



## **RANCHO MURIETA COMMUNITY SERVICES DISTRICT**

15160 Jackson Road, Rancho Murieta, CA 95683

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## **COMMUNICATION & TECHNOLOGY COMMITTEE**

Regular Meeting  
February 2, 2012 at 8:30 a.m.

### **AGENDA**

- 1. Call to Order**
- 2. Comments from the Public**
- 3. 2012 Elections**
  - Resolution 2012-02 Calling the General District Election
  - Notice of District Election
- 4. Review District Policy 2010-10, Response to Public Comment**
- 5. Directors & Staff Comments/Suggestions [no action]**
- 6. Adjournment**

*In accordance with California Government Code Section 54957.5, any writing or document that is a public record, relates to an open session agenda item and is distributed less than 72 hours prior to a regular meeting will be made available for public inspection in the District offices during normal business hours. If, however, the document is not distributed until the regular meeting to which it relates, then the document or writing will be made available to the public at the location of the meeting.*

Note: This agenda is posted pursuant to the provisions of the Government Code commencing at Section 54950. The date of this posting is January 27, 2012. Posting locations are: 1) District Office; 2) Plaza Foods; 3) Rancho Murieta Association; 4) Murieta Village Association.

## MEMORANDUM

To: Communication & Technology Committee  
From: Edward R. Crouse, General Manager  
Date: January 30, 2012  
Subject: Resolution 2012-02, Resolution Calling the General District Election

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### RECOMMENDED ACTION

Adopt Resolution 2012-02, a Resolution calling the General District Election for the purpose of electing two (2) Directors to the Rancho Murieta Community Services District's Board of Directors.

### BACKGROUND

This is the standard resolution that the Board adopts in election years. The Resolution calls for holding the election with the General Election on November 6, 2012; the candidate to pay for the publication of the candidate's statement pursuant to Elections Code Section 13307; and limiting the candidate's statement to 200 words. The District also agrees to reimburse the Registrar of Voters for actual costs incurred, as we have done in the past.

**RESOLUTION # 2012-02**

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
RANCHO MURIETA COMMUNITY SERVICES DISTRICT  
CALLING THE GENERAL DISTRICT ELECTION**

**WHEREAS**, an election will be held within the Rancho Murieta Community Services District on November 6, 2012, for the purpose of electing two (2) directors; and

**WHEREAS**, a statewide general election will be held within the County of Sacramento on the same day; and

**WHEREAS**, Elections Code Section §10403 requires jurisdictions to file with the Board of Supervisors, and a copy with the Registrar of Voters, a resolution requesting consolidation with a statewide election.

**THEREFORE, BE IT RESOLVED**, that the Rancho Murieta Community Services District requests the Board of Supervisors of Sacramento County to consolidate the regularly scheduled General District Election with the statewide election to be held on November 6, 2012; and

**BE IT FURTHER RESOLVED**, that the candidate is to pay for the publication of the candidate's statement, pursuant to Elections Code Section §13307(a). The limitation on the number of words that a candidate may use in his or her candidate's statement is 200 words; and

**BE IT FURTHER RESOLVED**, that the Rancho Murieta Community Services District agrees to reimburse the Registrar of Voters for actual costs accrued, such costs to be calculated by the method set forth in the County's current Election Cost Allocation Procedures.

**PASSED AND ADOPTED** on February 15, 2012, by the following roll call vote:

**Ayes:**

**Noes:**

**Absent:**

**Abstain:**

(Seal)

**Attest:**

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Roberta Belton, President of the Board  
Rancho Murieta Community Services District

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Suzanne Lindenfeld, District Secretary

# RANCHO MURIETA COMMUNITY SERVICES DISTRICT

## NOTICE OF DISTRICT ELECTION

**NOTICE IS HEREBY GIVEN that a General District Election will be held November 6, 2012 in this District.** The offices for which candidates may declare their candidacy are:

### **Two (2) Director Positions**

**Qualifications:** Candidates shall be registered electors residing within the boundaries of the District per Government Code §61200.

The **nomination period** for the November 6, 2012 election is **July 16, 2012 through August 10, 2012**. A "Candidates Guide" for the election is being prepared by the Registrar of Voters Office and will be provided to all candidates at the time they obtain their nomination papers.

Official declarations of candidacy for eligible candidates desiring to file for any of the elective offices may be obtained from the Registrar of Voters, 7000 65th Street, Sacramento, CA 95823, on and after July 16, 2012. **Declarations must be filed not later than 5:00 p.m. on August 10, 2012.** However, if a declaration of candidacy for an incumbent is not filed by the latter date and hour, any person other than the incumbent shall have until 5:00 p.m. on August 15, 2012, to file a declaration of candidacy for such office.

Appointment to each elective office will be made by the supervising authority as prescribed by Elections Code §10515 in the event there are no candidates or an insufficient number of candidates for such office and a petition for an election is not filed within the time prescribed by Elections Code §10515; that is, by 5:00 p.m. on August 15, 2012.

***For questions regarding the election, candidate statements, or the "Candidates Guide", please call the County of Sacramento Voter Registration and Elections office at (916) 875-6451.***

Dated this 15<sup>th</sup> day of February, 2012.

{Seal}

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Suzanne Lindenfeld, District Secretary

## MEMORANDUM

Date: January 30, 2012  
To: Communications & Technology Committee  
From: Darlene Gillum, Director of Administration  
Subject: Review District Policy 2010-10, Response to Public Comment

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At the September Committee meeting, there was a discussion regarding community letters and how best to include the Communications Committee. At the October Committee meeting, the District's current policy regarding District response to public comments was distributed and the Committee was asked to review and provide any suggestions they may have on how best to include the Communications and Technology Committee in the process.

At the November Committee meeting, the Committee agreed to include in the Policy that the Board of Directors will be provided an advance copy of any out-going communication whenever possible as long as the advanced notification to the Board does not delay the release of any communication from the District.

At the January 18, 2012 Board meeting, Director Pasek suggested and the Board agreed to review the policy at the January 20, 2012 Board Goal Workshop. At the Board Goal Workshop, President Belton suggested the Policy include notifying the public of positive information not just responding to negative comments. By consensus the Board agreed to send the Policy back to Communications & Technology Committee for review.

# RANCHO MURIETA COMMUNITY SERVICES DISTRICT

<b>Category:</b>	Administration	<b>Policy #</b> 2010-10
<b>Title:</b>	District Response to Public Comments	

## PURPOSE

The purpose of this policy is to provide direction to Rancho Murieta Community Services District Board of Directors and staff in responding to inaccurate, misleading or negative information being discussed by the public.

## POLICY

When responding to inaccurate, misleading or negative information the public is discussing, these things need to be considered prior to any response from the District:

Level of error, the level of interest in the community, where the error lives and the degree of sensitivity.

Source – how the information is being distributed – blog, gossip, letter, public meeting, etc.

Topic – specific, general interest, current or past.

Severity – not everything needs a response.

Timelines – how quick can a response be made public.

Method – how to distribute the response – letter to residents, on website and/or out to media; interview with media; phone call to media.

Author – who the response will come from – General Manager, Board of Directors, or Board President.

Who needs to approve response – review before release.

How to end the discussion/response – do not keep the issue going.

At the outset, staff works with department heads and Board as appropriate on these issues individually to determine the best strategy. It depends on the level of error, the level of interest by the community, where the error lives and the degree of sensitivity. In general, on issues of high interest and misinformation, we should keep the website updated with the latest factual information to mitigate any rumors and false information, and if the situation warrants it, put out a news release with the whole story and also write a complete story to send to small, local papers and/or email to appropriate stakeholders.

The response should “not repeat the negative” but should put out the “whole and complete story” so as to negate the error or false information.

Whenever reasonably possible, all responses shall be provided to the Board of Directors prior to distribution.

### PUBLIC COMMENTS AT BOARD MEETINGS

In accordance with State law, the Board is prohibited from discussing items not calendared on the agenda. The public may address the Board on any item not listed on the agenda and is within the Board's jurisdiction, under agenda item **Comments from the Public**. Matters brought up which are not on the agenda may be referred to staff for action or calendared on a future agenda.

If a staff person or Board member has some factual data that clarifies and or addresses the comment being made, the staff person or Board member shall respond/answer at that time instead of waiting for the matter to be put on a future agenda. Public discussion, as in extended question and answer, debate and/or pontification is discouraged.

For public comments regarding items on the agenda, if the comment is erroneous and a staff person can correct the misstatement, staff is encouraged to do so.

### CORRESPONDENCE FROM DIRECTORS

Directors may wish to have letters/correspondence written to the residents, businesses or other entities of Rancho Murieta. Typically, the General Manager and/or Board President (decision made by the entire Board of Directors) shall be charged with transmitting the District's position on matters to the residents, businesses or other entities in Rancho Murieta.

On occasion, Directors may disagree with a position the District has taken on an issue. In these instances, if a Director responds to public comments it is to be made as a private citizen (no use of title), not on District letterhead and no use of District staff in preparing such responses.

### RESPONDING TO PUBLIC COMPLAINTS

When Directors receive a complaint or inquiry from the public regarding the District's services and/or staff, the Director should acknowledge the complaint/inquiry without making any comment/promise as to what will happen on behalf of the District and forward the message to the General Manager.

### SPEAKING FOR THE DISTRICT

When Directors are asked the District's position on an issue, the response should reflect the position of the District as a whole. A Director may clarify his/her vote on an issue by stating, "While I voted against XX, the District voted in support of it." When representing the District at meetings or other venues that the Board of Directors has approved prior to attending, the Director can state the District's position not their individual position in any issue.

<b>Approved by Rancho Murieta Community Services District's Board of Directors</b>	<b>November 17, 2010</b>
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