



**To:** Mendocino Coast Health Care District Board  
**From:** Michael Terris & Robin Gerrity, Props & Measures  
**Date:** June 26, 2024  
**Re:** Seismic Compliance Team Report

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The Seismic Compliance Team convened meetings in early June to discuss planning efforts and communication regarding the seismic compliance project and a potential bond measure to help fund the project.

EMC Research joined the committee and shared a draft tracking poll that to assess community support for a potential bond measure to help fund the seismic compliance project at the MCHCD hospital. After much discussion and review of the Five-Year Capital Structure with Projected Cash Flow analysis, the board member representatives on the committee decided they would not recommend moving forward with a tracking poll for a potential measure.

The Seismic Compliance Team activity is suspended until further notice. The need for ongoing communication and outreach to the community continues, however, and Props and Measures is available to continue working with the District in these efforts.

#### **Communication and Outreach Planning: Six-Month Review**

- Facilitated Seismic Compliance Committee weekly meetings
- Crafted initial informational messaging materials regarding seismic compliance mandate for MCHCD website including, Factsheet and Frequently Asked Questions
- Updated MCHD logo
- Collaborated with Agency Administrator in reviewing MCHCD website and identifying needed updates
- Assisted in creating the Community Meeting format and guidelines
- Created and sent *Community Update* informational mailer to all registered voters in the Mendocino Coast Health Care District
- Increase MCHCD social media presence on Facebook and Instagram
  - Created an Instagram account that is directly linked to the MCHCD Facebook account
  - Designed social media graphics to increase awareness about MCHCD and information and activities related to MCHCD

#### **Communication and Outreach Planning: Ongoing and Future**

- Community Outreach Meetings: A synopsis of information received at the community meetings will be posted to the MCHCD website in the near future.



- Continue enhancing social media presence with graphics and MCHCD information and activities
- Assisting in updating MCHCD website with up-to-date information
- Developing materials for board member recruitment for the open seats on the November 2024 election
- Support 2030 Committee and MCHCD outreach efforts for a five-year Facilities Maintenance Plan and other facilities and health services improvements
- Assist Agency Administrator with agency reports, such as the Annual Report, Board Handbook and other materials