



TOWN OF DISCOVERY BAY

"A COMMUNITY SERVICES DISTRICT"

SDLF PLATINUM-Level of Governance

Chair Lesley Belcher and Vice-Chair Bryon Gutow

NOTICE OF THE REGULAR MEETING OF THE COMMUNICATIONS COMMITTEE OF THE TOWN OF DISCOVERY BAY November 04, 2026 03:30 PM

To Attend In-Person:

Discovery Bay Community Center, 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 86583270406

To Download Agenda Packet & Materials: <http://www.todb.ca.gov/>

A. ROLL CALL

1. Call business meeting to order at 3:30p.m.
2. Roll Call.

B. PUBLIC COMMENTS (Individual Public Comments will be limited to 3 minutes)

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. CONSENT CALENDAR

All matters listed under the CONSENT CALENDAR are considered by the District to be routine and will be enacted by one motion.

C.1 Approve Communications Committee DRAFT Meeting Minutes from May 6, 2026. Page 4

Sponsor(s): Kelly Rajala, Board Secretary

D. UPDATES

D.1 SMS Emergency Text Notification Test Results

Sponsor(s): Stephen Griswold, Assistant General Manager

E. PRESENTATIONS

F. DISCUSSION ITEMS

F.1 Quarterly Communications Update Page 6
Sponsor(s): Emma Lawson, Communications Specialist

F.2 Community Center Solar Project Communications Plan Page 8
Sponsor(s): Stephen Griswold, Assistant General Manager

G. FUTURE AGENDA ITEMS

H. ADJOURNMENT

Adjourn to the next Regular Meeting of the Communications Committee at the Community Center located at 1601 Discovery Bay Boulevard.

This agenda shall be made available upon request in alternative formats to persons with a disability, as required by the American with Disabilities Act of 1990 (42 U.S.C. § 12132) and the Ralph M. Brown Act (California Government Code § 54954.2). Persons requesting a disability related modification or accommodation in order to participate in the meeting should contact the Town of Discovery Bay, at (925) 634-1131, during regular business hours, at least forty-eight hours prior to the time of the meeting.

Materials related to an item on the Agenda submitted to the Town of Discovery Bay after distribution of the agenda packet are available for public inspection in the District Office located at 1800 Willow

Lake Road during normal business hours.



**MINUTES OF THE REGULAR MEETING
OF THE COMMUNICATIONS COMMITTEE
OF THE TOWN OF DISCOVERY BAY
May 06, 2026 03:30 PM**

Chair Lesley Belcher and Vice-Chair Bryon Gutow

A. ROLL CALL

Meeting was called to order at 3:30pm.

Roll call was taken and all members were present.

B. PUBLIC COMMENTS (Individual Public Comments will be limited to 3 minutes)

None.

C. CONSENT CALENDAR

Moved By Chair Lesley Belcher

Seconded By Vice-Chair Bryon Gutow

Motion to approve the Consent Calendar.

Motion Carried (2 to 0)

C.1 Approve Communications Committee DRAFT Meeting Minutes from March 4, 2026.

Moved By Chair Lesley Belcher

Seconded By Vice-Chair Bryon Gutow

For (2): Chair Lesley Belcher, and Vice-Chair Bryon Gutow

Motion Carried (2 to 0)

D. UPDATES

D.1 General Communications Updates

Presented by Assistant General Manager Stephen Griswold.

- New utility billing conversion occurred. Advanced communication and noticing was highly beneficial in process going smoothly.
- Staff received multiple calls due to water quality concerns. Volume of calls decreased significantly once information was posted on social media.
- Scheduled Town Hall with Lori Wilson's office was postponed due to lack of RSVPs.
- Audio from all historical Board and Committee meetings are available on the website.
- Future "No Wipes in the Pipes" campaign is being planned for the fall.
- Communication Policy is being amended to streamline several policies.

E. **PRESENTATIONS**

None.

F. **DISCUSSION ITEMS**

F.1 Discuss and Provide Feedback on Proposed District Site Tour Program.

Presented by Assistant General Manager Stephen Griswold.

- Staff is proposing a District Site Tour Policy.
 - Potentially 2 tours per calendar year.
 - Each tour limited to 10 people.
 - Preregistration would be required.
 - Tour would last approximately 2 hours.
 - Staff is evaluating safety, security and liability concerns.
 - There would be minimal fiscal impact.

The Committee sees a benefit in offering tours.

G. **FUTURE AGENDA ITEMS**

None.

H. **ADJOURNMENT**

Meeting was adjourned at 4:04.



Town of Discovery Bay

"A Community Services District"

STAFF REPORT

Agenda Title: Quarterly Communications Update – Q3 2026

Meeting Date: November 4, 2026

Prepared By: Emma Lawson, Communications Specialist

Submitted By: Stephen Griswold, Assistant General Manager

RECOMMENDED ACTION:

Staff recommends that the Board of Directors take the following action:

- Staff recommends that the Communications Committee discuss and file the 2026 Q3-Quarterly Communications Update.

EXECUTIVE SUMMARY:

The Town of Discovery Bay Community Services District continues to strengthen and expand its communication efforts to increase transparency, accessibility, and overall community engagement. This report provides an update on communications performance metrics, outreach activities, and ongoing initiatives from July 1, 2026, through October 30, 2026.

On August 31, 2026, the Town welcomed its first Communications Specialist, creating a position entirely focused on coordinating and managing the District's communication efforts. This position also allows for greater attention to community outreach, digital communications, and the development of new Town programs and initiatives.

Throughout this quarter, the Town continued to utilize Facebook, Instagram, Nextdoor, Constant Contact email newsletters, SMS text alerts, the Town website, and the electronic message board to provide timely, accessible information regarding community programs, District projects, public meetings, and other updates. These platforms continue to remain essential to the Town's communication efforts, helping keep residents informed and increase overall public awareness.

In addition to regular communications, the Town distributed the Fall 2026 Newsletter, hosted two Municipal Online Payments workshops, and participated in the Halloween Parade at the Riverlake Shopping Center. The payment workshops were promoted through multiple communication channels and allowed residents to receive individual assistance with setting up their new online auto-pay accounts. Participation in the Halloween Parade also allowed Town staff and members of the Board to interact directly with youth in the community and gather photos and content for upcoming communication efforts.

The continued development of several new outreach initiatives, including a youth Earth Day art project involving five local elementary schools and an educational facility tour program anticipated to be introduced by Summer 2027, reflects the Town's continuous efforts to expand its community involvement and provide residents with opportunities to learn more about District services.

Overall, the Town will continue to evaluate its communication methods, monitor engagement across digital platforms, and identify any opportunities to improve communication with residents.

Engagement Metrics (July-1-2026 to October-30-2026):

Note: *Due to changes in Meta's analytics reporting, percentage comparisons for Facebook and Instagram reach and clicks/interactions have been excluded from this quarter's report to maintain accuracy.*

Facebook – Followers 4,466 (+1.9%) Reach 90K Clicks/Interactions 806 (0%).

Instagram – Followers 978 (+8.3%) Reach 56K Clicks/Interactions 770 (0%).

Constant Contact – Subscribers 1,394 (+7.9%) Average Open Rate 70% (+22.8%) Click Rate 12% (+100%).

SMS Text Alerts – Subscriber Count 765 (+7) Average Open Rate (N/A).

TODB CSD Website – Total Page Views 597,915 (+8.7%).

EyeOnWater – Subscriber Count 1,356 (+8.2%)

Municipal Online Payments – Total Account Users 2,838 (0%) Auto-Pay Enrollments 1,947 (0%)

Trend Analysis:

Social Media Performance: Both Facebook and Instagram continue to be important platforms for reaching residents and sharing community information. Due to changes in Meta's analytics reporting, the Town will use this quarter's data as a baseline for all future comparisons. To help direct residents to additional information, the Town has incorporated QR codes into graphics, particularly on Instagram, because clickable links are not supported in captions. However, QR code scans are not currently trackable, so the available Meta data may not fully reflect engagement. Moving forward, the Town will focus on understanding each platform's audience preferences and exploring additional content formats, including Reels, to encourage more engagement.

Improved Email Engagement: Constant Contact grew across all three performance metrics, including subscribers, average open rates, and average click rates. The Town distributed more email campaigns than usual throughout the quarter (five campaigns total), providing residents with more frequent updates. Additionally, the Town has expanded its outreach by creating separate contact lists for Community Center participants, utility billing customers, and newsletter subscribers. These lists allow the Town to have a more targeted communications strategy based on the information that is the most relevant to each audience.

FISCAL IMPACT:

N/A

PREVIOUS RELEVANT BOARD ACTIONS FOR THIS ITEM:

N/A

ATTACHMENTS:

N/A



Town of Discovery Bay

"A Community Services District"

STAFF REPORT

Agenda Title: Community Center Solar Project Communications Plan

Meeting Date: November 4, 2026

Prepared By: Emma Lawson, Communications Specialist

Submitted By: Stephen Griswold, Assistant General Manager

RECOMMENDED ACTION:

Staff recommends that the Communications Committee take the following action:

- Staff recommends that the Communications Committee discuss and file the Community Center Solar Project Communications Plan.

EXECUTIVE SUMMARY:

The Town of Discovery Bay Community Services District has begun implementing a two-phase solar project at the Discovery Bay Community Center, scheduled from November 4 through December 23, 2026. The project will provide solar-covered parking, enhance visitor comfort, and generate long-term cost savings for the district on utilities. The Town's communications efforts are intended to ensure residents and facility users are informed of temporary construction-related disruptions while emphasizing the long-term benefits of these improvements.

The project was initially announced in the September Town Newsletter. Building on that announcement, staff developed a communications plan to provide advance notice, maintain consistent messaging across communication channels, and keep the public informed of parking restrictions, potential facility impacts, and construction schedule changes throughout the project.

Phase 1: November 4–27, 2026

During Phase 1, parking will be limited to approximately 15–16 spaces. On October 22, staff received an internal notification regarding the upcoming construction impacts, followed by the release of a public parking advisory on October 23. Outreach efforts included Constant Contact emails to Town newsletter subscribers and Community Center users, social media announcements, website updates, electronic message board notifications, and signage throughout the Community Center grounds.

On November 4, these communication channels will be updated to reflect the start of construction, and an additional reminder will be distributed to Community Center users.

Phase 2: November 30–December 23, 2026

Phase 2 is tentatively scheduled to begin November 30 and continue through December 23, with ongoing parking restrictions and additional facility impacts to be determined as construction progresses. Beginning November 20, staff will initiate a second round of communications using a similar approach. Planned outreach includes an internal staff notification, a community-wide Constant Contact email campaign on November 23, updated on-site signage, social media announcements, and updates to the Town website and electronic message board.

On November 30, staff will distribute construction commencement reminders to Community Center users and update public communications to reflect current facility conditions.

Throughout both phases, staff will continue to monitor construction activities and provide timely updates regarding schedule adjustments, parking availability, facility access, and other impacts as information becomes available. These efforts are intended to minimize confusion, support public awareness, and maintain effective communication with residents and Community Center users throughout construction.

FISCAL IMPACT:

N/A

PREVIOUS RELEVANT BOARD ACTIONS FOR THIS ITEM:

N/A

ATTACHMENTS:

1. Phase 1 Parking Advisory Signage
2. Phase 2 Construction/Ongoing Parking Advisory Signage
3. Phase 1 Message Board Before November 4
4. Phase 1 & 2 Message Board After November 4

DISCOVERY BAY COMMUNITY CENTER



PARKING ADVISORY

LIMITED PARKING DURING CONSTRUCTION



NOV. 4 – DEC. 23



**APPROX. 16 SPACES
REMAIN AVAILABLE**



This project will provide shaded parking to help keep vehicles cooler, improve visitor comfort, and generate clean energy, saving thousands per year.

ONLY AVAILABLE PARKING – PLEASE PLAN AHEAD



1601 DISCOVERY BAY BLVD, DISCOVERY BAY, CA 94505

DATES ARE TENTATIVE AND SUBJECT TO CHANGE

DISCOVERY BAY COMMUNITY CENTER



CONSTRUCTION NOTICE

PEDESTRIAN SAFETY DURING CONSTRUCTION

 NOV. 30 – DEC. 23

 PEDESTRIAN ACCESS
MAINTAINED

 LIMITED PARKING REMAINS IN EFFECT

 Trenching and electrical work will take place around the Community Center to support the installation of new solar-covered parking, providing shaded parking and long-term savings. Trench plates will maintain pedestrian access. Please use caution and follow posted signage.

ONLY AVAILABLE PARKING  TRENCH PLATE



1601 DISCOVERY BAY BLVD, DISCOVERY BAY, CA 94505
DATES ARE TENTATIVE AND SUBJECT TO CHANGE

COMMUNITY CENTER
LIMITED PARKING
STARTS NOV 4TH

Community Center
Limited Parking
PLAN AHEAD!