

MEMORANDUM



TO: MAYOR AND CITY COUNCIL
FROM: VICTOR CARDENAS, CITY MANAGER
SUBJECT: CITY COUNCIL COMMUNICATION MATRIX
DATE: JANUARY 2, 2024

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 	Source 
Public Safety			
Active Fire/Large Incidents	Email	Immediate	City Manager or designee
School Lockdown	Email	Immediate	City Manager or designee
VIP to visiting the Community	Packet	May occur outside of packet distribution if City is made aware at last min.	City Manager or designee
Other big, planned events	Email	Not Immediate	City Manager or designee
Missing Person	Email	Not Immediate	City Manager or designee
Power Outages	Email	Not Immediate	City Manager or designee
Road Closures	Email	Not Immediate	City Manager or designee
March/Protest	Email	Not Immediate	City Manager or designee
HAZMAT spills (if evacuation is required)	Phone Call/Text	Immediate - Follow Emergency Protocol	City Manager or designee
Gas leaks (if evacuation is required)	Phone Call /Text	Immediate - Follow Emergency Protocol	City Manager or designee
Warming/Cooling Center Activation	Email	Not Immediate	City Manager or designee
Public Work/Infrastructure			
Snow Event	Email	Not Immediate	City Manager or designee
Weather Forecast	Email	Not Immediate	City Manager or designee
Sewer Overflow/Water Main Break	Email	Not Immediate	City Manager or designee
Other			
All Council email	Email	Not Immediate	Community Relations
Council meeting material approval	Email	Normally close to the deadline on meeting day	City Clerk

