



## Legislation Details (With Text)

**File #:** 2019-1371  
**Type:** Regular Calendar Item **Status:** Passed  
**File created:** 8/28/2019 **In control:** County Administrator  
**On agenda:** 9/17/2019 **Final action:** 9/17/2019  
**Title:** Facebook to present donation to the Community Foundation Sonoma County  
**Sponsors:** County Administrator  
**Indexes:**  
**Attachments:** 1. Summary Report

Date	Ver.	Action By	Action	Result
9/17/2019	1	Board of Supervisors	Approved as recommended	Pass

**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 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**

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

**Narrative Explanation of Fiscal Impacts:**

N/A

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

**Narrative Explanation of Staffing Impacts (If Required):**

N/A

**Attachments:**

None

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

None