

DISTRIBUTION OF PUBLIC INFORMATION IN MUNICIPAL SERVICES
STATEMENTS AND BUSINESS LICENSE RENEWALS

PURPOSE

The purpose of this Policy is to establish guidelines for the distribution of written materials with the Municipal Services Statement and Business License Tax Renewal forms.

Periodically, material is distributed to residents through the Municipal Services Statement and Business License Renewal form. This material shall be approved by the Finance Director using the guidelines below as criteria for approval. Material not completely consistent with the guidelines below will not be distributed with Municipal Services Statements or Business License Tax Renewal forms without specific Council authorization. All costs associated with the inclusion of such material must be paid by the Department submitting the request for inclusion.

Mailing may include the following:

- A. Notification of schedules or procedures affecting City services.
- B. Notification of any changes in procedure or process affecting business license holders.
- B. Information on the availability and scope of City services and facilities.
- C. Information concerning the functions and responsibilities of City departments and financial aspects of City operations.
- D. Information on municipal projects or future programs where a reaction from the community, business, or a neighborhood is desired.
- E. Information on recommended courses of action to protect the public or property from fire, theft, damage, and related hazards.
- F. Other materials which are designed to keep the public informed on the activities of its government.

Mailings shall not contain information: of a commercial nature; from a commercial entity; or that promotes political candidates or causes. Mailings may include factual financial information except if the topic of such financial information pertains to a ballot measure in an upcoming election unless otherwise determined by the City Council.

With the approval of the City Manager, information from community based, non-commercial organizations may be included in the Municipal Services Statement and Business License Renewal. The primary purpose of any such material should be to

provide information of a public service nature. The material must not contain direct solicitation for contributions or promotions of events whose primary purpose is fund raising (such as \$200 per plate dinners). However, announcements of other events are generally appropriate, even if a nominal fee or “bake sale” type activity is an incidental part of the function. All costs associated with the inclusion of such material must be paid by the non-commercial organization.

The Municipal Services Statement subscribers list shall not be made available for any private or organizational use. The City Manager may authorize exceptions to this restriction.

Adopted - December 9, 1968

Amended - October 25, 1977

Amended - May 13, 1991

Amended - January 24, 1994

Amended - February 27, 1995

Corrected - February 26, 1996

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