



MEMORANDUM

TO: MAYOR AND CITY COUNCIL
FROM: VICTOR CARDENAS, CITY MANAGER
SUBJECT: CITY COUNCIL COMMUNICATION MATRIX
DATE: JANUARY 25, 2024 **UPDATED**

Mayor and Council –

Please see the updated matrix per comments received from Council members. The list of Events/Incidents has been expanded and specificity has been added to the Latency category.

- Victor

In light of the recent City Council election and my new role as City Manager, it is an opportune moment to outline the communication protocols the City Council can expect from the Manager's office in response to, or in anticipation of, events or situations within the City. Our primary objective is to promptly furnish you with pertinent information, ensuring you are well-informed and adequately prepared to engage with residents and the wider community. The frequency and immediacy of these communications will be tailored to the nature of the issue at hand, recognizing that, in today's interconnected world, even our most immediate responses may not match the speed of social media wildfires.

The matrix provided below outlines the typical situations and events we encounter, along with the corresponding communication methods you can expect from our office. It is important to note that these expectations may be subject to change in the event of a significant or catastrophic occurrence, in which case the City will adhere to the [National Incident Management System](#) (NIMS) protocols.

For particularly sensitive matters, such as police incidents, we are committed to providing you with the essential facts of the situation. It is essential to recognize this information may differ from what is circulating on social media platforms like NextDoor. In instances like these, ongoing investigations or legal constraints may limit the information we can share, even with elected officials. Nevertheless, we will make every effort to disseminate useful information in compliance with these constraints, potentially providing redacted details concerning names, ages, race, etc., as they become available for disclosure.

If you have any questions, please let me know.

Council Notification Matrix

Event/ incident	Format 	Latency 
Public Safety		
Active Fire/Large Incidents	Email	ASAP - Within the hour of first reporting
School Lockdown	Email	ASAP - Within the hour of first reporting
Homicide	Email	ASAP - Within the hour of first reporting
Discharge of weapon	Email	ASAP - Within the hour of first reporting
Barricaded gunman	Email	ASAP - Within the hour of first reporting
Non-lockdown active shooter	Email	ASAP - Within the hour of first reporting
Armed Robbery	Email	ASAP - Within the hour of first reporting
Major auto accident (resulting in loss of life)	Email	During the work day, within three (3) hours of notice
Fire response/non gun related evacuation of a school.	Email	During the work day, within three (3) hours of notice
Missing Vulnerable Person	Email	During the work day, within three (3) hours of notice
Other large, planned events, (e.g. State Fair, event requiring significant resources)	Email	A week prior to visit, May make CC aware outside of packet distribution if City is made aware at last min.
VIP to visiting the Community (e.g. Presidential Candidate)	Packet	A week prior to visit, May make CC aware outside of packet distribution if City is made aware at last min.
Power Outages	Email	During the work day, within three (3) hours of notice
Road Closures	Email	Not Immediate
March/Protest	Email	During the work day, within three (3) hours of notice
HAZMAT spills (if evacuation is required)	Phone Call/Text	Immediate - Follow Emergency Protocol
Gas leaks (if evacuation is required)	Phone Call /Text	Immediate - Follow Emergency Protocol
Warming/Cooling Center Activation	Email	During the work day, within three (3) hours of notice
Public Work/Infrastructure		
Snow Event	Email	Within 24 hours
Severe Weather Forecast	Email	Within 24 hours
Sewer Overflow/Water Main Break	Email	During the work day, within three (3) hours of notice
Other		
All Council email	Email	Within 24 hours
Council meeting material approval	Email	Normally close to the deadline on meeting day