



City Manager Lorie Tinfow contributes a monthly column to the *Pacifica Tribune* to connect with local residents and keep Pacificans informed on issues that are of current interest in the City of Pacifica. Below is the submission for the October 5, 2016 edition of the *Pacifica Tribune*, which focuses on the topic of connecting with the community.

City Hall Makes Greater Connection with the Community

Since my first day here, I have been hearing that the City needed to do more to share information with the community. Because the staff is so small, the City has historically struggled to just get the work done let alone also talk about the work. While that hasn't changed, the staff and I recognized the need and the value of getting more information out to the public and have been moving in that direction for the last three years.

Updated City Website

A few months ago, we unveiled the City's new website (cityofpacifica.org). With features such as "how do I..." and individual portals for "residents", "businesses", and "visitors", we have streamlined the process for finding City information that meets your needs. We have also added more photos for visual interest and to highlight the City's beauty.

Expanded Social Media Presence

We joined NextDoor in 2014 and launched a City-wide FaceBook page last year. This year we expanded our use of FaceBook and Twitter—you may have seen us testing our Twitter skills on August 15 as part of International City Hall Selfie Day.

City Booth at our Local Events

Starting last year, the City expanded our presence at local festivals such as Fog Fest and Eco Fest. At these events, visitors can meet staff from all levels and hear about projects and activities that are underway. For example, at the recent Fog Fest, we highlighted the Palmetto streetscape project with a hanging diagram of the layout for the 10 blocks between Clarendon and Buena Vista, and the engineering diagram showing the City property located at 2212 Beach Blvd. where a hotel and restaurant are planned. Many people stopped by to take a look and ask questions.

"Connect with Pacifica" Email Newsletter

Just a few weeks ago, we launched a weekly email newsletter called "Connect with Pacifica". In it, we highlight city news, post press releases and alert readers to important events on specific dates. Our distribution list has about 3,000 addresses and continues to grow. (If you aren't receiving it and would like to, please send a request to join to connectwithpacifica@ci.pacificaca.us.)

Recent Study Session on Sea Level Rise

Our most recent effort to connect was focused on sea level rise. Last week, the City Council held a study session designed to let us hear the community's thoughts about the topic. More than 60 people participated in small group discussions that were facilitated by City staff. The groups started with

sharing what they know about sea level rise and how they get their information. We learned that we have some very well-informed people interested in helping to figure out future steps. All of the comments were collected and will be part of the materials available to the City Council during its discussion of policy direction on October 10. Feedback afterward was very positive with comments such as “I like this process”, “This is exciting; I’m going to tell my neighbors about this”, and “The City staff rock!”

We know there is still room to expand our efforts but I’m proud of the progress that we have been able to make so far. We would love to hear your feedback! Please drop us a note at connectwithpacificaci@ci.pacificaca.us.
