

## Community Corrections Partnership Advisory Board

DATE: November 14, 2022

TO: CCP Advisory Board

FROM: Laura Foster, Management Analyst II, Public Safety and Justice Agency  
Muriel Strand, Chair, Public Awareness Ad Hoc Committee

RE: **STAFF REPORT ON AGENDA ITEM #7**

### 6 – Public Awareness Ad Hoc Committee Update

#### **Recommendation:**

- a) Receive an update from the Public Awareness Ad Hoc Committee.
- b) Review and discuss the proposed plan and associated documents.
- c) Recommend the CCPAB Public Awareness Ad Hoc Committee's Community Engagement Campaign and associated materials (Flyer, PowerPoint) for submission to the CCP.

#### **Background:**

The Public Awareness Ad Hoc Committee was tasked with producing a plan (or campaign) to expand public awareness and encourage community engagement. The goals and methods associated with the campaign are outlined below.

#### **Goals of the Community Engagement Campaign:**

- Expand public awareness and knowledge of public safety realignment legislation, AB 109 population, CCP, CCPAB, and AB 109 Plan Updates:
  - Drive traffic to CCPAB website.
  - Expand hosting locations for AB 109 Plan.
- Encourage community feedback and participation into CCPAB activities:
  - Increase attendance at CCPAB meetings.
  - Receive written public comments on meeting materials and plan updates (SacCountyCCPAdvisoryBoard@SacCounty.gov).
  - Receive new and innovative ideas for improving AB 109 Plan updates.
  - Receive applications for CCPAB membership (when a vacancy arises).

#### **Methods and Materials to Achieve Goals:**

- Develop, post, and share informational flyers.
  - Flyers may be posted used during any public-facing events or interactions, posted to the website, and shared electronically with interested community members.
  - Flyers include information about monthly meetings, brief FAQ, and links to CCPAB website, AB 109 Plan 2022 Update, and CCPAB email address.

- Develop, post, and share social media content.
  - Social media postings will be used periodically and strategically to increase awareness and engagement.
- Develop and present a PowerPoint for community and group meetings.
  - The PowerPoint may be used during community town hall meetings (in person or over zoom), or when presenting to smaller groups or individuals. It may also be posted to the CCPAB website.
- Establish and Maintain a Meeting Material Distribution List.
  - Staff will maintain an email list of those desiring to receive notifications/materials for CCPAB meetings.
  - After each meeting's materials have been posted, staff will send an email notification to all distribution list members.
  - Sign up by emailing [SacCountyCCPAdvisoryBoard@SacCounty.gov](mailto:SacCountyCCPAdvisoryBoard@SacCounty.gov).
- Ask CCP Executive Committee agencies/departments to post/share the AB 109 Plan Update each year.
- Facilitate increased engagement during meetings.
  - Offer hybrid/virtual attendance options for members of the public interested in participating in CCPAB meetings.
  - Consider moving to a larger space for meetings that can accommodate greater public attendance.

**Attachments:**

ATT 1 – Flyer

ATT 2 – PowerPoint