



Midpeninsula Regional
Open Space District

Memorandum

DATE: December 17, 2014

MEMO TO: MROSD Board of Directors

THROUGH: Stephen E. Abbors, General Manager

FROM: Shelly Lewis, Public Affairs Manager

SUBJECT: Public Affairs Assistant

In order to fulfill the Board's Strategic Goal to "connect people to open space and a regional vision", the Public Affairs Department continues to develop and implement a comprehensive public outreach strategy that engages diverse communities and enhances the District's public education program. This strategy includes active outreach to geographically, ethnically, and economically diverse communities, as well as youth through targeted outreach and education.

The Public Affairs Assistant has an important role in fulfilling the District's strategic communications objectives and a two-year extension of this position would significantly improve the District's ability to fulfill the following new functions:

- Conducting youth outreach through high schools, colleges, clubs, youth commissions, and nonprofits.
- Managing the District's Yelp.com presence, which has over 60,000 page views per year.
- Strengthening the outreach program at fairs and festivals and attending more multicultural and family events.
- Engaging an increasingly tech-savvy audience by developing new media like video, which increases web site engagement by as much as 86%.
- Supporting the 50+ events that the District either hosts or participates in each year.

The candidate in place holds a Master's degree in Public Health, speaks three languages, and is highly capable of performing these duties. In her first three months, she has developed three videos, assumed management of Yelp, spoken with a variety of youth groups and will present to the San Mateo County Youth Commission's Environmental Protection Committee on December 15.