



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 9/17/2019

To: Board of Supervisors

Department or Agency Name(s): County Administrator's Office

Staff Name and Phone Number: Sheryl Bratton 565-2431

Vote Requirement: Informational Only

Supervisory District(s): Countywide

Title:

Facebook to present donation to the Community Foundation Sonoma County

Recommended Action:

Accept presentation of donation from Facebook to the Community Foundation Sonoma County

Executive Summary:

Facebook to present donation to the Community Foundation Sonoma County before the Sonoma County Board of Supervisors.

The donation is intended to help with recovery efforts for the February 2019 floods after Facebook featured the Russian River community in a video as part of the launch of their Local Alerts feature.

Discussion:

The County of Sonoma was recently featured in a short video created by Facebook.

The video is intended to highlight their "Local Alerts" program based on our usage during the February 2019 flood event. The video was released on August 27 as Facebook expanded access the "Local Alert" program for several other government and law enforcement agencies across the United States.

The Community and Government Affairs team have been working on a trial basis with Facebook for their "Local Alert" program since the end of 2018, and in March Facebook asked the County to participate in the video, which would feature how the County used the "local alerts" feature to communicate with residents during the February 2019 flood event.

The filming of the video took place in April, at which time Facebook connected with several residents of the Russian River community. Facebook saw the high level of destruction in the area and decided to make a donation to a local nonprofit to assist with recovery efforts. Facebook worked with the Community Foundation Sonoma County to be the recipient of the donation, which will be presented before the Sonoma County Board of Supervisors on September 17, 2019.

The purpose of the Local Alert feature is to prioritize the posts we tag as "Local Alert" so that we can reach the most residents, in the least amount of time through Facebook. Local alerts can be used in emergencies as well as in less critical situations as a method to share valuable information. An average post from the County's Facebook typically reaches approximately 2,000 residents. The "Local Alert" feature helped Public Information

Agenda Date: 9/17/2019

Officers reach up to 30,000 residents with just one post during the flood event, a dramatic increase in reach. The County of Sonoma remains committed to utilizing as many tools as possible to keep our community informed, including the use of new technologies such as Facebook Local Alerts. This is just one of the many tools we use to better communicate with our communities. We also invite our residents to sign up for SoCoAlert (socoalert.org), the County's alert system.

The video may be viewed here: <<https://www.facebook.com/gpa/blog/expanding-local-alerts>>

Prior Board Actions:

None

FISCAL SUMMARY

Expenditures	FY 19-20 Adopted	FY20-21 Projected	FY 21-22 Projected
Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
Contingencies			
Total Sources			

Narrative Explanation of Fiscal Impacts:

N/A

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

N/A

Attachments:

None

Agenda Date: 9/17/2019

Related Items “On File” with the Clerk of the Board:

None