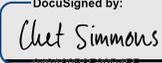


City of Los Alamitos Administrative Regulation

Regulation:	9.4	<small>DocuSigned by:</small>  Chet Simmons, City Manager
Title:	Guidelines for Distributing Information to the Public	
Authority:	City Manager	
Date:	May 1, 2024	
Revised:		

- 1. Purpose:** Notifying the City’s residents is an integral part of the City’s efforts to have an informed community and ensure transparency. The guidelines will streamline the release of information to the public to ensure a consistent message in a format the public can easily recognize and that the message is reliably released across all platforms.
- 2. Application:** The City shall release information to the public in a consistent manner across all its departments and divisions to advance the City’s transparent communication efforts. This policy does not affect internal department approval processes and shall apply to all department-approved messages.

3. Policy:

Step 1: Department Approval
This policy does not change internal Department approval processes. Adhere to your Department’s standards when creating informational content.

Step 2A: City Manager Approval
It is vital the City Manager is aware of any information that is being distributed to the public. This ensures they are well-versed and able to discuss the information and answer any questions that may arise.

Step 2B: Notify the Director of Communications
The Director of Communications will ensure consistency with branding guidelines and established City policies. Once the communication is approved, the Director will coordinate with the City Clerk’s Office to ensure events are added to the City Council’s calendar and assist with gathering reservations (when required).

Step 3: Notify the Council
The City Manager’s Confidential Weekly Newsletter (Weekly) is an invaluable tool to notify the City Council. Before information is released to the public, it should be included in the Weekly at least once. This means you need, at the bare minimum, a week of lead time before notifying the public. The goal should be to have it in the Weekly twice when feasible.

Step 4: Notify the Public

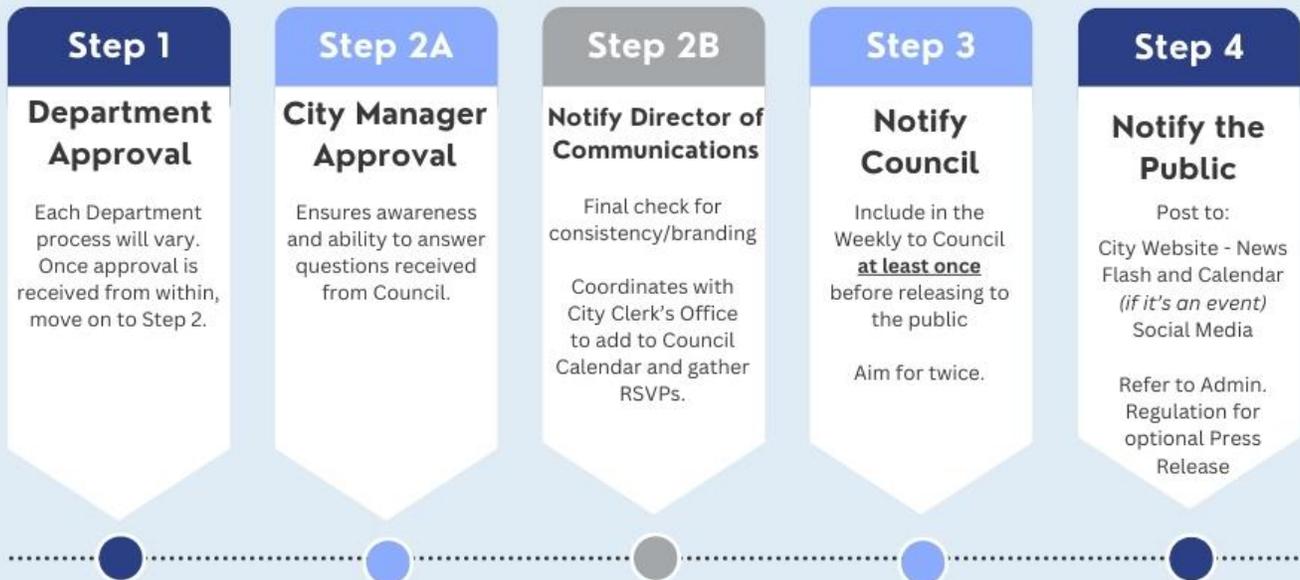
The minimum steps to notify the public are to include the information on the City's website and post it on social media.

The City's website is the official source of information for the public. It should be kept up to date at all times to ensure it remains relevant and useful to our community. Information should be posted in the following areas:

- News Flash: All information should be posted here at a minimum. If there is an associated City website page, include the link to the page
- Calendar: If the information pertains to an event, it must be added to the Calendar
- Press Release: Press Releases are optional. If your Department opts to send a Press Release, ensure you are following the guidelines for Administrative Regulation 9.3: Guidelines for Distributing Press Releases



Step by Step Flow of Information to the Public



Still not sure?
Contact Windy Quintanar, City Clerk/Director of Communications
before sending any information to the public.
wquintanar@cityoflosalamitos.org