

District & Community Relations Policy



Purpose

Diablo Water District (District) is committed to being a valued and trusted community resource. We believe it is important that our customers feel educated, empowered, and equipped to make sustainable water choices. The District works to foster meaningful partnerships that align with our Mission, Vision and Guiding Principles, and strategic initiatives.

This policy serves as a guideline for our community resources, attendance at events, and sponsorships. This policy will be reviewed and revised by the District & Community Relations Manager as needed.

Flyer Posting Policy

This policy establishes guidelines for posting flyers from external organizations. All flyer postings must meet established eligibility criteria and comply with all District regulations.

Requirements

1. Must be posted on behalf of a nonprofit organization.
2. Event or program must be inclusive and open to all community members.
3. Must address a community need by providing education or resources.
4. Must benefit the community and align with the District's Mission, Vision and Guiding Principles.
5. Must occur within the District's service area or provide benefit to our service area.

Exclusions

- Flyers promoting outside agencies, unions, political events, or elections will not be posted.
- Groups promoting violence, bullying, discrimination, and harassment are strictly prohibited.

Exceptions

- Flyers will be posted only at 87 Carol Lane unless otherwise approved by the District & Community Relations Manager.
- Social media promotion is limited to water-related content.
- Flyers from established partners that meet all requirements (e.g., Sustainable Contra Costa, City of Oakley, Ironhouse Sanitary District) are eligible.
- Emergency postings, such as missing person flyers, require General Manager approval.

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Procedure

All flyer posting requests must be submitted to the District & Community Relations Manager or their designee for review and approval.

Sponsorship Policy

This policy ensures that all sponsorships are awarded fairly, transparently, and ethically. It applies to all requests for District monetary contributions and establishes guidelines for evaluating sponsorship requests from external organizations and agencies. Sponsorships will be awarded based on eligibility criteria, resource availability, and alignment with organizational goals. Sponsorship recipients must comply with all applicable policies, regulations, and reporting requirements.

Requirements

1. Must be located within the District's service area and/or provides public benefit to enhance the quality of life for residents or businesses within the District's service area.
2. Must provide an opportunity to promote collaboration with regional partners as part of fulfilling the District's Mission, Vision and Guiding Principles.
3. All activities or projects funded by District contributions, donations or sponsorships must comply with applicable state laws, including Article XVI, section 6 (Gift of Public Funds), and Articles XIII C and D, of the California Constitution (Proposition 218).
4. School sponsorships must be grade-specific and/or inclusive of all students. *Note: Freedom High School Sponsorships and Scholarships are limited to the Senior Class.*
5. Must acknowledge District sponsorship (logo on a shirt, social media or website tag, etc.)

Exclusions

- Cannot be paid to a specific individual.
- Cannot be a religious, political, or for-profit agency/organization or event.

Procedure

- The agency/organization/event must submit a written request for sponsorship that includes detailed information about the intended use of funds.
- All sponsorships are processed by the District & Community Relations Manager or their designee with approval from the General Manager.

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- Sponsorships are approved on a first-come, first-served basis. Once the budgeted amount for a fiscal year is reached, no additional sponsorship funding will be provided for the fiscal year.

Event Attendance Policy

This policy establishes guidelines for District participation in events hosted by external organizations. Attendance will be considered based on alignment with the District's Mission, Vision and Guiding Principles, as well as community benefit.

Requirements

1. Must be publicly advertised and inclusive, allowing all community members to attend or participate.
2. Must be located within the District's service area.

Exclusions

The District will not participate in political events or elections.

Exceptions

- County and Statewide events will be reviewed on a case-by-case basis and approved by the General Manager.
- The District will attend the following City of Oakley events annually: Science Week, Oakley Summerfest, Heart of Oakley Festival, and Oaktober Festival.
- The Water Monster will be provided at two City events per year as designated by the District & Community Relations Manager and/or General Manager (currently: Summerfest and Heart of Oakley).
 - Water Monster events require a minimum anticipated attendance of 1,000+.

Procedure

- Event attendance is at the discretion of the District & Community Relations Manager and/or General Manager.

The District works within the community to engage and educate through additional outreach opportunities, as requested. All additional outreach attendance will be at the discretion of the District & Community Relations Manager and/or General Manager.