

SAN BRUNO

Community Foundation

Board of Directors

Nancy A. Kraus, *President* • John P. McGlothlin, *Vice President* • Emily Roberts, *Secretary* • Ben Cohn, *Treasurer*
Patricia Bohm • Frank Hedley • Regina Stanback Stroud
Leslie Hatamiya, *Executive Director*

AGENDA

SAN BRUNO COMMUNITY FOUNDATION

Regular Meeting of the Board of Directors

April 16, 2015

6:30 p.m.

**Meeting Location: San Bruno City Hall, Conference Room 115,
567 El Camino Real, San Bruno**

In compliance with the Americans with Disabilities Act, individuals requiring reasonable accommodations or appropriate alternative formats for notices, agendas, and records for this meeting should notify us 48 hours prior to meeting. Please call the City Clerk's Office 650-616-7058.

- 1. Call to Order/Welcome**
- 2. Roll Call**
- 3. Approval of Minutes:** March 19, 2015, Regular Board Meeting, and March 31, 2015, Special Board Meeting
- 4. Board Member Comments**
 - a. President
 - b. Others
- 5. Executive Director's Report**
- 6. Conduct of Business**
 - a. Receive and Approve Treasurer's Report
 - b. Receive and Discuss Community Listening Campaign Engagement Plan Presented by Dr. Linda Blong, Public Dialogue Consortium

SAN BRUNO

Community Foundation

Board of Directors

Nancy A. Kraus, *President* • John P. McGlothlin, *Vice President* • Emily Roberts, *Secretary* • Ben Cohn, *Treasurer*

Patricia Bohm • Frank Hedley • Regina Stanback Stroud

Leslie Hatamiya, *Executive Director*

7. Public Comment: Individuals are allowed three minutes, groups in attendance, five minutes. If you are unable to remain at the meeting, contact the President to request that the Board consider your comments earlier. It is the Board's policy to refer matters raised in this forum to staff for research and/or action where appropriate. The Brown Act prohibits the Board from discussing or acting upon any matter not agendaized pursuant to State Law.

8. Adjourn

SAN BRUNO

Community Foundation

Board of Directors

Nancy A. Kraus, *President* • John P. McGlothlin, *Vice President* • Emily Roberts, *Secretary* • Ben Cohn, *Treasurer*
Patricia Bohm • Frank Hedley • Regina Stanback Stroud
Leslie Hatamiya, *Executive Director*

MINUTES

SAN BRUNO COMMUNITY FOUNDATION

Regular Meeting of the Board of Directors

March 19, 2015

6:30 p.m.

**Meeting Location: San Bruno City Hall, Conference Room 115,
567 El Camino Real, San Bruno**

1. **Call to Order/Welcome:** President Kraus called the meeting to order at 6:32 p.m.
2. **Roll Call:** Board Members Kraus, McGlothlin, Roberts, Cohn, Bohm, Hedley, and Stanback Stroud present.
3. **Approval of Minutes: February 19, 2015, Regular Board Meeting, and March 5, 2015, Special Board Meeting:** Board Member Hedley moved to approve the minutes of the February 19, 2015, Regular Board Meeting and March 5, 2015, Special Board Meeting, seconded by Vice President McGlothlin, approved unanimously.
4. **Announcements:** Treasurer Cohn announced that Atticus Cohn was born last Sunday.
5. **Board Member Comments**
 - a. **President:** President Kraus welcomed back Secretary Roberts and congratulated Treasurer Cohn on his new addition. She thanked Executive Director Hatamiya for sending the message to the community that the SBCF is working as diligently as we can.
 - b. **Others:** Vice President McGlothlin welcomed Secretary Roberts back.
6. **Executive Director's Report:** Executive Director Hatamiya gave the Board a summary of her activities over the past month, including finding an office space, opening bank accounts, hiring an accounting consultant, and acquiring a credit card. Executive Director Hatamiya also shared that she is going out into the community to meet with individuals and groups.
7. **Consent Calendar:**
 - a. Adopt Resolution Approving Payment of Invoice from the City of San Bruno Totaling \$141,031.00 to Reimburse City for SBCF Formation Costs It Incurred Between March 1, 2014, and January 31, 2015

SAN BRUNO

Community Foundation

Board of Directors

Nancy A. Kraus, *President* • John P. McGlothlin, *Vice President* • Emily Roberts, *Secretary* • Ben Cohn, *Treasurer*
Patricia Bohm • Frank Hedley • Regina Stanback Stroud
Leslie Hatamiya, *Executive Director*

- b. Adopt Resolution Approving Commercial General Liability, Non-Owned Hired Auto Liability, Property, Professional Liability, and Directors and Officers Liability insurance Policies from Philadelphia Insurance Companies for the Total Amount of \$13,821.00
- c. Adopt Resolution Approving Workers' Compensation Policy with State Compensation Insurance Fund for Total Estimated Annual Premium of \$1,836.00
- d. Adopt Resolution Ratifying Appointment of Ad Hoc Committee Charged with Developing Fiscal Policies and Procedures
- e. Adopt Resolution Ratifying Appointment of Ad Hoc Committee Charged with Preparing a Request for Proposals for Investment Services, Reviewing Proposals Received in Response to the Request for Proposals, and Making Recommendations Regarding Ongoing Oversight of Investment Services and Activities

Board Member Hedley moved to adopt the consent calendar, seconded by Board Member Stanback Stroud, approved unanimously.

8. Conduct of Business

- a. Receive and Approve Treasurer's Report

Treasurer Cohn reviewed the Treasurer's Report. Board Member Stanback Stroud moved to approve the Treasurer Report, seconded by Vice President McGlothlin, approved unanimously.

- b. Adopt Resolution Creating and Appointing Members to Ad Hoc Committee Charged with Developing Personnel Policies

President Kraus presented a resolution creating an ad hoc committee charged with developing personnel policies for the Foundation and appointing Vice President McGlothlin and Board Member Stanback Stroud to the committee. Secretary Roberts moved to adopt the resolution, seconded by Board Member Hedley, approved unanimously.

- c. Adopt Resolution Appointing Audit Committee Members

President Kraus presented a resolution appointing Vice President McGlothlin and Board Member Bohm to the Audit Committee. Board Member Stanback Stroud moved to adopt the resolution, seconded by Secretary Roberts, approved unanimously.

- d. Adopt Resolution Adopting Fiscal Policies and Procedures

Executive Director Hatamiya presented for approval the Fiscal Policies and Procedures drafted by the ad hoc committee consisting of Treasurer Cohn, Vice President McGlothlin, and Board Member Bohm. Board Member Hedley moved adopt the Policies and Procedures Resolution, seconded by Secretary Roberts, approved unanimously.

SAN BRUNO

Community Foundation

Board of Directors

Nancy A. Kraus, *President* • John P. McGlothlin, *Vice President* • Emily Roberts, *Secretary* • Ben Cohn, *Treasurer*
Patricia Bohm • Frank Hedley • Regina Stanback Stroud
Leslie Hatamiya, *Executive Director*

9. Study Session

- a. Receive and Discuss Report on Community Engagement Planning Process

Executive Director Hatamiya reported on the need for a community engagement campaign to solicit input from the broader San Bruno community and on her work, with the assistance of President Kraus, Secretary Roberts, and Board Member Hedley, to identify a consulting firm to assist the Foundation in this effort. She outlined the following goals for the campaign: involving the community in the planning process, educating the community about the Foundation, identifying community needs, challenges, and ideas for how the Foundation could address those needs and challenges, and identifying community leaders and assets.

10. Public Comment

Barry Marquardt of the Marine Corps Detachment, American Legion, Post #409, expressed his frustration with the Foundation's process and his concern about how the Board is planning to reach out to the San Bruno community.

Marty Medina expressed his concerns regarding San Bruno Park School District cuts and shared some plans the community is putting together to generate funding for the district.

Allessandra Clark expressed her concerns regarding the San Bruno Park School District. She also emphasized the need for transparency and suggested that the Foundation create a committee of community members to assist the Board in its work.

11. Adjourn: Board member Hedley moved to adjourn the meeting at 7:22 p.m., seconded by Board Member Stanback Stroud, approved unanimously.

Respectfully submitted for approval at the Regular Board Meeting of April 16, 2015, by Secretary Emily Roberts and President Nancy Kraus.

Emily Roberts, Secretary

Nancy Kraus, President

SAN BRUNO

Community Foundation

Board of Directors

Nancy A. Kraus, *President* • John P. McGlothlin, *Vice President* • Emily Roberts, *Secretary* • Ben Cohn, *Treasurer*
Patricia Bohm • Frank Hedley • Regina Stanback Stroud
Leslie Hatamiya, *Executive Director*

MINUTES

SAN BRUNO COMMUNITY FOUNDATION

Special Meeting of the Board of Directors

March 31, 2015

5:30 p.m.

**Meeting Location: San Bruno City Hall, Conference Room 115,
567 El Camino Real, San Bruno**

- 1. Call to Order/Welcome:** President Kraus called the meeting to order at 5:35 p.m.
- 2. Roll Call:** Board Members Kraus, McGlothlin, Roberts, Cohn, Bohm, Hedley, and Stanback Stroud present.
- 3. Consent Calendar:**
 - a. Adopt Resolution Creating and Appointing Members to an Ad Hoc Committee Charged with Supporting Community Engagement and Listening Campaign

Vice President McGlothlin moved to adopt the consent calendar, seconded by Board Member Stanback Stroud, approved unanimously.

- 4. Conduct of Business:**
 - a. Adopt Resolution Authorizing the Executive Director to Execute a Consulting Agreement with the Public Dialogue Consortium for the Creation and Implementation of a Community Engagement and Listening Campaign, for a Total Cost Not to Exceed \$34,000

Executive Director Hatamiya explained the need to solicit feedback from the community as the first step in the Foundation's strategic planning process. She reported on her efforts, with the assistance of President Kraus, Secretary Roberts, and Board Member Hedley, to vet consulting groups that specialize in community engagement work, which led to the recommendation to enlist the assistance of the Public Dialogue Consortium (PDC). She introduced Dr. Shawn Spano, PDC President and Senior Consultant and a professor of communication studies at San Jose State University, who outlined PDC's proposal for a community engagement and listening campaign consisting of a series of town hall meetings, focus groups, community conversations at San Bruno community events, and an online survey

SAN BRUNO

Community Foundation

Board of Directors

Nancy A. Kraus, *President* • John P. McGlothlin, *Vice President* • Emily Roberts, *Secretary* • Ben Cohn, *Treasurer*
Patricia Bohm • Frank Hedley • Regina Stanback Stroud
Leslie Hatamiya, *Executive Director*

platform. She also introduced Ms. Keiva Hummel, a PDC associate attending the meeting. Following questions and dialogue from Board members, several members of the public commented on aspects of Dr. Spano's presentation.

Board Member Stanback Stroud motioned to adopt resolution authorizing the Executive Director to execute a consulting agreement with the Public Dialogue Consortium for the Creation and Implementation of a Community Engagement and Listening Campaign, for a total cost not to exceed \$34,000, seconded by Board Member Hedley, approved unanimously by a roll call vote.

5. Public Comment: None

6. Adjourn: Vice-Chair McGlothlin moved to adjourn the meeting at 6:33 p.m., seconded by Secretary Roberts, approved unanimously.

Respectfully submitted for approval at the Regular Board Meeting of April 16, 2015, by Secretary Emily Roberts and President Nancy Kraus.

Emily Roberts, Secretary

Nancy Kraus, President

SAN BRUNO

Community Foundation

Memorandum

DATE: April 13, 2015
TO: Board of Directors, San Bruno Community Foundation
FROM: Leslie Hatamiya, Executive Director
SUBJECT: Executive Director's Report

Since the March 19, 2015, Board meeting, my primary focus has been on the launch of our Community Engagement and Listening Campaign, and, as will be covered in the Business portion of the April Board meeting, I have spent considerable time working with the Public Dialogue Consortium and the Ad Hoc Committee on Community Engagement to develop the Engagement Action Plan, secure dates and locations for the Town Hall meetings, reach out to the organizers of the events where we will do Community Conversations, and arrange for the creation and mailing of marketing materials.

In addition, I have continued to work on various projects related to the Foundation's administrative and corporate governance needs, which include:

1. Taking Occupancy at New Office

We officially moved into our new office at 901 Sneath Lane, Suite 209, San Bruno, CA 94066, on April 1. Since then, I have arranged for broadband Internet access through San Bruno Cable and purchased and set up a wireless router. I ordered a Brother wireless color laser printer, which should handle all of our basic printing, copying, and scanning needs. I also ordered an L-desk, pedestal, and bookcase through Staples and purchased a folding table from Target. Unfortunately, the main part of the desk arrived in damaged condition, so I am waiting for a replacement shipment to arrive. Special thanks go to Tony Kraus, who is assembling the furniture for me.

2. Financial Management

- a. QuickBooks Checks

I ordered QuickBooks printable checks with our new address on them, which provide a professional look to our checks.

- b. Investment Management

I have been reaching out to investment professionals in the Bay Area philanthropic community for ideas and advice that will be helpful as we begin to develop our

SAN BRUNO

Community Foundation

Memorandum

investment strategy. Recent contacts include Sarah Stein, President of Hall Capital Management, who sits on the boards or investment committees of several foundations and nonprofits with endowments; John Jenks, the Chief Investment Officer at the Irvine Foundation; and Mark Hayes, who recently served as a Managing Director at the Stanford Management Company.

3. Insurance

Pursuant to the Board's direction at the March 19 Board meeting, on behalf of the Foundation I executed bind orders for commercial general liability, non-owned hired auto liability, property, professional liability, and directors and officers liability insurance policies from Philadelphia Insurance Companies and workers' compensation insurance from State Compensation Insurance Fund. The policies were bound and took effect on March 21, 2015.

I am also working with our broker at CalNonprofits Insurance Services to obtain commercial crime insurance coverage for the Foundation. This type of insurance will offer protection against employee/accounting consultant dishonestly, forgery, theft, burglary or robbery, computer fraud, and burglary or robbery. I expect to bring a policy for Board approval to the May Board meeting.

4. Outreach to the City of San Bruno

a. Individual Meetings with City Council Members

On April 7, I met with City Council Member Rico Medina as part of my efforts to reach out to the City Council.

b. Presentations to City Boards, Commissions, and Committees

As I mentioned last month, I am reaching out to all of the various City boards, commissions, and committees and have set up appearances before most of them to introduce myself and share information about the Foundation and our upcoming Community Engagement and Listening Campaign. On April 9, I gave a presentation to the Citizens Crime Prevention Committee. I am also scheduled to appear before the Parks and Recreation Commission on April 15, the Planning Commission on April 21, the Traffic, Safety, & Parking Committee on May 6, the Bicycle & Pedestrian Safety Committee on May 13, and the Culture & Arts Commission on May 21.

c. FOCUS

I wrote a short blurb on the Foundation for the upcoming issue of the City's FOCUS newsletter. It generally references the Community Engagement and Listening Campaign, but the deadline was prior to the confirmation of the dates of our Town Hall

SAN BRUNO

Community Foundation

Memorandum

meetings and the establishment of the website link for the online survey, so I was not able to include those details.

5. Outreach to Local Media

a. Interview with the *San Mateo Daily Journal*

On March 20, I did a phone interview with reporter Austin Walsh of the *San Mateo Daily Journal*, which resulted in a front-page article the following day (“Leading the San Bruno foundation: Community fund created after 2010 PG&E explosion and fire”).

6. Outreach to Community Groups

a. San Bruno Chamber of Commerce and Business Community

On March 30, I met with Jamie Monozon, CEO of the San Bruno Chamber of Commerce, to introduce myself and discuss ways in which the Foundation could partner with the Chamber, including during the Community Engagement and Listening Campaign. I am scheduled to speak before the Chamber’s general membership on May 6.

I have also scheduled a meeting with YouTube’s public affairs staff on April 14 to introduce myself and begin a conversation about how the Foundation might partner with YouTube and Google.

b. San Bruno Park School District

President Nancy Kraus and I met with Marty Medina and Alessandra Clark, San Bruno residents who are actively involved with the SBPSD Parents Working Group and have spoken at previous Foundation Board meetings, to give them background on the Foundation, our timeline, and our planning process and to ask for their assistance in promoting participation in our Community Engagement and Listening Campaign. We are also in the process of setting up a meeting with current Superintendent David Hutt and two school board members.

7. Outreach to the Broader Philanthropic and Nonprofit Community

In May, I am scheduled to meet with the leadership of The San Francisco Foundation, which includes San Mateo County in its coverage area, to introduce myself and to seek guidance in the areas of community engagement, program strategy and development, and investment strategy.

SAN BRUNO

Community Foundation

March 2015

Budget Narrative

This report describes the amounts in columns a (Actual Year to Date), d (Final Expected Amount), and e (Change in Budget) of the monthly Budget Report, for those lines having material activity or adjustment.

INCOME

Line 1 Contributions – Actual (\$491,031) is the amount received from the City of San Bruno on February 24, 2015. Additional amounts to be received or accrued this fiscal year are uncertain.

Line 2 Interest & Investment Income – Interest and/or investment income may be earned in final four months of the year, but the amount is uncertain. \$200,000 has been transferred to the Wells Fargo market rate savings account in early April, but the interest rate on that account is not significant.

EXPENSES

Line 4 Salaries & Wages – Executive Director was hired effective February 2, 2015. There are no additional new employees expected this fiscal year.

Line 5 Payroll Taxes & Benefits - Actual costs include: Social Security/Medicare (\$2,232); Workers' Compensation Insurance (\$429); accrued Paid Time Off (\$2,242); and accrued Retirement (\$1,458). The SUI payroll tax incurred in February has been reversed as SBCF has established a reimbursement account for Unemployment claims with EDD. The final expected amount also includes \$50 for two months life insurance benefit.

Line 7 Grants & Assistance – The current expectation is that there will be no Grants or Assistance provided in the current fiscal year.

Line 8 Occupancy – Final Expected Amount (\$2,728) is rent for three months (April – June) per lease.

Line 9 Insurance – Actual (\$20,221) is amount spent by the City in April 2014 (\$19,950) plus purchased package non-profit coverage for March 21 to June 30, 2015 (\$271). A Directors & Officers policy is also in place as of March 21, with cost through June 30 of \$3,569 included in the final projection. Premium cost for Crime policy is unknown and has been projected at \$1,000 for the current year. The amount originally budgeted is equal to the amount paid by the City of San Bruno.

Line 10 Telecommunications – Actual cost includes SBCF domain name purchase (\$1,154) by the City and cell phone account (\$171). Final three month projected cost includes \$75 per month for cell phone, \$42 per month plus \$50 installation for internet, and \$250 for a new website.

Line 11 Postage & Shipping – Final expected amount includes \$1,500 for community engagement postcard.

Line 12 Printing & Copying – Final expected amount includes: \$5,000 for community engagement postcard and flyer; \$150 for a banner; and \$850 for unknown/other.

Line 14 Office Equipment & Furniture – Actual cost includes a laptop with accessories (\$1,846) and cell phone with accessories (\$112). Projection for year-end includes additional \$3,042 to purchase other equipment and furnishings for office. \$1,152 has been spent in early April for equipment (printer, modem) and furniture.

Line 15 Legal Fees – Actual cost (\$26,275) was incurred by the City for organizational formation and start-up work. An additional \$10,000 has been projected for additional needs during final three months of the year.

Line 16 Auditor & Payroll Fees – Actual cost (\$283) is payroll service fees. Total projected for year (\$600) is for payroll fees only. Cost of financial statement audit for year ended June 30, 2015 will be recorded in the following fiscal year.

Line 17 Investment Consultant – The current projection is that an Investment Consultant will not be hired in the current fiscal year.

Line 18 Other Consultants - Actual costs (\$95,496) include \$92,556 by the City for: formation and start-up work by Silicon Valley Community Foundation (\$7,732); Executive Director recruiting by the 360 Group (\$73,924); and Executive Director compensation consulting by Cotter & Associates (\$10,900). The remaining \$2,940 is the cost of March accounting services. Additional \$41,060 projected for final three months is for community engagement consultant (\$34,000) and accounting/bookkeeping services (\$7,060).

Line 19 Travel, Meetings & Conferences – Actual costs were incurred by the City for clerical support taking minutes at Board meetings (\$675), meeting refreshments and meals (\$377), and accounting consultant travel (\$48).

SUMMARY

During the current fiscal year, SBCF will be operational for only the final five months. The focus is to establish policies, procedures, financial control systems, a physical office, and launch the community engagement campaign. 77% of expenses (\$141,031 out of \$182,444) shown in the March budget report were incurred by the City between April 2014 and January 2015.

The balance of funding, currently held in trust by the City, will likely be transferred during the next fiscal year, coinciding with the launching of SBCF's program expenditures.

SAN BRUNO

Community Foundation

March 2015

2014-2015 Budget Report

	(a)	(b)	(c)	(d)	(e)
	Actual Year to	Budget	Actual as %	Final	Change in
	Date		of Budget	Expected	Budget (d - b)
			(a/b)	Amount	
INCOME					
1 Contribution	\$ 491,031	\$ 70,088,703	0.7%	\$ 491,031	\$ (69,597,672)
2 Interest & Investment Income	2	4,906,209	0.0%	10	(4,906,199)
3 Total Income	491,033	74,994,912		491,041	(74,503,871)
EXPENSES					
4 Salaries & Wages	29,167	195,000	15.0%	72,917	(122,083)
5 Payroll Taxes & Benefits	6,391	44,850	14.2%	15,739	(29,111)
6 Subtotal Personnel	35,558	239,850	14.8%	88,656	(151,194)
7 Grants & Assistance	-	3,504,435		-	(3,504,435)
8 Occupancy	-	26,000		2,728	(23,272)
9 Insurance	20,221	19,950	101.4%	24,790	4,840
10 Telecommunications	1,325	3,000	44.2%	1,976	(1,024)
11 Postage & Shipping	19	11,000	0.2%	2,000	(9,000)
12 Printing & Copying	-	35,000		6,000	(29,000)
13 Office Supplies	209	1,000	20.9%	1,000	-
14 Office Equipment & Furniture	1,958	15,000	13.1%	5,000	(10,000)
15 Legal Fees	26,275	150,000	17.5%	36,275	(113,725)
16 Auditor & Payroll Fees	283	6,107	4.6%	600	(5,507)
17 Investment Consultant	-	140,000		-	(140,000)
18 Other Consultants	95,496	170,000	56.2%	136,556	(33,444)
19 Travel, Meetings & Conferences	1,100	8,000	13.8%	2,000	(6,000)
20 Board Development	-	7,500		-	(7,500)
21 Subtotal Non-Personnel	146,886	4,096,992	3.6%	218,925	(3,878,067)
22 Total Expenses	182,444	4,336,842	4.2%	307,581	(4,029,261)
23 Net Surplus	\$ 308,589	\$ 70,658,070	0.4%	\$ 183,460	\$ (70,474,610)

SAN BRUNO

Community Foundation

Statement of Financial Position as of March 31, 2015

ASSETS

Cash, Wells Fargo General	\$ 400,579.19	
Cash, Wells Fargo Payroll	55,821.39	
Total Cash		456,400.58
Prepaid Expenses	1,612.89	
Total Other Current Assets		1,612.89
Deposits	1,520.45	
Total Other Assets		1,520.45
TOTAL ASSETS		<u>\$ 459,533.92</u>

LIABILITIES & NET ASSETS

LIABILITIES

Accounts Payable	147,060.05	
Accrued Expenses	1,641.66	
Accrued Employee PTO	2,242.90	
Total Liabilities		150,944.61

NET ASSETS

Year to Date Net Income	308,589.31	
Total Net Assets		308,589.31
TOTAL LIABILITIES & NET ASSETS		<u>\$ 459,533.92</u>

SAN BRUNO

Community Foundation

Memorandum

DATE: April 13, 2015

TO: Board of Directors, San Bruno Community Foundation

FROM: Leslie Hatamiya, Executive Director

SUBJECT: Community Listening Campaign Engagement Action Plan

Under direction received from the Board on March 31, 2015, I executed a consulting agreement, on behalf of the San Bruno Community Foundation, with the Public Dialogue Consortium (PDC) to support our Community Engagement and Listening Campaign. This campaign is the first step in our strategic planning process to determine, consistent with the Foundation's mission, how to effectively use the PG&E restitution funds to benefit the entire San Bruno community over the long term. This campaign will allow us to hear community viewpoints on the needs of San Bruno, the challenges San Bruno faces, and what would improve the quality of life for all San Bruno residents. To be successful, this outreach must reach a broad cross-section of people who live and work in San Bruno.

On April 8, the Ad Hoc Committee on Community Engagement (consisting of President Nancy Kraus, Secretary Emily Roberts, and Board member Frank Hedley) and I met with PDC Senior Consultants Dr. Shawn Spano and Dr. Linda Blong to discuss the first phase of our work – the creation of the Engagement Action Plan that will drive the Community Engagement and Listening Campaign. From that discussion, we collaborated on the drafting of the attached Engagement Action Plan, which outlines the four components of the Campaign (Community Conversations, Town Hall Meetings, Focus Groups, and Online Engagement) as well as our outreach preparations. The second attachment provides the script for the Community Conversation interviewers. A version of the script will also be used at the Town Hall Meetings and Focus Groups.

We have a very tight time frame to accomplish all the preparations for the Campaign, and I have been working feverishly to confirm the dates and locations for the Town Hall Meetings, which are listed in the Plan. I have also been in touch with the organizers of the three community events where we will hold Community Conversations. We have also lined up a graphic designer and a mail house to help us create and mail a postcard advertising the Town Hall meetings and the online engagement platform. The postcard will be sent to all San Bruno addresses with a target delivery date of May 1. We will also seek assistance of the local media, including the San Mateo Daily Journal and the San Bruno Patch, and utilize the San Bruno Cable public service announcements to announce our Campaign and promote the Town Halls and online survey.

SAN BRUNO

Community Foundation

Memorandum

On April 16, Dr. Blong and I will present the Engagement Action Plan to the Board, explaining each component, our work thus far to set them up, the questions to be asked of participants, the Board's role at the various events, and our outreach plans to inform the community of the various opportunities to participate in the Campaign. We would like to ensure that one or two Board members will attend each event (Town Hall Meeting, Community Conversations event, and Focus Group), and at the Board meeting we will circulate a sign-up sheet so that Board members can indicate which events they are able to attend. We will also ask for Board members' assistance in our outreach efforts (*e.g.*, helping distribute fliers and contacting networks).

Attachments:

1. Engagement Action Plan
2. Community Conversations Protocol and Questions

San Bruno Community Foundation
Engagement Action Plan
Submitted by Public Dialogue Consortium
April 10, 2015

The purpose of this document is to outline the components of San Bruno Community Foundation (SBCF) Engagement and Listening Campaign. It is a working document that will be updated as the Engagement and Listening Campaign moves forward. The Action Plan is aimed at achieving the following desired outcomes for the Engagement and Listening Campaign:

- The residents of San Bruno are informed about the work of the SBCF and how it is thoughtfully and effectively acting on its charge to manage the \$70 million in restitution funds to benefit the entire community over the long term.
- The decisions of the SBCF are informed by the values, knowledge, and opinions of a broad and diverse representation of San Bruno residents.

The plan is organized around four interrelated community engagement tracks supported by an outreach component. The tracks will proceed simultaneously and complement each other. Basic demographic information will be collected across the tracks to support outreach efforts to engage diverse voices. All four components of the plan will be completed by June 30th and a final report will be delivered to the SBCF Board.

Community Conversation Interviews

April 25 **Event: Relay for Life**

May 2 **Event: Operation Clean Sweep Day at San Bruno City Park**

June 7 **Event: Posy Parade**

- Person-on-the-street interviews with community members at three public events.
- Organized around on loosely structured script and interview protocol.
- Conducted by Public Dialogue Consortium consultants and associates.
- At least one Spanish-speaking interviewer will be present at each event.
- Interviewers will hand out flyers with basic information about SBCF and other opportunities for engagement in the Engagement and Listening Campaign.

Town Hall Meetings

May 11 (Mon) **Location: Capuchino High School, 6:30-8:30 p.m.**

May 28 (Thur) **Location: Belle Air Elementary School, 6:30-8:30 p.m.**

June 3 (Wed) **Location: San Bruno Senior Center, 6:30-8:30 p.m.**

- Conducted by Public Dialogue Consortium consultants and associates.
- Highly interactive public meetings involving brief presentations, facilitated small group discussions, and large group report outs.
- Small group discussions organized around Community Conversation questions.
- Will include basic information about SBCF and encourage participation in aspects of the Engagement and Listening Campaign.

Online Engagement

April 30 – June 15

- Built on MySidewalk (formerly MindMixer) engagement platform.
- Includes survey (in English and Spanish), photo sharing and discussion board functionality for high level of engagement.
- Hard-copy version of survey will be created and distributed at locations around town.

Focus Groups

April 20 – June 15

- Focus groups supplement the core engagement tracks above. They are designed to support outreach efforts to groups that may not otherwise engage, and they create a venue for asking targeted questions based on themes and issues that are identified through the larger engagement tracks.
- Discussions are organized around the Community Conversations protocol with additional questions around emerging themes and/or issues specific to the targeted population of the group.
- Seven groups of eight to twelve invited participants with facilitator and notetaker. PDC is working with Board Ad Hoc Committee to develop list of targeted groups.
- In lieu of an eighth focus group, PDC will conduct up to eight targeted phone interviews as necessary for engaging specific individuals and/or perspectives.

Outreach

April 20 – June 7

- Postcard announcing Town Hall meeting dates and locations and the link to MySidewalk online survey will be mailed the last week of April.
- Fliers modeled after the postcard (in both English and Spanish) will be created and distributed to community groups and gathering places in town.
- Email blurbs will be sent to community groups to send out to their distribution lists.
- Public service notice on San Bruno Cable.

**San Bruno: Community Listening Campaign
Community Conversations Protocol and Questions
DRAFT April 10, 2015**

Sample Script

Hello, my name is _____. The San Bruno Community Foundation is overseeing a \$70 million fund to benefit the entire San Bruno Community. This money was received in restitution for the devastating pipeline explosion that occurred here in 2010. I work with the Public Dialogue Consortium and we are helping the Foundation to conduct a Community Listening Campaign to see how you and others feel the money could best benefit the entire community

We have a few simple questions that will guide our conversation. We are ready to listen and to hear what you have to say. I will be taking some notes while we talk so we can bring your ideas forward to the Community Foundation.

[First, a little background to get us started. The Community Foundation was established by the City of San Bruno to oversee and allocate \$ 70 million in restitution funds that the City received after the 2010 pipeline explosion. This is money in addition to what victims received in their respective settlements and is earmarked to benefit the entire San Bruno community. Specifically, the Foundation is charged with investing this money in projects, programs, services, and facilities that have enduring and significant benefits to the entire San Bruno community.

To start the process, the Foundation wants to hear what community members think are the key needs and assets in the City. They will use the information that you and your fellow community members provide to make decisions on how the money will be invested and allocated. It's important for you to know that no decisions have been made at this time. The Foundation is very interested in hearing first from as many community voices as possible before making any decisions. They are committed to spending the money in ways that respond to the community's hopes, aspirations, and needs. So your input is critical to this effort.]

Community Interview Questions

Now we would like to hear from you.

1. What are some of things that you like most about San Bruno?
 - Besides the things you mentioned, what else do you think would make San Bruno an even better community?
2. What community needs do you see?
 - Can you tell us more about the needs you mentioned and why they are important to the community?
3. What kinds of projects or services do you think would address those needs?
4. Do you have any additional comments or suggestions?

Demographic Information

1. Male ____ Female ____
2. How long have you lived in San Bruno?
 - If you are not a San Bruno resident, what City do you live in? _____
3. What age range do you fit into: ____below 18; ____18-30; ____31-40; ____41-55; ____above 55
4. What race or ethnicity would you say best describes you? _____

Permission and follow up

1. Would you like to be added to follow-up Community Listening Campaign email list?
Yes __ No __
2. Permission to use quotes with name? Yes ____ No ____
3. Referral: for a person or group/organization to interview? If yes, get referral information:
Referral name: _____
Referral contact info: _____

Interviewee Name and Email

1. Interviewees name: _____
2. Interviewees email address: _____