

MEETING DATE: February 7, 2011

AGENDA ITEM: Discussion and Direction Related to the Criteria Applicable to Groups Participating in the City's Public Notification System.

ATTACHMENTS

	<u>Pages</u>
1. City Council Policy 2007-02	1-3

City Council Adopted Policy 2007-02
Subject Matter: Public Notification

PURPOSE

The purpose of this policy is to provide general guidelines for staff to use when preparing public notifications of various actions to be considered by the City Council, the City's Commissions/Boards/Committees, and staff, where applicable.

This Policy shall be consistent with the City Charter and other applicable laws.

CITY CHARTER PROVISIONS

Section 610 of the City Charter states:

The City Council shall comply with the applicable provisions of State law regarding the giving of notice for regular and special meetings. The City Council shall consider whether it should establish additional procedures to provide efficient, timely and cost-effective notice in a manner consistent with currently available technology.

This Policy is established in accordance with this City Charter provision.

LEGALLY REQUIRED NOTICE

By adopting this Policy, the City Council restates the minimum requirements embodied in Federal, State, and Local laws. In accordance with those applicable laws, staff shall, at a minimum, provide notice as legally required. In complying with legally required notice, the notification list shall be expanded to include property owners and residents/occupants until the end of the block.

USE OF CITYWIDE NOTIFICATION

From time to time, City-wide notification may be appropriate or desirable. Whenever possible and appropriate, City-wide notification shall be coordinated with the quarterly publication of Culver City Living. Additionally, public notices shall be routinely placed on the City's website. To conserve server storage space, public notices shall be removed from the website after the meeting or event notices has occurred.

Due to the cost involved, an individual, full City-wide notification shall only be conducted with the approval of the City Manager or at the direction of the City Council.

CITY COUNCIL SPEAKER CARD

The City Council Speaker Card shall provide information to interested parties on how to sign-up for either the E-Mail or Postal Mail Interest Lists. A sample of the City Council Speaker Card is attached. The City Council Speaker Card may be amended from time to time to further the goals of this Policy.

ESTABLISHMENT OF CENTRAL E-MAIL AND POSTAL MAIL INTEREST LISTS

Culver City has had a tradition of encouraging public participation in the governmental process. As part of that tradition, the City has provided public notification in excess of the levels required by law. The City has also adopted a number of policies and procedures which make Culver City a leader in sustainability and environmental awareness.

To provide for additional efficiencies, staff shall establish the following two categories of interest lists: (1) An E-mail Interest List, and (2) a Postal Mail Interest List.

E-Mail Interest List

E-Mail provides an efficient, timely, cost-effective, and environmentally sensitive method of providing public notification. Through the use of e-mail, the City can notify a large number of persons simultaneously and almost instantly. Duplicate e-mails can be easily deleted, minimizing wasted resources.

Whenever practicable, the City shall encourage interested parties to sign-up for e-mail notification through a self-service and self-selecting process.

Postal Mail Interest Lists

To accommodate those persons who may not have easy access to a computer and/or the Internet, the City shall establish and maintain a postal mail interest list. Various categories of interest may be created in order to accommodate various topics. Such topics shall be established by staff based upon the number of individuals requesting notification on a topic.

Signing Up for the E-Mail and Postal Mail Interest Lists

To encourage and facilitate the use of both Interest Lists, Staff shall provide a number of ways in which interested persons can sign-up for both. These methods may include (but not be limited to):

- Electronic sign-up via the City's website
- Manual sign-up via the City Council Speaker Card
- Manual sign-up via written or telephonic request

It is the responsibility of residents to keep their address current with the city by notifying the city if they move or change their e-mail address.

ADDITIONAL NOTICE

The City Manager and the City's Department Heads may determine that notice above the minimum requirements of this Policy is in the public interest. In that case, additional notice may be provided with the approval of the Department Head and/or the City Manager.