



1 North San Antonio Road
Los Altos, California 94022-3087

MEMORANDUM

DATE: September 20, 2022

TO: Gabriel Engeland, City Manager

FROM: Anthony Carnesecca, Economic Development Administrator

SUBJECT: **CITY OF LOS ALTOS COMMITTEES AND COMMISSIONS
OUTREACH AND ENGAGEMENT POLICY**

PURPOSE:

The purpose of this policy is to establish a policy and process for formal outreach and engagement by City commissioners and committee members.

BACKGROUND:

The City did not have a formal policy or guidelines for commissioners or committee members that would like to conduct outreach or feedback with the community on behalf of the City. City staff has implemented this policy that will be incorporated into the Commissioner handbook.

POLICY:

Commissioners and committee members are able to conduct informal outreach and engagement with their neighbors and residents on potential community concerns. Some examples of this include attendance at community events, individual interactions with community members or groups, or any interactions representing themselves individually. Informal outreach does not require review by City staff.

Commissioners and committee members must speak directly with their board or commission staff liaison if they plan to conduct any formal outreach or engagement on behalf of the City. A formal outreach or engagement would be defined as the following:

- Any representation or notation that the information is provided officially by the City, commission, or committee as a whole
- Any inclusion of the City name, logo, or brand

Some examples of this include, but are not limited to, community engagement webinars, direct residential mailers, and formal questionnaires or surveys.

Commissions and committees may conduct this formal outreach themselves as part of their specified workplan, but are not allowed to direct any City staff members to complete formal outreach.

This formal outreach requires a review by City staff, including the Public Information Officer, in order to ensure that the content is appropriately representing the City and that all copy material meets the City's brand guidelines. The formal outreach will then need to be reviewed and approved by the commission or committee in a formal vote after approval by City staff.

Commissioners and committee members may not conduct any formal outreach without prior written approval by their City staff liaison or staff member and the commission or committee.