

MARIN COUNTY COUNCIL OF MAYORS AND COUNCILMEMBERS

DRAFT

MINUTES

Wednesday, January 24, 2019

Hosted by the City of Sausalito

The Spinnaker ~ 100 Spinnaker Drive Sausalito, CA

Members Present

- Belvedere: Kemnitzer, McAuliffe
- Corte Madera: Bailey, Beckman, Kunhardt
- Fairfax: Not present
- Larkspur: Chu, Haroff, Hillmer, Morrison
- Mill Valley: McCauley, McEntee, Moulton-Peters, Wickham
- Novato: Athas
- Ross: Brekhus, McMillan, Russell
- San Anselmo: Colbert, Coleman
- San Rafael: Colin, Bushey
- Sausalito: Burns, Cleveland-Knowles, Cox, Withy
- Tiburon: Fredericks

Ex Officio: Larkspur City Dan Schwarz; Mill Valley City Manager Jim McCann; Novato City Manager Reagan Candelario; Sausalito City Manager Adam Politzer; San Rafael City Manager Jim Schutz; MCCMC Secretary Rebecca Vaughn

Guests were: Marin County Board of Supervisors Judy Arnold, Damon Connolly, Katie Rice, Dennis Rodoni, Kate Sears, and Maureen Parton, Aide to Supervisor Sears

Call to Order

President Ray Withy called the meeting to order at 7:00p.m., welcomed everyone to the Marin County Council of Mayors and Councilmembers for January 24, 2019 and then called for public comment.

Public Comment

1. Eli Beckman, Corte Madera – Councilmember Beckman announced that an election would be taking place on Saturday, January 26 in Santa Rosa to elect Assembly Delegates for the Democratic party. The delegates represent the people in the California Democratic party. He is running on a slate comprised of 12 Marin/Sonoma grassroots activists. The Democrats United slate has been endorsed by Congressman Huffman. Councilmember Beckman encouraged anyone interested to come out to cast a vote. Roundtrip transportation would be available from the San Rafael Civic Center that will take you to Santa Rosa.

Following Public Comment, President Withy introduced Sausalito Mayor Joe Burns.

Welcome and Introduction of Guests

Mayor Burns welcomed everyone to the City of Sausalito. He first thanked Sarah Friar for being available to be their guest speaker. He then announced that all five members of the Marin County Board of Supervisors were present: Supervisors Arnold, Connolly, Rice, Rodoni and Sears, as well as Maureen Parton, Aide to Supervisor Sears, and Joan Lubamersky, Field Representative for Marc Levine. He introduced the following members of the Sausalito City Council: Vice Mayor Susan Cleveland-Knowles, and Councilmembers Joan Cox, Ray Withy and Jill Hoffman. He also introduced the Sausalito City Staff present: City Clerk Serge Avila, Police Chief John Rohrabacher, Parks and

1 Recreation Director Mark Langford, Public Works Director Jonathon Goldman, City Attorney Mary  
 2 Wagner, Director of Communications Abbot Chambers, Community Development Director Lily Whalen,  
 3 Human Resources Director Susan Patterson, Assistant City Manager Yulia Carter, and City Manager  
 4 Adam Politzer.

5  
 6 Once dinner service was underway, President Withy called on Committee Reports

7  
 8 **4. Committee Reports:**

9  
 10 **4.a. Metropolitan Transportation Commission (MTC) – Supervisor Damon Connolly**

11 Supervisor Connolly thanked the group for reappointing him to a 4-year term as MCCMC's  
 12 representative Commissioner to MTC. It is an honor to be able to represent Marin and our  
 13 communities and he encouraged everyone to keep their ideas and feedback coming. Today at  
 14 MTC, we actually appointed a new executive director, Therese McMillan.. Most recently she has  
 15 been a high-level executive with the LA County MTC. She was also a high-level appointee in the  
 16 Obama administration as well as actually earlier in her career was with the Bay Area MTC.

17 He then covered three key issues going on right now at the start of the new year.

- 18 1. Richmond San Rafael Bridge - The eastbound direction has been a big success in the PM  
 19 commute hours. What we're looking to do is actually provide the same relief to commuters  
 20 westbound in the morning by adding a third lane. As things stand there will actually be a  
 21 bike lane on the upper level of the Richmond Bridge starting in April. It's going to be a  
 22 movable barrier, so the proposal is why don't we make it a shared use situation where  
 23 during the AM peak you have vehicular traffic, bus, carpool, vehicles, etc., with the rest time  
 24 for bike lane.

25 The bike plan as it stands is it four year pilot. We'd like to see that shortened to six months,  
 26 and in those six months we have to perform two key studies. One by Caltrans is a structural  
 27 ability of the bridge to handle this additional traffic. And the other is to look at traffic impacts  
 28 on the Marin side if we make this move, and TAM will take the lead. We don't want to simply  
 29 move a bottleneck from one area to another namely on the Marin side, so both are in the  
 30 works.

- 31 2. CASA Compact - As everyone has heard, the Bay Area delegation namely me as MTC  
 32 representative and Pat Eklund and Supervisor Dennis Rodoni, as ABAG representatives,  
 33 have voted "No" on it. There are some things to highlight in the compact, but there are some  
 34 deal-breakers for Marin communities and frankly communities throughout the Bay Area and  
 35 I'll let Pat Eklund touch on those in her committee report.

36 He stated that we need to talk about what makes sense for Marin. What we are for, where  
 37 we have issues. A primary issue is that we think a one-size-fits-all approach doesn't work.  
 38 Where the rubber is going to meet the road on CASA is once those compacts go forward,  
 39 and they'll be signed probably in the next 30 days by ABAG and MTC, the real action is  
 40 going to be in Sacramento, where each of the proposals may or may not become a  
 41 legislative bill. We're going to be able to weigh in, we're going to keep in close contact with  
 42 our representatives and really make a showing about what we like, what we don't like. So  
 43 keep in mind that all of us are going to have a lot of work ahead of us as the process moves  
 44 forward.

- 1 3. Finally, on a somewhat related and also problematic note, Governor Newsom, a friend of  
 2 many of us and someone we like, has floated a proposal though that's a little bit problematic.  
 3 Namely, again recognizing that housing is an issue, he wants to condition transportation  
 4 funding on the actual production of housing. There are two basic problems with that, one, is  
 5 we all know that production of housing is a complex issue that local jurisdictions don't  
 6 necessarily have total control over. So why use a stick approach when a carrot approach  
 7 might be more workable. The second issue is the bottom line is voters upheld SB1, passed  
 8 Regional Measure 3 and locally passed or renewed Measure AA because we have stand-  
 9 alone transportation needs and we are in a transportation crisis as well. Supervisor Connolly  
 10 stated that in checking the proposition language for RM3, the word "housing" didn't appear  
 11 once. It talked about how do we relieve congestion, how do we have alternative transit, how  
 12 do we improve our roads. So we are going to continue to fight respectfully against Governor  
 13 Newsom's proposal should he go forward with that. We're going talk about we like going  
 14 forward with housing, how we think we can be part of that conversation, but continuing to  
 15 emphasize our transportation needs, the voters' intent and how important those dollars are  
 16 to us and should not be conditioned. He promised that he will keep up that fight and will be  
 17 counting on the membership to help out on that as well.

18  
 19 **4.b. Association of Bay Area Governments (ABAG) - Pat Eklund, Novato**

20 Councilmember Eklund report that, following up on Supervisor Connolly's report on the CASA  
 21 Compact vote, the vote at MTC was 3 "no" votes no 18 "yes" and the votes at ABAG were 9 "no"  
 22 votes to 21 "yes" votes with and 1 member absent. That member was Dave Hudson, who  
 23 walked out because it was getting late. The meeting went to one o'clock in the morning on  
 24 Thursday night last week. At ABAG this year, as well as MTC, one of the huge issues that will  
 25 be talked about is governance. She stated this will start in June/July with a discussion of  
 26 whether we should have one commissioning board or two, and how should that be structured.  
 27 Also on the ABAG side, the group will begin the RHNA process this summer. Plan Bay Area is  
 28 going to continue, and she has been keeping the ABAG delegates and alternates apprised.

29 Regarding CASA, she announced that there are two copies of the CASA compact on each  
 30 table. She encouraged everyone to read her committee report, and asked that everyone look at  
 31 the conditions that were placed by MTC and ABAG. ABAG put almost a half a page of  
 32 conditions on the CASA report. But we authorized by a majority vote to have our respective  
 33 chairs sign it at a signing ceremony on January 29<sup>th</sup>. There are two things she wanted the group  
 34 to take a look at. On page two of your report, it appears that somebody has arranged for CASA  
 35 or MTC to come and talk to MCCMC about the CASA report.

36 On page three, is a chart that shows what the CASA element is and then the reciprocal related  
 37 bill that is in print already up in Sacramento, and more are coming. One of the things that she  
 38 emphasized is that cities do not build housing, they permit them. And there are 420,000 building  
 39 permits for houses in California that are being held by developers. 420,000 building permits for  
 40 housing in California that they have been sitting on for years. She has started some  
 41 conversations with the League of California Cities, and one of the things being talked about is  
 42 what can we advance. The League did go and talk with each of the legislators, and the

1 leadership in Sacramento at the capital, to say that we are going to work with each of the cities  
2 to identify what we can do.

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5 **4.c. MCCMC Legislative Committee – Alice Fredericks, Tiburon**

6 Councilmember Fredericks reported that the CASA Compact elements are already informing  
7 legislation that the MCCMC Legislative Committee looks at. She was at the League of California  
8 Cities Policy Committee workshops, and people are really concerned about the Newsom  
9 proposal. As one person said to her, "If they take our transportation money and that includes the  
10 road money, that means that the roads, which are already in a deficit with respect to keeping  
11 them in good repair will continue to deteriorate and the more they deteriorate the faster they  
12 deteriorate and will end up leaving not just the cities, but the State, with a bigger bill to bring the  
13 roads up to good repair." So it really is not a proposal that makes any sense and we're hoping,  
14 and I have it on highest authority that Newsom may back down on that one.

15 She reported that the Legislative Committee is meeting with Senator McGuire to provide some  
16 more feedback before he presents what he is going to offer as an alternative to the Weiner  
17 proposals. Some of the provisions in the current iteration of SB 50 that we saw applies only to  
18 cities with populations of over 100,000 and while some parking requirements would be imposed  
19 under certain circumstances, it still proposes to gut CEQA and to really encourage the lack of  
20 public review of certain projects that include high density affordable housing. It would just  
21 subject those projects to ministerial review checklist. We're very appreciative of Senator  
22 McGuire's willingness to work with us. He leaves each meeting with a "to do" list of what to  
23 research and what to negotiate. And we're also appreciative of Nancy Hall-Bennett who always  
24 gives us a larger view of what the other cities in the state of California see as its concerns, and  
25 information about the advocacy work of the MCCMC legislative committee really informed and  
26 helped guide this.

27 Councilmember Fredericks thanked everyone for attending these meetings with Senator  
28 McGuire, and she especially thanked the Legislative Committee for attending the last meeting  
29 on a Friday evening in the pouring rain at 5:30 p.m. to take advantage of the help that Senator  
30 McGuire was offering.

31  
32 **4.d. Golden Gate Bridge Highway Transportation District – Alice Fredericks, Tiburon**

33  
34 Councilmember Fredericks announced that they are going to be considering a vote to terminate  
35 Route 41, which goes from the Smith Ranch Road park-and-ride to the ferry terminal. This was  
36 a trial to try to reduce some of the need for parking at the Larkspur ferry terminal. But after the  
37 final round of really aggressive outreach in September, which included mailing households in  
38 the area that might benefit from use of this shuttle, the route still only generated an average of  
39 only 2.2 fares per trip. The average sustainable use of any trip, on any route, is an average of  
40 10 passengers per day. So we were really disappointed to see that didn't work out. She  
41 reminded the group that the mission for which the Bridge District was chartered by the State  
42 includes managing vehicular traffic around 101 so that there are fewer challenges to the  
43 capacity of the bridge.  
44

1 She reported that the bridge tolls are intended not only to maintain the bridge, but to subsidize  
 2 both ferry and bus alternatives to vehicle use. Transit is 57% of the operating budget of the  
 3 District and 50% of transit operating costs are funded by the toll, so it is a very important source  
 4 of revenue as the District works toward the goal of getting people out of cars and onto transit.  
 5 The District Court agreed that the District needed to fund the current level of operations and  
 6 also look forward to increases in service especially with respect to the runs out of Larkspur on  
 7 the ferry. So the direction to the staff at the last meeting included generating an understandable  
 8 rather than a complex toll structure that mirrors what we have now. Public workshops are  
 9 planned up north and in San Francisco. The one here in Marin will be on January 30th at 5:30  
 10 p.m. at Whistle Stop.

#### 11 **4.d. Transportation Authority of Marin - Alice Fredericks, Tiburon**

12 Councilmember Fredericks announced that the Citizens Oversight Committee report has been  
 13 released. This is really an interesting report for two reasons. First, one is it's the responsibility of  
 14 the Citizens Oversight to ensure that the funds from the Measure A sales tax are used as  
 15 promised in the expenditure plans that the voters approved. But it also gives a good idea of how  
 16 the money comes to us and an overview of how it gets into the planning and building cycle for  
 17 programs and projects.  
 18

19 She discussed one more approval that TAM will be looking for at the next meeting, a new  
 20 program called the Marin Commuters Program that bundles services that provide alternatives  
 21 for commute. This includes all the commute options, local travel for those living and working in  
 22 Marin trip planning, and backfilling the loss of MTC's department staff for handling the regional  
 23 car share. The Marin commute has also expanded emergency ride home to the public rather  
 24 than having people funnel their requests through participating employers.  
 25

26 She concluded by announcing that you can get more information at [marincommutes.org](http://marincommutes.org), the  
 27 building of the website is under way and more and more details will be available at that time..  
 28

#### 29 **4.e. Marin Transit – Stephanie Moulton-Peters, Mill Valley**

30 Mayor Moulton-Peters opened with a discussion about Marin Transit's Yellow School Bus effort.  
 31 This was started three years ago in Marin Transit. She acknowledged all of the Supervisors  
 32 here tonight serving on the Transit board as well as Kate Colin from San Rafael, myself, and  
 33 Eric Lucan as the Alternate for the MCCMC position. Yellow School Bus came up a number of  
 34 years ago and we had an existing contract for some service in the Ross Valley. And there were  
 35 other entrepreneurial folks in the Belvedere Tiburon area who wanted to address traffic  
 36 congestion on Tiburon Boulevard and created their own Yellow School Bus service. Mill Valley  
 37 also rallied our school district and the county and residents and started their own small Yellow  
 38 School Bus program.  
 39

40 While Kate Sears was the head of Marin Transit board, she initiated a Yellow School Bus  
 41 subcommittee that she, and I, and supervisor Rice served on. We studied this for three years  
 42 under a pretty close microscope about where our Yellow School Bus programs run, what do  
 43 they cost, how do you do them, and how can we take the \$600,000 in funding through to  
 44 Measure AA. How can we spread that out among the existing Yellow School Bus programs.  
 45 She encouraged members to review the report in the packet, there is a chart that shows the  
 46 distribution of funds among the various Yellow School Bus programs that exist.  
 47

48 She noted that Novato is not shown but they have funding coming to them under a different  
 49 source. So in the end everybody gets a little money to support their Yellow School Bus  
 50 programs. She acknowledged that there is more work to do but at least we've got a foothold  
 51

1 and a way to organize some sort of support for Yellow School Bus programs and hope there's a  
2 way to create more funding in the future.

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4 **4.f. Sonoma Marin Area Rail Transit (SMART) – Dan Hillmer, Larkspur**

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6 Councilmember Hillmer reported that there are copies of the General Manager's January report  
7 on the tables and the website of course is [www.sonomamarintrain.org](http://www.sonomamarintrain.org). The two bits of news for  
8 this report are that we changed chairmanships this past meeting at our SMART Board and  
9 Marin has the chair for the next two years. Mayor Gary Phillips the new chair. The Board also  
10 affirmed our mission to first of all avoid loss of life. We've reflected that SMART has had four  
11 losses of life the last year and that's our top priority. Additional priorities include maintenance,  
12 continuity of service and making sure SMART delivers what the voters passed when they first  
13 voted for SMART. There are many challenges and opportunities this year. SMART has one  
14 board member retiring this year, Tim Eddy, who was also a Bridge District Director.

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16 **4.g. Disaster Preparedness Ad Hoc Committee – Sashi McEntee, Mill Valley**

17  
18 Councilmember McEntee reported that the committee has for the time being concluded  
19 meetings and is working on a draft of their white paper, which is circulating through the  
20 committee members. He announced that she toured the Paradise, CA fire site with several  
21 Marin County volunteers doing a volunteer shift up at one of the distribution centers there. So  
22 Marin County did have I believe it was 16 or 17 CERT groups that went up and did volunteer  
23 shifts up through this organization. She was able to do a tour of the Paradise fire site through  
24 Senator Nielsen's office with one of the Paradise council members. She announced that if  
25 anyone is interested in doing a tour like that, she would be happy to coordinate organizing one.  
26 It is a three-hour drive up but it is beautiful up there. It is really illuminating, and it definitely could  
27 happen here just as easily.

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31 **5. Keynote Presentation:**

32 The Nextdoor Public Agency Platform – A Hyper Local Resource Connecting Local Officials  
33 With Those They Serve  
34 (Presentation provided by Sarah Friar, Chief Executive Officer, Nextdoor)

35 Following the Committee Reports, President Withy called upon Sausalito Mayor Joe Burns to  
36 introduce Sarah Friar, the guest speaker.

37 Joe Burns: Mayor Burns introduced Sarah Friar, the evening's guest speaker, stating that it is a  
38 great opportunity not only to hear from the CEO of Nextdoor, but also for MCCMC to get information  
39 on how we can use the platform and how the platform is used for us.

40 Prior to serving as Nextdoor CEO, Sarah was CFO of Square. Before her tenure at Square, Sarah  
41 served as Senior Vice President of Finance and Strategy at Salesforce. Sarah also had executive  
42 roles at Goldman Sachs as well as a Business Analyst with McKinsey in both London and South  
43 Africa. Sarah sits on the boards of Walmart and Slack, and is currently the Board Vice chair of Spark,  
44 a nonprofit serving at-risk middle school students through mentorship. Sarah earned her Master's  
45 Degree in Engineering and Metallurgy Economics and Management from the University of Oxford and  
46 an MBA from Stanford University Graduate School of Business where she graduated as an Arjay  
47 Miller scholar.

1 Sarah Friar: She thanked Mayor Burns for the introduction. She grew up in Northern Ireland but felt  
2 so close to her community there because her parents were part of building that community. Her father  
3 was the personnel manager of the local mill. Her mother was the local district nurse and she was also  
4 a mid wife. So when she stands in front of community builders, she is always taken back to those  
5 people, what they did and what they gave up.

6 Nextdoor was founded to create a place where communities could come together online so you  
7 actually join Nextdoor to get to know people you don't often know, your own neighbors. She added  
8 that many people then begin to take those conversations offline whether it's through a book club, or  
9 maybe getting together to talk about parenting teens, discussing local politics and so on. That's the  
10 core of what Nextdoor stands for and why it exists.

11 She informed the group that, although everyone may know Nextdoor through their local  
12 neighborhoods, Nextdoor actually has a much bigger platform. She stated that her talk would include  
13 the overarching view and also include a drill-down into local communities. Nextdoor's purpose is  
14 empowering local communities to help people lead happier lives. By getting local communities back  
15 together you can start to make the local community happier. There are many social platforms  
16 available, but none of them were focused on local. Nextdoor anticipates the global power of local is  
17 one of the mega trends that we see over the next several decades.

18 Nextdoor is currently in 90% of all of the U.S. neighborhoods. In total, we know there are around  
19 200,000 neighborhoods nationally. Here in Marin there are 239 neighborhoods and about 50% of the  
20 households in Marin are on Nextdoor. Nextdoor is also now in 10 countries. It is available in the UK,  
21 Netherlands, France, Germany, Italy, Spain, and Australia. Sweden and Denmark will be launching  
22 soon.

23 Nextdoor definitely wants commerce to happen on the platform. What drew her from Square to  
24 Nextdoor is that she loves local business. She believes that when local business thrives,  
25 communities thrive. There is so much a local community can bring from a commerce perspective.  
26 She also explained that Nextdoor helps with crime and safety, and that safer communities tend to be  
27 happier communities.

28 She explained that when all of this comes together, we see things like people's health improving  
29 when they live in a happier community. Their wealth improves, children's test scores improve. There  
30 is a lot of research that shows why this is important.

31 She then focused on public agencies. Today on Nextdoor there are over 5,000 public agencies using  
32 the platform, and they use it for community engagement and to start a dialogue. They use it for crime  
33 prevention, so often you'll see posts coming from the local sheriff's office suggesting things that  
34 people can do to keep their house safer. It is also being used more for emergency preparedness.  
35 Agencies are turning to online for this? We'll because ne you can reach the right audience. There are  
36 some things like a storm warning you might want to blanket all of Marin with a message, but when  
37 power lines go down on a certain street, you may want to notify only that portion of the community. In  
38 moments of crisis, that ability to get to the right audience is incredibly important in targeting your  
39 message. Nextdoor sees police forces doing all sorts of interesting things with the platform. She also  
40 sees that agencies are working with neighbors to build relationships. There are all sorts of good ways

1 that you can put a human face on agencies that can feel maybe a bit more scary or imposing to a  
2 local community.

3 She mentioned the frequent postings around animals getting lost, but there is something about the  
4 platform that is very, very real time in nature. In terms of a city like St. Louis, we've seen them actually  
5 use the platform to start street based policy as well, so as a public agency you can post polls to solicit  
6 feedback from your constituents. You can break up polls by custom service area like a police beat or  
7 a flood district. You get a nice combination of both qualitative and quantitative results. Fairfax County  
8 used it to help solve crimes so they're getting out there and actually asking for residents to provide  
9 some more information around things like burglaries.

10 She mentioned that in the case of Hurricane Harvey, Nextdoor helped to build preparedness with  
11 community members being on the platform, but ultimately when the storm rolled in and the scale and  
12 magnitude of that particular disaster came to bear, what you saw is that it was neighbors helping  
13 neighbors through postings on Nextdoor because the 911 system was down. FEMA, the police  
14 service, the fire departments, they couldn't get to all of the people because they were completely  
15 overwhelmed. Nextdoor saw people going back and forth on the platform saying things like, "Don't tell  
16 me your house number because it's submerged, I can't see it. Tell me color of your roof or give me  
17 something that's above water right now that will help me actually get to you." And that goes back to  
18 the meaning of real-time communications, hyperlocal communications, this allowed neighbors to help  
19 save neighbors.

20 Ms. Friar stated that she has seen people continue their conversation months after even years after  
21 an emergency event. It has been gratifying to her to see neighbors still doing runs up to Paradise with  
22 clothing, with tents, etc. And those are the sorts of stories that explain why they do what they do with  
23 Nextdoor.

24 She concluded with the three key themes that she sees with the Nextdoor platform:

- 25 1. Civic engagement. If you look at trends in the United States, there has been a real back away  
26 from civic engagement, fewer people running for office, fewer people at the local level, at the  
27 state level, fewer people at the national level. And clearly that has major outcomes and  
28 ramifications for who were getting to help us manage our country.
- 29 2. Social Isolation. She provided the following quote, "In an increasingly connected world people  
30 have never been so lonely," She has seen people utilizing the platform to start to meet  
31 neighbors.
- 32 3. Emergency Response. She has seen an increase in use from emergency responsive  
33 perspective. As more public agencies come onto the platform, she stated that Nextdoor would  
34 love to do more to help with that. She acknowledged that Nextdoor has work to do to help  
35 agencies get more their message across and so forth. But she sees it as a real problem that  
36 Nextdoor can help solve and it's a big part of their roadmap forward too.

37 She then asked if there were any questions.

38 Jim Wickham, Mill Valley: Councilmember Wickham spoke about civic engagement and relationships  
39 with agencies, and the importance of elected officials being able to keep an eye on what's going on in  
40 town. He stated that he understands it's not a government tool, but asked why Nextdoor won't allow  
41 city staff to see what's going on in their cities?

1 Sarah Friar: Responded that, when you join Nextdoor, there is a very particular onboarding process,  
2 very different from other social media sites. Each user is verified, it's what the tech industry would call  
3 a friction-full experience. Tech is more about frictionless experiences, how to get people down a  
4 funnel as fast as possible up and running on their site. Instead, Nextdoor actually asks you to prove  
5 that you live at that address. So the trust is quite high that the user knows that anyone they are  
6 talking to lives in their neighborhood. Nextdoor actually asks you to post with your name and your  
7 address, you can even look up neighbors up in the directory. So because of that trust in the  
8 neighborhood, Nextdoor didn't want to allow this idea of others watching, the idea that others could be  
9 watching what was going on and then suddenly out of nowhere start responding. She stated that  
10 Nextdoor goes back and forth on this all the time, thinking about is there a way to do that where they  
11 don't break the trust. Ms. Friar explained that Nextdoor is working on a concept called groups right  
12 now. And one the platform can do with groups is allow users to flag an interest in, for example,  
13 neighborhood watch or local politics. And then the users of the group to know that users who don't  
14 necessarily live in their neighborhood are going to be posting back and forth and can converse with  
15 them in that subset.

16 Councilmember Wickham added a follow-up: He thinks that in terms of trust, the city manager in  
17 every city is known and he would just suggest Nextdoor give some thought to allowing the city  
18 managers to post because you already know who they are.

19 Sarah Friar: Thanked him for his input and stated that this kind of feedback is the reason why she  
20 wanted to speak to MCCMC and she appreciates the input.

21 Sashi McEntee, Mill Valley: Councilmember McEntee said that she is interested in the idea of  
22 groups. Central Marin has done a really good job with neighborhood response groups, and it would  
23 be really interesting to see how we can work with Nextdoor. If we have a neighborhood that's  
24 interested in doing that and perhaps they're already on Nextdoor or maybe they're not, she is  
25 interested in how we could help them organize and stay organized via the platform. It might save us  
26 some resources and help keep that emergency response group together.

27 Sarah Friar: Responded that Nextdoor is working on the groups aspect. They don't yet have a very  
28 perfect installation because groups still very much follow the boundary lines of a given neighborhood.  
29 And some neighborhoods want their group to be their cul-de-sac because they want to do a block  
30 party or they want it to be their apartment complex. In vertical cities like New York, people tend to  
31 want a neighborhood just to be the building they live in, and Nextdoor doesn't really allow for that  
32 ability to accordion in. And schools really love to be on Nextdoor. But the platform doesn't make that  
33 connection work well today, so a lot of the work Nextdoor is doing with groups right now is to say from  
34 just a technology standpoint how do we make this work. And then more importantly how do we deal  
35 with some of the bigger public agencies, schools, churches, HOAs, nonprofits, etc, because each one  
36 of them has a slightly nuanced requirement.

37 David Kunhardt, Corte Madera: Councilmember Kunhardt asked how leads are selected and do they  
38 receive any training ?

39 Sarah Friar: Explained that leads self-select, put their "hand up" to say, "I care enough about this  
40 area that I wanted to become a lead." She feels that this is another part the appeal of Nextdoor, that it  
41 is very organically driven by real people.

1 She explained that a lead takes the time to draw the correct boundary of the neighborhood, then  
 2 invites neighbors. They have to get to certain number within a certain period of time for a  
 3 neighborhood to go from pilot to fully launched, so that is the beginning of a lead's job. And then they  
 4 are usually the folks who in the beginning to do a lot of the inviting, and creating initial posting.

5 Ms. Friar then further explained that Nextdoor does have a lead forum, where they have curated the  
 6 top questions/answers that leads typically have, and best practices of what sorts of content is good,  
 7 and when to jump in and moderate.

8 Councilmember Kunhardt further asked, "How do you know when they are facilitator of bad  
 9 behavior?"

10 Sarah Friar: Responded that above the leads forum, they have a neighborhood operations group at  
 11 Nextdoor, and those folks are constantly peeking in when complaints come in, they will go in and start  
 12 looking at that moderation. If they see that sort of behavior they definitely will take members and/or  
 13 leads off the platform.

14 Ford Greene, San Anselmo: Councilmember Greene, going back to Ms. Friar's comments about  
 15 grouping and scope of community, stated that one of the issues that were elected officials are jointly  
 16 dealing with in Marin is the risk of fire. And so if you live for example on Winding Way and your  
 17 neighborhood is Laurel Grove, you still have fire exposure that goes over to San Rafael, and so that  
 18 is a real-time example of what the need is to be able to broaden the scope so that it's more inclusive  
 19 based on that one presentation of risk.

20 Sarah Friar: Ms. Friar agreed and responded that there is a lot that Nextdoor can do. When it  
 21 comes to things like fire danger, groups could be talking about what are the things you can do to  
 22 make sure your trees are cut back, or make sure you know that you cut back on brush or whatever,  
 23 not leaving things lying around that are naturally fire hazards. We can have local businesses like  
 24 landscapers and so on to step in to talk about things that you could do broadly speaking around your  
 25 own home, which would magnify the process of community start to make a difference. She stated that  
 26 it takes a village regarding all of these problems, and fire danger is just one. Other problems include  
 27 child safety, pet safety and getting everyone to drop in on the conversations and bring their expertise.

28 President Withy thanked Ms. Friar for her presentation and continued with the Business Meeting.

29

## 30 **6. BUSINESS MEETING**

31

32 6.a. Consideration and Possible Action to Make the Following Committee Appointments:

33

34 6.a.1: MCCMC Alternate Representative to League of California Cities, North Bay Division  
 35 Executive Board

36

37 President Withy announced that MCCMC Representatives are appointed annually each calendar year.  
 38 The incumbent was Sashi McEntee, Mill Valley, however she has indicated that she will not seek re-  
 39 appointment. Nominations were re-opened and accepted from the floor at the November 28, 2018  
 40 meeting. Renee Goddard, Fairfax, and David Kunhardt, Corte Madera, were nominated.  
 41 Councilmember Goddard withdrew her name from consideration. No additional nominations were  
 42 received from the floor.

43

1 There was a motion and a second (Burns/Eklund) to close nominations and appoint David Kunhardt,  
2 Corte Madera, to a one-year term as the MCCMC Alternate Representative to the League of California  
3 Cities, North Bay Division for Calendar Year 2019. The motion was approved by acclamation.  
4

5 6.a.2 Marin Major Crimes Task Force Oversight Committee (Alternate)  
6

7 President Withy announced that the current incumbent, Catherine Way, Larkspur, has indicated that  
8 she does not wish to seek re-appointment. Nominations were re-opened and no nominations were  
9 received from the floor. Additional nominations will be accepted from the floor and John Gamblin, San  
10 Rafael, was nominated by Kate Colin, San Rafael.  
11

12 There was a motion and a second (Colin/Eklund) to close nominations appoint John Gamblin, San  
13 Rafael, to a two-year term as the Alternate Representative to the Marin Major Crimes Task Force  
14 Oversight Committee for January, 2019-2021. The motion was approved by acclamation.  
15

16  
17 6.b. Update on Initiation of a Survey of Members and Review of Survey Questions  
18 (Verbal update to be given by President Ray Withy)  
19

20 President Withy announced that the ad hoc committee, comprised of the current Executive Committee  
21 along with prior past presidents, Kate Colin, Sloan Bailey, Denise Athas and Stephanie Moulton-Peters  
22 has developed a list of questions, which will be used to compile the survey. A link to the survey will be  
23 sent out to the membership by the end of the week and members will have approximately three weeks  
24 to fill out the survey. He encouraged everyone to participate and share their opinions on logistics, how  
25 often we should meet, how meetings should be organized, how guest speakers should be selected,  
26 etc. He stated that responses will be anonymous. After the survey closes, we will put together an  
27 updated rules and procedures document to discuss at the Mayors Select Committee Meeting in April  
28 with a goal of bringing a final document to the full membership for a vote in May.  
29

30  
31 6.c. Review of Draft Agenda for February 27, 2019 MCCMC Meeting Hosted by the Town of Tiburon  
32

33 There were no comments on the draft agenda for February 27, 2019.  
34  
35

36 6.d. Consideration and Possible Action to Approve the Draft Minutes of the November 28, 2018  
37 MCCMC Meeting Hosted by the Town of Ross  
38

39 There was a motion and a second (Eklund/Cox) to approve the minutes of the November 28, 2018  
40 MCCMC meeting. The motion was approved by acclamation.  
41  
42

43 **Adjournment**

44 President Withy thanked everyone for attending and adjourned the meeting at 8:35p.m. to the  
45 next regular meeting scheduled for February 27, 2019 hosted by the Town of Tiburon.  
46  
47