMENDATION: Direct the County Administrator to begin development of the report

SUMMARY: At your meeting of December 14, 2004, your Board approved a set of Countywide Goals and the implementation of a Managing for Results (MFR) program to be integrated into the budget process for FY 2005-06. MFR is a strategy towards becoming a results-oriented, customer-focused organization whose programs, budgets, and business systems are aligned with its overall mission, values, and goals and encourages continuous improvement, collaboration, and feedback.

One of the key components of the MFR program is improving public outreach and communication as part of the Countywide Goal of "Community Participation." To further this goal, your Board approved the development of a community survey to identify community perceptions and a report to the community to highlight your Board's priorities and accomplishments of County services and programs. The first step in this process was conducting the community survey in April 2005 to obtain baseline data on community perceptions. With the survey complete, the next step in this outreach effort is the development of the County's first-ever community report to be published in fall 2005.

The purpose of the community report would be to:

- Inform public about the Board of Supervisors' program priorities
- Report progress in achieving Countywide Goals
- Highlight accomplishments of County services and programs
- Inform community about the structure, services, programs, and funding of County government
- Communicate key results of community survey

The community report is recommended to published biennially given the long-term nature of many priorities and accomplishments. In addition, this biennial production would mirror the schedule for conducting the community survey as the report would be a means to communicate survey results.

The report would include information to educate the community on County government given the limited knowledge of various County services indicated in the community survey results. The bulk of the report would be a description of the community-oriented Countywide Goals and the key priorities and accomplishments of the County in the following goal areas:

- Healthy Communities
- Safe Communities
- Sustainable Communities
- Environmental Preservation
- Community Participation

The community report would also include general information about the County, including demographic statistics, the structure of County government, and key financial information. The report would be professionally designed to effectively convey information about the County to the public. We are planning to contract with a graphic design firm to assist us with the design and production of the report. We are also planning to print up to 5,000 copies of the report to distribute at community meetings, Board meetings, and other public venues, as well as providing the report electronically through the County's website.

The report would be developed in a collaborative process with your Board and County departments similar to the development of the community survey. The first step will be to solicit from each Board member ideas, questions, or concerns involving the report. A working group of department staff will be created to work with our office and the graphic design firm in developing the design, gathering content, and reviewing draft documents. A conceptual overview and preliminary design of the report will be shared with your Board for feedback prior to full production. The report will also reflect your Board's planning workshop scheduled in the early fall, as the report will be used to communicate the program priorities developed at this workshop.

Below is a summary timeline to develop and produce the community report:

Timeline	Activity
Early July	Meet with Board members to discuss ideas, questions, and concerns with report
Mid July	Develop ad hoc working group to assist in development of report
August	Present conceptual overview and preliminary design to your Board
August/September	Compile and insert information into report
September	Board of Supervisors planning workshop (tentatively scheduled)
September/October	Review and revise draft report
Late October	Publish report and present to your Board

FISCAL IMPACT: The report will cost approximately \$20,000-\$30,000 based on the final scope of the graphic design contract and printing needs. Funding is available in the County's FY 2005-06 budget.

REVIEWED BY:	Auditor-Controller	\boxtimes	N/A
	County Counsel	\boxtimes	N/A
	Human Resources	\boxtimes	N/A

Please contact Matt Bronson in my office if you have any questions about the community report.

Respectfully submitted,

Mark J. Riesenfeld County Administrator