



**To:** Mendocino Coast Health Care District Board  
**From:** Michael Terris & Robin Gerrity, Props & Measures  
**Date:** January 24, 2025  
**Re:** Communication & Outreach Update

Props and Measures staff continue to collaborate with MCHCD on communication outreach and the planning process for updating the hospital facilities. With new leadership on the MCHCD Board and changes in leadership at Adventist Health, it is important to strive for clear communication with the community.

**Community Engagement**

The following outreach mechanisms are suggested to increase engagement with the Coast community, MCHCD constituents, and Adventist Health leadership.

- Email and press releases following monthly Board Meetings and/or other MCHCD Events
- Invite board members to join weekly communication meetings with Props and Measures staff (one at a time with Chair Garza and Administrator Wiley to avoid Brown Act violation)
- Quarterly Community Meetings throughout the district to share MCHCD updates and solicit community feedback
- Engage in community meetings throughout the district (draft list below)

Organization	Meeting Schedule	Time	In Person or Zoom
Mendocino County Board of Supervisors	2nd & 4th Tuesdays	9:00 AM	In Person & via Zoom
Fort Bragg City Council	2nd & 4th Mondays	6:00 PM	In Person & via Zoom
Fort Bragg Public Safety Committee	3rd Wednesday	3:00 PM	In Person & via Zoom
Mendocino County Behavioral Health Advisory Board (BHAB)	4th Wednesday	10:00 AM	In Person
Mendocino County Office of Education	2nd Monday	10:00 AM	In Person
Mendocino Fire Protection District	2nd Thursday Last Wednesday	9:00 AM 6:00 PM	In Person
Mendocino Community Services District	Last Monday	5:00 PM	In Person
Latino Coalition Alliance			
Fort Bragg Rotary	Last Thursday		
League of Women Voters			
Fort Bragg Chamber of Commerce			
Coastal Mendocino Association of Realtors			
First Fridays	First Fridays		
Farmers Markets	May - October		
Adventist Health Community Round Table			



### Social Media Outreach

- Continued to enhance social media presence with graphics and posts related to MCHCD information and activities
- Include Adventist Health information in MCHCD outreach on Facebook and Instagram

### Facebook and Instagram Performance in 2024

The Mendocino Coast Health Care District's social media platforms saw significant growth in the last year.

- Between January 1, 2024, and January 1, 2025, the Facebook Page's reach increased by 896% to 9.7K people. During this period, all content was organic, and no funds were allocated for boosted posts or ads.
- Facebook views, which track the total number of times content (posts, videos, stories) was displayed or played, reached 30.1K. The page experienced 2.2K visits and gained 47 new followers, bringing the total to 67.
- Over the last three months, the district has posted 19 times on Instagram, with nine active posts currently. The profile has been viewed 42 times and currently has 22 followers.
- Although the follower count on both platforms may be low, the success of our content is evident in our reach, views, and profile visit data, which indicate that the content is effectively reaching and engaging our community.

### Ongoing Communication Projects

- Support the 2030 Hospital team and the Standing Planning Committee and efforts to identify next steps in updating MCHCD hospital facilities including guidance on potential bond measure planning and communication plan to engage the Coast community on future plans.
- Assist Agency Administrator with agency reports and communication as needed.