

## **2017-04-05 Report from Interim Co-District Manager on Communications, Fire and Recreation**

Summary: After two months of work as an Interim, a good base for electronic communications has been put in place. The legwork for the website and newsletters is paying off. Which is why we can now move forward into a more thoughtful community engagement strategy in the two months ahead.

What's in place:

- After cross-checking various sources of email lists, our old email list of 230 emails was updated and has now 280 subscribers.
- The CSD now has newsletters going out every two weeks. The opening rate of newsletters is 62%, and the click rate 34.8% leading to 96 clicks on the website.
- Nearly half of residents are using their phones to open newsletters and visit the website. 46.7% use phones, among which 44% use iPhones. This is important data to help us customize the outreach approach.
- The newsletters are very effective when written in teaser style, meaning that only a portion of the information is delivered in the newsletter itself and the rest on the website.
- The website is getting closer to Grand Jury requirements, although there is still some work there to make the CDD completely transparent.
- We have a new "News" tab with posts that are associated to categories. Right now "roads" related posts are understandably getting 3 times more hits than water related posts.
- And a constantly updated home page with recent news and important documents.

After meeting with various communications experts residing in Muir Beach and analyzing past engagement and skills surveys, Vanessa has gained a better sense of communication opportunities and challenges in Muir Beach. She has been working on an engagement outreach plan with John Lavine and Jane.

### **Some of the objectives are to:**

Bridge the divided community over their differences, rekindle a sense of ownership in CSD decision-making, events organized and communications collateral (print and on-line.) Appeal and reach out to all residents, regardless of politics and age. Bring them together in a united voice for the well-being of Muir Beach.

### **Some of the strategies up for discussion will be to:**

- Pick-up the MB community engagement survey where we left it, and target neighbors who haven't been interviewed.
- Improve the friendliness of Board Meetings and communications of Ad Hoc Committees
- Build trust and following through an inclusive approach: Make the CSD website a go-to-platform for CSD and non-CSD information.
- Interest-based and fun messaging: Employ a lighter, less bureaucratic tone, using self-interest language so that readers can connect.
- Increase transparency, reporting on processes as much as outcome news.
- Balance CSD collateral with other sources such as The Overlook and the Beachcomber.
- Create a series of biographical videos celebrating our residents, artists, writers, our seniority and recent newcomers.
- Serve as a hub for showcasing all groups and events, generating excitement and attracting volunteers.