

CITY COUNCIL POLICY

SUBJECT: Community Engagement in Public Meetings**NO.:** 13b

PURPOSE:

This Policy establishes procedures to encourage residents to participate in public meetings, including City Council meetings, in accordance with California Government Code § 54953.4. It also describes the City's community outreach efforts designed to promote broad and inclusive participation in these meetings, with particular attention to underrepresented and non-English-speaking communities.

POLICY:**1. Public Notice and Participation**

The City shall make reasonable efforts to engage the community in the governmental process through a variety of communication channels. Such efforts may include, but are not limited to, the following methods for providing notice of public meetings and encouraging public participation, but are subject to modification as determined by the City:

a. City Website.

- (1) Public meeting agendas shall be accessible from the City's homepage;
- (2) Information regarding procedures for providing in-person or remote oral public comment and, for submitting written public comment, shall be available online and included in meeting agendas; and
- (3) Website content shall be available in English, Spanish, and Chinese, and non-English content shall be reviewed by bilingual staff for accuracy and cultural relevance. The languages are determined by the Language Access and Multicultural Community Engagement Administration Instruction.

b. Customer Relations Management System.

The City shall maintain an online platform, commonly known as Ask MV, through which community members may access public meeting information, frequently asked questions, and information about City services.

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c. City Publications.

- (1) The City Hall Connection e-newsletter, published biweekly, shall be made available online on the City website and distributed through email notification subscriptions; and
- (2) The View print newsletter, published semiannually, shall be mailed to all residential and business addresses in the City and made available on the City website.

d. Social Media.

City social media platforms should be used, when feasible and appropriate, as a supplemental method for providing public notice of upcoming meetings.

- (1) The City's YouTube channel shall provide livestreams of City Council and other public meetings.

e. Email Notification Subscriptions.

The City shall offer email notification subscriptions to provide notice of upcoming public meetings and City events.

f. Government Access Television.

Mountain View City Television (Comcast Channel 28 and AT&T U-verse Channel 99) shall broadcast live and recorded meetings of the City Council, Environmental Planning Commission, Rental Housing Committee, and Human Relations Commission meetings, and shall display upcoming meeting information on its electronic bulletin board.

g. Media Outreach.

To the extent feasible, City staff shall coordinate with local media organizations to promote awareness and coverage of public meetings and City events.

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2. Community Engagement Efforts

The City shall make reasonable efforts to increase participation in public meetings by individuals and groups that have been historically underrepresented. Such efforts shall include, but are not limited to, the following:

- a. Outreach at City-sponsored events;
- b. Participation in community and neighborhood association meetings and events;
- c. Implementation of the City's Multicultural Engagement Program, including the provision of translation and interpretation services (e.g., Spanish and Mandarin), outreach through community events, schools, and nonprofit organizations, and programs that promote civic leadership and ongoing community engagement; and
- d. Posting of public meeting agendas, including City Council agendas, on the bulletin board located outside City Hall.

3. Policy Review and Updates

Amendments to this Policy shall be adopted by the City Council at a duly noticed public meeting.

Effective Date: June 23, 2026, Resolution No. _____