



# Washoe County Commissioner Support Program 2021



# Proposal for Commissioner Support Program

- **Born out of the need to provide greater and more expansive community engagement and administrative support to Washoe County's five County Commissioners; thereby providing increased and more targeted service delivery to the residents of our County,**  
**AND**
- **Strengthen Commissioners relationship with their district community and stakeholders.**
- **In support of: Strategic Planning Initiative #5**
  - **Strengthening our culture of service**
    - **Community Engagement: Continue to engage citizens across the community through diverse channels.**
- **A broad committee of 14 employees from 6 departments participated in five strategic discussion meetings.**





# Commissioner Support Program

Two separate tracks working in unison for balanced and complete community engagement.





# Commissioner Support – Two Tracks

## Track 1:

### Community Education, Outreach and Communication

#### Solution: Community Engagement Program

Office of the County Mgr., Communications

#### Outreach & Communication:

- District level focus.
- Newsletters.
- Develop social media presence.
- Public engagement activities – social media live, coffee/fire chats.
- Private business outreach.
- Data driven processes.



#### Educates citizens on:

- County Services.
- Boards & Commissions.
- Policies & Procedures.
- Strategic direction of County.



#### Results:

- ✓ Engagement.
- ✓ Future leaders.
- ✓ Public trust in Gov't.
- ✓ Centralized program & process management.



# Commissioner Support – Two Tracks

## Track 2:

### Greater Development Focus:

#### Solution: Neighborhood Level Development Input

1. Remain in CSD and refocus specifically on district level community development items.
2. Re-engage local developers to expand outreach and public education on projects.
  - Restructure meetings for a more interactive community-developer dialogue and buy-in process.
3. Liaison to community engagement team.



# Program Implementation – Track 1

- ✓ Located under Communications, Office of County Manager.
- ✓ Recommend hiring necessary staff to facilitate and administrate district specific community engagement plans and proof of performance.

## Focused on:

1. Offering Commissioners a “Menu” of options they can choose from to support their outreach efforts.
2. Data driven strategy for policy decisions – implement two technology support tools:
  - a) Zencity – active A.I. tool designed for public entities to query the silent majority
  - b) GIS Hub - to map inquiries by district
3. A list of action items and roles the Commissioners would be responsible for.



# Sample “Menu” of Engagement Activities

- District level community profile (webpage)
- District e-Newsletters
- Commissioner Blog
  - WC website or GIS Hub
- Next Door engagement
- Facebook, Instagram, Twitter

- Zencity – A.I. capturing the needs of “silent majority.”
  - Capturing data on District diversity and impactful issues.
  - Create transparent community input systems to support strategy & decisions.
- GIS Hub – allowing key District groups to interact & create content on hub pages.



- Interactive displays in hospitals, airport, community centers, hotels, City of Reno / Sparks lobby, other resident “hubs” of activity.
- Live informal events.
  - Fireside / Coffee chats
- District outreach for hot topics & emerging crises.
- Programs to maximize diversity and eliminate barriers.

- Support civic engagement.
- Develop District specific programs.
  - CERT, UNR, KTMB, etc.
  - Door to door engagement.
  - One-time volunteer opportunities.



# Phase I Program Costs – FY22

This program will require new funding sources:

**1. Personnel costs: \$200K**

- Outreach Coordinator: \$120K
- Office Assistant III: \$80K

**2. Technology costs: \$72K**

- Zen City: \$72K – offset w/ existing Communications budget & \$14.4K in FY21
- GIS Hub: \$0K – existing County contract

**3. Program costs for community outreach events: \$100K**

**4. Total Program FY22: ~\$357.6K**





## Next Steps...

- **If approved, then:**
  - **Work with HR to establish job classifications and recruit for July 1 start dates.**
  - **Work with Budget to allocate existing funding sources.**
  - **Finalize contract for Zencity and begin implementation and training on the platform.**

