

**SCRIPT FOR BOARD BRIEFING RE: Update on CIC/OCI Activities
to Promote Citizen Involvement in County Government —September 23,
2010, 9:30am, Multnomah Building Boardroom**

BE EXCITED!!

I. Introduction: Introduce self (Brad) ...with me today are Kathleen and Robb from our Office of Citizen Involvement.

- I am happy to talk to you today about our recent citizen involvement activities and plans for this fiscal year

II. The Office of Citizen Involvement and CIC members have done a tremendous amount of work in the last year to inform and promote citizen engagement with county decision-making by increasing our outreach using electronic media as well as personal contacts.

- The 1st part of the presentation will focus on how we have upgraded our electronic media tools and the
- 2nd part will cover our new volunteer recruitment campaign.

III. Our electronic media tools include:

- 1) Brand new, user-friendly website
- 2) Volunteer database that's now up and running
- 3) Increased use of social media tools like Facebook and twitter

1) **Website** =

- (First, I'd like to thank the Web Staff in the Public Affairs Office who invested tremendous time and energy in working w/ us to develop a new webpage/template that we introduced in spring 2010—
- completely different than our previous website and...
- as you can see, it's much more attractive and user-friendly

IV. Let me show you some of its features: ***“Robb’s doing the driving today and I’m doing the talking.”***

- Our **Recent news and events** feature occupies the center of the homepage. You can immediately see summaries of these recent items and then click links to get more info about them. Let me give you an example:
 - ✓ Our recent CIC Diversity Workshop held in August w/ Sisters of The Road attracted nearly 100 attendees. The link takes you to a page that:
 - describes what took place at the workshop;
 - allows you to read a summary of the outreach tools and strategies presented that Sisters of the Road uses to reach its diverse customer community and that may be applicable to the workshop attendees' organizations; and
 - even lets you watch a video of the workshop. Filming this workshop was a new step for us, which we did to try and expand the audience who could benefit from this important information.
 - ✓ Our other web pages that cover the 2010 budget forums and the volunteer awards ceremony are similar to what you just saw.
- The **Related links** feature now take visitors directly to some of the county's major volunteer programs. This is to follow up on serving as a focal point for visitors to learn about the wide variety of county volunteer opportunities.
- All kinds of OCI/CIC docs are now directly available to visitors from our homepage (i.e., our 2010 volunteer signboard, minutes from meetings, CIC bylaws, the 2010 budget forum reports, the Dept. Review Recs, and the CBAC Recommendations that we sent you over the last two years). **Robb will bring up the 2010 volunteer signboard & the CBAC Recs page.**

- We have new buttons on our homepage that allow visitors to link directly to OCI's Facebook and twitter accounts which I will show you in greater detail in a moment.
- Now my favorite feature of the new website: the OCI Public Service Announcement has been installed! It's a video advertising the value of participating w/ citizen involvement opportunities like county boards & committees.

As you may know Kathleen worked extensively with East County Media and dept. staff in the last year to develop 6 PSAs that advertise volunteer opportunities w/ various depts.—
The best part is this was all free to the County! “Robb will now play the announcement for you.”

- Once you've been inspired by the video you can now link directly to our new volunteer database by clicking the button below.

2) You have now successfully entered our **new volunteer database**

Which we call the Citizen Involvement Volunteer Bank.

- The database was designed to do a # of things including:
 - a) allowing online visitors to explore various volunteer opportunities w/ the county and sign-up to volunteer;
 - b) create a system that allows us to store key information about people signing up to volunteer and allow volunteers to create accounts where they can do things such as log in volunteer hours; and
 - c) create a base where volunteer related information important to the county can be accessed (ie, co. officials can access the names of current members serving on various committees).

So let me demonstrate some of these elements in the database for you.

- 1st you arrive @ this page which describes: a) how valuable volunteer service is to the county and b) how to navigate the database.

- From there you can explore a list of various volunteer opportunities available in the county. Most focus on opportunities with various county citizen boards and committees like the CIC and CBACs.
- Many of these also cover county boards and committees that aren't directly affiliated with OCI like the Investment Advisory Board or the Columbia River Gorge Commission. Additionally, broad opportunities are listed tied to some of the county's major volunteer programs such as the library or the Sheriff's Office which follows the theme I described earlier of serving as a focal point where citizens generally interested in volunteering can connect w/ all types of county volunteer opportunities.
 - ✓ Let Robb open one so you can see—let's pick the Columbia Gorge Commission—randomly of course. On the page applicants can find info. like a description of the committee, when and how often it meets, any req'd qualifications, a list of current members, the location, and contact info.
- Now that an applicant has identified where they want to volunteer they can fill out a short application to actually dive in—which we'll do w/ you quickly. Robb is filling in the data req'd to submit it.
 - ✓ Includes key personal info, contact info, and login information that allows the applicant to create their own volunteer account. Applicants can also note whether they live in MultCo and which district they're in—if they don't know they can even access a map of the districts.
 - ✓ Next the applicant can list which volunteer opportunities look appealing and whether they would like us to contact them to discuss opps in greater depth.
 - ✓ Again following the theme of serving as a focal point for county volunteer opportunities @ the bottom applicants can also directly access some of the county's major volunteer programs.

- ✓ The applicant next submits their application. W/in seconds they get an email thanking them for registering and showing different features they can now access as part of their new volunteer acct.
 - W/in 2-3 business days of receiving an application we process the applicant's info. This includes analysis of relevant opportunities as well as sending the applicant an email thanking them for their interest and listing the opportunities along with information about what the next step is to participate and/or who to contact to learn more. We also send their information to the relevant volunteer coordinator.
- 3) We're increasingly using **Facebook, twitter, and other electronic media** to convey info. that's important to our office and relevant to our programs and events. —**“We encourage you to join our accounts”**.
Robb will quickly link to the OCI Facebook page and then the twitter acct.
- i. One important point here is how much we're trying to integrate our use of social media sites w/ the county's efforts.
 - 1. Our entries are frequently posted on the county's Facebook page and they retweet our tweets.
 - 2. We are doing the same on our sites for county items that directly relate to citizen involvement issues and events.
 - 3. They've also posted OCI-related items on the county's homepage which has greatly expanded our publicity efforts.
 - 4. We're also working now to start posting our meetings and events on the county's calendar.
 - ii. We use listservs and our expanding email list to publicize events and info.
 - iii. We're also using zoomerang to allow citizens to submit nomination applications online for OCI-sponsored awards.

4) **One other thing: we're sure to include people who aren't computer savvy by doing things like calling people who don't have email accts.

V. This summer, we began an extensive outreach campaign. Basic principles we're using in conducting this campaign

- Increasingly maximize our efforts to inform and involve citizens by integrating our resources with the county's resources, particularly electronic media resources.
- Act as a focal point where potential volunteers who are new to the county's programs and services can easily learn about the variety of volunteer opportunities that exist throughout the county, including those not directly affiliated w/ OCI and that involve the county's major volunteer programs.

Our goals for this campaign are:

- i. To expand the pool of citizens volunteering for county citizen advisory boards, commissions and committees as well as other county volunteer opportunities.
- ii. To educate citizens generally about what the county does w/ the expectation that this will increasingly inform Multco residents about county programs and services and raise citizen awareness and involvement over time.

I've already described our efforts involving electronic media resources. We also made personal contact w/ citizens to discuss the possibility of volunteering.

a. The logistics of this personal contact campaign included:

- i. Attending 10 events (w/ 1 more to go) over 3.5 months including farmers markets, large events, the East PDX Expo w/ Commissioner Shiprack's office, etc. These events take place in all districts throughout the county.

- ii. Robb and Kathleen are attending these events and CIC/CBAC members, such as myself, have also made appearances.
- iii. Materials the office has developed to take to the events have included:
 - 1. a banner advertising volunteering with OCI, ***Kathleen will model!***
 - 2. brochures, ***Kathleen will hold up***
 - 3. the 2010 poster demonstrating the value of volunteer hours to the county, ***Kathleen will hold up***
 - 4. a new signboard that we developed which easily and colorfully conveys what the county does. ***Kathleen will hold up***
- iv. We talk to members of the public about what the county does, OCI volunteer opportunities, as well as other county volunteer opportunities.
- v. Interested citizens can fill out a short, 1-page application that resembles the database application. Between the database and the on-site events we have gathered 96 applications since late May.
- vi. Process the applications according to the same guidelines we use w/ the online applications.
- vii. It is Important to understand that for every application we receive, we've probably talked to and answered the questions of at least 2 more citizens about county programs and services.

VI. Now I'll take just a few minutes to mention a few of our many projects on tap for this year

- Kathleen is busy getting the CBACs geared up for this next budget process with a training coming soon
- CIC just wrapped up our citizen involvement review of the Health Department. and will be engaged in another review shortly. You may

- We will be working with Emergency Management on several projects as well as the Health Department and the New Office of Sustainability.
 - I want to especially commend the Office of Emergency Management for working diligently to obtain citizen involvement early in the policy-making process.
- We will be continuing our series of Diversity Outreach Training Workshops --- our next one will be at the upcoming Public Employees' Diversity Conference. Look for our session under the title: **Strengthening Partnerships- Why and how it's done and discover your ideal partner or partners by "Collabro-dating"** .
- A new project for this year will be looking at how the standing boards and commissions are functioning. We are planning on getting that review underway soon.
- We may also co host Budget Forms. Recently we discovered that our efforts on how to gain citizen input prior to crafting a proposed budget is highlighted in the 2010 NACO publication: *Citizens in Action: Tools for Gaining Input*. Our new Web site is also mentioned Along with other tools that county used to gain input.
- And of course the Volunteer Awards Program

VII. Thank you for giving us the chance to provide an update on our activities and the exciting new approaches that we are implementing to expand citizen knowledge about the county and how to get involved in decision-making.

VIII. I am happy to answer any questions.