TOWN OF DISCOVERY BAY
A COMMUNITY SERVICES DISTRICT
SDLF Platinum-Level of Governance

President – Carolyn Graham • Vice-President –Bryon Gutow • Director – Kevin Graves • Director – Ashley Porter • Director – Lesley Belcher

NOTICE OF THE REGULAR MEETING
OF THE COMMUNICATIONS COMMITTEE
OF THE TOWN OF DISCOVERY BAY
Wednesday, November 5, 2025, 3:30 P.M.

TO ATTEND IN PERSON: The meeting will be held at the Community Center located at 1601 Discovery Bay Boulevard, Discovery Bay, CA 94505.

In addition to physical attendance at the address indicated above, the Town of Discovery Bay Community Services District is offering the following teleconferencing options as an alternative means for the public to participate in this meeting.

TO ATTEND BY ZOOM WEBINAR: https://us06web.zoom.us/j/86583270406

TO ATTEND BY PHONE: +1 (669) 444 9171 or +1 (719) 359 4580 **WEBINAR ID:** 865 8327 0406

Download Agenda Packet and Materials at **www.todb.ca.gov**

Communications Committee Members
Chair Lesley Belcher
Vice-Chair Bryon Gutow

A. **ROLL CALL**
  1. Call business meeting to order 3:30 p.m.
  2. Roll Call.

B. **PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)**
  During Public Comments, the public may address the Committee on any issue within the District's jurisdiction which is not on the Agenda. The public may comment on any item on the Agenda at the time the item is before the Committee for consideration. Any person wishing to speak will have 3 minutes to make their comment. There will be no dialog between the Committee and the commenter as the law strictly limits the ability of Committee members to discuss matters not on the agenda. We ask that you refrain from personal attacks during comment, and that you address all comments to the Committee only. Any clarifying questions from the Committee must go through the Chair. Comments from the public do not necessarily reflect the viewpoint of the Committee members.

C. **DRAFT MINUTES TO BE APPROVED**
  1. Approve Regular Communications DRAFT Meeting Minutes of September 3, 2025.

D. **UPDATES**
  1. Communications Update - November 2025.

E. **PRESENTATIONS**

F.   DISCUSSION ITEMS
1.   Discussion and Possible Feedback Regarding Draft Communications Strategic Plan (CY 2026-2030).

G.   FUTURE DISCUSSION/AGENDA ITEMS

H.   ADJOURNMENT
1.   Adjourn to the next Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard, Discovery Bay, CA 94505.

TOWN OF DISCOVERY BAY
A COMMUNITY SERVICES DISTRICT

SDLF Platinum-Level of Governance

President – Carolyn Graham • Vice-President –Bryon Gutow • Director – Kevin Graves • Director – Ashley Porter • Director – Lesley Belcher

MINUTES OF THE REGULAR MEETING
OF THE COMMUNICATIONS COMMITTEE
OF THE TOWN OF DISCOVERY BAY
Wednesday, September 3, 2025 3:30 P.M.

Communications Committee Members
Chair Lesley Belcher
Vice-Chair Bryon Gutow

A.   ROLL CALL
1.   Business meeting was called to order at 3:30 p.m.
2.   Roll Call was taken, and all members were present.

B.   PUBLIC COMMENTS (Individual Public Comments will be limited to a 3-minute time limit)
None.

C.   DRAFT MINUTES TO BE APPROVED
1.   Approve Regular Communications DRAFT Meeting Minutes of September 4, 2024.

Vice-Chair Gutow made a Motion to Approve the September 4, 2024, Draft Minutes.
Chair Belcher seconded.
Vote: Motion Carried – AYES: 2, NOES: 0, ABSTAINED: 0, ABSENT: 0

D.   UPDATES
1.   Communications Policy Update.

Presented by Assistant General Manager Stephen Griswold.

- Communications Policy will be coming to a future meeting.
- Policy will address the following among other items:
  - Use of Town logo.
  - Town sponsored activities.
  - Social media.

Committee agrees policy will be beneficial.

E.   PRESENTATIONS
None.

F.   DISCUSSION ITEMS
1.   Communications Update – September 2025.

Presented by Assistant General Manager Stephen Griswold.

- Engagement Metrics (July 1, 2025 – September 1, 2025)

    o Facebook has 4,146 followers.
    o Instagram has 716 followers.
    o Newsletter was emailed to 1,192 subscribers.
    o EyeOnWater has 1,260 subscribers.
    o TODB website had 196,777 page views.

- Moving Forward:

    o Expand SMS Text Alert Adoption.
    o Increase Video Content.
    o Email newsletters.
    o Expand Community Engagement.
    o Enhance Transparency.

G. FUTURE DISCUSSION/AGENDA ITEMS
None.

H. ADJOURNMENT
1. Adjourned at 3:54p.m. to the next Communications Committee meeting at the Community Center located at 1601 Discovery Bay Boulevard, Discovery Bay, CA 94505.

Town of Discovery Bay
"A Community Services District"
STAFF REPORT

Agenda Title: Communications Update - November 2025

Meeting Date: November 5, 2025

Prepared By: Stephen Griswold, Assistant General Manager

Submitted By: Stephen Griswold, Assistant General Manager

RECOMMENDED ACTION:

Staff recommends that the Communications Committee take the following action:

- Receive the November 2025 communications update.

EXECUTIVE SUMMARY:

The Town of Discovery Bay Community Services District continues to expand and refine its communications efforts in order to enhance transparency, accessibility, and engagement with residents. This report provides an update on communications performance metrics from September 1, 2025, through November 1, 2025.

Social media, email newsletters, and digital platforms remain essential tools to provide timely information, share project updates, and issue emergency notifications. The Town has diversified its communication channels beyond traditional methods such as mailed notices and public postings Utilizing a mix of digital platforms—including Facebook, Instagram, Constant Contact, and SMS text alerts—to better reach a wide cross-section of the community. The addition of tools such as EyeOnWater and the continued growth of the Town's website provide further avenues for customers to stay informed about water usage, District projects, and governance.

Engagement Metrics Baseline (September-1-2025 to November-1-2025):

Facebook
- Followers: **4,179 (+33)**
- Average Monthly Reach: **19,300**
- Link Clicks/Interactions: **45**

Instagram
- Followers: **749 (+38)**
- Average Monthly Reach: **18,400**
- Link Clicks/Interactions: **365**

TODB CSD Website
- Total Page Views: **256,886**

Constant Contact (Email Newsletter)
- Subscriber Count: **1,218 (+17)**
- Average Open Rate: **60%**
- Click Rate: **4.7%**

SMS Text Alerts
- Subscriber Count: **727 (+9)**
- Average Open Rate: **TBD**

EyeONWater
- Subscriber Count: **1,260**

Trend Analysis:

- **Steady Growth:** Overall social media following increased by 71 (Facebook + Instagram).
- **High Newsletter Performance:** Email open rates (60%) remain well above industry average of 20-30%.

FISCAL IMPACT:

None.

PREVIOUS RELEVANT BOARD ACTIONS FOR THIS ITEM:

None.

ATTACHMENTS:

None.

Town of Discovery Bay
"A Community Services District"
STAFF REPORT

Agenda Title: Discussion and Possible Feedback Regarding Draft Communications Strategic Plan (CY 2026-2030).

Meeting Date: November 5, 2025

Prepared By: Stephen Griswold, Assistant General Manager

Submitted By: Stephen Griswold, Assistant General Manager

RECOMMENDED ACTION:

Staff recommends that the Communications Committee take the following action:

- Receive update from staff on the draft Communications Strategic Plan and provide feedback.

EXECUTIVE SUMMARY:

The purpose of this report is to present the draft Communications Strategic Plan for review and feedback by the Communications Committee. The plan establishes a unified framework for how the Town communicates with residents, partners, and stakeholders, and identifies strategies to improve transparency, engagement, and trust.

In recent years, the Town of Discovery Bay has expanded its communication efforts across multiple platforms, including the Town website, social media, newsletters, and SMS alerts. While these efforts have improved outreach, they have also highlighted the need for a cohesive, forward-looking communication strategy that aligns messaging, ensures consistency, and proactively engages the community.

The Communications Strategic Plan was developed to formalize this approach. It reflects the Town's commitment to open government and effective public engagement, ensuring that communication is not only informative but also participatory.

The Communications Strategic Plan serves as a roadmap for how the Town will strengthen its communication practices both internally and externally. The plan's vision is to build a more informed, engaged, and connected community through proactive outreach, transparent messaging, and responsive communication.

The plan identifies six core priorities:

1. **Build Internal Capacity**
2. **Create Engagement Opportunities**
3. **Redefine Brand Identity**
4. **Ensure Timely Communications**
5. **Foster Content Innovation**
6. **Improve Stakeholder Management**

The plan also inventories the Town's existing communication tools and outlines how each supports the broader communication goals. This plan comes at a pivotal time as Discovery Bay grows and community expectations for real-time, transparent communication increase, the need for a coordinated and strategic approach has become more critical.

This plan ensures that the Town's communication efforts are consistent, intentional, and aligned with its mission to deliver exceptional public service. It also positions the Town and staff to respond effectively during emergencies, strengthen public understanding of local governance, and enhance resident participation.

FISCAL IMPACT:

None.

PREVIOUS RELEVANT BOARD ACTIONS FOR THIS ITEM:

None.

ATTACHMENTS:

1. Draft Communications Strategic Plan (CY 2026-2030).

TOWN OF DISCOVERY BAY
COMMUNITY SERVICES DISTRICT

Communications Strategic Plan
Calendar Years 2026-2030

Table of Contents

Executive Summary

Town of Discovery Bay Vision Statement

"The Town aims to maintain a full-service, sustainable community, grow in harmony with the environment and the Delta, ensure that assets and facilities are maintained, serviceable, and compliant with all laws and regulations, and promote practices that provide enhanced and sustainable life for current and future generations."

Town of Discovery Bay Mission Statement

"Provide effective and fiscally responsible municipal services in a manner which promotes a high standard of community life with a focus on the environment and the Delta in partnership with the community"

The Town of Discovery Bay Community Services District (CSD) is committed to strengthening transparency, trust, and connection through strategic communication and community engagement. This plan establishes a clear framework for how the Town will share information, listen to residents, and foster meaningful two-way communication that builds confidence in local governance.

The strategy emphasizes clarity, consistency, and collaboration—ensuring residents are informed, engaged, and empowered to participate in community life. Through coordinated messaging, proactive outreach, and innovative use of digital tools, the Town aims to make communication timely, accessible, and inclusive.

Core priorities for calendar years 2026–2030 include:

1. **Building Internal Capacity:** Enhancing staff communication skills and coordination across departments.
2. **Creating Engagement Opportunities:** Expanding avenues for residents to connect, provide input, and stay informed.
3. **Redefining Brand Identity:** Establishing a cohesive, recognizable, and professional public image.
4. **Ensuring Timely Communications:** Delivering accurate and up-to-date information across all platforms.
5. **Fostering Content Innovation:** Using visuals, video, and storytelling to make messages more engaging.
6. **Improving Stakeholder Management:** Strengthening relationships with agencies, partners, and media outlets.

To achieve these goals, the Town leverages a multi-channel approach, integrating its website, quarterly newsletter, social media, text alerts, and press releases to reach residents where they are. Together, these tools support a unified communication strategy that promotes transparency, responsiveness, and trust in local government.

Town Leadership

KEVIN GRAVES
BOARD OF DIRECTORS
2009 - Present

BRYON GUTOW
BOARD OF DIRECTORS
2018 - Present

CAROLYN GRAHAM
BOARD OF DIRECTORS
2020 - Present

ASHLEY PORTER
BOARD OF DIRECTORS
2020 - Present

LESLEY BELCHER
BOARD OF DIRECTORS
2024 - Present

DINA BREITSTEIN
GENERAL MANAGER
2021 - Present

Board of Directors
Elected Officials

Legal Counsel

General Manager
Dina Breitstein

Administration	Water & Wastewater External	Water & Wastewater Internal	Finance	Parks & Landscape
Assistant General Manager Stephen Griswold III	**Veolia Water**	**Water/Wastewater Manager** Aaron Goldsworthy	**Finance Manager** Margaret Moggia	**Park/Landscape Manger** Monica Gallo
Board Secretary/Clerk Kelly Rajala	**Luhdorff & Scalmanini**	**Water Utility & Maintenance** (3-Water Tech)	**Accounting** (1-Projects Accountant & 1-Accountant)	**Parks & Recreation Community Center** (1-Recreation Coordinator & 1-Admin Assistant)
Project Manager Mike Yeraka	**Herwitt Engineering**	**Wastewater Maintenance** (1-W/WW Maintenance Worker)	**Customer Billing** (2-Office Assistant)	**Park & Streetscape Maintenance** (1-Landscape Coordinator & 5-Park/Landscape Worker)
Executive Assistant Beatriz Ibarra	**Shobe Engineering**			

Town of Discovery Bay Provided Services

Discovery Bay is an unincorporated community in East Contra Costa County, served locally by the Town of Discovery Bay Community Services District (CSD). While the Town's name may suggest otherwise, Discovery Bay does not function as an incorporated city/town and therefore does not have land use or zoning authority—those responsibilities and other essential public services such as law enforcement, fire protection, roadway maintenance, etc. are provided by Contra Costa County and special districts.

WATER TREATMENT

The District owns and maintains over 50 miles of water mains and 6 water wells producing 7 million gallons per day. The raw water is then treated in 3 water treatment facilities with a water storage capacity of 2.2 million gallons for customer distribution.

WASTEWATER TREATMENT

The District provides wastewater collection and treatment services for ~6,000 homes and businesses, which is processed at Wastewater Treatment Plant 2, with a 4 million-gallon-per-day capacity, and moves through 50 miles of sewer mains supported by 17 lift stations.
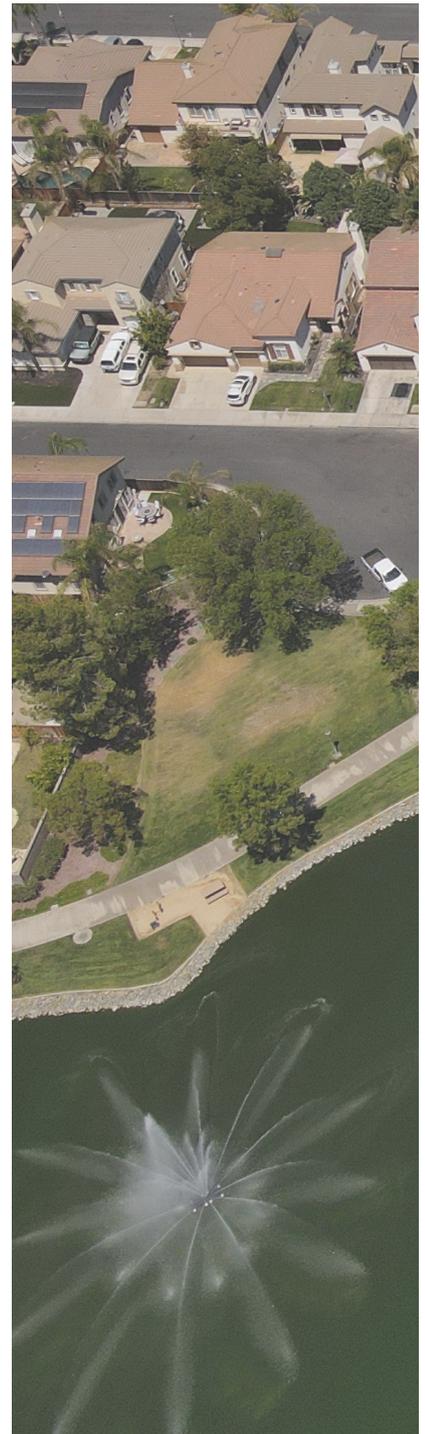
PARKS, RECREATION, & LANDSCAPING

The Town manages five landscape zones—two owned by the Town and three owned by Contra Costa County—and oversees several community parks. It also operates the Community Center, which offers diverse programs and recreational facilities enriching community life.

ADMINISTRATION & FINANCE

The General Manager and staff are responsible for long-term strategic initiatives and overseeing the daily operations of the Town's 22 full-time staff and $13 million annual budget, delivering essential services to the community of around 15,000 residents.

Community Background

Discovery Bay was established in the early 1970s as a weekend and summer resort community and has since evolved into a thriving year-round home for more than 15,000 residents who enjoy small-town living along over 1,200 miles of Delta waterways. Approximately 60% of homes are located in the original part of town, with the remainder in Discovery Bay West. Officially known as the Town of Discovery Bay, the community is an unincorporated area of Contra Costa County and was formally established as a California Community Services District (CSD) in 1998.

POPULATION
15,243

MEDIAN AGE
44.4

MEDIAN INCOME
$154,792

HOMEOWNERSHIP RATE
88.7%

POSSESS A BACHELORS DEGREE OR HIGHER
33.1%

HOUSEHOLDS WITH ADULTS OVER AGE 65
17.4%

SWOT Analysis

Discovery Bay's communications efforts are well-established and community-focused, supported by strong digital channels and coordinated oversight. Continued growth depends on enhancing engagement, building staff capacity, and strengthening resilience against misinformation and resource limitations.

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
• **Multiple Communication Platforms:** Discovery Bay actively uses Facebook, Instagram, Nextdoor, its official website, a quarterly newsletter, and SMS alerts via SlickText to reach residents. These channels allow for both regular updates and urgent notifications. • **Dedicated Communications Committee:** A formal committee meets regularly to review engagement strategies, improve outreach, and coordinate public messaging. • **Consistent Branding and Messaging:** A unified voice and visual identity across all platforms reinforce credibility and public recognition.	• **Limited Two-Way Engagement Online:** While social media posts share information, there are fewer interactive tools to actively engage residents and collect input. • **Staff & Financial Capacity Constraints:** Limited staff resources make it challenging to respond rapidly to emerging issues, maintain consistent engagement, or update all platforms simultaneously. • **Institutional Resistance to Change:** Existing habits and comfort with current practices can influence the pace at which new tools or approaches are embraced.	• **Expanded Public Engagement Methods:** The District will explore flexible and accessible engagement methods to reach a broader range of community members. These efforts aim to ensure participation opportunities extend beyond traditional in-person meetings. • **Leveraging Regional Partnerships:** Collaborate with Contra Costa County and neighboring districts to amplify alerts and share resources for public safety campaigns. • **Develop Staff Expertise:** Train and cross-train staff in communications and crisis messaging; provide ongoing professional development through conferences, trainings, and workshops. • **Technology and Funding Initiatives**: Pursue grants and funding to enhance communications, leverage emerging technologies.	• **Misinformation Risks:** Without rapid, official messaging, residents may rely on unofficial sources, which can undermine trust and cause confusion. • **Public Trust Erosion:** Delayed responses or perceived lack of transparency during emergencies or controversial issues could reduce community confidence in town leadership. • **Cybersecurity Risks:** Hackers or phishing attempts could compromise official communications or resident trust if digital platforms are not secure. • **Staff Turnover or Capacity Limits:** Loss of experienced communications staff could slow emergency responses or routine outreach.

Communications Core Competencies

The Town prioritizes strategic communications to foster transparency, trust, and collaboration. By focusing on engagement, clear information-sharing, and emergency alerts, the Town keeps residents informed, coordinates stakeholders, and delivers services efficiently. These efforts strengthen community connections, support informed decisions, and ensure timely, accurate information.

EXTERNAL COMMUNICATION

External communications focus on sharing clear, consistent, and timely information with residents, community partners, the media, and other stakeholders.

Effective external communication ensures transparency, builds public trust, and promotes understanding of District services, projects, and decisions that impact residents.

EMERGENCY COMMUNICATION

Crisis/emergency communication ensures that accurate, timely, & consistent information is delivered to the public during critical incidents or disruptions to essential services.

The goal is to protect public safety, maintain trust, & support coordinated response efforts through clear messaging across multiple channels.

PARTNERSHIP MANAGEMENT

Fostering strong & collaborative relationships with external partners, including government agencies, nonprofits, community groups, & private sector entities, is essential to effective governance & service delivery.

By doing so, the Town enhances its credibility and capacity to provide quality services and align with countywide and regional priorities.

COMMUNITY ENGAGEMENT

Creating meaningful two-way communication between the Town and the community. It goes beyond simply informing residents — it's about listening, inviting participation, and building trust through transparency and collaboration.

The goal is to foster an informed and connected community where residents feel heard, valued, and confident in their local government.

Communications Channels & Tools

Communication channels encompass the verbal and written methods used to deliver messages to others and can be formal or informal. Identifying the most effective channels for delivering messages is critical to achieving clear and successful communication. Since the importance and objectives of messages vary, along with the preferences and needs of the audience, it is essential to use a diverse range of channels to ensure information is effectively delivered and received.

TODB Website (Streamline)	**Quarterly Newsletter** (Constant Contact)
• **Central Hub:** Easy access to District news, services, and resources. • **Compliance:** Meets public notice, reporting, and accessibility requirements. • **Transparency:** Publishes agendas, reports, and updates for public review.	• **Community Connection:** Highlights events, partnerships, and resident resources. • **Education:** Explains District services, processes, and initiatives in plain, accessible language. • **Resource Sharing:** Provides links, contacts, and tips for residents to access services or solve common issues.
Facebook (Town of Discovery Bay)	**Instagram** (todb94505)
• **Wide Community Reach**: Facebook is widely used by residents, making it an efficient way to reach a large audience quickly. **(4.2K Followers)** • **Multimedia Capability:** Allows sharing of photos, videos, and live updates to make information more engaging. • **Event Promotion:** Facilitates easy promotion and RSVP tracking for District events and programs.	• **Youth and Young Adult Reach:** Engages demographics that may be less active on other platforms. **(748 Followers)** • **Real-Time Updates:** Stories, Reels, and posts allow for quick, timely communication. • **Cross-Promotion:** Amplifies content from other platforms like Facebook, newsletters, or the District website.
Nextdoor (Town of Discovery Bay)	**SMS Text Alerts** (SlickText)
• **Hyperlocal Reach:** Connects directly with residents in specific neighborhoods, ensuring messages reach the local community. • **Timely Alerts:** Ideal for sharing urgent notifications, public safety updates, or service disruptions in real time. • **Trust and Credibility:** Combating pervasive misinformation found on the platform.	• **Immediate Reach:** Delivers urgent notifications directly to residents' mobile devices in real time. • **Critical Alerts:** Provides concise, timely notifications for emergencies, service disruptions, road closures, and safety updates. • **Opt-In Participation:** Residents choose to subscribe, ensuring messages reach an engaged audience.
Local Media Outlets	**Press Releases**
• **Credibility and Amplification:** Leverages established media credibility to enhance transparency, build trust, and amplify important messages to the community.	• **Official Announcements:** Provides a formal, accurate, and consistent way to share news, initiatives, and updates with the public and media.

Communications Strategies & Tactics

Regatta Park Play Structure Ribbon Cutting—10 September 2025

01

Build Internal Capacity

02

Create Engagement Opportunities

03

Redefine Brand Identity

04

Ensure Timely Communications

05

Foster Content Innovation

06

Improve Stakeholder Management

1. BUILD INTERNAL CAPACITY

Building internal capacity means ensuring the Town has the staff, resources, skills, and tools needed to deliver effective communications and engage the community efficiently. Strengthening internal capacity improves the Town's ability to respond quickly to emergencies, maintain consistent messaging, and proactively engage residents across multiple platforms. Investing in training, technology, and dedicated communications resources fosters long-term sustainability and positions the Town for continued growth and professionalism in its outreach efforts.

Staffing & Funding

- Establish FTE for communications.
- Create a dedicated communications budget.
- Pursue grants & external funding.
- Promote cross-training & succession
- planning for communications staff.

Professional Association Participation

- Join the California Association of Public Information Officials (CAPIO).
- Collaborate on local/regional/statewide outreach initiatives.
- Promote professional development through conferences & trainings.

Invest in Equipment

- Purchase content creation equipment.
- Acquire content creation software.
- Hire consultants for more complex content requirements.

Develop SOPs

- Audit current processes and approvals.
- Amend or establish approval workflows.
- Document step-by-step procedures for all aspects of external & crisis communications.

2. CREATE ENGAGEMENT OPPORTUNITIES

The Town is committed to fostering meaningful connections with residents by providing accessible, informative, and interactive engagement opportunities ensuring communication is two-way, inclusive, and responsive. These efforts collectively create a more connected community, empower residents to participate in decision-making, and enhance the Town's ability to engage efficiently across multiple platforms.

Create Space for Residents

- Guided Exploration of Town Operations using new and existing technology.
- Foster accessible community spaces in new administration building and community center.

Increased Town Events

- Establish limited and guided facility tours.
- Organize open houses, town halls, and other community gatherings to engage residents, provide information, and create opportunities for dialogue and feedback.

Implement Digital Tools

- Create and utilize interactive maps and dashboards.
- Ensure there is always maximum integration across all platforms.
- Agenda management software to increase resident accessibility.

Establish Two-Way Communication

- Evaluate approaches to foster more interactive online communication.
- Consider hosting live Q&A sessions with board members and/or staff.
- Established list of trusted messengers that receive more detailed information in order to amplify messaging.

STRATEGIES & TACTICS

3. REDEFINE BRAND IDENTITY

The Town will strengthen its brand identity by modernizing its visual and digital presence, ensuring consistent, high-quality communication across all platforms. Efforts will include refreshed signage and printed materials, updated photography and digital content, and staff training to maintain message unity. Additionally, clear communications will emphasize the Town's role as a Community Services District, helping residents better understand its services and purpose.

Update Digital Presence

- Hire a photographer to capture high-quality images of Town staff, facilities, events, parks, and other assets.
- Regularly update the website and social media platforms with high-res photo/video.
- Enhance Accessibility across all platforms.

Refresh Signage/Materials

- Produce updated brochures, flyers, postcards, and community guides for events, programs, and services.
- Design reusable templates for newsletters, flyers, & social media to ensure consistent branding.

Staff & Board Training

- Conduct training sessions to ensure all board members and staff communicate consistent messages aligned with the brand and strategic priorities.

Clarify CSD Purpose

- Develop communications that clearly explain the Town's status as a CSD, the services it provides, and ensure consistent messaging across all interactions.

4. ENSURE TIMELY COMMUNICATIONS

The Town is committed to delivering timely, accurate, and coordinated information to build public trust and ensure transparency. Strengthening communication processes and preparedness enhances the Town's ability to respond quickly during emergencies, minimize misinformation, and keep residents informed through reliable, consistent updates. This proactive approach ensures the community receives critical information when it matters most.

Roles & Responsibilities

- Identify POCs for drafting, reviewing, approving, and publishing communications across all channels.
- Develop a flowchart outlining responsibilities.
- Set standard approval timelines for content review and approvals.

Redundancy in Platforms

- Ensure messages are consistent across Facebook, Instagram, Nextdoor, and other Town-managed channels.
- Tailor tone, format, and visuals to fit the strengths of each channel while maintaining consistent messaging.

Pre-Crisis Planning

- Create a comprehensive and internal plan outlining procedures, key contacts, protocols, and channels for different types of emergencies.
- Draft templates and talking points for common emergencies.
- At least annually test communication channels and conduct scenario-based drills.

Social Media Updates

- Use social media as the primary channel for non-emergency announcements, service disruptions, and alerts.
- Develop a consistent posting frequency and plan content in advance for news, events, and service updates when possible.

5. FOSTER CONTENT INNOVATION

The Town aims to create engaging, relevant, and dynamic content that resonates with residents and strengthens community connections. By diversifying formats, sharing stories, highlighting staff and board members, and collaborating across departments, the Town can communicate more effectively and reach audiences in ways that suit their preferences. Incorporating feedback loops and analytics ensures content remains responsive, impactful, and continuously improved.

Diversify Content Formats

- Incorporate videos, infographics, and interactive graphics in newsletters, social media, and the website.
- Develop podcasts or audio updates for residents who prefer listening over reading.
- Feature staff and board member bios

Storytelling Campaigns

- Share behind-the-scenes content showcasing staff, operations, and Town projects.
- Develop seasonal or thematic storytelling campaigns.
- Coordinate with local media to amplify impactful stories beyond Town platforms.

Department Collaboration

- Meet regularly with all departments to gather content ideas and updates.
- Encourage departments to provide content and review it for branding and messaging alignment.

Feedback Loops

- Monitor social media comments, messages, and engagement trends for insight
- Use analytics from newsletters, website, and social media to evaluate content.
- Solicit staff input for content ideas regularly.

6. IMPROVE STAKEHOLDER MANAGEMENT

Effective stakeholder management ensures the Town builds strong, collaborative relationships with residents, businesses, community groups, and regional partners. By proactively partnering with organizations, providing regular stakeholder briefs, mapping key stakeholders, and maintaining representation in regional decision-making, the Town can align priorities, advocate effectively, and address community needs. These strategies foster trust, enhance transparency, and create opportunities for meaningful engagement.

Partner with Organizations

- Coordinate joint events, workshops, or educational programs with partner organizations.
- Develop formal partnership agreements or MOUs to collaborate on projects, events, or initiatives.
- Identify and maintain relationships with key community groups, nonprofits, regional agencies, and business associations.

Stakeholder Briefs

- Create regular briefing documents summarizing key Town projects, initiatives, and decisions for internal and external stakeholders.
- Distribute briefs via email, newsletters, etc.
- Prepare talking points or presentations for staff and board members to effectively communicate the Town's priorities and positions.

Representation in Regional Decisions

- Track decisions and outcomes from regional meetings to inform planning & communications.
- Organize regular (at least annual) meetings with state and federal representatives
- Participate in county-wide events, regional forums, and planning bodies to influence regional policies and initiatives.

Stakeholder Mapping

- Develop a comprehensive map of key stakeholders, including residents, businesses, community groups, and regional agencies.
- Identify gaps in stakeholder engagement and target underrepresented groups.
- Update the stakeholder map regularly.

Evaluation & Metrics

Effective communication requires ongoing evaluation and adaptation. The Town of Discovery Bay will continuously monitor and refine its communication strategies to remain transparent, timely, and responsive to community needs. By tracking measurable outcomes and incorporating resident feedback, the Town can assess whether efforts are meeting goals—informing residents, encouraging participation, and strengthening trust in local governance—while ensuring resources are used effectively. Performance data will be reviewed quarterly to identify trends, assess progress toward communication goals, and inform any mid-year adjustments, as well as the annual communications summary.

Key Performance Indicators

KPIs are measurable values that track the effectiveness of the Town's communication efforts across digital, community, and operational areas. They help evaluate outreach impact, audience engagement.

Digital Platforms

- Website analytics (page visits, top-viewed pages, bounce rates, and time on page)
- Social media engagement (reach, reactions, comments, shares, follower growth)
- Newsletter performance through Constant Contact (open rates, click-throughs, and subscriber trends)
- SMS alert engagement via SlickText (opt-ins, delivery success rate, and open rates)

Community Engagement

- Attendance and participation at Town-hosted events, open houses, and public meetings.
- Community sentiment gathered through social media comments and messages.
- Number and quality of partnerships or joint outreach initiatives with local organizations.
- Number and quality of partnerships and engagements with external stakeholders.

Timeliness and Responsiveness

- Ensuring that appropriate updates occur during emergencies, service disruptions, or other urgent issues.
- Consistency in message tone, format, and branding across all channels
- Adherence to internal staff communication workflows and approval timelines

4,179	749	727	~80K	1,218
Facebook Followers	Instagram Followers	SlickText Users	Website Visits	Newsletter Subscribers

THE TOWN OF
DISCOVERY BAY

Live Where You Play

1800 Willow Lake Road
Discovery Bay, CA 94505

communications@todb.ca.gov

www.todb.ca.gov

(925) 634-1131