

Welcome

Board of
Supervisors 2020
Workshop



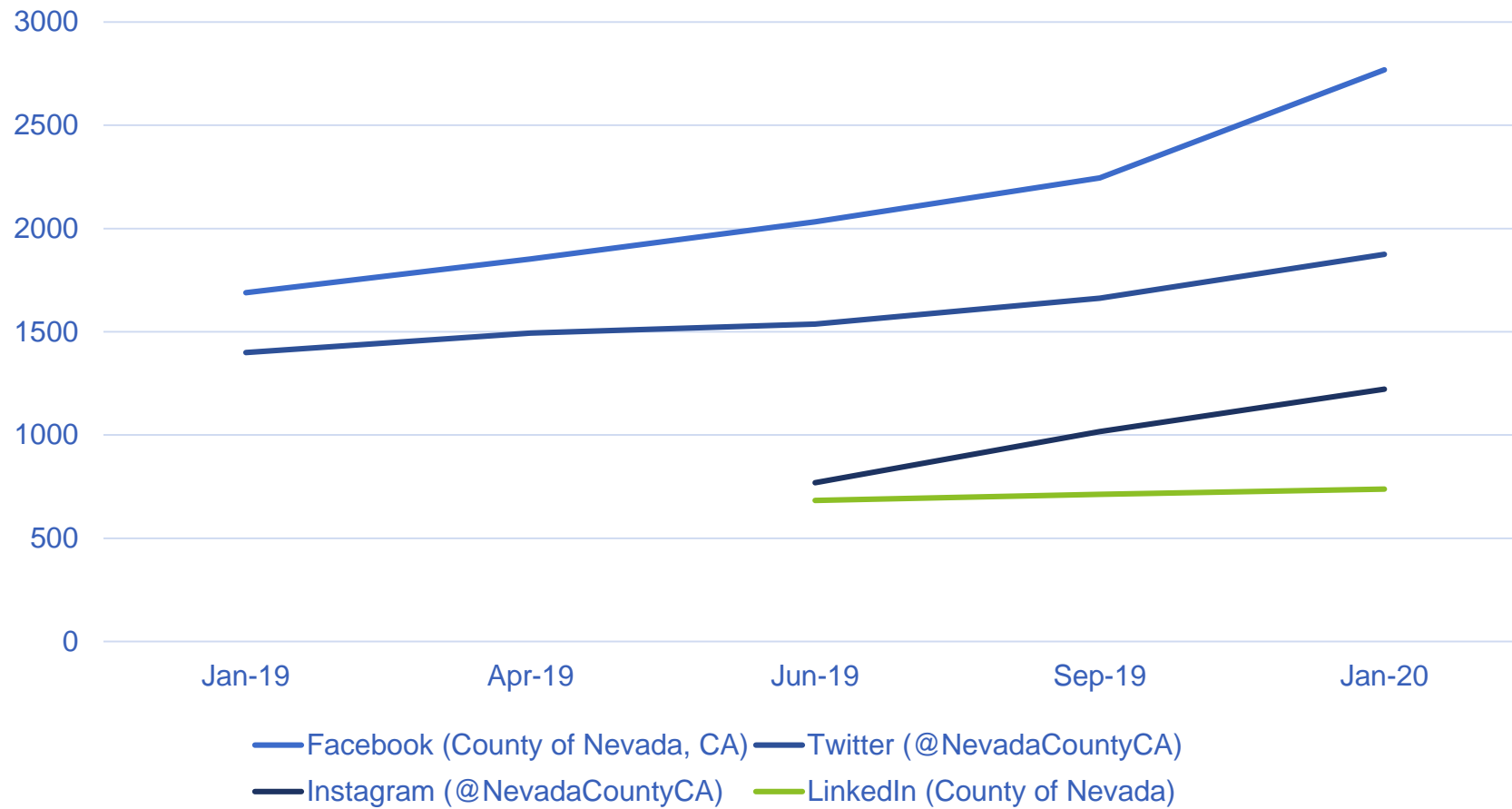
2019 Board Objective

Civic Engagement

Increase public awareness and civic engagement by providing easy access to information on County-related services and to encourage citizens to participate in local government. Work with departments to implement new ways to engage with, and provide information to, citizens.



Social Media



County Newsletter

- 65% increase in subscribers since 2018
- Use for communication to the Board, public and employees
- Drives media coverage for following week



Subscribe at www.MyNevadaCounty.com/NevadaCountyNews



Goals



Educate the community on the Board priorities



Inform the community on how to engage as an individual to access services or support aligned stakeholders



Create new strategic partnerships and support stakeholders to provide both education and avenues for involvement



Support Board of Supervisors with both data driven and anecdotal evidence of community perceptions and concerns



Create a holistic, sustainable communications process to save time and money across departments



Media Strategies

- Sponsor events
 - Buy media ads
-
- Improve social media graphics
 - Optimize and improve website
 - Create consistent schedules with local media
 - Support organizations and non-profits
 - Create more cross promotion across departments



National Citizen Survey

- 2nd Nevada County Citizen Survey this Spring
- Scientifically sound
- Conducted by National Research Center
- Value of benchmarking

NRC
National Research Center Inc

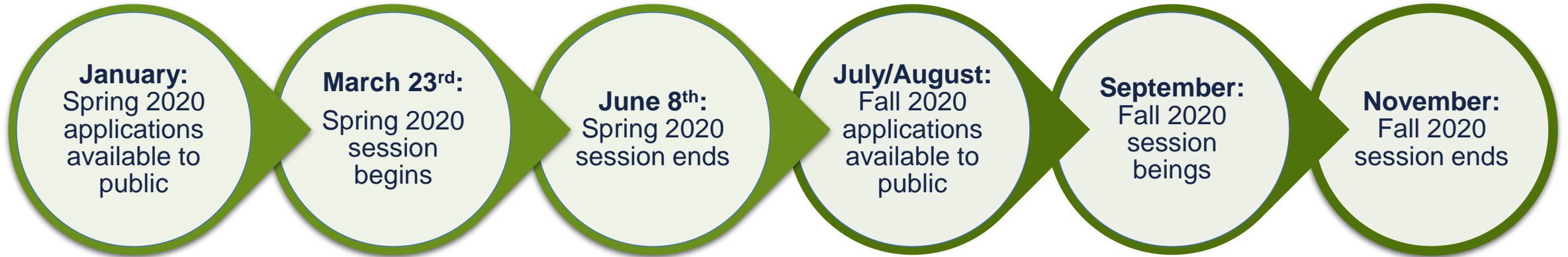
Community
Characteristics

Governance

Participation



Citizen's Academy



- Over 100 participants through the program so far
- 2 sessions in 2020
- Looking at ways to re-engage graduates



ZenCity

- 1 year pilot
- Gather resident generated data to keep track of media mentions
- Help local governments
 - prioritize resources
 - track performance
 - connect with their communities



Performance Management



Strategic Planning & Budgeting



Proactive Governance



Community Engagement



Hearing the Silent Majority



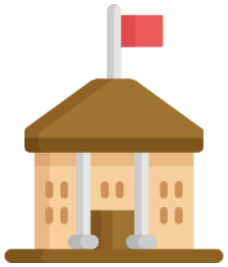
Increasing Public Trust

Branding Guide



Communications Contract

Elevate Board Priorities



**Fiscal
Stability/Core
Services**



**Wildfire
Preparedness**



**Address
Homelessness**



**Housing
Affordability**



**Cannabis
Regulations**



**Economic
Development**



**Civic
Engagement**



Board Priority: Wildfire

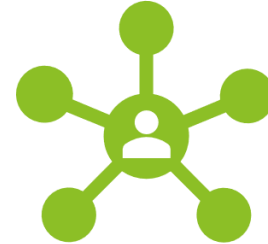


Create a multi-media strategy to support a cultural shift in attitudes toward fire preparedness and prevention.

Ready Nevada County



Reach all residence with a clear message of **Awareness, Education, and Action.**



Create a movement that encourages residents and visitors to Nevada County to take responsibility for their own safety and personal responsibility for the safety of the Community.



Continue to oversee awareness strategy and look for opportunities to share Ready Nevada County and the mission across all of Nevada County.





CodeRED™ EMERGENCY ALERTS

REGISTER FOR CODERED ONLINE AT
READYNEVADACOUNTY.ORG

 **Need assistance? Call 211 or 1-833-DIAL211**



Board Priority: Homelessness



Create a consistent message, look and feel for **Better Together Nevada County** including BetterTogetherNevadaCounty.org



Create talking points for all stakeholders, departments and partners to reference when discussing "Better Together"



Create clear avenues for willing community members to help with time, influence, expertise, or money via Better Together Volunteer Hub



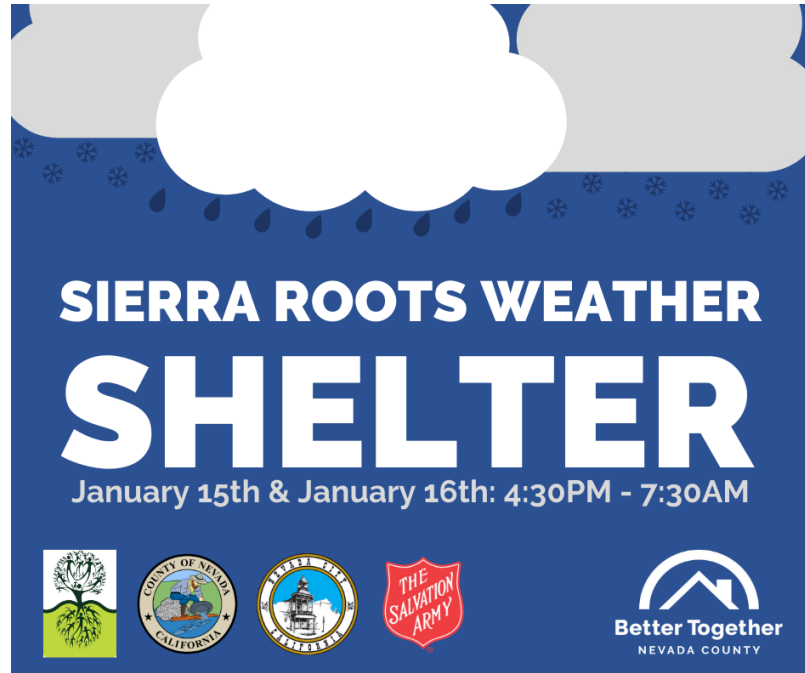
Seek PR and media highlighting collaborative and County focused efforts: film, advertising & PR



Create easy avenues for those in need to access resources



Board Priority: Homelessness



Board Priority: Cannabis



Create a consistent message that **compliance means safety and better quality of life** for everyone in Nevada County.



Support growers through the compliance process with community outreach and clear, easy to access information



Create a culture where Cannabis Compliance is something both the county and growers are proud of





County of Nevada, CA

Published by The Union [?] · January 6 at 2:13 PM · 🌐

Congratulations to local Emerald Cup winners, Foothill River Farms, Bloomfield Manufacturing and Down Om Farms. Our local farmers prove compliance with all state and local regulation and commitment to the process equals success in Nevada County. With 38 approved Cannabis Cultivation permits and 89 more pending, the cannabis industry continues to show it is possible to excel in this newly regulated industry. Thanks to the [Nevada County Cannabis Alliance](#) and everyone who is part of creating a safe and sustainable future for cannabis in Nevada County.



THEUNION.COM

Northern California cannabis competition celebrates Nevada County winners

👍❤️ 26

1 Comment 4 Shares

👍 Like

💬 Comment

➦ Share



Most Relevant ▾



Comment as County of Nevada, CA



Nevada County Cannabis Alliance We are so grateful for the commitment to collaboration to make this opportunity possible for these amazing community members. 🙏

Like · Reply · Message · 3d

👍 3



Board Priority: Economic Development

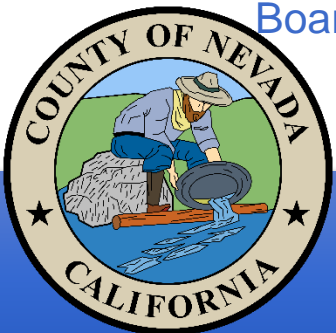


Create opportunities
for community
members to **share**
insights on Economic
Development and
provide feedback to
Board of Supervisors

Invite new populations
to the conversation

Define what Economic
Development means
for Nevada County
with Community input
via media, social
media, professional
organizations

Create a fresh
approach to sharing
Economic
Development: Forward
thinking and
Collaborative



The Union “Top 5” Stories of 2019

Tuesday, December 31, 2019

FOUNDED IN 1864 TO PRESERVE THE UNION ... ONE AND INSEPARABLE



PHOTOS BY ELIAS FUNEZ/EFUNEZ@THEUNION.COM

Maria's restaurant owner Maria Ramos-Byers talks to her employees about the limited menu they will be offering to customers during efforts to keep the restaurant open following the third PG&E power shutdown to hit Nevada County this past fall. Business owners found ways to keep open with generators and battery power.

TOP 5 STORIES

Lasting, widespread impact of PG&E shutoffs is story of the year

The Union staff

Among all news stories published on page one in 2019, none had the widespread impact of PG&E's Public Safety Power Shutoffs.

Pacific Gas & Electric — after filing for bankruptcy in the wake of sparking the 2018 Camp Fire, the most destructive blaze in state history — took a new approach to mitigating the threat of



Briar Patch sustainability coordinator and Sierra Harvest procurement specialist Lauren Scott talks to a group of people.

inconvenience for some and extremely costly for others. For society's most frail, they brought questions of life and death.

Many municipalities, counties and agencies are working to either make PG&E's assets customer-owned or to take them over altogether. Though it broached the topic locally, the Nevada Irrigation District has since shelved discussion on taking such action.

A10 | Tuesday, December 31, 2019 | The Union

FROM PAGE ONE

TOP STORIES

From page A1

READY NEVADA COUNTY

Fire prevention was top of mind for many community members well before the PG&E's power shutoffs began, as officials worked to get Nevada County ready for wildfire.

Cal Fire, Nevada County Consolidated, Grass Valley and Nevada City and all area fire departments, the Office of Emergency Services, the Fire Safe Council, the Resource Conservation District, the Forest Service, PG&E, local elected officials and government leaders all took a seat at the table to bring their expertise as stakeholders.

The county's Office of Emergency Services held "Ready, Set Go!" sessions, educating attendees on Code Red Emergency alerts and Red Flag warning days, as well as providing a forum for questions. The Sheriff's Office and Office of Emergency Services rolled out a new siren, specifically to alert residents when they must evacuate. And training sessions were organized in several areas to help people know what to expect in such an emergency.

Loss of homeowners insurance led state Insurance Commissioner Ricardo Lara in August to come to Grass Valley for a town hall meeting. People learned that complaints about non-renewals increased 600% since 2010 in spots with increased fire risk.

In November, Cal Fire and the Fire Safe Council gave supervisors and officials a firsthand look at work being done on the Ponderosa West Grass Valley Defense Zone Project during an on-site tour of private and county-owned parcels. To that point, the fuel break was 67% complete with 269 acres of land abated for wildfire.

Earlier this month, the Fire Safe Council of Nevada County trained 40 new Defensible Space Advisors, now ready to conduct free, one-on-one advisory visits — which the council said jumped from 300 in 2018 to 1,310 visits in 2019, following the devastation of the Camp Fire in Paradise.

WOMEN IN LEADERSHIP

In January, Shannan Moon made history as the



ELIAS FUNEZ/EFUNEZ@THEUNION.COM

Cal Fire North Division Assistant Chief Jim Mathias addresses the crowd gathered in September at the Nevada County Fairgrounds during an informational meeting regarding the Ponderosa West Grass Valley Defense Zone Project. Those within the 1,200-acre shaded fuel break are eligible to receive vegetation abatement at no cost through \$3.5 million in grants.



PHOTO BY JOHN HART

Sheriff Shannan Moon, left, takes the oath of office administered by the Honorable Associate Justice M. Kathleen Butz, California Third District Court of Appeal.

the county's first female undersheriff.

"Her commitment to public service in Nevada County is apparent by her dedicated service over the last 21 years in our community," Moon said in announcing the appointment.

HELPING HOMELESSNESS

After a January purchase of an Old Tunnel Road property in Grass Valley, the county was denied Community Development Block Grant funding for

But officials are looking for more short- and long-term funding opportunities and an interim location to provide the resources the day center would eventually offer. Nevada County also in 2019 entered into an



JOHN HART PHOTO

Volunteers pack out trash in large bags provided by Waste Management to support the cleanup of an abandoned homeless camp in October.

camp along Deer Creek, Champion Mine Road and Old Downville Highway. During the annual Yuba River Cleanup in September, SYRCL and Hospitality House teamed up to discuss the impact of homelessness on the community's watersheds.

In October, volunteers were joined by representatives of Hospitality House, Nevada County, the cities of Grass Valley and Nevada

exist on General Agricultural, Exclusive Agricultural and Forest zones, if they're on 5 acres or more. The maximum size of a grow is based on acreage. No grow may exceed 10,000 square feet. Those grows must sit on at least 20 properly zoned acres. Rules differ for indoor, mixed light and outdoor grows. No outdoor grow is allowed under 5 acres. The action established



Challenges



Thank you!

