

COMMUNITY OUTREACH REPORT

April 2018 through January 2019



PRESENTED BY HOLLY HANSEN

FEBRUARY 2019

Community Outreach Coordinator

*City of Sebastopol 2017-2019
Adopted Goals & Priorities,
Goal 5 (Provide Open and
Responsive Municipal
Government Leadership), Item
5.3.2*

The **Community Outreach Coordinator** “[provides] professional, educational and publicity material promoting the values of Sebastopol, why Sebastopol is the unique and special place that it is, what it is about Sebastopol and who we are that attracts residents, visitors and businesses who enjoy Sebastopol’s small town character and charm and what the City is doing and why.

[She reviews] community outreach policies, methodology and messaging.”

By the numbers...

2018

9+

**Special
Projects**

10

**Press
Releases/
Media Alerts**

5

**Community
Partner
Emails**

6

**Community
Newsletters**



Ongoing Activities

- ❖ Consultation on all City communications
- ❖ Facebook Twitter, NextDoor Management
- ❖ Website Support Management
- ❖ Bi-monthly Mayors & Councilmembers' Reports
- ❖ Bi-monthly City Newsletter



City of Sebastopol

This is the official Nextdoor account for the City of Sebastopol, California. Please visit our website at www.cityofsebastopol.org for additional news and information, and follow us on Facebook at <https://www.facebook.com/CityofSebastopolCA/>. See more...

2,199 members [Invite](#)

37% of 4,392 households

22 neighborhoods

Details [Edit](#)

City of Sebastopol
7120 Bodega Ave
Sebastopol, CA 95472
[Get directions](#)

cityofsebastopol.org

Viewing posts from your agency. [Filter](#)

Community Outreach Coordinator Holly Hansen, City of Sebastopol...

Locals Who Make A Difference

Do you know someone in the Sebastopol area who goes above & beyond to exhibit the values of our community? Nominate them for our Locals Who Make a Difference program today!

Deadline is March 1st!

Visit <http://bit.ly/LocalsApplication> to nominate!

LOCALS WHO MAKE A DIFFERENCE

Know someone who's gone above and beyond to help make Sebastopol a better place? We'd like to recognize them. Nomination applications available at City Hall, Public Works, and CityOfSebastopol.org. Submission deadline: March 1

CI.SEBASTOPOL.CA.US

4 Feb · Subscribers of City of Sebastopol

255 Impressions

[Reply](#)

Staying Updated

- ❖ Updated Social Media Public Comment Policy
- ❖ Set up City's NextDoor page
- ❖ Expanded and updated City's opt-in community partner list
- ❖ Increased photo bank via professional images and by working with Analy High School Yearbook staff

Special Projects



- ❖ Locals Who Make a Difference (4 x per year)
- ❖ ATP Report Card (Pedestrian Safety) & Event in June
- ❖ Fare-Free Bus Program in June
- ❖ Sidewalk Safety Door Hangers in July (with Public Works)
- ❖ Bike Lane/Restriping in September
- ❖ Raise the Roof! Housing Expo in November
- ❖ HAWK Ribbon Cutting in November
- ❖ Electric Bus Ribbon Cutting and Launch in December
- ❖ Goal-Setting in January 2019




PUBLIC WORKS DEPARTMENT
SIDEWALK SAFETY

Streets and Highway Code Section 5611 provides that owners or persons in possession of property fronting on a sidewalk are responsible for ongoing maintenance to prevent any portion of the sidewalk from endangering persons or property or interfering with the public convenience in the use of such sidewalk.

DURING A REGULARLY SCHEDULED WATER METER READING, WE HAVE NOTED THE FOLLOWING AT YOUR PROPERTY:

ADDRESS	DATE
☐ HAZARDOUS CONDITIONS The public right of way should be cleared of all debris and obstructions, such as dirt, rock, ivy, limbs, shrubbery, etc.. Please help prevent problems by cleaning up your property as soon as possible.	
☐ WATER LEAK During regular water meter maintenance, the meter flow indicator identified a constant minimal flow. In the interest of water conservation and cost savings, we recommend you look into this matter to determine if a leak needs repairing.	
☐ IRRIGATION REPAIR It appears that there may be a malfunctioning valve, broken sprinkler, or excessive watering of the landscape. In the interest of water conservation & cost savings, we recommend you look into this matter to determine if there are repairs or adjustments needed.	
☐ STORM WATER VIOLATION Prohibited discharges to the storm drain system include motor oil, antifreeze, swimming pool drainage, paint, concrete, or any other debris. Please take corrective measures to ensure that only rain water enters the storm drain system.	

CONTACT US
Your cooperation in this matter is greatly appreciated. Please call (707) 823-5331 or email citypw@cityofsebastopol.org with questions.



Raise the Roof!

November 4, 2018

Sebastopol Community Cultural Center

FOR IMMEDIATE RELEASE

**CITY OF SEBASTOPOL AND COUNTY OF SONOMA CO-SPONSOR
"RAISE THE ROOF! WEST COUNTY HOUSING FAIR & EXPO"
NOVEMBER 4**

Event aims to arm residents with information to create small-scale housing solutions

SEBASTOPOL, Calif., Oct. 3, 2018 – The Raise the Roof! West County Housing Fair & Expo, sponsored by the City of Sebastopol and County of Sonoma, takes place on Sunday, November 4, 2018, at the Sebastopol Community Cultural Center from 1:30 p.m. to 5 p.m. The event is free of charge and open to all residents of the greater Sebastopol area. Raise the Roof! spreads the

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Raise the Roof!

By the numbers...



10

Media Mentions



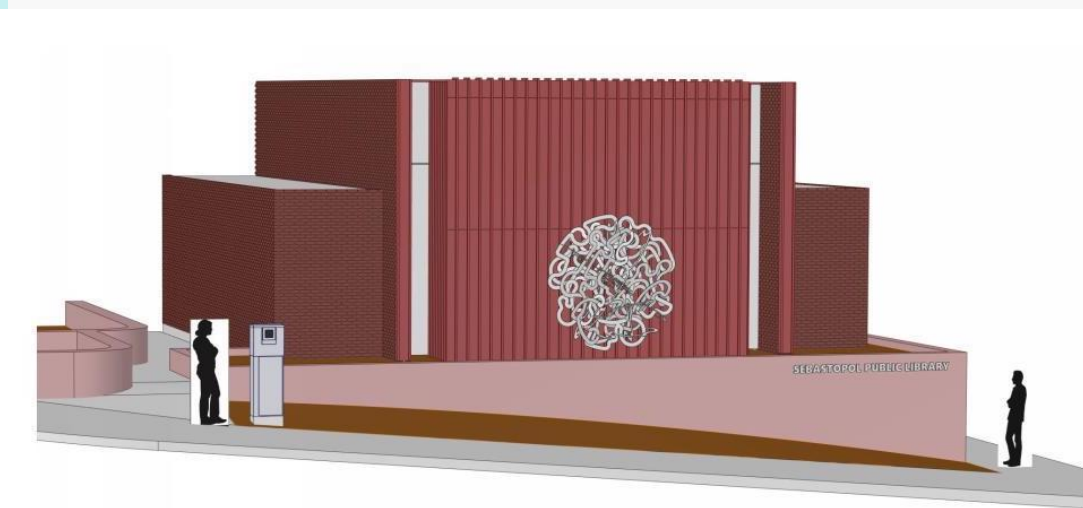
200+

In Attendance



7k

People Reached via
Facebook Event



Enhanced Communications

- ❖ LED Streetlights
- ❖ New Council & Staff
- ❖ Public Art Selection for Library
- ❖ Farm Market
- ❖ Sebastopol PD pedestrian safety initiatives (hotline, stings)
- ❖ Commission openings
- ❖ FEMA "Scary/Not Scary"
- ❖ January Goal-Setting
- ❖ New Pool Heaters
- ❖ Non-Toxics

Special Trainings



- ❖ Social Media Response in Disasters with FEMA Director of Communications in April
- ❖ FEMA/Dept Homeland Security Social Media for Natural Disaster Preparedness Response & Recovery Certification Course in San Jose in August
- ❖ City of Sebastopol Website Refresher Course in August

Sebastopol on Facebook...

2018

+423

Likes

300+

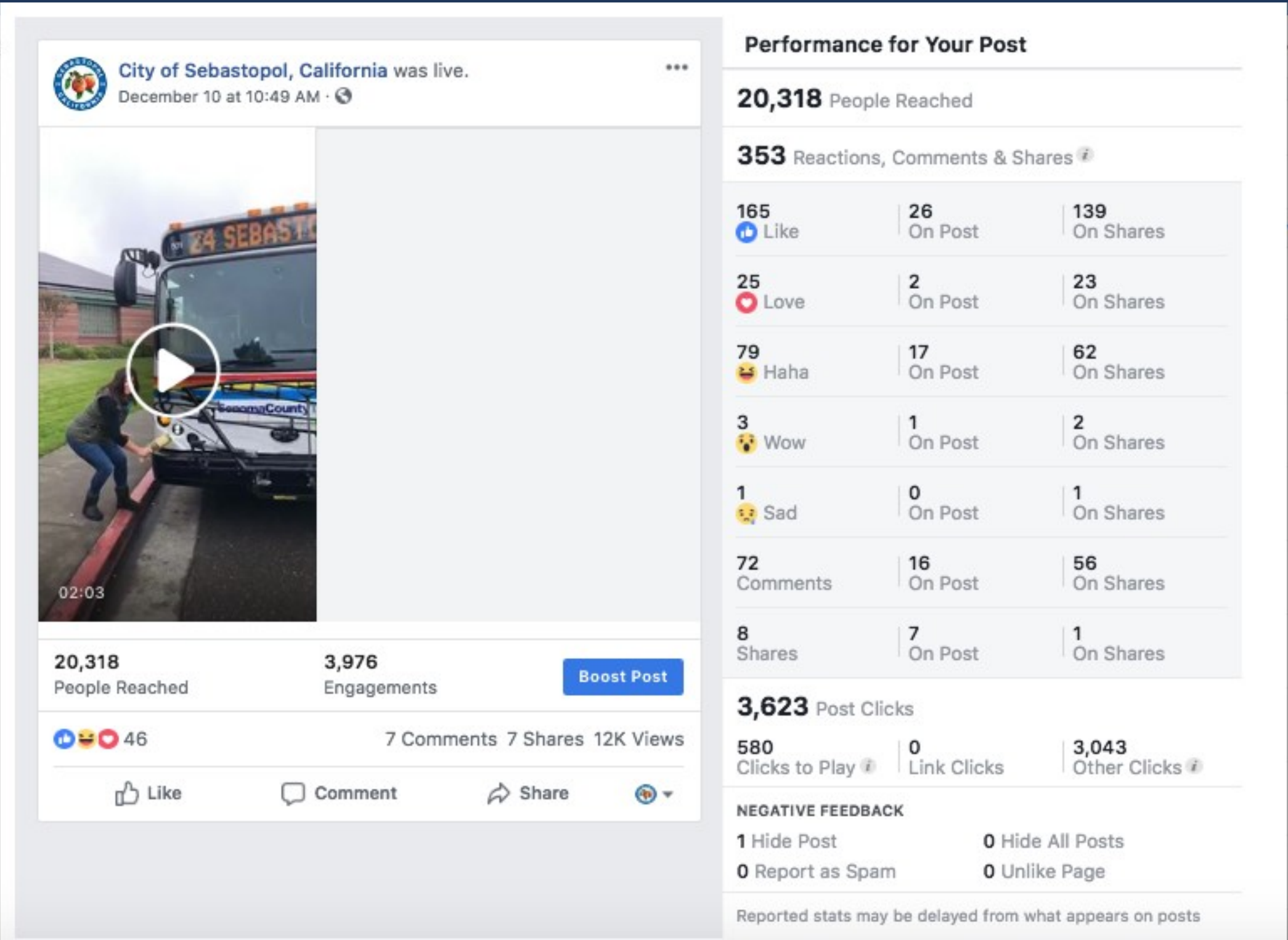
Posts

20.3k

People Reached
(& counting!) on a
single Post

Electric Bus Launch

December 10, 2018



Forbes “Coolest Places to Spend Your Summer Vacation”

JUNE 2018

Forbes

Billionaires

Innovation

Leadership

Money

Consumer

Industry

Sebastopol, California

Surrounded by apple orchards and vineyards, and only 15 miles from the Pacific Ocean, lies the western Sonoma County town of [Sebastopol](#), which [Revealed America](#) founder Marty Behr calls “charming and quirky, with a diversity of attractions that is rare in such a small community. You can dine on a delicious down-home burger or grilled salmon that came off the boat an hour ago. You can shop for cutting-edge art or rare antiques, take in the unusual street art or taste wines at local boutique wine shops.” Visit [the Barlow](#), a 220,000-square-foot culinary and arts center, featuring architecture that pays modernist homage to the picturesque apple canneries that were once here.

Coming Soon...

- ❖ Village Park Celebration & Office Warming
- ❖ Polystyrene Ordinance
- ❖ Occupy Bench
- ❖ More Goal-Setting

Thank You!