

**CITY OF CITRUS HEIGHTS
ADMINISTRATIVE POLICIES
AND PROCEDURES**



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Prepared By: Admin Services
Approved By:

Cathy Capriola (signature on file)
Department Head

Henry Tingle (signature on file)
Henry Tingle, City Manager

SUBJECT: INTERNET WEBSITE POLICY

1. Purpose and Governance

1.1. Purpose and Goals

The City of Citrus Heights created and adopted this Internet Website Policy to clarify the City's general goals, policies and practices covering development, use and administration of the City's Internet website.

The City's Internet website has been created to help the City and its constituents achieve the following goals:

- To provide a convenient and information rich resource for Citrus Heights' citizens, businesses, non-profit organizations, other public agencies, and schools to assess their city government.
- To employ the latest in technology designed to improve customer service and communication on issues of interest in our city and region.
- To contribute to the improvement of City services, enhance sense of community and foster economic development within our community.
- To build and/or continue to strengthen long-term productive partnerships and alliances with others in both the public and private sector that will help our community gain new perspectives and improve the quality of life.

1.2. Authority

The City of Citrus Heights City Council adopted Council Resolution No. 2004-79 which provides broad direction to the City Manager regarding the City's Web site administration by establishing goals and principles. Via the resolution, the City Council provided the City Manager with authority and responsibility for administering the principles and goals outlined in

the resolution. Specifically, the City Council has delegated the responsibility to implement this policy and the authority to develop, manage and maintain the site to the City Manager.

In order to do this, the City Manager has approved this policy to provide greater guidance to staff and the public. The City Manager maintains authority and responsibility for the administration of this policy. The City Manager may update and change this policy as needed. The City Manager may also make interpretations on issues related to this policy that are not articulated clearly or included in the current version. The City Manager may further delegate this authority as he/she sees fit. The individual who has been delegated this authority will be referred to as the "Website Policy Administrator".

This policy will be posted on the Website for review by the public at any time. Questions or comments regarding any subjects or issues addressed in this policy may be directed to:

City of Citrus Heights
Attn: Website Policy Administrator
6237 Fountain Square Drive
Citrus Heights, CA 95621
e-mail: webpolicyadmin@citrusheights.net

2. General Policies

2.1. Privacy

The City of Citrus Heights is sensitive to the privacy interests of its citizens and believes that the protection of those interests is one of our most important responsibilities. The following information explains our policy regarding any personal information you may supply to us when visiting domains registered to the City.

E-mail Addresses: On certain occasions, we may ask for your e-mail address for purposes of correspondence or for City business. The City of Citrus Heights will endeavor not to share e-mail addresses with anyone outside the City of Citrus Heights (unless there is a legitimate business reason) nor disclose user information to any third party, except as required by applicable laws, including the Public Records Act and discovery in a civil law suit.

The City of Citrus Heights' goal in collecting personal information online is to provide you with the most personalized and effective service possible. By understanding your needs and preferences, the City of Citrus Heights will be in a better position to provide you with improved service. Our goal is to protect your online information in the same manner that we protect citizen and business information obtained through other means.

Direct Mail: The City of Citrus Heights may use the personal data you provide online to send you information about City services and upcoming civic activities. However, we will neither sell nor knowingly provide your personal information for any other direct mail activities, except as required by applicable laws, including the Public Records Act and discovery in a civil law suit.

E-mail to City Officers and Employees: If you submit e-mail comments or questions to the City or to city officials or employees/staff you should be aware that the City cannot guarantee, nor does it represent that such communications will remain private or confidential. Similar to mailed or delivered comments, comments received via e-mail may become subject to public disclosure under the California Public Records Act and/or part of the discovery procedure in a civil lawsuit.

Credit Card transactions: During the course of a credit card transaction, the information is stored on a secured server. The City and its subcontractors use firewalls and other security technology to minimize the risk of unauthorized access. To complete the credit card transaction(s), the City must, of course, pass information about transaction(s) to your financial institution. The City will not share this information with any other third party unless required to do so by applicable laws, including the Public Records Act and discovery in a civil law suit. If the City determines that it must make the information available, the Website Policy Administrator will make a reasonable attempt to notify the affected parties by e-mail that the City has been ordered to provide the information.

Log Files: The City of Citrus Heights will not intentionally release any information about the collection of Internet Protocol (IP) addresses to any third party except as required by applicable law. The City of Citrus Heights web site may archive web server log files in order to create aggregate statistical reports, detect errors at the Web site, and for security reasons. The web log files are deleted according to a regular schedule established by the Information Technology Division.

Aggregate reports about Web site visitors are generated. These reports do not contain any personally identifiable information but can contain, for example:

- The Internet domain - for example the City may track that we had visitors from "xcompany.com" (if you use a private Internet access account), or "yourschool.edu" (if you connect from a university's domain) but we do not track your individual userid;
- IP address from which you access the City's Web site;
- The type of browser and operating system used to access the City's Web site;
- The date and time and duration of the visit;
- The pages visited; and
- If you link to the City's Web site from another Web site, the address of that Web site.

Cookies: Cookies or other technologies may transfer information from the City of Citrus Heights Web site to your hard disk for record-keeping purposes and make the Internet more useful by storing information about your preferences on a particular site. The use of cookies or similar technologies is an industry standard, and many major Web sites use them to provide useful features for their users. Cookies in and of themselves do not personally identify users, although they do identify a user's computer. Most browsers are initially set up to accept cookies. If you'd prefer, you can set yours to refuse cookies. However, you may not be able to take full advantage of the City of Citrus Heights Web site if you do so.

Choice/Opt-Out: The site provides you the opportunity to opt-out of receiving communications from us. Your request should be sent to:

e-mail: webmaster@citrusheights.net

Correct/Update: Requests to change or modify information should be sent to:

e-mail: webmaster@citrusheights.net

Contacting the Web site: If you have any questions about this privacy statement, the practices of this site, or your dealings with this Web site, you can contact:

City of Citrus Heights
Administrative Services Department
Website Policy Administrator
6237 Fountain Square Drive
Citrus Heights, CA 95621

e-mail: webpolicyadmin@citrusheights.net

2.2. Security

This site has security measures in place to protect the loss, misuse and alteration of the information under our control. The City has made an on-going commitment to site security. From time to time, security measures may be upgraded or otherwise modified to meet changing needs. While the City will take steps to keep all information received confidential, the City cannot guarantee the confidentiality of the information.

2.3. Content Standards

The City's website is intended to provide information regarding the services, benefits, and opportunities afforded to Citrus Heights' community members and visitors based on the general principles, practices and values that are the norm of the City. All content must meet the following community standards:

- Contains information of general interest to the public and reflecting a City of Citrus Heights departmental, divisional or program initiative, range of service, or responsibility, or;

- Contains directional information of interest to the public such as maps, directories of goods and services, etc., or
- Provides public notice of a specific event which is open to the public and has received City sponsorship in the form of a Council resolution or City Manager authorization.

For sponsored organizations, such as REACH, the City will provide general and standard information on REACH and each neighborhood association on the City's Web site. However, individual neighborhood associations may want to create their own sites to show their individuality and market their association's efforts. The City's Web site will link to the individual neighborhood association sites as long as the City's link policy as outlined below is followed.

2.4. Non-Public Forum

The City's website is a non-public forum. While the City encourages the public to use the site to facilitate communication, the City expressly reserves the right to impose certain restrictions on the use of its site. The City has a legitimate interest in limiting persons who might be linked to the City's web page and, therefore, may exercise discretion to ensure that the links to the City's Web site are consistent with its stated purpose.

2.5. Accessibility

The City's redesigned Web site will comply with all pertinent federal and state laws regarding accessibility for disabled persons. The City commits to maintaining compliance with all legal requirements regarding accessibility in the future.

With the launch of the City's new Web site, the City's Web site will be in compliance with Section 508 of the Americans with Disabilities Act. The City will also try to enhance accessibility by striving to comply with the Web Accessibility Initiative Standard (WAI), along with other initiatives from the World Wide Web Consortium (W3C). This includes following technical and policy checkpoints regarding navigational structure, information architecture, page layout, colors, fonts, images, and language recommended by the W3C and endorsed by the Association of Americans with Disabilities.

Departmental and other web developers posting information of the City's Internet website should attempt to follow the accessibility guidelines and publishing protocols.

The City of Citrus Heights is committed to compliance with the Americans with Disabilities Act (ADA). Requests for reasonable accommodations, with regard to equal access to communications, or issues with site accessibility should be directed to the Website Policy Administrator at (916) 725-2448 or webpolicyadmin@citrusheights.net. The Website Policy Administrator will make a reasonable effort to rectify issues as soon as possible.

3. Links

3.1. Overall Links Policy

For purposes of this policy, an "external link" is a hyperlink from the City's website to a website maintained by another party. Neither the City of Citrus Heights website nor the external links listed on such website constitute a forum for expressive activity by members of the public. Rather, the purpose of the Citrus Heights's website and the external links is to provide information about City services, officials and attractions and to promote the public's health, safety and welfare.

Every request to have the City provide a link from its website to the requesting party's website must undergo review to determine its relevance and appropriateness to the City website's mission. The Web Policy Administrator will review the merits of the requested link, keeping in mind the criteria and examples listed below, to determine whether the link serves the overall purpose of the City's website. A request will not be denied because of a viewpoint espoused by the person or entity as long as it meets the criteria below. The following criteria will be used in considering requests for links from the City of Citrus Heights's website.

- Sponsored by governmental and public educational institutions (such as Sacramento County, Sacramento Library Authority, Sacramento Council of Government, San Juan Unified School District).
- Sponsored by nonprofit organizations that perform the following services for the Citrus Heights community:
 - Assist people in finding housing, housing discrimination assistance, or homeownership;
 - Improve neighborhoods (such as Residents Empowerment Association of Citrus Heights and individual neighborhood associations);
 - Assist people in finding employment or training opportunities;
 - Provide non-elective healthcare, and other human and social services;
 - Provide information or access to the arts, humanities, culture or education;
 - Provide information or resources for neighborhood revitalization, code enforcement and/or crime prevention (such as neighborhood watch organizations); or,
 - Enhance business development and economic development opportunities locally and regionally (such as PBID, Citrus Heights Chamber of Commerce, Asian Chamber of Commerce, Black Chamber of Commerce, Hispanic Chamber of Commerce).
- Sponsored by organizations partnering with the Citrus Heights to meet the City's strategic or operational goals.
- Sponsored by private organizations which provide government related information and/or services in a way that is not available on an official government website (this will be a rare occurrence as outlined in the next section of this resolution).

- Sponsored by professional associations affiliated with local government (such as League of California Cities, International City Management Association, American Planning Association).
- Sponsored by private or public utilities that service Citrus Heights residents or businesses specifically to assist individuals relocating to the community (such as SMUD, Citrus Heights Water District).
- Sponsored web site of any local or state ballot measure, state initiative or constitutional amendment on the ballot if the City Council has taken a policy position.

The City's Web site will not provide links to sites:

- Promoting or exhibiting hate, bias, discrimination, pornography, libelous or otherwise defamatory content;
- Associated with, sponsored by or serving an organization sponsoring a ballot proposal, unless the City Council has taken a formal policy position on a ballot proposal.
- Associated with political organizations or other organizations advocating a position on a local, state or federal issue;
- Whose primary purpose is to further the agenda of a political organization, candidate running for office or to defeat any candidate for elective office;
- Violating any of the City's equal opportunity policies; and,
- An individual's home page (personal home pages).

When the above criteria does not provide clear guidance, the City Manager has the right to make a decision based on the general intent of the criteria outlined above and what he/she believes is in the best interest of the City of Citrus Heights.

3.2. Linkage to Commercial Sites

The City may choose on a rare basis to link to certain private commercial sites that maintain and display information which provide a public or community service, or other ancillary static or interactive information to aid the public, which is not generally available through a governmental agency due to the cost of compiling, maintaining and/or displaying such information. To support the cost of compilation and maintenance of this information, these private commercial sites may include advertising or promotional material in the information display. Although the City neither supports nor endorses entities advertised or promoted on such sites, it recognizes that a public benefit is served by providing the underlying information to assist City residents. Accordingly, links to such sites which contain this information, but also display commercial advertising or promotional material, may be included within the City website when the City Manager or designee thereof has made a good faith determination that:

- The City's independent replication of the information targeted for linkage is infeasible due to financial or other considerations;
- No non-commercial site provides the information targeted for linkage; and,

- The information targeted for linkage greatly enhances the usefulness of the City website and services it provides.

3.3. Location and Appearance of Links

The City reserves the right to determine how and where external links will appear on its Web site; i.e. what page the link appears on and where the link is placed on the page.

3.4. Links to the City of Citrus Heights's Website

Advance permission to link to the City's Website is not necessary. However, the party linking to the City's website should be aware that its subpages may change at any time without notice.

Entities and individuals linking to the City's website shall not capture pages within frames, present the City's website content as its own, or otherwise misrepresent this website's content or misinform users about the origin or ownership of its content. Any link to the City's website site should be a full forward link that passes the client browser to the City's website unencumbered. The web browser's "back" button should return the visitor to the originating site if the visitor wishes to back out.

3.5. Links -- Disclaimer of Endorsement

The information posted on the Citrus Heights's website includes hypertext links to information created and maintained by other public and/or private organizations. Citrus Heights provides these links solely for your information and convenience. When you select a link to an outside website, you are leaving the Citrus Heights website and are subject to the privacy and security policies of the owners/sponsors of the external site.

- The City of Citrus Heights does not control or guarantee the accuracy, relevance, timeliness or completeness of information contained on a linked website;
- The City of Citrus Heights does not endorse or recommend any third party web site, product, or services, unless otherwise noted;
- The City of Citrus Heights does not authorize the use of copyrighted materials contained in linked websites. You must request such authorization from the sponsor of the linked website; and
- The City of Citrus Heights is not responsible for transmissions you receive from linked websites.

3.6. Dispute Resolution

The decision to post or not post content and/or links on the website site resides with the Website Policy Administrator. In the event that you disagree with the decision of the Website Policy Administrator, then you should notify the Website Policy Administrator of the objection in writing. The Website Policy Administrator shall take the necessary steps to explain the decision and work out an acceptable resolution to your concerns as soon as possible. If a

reasonable accommodation cannot be reached, then you may request review of the Website Policy Administrator's decision by the City Manager. The City Manager's decision is final and binding.

Under no circumstances, will individuals or entities be entitled to compensation or damages in the event that the City Manager finds in favor of the objecting party and directs the Website Policy Administrator to include the content.

4. Legal Disclaimers & Legal Issues

4.1. Content

The City of Citrus Heights' web server(s) are maintained to provide public access to City information via the Internet. The City's web services and the content of its web servers and databases are updated on a continual basis. While the City attempts to keep its web information accurate and timely, the City of Citrus Heights does not warrant or make representations or endorsements as to the quality, content, accuracy, or completeness of the information, text, graphics, hyperlinks, and other items contained on this server or any other server. Web materials have been compiled from a variety of sources, and are subject to change without notice from the City as a result of updates and corrections.

4.2. Service Marks, Trademarks and Copyright

To the extent allowed by the Public Records Act and otherwise legally permissible, commercial use of web materials is prohibited without the written permission of the City of Citrus Heights. All service marks and trademarks mentioned herein are the property of their respective owners.

The City of Citrus Heights retains copyright on the City Seal/Logo, all text, graphic images, and other content, unless otherwise noted. No person or entity may do any of the following without written permission from the Website Policy Administrator: a) modify and or re-use the City Seal/Logo, text, images or other web content from a web server, b) distribute the City's web content, and c) "mirror" the City's information on a non-City server.

4.3. Notification

Communications made through e-mail and messaging systems shall in no way be deemed to constitute legal notice to the City of Citrus Heights or any of its agencies, officers, employees, agents, or representatives, with respect to any existing or potential claim or cause of action against the City or any of its agencies, officers, employees, agents, or representatives, where notice to the City is required by any federal, state or local laws, rules, or regulations.

4.4. Errors, Omissions, Warranty, Damages

The City of Citrus Heights is neither responsible nor liable for any viruses or other contamination of your system nor for any delays, inaccuracies, errors or omissions arising out of your use of the site or with respect to the material contained on the site, including without limitation, any material posted on the site. This site and all materials contained on it are

distributed and transmitted “as is” without warranties of any kind, either express or implied, including without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. The City of Citrus Heights is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the site and/or the materials contained on the site whether the materials contained on the site are provided by the City of Citrus Heights, or a third party.

Tracking Table for Revisions and Edits

<i>July 14, 2004</i>	<i>Council approved Resolution 2004-__ providing broad policy direction for this Administrative Policy</i>
<i>July 15, 2004</i>	<i>Original Policy Adopted</i>