



# SACRAMENTO COUNTY

Ad Hoc Committee for Communications, Engagement and Outreach

VISION AND IDEAS FOR  
THOUGHTFUL GROWTH

COMMUNITY  
REVIEW  
COMMISSION





## THE **VALUE** OF PUBLIC RELATIONS

Seth Godin

People do not buy goods and services. They buy relations, stories and magic.

Sir Richard Branson

Publicity is absolutely critical. A good PR story is infinitely more effective than a frontpage ad.

Bill Gates

If I was down to my last dollar, I would spend it on public relations.

John D. Rockefeller

Next to doing the right thing, the most important thing is let people know you are doing the right thing.

Mark Twain

The public is the only critic whose opinion is worth anything at all.

Public relations is like oxygen. It's essential but rarely noticed unless it's absent or windy.

The value of public relations is often underestimated and overlooked but it provides invaluable tangible and intangible benefits.

**BUILDS** Goodwill & Trust  
**CREATES** Value & Credibility  
**PROTECTS** Image & Reputation

This is a high-level conceptual overview. Additional context and details are available.

John D. Rockefeller said, "Next to doing the right thing, the most important thing is to let people know you are doing the right thing."

Let's share our story.



## FOCUS 4 TARGETS

Thoughtful growth begins with awareness, learning and adoption of new ideas to improve and be more effective and productive - hallmarks of forward thinking, professional organizations.



### IDENTITY

- Logo
- Brand & Media Kit
- Social Media
- Web



### COMMUNICATION

- Evaluate and Improve Practices
- Adopt Processes for Success



### OUTREACH

- Engage Communities
- Develop Relationships



### GROWTH

- Thoughtful
- Plan for Long Term Continuity and Growth



## THE CONNECTION



This is the start of something amazing and exciting. You are part of this.  
Some of these ideas may be familiar. They're your ideas.  
We've been listening. Some of these ideas are novel.  
We have to think outside the box and trust the experts.

Communications and outreach are typically thought of as external (i.e., community groups, stakeholders, etc.) but internal communications are just as important, if not more, and begins within - because nothing outside happens without first starting inside.

We have to establish our brand and identity first. We'll create the foundation and framework to enable us to be more effective, credible, productive, professional, transparent and trustworthy. Then, we'll reach out our hands to build trust and relationships.

All of these components and elements are a comprehensive package, designed to be complementary and most effective together.

The Ad Hoc Committee for Communications, Outreach and Engagement has a grand vision for us.  
Let's have conversations.  
Let's grow and progress.  
Let's do this together.



# THE REPORT

## FINAL REPORT AND RECOMMENDATIONS

The committee presents their recommendations to the Community Review Commission for approval - a professional plan for communications, outreach and engagement.

This report is a summary of a grand vision for thoughtful growth and professionalization of the Commission. These recommendations are a roadmap of how to get there. It is something that will enable the Commission to be more effective and productive as it builds relationships and connections with its community and stakeholders.

### GUIDE TO NAVIGATE THIS REPORT AND RECOMMENDATIONS

- Summaries for Quick Reference
- Organized by Sections for Vision, Process and Recommendations
- Recommendations Are Organized Within their Primary Components
- Supplementary and Supporting Materials (e.g., establishing resolution, original communications plan, etc.) Have Been Referenced and Not Included Due to File Size Limitations

### REFINEMENT, IMPLEMENTATION AND UPDATES

This committee and process has been to establish a foundation and framework for thoughtful growth and professionalization.

It is expected, even after this ad hoc committee sunsets, elements will continue to be developed and refined. The necessary work to refine elements and projects will be continuous after the committee has sunset due to the dynamic nature of a communications plan and structure of ad hoc committees.

The commissioners with the relevant professional expertise will continue to work with staff and commission leadership to guide, update and implement this plan for communications, outreach and engagement.

### SUMMARY OF REPORT

The Ad Hoc Committee for Communications, Outreach and Engagement was created May 14, 2024 and began meeting weekly on June 5, 2024. November 2024 was projected to be the target finish and final presentation to the Commission. The final approval and vote by the Commission is scheduled for December 2024.

The initial meeting(s) focused on forming goals and working structure. An initial high-level overview and framework would be established. Subsequent meetings developed concepts, specific components and elements, recommendations and final revisions. The committee provided updates for member and/or stakeholder feedback and final committee level review and approval for presentation and commission approval.

This communications, engagement and outreach plan is intended to be dynamic and replace and supersede the Community Engagement and Communication Plan – Approved August 2022. It should be reviewed and updated annually.

### UPDATES TO COMMISSION

The committee provided monthly reports to the commission. At each commission meeting, major components and elements of the communications plan were shared with the commission for the feedback and direction.

#### July 2024

- Initial Introduction of Committee Process, Foundational Framework and Four Primary Components and Elements for Thoughtful Growth and Professionalization
- Initial Introduction of Logos

#### August 2024

- Rescheduled for September 2024 Due to Commission Agenda
- Developed Prompt for Better Conversation and Feedback for Direction

#### September 2024

- Presentation and Updates of Community Events and Town Halls, Tracking Log, Incident Notification, Logos and Website

#### October 2024

- Initial Introduction of PR Kit and Social Media Guide

# COMMUNITY REVIEW COMMISSION

## AD HOC COMMITTEE FOR OUTREACH AND ENGAGEMENT

- Presented Final Drafts of Brochure
- Presented Final Logos
- Presented Final Website Update

### **November 2024**

- Final Report and Recommendations
- Official Portraits and Group Photo of Commission

### **December 2024**

- Final Approval and Vote by Commission

## **RECOMMENDATIONS**

The recommendations are categorized by their primary components – Brand and Identity (including Professionalization), Communications – Internal and External, Outreach and Engagement. The components, elements and recommendations were developed with professional communications industry expertise, standards and trends and thoroughly reviewed and vetted by the committee with feedback from the Commission, Board of Supervisors, county staff, subject matter experts and the community and stakeholders.

## **REFERENCES**

1. Sacramento County Establishing Resolution 2021-0256 – Approved 5/21/2021
  - Sacramento County. “Resolution to Establish A Community Review Commission.” Sacramento County, May 4, 2021. [https://www.saccounty.gov/news/latest-news/Documents/RES\\_Community\\_Review\\_Commission.pdf](https://www.saccounty.gov/news/latest-news/Documents/RES_Community_Review_Commission.pdf)
  - Nava, Kim. “Board Approves Law Enforcement Review Commission.” Sacramento County News, May 5, 2021. <https://www.saccounty.gov/news/latest-news/Pages/Board-Approves-Law-Enforcement-Review-Commission.aspx>
2. Community Engagement and Communication Plan – Approved August 2022
3. Memorandum of Understanding Between the Sacramento County Board of Supervisors and the Sheriff of Sacramento County Regarding the Office of the Inspector General
4. Sacramento County Seal, Logo and Flag
  - <https://www.saccounty.gov/Government/Pages/CountySealandLogo.aspx>
5. Sacramento County Social Media Policy – Revised 2/23/2023
6. Commission Incident Notification Procedure v202407
7. Commission Social Media Guide v202402
8. Commission Website Update Guide v202402



# THE PROCESS

## HOW DO WE GET THERE?



- Logo
- Brand & Media Kit
- Social Media
- Web



- Evaluate and Improve Practices
- Create Systems to Enhance Effectiveness of Internal and External Communication
- Adopt and Implement Processes for Success



- Engage Communities
- Develop Relationships with Community Organizations and Stakeholders
- District Meetings
- Designate Liaisons for Counterparts
- Proactive Crisis/Incident Response and Management



- Thoughtful and Measured
- Establish Common Sense Framework for Success
- Plan for Long Term Continuity and Growth



# THE PRESENCE

## HOW DO WE GET THERE?

### BRAND AND IDENTITY

- Create Brand and Media Kits
  - Logos (primary and wordsmith versions)
  - Colors, Fonts, Formats, etc.
  - Mission and/or Values and Historical (est. resolution) Statement

### OUTREACH AND ENGAGEMENT

- Review and Revise All Documents and Materials (e.g., community presentation, fact sheet, etc.) for Consistency to Brand Specs (i.e., ADA compliance, colors, contrast, fonts, format, structure, etc.)

### SOCIAL MEDIA AND WEBSITE

- Establish Presence and Social Media Calendar
- Engage Target Demographics
- Increase Engagement, Satisfaction, Transparency and Trust
- Acquire Unique Website for Easy Retention and Access
- Transform Website to Be More User Friendly and Functional

### MEDIA

- Press Releases Template
- Press Releases (develop procedures for responses)
  - for Change of Name
  - for Incidents and/or Items of Community Interest
  - Regular Releases (at least quarterly) to Remain Relevant
  - Coordinate Articles and Interviews



# THE PROCESS

## HIGH LEVEL HIGHLIGHTS

### COMMUNICATION, OUTREACH AND ENGAGEMENT

- Improve Internal and External Engagement
- Develop Benchmarks, Goals to Measure Success

### INTERNAL COMMUNICATIONS

- Incident Notification Protocol for Critical/Serious Incidents
- Establish Standing Issues Tracking Log Agenda Item for Administrative Issues and Follow Up (e.g., tabled items, status updates, etc.) for Action, Direction and Resolution
- Regular Meeting w/Inspector General
- Regular Meeting w/Sheriff's Office Command Staff

### EXTERNAL COMMUNICATIONS

- Community Meetings with Supervisors
- Community Meetings/Town Halls
- Proactive Crisis Management for Incidents of Community Interest
- Regular Proactive Stories of Interest (social and traditional media)
- Establish Social Media Presence and Calendar
- Regular Social Media Postings to Remain Relevant
- Website Update
- Designate Liaisons (and alternates) with Counterparts to Foster Communication and Coordination
- Designate Representative(s) for State or National Organizations (e.g. National Association for Civilian Oversight of Law Enforcement, etc.)

### PROFESSIONALIZATION

- Branding and Identity
- Tools for Commissioners
- Official (professional style) Photos and Biographies (separate section on website)

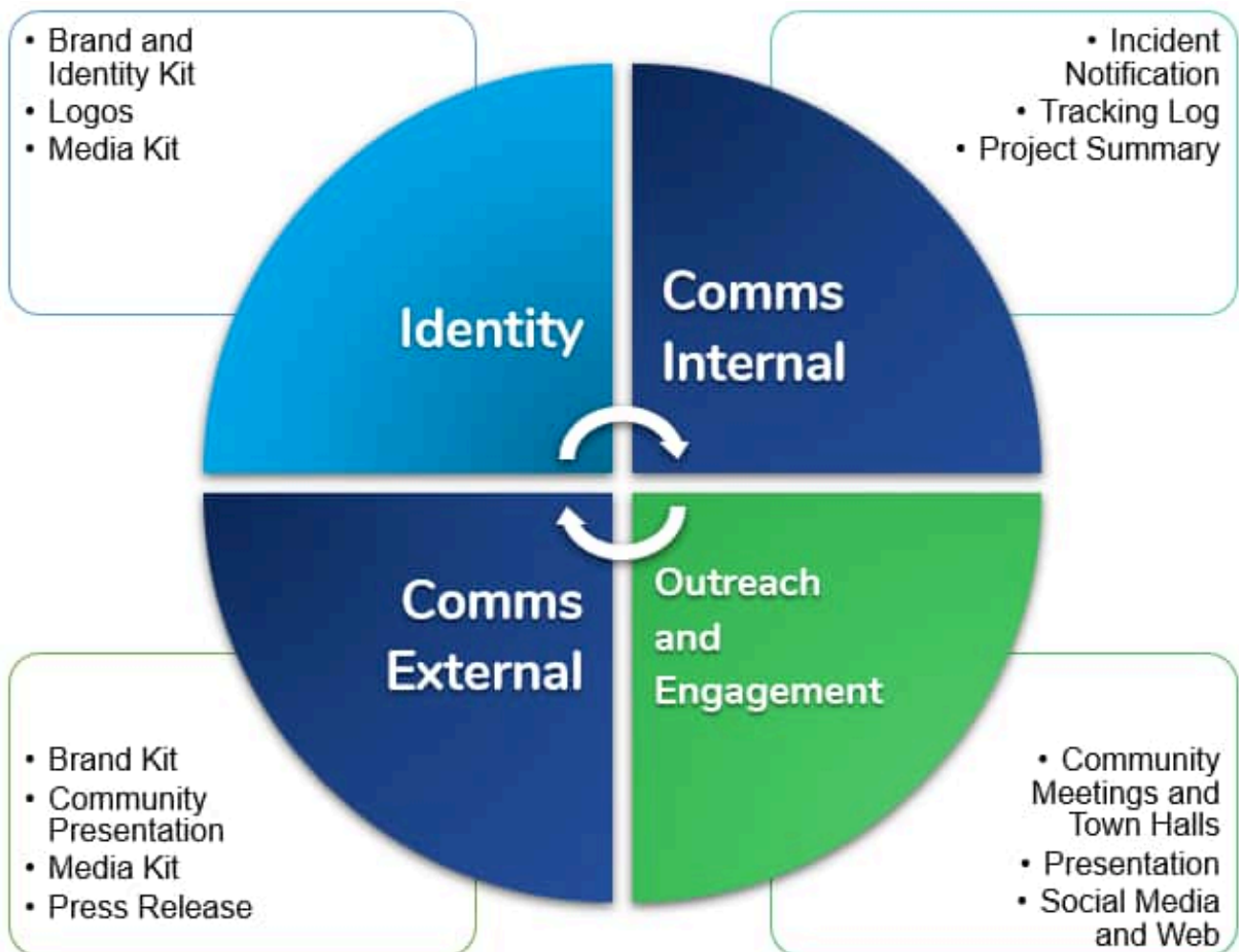


# THE PROCESS

## COMMITTEE, TIMELINE AND UPDATES

The Ad Hoc Committee for Communications, Outreach and Engagement was created May 14, 2024 and began meeting weekly on June 5, 2024. November 2024 was projected to be the target finish and final presentation to the Commission. The final approval and vote by the Commission is scheduled for December 2024.

The initial meeting(s) focused on forming goals and working structure. An initial high-level overview and framework would be established. Subsequent meetings developed concepts, specific components and elements, recommendations and final revisions. The committee provided updates for member and/or stakeholder feedback and final committee level review and approval for presentation and commission approval.



# COMMUNITY REVIEW COMMISSION

## AD HOC COMMITTEE FOR OUTREACH AND ENGAGEMENT

The committee began meeting on June 5, 2024. November 2024 is the projected and target finish and final presentation to the Commission.

The initial meeting(s) focused on forming goals and working structure. An initial high-level overview and framework would be established. Subsequent meetings developed concepts, specific components and elements, recommendations and final revisions. The committee provided updates for member and/or stakeholder feedback and final committee level review and approval for presentation and commission approval.

PROJECT SCHEDULE			
Tue	5/14		Ad Hoc Committee Authorized
Wed	6/5	IN PERSON	Committee Meeting
Wed	6/12	ONLINE	Committee Meeting
Wed	6/19	ONLINE	Committee Meeting
Wed	6/26	IN PERSON	Committee Meeting
Wed	7/3	ONLINE	Committee Meeting
Tue	7/9		Deadline for Materials for 7/16 Presentation
Wed	7/10	IN PERSON	Committee Meeting
Tue	7/16		Commission Meeting
			First Presentation
Wed	7/17	ONLINE	Finalize Brand/Media Kits
Wed	7/24	IN PERSON	Meeting w/County PIO
Wed	7/31	ONLINE	Committee Meeting
Tue	8/6		Deadline for Materials for 8/13 Update
Wed	8/7	IN PERSON	Committee Meeting
Tue	8/13		Commission Meeting
			Update
Wed	8/14	ONLINE	After Action Review
Wed	8/21	IN PERSON	Committee Meeting
Wed	8/28	ONLINE	Committee Meeting
Wed	9/4	IN PERSON	Committee Meeting
Mon	9/9	ONLINE	Finalize Components and Elements
Tue	9/10		Deadline for Materials for 9/17 Presentation
Tue	9/17		Commission Meeting
			Presentation
Wed	9/18	IN PERSON	Initial Package Review
Wed	9/25	ONLINE	Follow Up and Final Revisions

# COMMUNITY REVIEW COMMISSION

## AD HOC COMMITTEE FOR OUTREACH AND ENGAGEMENT

PROJECT SCHEDULE				
Wed	10/2	IN PERSON	Final Review and Committee Approval	
Tue	10/8		Deadline for Materials for 10/15 Presentation	
Wed	10/9	ONLINE	Follow Up for Loose Ends	
Tue	10/15		Commission Meeting	Update
Wed	10/16		Committee Meeting	
Wed	10/23		Committee Meeting	
Wed	10/30		Committee Meeting	
Tue	11/5		Draft of Final Report	
Wed	11/6		Committee Meeting	
Tue	11/12		Final Draft	
Wed	11/13		Review and Approval of Final Draft	
Tue	11/19		Commission Meeting	Final Presentation
Wed	11/20		After Action Review & Closure	
Tue	12/17		Commission Meeting	Approval & Voting
Annual			Updates and Revisions for ADA Compliance, Brand Consistency, Changes and New Information	



# THE COMMITTEE

## BUILDING THE FOUNDATION FOR GROWTH

### CONVERSATIONS AND HIGHLIGHTS

The committee has had a professional and pleasant atmosphere for the free exchange of ideas and candid opinions. Members offer different perspectives and share an excitement and optimism for the exciting potential and possibilities for our commission through thoughtful growth.

It has presented opportunities to learn, understand, connect, imagine and create potentially transformative concepts to make our commission exponentially more effective, productive and something of which to anticipate and be proud.

- Weekly Meetings (alternate from in person to online)
- Meeting Agendas and Summaries and Related Materials
- Established Central and Secure Document Access and Storage
- Established Timeline and Schedule
- Created Classification System to Readily Identify Components, Status and Required Next Steps
- Reviewed Existing Documents/Materials As Baseline Reference
- Reviewed Existing Documents/Materials to Identify Required Revisions for Consistency to Brand/Identity (i.e., ADA compliance, colors, content, fonts, format, etc.)
- Created a Framework Available for Future Committees
- Consulted w/County Supervisors for General Guidance
- Consulted w/Commission Leadership for Polling and Direction
- Consulted w/Subject Matter Experts and Professionals for Perspective

### MEMBERS

The committee is chaired by Commissioner William Cho with support from Commission Vice Chair Michael Whiteside and Ms. Laura Foster of the Office of the County Executive.

### LIST OF RECOMMENDATIONS

The recommendations are organized by their primary component. Some elements with relevance to multiple areas were categorized by their primary component.

#### BRAND AND IDENTITY

- ☐ Logos
  - ☐ Brand and Logo Specifications
- ☐ Social Media Guide
- ☐ Website Update
  - ☐ Website Update Guide
- ☐ Press Release Template
- ☐ Tools for Commissioners
- **COMMUNICATIONS – Internal and External**
- ☐ Tracking Log
- ☐ Incident Notification
- ☐ Sheriff's Office Representative
- **OUTREACH AND ENGAGEMENT**
- ☐ Community Events and Town Halls
- ☐ PR Kit
  - ☐ Brochure
  - ☐ Community Presentation
  - ☐ Outreach Materials and Supplies

ITEM	Logos	
CATEGORY COMPONENT ELEMENT	<input checked="" type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input checked="" type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

The logos of the Sacramento County (Sheriff) Community Review Commission have been designed to represent the brand, identity, mission scope and values of the communities and the County of Sacramento. The result is a classic yet contemporary, distinct, refined, sleek, simple yet sophisticated professional identity.

The colors, elements and shape are complementary and contrasting to create an aesthetically pleasing and easily identifiable image. Every element and its nuance and symbolism has been deliberately and meticulously considered with nothing at random.

The logos are more than just a visual mark; it is the primary symbol of the Commission's identity and commitment to fostering trust, transparency and collaboration within the community. By thoughtfully integrating these elements, the professional design reflects the Commission's mission to ensure that every voice in Sacramento County is heard and valued.

The Commission's logo is a powerful representation of its identity, mission and values. It bridges the past and the present, honoring the rich history of the region and is full of symbolism while looking forward to a future of thoughtful growth, continuous improvement and community engagement.

A typical brand, logo and media kit of a brand, business, corporation or government entity would include information and specifications about its logos and symbolism. That information is included in the supplemental brand and logo specifications.

### HIGHLIGHTS OF DEVELOPMENT

- Approximately 170 Versions
- Over 1000 Revisions of the 170 Versions
- Over 150 Fonts Considered
- Consulted with Community, Professional Graphic Designers, Subject Matter Experts, Commission Leadership, County Staff, County Public Information Office, County Supervisors

### RECOMMENDATION

#### 1 – SELECT PREFERENCES

- ☐ The committee recommends selection of an official seal and a wordsmith logo.
  - **Official Seal** – Select Preference for Official Seal
  - **Wordsmith Logo** – Select Preference for Wordsmith Logo



# THE BRAND



## LOGO SPECIFICATIONS AND SYMBOLISM

The logos of the Sacramento County Sheriff Community Review Commission have been designed to represent the brand, identity, mission scope and values of the communities and the County of Sacramento. The result is a classic yet contemporary, distinct, refined, sleek, simple yet sophisticated professional identity.

The colors, elements and shape are complementary and contrasting to create an aesthetically pleasing and easily identifiable image. Every element and its nuance and symbolism has been deliberately and meticulously considered with nothing at random.

- The **blue** from the county seal is the foundation and represents **calm, justice, peace, stability, truth** and **inspiration** and **wisdom**.
- The **silver** represents **clarity, dignity, grace, fidelity, light** and **reflection for transparency, purity** and **strength**.
- The **scales of justice** and **wreath of olive branches** represent **accountability, balance, perspective** and **peace**.
- The **circle** shape of the seal represents **community, connection** and **equality**. It also signifies **forward movement** for **continuous growth** and **progress**.
- The **waves** represent our region's **American** and **Sacramento rivers**.
- The **five stars** represent the **five county supervisorial districts** as the **foundation for representation**.
- The **primary Noah** and **secondary Solomon Sans fonts** were meticulously selected to convey a classic, clean and professional image. These fonts and other elements exude a confident sense of stability and authority while maintaining a modern sensibility that appeals to a diverse audience.

The logos are more than just a visual mark; it is the primary symbol of the Commission's identity and commitment to fostering trust, transparency and collaboration within the community. By thoughtfully integrating these elements, the professional design reflects the Commission's mission to ensure that every voice in Sacramento County is heard and valued.

The Commission's logo is a powerful representation of its identity, mission and values. It bridges the past and the present, honoring the rich history of the region and is full of symbolism while looking forward to a future of thoughtful growth, continuous improvement and community engagement.



# THE BRAND



## BRAND COLORS

Color	HEX Code
Primary Color	#234F97
Secondary Color	#234F97
Accent Color	#F9C507

## LOGO COLORS



OFFICIAL SEAL	
Element	HEX Code
Primary Color	Blue #234F97
Secondary Color	Silver #C0C0C0
Background	Blue #234F97
Rings Color	Silver #C0C0C0
Center Elements Color	White #FFFFFF
Primary Font	Noah
Secondary Font	Solomon Sans
Font Color	White #FFFFFF



WORDSMITH LOGO	
Element	HEX Code
Primary Color	Blue #234F97
Secondary Color	White #FFFFFF
Primary Font	Noah
Font Color	White #FFFFFF

ITEM	Social Media	
CATEGORY COMPONENT ELEMENT	<input checked="" type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input checked="" type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

Social media has become a primary source of news and information for many. Public safety is one of the core and primary functions of the County and the Commission is one of the principal elements of that trust and service. For such a forward facing and prominent commission, the creation of a thoughtful and effective social media presence is essential to connect with communities and stakeholders. The county public information office recognizes this and supports the vision of the commission to establish a professional brand, identity and presence.

### RECOMMENDATION

#### 1 – ACQUIRE SOCIAL MEDIA ACCOUNTS

☐ The committee recommends the acquisition of accounts on the recommended social media platforms.

- Facebook, Instagram and X (Twitter)

#### 2 – APPROVE SOCIAL MEDIA GUIDE

☐ The committee recommends the approval of the social media guide.

- The social media guide is a template for best practices.
- The social media activities and social media guide of the commission should be consistent with the already established practices and most current social media policy of the County of Sacramento.
  - This should ensure uniformity with existing county social media practices for purposes of acceptable public interaction and retention.
  - The social media guide provides guidelines (similar to the Incident Notification Procedure) for acceptable social media interaction of commissioners.
- Activities would be governed by the most current version of the county's social media policy. The social media policy of the county would supersede and take precedence in the event of a conflict.

ITEM	Social Media Guide	
CATEGORY COMPONENT ELEMENT	<input checked="" type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input checked="" type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

Social media has become a primary source of news and information for many. Public safety is one of the core and primary functions of the County and the Commission is one of the principal elements of that trust and service. For such a forward facing and prominent commission, the creation of a thoughtful and effective social media presence is essential to connect with communities and stakeholders. The county public information office recognizes this and supports the vision of the commission to establish a professional brand, identity and presence.

### PRACTICES AND POLICY

The social media activities and social media guide of the commission should be consistent with the already established practices and most current social media policy of the County of Sacramento. This should ensure uniformity with existing county social media practices for purposes of acceptable public interaction and retention.

It is recommended the commission establish and maintain a social media presence. The social media should be managed by staff with direction from commission leadership and consultative support from commissioners with relevant professional expertise and experience.

Social media activities should be consistent with and complementary to the commission website. The commission website should display links the commission social media accounts and the commission social media accounts should display a link to the commission website.

All other interactions shall be governed by the most current version of the county's social media policy. In the event there is a conflict between this guide and the social media policy of the county, the county's policy shall supersede and take precedence.

### CONDUCT OF COMMISSIONERS

In compliance with the Brown Act, related policies and best practices, commissioners should not engage or interact with or on social media relevant to the commission.

This would include preclusion of activities such as comments, likes, messages, reactions, replies or any other interaction. These activities could or may indicate endorsement, support or an official public or private position of a commissioner which may or may not conflict or be consistent with official positions of the commission.

The limited exception to this may be the sharing, by individual commissioners, of posts of commission meeting announcements and commission community events to increase views and engagement. The limitations stated throughout would apply to those posts of announcements shared by individual commissioners, even on individual private accounts.

The commission, as its social media accounts, and commissioners by extension, even with their public or private accounts, should refrain from interaction of liking or reacting with comments, messages, questions, posts and replies.

The only exception may be instances to reply from official commission accounts, and not individual commissioners, to correct a factually incorrect statement or similar instance.

### PLATFORMS

Social media platforms have their distinct features and purposes. For example, Facebook is primarily text based; Instagram is primarily for images, photos and video; and Twitter is primarily text based and for rapid, real-time updates such as for a current and evolving event, incident or emergency.

Based upon target demographics and available resources, at this time, it is recommended to limit social media accounts to Facebook and Instagram. This can be reevaluated as necessary or annually, at least.

The management of too many other social media accounts (1) becomes burdensome and time consuming for staff, (2) would require investment of significant time, resources and staff for expertise, (3) strays into areas of diminishing returns for time and effort invested and would be unnecessary because (4) the recommended platforms would reach the majority of the targeted audience and demographics.

### POSTING AND ENGAGEMENT

This section should provide guidance and direction for posts and interaction. Those commissioners or staff with relevant professional expertise and experience should be available for consultation and assistance.

#### CALENDAR

A typical social media calendar to specify dates and posts will not be developed at this time, although it may be done later for ease of use, however this guide should provide sufficient direction for regular posts as referenced below.

#### CROSS POSTING

Facebook and Instagram should be linked and cross posting enabled. If and when it is practical, reasonable and feasible, and circumstances determine, such as any future expansion to additional social media platforms, a third-party cross posting tool such as Hootsuite (not an endorsement of any product or service) may be used to alleviate workload and maximize efficiency.

#### FREQUENCY OF POSTS

The ideal frequency of posts is

- one to two posts per week for Facebook and
- three to five posts per week for Instagram.

However, considering the nature of the commission, there may not be content for such frequency. There is at least an average of one federal, state or local holiday per month. There is a commission meeting nearly every month. At a minimum, there should be sufficient content for at least two (original) posts (not including reminders) per month. There should be a post at least once per month, at a minimum, to remain relevant.

### INTERACTION

The commission should be responsive to the community and stakeholders. It may, for example, answer general questions about a meeting date, time or location. However, it should refrain from comments, discussion or replies of substantive issues best reserved for commission meetings.

The commission, as its social media accounts, and commissioners by extension, even with their public or private accounts, should refrain from interaction of liking or reacting with comments, messages, questions, posts and replies.

The only exception may be a reply from the official commission accounts, and not individual commissioners, to correct a factually incorrect statement or similar instance.

Refer to the previous “Conduct of Commissioners” section for additional information.

### HOLIDAYS, EVENTS AND ITEMS OF RELEVANT INTEREST

The commission may and should post to recognize the observance of

- federal, state and local holidays,
- relevant and locally significant cultural events,
- commission community events of interest such as “Coffee with a Commissioner”, commission town halls, a relevant sheriff’s office event or meeting or
- any other items or events determined to be appropriate and relevant by commission leadership and staff.

This list is not intended to be all-inclusive but generally descriptive. This is also not intended to provide holiday greetings for all or every holiday or local event. This is intended to be strategic for broad consumption by the diverse demographics of Sacramento County.

#### Graphic or Photo

Posts of holidays, community event shall always include a photo or graphic. Posts with an appealing visual element including photos or graphics receive more views and engagement.

The accompanying photo or graphic should be appropriate, contemporary, dynamic, engaging and visually appealing. Specific examples and stock will be provided to commission staff.

### Sample Text

#### Holidays

- [graphic or photo]  
The Sacramento County (Sheriff) Community Review Commission wishes you and your family safe and happy (insert specific holiday) holidays!  
or
- [graphic or photo]  
From our family to yours, the Sacramento County (Sheriff) Community Review Commission wishes you a warm and safe (insert specific holiday) holiday (season)!  
(one space)  
#AppropriateHoliday #Happy4thOfJuly #HappyHannukah  
#HappyIndependenceDay #HappyKwanzaa #HappyNewYear  
#HappyPassover #HappyThanksgiving
- [graphic or photo]  
Cesar Chavez was a visionary leader for civil rights with roots in our Sacramento community. The Sacramento County (Sheriff) Community Review Commission recognizes his legacy. The commission is part of that legacy with its community foundation and our role for accountability in our public safety. In observance and honor of Cesar Chavez Day, the county offices will be closed.  
(one space)  
#CesarChavez #CesarChavezDay

#### Meetings or Events

- [graphic or photo]  
Public Meeting Notice – The (month) meeting of the Sacramento County (Sheriff) Community Review Commission will be at (time) on (date). Public comment and participation in person or by phone is welcome. Click [here](#) (link to website meeting page) for agendas and meeting info. Click [here](#) (link to alerts/subscriptions) to receive notifications of commission activity.

# COMMUNITY REVIEW COMMISSION

## AD HOC COMMITTEE FOR OUTREACH AND ENGAGEMENT

(one space)

#SocialMediaAccountNameOfCommission

- [graphic or photo]  
Public Meeting Notice – The annual community meeting for the Military Equipment Use policy of the Sacramento Sheriff's Office will be hosted by the Sacramento County (Sheriff) Community Review Commission at (time) on (date). Public comment and participation in person or by phone is welcome. Click [here](#) (link to website meeting page) for agendas and meeting info. Click [here](#) (link to alerts/subscriptions) to receive notifications of commission activity.

(one space)

#SocialMediaAccountNameOfCommission

- [graphic or photo]  
Event Notice – The Sacramento County (Sheriff) Community Review Commission announces Coffee with a Commissioner at (time) on (date) at (location and address). Come meet your district (number of district) commissioners, share your public safety concerns and have coffee with us. Our public safety is a team effort. Let's keep our neighborhoods safe.

(one space)

#CoffeeWithACommish #CoffeeWithACommissioner

#SocialMediaAccountNameOfCommission

- [graphic or photo]  
Event Notice – The Sacramento County (Sheriff) Community Review Commission announces (name of event, commission community event, Town Hall, etc.) at (time) on (date) at (location and address). Come meet your district commissioners and share your public safety concerns.

(one space)

#SocialMediaAccountNameOfCommission

### TAGS

The accounts of participating or relevant agencies (e.g., Sacramento Sheriff's Office), entities, organizations may be tagged for inclusion and broader engagement.

### HASHTAGS

- Appropriate, relevant and trending hashtags may be included at the end of a post.
- Hashtags should be separated or spaced from the main body of text by at least and not more than one line.
- Each word of a hashtag should be capitalized for ADA accessibility and compliance.
  - Screen readers are unable to distinguish and differentiate multiple words in a hashtag unless each word is capitalized.
  - If each word is not capitalized, screen readers will read a hashtag as one word without distinction which may render it unintelligible.
- There should not be any additional text after hashtags.

### POSTING SCHEDULE

The posts for meetings and community events should be based on this schedule. Posts may be scheduled in advance. Posts scheduled in advance should be reviewed prior to posting to ensure information (any referenced dates, times, locations, people, etc.) is still current.

#### **Commission Meetings**

2 Weeks Prior  
1 Week Prior  
3 Days Prior  
Day of Meeting

#### **Commission Community Events**

1 Month Prior  
2 Weeks Prior  
1 Week Prior  
3 Days Prior  
1 Day Prior  
Day of Event

### POSTING DAYS AND TIMES

There is no currently available data and metrics to analyze. After data becomes available, it should be analyzed to determine ideal days and times for posts based upon actual engagement by target demographics. However, current industry practices are acceptable guides for engagement.

### FACEBOOK

- The best days and times to post on Facebook varies depending on the type of content and target audience.
- Typically, the best **days** to post on Facebook are generally in the latter part of a week or Wednesdays, Fridays and Saturdays, while Sunday is least favorable.
- Typically, the best **times** to post on Facebook are in the mid-to-late afternoons or evenings between 12 – 3pm and 6 – 9pm.

#### IDEAL POSTING TIMES FOR TYPE OF FACEBOOK CONTENT

<b>Images</b>	Midday, Approximately 12pm
<b>Reels</b>	6am – 12pm
<b>Stories</b>	Early Mornings, Evenings, Weekends
<b>Text</b>	Midweek, Wednesdays
<i>Analytics, metrics and current industry trends should be reviewed quarterly and this should be reevaluated and adjusted as necessary for maximum effectiveness and engagement.</i>	

### INSTAGRAM

- The Instagram algorithm is unpredictable. Success on the platform is determined by consistently posting high-quality content that will engage audiences.

#### IDEAL POSTING DAYS AND TIMES FOR INSTAGRAM

SUN	MON	TUE	WED	THU	FRI	SAT
Mid Mornings or Evenings	10am – 2pm	10am – 2pm	10am – 2pm	10am – 2pm	10am – 12pm	8am – 12pm
		4pm	4pm	4pm	4pm	
	6pm – 10pm		6pm – 9pm	6pm – 9pm		6pm – 9pm
<i>Analytics, metrics and current industry trends should be reviewed quarterly and this should be reevaluated and adjusted as necessary for maximum effectiveness and engagement.</i>						

### **BEST PRACTICES**

This guide is a template for best practices and while it specifies certain posting activities and frequency, for example, it should be utilized to the extent possible with current staffing and resources.

### **ANALYSIS**

The metrics should be analyzed quarterly or as appropriate (e.g., for a commission community event, special event, town hall, etc.) to provide insight, guidance, direction and adjustment of strategies for effective maximum engagement.

### **ASSESSMENT AND UPDATES**

This guide should be reevaluated annually, and revised, if necessary, to remain consistent with current industry trends and practices to be most effective and productive.

ITEM	Website	
CATEGORY COMPONENT ELEMENT	<input checked="" type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input checked="" type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

The website is the primary source of information and connection for the community. However, there are significant and unnecessary issues and barriers. The current website has limitations that decrease its effectiveness. It is not user friendly, functional or engaging. County website URLs (internet addresses) are excessively long, hard to remember and contain “gibberish” which lack any coherent “branding”.

The committee has consulted with county public information office. The county website is due to be revised in approximately 18 months. This is an opportunity to begin this dialogue for inclusion of our vision to improve communication and engagement. This presents opportunities to (1) improve connection and branding with an easy to remember, user-friendly website and (2) increase engagement with our communities. The supplemental “**Website Update Guide**” has been developed as a foundation and guide for this project.

### RECOMMENDATION

#### 1 – PHASED WEBSITE DEVELOPMENT

☐ The committee recommends a phased plan to update the commission website.

- Phase 1 – Acquire Branded Domain to be Forwarded to Existing Site – 2024
- Phase 2 – Revise Existing Site to be User Friendly and Functional – 18 Months
- Phase 3 – Redesign Website to Modernize and Professionalize, Make Site More Aesthetically Pleasing and Consistent with Branding – 24 Months

#### 2 – ACQUIRE DOMAIN(S)

☐ The committee recommends a branded domain redirected to the existing site.

- customdomain.org | .com | .net

#### 3 – EMAIL ACCOUNT

☐ The committee recommends an email address, available to staff, the chair and vice chair, which reflects the commission’s name and branding.

- scrc@sacounty.gov

ITEM	Website Update Guide	
CATEGORY COMPONENT ELEMENT	<input checked="" type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input checked="" type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

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The committee has consulted with county public information office. The county website is due to be revised in approximately 18 months. This is an opportunity to begin this dialogue for inclusion of our vision to improve communication and engagement. This presents opportunities to (1) improve connection and branding with an easy to remember, user-friendly website and (2) increase engagement with our communities.

### WEBSITE UPDATE GUIDE

This guide is provided as a basic foundation for future website updates. While the details of the county website update are unknown at this time, the commission should engage with the appropriate county departments to ensure its branding and vision are featured to the extent possible within county guidelines. Commissioners or staff with relevant professional expertise and experience should be available for consultation and assistance.

### APPEARANCE

- The custom domains should be forwarded to the county commission site.
- The update should result in a clean, contemporary and modern appearance.
- The appearance should be consistent with the brand colors of the commission.

<b>Primary Color</b>	Hex Code #234F97
<b>Secondary Color</b>	Hex Code #897261
<b>Accent Color</b>	Hex Code #F9C507

- The commission logo(s) should be prominently displayed.
- The commission social media accounts should be linked and featured.

### FONTS

- The commission branding includes “Noah” as its primary font and “Solomon Sans” as its secondary font. However, website fonts should always be a clean, professional Arial style or sans-serif typeface for ease of readability and (complex and hard to read) fonts of Time New Roman style or serif typeface should be avoided.
- The text should always be of sufficient contrast and size to ensure readability and ADA compliance (i.e., as displayed in the above color table).

### LAYOUT

- The site should be functional and user friendly with a logical, organized, intuitive and simple layout.
- The site should include distinct and separate sections for, including but not limited to,
  - an about the commission,
    - group photo, description of authority and scope, establishing resolution, etc.,
  - commissioners with their biographies and official photos,
    - and possibly a record of past commission chairs and/or commissioners, for historical purposes,
  - meeting agendas and information,
  - depository for annual reports and committee reports,
  - calendar,

- contact and/or request form,
- social media links,
  - possibly with a widget for the most recent posts to be displayed on the site,
- and any other relevant information or links.

### **FUTURE GROWTH AND FEATURES**

- The functionality could be improved with possible future and interactive features such as a searchable database of complaints, issues, etc.; a secure portal for commissioners and staff (i.e., email, etc.); or any other features that may be of benefit to the commission and community.



## SHERIFF COMMUNITY REVIEW COMMISSION COUNTY OF SACRAMENTO

Contact Chair Paul Curtis or  
Laura Foster, Office of the County Executive  
[CRC@SacCounty.gov](mailto:CRC@SacCounty.gov) or 916 874 2797

Day, Date

**FOR IMMEDIATE RELEASE**

### NEW NAME OF OVERSIGHT COMMISSION

**SACRAMENTO** – The Sacramento County Community Review Commission (CRC) has been renamed to the Sheriff Community Review Commission (SCRC). This was done with the support of the Board of Supervisors and stakeholders to reflect the identity and mission of the commission.

The new name establishes the nexus to the sheriff's office and its purpose as it maintains the original intent of the Board of Supervisors, the establishing resolution and sentiments of the communities of Sacramento County.

Commission Chair Paul Curtis said, "This will make it easier for the community to identify the commission and its purpose. There was prior confusion. The community didn't know what the commission was or did and as a "community" review commission, did we review parks or libraries? Now, this will enable our communities to easily find and engage with the commission."

The change of name is part of a rebranding campaign which includes new logos and a new social media presence and website to engage with communities.

Contact Laura Foster at [CRC@SacCounty.gov](mailto:CRC@SacCounty.gov) or 916 874 2797 for more information and check our social media and website for the latest updates.

###

The Sheriff Community Review Commission was established by the Sacramento County Board of Supervisors on May 4, 2021 pursuant to AB 1184. The Commission, with the Office of the Inspector General, is mandated with review of the Sheriff's Office.



@Name and Website

SACRAMENTO SHERIFF COMMUNITY REVIEW COMMISSION | 700 H ST SACRAMENTO CA 95814

ITEM	Tools for Commissioner Engagement and Success	
CATEGORY COMPONENT ELEMENT	<input checked="" type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Outreach and Engagement	<input checked="" type="checkbox"/> Professionalization

### BACKGROUND

The increase of communication, outreach and engagement through community events, social media and other recommendations is expected to lead to greater interaction between commissioners and their district. Commissioners should be provided the professional tools to effectively represent the commission and connect with communities and stakeholders.

### RECOMMENDATION

#### 1 – BUSINESS CARDS

☐ **The committee recommends business cards for commissioners.**

- Cards can be a valuable tool for making a good impression, sharing contact information and promoting a brand.
- Digital cards are an option that offer cost effective flexibility and creative control.
  - Revisions and updates would be immediate and not incur printing costs.

#### 2 – LAPEL PINS

☐ **The committee recommends lapel pins for commissioners.**

- An official lapel pin would enable professional representation of the commission and ease of and ready identification of commissioners at community events.
- The county supervisors, county executive staff, and other agencies and officials use lapel pins for professional representation and ready identification by staff and community.

ITEM	Tracking Log	
CATEGORY COMPONENT ELEMENT	<input type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input checked="" type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input type="checkbox"/> Outreach and Engagement

### BACKGROUND

The effectiveness of the commission is of vital interest to the community and its commissioners. An ineffective commission contributes to frustration of commissioners and the communities they serve and represent.

An issue tracking log would be intended to be primarily utilized “behind the scenes”, a brief interaction at meetings. This simple solution would improve or increase resolution of items to lead to improved internal communication, satisfaction, trust and effectiveness.

### RECOMMENDATION

#### 1 – DEVELOP A LOG FOR PENDING ITEMS

- ☐ **The committee recommends staff develop an issues “tracking” log.**
  - The log should include a brief description of an item, question or issue, its received date and dates of its current status and final disposition.
  - The log should be reviewed for pending items when meeting agendas are developed.
  - The log should be available to commissioners upon request.
  - Meetings could include a brief item to review pending items for resolution. This could be incorporated into the existing staff comments/report item.

#### 2 – ESTABLISH OR REVISE STANDING AGENDA ITEM

- ☐ **The committee recommends a standing agenda item for resolution of pending items.**
  - The log would be included in commission agenda materials.
  - The log would not be intended for discussion at commission meetings.
  - The log would not be a “garbage bin” of any and all inquiries and requests from commissioners but only reserved for significant actionable items.

# COMMUNITY REVIEW COMMISSION

## AD HOC COMMITTEE FOR OUTREACH AND ENGAGEMENT

ITEM	Incident Notifications	
CATEGORY COMPONENT ELEMENT	<input type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input checked="" type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input type="checkbox"/> Outreach and Engagement

### BACKGROUND

The committee has developed a recommendation for critical incident notifications for consideration by the Community Review Commission. If approved, the Commission would request automatic notification within 24 hours, or as soon as reasonably practical, of a qualifying specified critical and other incidents within the scope of its mandate and relevant community interest. This request is based upon feedback of several issues.

Commissioners are community leaders who hold positions of public trust. They are known to their communities and vetted by their appointing county supervisor.

When public safety incidents of concern occur in the communities of the respective commissioners' supervisory districts, the commissioners, as community leaders, are often contacted by those concerned. When a commissioner is unaware of an incident of concern, they and the commission may appear dysfunctional, ineffective or incompetent. This undermines the credibility and legitimacy of the commission. It may call into question and detract from its public trust and ability to be effective.

This is also intended to be proactive for crisis management with collective effects and mutual benefits for all involved parties. This allows the commission to "get in front of" crises instead of reacting to issues and address and minimize or reduce community concerns or frustrations. It also has the additional benefit to foster trust.

A comprehensive procedure has been developed in anticipation of questions and concerns from the Sheriff's Office and relevant parties.

### RECOMMENDATION

#### 1 – REQUEST NOTIFICATION OF INCIDENTS

☐ The committee recommends the commission request notification of specified incidents from the Inspector General.

### REFERENCES

1. CRC Incident Notification Procedure v202407
2. Memorandum of Understanding Between the Sacramento County Board of Supervisors and the Sheriff of Sacramento County Regarding the Office of the Inspector General

# COMMUNITY REVIEW COMMISSION

## AD HOC COMMITTEE FOR OUTREACH AND ENGAGEMENT

ITEM	Incident Notification Procedure	
CATEGORY COMPONENT ELEMENT	<input type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input checked="" type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

The committee has developed a recommendation for critical incident notifications for consideration by the Community Review Commission. If approved, the Commission would request automatic notification within 24 hours, or as soon as reasonably practical, of a qualifying specified critical and other incidents within the scope of its mandate and relevant community interest. This request is based upon feedback of several issues.

Commissioners are community leaders who hold positions of public trust. They are known to their communities and vetted by their appointing county supervisor.

When public safety incidents of concern occur in the communities of the respective commissioners' supervisorial districts, the commissioners, as community leaders, are often contacted by those concerned.

When a commissioner is unaware of an incident of concern (as has occurred), they and the commission may appear dysfunctional, ineffective or incompetent. This undermines the credibility and legitimacy of the commission. It also calls into question and detracts from its public trust and ability to be effective.

This is also intended to be proactive for crisis management with collective effects and mutual benefits for all involved parties. This allows the commission to "get in front of" crises instead of reacting to issues and address and mitigate community concerns or frustrations. It also has the additional benefit to foster trust.

The administrative and technical abilities and protocols already exist within the sheriff's office communications center and within chains of command. The commission merely requests inclusion for incidents within already established practices. This is consistent with the practices of other commissions and jurisdictions throughout the nation.

This comprehensive procedure has been developed in anticipation of questions and concerns from the Sheriff's Office, Inspector General and relevant parties.

## INCIDENT NOTIFICATION PROCEDURE

The commission requests automatic notification within 24 hours of (including but not limited to) these incidents.

### 1. TYPES OF INCIDENTS

- A. Officer Involved Shootings
- B. Officer Deaths ([LODD \[line of duty death\]](#)/[LEOKA \[law enforcement officer killed and assaulted\]](#))
- C. Officer Injuries (serious or [GBI \[great bodily injury\]](#) only)
- D. In Custody or Inmate Deaths
- E. Serious Use of Force Incidents Which May or May Not Result in GBI or Death
- F. Breach of Public Trust (i.e., criminal activity, dishonesty, DUI, etc.)
- G. Any Other Incidents of Relevant Commission and/or Community Interest (by specific request)

### 2. NOTIFICATION PROCEDURE

- A. The Office of the Inspector General (OIG or IG), as a matter of standard practice, should already be notified by the sheriff's office of incidents of these types.
- B. Upon receipt of a notification of an incident, the IG should, as soon as practical, relay the notification to the chair, vice chair and the county staff assigned to the commission.
- C. Upon receipt of an incident notification from the IG, the chair, or the vice chair if the chair is immediately unavailable, or the county staff if the chair and vice chair are immediately unavailable, shall immediately, or as soon as practical but ideally within one hour, relay the notification to the commission.
- D. Notifications shall be sent via an official commission email account with masked BCC recipients.
- E. Notifications shall only be sent to commissioners.
- F. Notifications shall be of a standard format and delivery medium.
  - a. The standard subject line shall be, "SCRC Incident Notification".
  - b. The following notice shall precede notification messages.

"This email is confidential. It is intended only for its recipients. It or its contents may not be distributed, forwarded or shared by any means. Commissioners should not reply nor make inquiries to the Commission, staff, sheriff's office or IG for additional information. All available information at this time has been included. There may or may not be further updates.

Any replies will not be monitored nor receive a response. Please refer to the "Incident Notification Procedures" sections §§ 3 to 5 for additional information or clarification."

- G. All these events should promptly occur as immediately and practically possible, ideally within one hour and no longer than 24 hours, after an incident.
- H. For the purposes of an incident notification, nothing in this procedure should, nor is it intended to be, any violation of the Brown Act. By the very nature and definition of a "notification", it is intended to be a one-way message and not a forum for discussion that would constitute a meeting by any definition of the Brown Act.

### 3. MEDIA

- A. Commissioners, except for the chair and vice chair, shall not discuss an incident or issue with the media as referenced in Section § 13 "Statements from the Commission" of the Community Review Commission Rules and Regulations.
- B. If a commissioner is contacted by the media, they shall be referred to the chair, or vice chair if the chair is unavailable, and county staff shall be notified.

### 4. CONDUCT OF COMMISSIONERS

- A. Commissioners should not reply nor make further inquiries to an incident notification. It is presumed that all available information at the time will have been included.
- B. Commissioners may discuss an incident or issue, in general terms, merely to acknowledge awareness of an incident if queried.
- C. Commissioners shall not go to nor interfere with or interject themselves into active or inactive crime scenes or investigations.
- D. Commissioners shall not contact the IG or sheriff's office staff who may be assigned to an active incident to attempt to obtain additional information.
- E. Commissioners shall maintain awareness and conduct compliant with the Brown Act.

## 5. CONFIDENTIALITY

- A. All information learned in the course of a notification, incident, investigation and any subsequent receipt of information and reports shall be governed by the Rules and Regulations and applicable Government and Evidence Codes.
- B. Any sensitive information, including names, locations, circumstances, or information, which if disclosed would jeopardize the safety of any involved or anything else of a confidential or sensitive nature, shall not under any circumstances be discussed with or disclosed to any persons or entities not authorized, entitled or privy to such under the law.
- C. Any compromises or violations of confidentiality, integrity or security of information or materials which result in unauthorized disclosure or possession of information or materials by individuals or entities not legally authorized to do so, which may or may not be detrimental to a judicial proceeding or jeopardize the safety and welfare of an involved individual, may subject a person to administrative and/or legal penalties and/or civil exposure and/or criminal prosecution.
- D. This section is intended to be consistent with, supplement, and not intended to supersede nor detract from, Section § 16 “Confidentiality” of the Community Review Commission Rules and Regulations.

# COMMUNITY REVIEW COMMISSION

## AD HOC COMMITTEE FOR OUTREACH AND ENGAGEMENT

ITEM	Sheriff's Office Representative	
CATEGORY COMPONENT ELEMENT	<input type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input checked="" type="checkbox"/> I <input type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

The prompt availability and exchange of current information is important to the effectiveness of the commission. The consistency of attendance of sheriff's office personnel is vital to this process. This fosters trust but also contributes to the efficiency and effectiveness of the commission.

When this is exchange of information delayed, or there is an absence of a representative of the sheriff's office, a question or issue is often forgotten and not discussed again which results in no resolution to a question or issue, frustration, dissatisfaction and a perception of ineffectiveness, none of which are ideal for either organization.

### RECOMMENDATION

#### 1 – DESIGNATION OF SHERIFF'S OFFICE REPRESENTATIVES AND ALTERNATES

☐ The committee recommends the Sheriff's Office consider designating a primary representative to attend and participate in commission meetings. It is further recommended that the Sheriff's Office designate alternates to ensure a representative is always in attendance at commission meetings.

- There may be instances of absent representatives due to illness, vacation, scheduling conflicts or unforeseen circumstances.
- While one absence in and of itself may not seem considerable, it compounds and exaggerates the length of time between interactions and resolutions.
- There have been instances of sheriff's community events/meetings scheduled on the same dates and times as commission meetings.
- While the Undersheriff would remain the designated primary and ranking officer, the addition of rotating alternates (i.e., other executive/command staff, managers, supervisors, subject matter experts, etc.) would ease burdens on the sheriff's office and could be practical for discussions of relevant issues.
- Alternates would ensure consistent presence and increase effectiveness.

#### 2 – REPRESENTATIVE PARTICIPATION

☐ The committee recommends the Sheriff's Office representative be invited to sit at the dais near staff during commission meetings.

- This would enable active participation in discussions, prompt answers to questions and real time exchange of information.
- This practice is consistent with other commissions and proven to be effective.

ITEM	PR Kit	
CATEGORY COMPONENT ELEMENT	<input checked="" type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input checked="" type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

Image and first impressions are everything. The image an organization projects can be long lasting. When we only get one chance to make a good first impression, we can make it good one. An aesthetically pleasing, clean, organized display presents an image of a professional organization.

This kit, presentation concept and these promotional elements are industry best practices used by Fortune 500 media companies such as your favorite radio stations. It is proven to be effective for engagement with communities and stakeholders.

A PR Kit would ensure a consistent appearance and format of community events across the county. The kit could be “checked out” from staff for community events hosted by commissioners. The kit would be portable for ease of transport. It would contain equipment, items, materials, signage, supplies and tools to present and promote the commission. An inventory checklist and instructions for setup and teardown would be included for accountability of items, brand consistency and ease of use.

### RECOMMENDATION

#### 1 – ADOPTION AND ACQUISITION OF ITEMS FOR PR KIT

- ☐ The committee recommends the adoption and use of a PR kit.
  - Professional Industry Standard Items for Engagement and Promotion

# COMMUNITY REVIEW COMMISSION

## AD HOC COMMITTEE FOR OUTREACH AND ENGAGEMENT

ITEM	PR Kit	
CATEGORY COMPONENT ELEMENT	<input checked="" type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

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This kit, presentation concept and these promotional elements are industry best practices used by Fortune 500 media companies such as your favorite radio stations. It is proven to be effective for engagement with communities and stakeholders.

### ELEMENTS

Quantity	Item	Approximate Cost
1	5' or 6' Folding Table (size TBD by table cover)	\$40
	Note – <i>The table should fold in half and have handles for ease of transport.</i>	
1	Custom Branded Table Cover	\$200
	Note – <i>The recommended table cover is of a specific style and of a shape retaining canvas type material. It is not of the style and material commonly used by county departments or most other organizations. Vendor information can be provided.</i>	
1	Custom Branded Banner/Flag (Interior)	\$100
1	Custom Branded Windblade (Exterior)	\$100
	Assorted Bungee Cords/Zip Ties to Secure Banner	\$25
5	Acrylic Literature Displays/Holders • 2 – brochure size • 1 – 5x7 • 2 – 8x10 (1 – landscape and 1 – portrait)	\$10 each
1	Storage Bin (with handles and/or wheels)	\$20

# COMMUNITY REVIEW COMMISSION

## AD HOC COMMITTEE FOR OUTREACH AND ENGAGEMENT

Quantity	Item	Approximate Cost
1	PR Kit Guide (set up instructions, checklist, inventory, etc.)	
1	Presentation	
1	USB Storage Device	\$20
100	Brochures	
25	FAQs	
1	Projector	
1	Screen	
1	Laptop	
2	Speakers	
	Misc AV Cables (audio, HDMI, etc.)	
	Promotional Items? (pens, keychains, etc.)	

# COMMUNITY REVIEW COMMISSION

## AD HOC COMMITTEE FOR OUTREACH AND ENGAGEMENT

ITEM	Community Events and Town Halls	
CATEGORY COMPONENT ELEMENT	<input type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

The foundation of the commission are our communities. The original establishment and mandate of the Community Review Commission is of and for the people. The commissioners represent the communities of the five supervisorial districts. Although all communities share general concerns for public safety and common issues (e.g., crime, homelessness, etc.) affect each community, each neighborhood has its unique challenges that may differ from others in another district. The engagement of those respective communities is vital to foster trust to be effective. There is established precedent and infrastructure (existing county, or even city, school district, community center facilities) for possible town halls and community meetings within each district. This could be accomplished with two complementary elements.

### RECOMMENDATION

#### 1 – TOWN HALLS

☐ **The committee recommends town hall events to address a crisis or local issues.**

- The commission chair, vice chair and respective district commissioners would be expected to participate.
- The district's commissioners would be the host.
- The county supervisor, or their staff, may attend if available.
- Partnership with community organizations for outreach and sponsorship.
- There would no Brown Act considerations without a quorum.
- The format should be conversational and not wholly a presentation (except to briefly report relevant data/information).
- The event would be supported, to the extent possible, by county staff, equipment, logistics, technology and staff as would be at a regular commission meeting.

#### 2 – COMMUNITY EVENTS

☐ **The committee recommends commissioners host community events such as “Coffee with a Commissioner”, community meetings, “office hours” or engage with their county supervisor to request inclusion in supervisors’ already established regular community meetings.**

ITEM	Brochure	
CATEGORY COMPONENT ELEMENT	<input checked="" type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input type="checkbox"/> I <input checked="" type="checkbox"/> E
	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement

### BACKGROUND

As part of the professionalization of the commission, the committee has reviewed all documents and materials to be revised and updated to ensure consistency with the new branding (colors, logos, etc.) of the commission.

The brochure was developed after review of the [FAQs](#) and [fact sheet](#) as a baseline and foundation. It was determined that a new, contemporary, more engaging, user-friendly format (similar to the website update) was required. Although the brochure may or may not replace these foundational documents, it would become the primary printed material to represent the commission.

There were 10 original versions of variations of color, format and theme developed. The committee selected three versions and then presented two versions to the commission for selection.

### RECOMMENDATION

#### 1 – BROCHURE

##### ☐ The committee recommends the approval of the new brochure.

- Drafts of variations of a new brochure were presented at the October 2024 meeting of the commission. The commission selected the attached blue and yellow version as its preference.
- The brochure would be the primary printed document to represent the commission.
- There may be periodic updates to the brochure and other printed materials.



## BALANCE PERSPECTIVE TRUST

The mission of the Sheriff Community Review Commission is to improve transparency and accountability of the Sacramento County Sheriff's Office and provide greater community interaction with the Inspector General.

We Welcome Your Thoughts

**COMMISSION**  
[SCRC@SacCounty.gov](mailto:SCRC@SacCounty.gov)

**SOCIAL MEDIA**  
[@TBA](#)

**WEB**  
[www.website.domain](http://www.website.domain)

**INSPECTOR GENERAL**  
[916 876 4371](tel:9168764371)  
[OIG@SacCounty.gov](mailto:OIG@SacCounty.gov)



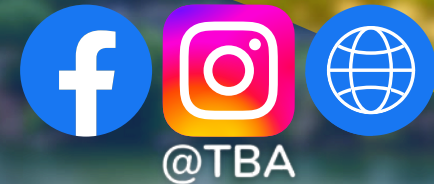
**Sheriff Community Review Commission**  
County of Sacramento  
700 H Street  
Sacramento CA 95814



SHERIFF COMMUNITY REVIEW COMMISSION

# SCRC

SACRAMENTO COUNTY



## Sheriff Community Review Commission

The Commission was authorized by AB 1185 in 2020 and established by the County Board of Supervisors in 2021. It is intended to improve transparency and accountability of the sheriff's office and provide greater community interaction and communication with the Office of Inspector General.

The Board of Supervisors may appoint two Commissioners from each district.

The Commission

- Addresses Current Issues with Ad Hoc Committees,
- Conducts Site Visits,
- Listens to the Community and
- Provides Recommendations to the Sheriff and Board of Supervisors.

## What the Commission Can and Can't Do for You

The Commission reviews and analyzes policy, practices and procedures of the sheriff's office to ensure compliance with policy, statute and best practices to make recommendations for improvement.

The Commission does not have the authority to direct or manage activities of the sheriff's office.

The Commission can not advise, direct, influence or interfere with individual cases, complaints, incidents or issues.

## Inspector General

The Inspector General is an independent entity and can only address issues with the Sacramento County Sheriff's Office. If your issues concern another agency (e.g., Sac PD, etc.), you must contact that jurisdiction.

## Public Meetings



Meeting Info

### Meetings

6pm 3rd Tuesdays  
700 H Street

### Public Comment

700 H Street  
Sacramento CA 95814

### Comment by Phone

669 254 5252  
Meeting ID 161 171 9768

### Written Comment

BoardClerk@SacCounty.gov

### Watch

<https://metro14live.saccounty.net/crc.html>

ITEM	Community Presentation	
CATEGORY	<input checked="" type="checkbox"/> Brand and Identity	<input checked="" type="checkbox"/> Communications <input type="checkbox"/> I <input checked="" type="checkbox"/> E
COMPONENT	<input checked="" type="checkbox"/> Professionalization	<input checked="" type="checkbox"/> Outreach and Engagement
ELEMENT		

### BACKGROUND

The following pages or slides are a sample or representation of an update of the new appearance and format of the current community presentation. The original community presentation was approved in 2022.

As part of the professionalization of the commission, the committee has reviewed all documents and materials to be revised and updated to ensure consistency with the new branding (colors, logos, etc.) of the commission.

### RECOMMENDATION

#### 1 – APPROVAL OF COMMUNITY PRESENTATION

☐ The commission recommends approval of the updated community presentation.

- The appearance and format, as shown, will be updated to be consistent with the new brand (colors, logos, etc.) of the commission.
- The substance of the original content, as it was initially approved, will not substantially change.
- The content of the original presentation will merely be updated with current information, photos and graphics.

BUILDING **TRUST**  
AND **RELATIONSHIPS**  
ACCOUNTABILITY | BALANCE | PERSPECTIVE





# THE COMMISSION

FOUNDATION IN THE COMMUNITY



This slide is a sample of the new appearance and format of the community presentation.

The substance of the original content, as it was initially approved, will not substantially change.

The original presentation will merely be updated with current information, photos and graphics.

SAMPLE



# THE MEETINGS

HOW CAN YOU GET INVOLVED?



## Meeting Info

Agendas, Schedule, Summaries, Video

## Subscribe

Get Alerts for Meetings



# THE CONVERSATION

## BUILDING TRUST AND RELATIONSHIPS



# Conversation



# THE FUTURE

## THOUGHTFUL GROWTH

Transformative growth occurs through two concurrent processes, individual and organizational, of awareness, learning and adoption.

This is more effective and well received when it is proactive and thoughtfully planned instead of reactive and unforced by a crisis.

The establishment of identity, ability to craft a message to direct and engage conversations as intended is invaluable. We can do this now.

The commission and its leadership had the ability to recognize this and had the amazing forethought to begin this growth and process with the proposed change of name. These are distinct hallmarks of a professional, forward thinking organization.

It is with excitement and optimism that we bring these concepts and conversations for the growth and improvement of our commission.

Thank you for your trust to continue this process of thoughtful growth.

With Gratitude On Behalf of the Ad Hoc Committee,

Commissioner William Cho, District 3, Ad Hoc Committee Chair  
Commissioner Michael Whiteside, District 2, Commission Vice Chair  
Laura Foster, CEO Management Analyst II, Office of the County Executive