

June 8, 2025

Yolo County Board of Supervisors
625 Court Street
Woodland, CA 95695

Re: The Cost of Deprioritizing Communications in Yolo County

Dear Board of Supervisors Members,

I am submitting this letter as a matter of public record. As the Communications Coordinator for the Yolo County Health and Human Services Agency, I am one of only two dedicated communications experts in the entire Yolo County government. I have over 20 years of experience in government communications, and my skills have been recognized by Governor Newsom's Office.

Effective communication is not a luxury in government; it is infrastructure. It helps residents access vital services, keeps staff informed, and builds necessary public trust. Yet Yolo County has underinvested in this role for years. The entire County has only one Public Information Officer. That position has been interim or transitional for most of a decade, cycling through staff without sufficient support. At HHSA, I am the only Communications Coordinator for a large, multi-branch agency. With just two of us, proactive outreach is nearly impossible. Reactive demands consume each day.

In my role, I conduct multilingual outreach through social media, the website, flyers, billboards, and in-person engagement for Yolo County's most vulnerable residents, including those experiencing homelessness and housing instability. I also serve as the internal communications voice for all HHSA staff; sharing updates and safety notices, celebrating team accomplishments, and keeping employees informed about agency news. This work matters. It connects people to help and staff to each other.

Now, when trust in institutions is fragile and honest public dialogue is vital, the County is making cuts. Positions are being eliminated. Staff with long service to residents are being directed to the same safety-net programs they once supported. Meanwhile, accountability for budget decisions is unclear. The leadership responsible for underfunding and poor priorities has not been named or held accountable.

I do not expect this letter to change what is already underway. I write so the record reflects what has been lost; not only positions and budgets, but also the trust, relationships, and value built through communication. Yolo County's residents and workforce deserve better.

Respectfully submitted,

Greg Imura
Departmental Communications Coordinator,
Yolo County Health and Human Services Agency