



**SAN BENITO COUNTY  
AGENDA ITEM  
TRANSMITTAL FORM**

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District No. 2  
Vice Chair

Peter Hernandez  
District No. 3  
Chair

Bob Tiffany  
District No. 4

Bea Gonzales  
District No. 5

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**Item Number: 1.3**

**MEETING DATE:** 09/13/2022

**DEPARTMENT:** COUNTY ADMINISTRATION OFFICE

**AGENDA ITEM PREPARER:** Dulce Alonso

**DEPT HEAD/DIRECTOR:** Ray Espinosa

**SUBJECT:**

**COUNTY ADMINISTRATION OFFICE – R. ESPINOSA**

Accept informational presentations on county-wide communications strategies and top priorities for the Public Information Officer (PIO), and provide direction if desired.

SBC FILE NUMBER: 119

**AGENDA SECTION:**

REGULAR AGENDA

**BACKGROUND/SUMMARY:**

At the Board of Supervisors meeting on August 9, 2022, the board of supervisors requested to receive a community communications strategy. The County of San Benito is a small county that consists of approximately 550 employees that serves a population of 60,000 and counting. As the county develops and grows, having to quickly pivot and change the way the county communicates both externally and internally. The county filled the Public Information Officer (PIO) at the onset of COVID-19 to assist with communications, education, and engagement. The first time the county has had a designated individual to be the County's PIO and address communications with our community.

The Board of Supervisors adopted a Satiric plan by resolution 2019-116 on November 19, 2022, which included identifying a vision, mission, and values, and placed five focus.

**Vision:** San Benito County is a community that provides collaborative and affordable public

services through diversity, innovation, and transparency.

**Mission:** To adopt policies that reflect the goals and priorities of the community and design a network of services that prioritizes public safety, equality, and economic vibrancy while balancing commitments to the region's rich history and prosperous future.

**Values:**

Community      Collaboration      Transparency      Integrity      Respect  
Serve & Protect      Equality      Innovation accountability

**Focus Areas:**

1. Operational Development
2. Planning for Sustainable Growth
3. Technology
4. Community Engagement
5. Healthy & Safe Communities

**Community Engagement:**

- Cross-Jurisdictional Relationships:
  - Foster partnerships that promote regional success by expanding and enhancing the quality of services that maximize the use of limited resources.
- Communication:
  - Exchange complete, accurate, and timely information with the entire community through open channels of communication.
- Public-Private Partnerships:
  - Leverage public-private partnerships to serve the community's interest by providing better services and operational efficiency.

As part of the County of San Benito Strategic Plan goal to continue implementing the community-identified Strategic Plan priorities, the County of San Benito is working on a communications plan. The county is responding to a wide variety of stakeholder input, specifically as it relates to community engagement and communication, with a goal to: "exchange complete, accurate, and timely information with the entire community through open channels of communication." (2019-2024 SP) As your local county government, we see our duty to continue planning to ensure residents' continued quality of life.

The public information officer's goals and priorities will be to:

1. Support the vision and the County of San Benito's mission.
2. Strengthen communications partnerships, foster cross-jurisdictional relationships, and strive to build trust in the community.
3. Enhance and focus on our communication channels to include but not be limited to: website, social media, newsletter, and accessibility.

4. Formulate a County Communications Team to have a consistent message and define where communication is coming from.

The initial focus projects include the following:

1. Policy: Educating staff, updating policies, and producing an internal social media strategy for the team.
2. Media Relations: focus on sharing the county's story, branding authentic, official material, fostering relationships, enhancing communications channels, and clear, timely, and transparent communication.
3. Provide internal and external communications- promote county services and programs by engaging with employees and community members and showcasing and spotlighting projects and county accomplishments.

Another area that will be continual preparation is being the spokesperson in the event of a crisis. Identifying and knowing our stakeholders will be essential. Working with various departments and cross-jurisdictional will be vital in communicating with external audiences during an emergency.

Connect with us on social media

Nixle: text 888-777 with your zip code

Twitter: @SanBenitoCounty

Facebook: San Benito County-Government

Instagram @sanbenitocounty

**RESOLUTION OR ORDINANCE NEEDED FOR THIS ITEM:**

No

**CONTRACT NEEDED FOR THIS ITEM:**

No

**CONTRACT AND RFP HISTORY:**

N/A

**LAST CONTRACT AMOUNT OR N/A:**

N/A

**STATE IF THIS IS A NEW CONTRACT/ HOW MANY PAST AMENDED CONTRACTS/ OR N/A:**

N/A

**STRATEGIC PLAN GOALS: 1. Operational Development & Excellence**

Yes

**STRATEGIC PLAN GOALS: 2. Planning And Sustainable Growth**

No

**STRATEGIC PLAN GOALS: 3. Technology**

Yes

**STRATEGIC PLAN GOALS: 4. Community Engagement**

Yes

**STRATEGIC PLAN GOALS: 5. Health & Safe Community**

Yes

**BUDGETED:**

N/A

**BUDGET ADJUSTMENT NEEDED:**

N/A

**SOURCE OF FUNDING:**

N/A

**UNFUNDED MANDATE:**

N/A

**SBC BUDGET LINE ITEM NUMBER:**

N/A

**CURRENT FY COST:**

N/A

**STAFF RECOMMENDATION:**

Accept informational presentations on county-wide communications strategies and top priorities for the Public Information Officer (PIO), and provide direction if desired.

**BOARD ACTION RESULTS:**

Accepted informational presentation and provided direction. (5/0 Vote)

**ATTACHMENTS:**

