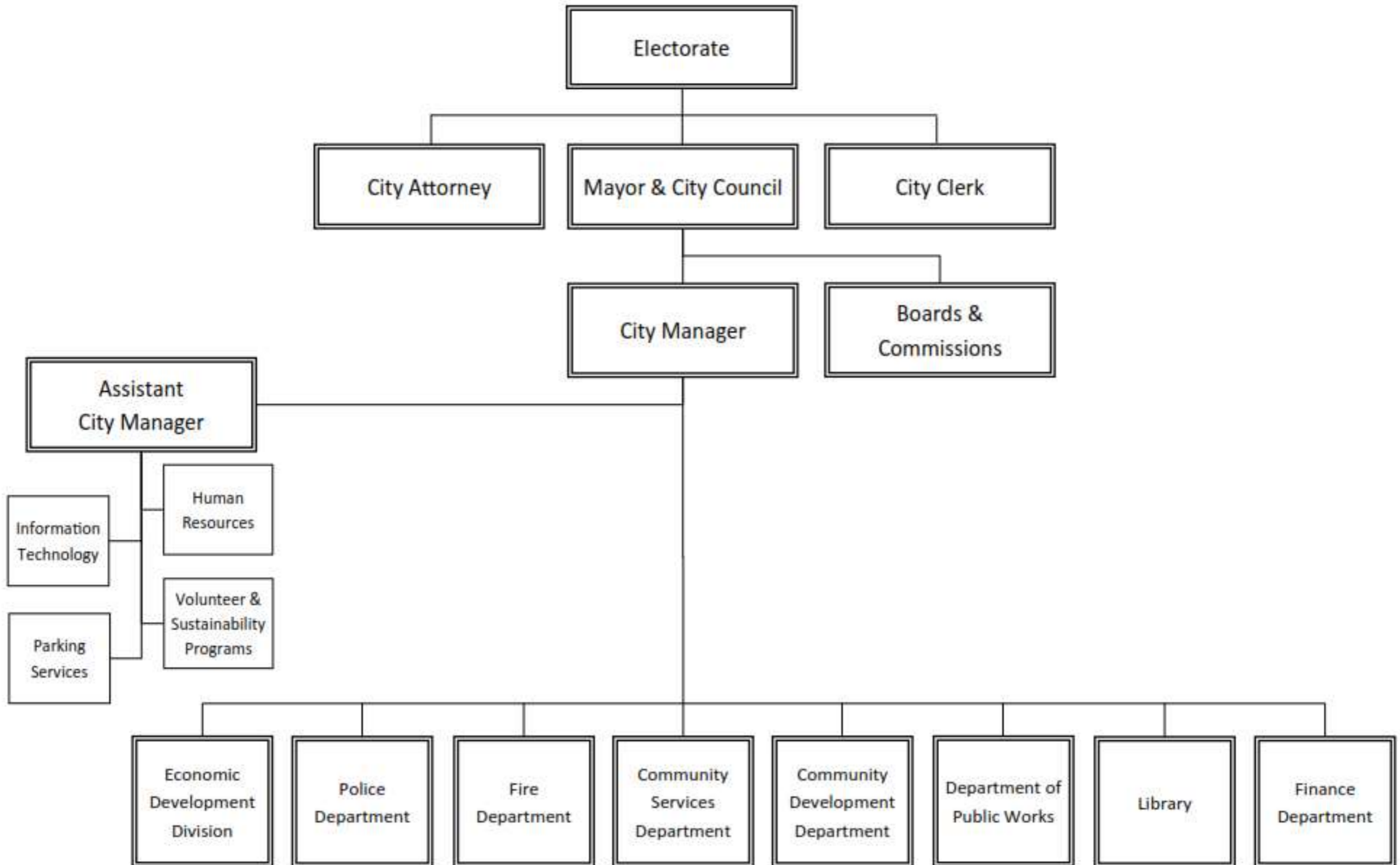


Community Engagement in San Rafael



City of San Rafael

Organizational Chart



Growing

Mayor Gary Phillips

Councilmember Kate Colin

Resident

+

*Sarah Houghton
(Library Director)*

Engagement

*Nancy Mackle
(City Manager)*

And

*Jim Schutz
(Assistant City Manager)*

Transparency

*Rebecca Woodbury
(Management Analyst)*

community

Community Survey

91 responses in Spanish

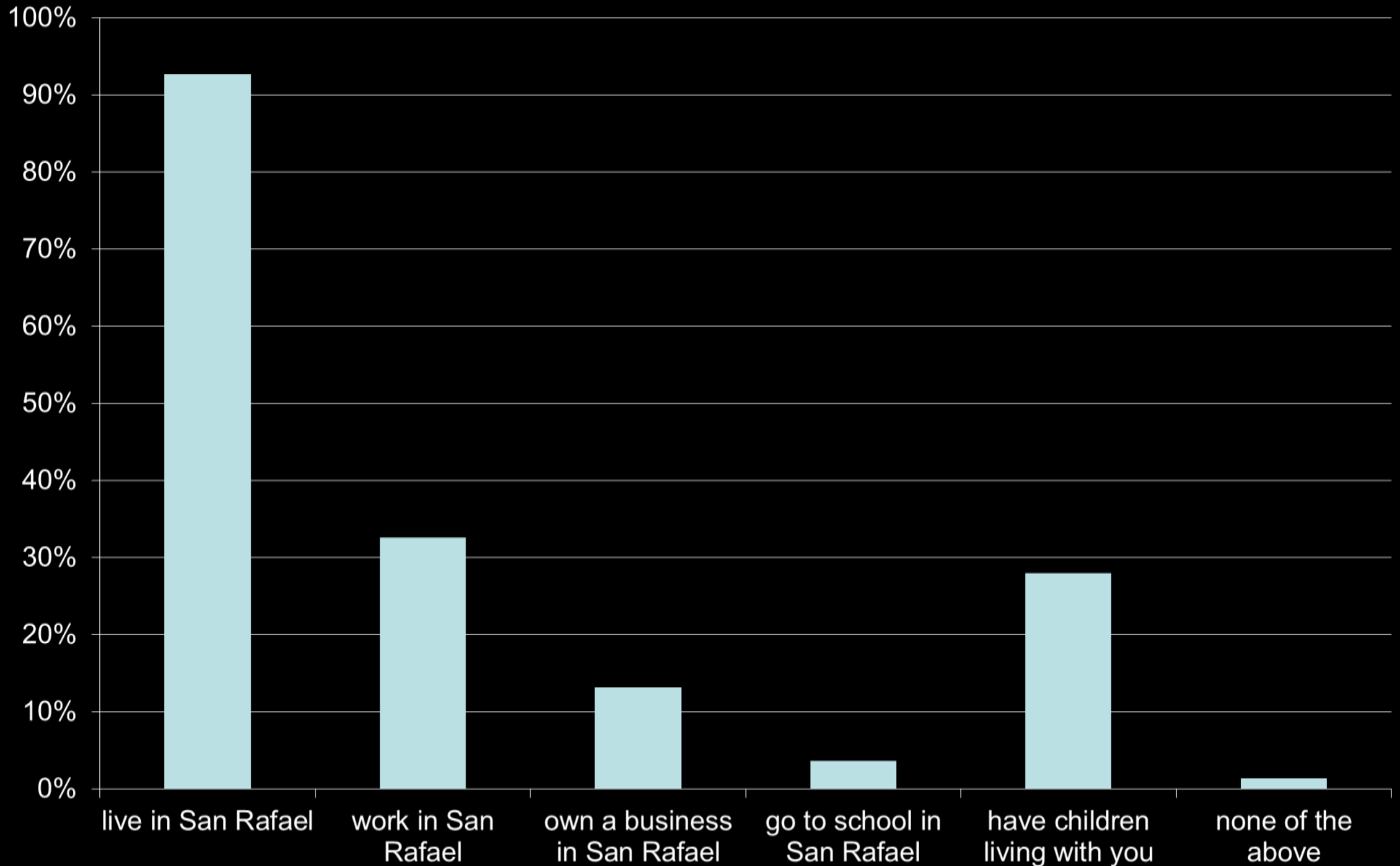
953 responses in English



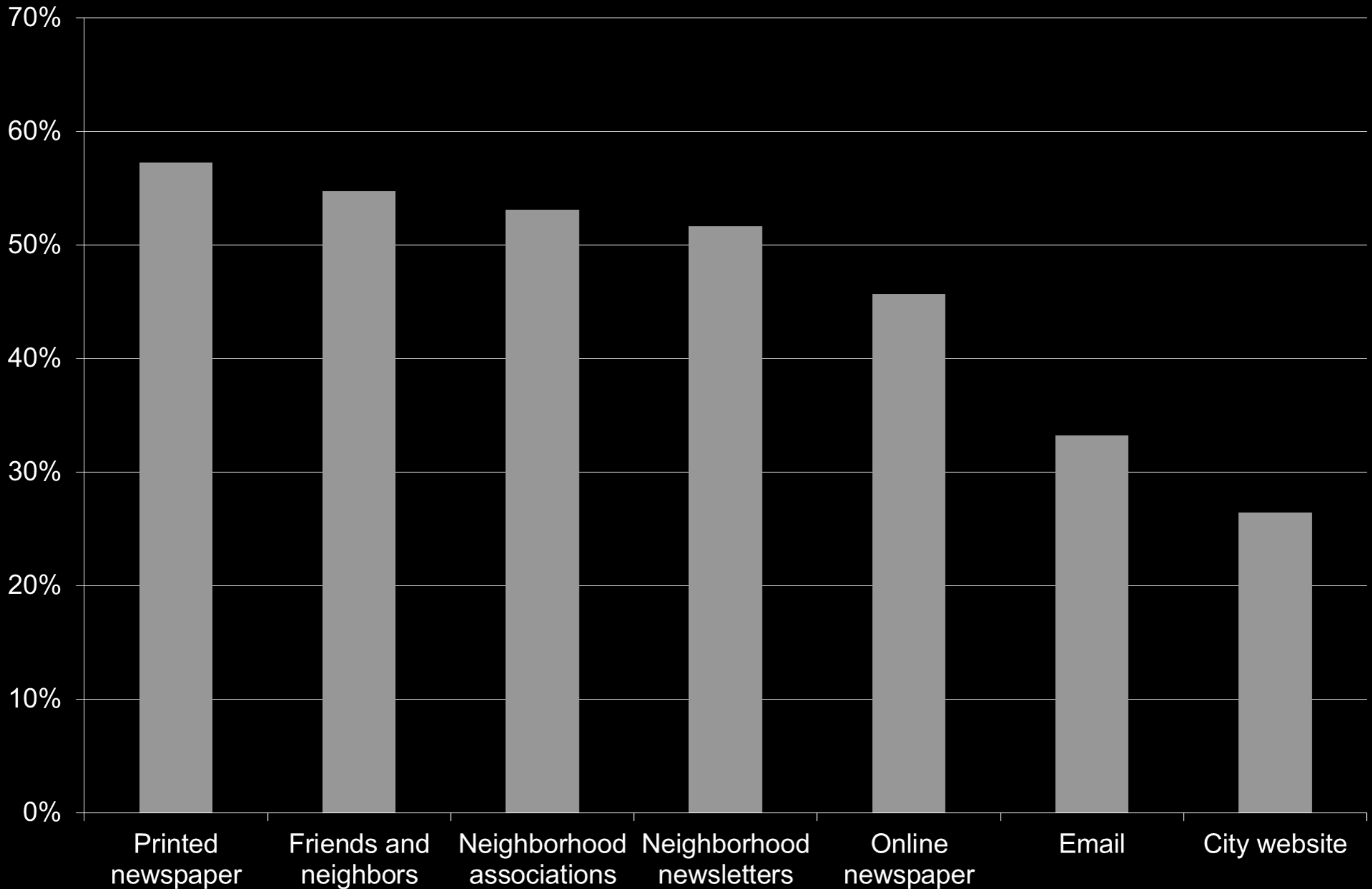
Key Results



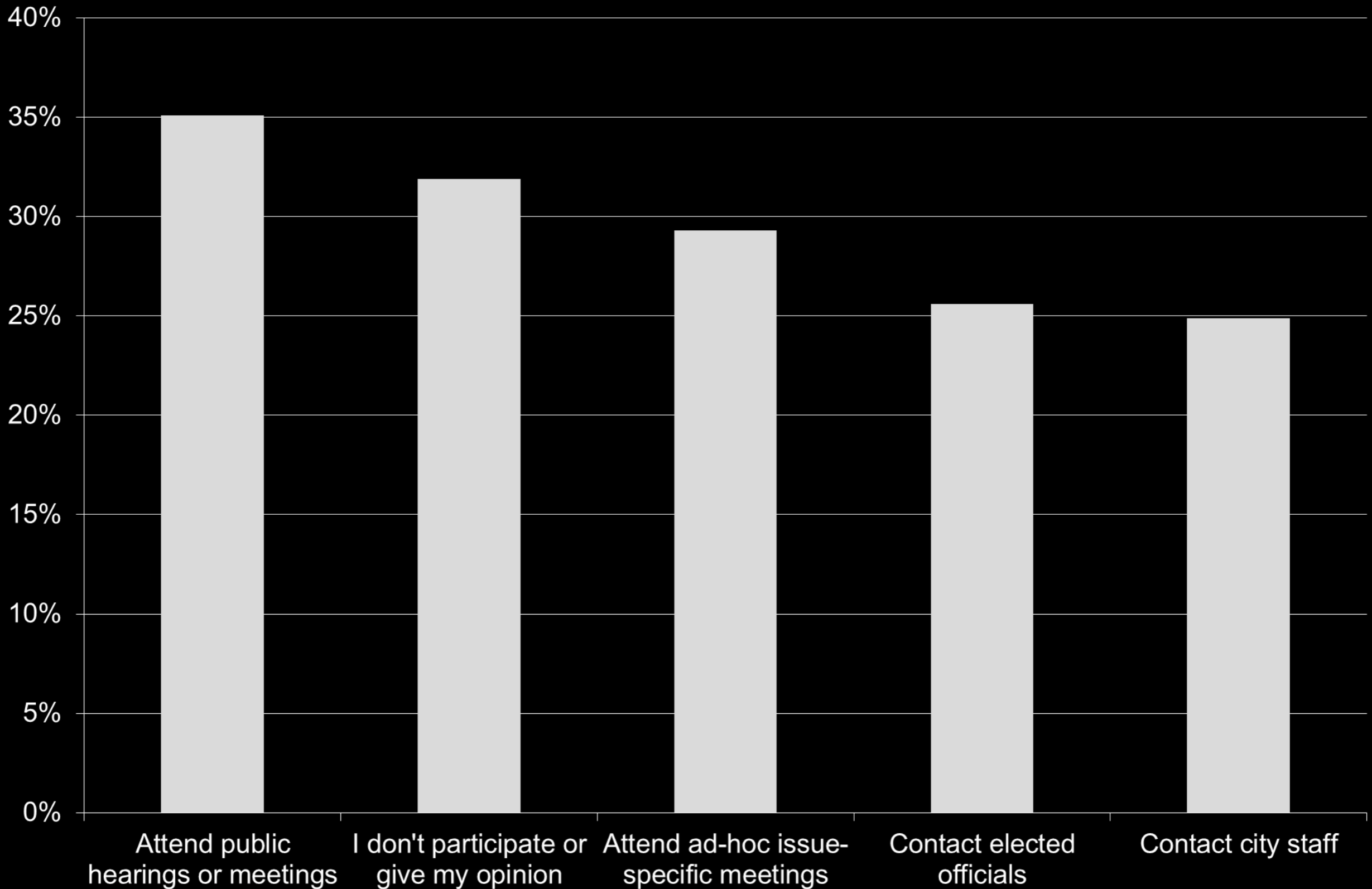
Do you...



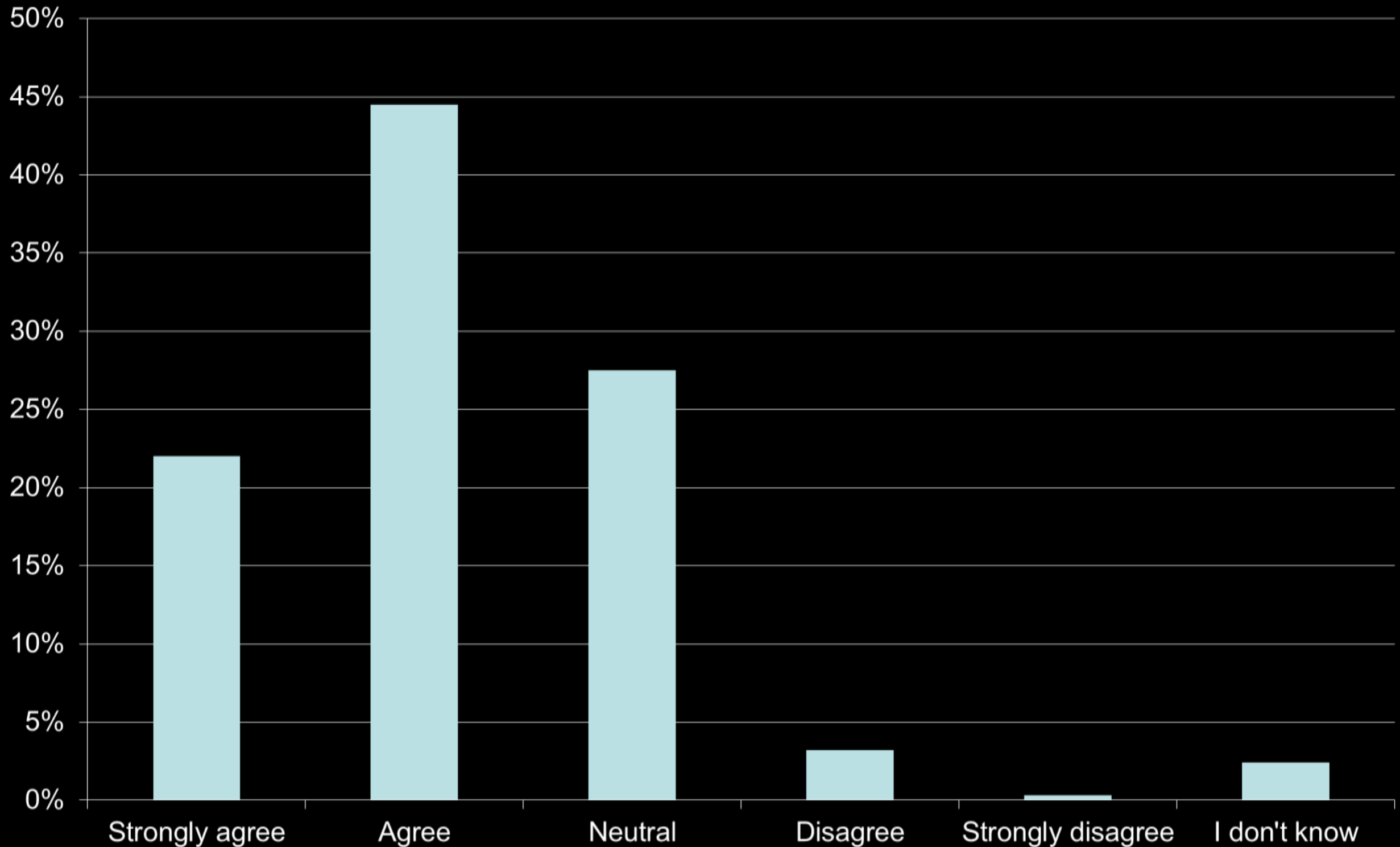
What sources do you use to get information about City issues and decisions?



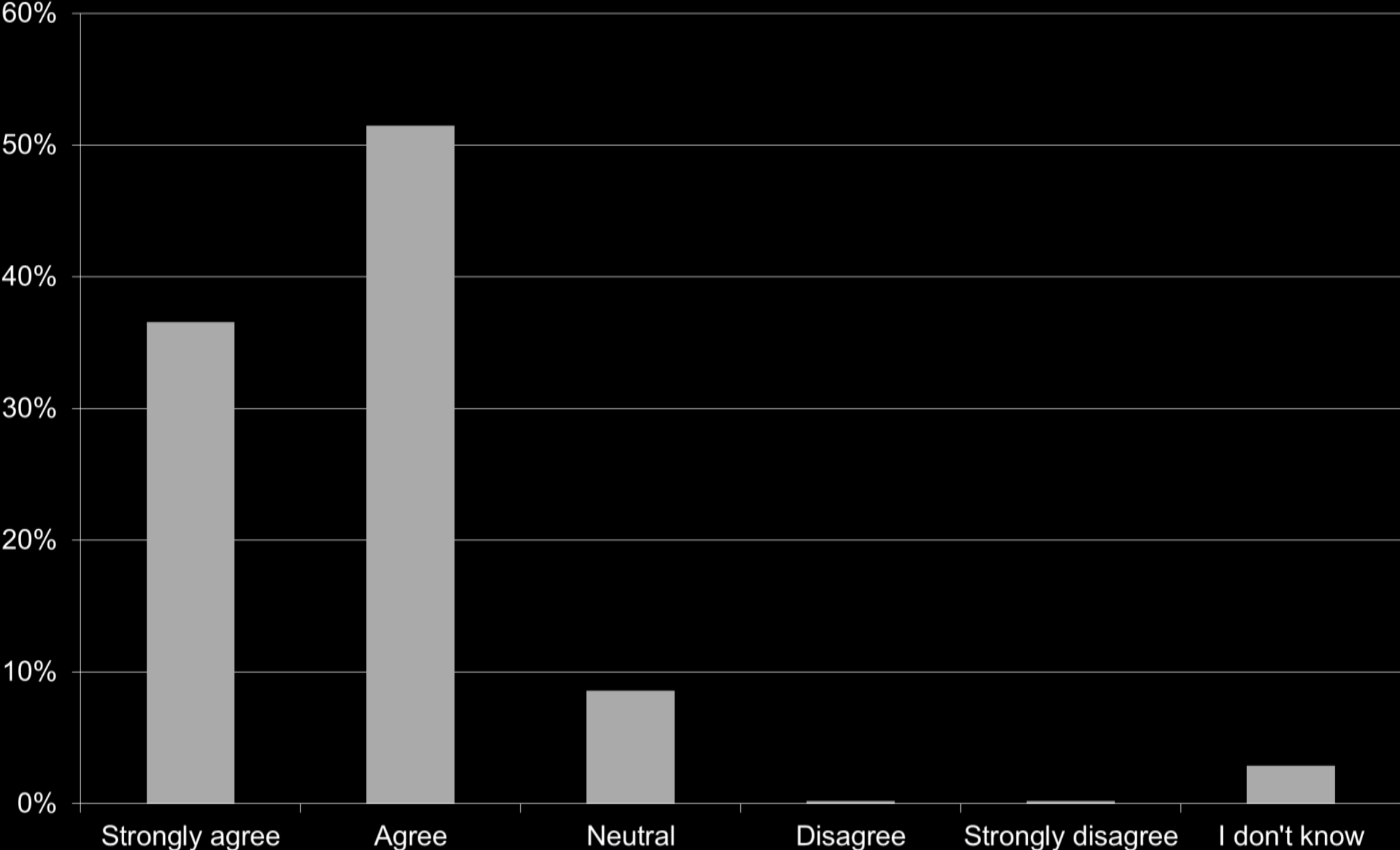
What methods do you use to participate or give your opinion to City decision-makers?



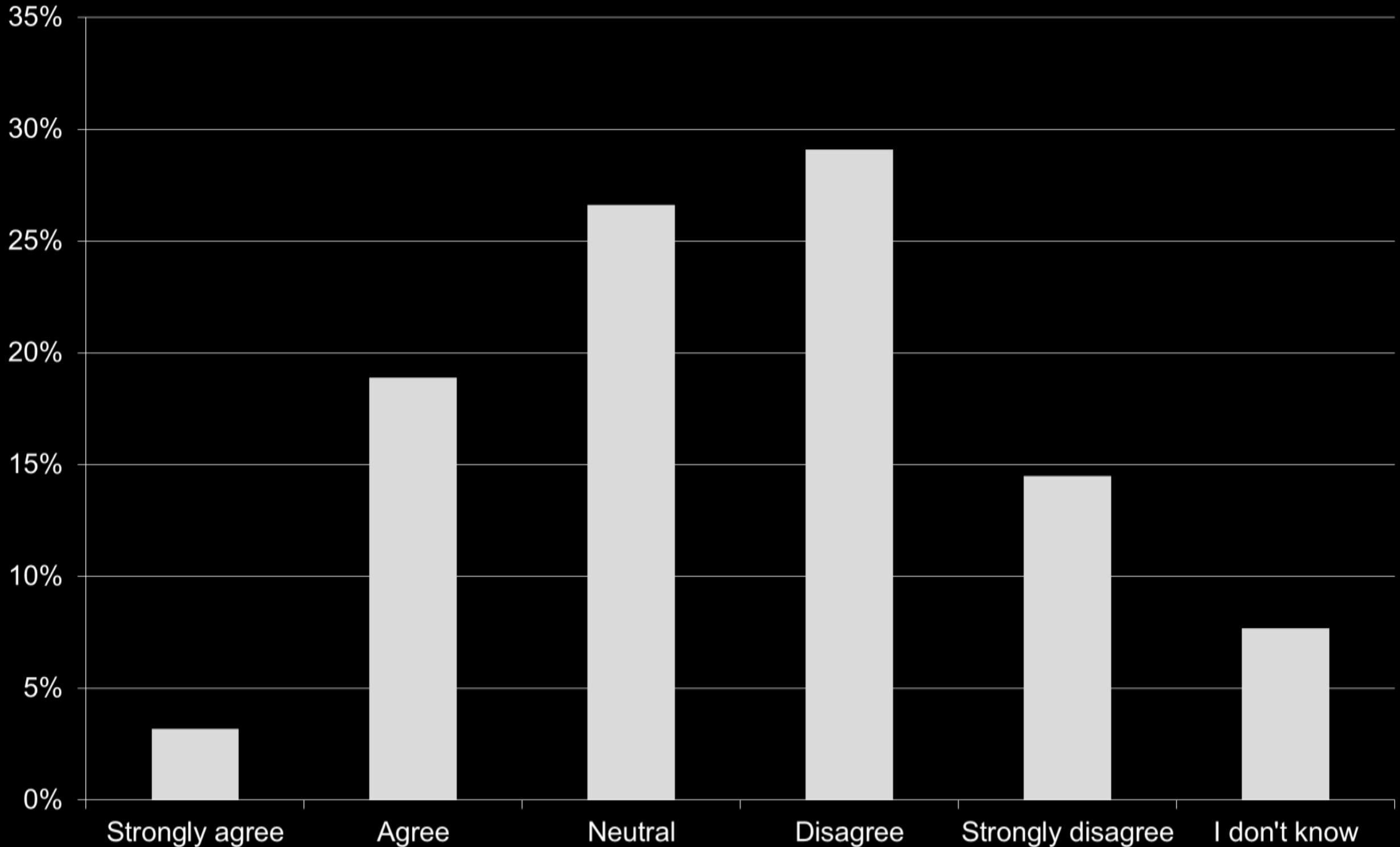
It's important to me that I be involved in City Council decision-making.



It is important to ensure representative participation in community engagement.

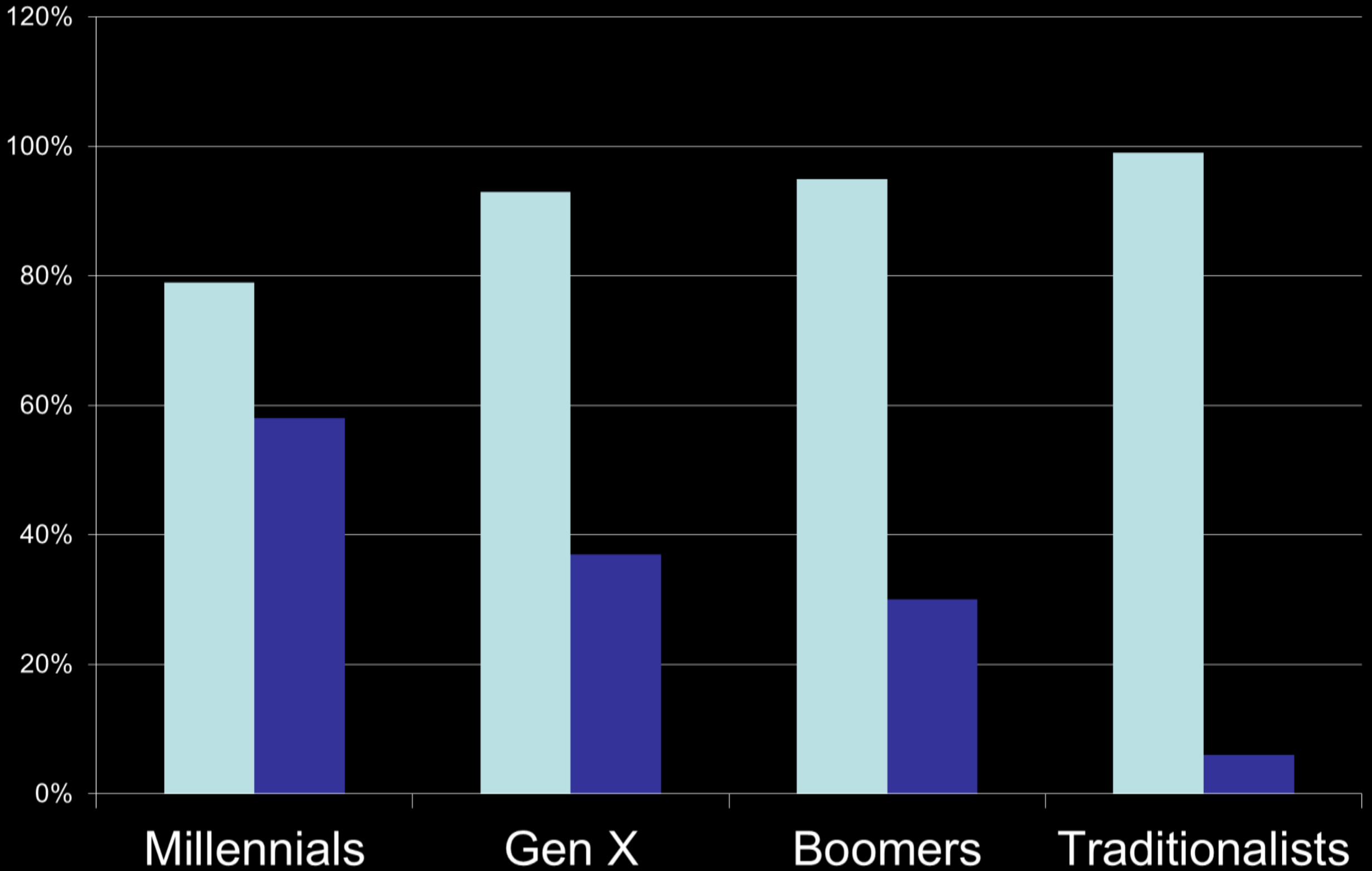


The City actively reaches out to its stakeholders.



Some Generational Differences

■ Live in SR ■ Work in SR



How do you get your info?

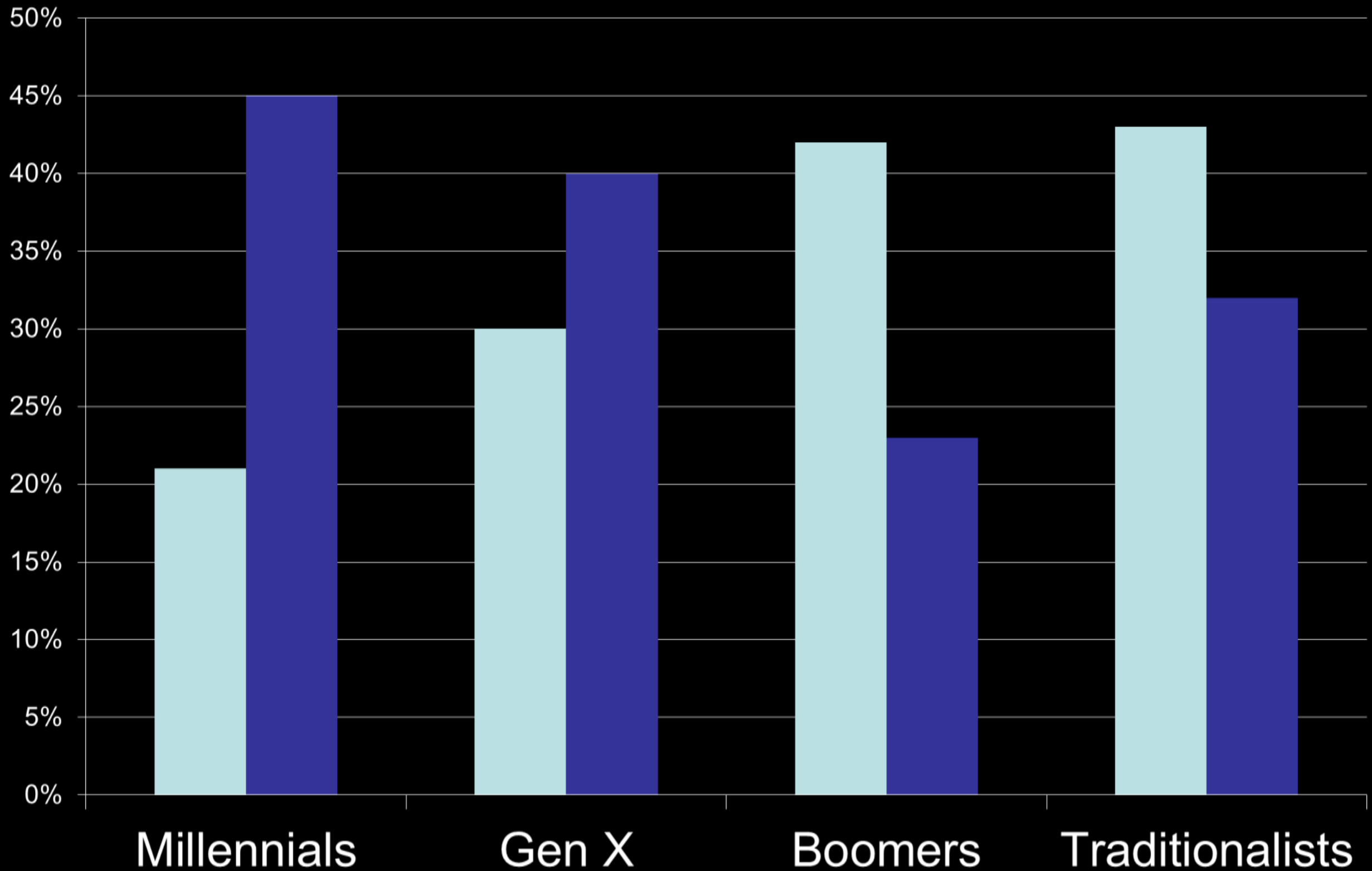
Baby Boomers and Traditionalists

- Printed newspapers
- Neighborhood associations

Millennials and Generation Xers

- Friends and neighbors
- Online newspapers

■ Attend meetings ■ Don't participate at all



Our Top 5 Takeaways from the Survey

Community Survey Results

1. People very much want to hear about what's happening in San Rafael.



Community Survey Results

2. People value representative participation, including their own personal involvement, in City Council decision-making.

So why don't people participate? Lack of time and energy, and City meetings and staff reports are too long.

Community Survey Results

3. People want the City to work harder on communication--to reach out to stakeholders on issues before decisions are made and to provide clear and understandable information on these issues.

People also expect to receive information on the final decision if they offered input.

Community Survey Results

4. People use a wide range of sources to get information about City issues.

How people get information varies based on age, gender, primary language, and family status.

Community Survey Results

5. People who work and/or own a business in San Rafael are *even more* interested and invested in City decisions than people who live here, and also report feeling more connected to the City as a community member.

Questions?