



## COMMUNITY OUTREACH

### LOCAL SUPPORT

The Scotts Valley Band of Pomo Indians, under the leadership of its Tribal Council, has successfully gained the active support of both local and organized labor communities.

#### Organizational Support

- Contra Costa Central Labor Council
- Contra Costa Construction and Building Trades Council
- Neighborhood House of North Richmond
- North Richmond Municipal Advisory Committee
- North Richmond Neighborhood Council
- Parchester Village Neighborhood Council

#### Individual Support

- Over 2,800 residents of the North Richmond, Parchester Village and Richmond communities are on record in support of the proposed casino and entertainment center.

### ACTIVITIES

The Tribe sponsored and the members of the Tribal Council participated in the following outreach activities:

- Over Fifty (50) key stakeholder briefings including members of the local press
- Two (2) Town Hall meetings with over 350 residents in attendance.
- Ongoing meetings with local community stakeholders and opinion leaders both elected and appointed.



## COMMUNICATIONS TOOLS AND OUTREACH MATERIALS

As part of its commitment to the community and the public to maintain ongoing communication, a wide variety of tools and outreach materials are used, including those listed below, to provide updates on the project, its status and progress:

- Interactive Tribal project website, established July 2004
  - Supporters: Over 3,250 individuals over the age of eighteen have added their names in support of the proposed project.
  - Visitors to site since going on-line: 94,283
- Printed materials, including:
  - Information kits
  - Brochures
  - Town Hall invitations
  - Letters from the Chairman
- Seven (7) direct mailings providing notifications, updates and information to the estimated 40,000 residents living in neighborhoods at or near the site of the proposed project.