

Resolution No. 2024-06-18-1204

STOCKTON CITY COUNCIL

A RESOLUTION ADOPTING A REVISED CITY COUNCIL POLICY CHAPTER 2.06 – CITY COUNCIL COMMUNICATIONS GUIDELINES

Chapter 2.06 of the Council Policy Manual addresses the responsibilities and guidelines related to the method in which the Stockton City Council reports and communicates to the public; and

Chapter 2.06 of the Council Policy Manual did not address the Councilmembers specific use of City letterhead; and

On June 10, 2024, the San Joaquin Civil Grand Jury issued a report regarding Case # 0123 titled “City of Stockton: Crisis in Government” which included recommendation R2.4, stating that “by March 31, 2025, the City should amend their policies and procedures regarding the use of City Stationary;” and


The Legislation and Environmental Committee voted on April 17, 2024, to forward a recommendation to Council to address the recommended revisions; now, therefore,

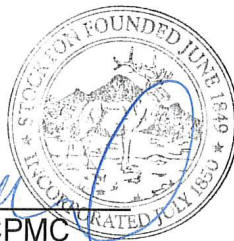
BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF STOCKTON, AS FOLLOWS:

1. City Council approves the revised City Council Policy 2.06 entitled “Council Communications Guidelines;” attached hereto as “Exhibit 1.”
2. At the appropriate time, the City Manager or City Attorney is authorized to submit the approved City Council Policy 2.06 to the San Joaquin County Civil Grand Jury as a part of the City’s response, specifically to their recommendation R2.4.
3. The City Manager is hereby authorized to take appropriate and necessary actions to carry out the purpose and intent of this Resolution.

PASSED, APPROVED, and ADOPTED June 18, 2024.

ATTEST:


KATHERINE ROLAND, CMC, CPMC
Interim City Clerk of the City of Stockton





KEVIN J. LINCOLN II
Mayor of the City of Stockton

CHAPTER 2.06: CITY COUNCIL COMMUNICATION GUIDELINES

POLICY 2.06.010: GENERAL COMMUNICATION GUIDELINES

Policy

- 1) The City has a responsibility to clearly report to the public it serves the actions and conduct of city government in all of its complexity. This policy intends to ensure that relevant information is communicated to the public and that it is timely, accurate, and distributed properly.
- 2) The City will use media coverage to generate interest, encourage involvement, increase understanding, and provide a vital link between all citizens and their governments.
- 3) The City will dedicate sufficient staff to initiate and maintain contacts with media representatives, develop and distribute information, plan and implement information campaigns, monitor media reports, and look for opportunities to highlight the positives of our community.
- 4) City leaders will be available for interviews, respond promptly to requests for information in order to facilitate effective communication with citizens and to ensure that news reports are timely and accurate.
- 5) The Mayor, Councilmembers, City Manager, and department heads shall make major announcements and respond to questions when the issues or policies are controversial or sensitive.
- 6) Community Relations and Public Information staff will help the media gain access to elected officials, employees, and public records.
- 7) The City Manager shall develop and maintain an administrative directive to guide City of Stockton communications.

Responsibilities

Mayor, Councilmembers, City Manager, and Department Heads:

- Make major announcements.
- Respond to questions regarding controversial or sensitive issues or policies.

Relevant Authority

Stockton City Charter, Article III, Powers of the City

Stockton City Charter, Article XI-A, Public Information Office

Gov. Code, § 54950, the Ralph M Brown Act

Related Administrative Directive, City Policy, City Procedure
Citywide Policies and Procedures, Chapter 13 – Communication

Related Forms, Documents, or Links

None applicable.

Frequently Asked Questions or Comments

The examples provided in Responsibilities, Relevant Authority, and Related Administrative Directive sections of the Council Policies are intended to be illustrative and not exhaustive.

Update History

9/29/98 - Adopted by Resolution No. 98-0409

1/26/16 - Amended by Resolution No. 2016-01-26-1203

CHAPTER 2.06: CITY COUNCIL COMMUNICATION GUIDELINES

POLICY 2.06.020: USE OF CITY AND COUNCIL LETTERHEAD

Policy

“City letterhead” and/or “City Resources” (i.e., staff support, postage, etc.), may only be used to communicate the official policy, position, or actions of the City or City Council, not individual Councilmember positions or opinions. City letterhead means letterhead which include the official city logo, the location and contact information for City Hall, contains the heading “Office of the City Council” and a listing of the current councilmembers (Exhibit 1). Notwithstanding the above, the City Council is allowed to communicate using city letterhead for official city business with a copy to the City Council. No Councilmember may use the City letterhead for the purpose of press release, news release, or communications with the media.

City letterhead shall not be altered by a Councilmember. City letterhead shall include the following, and shall be maintained by the City Manager:

1. City Logo
2. “Office of the City Council”
3. The address/location of the governing body – City Hall
4. Names of the elected members of the Stockton City Council

Councilmembers may use “Council letterhead” (Exhibit 2) for any purpose including but not limited to responding to inquires or communicating their personal opinions, support for, or responses to constituents , other non-constituent individuals, or organizations. Council letterhead contains the heading “Office of Councilmember [xxx], District [#]” or any letterhead created for a councilmember which identifies the councilmember as a city representative but may not include use of the official city logo. When a councilmember utilizes Council letterhead as described in this policy, the councilmember shall include the following disclaimer:

“This communication does not reflect the policies or opinion of the City of Stockton or the Stockton City Council.”

Council letterhead shall not be altered by a Councilmember. Council letterhead shall include the following, and shall be maintained by the City Manager:

1. “Office of Councilmember [xxx], District [#]”
2. The address/location of the governing body – City Hall

Responsibilities

Mayor, Councilmembers, City Manager, City Attorney, and City Clerk:

- Monitor and enforce the intention of the policy as outlined.

Enforcement

Stockton City Council Policy Chapter 4.08 Council Censure

Relevant Authority

Stockton City Charter, Article III, Powers of the City

Stockton City Charter, Article XI-A, Public Information Office

Gov. Code, § 54950, the Ralph M Brown Act

Related Administrative Directive, City Policy, City Procedure

Citywide Policies and Procedures, Chapter 13 – Communication

Related Forms, Documents, or Links

Exhibit 1 – SAMPLE City Letterhead

Exhibit 2 – SAMPLE Council Letterhead

Frequently Asked Questions or Comments

The examples provided in Responsibilities, Relevant Authority, and Related Administrative Directive sections of the Council Policies are intended to be illustrative and not exhaustive.

Update History

Draft Prepared April 2024, pending Council approval in June 2024

KEVIN LINCOLN II
Mayor

KIMBERLY WARMSLEY
Vice Mayor
District 6



CITY OF STOCKTON

OFFICE OF THE CITY COUNCIL
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EXHIBIT 1

MICHELE PADILLA
District 1

DAN WRIGHT
District 2

MICHAEL BLOWER
District 3

SUSAN LENZ
District 4

BRANDO VILLAPUDUA
District 5

SAMPLE

OFFICE OF COUNCILMEMBER [xxx]
DISTRICT [#]

CITY OF STOCKTON
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SAMPLE

*“This communication does not reflect the policies or opinion of the
City of Stockton or the Stockton City Council.”*