

# 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!

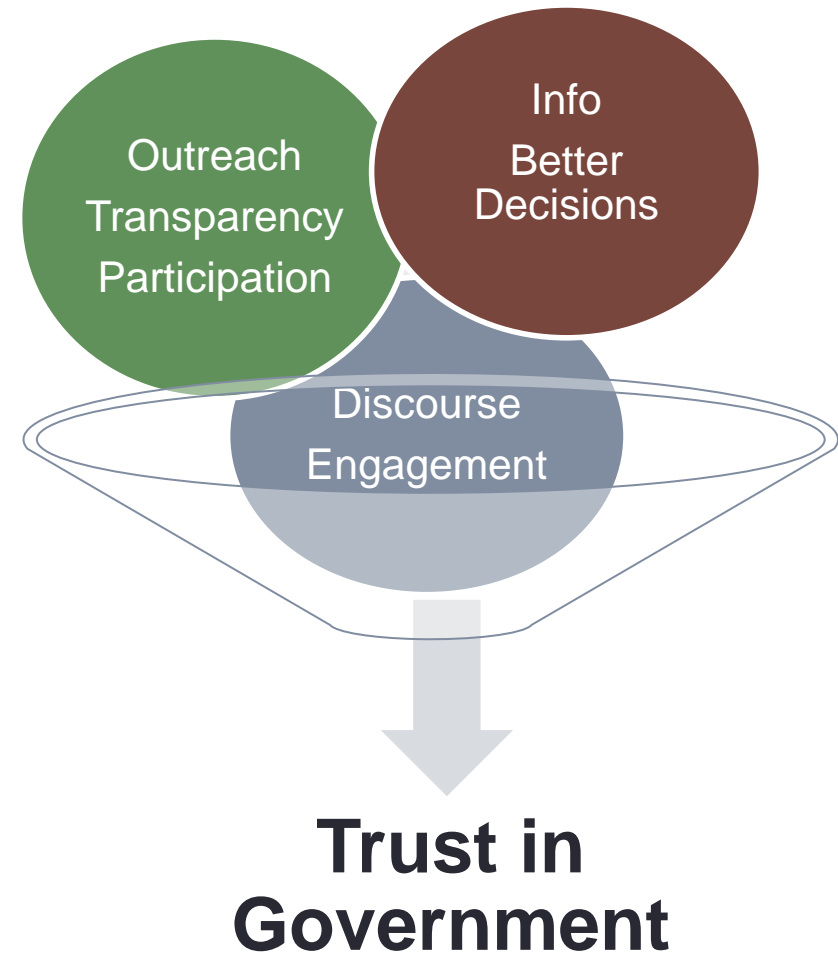


# Broader Context

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

facebook Search for people, places and things Mona Miyasato Find Friend

**MARIN COUNTY April Spotlight**  
4/10 Property Taxes Due • 4/19 Bookmobile Day Celebration  
My Earth Day Marin Special Projects • Hugh Masekela @ Marin Center  
See our *Calendar* for full list of events

COUNTY OF MARIN

**Marin County Government**  
437 likes · 31 talking about this · 980 were here

Government Organization · County  
Welcome to the official County of Marin Government Facebook page. [www.marincounty.org](http://www.marincounty.org)

About · Suggest an Edit

Photos Likes County Calendar YouTube

**Marin County Government**  
39 minutes ago

Always nice to get thanks and credit for a job well done. In this case, the National Weather Service commended Marin for storm/tsunami awareness.  
<http://www.marincounty.org/~media/Files/Departments/AD/Press%20Releases/2013/20130422OESTsunamiaward.pdf>

Highlights =

Recommendations See All

What do you like about this place?

- Sandy Harischmann**  
Hi firefighters from Hicks Valley. We wanted to say thank ya...  
about 3 weeks ago
- Michelle Paggi**  
Hello, all. I am conducting a survey of older workers and thei...  
about 2 months ago
- Mitsi Lyn**  
I was out running on 1/4/13 and around 3pm I found a dead f...  
about 4 months ago
- Susan Ward**  
Hello, I called around to learn about Lead on our walls and an...  
about 6 months ago

See More -

Likes See All

**Novato Youth Center**

- 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

The screenshot shows the Twitter profile for Marin County (@maringov). The profile header includes the account name, handle, and bio: "Official Marin County government Twitter site. View our social media user responsibility guideline tinyurl.com/75hgff San Rafael, California · http://www.marincounty.org". The statistics show 945 tweets, 246 following, and 1,729 followers. The profile picture is a yellow circle with a black silhouette of a lighthouse. The main content area displays a list of tweets, including one about a grassland restoration project, a board meeting preview, a special guest announcement, and an aging symposium. The left sidebar contains navigation options (Tweets, Following, Followers, Favorites, Lists), a tweet composer, a photo gallery, a list of accounts to follow (Spare The Air, Novato Patch, KTVU), and a list of trending topics.

Home @ Connect # Discover Me

**Tweets**

Following  
Followers  
Favorites  
Lists

Tweet to Marin County  
@maringov

**Marin County**  
@maringov  
Official Marin County government Twitter site. View our social media user responsibility guideline tinyurl.com/75hgff San Rafael, California · http://www.marincounty.org

945 TWEETS 246 FOLLOWING 1,729 FOLLOWERS

Following

**Tweets**

**Marin County** @maringov 19m  
Looking for something fun for Saturday? Help the grassland restoration project at Ring Mountain in #Marin. [marincounty.org/main/calendar?...](#)  
Expand

**Marin County** @maringov 1h  
Marin County Board of Supervisors 4/30 Preview [tinyurl.com/dfc3pn](#)  
Expand

**Marin County** @maringov 7h  
A special guest is coming to the #Marin County Supervisors' meeting on April 30. [marincounty.org/~media/Files/...](#) [pic.twitter.com/CKTAjuaMGa](#)  
View photo

**Marin County** @maringov 24 Apr  
Top-notch speakers are lined up for an aging symposium May 9 in #SanRafael. [marincounty.org/main/calendar...](#)  
Expand

**Marin County** @maringov 24 Apr  
Remember that manhunt in Woodacre a few weeks ago? Here's an update on the suspect search. [millvalley.patch.com/articles/the-h...](#)  
Expand

**Marin Library** @MarinLibrary 23 Apr  
The Marin County Free Library New Book Alerts newsletter has just been updated with new books. Read it now: [tinyurl.com/7gjphw8](#)  
Retweeted by Marin County  
Expand

Who to follow · Refresh · View all

**Spare The Air** @SpareTheAir Follow

**Novato Patch** @NovatoPatch Follow

**KTVU** @KTVU Follow

**Trends** · Change

#DraftDay Promoted

#bboqt

#24sevenNews

#PremiosBillboard2013

Manti Teo

Tavon Austin

Bush

Parse



# 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



Marin County Government shared a link.

March 25

Our Stream Conservation Area page now has links to the latest version of the SCA Ordinance and FAQ's as well as direct links to the staff report and agenda for the Planning Commission's April 1 hearing. If you live near a creek, this is required reading!  
<http://www.co.marin.ca.us/depts/CD/main/comdev/advance/SCA.cfm>



**County Of Marin: Community Development Agency - Stream Conservation Area Ordinance**  
[www.co.marin.ca.us](http://www.co.marin.ca.us)

County of Marin: Community Development Agency  
Stream Conservation Area Ordinance Community  
Development Agency - Stream Conservation Area

Like · Comment · Share

2 1



**Marin County Government** shared a photo  
March 18

You wouldn't want to see developments unincorporated Marin without some civil Here is an opportunity to get involved: a Regulatory Improvements Advisory Com is convening in Marin Center's Exhibit Ha

**County Of Marin: Community Developm**  
[www.co.marin.ca.us](http://www.co.marin.ca.us)



**Marin County** @maringov  
Number-crunchers unite! Three-day County of #Marin starts today. [marin](#)  
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#)

8:15 AM - 25 Mar 13 · Details

Reply to @maringov



**Marin County Government** shared Supervisor Judy Arnold's photo.  
22 hours ago

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!



Like · Comment · Share

9 people like this.



**Liza Krystal** Go mustangs!  
Like · Reply · 22 hours ago



**Marin County Government** Here's a story to go along with this:  
<http://novato.patch.com/announcements/san-marins-whiting-honored-as-countys-top-intern>

or people, places and things

Timeline Now

Space

Insert

Tables

High

s' meeting next Tuesday.

[a/Files/Departments/AD/Pres newsom.pdf](#)

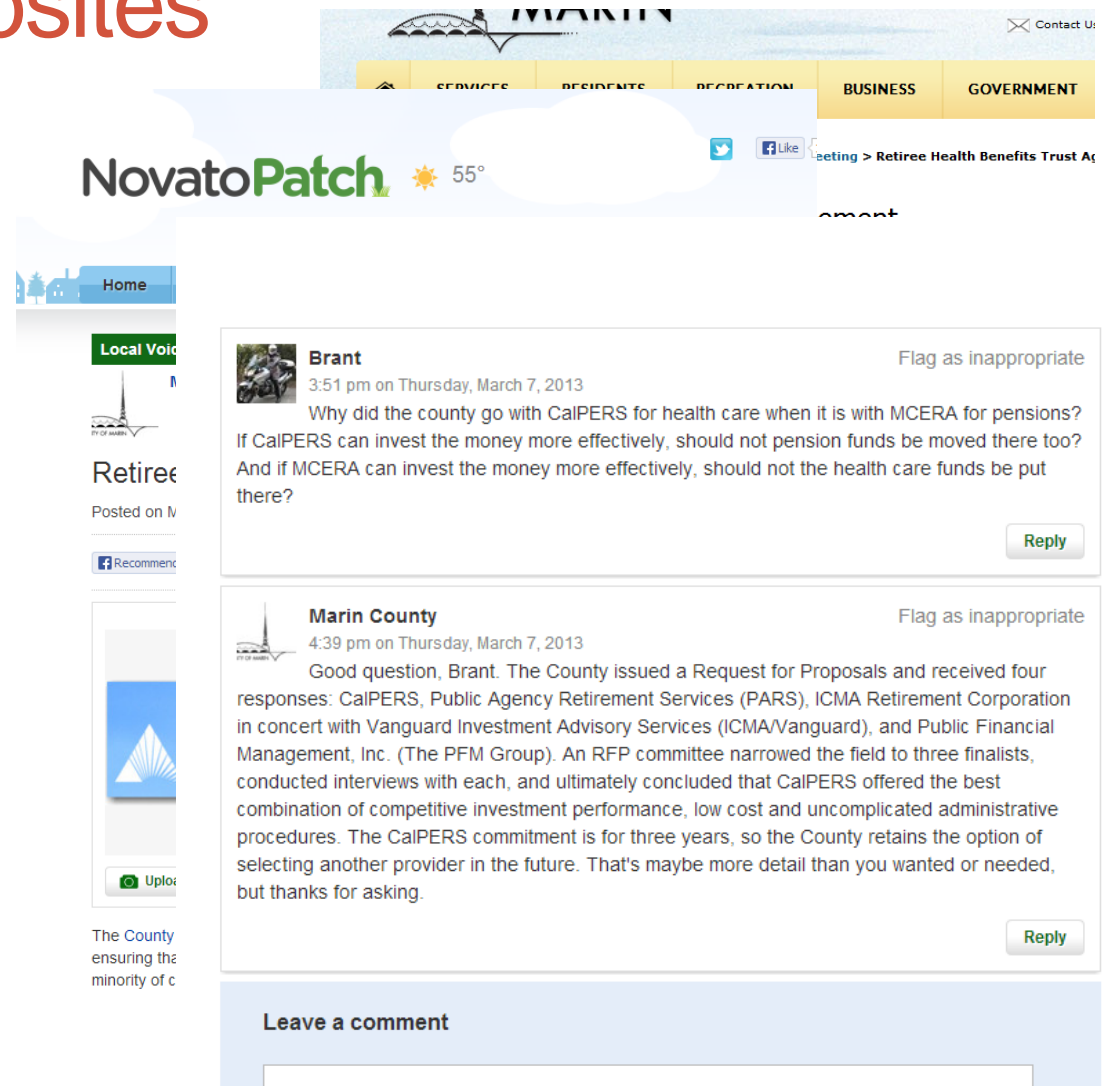


Timeline Now

You and Philip Quim like this.

# Use others' websites

- Post on other news sites if they allow
- Patch.com
- Be responsive to those audiences



The screenshot shows a web browser displaying a Patch.com article. At the top, there is a navigation menu with categories: SERVICES, RESIDENTS, RECREATION, BUSINESS, and GOVERNMENT. The article title is "Retiree Health Benefits Trust Act" and the weather is 55°. The article content includes a "Local Voice" section with a "Retiree" profile, a "Recommen" button, and an "Uplo" button. Below the article, there are two comments. The first comment is from "Brant" (3:51 pm on Thursday, March 7, 2013) asking why the county went with CalPERS for health care instead of MCERA for pensions. The second comment is from "Marin County" (4:39 pm on Thursday, March 7, 2013) providing a detailed response about the Request for Proposals process and the selection of CalPERS. Both comments have "Reply" buttons and "Flag as inappropriate" links. At the bottom, there is a "Leave a comment" input field.

NovatoPatch 55°

Home

Local Voice

Retiree

Posted on M

Recommen

Uplo

The County ensuring the minority of c

Flag as inappropriate

**Brant**  
3:51 pm on Thursday, March 7, 2013  
Why did the county go with CalPERS for health care when it is with MCERA for pensions? If CalPERS can invest the money more effectively, should not pension funds be moved there too? And if MCERA can invest the money more effectively, should not the health care funds be put there?

Reply

Flag as inappropriate

**Marin County**  
4:39 pm on Thursday, March 7, 2013  
Good question, Brant. The County issued a Request for Proposals and received four responses: CalPERS, Public Agency Retirement Services (PARS), ICMA Retirement Corporation in concert with Vanguard Investment Advisory Services (ICMA/Vanguard), and Public Financial Management, Inc. (The PFM Group). An RFP committee narrowed the field to three finalists, conducted interviews with each, and ultimately concluded that CalPERS offered the best combination of competitive investment performance, low cost and uncomplicated administrative procedures. The CalPERS commitment is for three years, so the County retains the option of selecting another provider in the future. That's maybe more detail than you wanted or needed, but thanks for asking.

Reply

Leave a comment

# 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 6:05 PM

Hello Mr. Lucas,

I am a resident at Lucas Valley and 1906 Las Gallinas Avenue. I understand your frustration. It makes me want to cry every time I think about our loss if you leave as "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 one 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



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[Home](#) [SERVICES](#) [RESIDENTS](#) [RECREATION](#) [BUSINESS](#) [GOVERNMENT](#)  [GO](#)

You are here: [Home](#) > [Pensions](#)

### I Want To...

Apply for...	▼
Get a copy of...	▼
Register as...	▼
Report...	▼
Pay...	▼
<input type="button" value="Go"/>	

### Popular Links

- [Board of Supervisors](#)
- [CDA Service Portal](#)
- [Civic Center Cafe](#)
- [Community Portal](#)
- [Disability Access](#)
- [Elections](#)
- [Requests for Proposals](#)
- [Departments List](#)
- [Calendar](#)
- [Job Postings](#)

## 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 a retiree looking for information about pension benefits, visit the [Marin County Employees' Retirement Association \(MCERA\)](#) 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 (Furutani) and AB 197 (Buchanan). The Governor signed [Assembly Bill 340](#) September 12 and [Assembly Bill 197](#) 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 in coming weeks and will provide updates to the Board of Supervisors and employees on a regular basis about the legislation 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](#)

Twitter



**Marin County** @maringov

Marin County Board of Supervisors 4/30 Preview

[tinyurl.com/clfc3pn](http://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



**COUNTY OF MARIN**  **GET CONNECTED**

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**Quick Subscribe for [mhmiyasato@yahoo.com](mailto:mhmiyasato@yahoo.com)**

You may choose to receive email when new content is published. Subscribe to content or content categories by checking the boxes below. Unsubscribe by un-checking the boxes.

**When you are satisfied with your selection(s):**

Click either the save button to continue or cancel button to continue without adding additional subscriptions.

Access your [subscriber preferences](#) to update your subscriptions or modify your password or email address without adding subscriptions.

- Board Of Supervisors**
  - Cyberagenda
  - District 1 Newsletter
  - District 2 - Newsletter
  - District 3 Newsletter
  - District 4 - News and Information 
  - District 5 Newsletter
  - Newsletter for Supervisor Adams
  - Ordinances Not Codified
  - Video - Board of Supervisors Meetings
  - Board Actions and Issues 
- Boards & Commissions**
  - Aging Commission
  - Board & Commission Vacancies
  - Commission on Aging Meeting Minutes
  - Deputy Zoning Administrator
  - Division of Aqina Publications

# 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](http://openmarin.com)

COUNTY OF MARIN

Website Accessibility Skip To Main Content Contact Us Subscribe Text Resize

SERVICES RESIDENTS RECREATION BUSINESS GOVERNMENT GO

You are here: Home > Open Marin

### Open Marin

Home About Open Marin Sign In Help

< Overview Like 0 Tweet 0 +1 0

#### What do you think about the Draft Stream Conservation Area (SCA) Ordinance?

Word Cloud Search Map Connected Statements

Sort by  Date  Support Download: PDF CSV

**10 statements**

**Jack Grier inside District 4**  
April 17, 2013, 5:16 PM

Comments for the Proposed Stream Conservation Ordinance  
Jack Grier Ranch Manager April 15, 2013

All of the minimum setback distances are stated as 20', 50' and 100'; there is no language about the maximum distances that can be assigned or ruled for properties in the SCA zone. If you state a "Minimum" logically there would need to be a "Maximum" spelled out in any ordinance that limits use of private property. Further into the Staff report it is stated that there can be a 100' setback and an additional 50' added to that to include riparian habitat. There is no maximum stated. Riparian habitat will expand into pasture - are we to be limited on cutting it back from intrusion into our pastures?

"Removal of woody or riparian vegetation" on Agricultural properties is an ongoing maintenance task. Will this now be regulated and require a permit to remove any riparian vegetation? What agency will allow the permit, what will be the process and how much will that cost?

Mitigation Criteria (PC)

... [read more](#)



Questions?