HAYWARD AREA SHORELINE PLANNING AGENCY

City of Hayward
East Bay Regional Park District
Hayward Area Recreation and Park District
Alameda County Mosquito Abatement District

September 10, 2026 - 3:00 PM - In Person and Remote Participation

HASPA Board of Trustees
Meeting Agenda

A Joint Powers Authority comprised of the East Bay Regional Park District, Hayward Area Recreation and Park District, the City of Hayward, and Alameda County Mosquito Abatement District

Meeting location: Alameda County Mosquito Abatement District, 23187 Connecticut St, Hayward, CA 94545, and online via Zoom. Join by clicking the following link: https://zoom.us/j/94304109095?pwd=XnUorNBXF3UaYCfHvWFArtqFcfx9LX.1

Public comments may be submitted one of the following ways:

You may submit public comments by e-mail to haspa@rgs.ca.gov no later than noon the day before the meeting. Please identify the Agenda item you wish to address in your comments. All e-mail comments will be included in the meeting record. Members of the public can provide public comment for any agenda item or items not on the agenda during the meeting. If attending the meeting via Zoom, members of the public may provide public comment by raising their virtual hand and the Clerk of the Board will call on you by the name you joined with. Meeting attendees are not provided the ability to make a presentation during the meeting. Additionally, camera feeds may be controlled by the meeting moderator to avoid disruptive content. Please contact the Clerk of the Board via email at haspa@rgs.ca.gov no later than noon the day before the meeting if you wish to provide any materials to the Board.

CALL TO ORDER

ROLL CALL

Public Comments

The Public Comment section provides an opportunity to address the Board on items not listed on the agenda. The Board welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the Board or

are within the jurisdiction of the Board. As the Board is prohibited by State law from discussing items not listed on the agenda, your comment will be received and may be referred to staff.

1. Consent Calendar

All matters listed under Consent Calendar will be acted upon by one motion affirming the action recommended on the Agenda. There will be no separate discussion on these items prior to voting unless members of the City Council, Staff, or the public request that specific items be removed from the Consent Calendar for separate action. Any member of the public who wishes to discuss a Consent Calendar item should come forward or raise their virtual hand online and state the item number they wish to pull for seperate discussion.

a. Approval of Minutes from the HASPA Meeting Held on June 11, 2026 (Attachment 1)

Action Item: Approve Regular meeting minutes of the Board of Directors held June 11, 2026.

b. HASPA 2027 Board of Trustee Meeting Calendar (Attachment 2)

Action item: Calendar for 2027 meeting dates.

c. Amendment to Professional Services Agreement with Regional Government Services (Attachment 3)

Action item: Approve the amended agreement with Regional Government Services for additional administration support under the Pivot Points grant.

d. HASPA Records Retention Policy (Attachment 4)

Action item: Approve HASPA Records Retention Policy.

2. New Business

a. Presentation on Hayward Marsh Restoration Project

Informational item: Presentation by EBRPD staff on project updates on the Hayward Marsh Restoration Project.

b. Presentation on First Mile Levee Project

Informational item: Presentation by Jackie Zipkin, EBDA, on the First Mile Levee Project.

3. Reports

a. Regional Government Services (RGS) Administrative Updates
   i. Recruitment Efforts for Additional Trustee Agencies
   ii. Managing Agency Transition Update
   iii. Update on HASPA Implementation Strategy
   iv. Information on HASPA Social Media Administration Manual (Attachment 5)

b. Technical Advisory Team Updates
   i. Updates on Trustee Agency Capital Projects
   ii. Updates on STACK Infrastructure Data Center Permitting

4. Board Member Announcements

ADJOURNMENT

HASPA facilities and meetings comply with the Americans with Disabilities Act. If special accommodations are needed for you to participate, please contact the Clerk of the Board at haspa@rgs.ca.gov or 510-544-2325 as soon as possible, but preferably at least three working days prior to the meeting.

HAYWARD AREA SHORELINE PLANNING AGENCY

City of Hayward
East Bay Regional Park District
Hayward Area Recreation and Park District
Alameda County Mosquito Abatement District

June 11, 2026 - 3:00 PM - In Person and Remote Participation

HASPA Board of Trustees
Meeting Agenda

A Joint Powers Authority comprised of the East Bay Regional Park District, Hayward Area Recreation and Park District, the City of Hayward, and Alameda County Mosquito Abatement District

Meeting location: Hayward Area Recreation and Park District Administration Office, 1099 E Street, Hayward, CA 94541, and online via Zoom. Join by clicking the following link: https://zoom.us/j/94304109095?pwd=XnUorNBXF3UaYCfHvWFArtqFcfx9LX.1

Public comments may be submitted one of the following ways:

CALL TO ORDER – 3:00 p.m.

ROLL CALL - The roll was called by Ms. Adrienne Harris

Trustees were present: Hentschke, Waespi, Zermeno, Andrade

Trustees were absent: none

Public Comments

The Public Comment section provides an opportunity to address the Board on items not listed on the agenda.

One written public comment concerning Skywest was received before the meeting and distributed to the Trustees. Five members of the public provided oral comments concerning Skywest, preservation of shoreline open space, and the environmental and community impacts of proposed data-center development.

1. Consent Calendar

a. Approval of Minutes from the HASPA Meeting Held on March 12, 2026 (Attachment 1)

Action Item: Approve Regular meeting minutes of the Board of Trustees held March 12, 2026.

b. HASPA 2026-2027 Dues Schedule (Attachment 2)

Action item: Approval of member agency dues for 2026-2027 fiscal year.

c. Professional Services Agreement with Hanson Bridgett (Attachment 3)

Action item: Approve a service agreement with Hanson Bridgett for legal services for HASPA.

d. Digital Communication Plan (Attachment 4)

Action item: Approve a Digital Communication Plan for HASPA

Motion made by Zermeno, seconded by Andrade to approve the consent calendar. Motion carried unanimously.

AYES: Hentschke, Waespi, Zermeno, Andrade
NOES: None
ABSTAIN: None
ABSENCES: None

2. New Business

Item 2.c was taken out of order and heard before Items 2.a and 2.b.

c. Presentation on HASPA Shoreline Implementation Plan

SCAPE representatives presented an update on the Hayward Shoreline Adaptation Implementation Plan, including project prioritization, implementation and funding strategies, governance options, wetland mitigation, community engagement, and anticipated completion of the final documents in fall 2026.

Three members of the public commented on shoreline monitoring, potential data-center impacts, stakeholder engagement, and the governance and resources needed for implementation.

The Trustees discussed project funding, governance, implementation capacity, and shoreline access.

This was an informational item; no action was taken.

a. HASPA 2026-2027 Budget (Attachment 5)

HASPA Manager Adrienne Harris presented the proposed budget for Fiscal Year 2026-2027 and described projected revenues, expenditures, available cash, and financial support during the managing-agency transition.

Two members of the public commented on member-agency contributions, shoreline development, and the role of the City of Hayward in supporting HASPA's work.

Motion by Trustee Andrade, seconded by Trustee Zermeno, to approve the HASPA Fiscal Year 2026-2027 budget. Motion carried unanimously.

AYES: Hentschke, Waespi, Zermeno, Andrade
NOES: None
ABSTAIN: None
ABSENCES: None

b. Regional Government Services Contract Amendment (Attachment 6)

Devon Reif, East Bay Regional Park District, presented a proposed expansion of Regional Government Services' scope to provide financial services following the transition of managing-agency responsibilities to the Hayward Area Recreation and Park District. HARD will contribute an additional $15,000 to fund the services.

Motion by Trustee Waespi, seconded by Trustee Zermeno, to authorize the Chair to finalize and execute an amendment to the Regional Government Services agreement adding financial services within the agreement's existing not-to-exceed amount. Motion carried unanimously.

AYES: Hentschke, Waespi, Zermeno, Andrade
NOES: None
ABSTAIN: None
ABSENCES: None

3. Reports

a. Administrative Updates

HASPA Manager Adrienne Harris reported on prospective membership discussions with Alameda County, San Leandro, and Union City; potential Regional Shoreline Adaptation Plan compliance; the July 1 managing-agency transition from East Bay Regional Park District to HARD; and the June 27 Hayward Shoreline Resilience Collaborative community meeting.

One member of the public commented on HASPA's name and regional identity.

b. Technical Advisory Team Updates

Brian Laczko, HARD, reported that new exhibits at the Hayward Shoreline Interpretive Center were nearing completion, with a public opening anticipated during the summer and a grand opening planned for September.

East Bay Regional Park District reported that the request for proposals for construction of the Restore Hayward Marsh interim levee had been released and recognized the upcoming transition of its HASPA responsibilities from Devon Reif to Eddie Willis.

c. Hayward Development Updates

City of Hayward staff reported on an application to subdivide 3832 Bay Center Place and construct an industrial shell building, and on the status of building-permit review for the Stack Data Center at 26062 Eden Landing Road.

4. Board Member Announcements

Trustees made announcements concerning upcoming community events, a horizontal levee project, and potential seating along the shoreline. No action was taken.

ADJOURNMENT – 4:42 p.m.

HASPA facilities and meetings comply with the Americans with Disabilities Act. If special accommodations are needed for you to participate, please contact the Clerk of the Board at haspa@rgs.ca.gov or 510544-2325 as soon as possible, but preferably at least three working days prior to the meeting.

ATTACHMENT 2

HAYWARD AREA SHORELINE PLANNING AGENCY

DATE: 9/1/2026

TO: HASPA Board of Trustees

FROM: Adrienne Harris, RGS/HASPA Manager

SUBJECT: HASPA Board of Trustee 2027 Proposed Meeting Schedule

Staff is bringing this action item to the Hayward Area Shoreline Planning Agency Board of Trustees (HASPA Board) to adopt a 2027 Board meeting schedule.

BACKGROUND

The HASPA Joint Powers Authority Agreement directs the HASPA Board to have regular public meetings, held pursuant to the Brown Act. The HASPA Board Bylaws, specify that the HASPA Board meeting schedule is quarterly, with regular meetings held March, June, September, and December. Special and Emergency meetings are allowed in certain circumstances.

HASPA BOARD OF TRUSTEE 2026 PROPOSED MEETING SCHEDULE

- March 11, 2027
- June 3, 2027*
- September 16, 2027*
- December 9, 2027

*Note that the June and September meeting dates proposed fall outside of the typical 2nd Thursday of the month rotation.

ATTACHMENTS

Proposed 2027 Meeting Schedule

ATTACHMENT 2

HAYWARD AREA SHORELINE PLANNING AGENCY

2027 HASPA Board of Trustee Meeting Schedule
3:00-5:00 PM PST

Hayward City Hall, 777 B Street, Hayward*
Hayward Area Recreation and Park District Offices, 1099 E Street, Hayward*
Alameda County Mosquito Abatement District Office, 23187 Connecticut St., Hayward*

**Meeting locations rotate among Board of Trustee agencies - check agenda for meeting location*

- March 11, 2027
- June 3, 2027
- September 16, 2027
- December 9, 2027

ATTACHMENT 3

HAYWARD AREA SHORELINE PLANNING AGENCY

DATE: 9/1/2026

TO: HASPA Board of Trustees

FROM: Devan Reiff, East Bay Regional Park District (EBRPD)

SUBJECT: Regional Government Services (RGS) Contract Amendment

Staff is bringing this action item to the Hayward Area Shoreline Planning Agency Board of Trustees (HASPA Board) to amend the scope of work and contract for the second year of the RGS contract to support additional administrative work for HASPA, using funds from the U.S. Environmental Protection Agency/ Association of Bay Area Government "Pivot Points" grant (Pivot Points). RGS currently has a two-year contract with up to three additional one-year extensions to support HASPA. The current RGS contract is entirely funded by HASPA Board member dues.

Staff recommends that the Board approve the amendment for additional services from RGS. Staff further recommends that the Board delegate authority to the Chair to approve and sign any necessary agreements between EBRPD and HASPA to transfer Pivot Point funds to HASPA to cover this additional work.

BACKGROUND

The HASPA Board of Trustees approved a multi-year contract with RGS to provide administrative management services at its August 15, 2025 meeting with a total not to exceed amount of $523,817. RGS has been providing administrative services to HASPA since September 2026. The HASPA Managing Agency rotated to the Hayward Area Recreation and Park District (HARD) from EBRPD as of July 1, 2026. HARD has assumed the role of Treasurer and Controller as put forth in the JPA Agreement. However, EBRPD retains the administration of the Pivot Points grant that is funding HASPA-focused work from Scape Landscape Architects

PROPOSAL

RGS will support HASPA membership growth and engagement, collaboration and communication, and review of other Pivot Point grant deliverables, for an amount up to $49,500 for these additional services that expand RGS's administrative role within the current contract. The date for this expanded administrative services scope of work for

RGS is from August 2026 to December 2027. The funds for this new scope of work will be entirely paid for by the Pivot Points grant.

ATTACHMENT

Contract Amendment

ATTACHMENT 3

RGS | REGIONAL GOVERNMENT SERVICES

AMENDMENT NO. 1 TO CONTRACT FOR SERVICES

This first amendment to the Contract for Services between the HAYWARD AREA SHORELINE PLANNING AGENCY ("Agency") and Regional Government Services Authority, hereinafter called "RGS" is made and entered into this 31st day of August 2026.

RECITALS

The Agency and RGS entered into an Agreement for services dated August 15, 2025. This Amendment is entered into with reference to the following facts and circumstances:

A. Agency desires to engage RGS to provide expanded professional services beyond those originally included in the Agreement dated 8/15/25.

B. Section 2, Scope of Work, is amended to include the desired additional services, which shall be referred to as "Expanded Services" and are included by reference in the attached Exhibit A.1.

C. Section 4, Representatives, is amended to remove the existing Agency representatives and replace with the following —
- Brian Laczko, Assistant Director, Capitol Planning and Development, Hayward Area Recreation and Park District, and/or;
- Devan Reiff, Principal Planner, East Bay Regional Park District

D. Section 8, Payment, is amended to include payment for the Expanded Services at a sum not to exceed $49,500 for Fiscal Year 2026/27 and Fiscal year 2027/28.

E. All other terms and conditions of the Agreement shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have caused this Amendment to be executed on the date first above written by their respective officers duly authorized in that behalf.

Dated: _____ Dated: _____

Agency

RGS

_____ _____

Eric Hentschke, HASPA Chair
E: ehentschke@yahoo.com

Sophia Selivanoff, Executive Director

EXHIBIT A.1

SCOPE OF WORK

HASPA Expanded Administrative Services

TASK 1 – PROJECT INITIATION, COORDINATION, AND MANAGEMENT

Membership Growth and Engagement

Provide professional guidance for membership growth initiatives by identifying and engaging prospective member agencies, strategic partners, and organizations aligned with shoreline protection, climate resilience, environmental stewardship, and regional planning. Coordinate outreach activities, facilitate introductory meetings, and update informational materials to reflect HASPA's evolving role.

Facilitate ongoing engagement with Trustee agencies, members, and regional partners through stakeholder coordination, communications, and dissemination of information regarding HASPA initiatives, accomplishments, and funding opportunities. Identify opportunities for regional collaboration and member engagement that advance shared resilience objectives.

Collaboration and Communication

Facilitate coordination and communication among Trustee agencies, the City of Hayward, Alameda County, regulatory agencies, nonprofit organizations, consultants, and other project stakeholders.

Coordinate meetings, facilitate information sharing, document action items, and monitor progress on key initiatives. Coordinate activities associated with the Hayward Shoreline Advocates network, including stakeholder outreach, agenda development, meeting facilitation, and follow-up communications.

Provide professional guidance regarding Regional Shoreline Adaptation Plan (RSAP) implementation and facilitate discussions with neighboring jurisdictions and regional partners to identify opportunities for subregional collaboration. Coordinate workshops, presentations, stakeholder engagement activities, and collaborative events that further HASPA's mission and regional resilience objectives.

Promoting Awareness of HASPA

Provide professional guidance for communications and outreach activities that increase awareness of HASPA's mission, accomplishments, and regional value.

Develop and update presentations, informational materials, website content, stakeholder communications, and other outreach materials. Identify opportunities to highlight HASPA's leadership in shoreline resilience, climate adaptation, and regional collaboration while

increasing engagement with public agencies, community organizations, elected officials, and other stakeholders.

TASK 2 – SHORELINE PLAN IMPLEMENTATION STRATEGIC PLANNING

Provide strategic advisory services related to implementation planning activities funded through the EPA Pivot Points grant program.

Participate with SCAPE Landscape Architects and HASPA leadership by providing professional guidance, implementation perspectives, and recommendations regarding regional resilience initiatives, governance considerations, partnership opportunities, funding strategies, and organizational priorities.

Review planning documents, provide feedback, identify implementation considerations, and recommend approaches that align with HASPA's operational objectives, regional context, and long-term strategic goals.

Coordinate activities with HASPA's ongoing administrative services, governance functions, communications efforts, and stakeholder engagement initiatives to promote consistency across organizational priorities.

TASK 3 – HASPA GOVERNANCE EVALUATION AND VISION

Provide professional guidance related to governance evaluation activities conducted through the EPA Pivot Points project.

Participate in discussions regarding organizational structure, governance practices, decision-making processes, stakeholder representation, and long-term organizational capacity. Evaluate governance considerations and develop recommendations about organizational effectiveness.

Provide governance perspectives based on experience serving Joint Powers Authorities, special districts, and multi-agency organizations. Recommendations will be advisory in nature, with governance decisions remaining the responsibility of HASPA's Board of Trustees.

Leverage institutional knowledge gained through administrative services to inform governance discussions and develop practical recommendations that align with HASPA's operational needs and long-term organizational objectives.

HAYWARD AREA SHORELINE PLANNING AGENCY

DATE: 9/1/2026

TO: HASPA Board of Trustees

FROM: Adrienne Harris, RGS/HASPA Manager

SUBJECT: HASPA Retention Policy

Staff is bringing this action item to the Hayward Area Shoreline Planning Agency Board of Trustees (HASPA Board) to approve the HASPA Retention Policy to provide clarity around Hayward Area Shoreline Planning Agency's (HASPA's) records retention policies.

The policy establishes procedures for the retention, management, and destruction of HASPA records in accordance with applicable law.

BACKGROUND

In the past, HASPA relied on the retention policies of the individual Managing Agency for records retention schedules. As HASPA stands up its own infrastructure staff have created a standalone policy for HASPA. Effective records management ensures that records are retained only as long as they have administrative, fiscal, operational, or legal value. When records no longer fulfill the purpose for which they were created, they shall be destroyed in accordance with this Policy, unless they possess independent historical or research significance, in which case they shall be preserved.

ATTACHMENTS

1. HASPA Retention Policy

HAYWARD AREA SHORELINE PLANNING AGENCY

RECORDS RETENTION SCHEDULE AND POLICY

ARTICLE I: RECORDS RETENTION POLICY

A. Purpose

The purpose of this Records Retention Schedule and Policy ("Policy") is to establish procedures for the retention, management, and destruction of Hayward Area Shoreline Planning Agency ("HASPA" or "Agency") records in accordance with applicable law. This Policy does not govern the disclosure of public records, which is governed by Government Code section 7920.000 et seq. ("California Public Records Act").

Effective records management ensures that records are retained only as long as they have administrative, fiscal, operational, or legal value. When records no longer fulfill the purpose for which they were created, they shall be destroyed in accordance with this Policy, unless they possess independent historical or research significance, in which case they shall be preserved.

B. Legal Authority

HASPA may destroy or dispose of any record that is not expressly required by law to be filed and preserved, provided HASPA has adopted a records retention schedule that complies with the guidelines provided by the Secretary of State under Government Code section 12236, classifies all Agency records by category, and establishes a standard protocol for destruction.

For purposes of this Policy, "record" means any record as defined in Government Code section 60201(a), including any handwriting, typewriting, printing, photostating, photographing, photocopying, transmitting by electronic mail or facsimile, and every other means of recording upon any tangible thing any form of communication or representation, and any record thereby created, regardless of the manner in which it has been stored.

HASPA is not required to photograph, reproduce, microfilm, or copy any record destroyed pursuant to this Policy.

C. Definitions and Legend

The following abbreviations are used throughout the Retention Schedule in Article II:

Au	Audit – Fiscal year audit; typically completed by December 31 each year.
Cl	Closed / Completed – Date a matter, contract, or project is completed or terminated.
CY	Current Year – Calendar year the record was created. Retention begins January 1 of the following year. Example: CY+2 for a record created in 2024 means eligible for destruction on January 1, 2027.
Exp	Expiration – Date the contract, license, permit, or obligation expires.
P	Permanent – Record is of permanent value to HASPA; must not be destroyed.
S	Supersede – Retain only the current version; destroy prior version(s) after stated period following revision.
T	Termination – Termination of contract, employment, program, or obligation.

D. Citation Abbreviations

The following legal citations are referenced in the Retention Schedule:

- CCP – California Code of Civil Procedure
- CCR – California Code of Regulations
- CEQA – California Environmental Quality Act
- CFR – Code of Federal Regulations
- GC – California Government Code
- H&S – California Health and Safety Code
- PRC – California Public Resources Code
- SOS Guidelines – California Secretary of State Local Government Records Management Guidelines (2006)

E. Permanent Records

HASPA may not destroy or dispose of any record that:

- Relates to the formation, change of organization, or reorganization of HASPA.
- Consists of minutes of any meeting of the HASPA Board of Directors.
- Relates to any pending claim, litigation, or settlement within the past two (2) years.
- Is the subject of a pending California Public Records Act request, until the request is granted or two (2) years have elapsed since written notice of denial.

- Relates to any pending construction not yet accepted by HASPA, or for which a stop notice claim may legally be presented.
- Relates to any undischarged debt or contract of HASPA.
- Relates to title to real property in which HASPA has an interest.
- Has not fulfilled the administrative, fiscal, or legal purpose for which it was created.
- Specifies the amount of compensation paid to HASPA employees, officers, or independent contractors, or relates to expense reimbursements—unless seven (7) years have elapsed since the date of payment.

F. Non-Records

Certain documents have limited value and their retention for the standard two-year period would be unduly burdensome. Non-records include, but are not limited to: external magazines, bulk mailers, business cards, newspapers, flyers, advertisements, non-historic photographs, and other ephemeral materials. Non-records may be destroyed immediately upon receipt if they have no utility to HASPA, or as soon as they are no longer needed.

G. Records Disposition Protocol

All records shall be retained for the longest of: (1) two years; (2) the period specified in the Retention Schedule in Article II; or (3) any period required under state or federal law. Following the expiration of the applicable retention period, records eligible for destruction may be destroyed with the written consent of the HASPA Managing Agency (or designee). Records may be destroyed in paper or electronic form consistent with applicable law.

No record shall be destroyed while any of the following apply: a California Public Records Act request is pending; litigation or a claim is pending or threatened; or the record is otherwise required to be retained by law.

H. Historical Records

Records of potential historical significance should be evaluated before destruction. Records may be considered historically significant if they: reflect the historical development of HASPA, its functions, policies, or significant operations; pertain to a significant local, state, or national event; or have value for study, exhibits, or public research. Such records should be preserved regardless of the standard retention period.

ARTICLE II: RECORDS RETENTION SCHEDULE

CATEGORY	RECORD TYPE	RETENTION PERIOD		NOTES
GOVERNANCE / CLERK / BOARD RECORDS				
Governance	Board Agendas & Agenda Packets	Permanent		Original agendas and supporting materials for all Board meetings.
Governance	Board Minutes	Permanent		Minutes of any meeting of the legislative body of HASPA. (See GC § 60201(d)(3).)
Governance	Board Memorandums	Permanent		
Governance	Resolutions	Permanent		Including all resolutions adopting, amending, or repealing policies.
Governance	Proclamations	Permanent		
Governance	Oaths of Office	Permanent		Retain for life of agency.
Governance	Public Hearing Notices	CY + 2 years		Notices published or posted for required public hearings.
Governance	Committee Records (Agendas, Minutes, Supporting Docs)	Permanent		Standing committees of the Board.
Governance	FPPC Form 700 Series (Statement of Economic Interests)	CY + 7 years		Includes all designated employees and officials. Original filed with FPPC. (See GC § 81009.)
Governance	Records Retention Schedules & Amendments	S + 5 years		Superseded schedules retained 5 years after replacement.
Governance	Records Destruction Logs	CY + 10 years		Log of all records destroyed pursuant to this schedule.
Governance	Registry of Public Agencies	CY + 7 years		Original filed with Secretary of State and Alameda County.
Governance	Board Recordings (Audio/Video)	CY + 5 years		Recordings of Board and committee meetings.
Governance	Director Handbooks	S + 2 years		Documents of historical significance may be retained longer.
ADMINISTRATIVE / GENERAL RECORDS				

				Emails may be deleted from inboxes after 90 days; retain as record for remainder of period. Records of historical significance may be retained longer.
Administrative	General Office Files	CY + 2 years		
Administrative	Reports and Studies	CY + 5 years		General agency reports and studies not covered by another category.
CONTRACTS / PROCUREMENT / PURCHASING RECORDS				
Contracts	Contracts – Professional Services / Consulting / Administration	T or Exp + 4 years		T = Termination of contract. Covers 4-year statute of limitations for contract actions. (See CCP §§ 336(a), 337, 337.2.)
Contracts	Contracts – Capital Projects / Infrastructure / Land / Historical	Permanent		Includes park, trail, and shoreline improvement projects.
Contracts	MOUs	T or Exp + 4 years		Land-related or infrastructure MOUs: Permanent. (See CCP § 337)
Contracts	Joint Powers Agreements	Permanent		
Contracts	Licenses	T or Exp + 4 years		(See CCP § 337)
Contracts	Equipment Leases	T or Exp + 4 years		(See CCP § 337)
Contracts	Communication Site Agreements	Exp + 5 years		
Contracts	Purchase Requisitions	CY + 2 years		

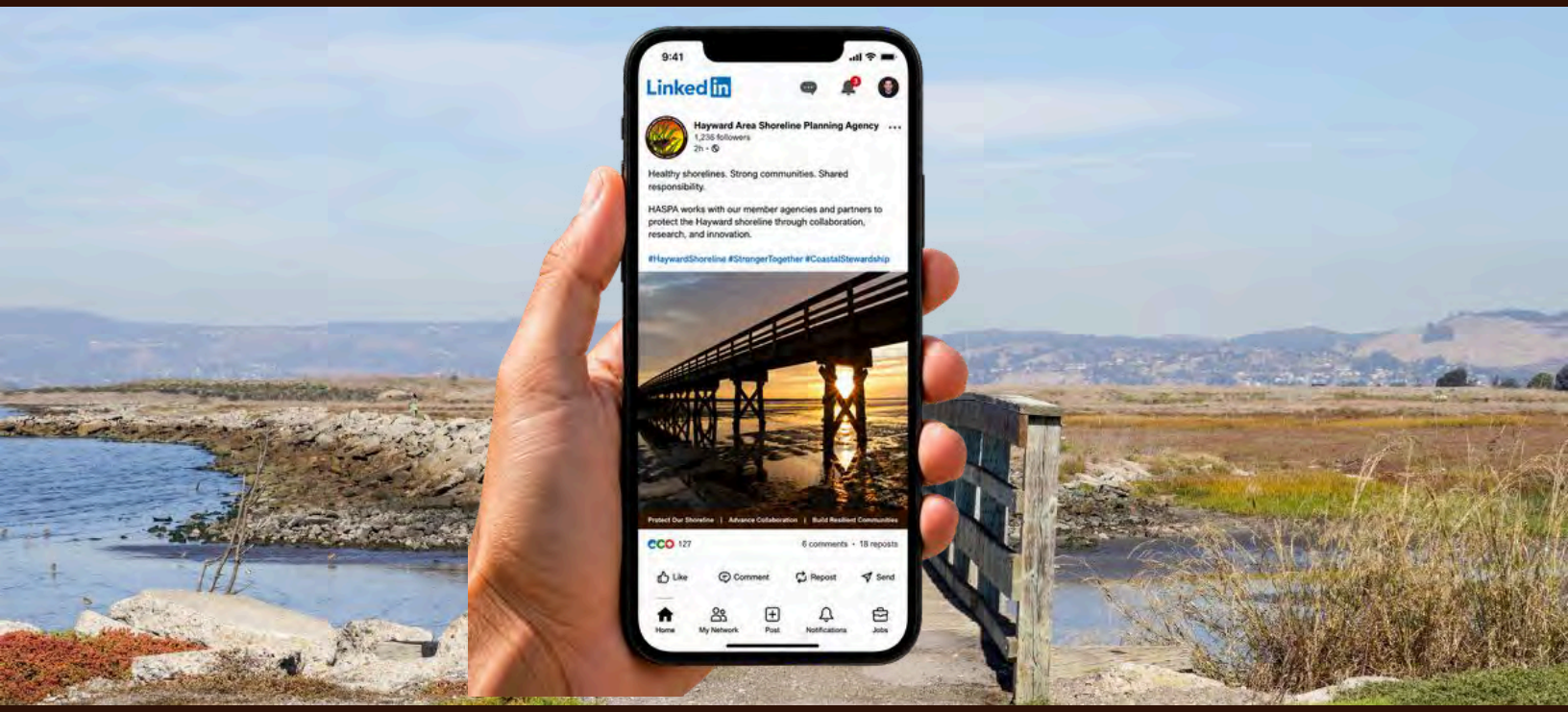
Contracts	Bids / Proposals (Unsuccessful)	Bid Opening + 2 years		Retain unaccepted public works bids 2 years. (See GC § 60201(d)(11).)
Contracts	Contractor Insurance Certificates	T + 4 years		T = Termination of associated agreement. Retain with contract file. (See SOS Guidelines.)
Financial	Invoices	Cl + 7 years		Retain with accounts payable records. (See GC § 60201(d)(12).)
Financial	General Ledger and Supporting Schedules	Permanent		Core financial record; retained permanently. (See SOS Guidelines.)
Financial	Journal Entries	Au + 4 years		
Financial	Budgets – Finals / Adopted	Permanent		(See SOS Guidelines.)

CATEGORY	RECORD TYPE	RETENTION PERIOD		NOTES
Financial	Budget Requests / Budget Worksheets / Draft Budgets	CY + 2 years		
Financial	Tax Reports	CY + 5 years		
Financial	Audit Reports – External	Permanent		Permanent retention of final external audit reports. (See SOS Guidelines.)
Financial	Audit Workpapers – External	CI + 5 years		CI = completion of audit.
Financial	Fixed Asset Records	S + 2 years		Current schedule retained; superseded version kept 2 years.
LEGAL / RISK MANAGEMENT RECORDS				
Legal / Risk	Claims Against the Agency	Permanent		All claims filed against HASPA retained permanently. (See SOS Guidelines.)
Legal / Risk	Litigation Files	CI + 5 years		CI = final resolution including appeals. May not be destroyed if related to pending claim.
Legal / Risk	Settlement Agreements	Permanent		
Legal / Risk	Legal Agreements (release, tolling, indenture agreements)	Permanent		
Legal / Risk	Subpoenas (Records or Personal Appearance)	CY + 2 years or when no longer required, whichever is longer		
Legal / Risk	Public Records Act Requests	CI + 2 years		CI = date request is granted or denied in writing. (See GC § 60201(d)(5).)
Legal / Risk	Insurance Policies	Permanent		All HASPA insurance policies.
Legal / Risk	Insurance Claim Files	CI + 7 years		(See SOS Guidelines.)
Legal / Risk	Risk Management Reports	CI + 5 years		Includes loss analysis, safety, and actuarial studies. (See SOS Guidelines.)
ENVIRONMENTAL / PLANNING RECORDS				
Environmental / Planning	CEQA Documents (Final approved)	Permanent		All final EIRs, MNDs, NODs, and NOEs retained permanently. (PRC § 21167.6.)
Environmental / Planning	CEQA Correspondence	CI + 2 years		CI = project approval. CEQA emails/correspondence are part of the

CATEGORY	RECORD TYPE	RETENTION PERIOD		NOTES
				administrative record. (See PRC § 21167.6; *Golden Door Properties, LLC v. Superior Court*, 53 Cal.App.5th 733 (2020).)
Environmental / Planning	Environmental Agency / Regulatory Agency Correspondence (EPA, RWQCB, CDFW, BCDC, Army Corps, etc.)	Permanent		
Environmental / Planning	Environmental Project Files (restoration, habitat, special projects)	Permanent		
Environmental / Planning	GIS / CAD Files	S + 2 years		Current version retained; prior versions kept 2 years.
Environmental / Planning	Planning Files / Land Use Plans	Permanent		
Environmental / Planning	Environmental Studies	Permanent		
ELECTRONIC / IT RECORDS				
Electronic / IT	Emails (routine correspondence)	CY + 2 years		Emails constituting records in another category must be retained per that category's period. May be deleted from inboxes after 90 days.
Electronic / IT	Electronic Records (general)	Per applicable category		Electronic records may serve as originals if maintained in a Trusted System meeting GC § 60203 requirements.
Electronic / IT	Digital Photographs (Historical)	Permanent		Historic photographs retained permanently.

ATTACHMENT 5

HASPA Social Media Administration Manual



Prepared By: Regional Government Services

Prepared For: Hayward Area Shoreline Planning Agency

Version 1.0 | September 2026

Document Information

HASPA Social Media Administration Manual

Version	1.0
Date	September 2026
Prepared By	Regional Government Services
Prepared For	Hayward Area Shoreline Planning Agency
Document Owner	HASPA
Next Review	July 2027

This manual provides operational guidance for administering HASPA's official social media platforms. It is intended to support consistent communications, organizational continuity, and effective administration. This manual does not replace applicable laws, agency policies, or legal advice.

Welcome

The Hayward Area Shoreline Planning Agency (HASPA) plays an important role in advancing regional collaboration, shoreline planning, environmental stewardship, and public engagement throughout the Hayward shoreline. As the agency's communications program continues to evolve, maintaining consistent, professional, and transparent communications is essential to supporting its mission and serving member agencies, partners, and the public.

This Social Media Administration Manual has been developed to establish a consistent framework for administering HASPA's official social media platforms. It brings together governance, operational procedures, platform management standards, and public engagement guidance into a single resource that supports effective day-to-day administration while preserving organizational continuity.

The manual is intended to serve as a practical reference for current and future administrators by documenting responsibilities, recommended practices, and communication standards. It is designed to help ensure that HASPA's digital presence remains secure, professional, accessible, and aligned with the agency's mission and values.

Social media is more than a communications tool—it is an extension of HASPA's commitment to transparency, collaboration, and public service. By following the guidance contained in this manual, administrators can communicate consistently, strengthen relationships with member agencies and stakeholders, and support informed public participation in HASPA's work.

Regional Government Services appreciates the opportunity to support HASPA in developing this resource and looks forward to helping the agency continue building a communications program that serves its member agencies and communities for years to come.

Prepared by Regional Government Services
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Social Media Program

1.1 Purpose

The Hayward Area Shoreline Planning Agency (HASPA) uses social media to communicate with member agencies, partner organizations, government officials, regulatory agencies, stakeholders, and the public regarding the agency's mission, Board activities, regional initiatives, and shoreline planning efforts.

This manual establishes a consistent framework for administering HASPA's official social media platforms. It supports effective communications, promotes organizational continuity, and provides clear operational guidance for current and future administrators. By documenting administrative procedures, communication standards, and platform-specific practices, the manual helps ensure that HASPA's digital presence remains professional, secure, and aligned with the agency's mission.

The manual is designed to complement—not replace—HASPA's existing policies, applicable laws, and guidance provided by legal counsel.

1.2 Communication Objectives

HASPA's social media program supports the agency's broader communications strategy by increasing awareness of its work, strengthening relationships with member agencies and regional partners, and promoting transparency in agency operations. Specifically, HASPA's social media platforms should:

- Increase awareness of HASPA's mission and regional role.
- Promote transparency by communicating Board actions, public meetings, and agency initiatives.
- Highlight shoreline planning, habitat restoration, and climate resilience efforts.
- Recognize partnerships with member agencies and collaborating organizations.
- Share educational resources that help explain HASPA's programs and projects.
- Encourage stakeholders to access additional information through HASPA's web presence and other official communication channels.

Social media should complement HASPA's web presence and public meetings by providing timely, accessible information—not serve as the agency's official record or replace formal public participation processes.

Social Media Program

1.3 Target Audiences

HASPA's communications should be written with several audiences in mind. While individual posts may target a specific group, the agency's overall communications program should serve a broad, diverse audience. Primary audiences include:

- Member agencies
- Board members and Technical Advisory Committee members
- Regulatory and resource agencies
- Local government professionals
- Environmental and community organizations
- Project partners and consultants
- Members of the public interested in HASPA's work

Communications should be written using plain language whenever practical, recognizing that readers may have varying levels of familiarity with shoreline planning and environmental management.

1.4 Guiding Principles

Every communication published through HASPA's official social media accounts should reflect the agency's commitment to professionalism, transparency, and public service. To support these values, administrators should ensure that communications are:

- **Accurate** – Information should be verified prior to publication.
- **Timely** – Communications should be published when they are most relevant and useful.
- **Professional** – Content should maintain a respectful, objective, and nonpartisan tone.
- **Transparent** – Communications should promote openness regarding agency activities and decision-making.
- **Accessible** – Whenever practical, content should be understandable and accessible to all audiences.
- **Collaborative** – Communications should recognize the regional partnerships that contribute to HASPA's success.

These principles should guide every aspect of HASPA's digital communications program, from routine project updates to major agency announcements.

Social Media Program

1.5 Communication Channels

At the time this manual was prepared, HASPA's primary social media platforms include:

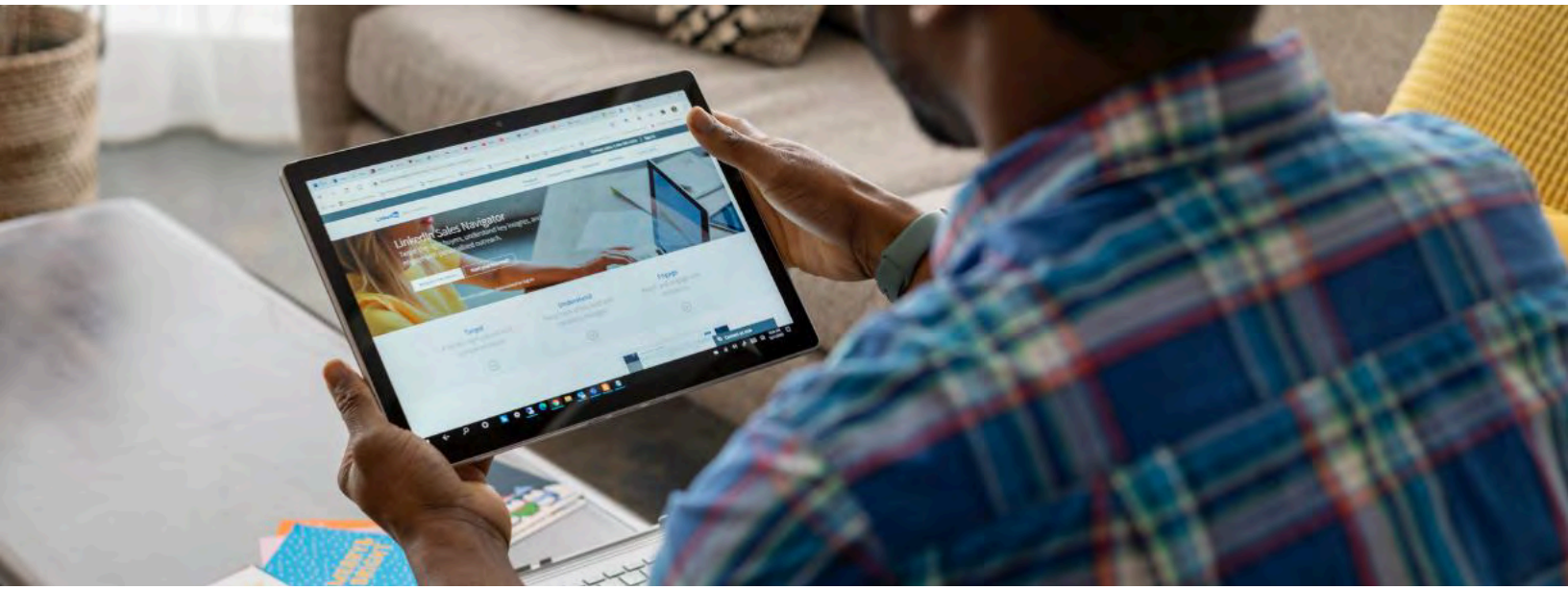
LinkedIn

LinkedIn serves as HASPA's primary platform for sharing organizational news, Board activities, project updates, educational resources, and regional partnerships. The platform is intended to reach local government professionals, partner agencies, and other stakeholders interested in HASPA's work.

YouTube

YouTube serves as HASPA's public video library and provides access to Board meetings, workshops, presentations, and other educational content. The channel supports transparency by making agency meetings and informational resources available to the public.

As HASPA's communications program evolves, it may incorporate additional digital platforms. Any new platform should follow the governance, branding, and administrative practices established in this manual.



Administration & Governance

2.1 Roles and Responsibilities

Successful administration of HASPA's social media program depends upon clearly defined roles and responsibilities. While designated administrators may manage day-to-day communications, HASPA leadership remains responsible for overseeing the agency's official communications.

Manager

The Manager (or designated representative) provides overall oversight of HASPA's communications program and is responsible for:

- Approving significant agency announcements, when appropriate.
- Designating social media administrators.
- Reviewing administrative access annually.
- Coordinating communications related to sensitive or high-profile issues.
- Consulting with legal counsel regarding communications involving legal or governance considerations.

Communications Administrator

The Communications Administrator is responsible for the day-to-day management of HASPA's social media platforms. Typical responsibilities include:

- Preparing and publishing content.
- Coordinating the editorial calendar.
- Maintaining branding consistency.
- Monitoring comments and engagement.
- Responding to routine inquiries or directing questions to the appropriate staff member.
- Maintaining account settings and administrator access.
- Monitoring platform analytics and preparing periodic performance summaries.

Additional Administrators

To ensure business continuity, HASPA should maintain at least one secondary administrator with access to each platform. Secondary administrators should be familiar with account procedures and be able to assume administrative responsibilities if the primary administrator is unavailable.

Administration & Governance

2.2 Account Ownership

All official social media accounts are organizational assets of the Hayward Area Shoreline Planning Agency. Accounts should never rely solely on an individual employee's personal account or email address. To preserve continuity:

- HASPA should retain ownership of all account credentials.
- Recovery email addresses should be controlled by member agencies.
- HASPA will ensure multiple administrators from 2 or more member agencies will always be identified and have access to the accounts.
- Social media accounts should remain with the agency regardless of staffing changes or contracted service providers.

2.3 Administrator Access

Maintaining appropriate administrative access helps protect the security and continuity of HASPA's communications program. The following practices are recommended:

- Maintain at least two administrators for each platform.
- Grant administrator access only to authorized personnel.
- Review administrator access annually.
- Remove administrator access immediately following staff transitions.
- Document administrator assignments in the Platform Inventory (Appendix A).

Administrative access should follow the principle of least privilege, granting users only the level of access necessary to perform their assigned responsibilities.

2.4 Account Security

Because social media accounts represent the agency publicly, protecting account security is essential. All HASPA social media accounts should:

- Require strong, unique passwords.
- Utilize Multi-Factor Authentication (MFA).
- Use agency-controlled recovery email addresses.
- Avoid sharing passwords through email or unsecured messaging platforms.
- Update credentials promptly after staffing changes or suspected security incidents.

Whenever practical, credentials should be maintained within an approved password management system to reduce organizational risk.

Administration & Governance

2.5 Business Continuity

HASPA's communications program should continue uninterrupted during staff absences, personnel changes, or transitions between administrative service providers. To support continuity, administrators should:

- Maintain current documentation of account credentials.
- Keep the editorial calendar updated.
- Document recurring communication procedures.
- Ensure secondary administrators remain familiar with platform operations.
- Review scheduled content before anticipated staffing transitions.

Business continuity planning reduces the risk of communication disruptions and helps preserve institutional knowledge.

2.6 Administrator Transitions

Whenever administrative responsibilities change, a structured transition process should be completed. Recommended transition steps include:

1. Add the incoming administrator.
2. Verify Multi-Factor Authentication.
3. Update recovery email information if necessary.
4. Transfer password manager access.
5. Review scheduled posts and upcoming communications.
6. Remove departing administrator access.
7. Update the Platform Inventory.
8. Document the transition date.

Administration & Governance

2.7 Annual Administration Review

At least once each fiscal year, HASPA should conduct a comprehensive review of its social media accounts. The review should include:

Governance

- Administrator assignments
- Account ownership
- Recovery email addresses
- Security settings

Branding

- Organization descriptions
- Profile photographs
- Banner images
- Website links

Operations

- Editorial calendar
- Platform activity
- Communication objectives
- Analytics

The results of the review should be documented and any recommended updates incorporated into the Communications Calendar or this manual, as appropriate.

2.8 Records Management

HASPA's social media platforms are official agency communication channels. As such, content created, published, or received through these platforms may constitute agency records and should be managed in accordance with the HASPA Records Retention Policy.

Platform Management

3.1 Branding and Profile Management

HASPA's social media profiles represent the agency's public identity. Each platform should present a consistent visual appearance and accurately reflect the agency's mission, purpose, and contact information.

Administrators should review each platform at least annually—or whenever branding changes occur—to ensure profiles remain current and aligned with HASPA's communication standards. Each profile should include, as applicable:

- Official agency name
- Approved HASPA logo
- Current banner or cover image
- Brief agency description
- Website URL
- Contact information
- Current organizational branding

Whenever possible, profile descriptions should emphasize HASPA's role as a regional public agency dedicated to shoreline planning, habitat restoration, climate resilience, and interagency collaboration. All visual elements should conform to HASPA's Brand Guide.

3.2 Platform Administration Standards

The following administrative practices apply to all official HASPA social media platforms. Administrators should:

- Maintain current profile information.
- Monitor notifications regularly.
- Respond to routine public inquiries in a timely and professional manner.
- Escalate legal, policy, or media inquiries to the Manager.
- Ensure all published content reflects HASPA's mission and communication objectives.
- Review platform settings following major software updates.
- Coordinate messaging across multiple platforms whenever appropriate.

When possible, significant announcements should be published simultaneously on HASPA's website and social media platforms to ensure consistent messaging.

Platform Management

3.3 LinkedIn

Purpose

LinkedIn serves as HASPA's primary professional communications platform. It provides opportunities to share agency news, Board activities, project accomplishments, educational resources, and regional partnerships with local government professionals and other stakeholders.

The platform should reinforce HASPA's reputation as a trusted regional partner and resource. LinkedIn use should further HASPA's communication goals.

Posting Frequency

HASPA should strive to maintain a consistent posting schedule. As a general guideline:

- Two posts per month
- Additional posts for significant announcements, Board meetings, project milestones, conferences, or grant awards
- Avoid posts not tied to the work of HASPA (e.g., awareness days, holidays)

Relevancy is more important than volume.

Content Strategy

Content should reflect a balanced mix of communications throughout the year.

Recommended content includes:

The Annual Communications Calendar should be used to coordinate content throughout the year.

Content Category	Approximate Target
Project Updates	30%
Educational Resources	20%
Board Activities	15%
Partner Spotlights	15%
Shoreline & Habitat Projects	10%
Conferences & Events	10%

Platform Management

Writing Style

LinkedIn posts should be written in a professional, approachable tone using plain language whenever practical. Posts should:

- Focus on the public value of HASPA's work.
- Explain technical concepts in accessible language.
- Remain objective and nonpartisan.
- Include a clear call to action when appropriate.
- Have a clear call to action

Whenever practical, posts should remain concise while providing sufficient context for readers unfamiliar with the agency.

Graphics

Visual content plays an important role in increasing engagement. Preferred graphics include:

- Project photography
- Shoreline imagery
- Habitat restoration projects
- Maps
- Meeting highlights
- Infographics
- Event photography

Avoid:

- Generic stock photography
- Low-resolution images
- Graphics containing excessive text

All graphics should comply with HASPA's Brand Guide.

Hashtags

Include hashtags for member agencies when relevant, while keeping additional hashtags to a minimum. Suggested hashtags include:

- #RegionalCollaboration
- #ClimateResilience
- #ClimateAdaptation
- #NatureBasedSolutions

Platform Management

Comments and Engagement

Comments should be disabled on social media accounts initially, where the platform allows, particularly on YouTube. This approach can be revisited as HASPA establishes its social media presence and determines whether enabling comments would support its communication goals.

If comments are enabled, administrators should monitor them and refer policy, legal, or media-related questions to the appropriate representative.

Analytics

LinkedIn performance should be reviewed quarterly. Recommended metrics include:

- Followers
- Impressions
- Engagement rate
- Link clicks
- Top-performing posts

Analytics should be used to improve future communications rather than simply measure activity.

3.4 YouTube

Purpose

YouTube serves as HASPA's public video library and supports the agency's commitment to transparency by providing public access to Board meetings, workshops, presentations, and educational videos. Whenever practical, meeting recordings should also be linked from HASPA's website.

Types of Content

Typical videos include:

- Board meetings
- Committee meetings
- Public workshops
- Educational presentations
- Project updates
- Partner presentations

Platform Management

Upload Standards

Meeting recordings should be uploaded promptly after publication and completion of any required processing. Administrators should verify before publishing:

- Title
- Description
- Captions
- Thumbnail
- Playlist assignment

Naming Convention

Use consistent naming conventions. Examples:

- HASPA Board Meeting | July 17, 2026
- Living Shorelines Project Update | Spring 2027
- Consistency improves searchability and organization.

Video Descriptions

Descriptions should include:

- Meeting date
- Brief summary
- Website link
- Agenda (when available)
- Related documents
- Contact information

Descriptions should help viewers understand the purpose of the recording and locate additional information.

Playlists

Organize videos into playlists to improve navigation. Suggested playlists include:

- Board Meetings
- Workshops
- Educational Resources
- Regional Projects
- Partner Presentations

Platform Management

Captions

Whenever practical, videos should include accurate captions. Automatically generated captions should be reviewed for significant errors, particularly names, technical terminology, and meeting titles.

Thumbnails

Thumbnail images should remain visually consistent across the channel. Whenever practical:

- Use HASPA branding.
- Select clear, high-quality images.
- Avoid excessive text.
- Maintain a professional appearance.

Website Integration

Whenever practical:

- Embed Board meeting recordings on HASPA's website.
- Link videos from meeting agendas or minutes.
- Promote videos through LinkedIn and other communication channels.

Cross-platform promotion helps maximize public awareness.

Analytics

Quarterly YouTube analytics should include:

- Views
- Watch time
- Audience retention
- Subscribers
- Traffic sources
- Most-viewed videos

Performance data should inform future video development and publishing practices.

Engaging on Social Media

4.1 Responding to Public Questions

Social media provides HASPA with an opportunity to communicate information to the public, respond to questions, and direct community members to additional resources. Engaging with the public and responding to questions are important components of transparent government. However, not all social media platforms serve the same purpose, and HASPA's approach to public engagement may vary by platform.

Some platforms may primarily serve as a public access repository of agency materials. For example, HASPA may use YouTube to post meeting recordings, presentations, or other informational materials. Comments may be disabled on platforms or posts where public discussion is not necessary or where the platform is primarily being used as an information repository.

Other platforms, such as LinkedIn, are more suited to public dialogue and may provide opportunities for questions, discussion, and feedback. Where comments are enabled, HASPA will make reasonable efforts to respond to straightforward questions and provide factual information or links to appropriate HASPA resources.

When comments are enabled, administrators should:

- Respond promptly to straightforward questions.
- Provide factual information.
- Include links to official HASPA resources whenever available.
- Refer technical or project-specific questions to the appropriate staff member.
- Notify the Manager of inquiries involving legal, policy, or media matters.

If a question cannot be answered through social media, administrators should direct the individual to the appropriate contact or agency process rather than attempting to resolve complex issues within a comment thread.

Engaging on Social Media

Administrators should monitor comments regularly to ensure discussions remain constructive and consistent with applicable agency policies. Comments may be removed when they:

- Include spam or commercial advertising.
- Contain threats or harassment.
- Include obscene or unlawful content.
- Reveal confidential information.
- Are clearly unrelated to the original post.
- Consist of duplicate or repetitive postings that interfere with meaningful discussion.

Comments should not be removed solely because they express disagreement with HASPA or its activities.

Whenever comments are removed, administrators should follow HASPA's approved moderation procedures and document actions when appropriate.

4.2 Initial Comment Settings

During the initial implementation of HASPA's social media program, public comments may be disabled on all platforms for a limited introductory period. This approach will allow HASPA to become familiar with its social media platforms, establish appropriate practices, and determine the level of staffing needed to support ongoing public engagement. After this initial period, the Manager may determine which platforms and posts are appropriate for public comments based on the purpose of the platform, the agency's capacity to monitor and respond, and the value of public dialogue.

Engaging on Social Media

4.3 Escalation Procedures

Although many interactions can be addressed through routine communications, some situations require additional review. Administrators should promptly notify the Manager when communications involve:

- Media inquiries
- Legal matters
- Pending litigation
- Public safety concerns
- Policy questions requiring official interpretation
- Sensitive personnel matters
- Potential misinformation affecting the agency

When uncertainty exists, administrators should avoid responding immediately and instead seek guidance before publishing a response.

4.4 Media Inquiries

Social media should not serve as the primary channel for responding to requests from members of the media. When media inquiries are received through social media:

- Acknowledge receipt when appropriate.
- Refer the inquiry to the Manager or designated spokesperson.
- Avoid providing unofficial statements.
- Coordinate responses through established agency communication procedures.

Maintaining consistent messaging helps ensure accurate information is provided to the public.

Board Member Participation

5.1 Role and Purpose

HASPA Board members may help increase awareness of the agency's work by sharing accurate information, recognizing regional partnerships, and encouraging public participation.

Because Board members serve in public office, social media activity related to HASPA should remain professional and consistent with applicable laws, agency policies, and good governance practices.

5.2 Appropriate Engagement

Board members are encouraged to:

- Share, repost, like, or react to official HASPA content.
- Promote Board meetings, workshops, and public events.
- Recognize agency partnerships and accomplishments.
- Direct the public to HASPA's website and official contact channels.

Whenever possible, official agency information should originate from HASPA's authorized accounts.

5.3 Professional Conduct

When discussing HASPA or interacting with agency social media, Board members should communicate respectfully, factually, and professionally. Personal opinions should not be presented as official HASPA positions, and personal accounts should not be used to conduct official agency business unless specifically authorized.

5.4 Brown Act Considerations

Board members should avoid social media interactions that could constitute or appear to constitute deliberation on matters within the Board's jurisdiction. In particular, Board members should avoid:

- Responding to other Board members about matters that may come before the Board.
- Participating in extended online discussions of agency business.
- Using social media to develop consensus or advocate for Board action outside a noticed public meeting.

Board Member Participation

Sharing factual information or official HASPA content is generally appropriate when it does not lead to deliberation among Board members. Questions regarding Brown Act compliance should be directed to legal counsel.

5.5 Public Records

Social media communications related to HASPA business may be subject to public records and retention requirements, including comments or direct messages made through official or personal accounts. Board members should treat agency-related social media communications with the same professionalism as other official communications. Questions regarding records retention or disclosure should be directed to the Manager or legal counsel.

5.6 Public Questions and Inquiries

When members of the public contact Board members through social media, Board members should generally direct them to HASPA's website, official contact information, public meetings, or established agency processes. Policy questions, legal matters, and media inquiries should be referred to the Manager. Board members should avoid making commitments or providing official interpretations of agency policy through social media.

5.7 When in Doubt

Before posting or responding to agency-related content, Board members should consider whether the communication:

- Could be viewed as discussing agency business outside a public meeting.
- Clearly distinguishes personal views from HASPA's official position.
- Would be more appropriate through an official agency channel.
- Could reasonably be misunderstood by the public.

When uncertain, Board members should consult the Manager or legal counsel before responding.

Performance & Continuous Improvement

6.1 Communications Goals

The success of HASPA's communications program should be evaluated against clearly defined objectives rather than individual social media metrics alone. The program should strive to:

- Increase awareness of HASPA's mission and regional role.
- Improve public understanding of shoreline planning and environmental stewardship.
- Promote transparency through timely communication of Board activities.
- Strengthen relationships with member agencies and partner organizations.
- Increase engagement with HASPA's website and educational resources.
- Support informed public participation in agency activities.

These goals should guide future communications planning and performance evaluation.

6.2 Key Performance Indicators (KPIs)

HASPA should establish a manageable set of key performance indicators (KPIs) that provide insight into the effectiveness of its communications efforts.

Examples include:

Web

- Visits generated through social media
- Downloads of reports and resources
- Time spent on key resource pages

LinkedIn

- Follower growth
- Post impressions
- Engagement rate
- Link clicks
- Shares and reposts

Performance & Continuous Improvement

YouTube

- Video views
- Watch time
- Audience retention
- Subscribers
- Traffic sources

Communications Program

- Number of communications published
- Balance of content categories
- Timeliness of Board meeting communications
- Completion of planned communications identified in the Annual Communications Calendar

While quantitative measures are useful, they should be considered alongside qualitative observations such as stakeholder feedback, partnership engagement, and public awareness.

6.3 Annual Communications Review

Each fiscal year, HASPA should complete a comprehensive review of its communications program. The annual review should evaluate:

Governance

- Administrator assignments
- Platform inventory
- Security settings
- Business continuity procedures

Planning

- Annual Communications Calendar
- Editorial planning process
- Resource needs
- Recommended improvements

Communications

- Achievement of annual communication goals
- Performance across platforms
- Consistency of branding
- Website integration
- Public engagement

The annual review should result in an updated Communications Calendar and any necessary revisions to this manual.

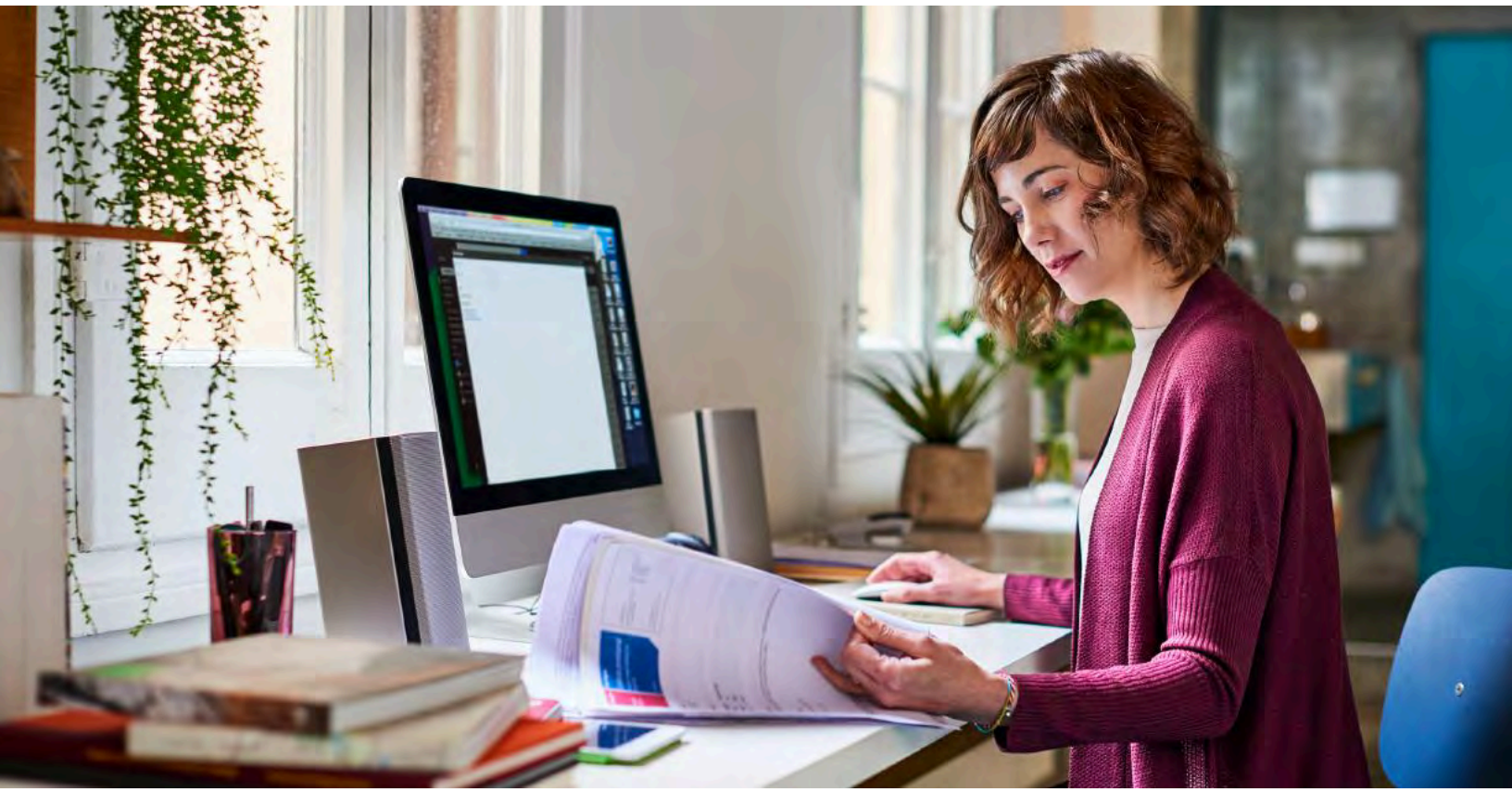
Performance & Continuous Improvement

6.4 Measuring Success

The effectiveness of HASPA's communications program should ultimately be measured by whether it helps the agency fulfill its mission. Indicators of success may include:

- Improved awareness of HASPA's work.
- Greater participation in public meetings and events.
- Increased use of agency resources.
- Stronger collaboration with member agencies.
- Consistent and professional communications.
- Positive stakeholder feedback.

Communications should support informed decision-making and strengthen public confidence in the agency.



Appendix A Platform Inventory

Platform URL	Purpose	Primary Administrator	Secondary Administrator	Recovery Email	MFA Enabled	Password Manager	Date Reviewed	Instructions
LinkedIn	Professional communications							
YouTube	Public meeting archive							

Review this inventory annually or whenever administrator assignments change.



Appendix B Administrator Transition Checklist

Before Transition

□ Identify incoming administrator
□ Verify agency email account
□ Confirm required training
□ Schedule transition meeting

During Transition

□ Add new administrator
□ Verify MFA
□ Update recovery email
□ Transfer password manager access
□ Review editorial calendar
□ Review Communications Calendar
□ Review scheduled posts
□ Review YouTube playlists
□ Review analytics

After Transition

□ Remove former administrator
□ Update Platform Inventory
□ Document transition
□ Verify website links
□ Confirm successful login



Appendix C
Comment Response Matrix

Situation	Recommended Action
General question	Respond with factual information and include a website link when available.
Request for project information	Refer to the appropriate project contact or webpage.
Complaint	Acknowledge respectfully and provide the appropriate contact information if additional follow-up is needed.
Media inquiry	Refer to the Manager or designated spokesperson.
Public Records Act request	Refer to HASPA's official Public Records Act process.
Legal question	Forward to Manager before responding.
Spam	Remove in accordance with HASPA's moderation practices.
Threatening content	Preserve documentation and notify the Manager immediately.

Appendix D Quick Reference for Board Members

Board members are encouraged to:

✓ Share official HASPA posts.
✓ Promote public meetings and educational resources.
✓ Help increase awareness of HASPA's mission.
✓ Direct individuals to official agency resources.
✓ Notify staff if inaccurate information is identified.

Board members should avoid:

✗ Debating agency business through social media.
✗ Responding to other Board members regarding matters before the Board.
✗ Speaking on behalf of HASPA without authorization.
✗ Sharing confidential information.
✗ Using personal accounts to conduct official agency business.

This appendix may be printed independently and distributed during Board orientation or annual governance training.



Appendix E Annual Communications Review Checklist

Governance

□ Review administrator access
□ Verify MFA
□ Review recovery email
□ Update passwords if necessary

Branding

□ Profile images
□ Website links
□ Organization descriptions

Communications

□ Editorial calendar
□ Communications Calendar
□ Website
□ LinkedIn
□ YouTube

Performance

□ Analytics reviewed
□ Annual Communications Report completed
□ Goals established for next year

Appendix F Communications Approval Matrix

The following matrix identifies the required level of review and approval for common communication types prior to publication.

Communication	Administrator	Manager
Routine project update	✓	
Board meeting reminder	✓	
Event promotion	✓	
Board action summary	✓	✓
New initiative announcement		✓
Press release		✓
Policy interpretation		✓
Emergency communication		✓