



## Report to City Council

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**TO:** Mayor and City Council

**FROM:** Brian Mohan, City Manager

**AGENDA DATE:** August 19, 2025

**TITLE:** APPROVE REVISIONS TO POLICY 2.04 COMMUNITY BULLETIN BOARD, POLICY 2.09 VIDEOCASSETTE DISPOSAL, AND PROCEDURE 2.04 PUBLIC INFORMATION & MEDIA RELATIONS (REPORT OF: CITY MANAGER) (DISTRICT: NOT APPLICABLE)

**TITLE SUMMARY:** Approve Revisions to Administrative Policy 2.04 Community Bulletin Board Policy, Administrative Policy 2.09 Videocassette Disposal, and Administrative Procedure 2.04 Public Information & Media Relations Administrative Procedure

**DISTRICT:** Not Applicable

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### Recommendation(s)

That the City Council:

1. Approve Revisions to Administrative Policy 2.04 Community Bulletin Board Policy, Administrative Policy 2.09 Videocassette Disposal, and Administrative Procedure 2.04 Public Information & Media Relations Administrative Procedure.

### SUMMARY

This report recommends that the City Council approve revisions to two policies and one procedure related to the required revisions to bring them current and align with Council's investment into the City Manager's Media & Communications Division during the recent budget approval.

## **DISCUSSION**

On May 6, 2025, Council approved the Fiscal Year 2025/26 & 2026/27 adopted budget plan, which included the following investments in the City Manager's Media & Communications Division:

- Assistant Public Information Officer
- Website Coordinator
- Graphics Supervisor
- Graphics Designer
- Senior Audio-Visual Technician

In anticipation of these additional resources on-boarding, the Media & Communications Division embarked on reviewing and updating the related policies and procedures that cover their designated area. More importantly, they have developed the Media & Communications Plan that additionally defines the procedures of this Division in the 2.04 Public Information & Media Relations Administrative Procedure.

An executive summary of the plan is provided below. The detailed plan is referenced and attached to the 2.04 Public Information & Media Relations Administrative Procedure.

### **Media & Communications Plan – City of Moreno Valley**

The City of Moreno Valley is committed to delivering clear, consistent, and transparent communication that builds public trust and strengthens community engagement. This comprehensive Media & Communications Plan outlines a refined framework to ensure that all City messaging, whether from the Mayor and Council or City Departments is coordinated, accurate, and aligned with Moreno Valley's values, mission, and strategic priorities.

#### **Purpose**

The comprehensive plan is designed to clarify the respective roles of the Mayor and Council, City Staff and the Media & Communications Division in all public communications. By establishing clear boundaries and expectations, the City aims to improve the consistency of messaging, reduce misinformation, and present a unified voice to the residents, businesses, and stakeholders we serve.

#### **Key Items**

- **City Staff Responsibilities:**  
City Staff, through the City's Media & Communications Division, are responsible for issuing timely and factual information related to City operations, services, and programs. This includes news releases, social media updates, emergency alerts, and informational materials. All media inquiries should be routed through the Media & Communications Division, which serves as the central hub for coordinating responses and maintaining message discipline.
- **City Council Responsibilities:**

Members of the Moreno Valley City Council serve as representatives of their constituents and may provide perspective on policy decisions, community issues, and advocacy priorities.

- **Media Protocols:**

A centralized media protocol is reaffirmed in this comprehensive Media & Communications Plan. All media requests for official City positions or information should be directed to the Media and Communications Division. Staff and Council Members are encouraged to refer inquiries accordingly to ensure clarity and consistency in public statements.

- **Crisis and Emergency Communications:**

In emergencies, a designated spokesperson system will be activated to streamline information sharing. The Media & Communications Division will work closely with the Office of Emergency Management, in alignment with the Continuity of Operations and Continuity of Government Plan, to ensure that all public messaging is timely, accurate, and coordinated.

### **Conclusion**

This comprehensive Media & Communications Plan ensures that all communications from the City of Moreno Valley are aligned, professional, and respectful of the distinct roles of Mayor, Council and staff. By promoting a clear division of responsibilities, the plan reinforces the City's commitment to transparency, accountability, and effective public engagement.

### **ALTERNATIVES**

1. Approve and authorize the recommended actions as presented in this staff report. *Staff recommends this alternative.*
2. Do not approve and authorize the recommended actions as presented in this staff report. *Staff does not recommend this alternative.*

### **FISCAL IMPACT**

There is no fiscal impact.

### **NOTIFICATION**

Publication of the Agenda.

### **PREPARATION OF STAFF REPORT**

Prepared By:  
Brian Mohan  
City Manager

Department Head Approval:  
Brian Mohan  
City Manager

## **CITY COUNCIL GOALS**

**Advocacy:** Develop cooperative intergovernmental relationships and be a forceful advocate of City policies, objectives, and goals to appropriate external governments, agencies and corporations.

**Community Image, Neighborhood Pride and Cleanliness:** Promote a sense of community pride and foster an excellent image about our City by developing and executing programs which will result in quality development, enhanced neighborhood preservation efforts, including home rehabilitation and neighborhood restoration.

**Positive Environment:** Create a positive environment for the development of Moreno Valley's future.

**Public Facilities and Capital Projects:** Ensure that needed public facilities, roadway improvements, and other infrastructure improvements are constructed and maintained.

**Public Safety:** Provide a safe and secure environment for people and property in the community, control the number and severity of fire and hazardous material incidents, and provide protection for citizens who live, work and visit the City of Moreno Valley.

## **CITY COUNCIL STRATEGIC PRIORITIES**

- 1. Economic Development**
- 2. Public Safety**
- 3. Library**
- 4. Infrastructure**
- 5. Beautification, Community Engagement, and Quality of Life**
- 6. Youth Programs**

## Report Approval Details

Document Title:	STAFFREPORT_CM_MEDIA_COMMUNICATIONS.docx
Attachments:	- Administrative Policy 2.04 Community Bulletin Board Policy 08.19.25 Redline.docx - Administrative Policy 2.09 Videocassette Disposal 08.19.25 Redline.docx - Administrative Procedure 2.04 Public Information And Media Relations Administrative Procedure 08.19.25 Redline.docx
Final Approval Date:	Aug 14, 2025

This report and all of its attachments were approved and signed as outlined below:

Patty Rodriguez

**No Signature found**

Sean Kelleher

**No Signature found**

Angel Galache

**No Signature - Task assigned to Natalia Lopez was completed by workflow administrator Patty Rodriguez**

Natalia Lopez

**No Signature - Task assigned to Dena Heald was completed by workflow administrator Patty Rodriguez**

Dena Heald

**No Signature - Task assigned to Launa Jimenez was completed by workflow administrator Patty Rodriguez**

Launa Jimenez

Patty Rodriguez