



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
July 01, 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

D. UPDATES

D.1 Quarterly Communications Update - Q2 2026 Page 6
Sponsor(s): Stephen Griswold, Assistant General Manager

D.2 General Communications Updates
Sponsor(s): Stephen Griswold, Assistant General Manager

E. PRESENTATIONS

F. DISCUSSION ITEMS

F.1 Discussion & Possible Feedback on a Potential Electric Sign Board on Bixler Road. 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**

Director Belcher requested the Committee discuss an additional electronic sign board.

H. **ADJOURNMENT**

Meeting was adjourned at 4:04.



Kelly Rajala



Town of Discovery Bay

"A Community Services District"

STAFF REPORT

Agenda Title: Quarterly Communications Update - Q2 2026

Meeting Date: July 1, 2026

Prepared By: Stephen Griswold, Assistant General Manager

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 Q2-Quarterly Communications Update.

EXECUTIVE SUMMARY:

The Town of Discovery Bay Community Services District continues to expand and refine its communications efforts to enhance transparency, accessibility, and engagement with residents. This report provides an update on communications performance metrics and outreach activities from March 1, 2026, through June 30, 2026.

Social media, email newsletters, the Town website, and other digital platforms remain essential tools for providing timely information, sharing project updates, promoting community programs and events, and issuing emergency notifications. The Town continues to diversify its communication methods beyond traditional mailed notices and public postings by utilizing a mix of digital platforms—including Facebook, Instagram, Constant Contact email newsletters, and SMS text alerts—to reach a broad cross-section of the community.

The continued use of tools such as EyeOnWater, along with ongoing enhancements to the Town’s website and digital communication channels, provides additional opportunities for customers and residents to stay informed about water usage, District projects, public meetings, community events, service updates, and governance activities.

Engagement Metrics (March-1-2026 to June-30-2026):

Facebook – Followers 4,379 (+2.6%) Average Monthly Reach 73K (+26.3%) Clicks/Interactions 36.

Instagram – Followers 903 (+14.2%) Average Monthly Reach 20.8K (+23.1%) Clicks/Interactions 862 (+77.4%).

Constant Contact – Subscribers 1,292 (+44) Average Open Rate 57% (0%) Click Rate 6% (+1%).

SMS Text Alerts – Subscriber Count 758 (+21) Average Open Rate (TBD).

TODB CSD Website – Total Page Views 550,000 (+1.7%).

EyeOnWater – Subscriber Count (1,254)

Trend Analysis:

- **Content Is Generating More Interaction:** The increase in Instagram engagement suggests that residents are responding positively to visual, timely, and community-oriented content. Posts that include photos, event reminders, project updates, and concise service information appear to be particularly effective at encouraging residents to click, react, share, or seek additional information.
 - **Opportunity to Convert Reach Into Subscribers:** Increased social media reach provides an opportunity to encourage more residents to subscribe to the Town’s email newsletter and SMS alert system. Social media can be used to promote these opt-in tools, helping the Town build a larger direct-contact audience for important notices that may require immediate attention.
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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: Discussion & Possible Feedback on a Potential Electric Sign Board on Bixler Road.

Meeting Date: July 1, 2026

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 report, discuss the information presented, and provide direction to staff as appropriate.

EXECUTIVE SUMMARY:

The Communications Committee expressed interest in exploring the installation of an electronic message board along Bixler Road to provide residents with timely information regarding Town programs, community events, emergency notifications, public meetings, and other important public information.

Electronic message boards are commonly used by local agencies to supplement existing communication methods by providing highly visible messaging to residents and visitors. However, before such a project could be considered, staff reviewed property ownership, jurisdictional authority, and the Town's ability to construct improvements within the proposed location.

The landscaped areas along Bixler Road are located within Contra Costa County Lighting and Landscape District (LLD) Zones 35 and 61 (attachment 1). These assessment districts are owned and administered by Contra Costa County and are not Town of Discovery Bay assessment districts.

Although the Town performs routine landscape maintenance within these areas pursuant to a maintenance agreement with Contra Costa County, that agreement is limited solely to maintenance services. The agreement does not convey ownership of the property, land use authority, or authorization for the Town to construct capital improvements within these County-owned districts.

Additionally, the Town does not own any parcels adjacent to Bixler Road that could accommodate the installation of an electronic message board. Because the Town neither owns nor administers LLD Zones 35 and 61, it does not have the authority to independently construct or install permanent improvements within these areas.

Furthermore, the Town does not maintain a budget, capital improvement program, or funding source for County LLD Zones 35 and 61. These districts are not part of the Town's assessment district system, and no Town funds are appropriated for capital projects within them.

Accordingly, staff has determined that the Town cannot independently pursue or fund the installation of an electronic message board within the Bixler Road corridor.

Should Contra Costa County determine that an electronic message board is appropriate within these County-

owned districts, the County would be responsible for identifying a suitable location, authorizing the improvement, identifying a funding source, and overseeing any required design, permitting, and construction activities.

Should the Communications Committee wish to pursue this concept, the Town's role would be limited to communicating the Committee's interest to Contra Costa County for its consideration.

Any decision regarding whether to install an electronic message board, identify an appropriate location, fund the project, obtain necessary approvals, and assume ownership and long-term maintenance responsibilities would rest solely with Contra Costa County. If Contra Costa County were to pursue installation of an electronic message board along Bixler Road, several additional considerations would likely need to be evaluated, including:

- Availability of electrical service and communications infrastructure;
- Structural and engineering requirements;
- Traffic safety and sight distance considerations;
- Building, electrical, and encroachment permits;
- Compliance with County standards and regulations;
- Long-term maintenance responsibilities;
- Software licensing and content management; and
- Replacement and lifecycle costs.

Option 1 – Refer the Request to Contra Costa County

The Committee may recommend that the Town formally communicate its interest to Contra Costa County and request that the County evaluate the feasibility of installing an electronic message board within County Lighting and Landscape District Zones 35 and 61.

Any subsequent evaluation, funding, approval, design, and construction would be at the sole discretion of Contra Costa County.

Option 2 – Continue Expanding Existing Communication Methods

The Town currently utilizes a variety of communication tools to keep residents informed, including:

- Existing Electronic Message Board on Discovery Bay Boulevard
- Town Website
- Several Social Media Platforms
- Quarterly Electronic Newsletters
- SlickText Emergency Notifications
- Utility Bill Inserts & Mass Mailings
- Press Releases
- Community outreach events as needed

These communication methods continue to reach a significant number of residents and can be expanded as resources permit.

FISCAL IMPACT:

N/A

PREVIOUS RELEVANT BOARD ACTIONS FOR THIS ITEM:

N/A

ATTACHMENTS:

1. Parcel Search – Town of Discovery Bay CSD Properties in Project Area
2. Lighting & Landscape District Responsibility's Map



