



Town of Discovery Bay

Program Area: Administration	Policy Name: Communications	Policy Number: 33
Date Established: XX-XX-2023	Date Amended: N/A	Resolution: 2023-XX

The Town of Discovery Bay recognizes its responsibility to keep the public informed regarding projects, goals, achievements and important events / issues occurring within the Town. The General Manager, or designee, will establish strategies for effective two-way communications between the District and the public. These strategies will be an evolving and ongoing effort as technology may allow for more efficient ways to communicate with our stakeholders.

The General Manager, or designee, may utilize a variety of communication methods in order to provide the public with access to information. Such methods may include, but are not limited to, mailers in the water bill, the Town web site, social media networking pages or other online communications technologies, direct e-mail communications, electronic sign board, SMS messaging, newsletters and press releases.

In developing communications strategies, the General Manager or designee will take into account the needs of all members of the public, including individuals with disabilities and those whose primary language is not English.

The General Manager, or designee, will ensure that staff members are responsive to requests by members of the public for information or assistance in locating the desired information.

When disseminating press releases, the General Manager, or designee, will include the Board of Directors in the e-mail to ensure Board Members are receiving the same information the public is receiving.



PRESS RELEASE

FOR IMMEDIATE RELEASE

When

What

Why

Where

Who

DRAFT

Author/Title