



CITY MANAGER'S OFFICE

City of Tracy  
333 Civic Center Plaza  
Tracy, CA 95376  
MAIN 209.831.6000  
[www.cityoftracy.org](http://www.cityoftracy.org)

## MEMORANDUM

TO: Mayor and Council Members  
FROM: Michael Rogers, City Manager  
VIA: Carissa Lucas, Public Information Officer  
DATE: December 8, 2022  
SUBJECT: City Promotion of Community Events (Council Follow-up Report #547)

---

In accordance with the Tracy [Council Meeting Protocols and Rules of Procedure](#), the “Council Items and Comments” portion of Tracy City Council meeting agendas provides an opportunity for two Council members to request staff provide information, perform studies or undertake other action. If the requested action is routine in nature, the City Manager directs staff to proceed.

During the “Council Items and Comments” portion of the [November 1, 2022 regular City Council meeting](#), Council Member Bedolla expressed interest in streamlining the promotion of local events with a “one stop shop” approach that is not limited to just the City website, but perhaps the City calendar and social media. Council Member Davis supported the request.

The City of Tracy [social media policy](#) limits the content of the City’s platforms to only City-sponsored/endorsed programs, services, and events. Similarly, the City’s [website policy](#) limits external links to only specific types of entities and organizations, like other governmental agencies, entities we have a formal contractual relationship with, and economic development organizations that assist us in promoting Tracy businesses, such as the [Chamber of Commerce](#) and [Tracy City Center Association](#).

The only known local, free, “community calendar” that staff is aware of where anyone can create a free account and submit event information for the public to view both [online](#) and in print is the Tracy Press “datebook.” City activities, events, and meetings posted on the [City website calendar](#) are also regularly submitted to the Tracy Press for coverage and inclusion in their datebook as part of our ongoing community engagement efforts.

We look forward to exploring opportunities in the new year to showcase City services and events, as well as work with our community partners on the cross-promotion of events when consistent with City policies and local government best practices.