

RESOLUTION 2007-08-01
(Website Standards, Policies & Guidelines)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PINEY POINT VILLAGE, TEXAS, ESTABLISHING THE CONTENT STANDARDS, POLICIES AND GUIDELINES FOR THE CITY WEBSITE; AND REPEALING ALL RESOLUTIONS OR PARTS OF RESOLUTIONS INCONSISTENT OR IN CONFLICT HEREWITH.

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WHEREAS, the City of Piney Point Village maintains a website for the benefit of its citizens and for the public at large; and

WHEREAS, the City Council wishes to ensure that the website conforms to all laws ordinances of the City and that staff and users have a reference document outlining the City's policies; and

WHEREAS, the City Council finds that rules and procedures should be established to govern the material placed on and linked to the website; now, therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF PINEY POINT VILLAGE, STATE OF TEXAS:

Section 1. The facts and matters set forth in the preamble of this Resolution are hereby found to be true and correct.


Section 2. The "City Website Content Standards, Policies and Guidelines," attached hereto as Exhibit "A" and incorporated herein for all purposes, is hereby approved and adopted.

Section 3. The "Content and Organization," attached hereto as Exhibit "B" and incorporated herein for all purposes, is hereby approved and adopted.

Section 4. This Resolution shall take effect immediately upon its passage.

Section 5. All resolutions or parts of resolutions inconsistent or in conflict herewith are, to the extent of such inconsistency or conflict, hereby repealed and these Standards, Policies, Guidelines, Content and Organization shall supersede any previous rule, regulation or standard governing the City's website.

PASSED, APPROVED, AND RESOLVES this 27th day of August 2007.



Carol Fox, Mayor

ATTEST:



Lorena E. Briel, City Administrator

APPENDIX A

CITY OF PINEY POINT VILLAGE, TEXAS WEBSITE CONTENT STANDARDS, POLICIES AND GUIDELINES

Purpose & Goal:

The purpose of the City of Piney Point Village's Website is to provide information about the City's government services and as a portal to local governmental and quasi-governmental activities and to other information sources of general interest to the City's citizens. In establishing and maintaining its official Website, the City does not intend in any manner to create a forum or other means by which public discourse, exchange of opinions, or discussion of issues of any nature may occur. Rather, the sole and limited purpose of the City's Website and permitted external links is to provide information of a factual nature about the City of Piney Point Village including various services and resources available within and around the City, or as may be available from other governmental agencies. The goals of the Website are to encourage increased citizen participation in City government by making public information more readily available to them, provide electronic access to City information through a logical single point of entry, and to keep the public informed of municipal issues.

Confidentiality:

The Texas Public Records Act (Chapter 552 of Texas Government Code) applies to information processed, sent, and stored on the Internet. Confidential information should not be posted on the City's Website. While the City of Piney Point Village Website may track overall site traffic, it doesn't collect individual user details unless a user voluntarily submits such information. It does not share that information with outside sources, and is committed to keeping such information confidential. If at anytime a user believes that the City of Piney Point Village's Website is not protecting his or her privacy, the person should e-mail the Webmaster, who will attempt to assess and, if necessary, correct the problem.

Webmaster:

The City Secretary shall be designated as webmaster and as such shall be responsible for maintaining the City's Website. All information prepared for posting on the City's Website shall be routed through the City Administrator. The Webmaster is responsible for establishing maintenance procedures and style guidelines. The City Administrator is responsible for making routine day-to-day decisions regarding the content of posted information, but will post information that conforms to policy established by the City Council. These policies include defining content as well as include defining the look and feel of the Website. Comments about any aspect of Web policy should be brought first to the attention of the Webmaster. If a commenter is unsatisfied, he or she may appeal to the City Administrator. The Mayor and City Council reserve the right to make changes to Web policy at any time.

Accountability:

The City Website shall not be used in any manner prohibited by law or disallowed by licenses, contracts, or City policy. Areas of concern include, but are not limited to:

- Use of copyrighted images, text, or software without permission or in violation of the copyright laws of the United States;
- Use of the Website for private financial gain or compensation not relevant to the mission of the City or otherwise in violation of City policies; and

In cases where there is a violation of these Policies, or related regulations or laws, a page will not be provided with a hyperlink while the matter is investigated and referred to the Website Manager. Anyone who is uncertain whether a particular use is proper should consult with the Website Manager and he/she shall have the authority to review and approve or disapprove any information being posted to the Website.

External Link Policy/Content Policy:

Objective: To provide policies and procedures for the posting of third-party hypertext links (external links) on the City's Website. This policy does not give any party the right to a link on the City website.

Website purpose: The purpose of the City's Website is to provide online information about the City's services, programs, events, and governance. The website is a municipal information resource for the public and City employees. As such, the information within a linked site should be useful and informative to the entire Piney Point Village citizenry and not just to special interest/partisan groups.

Administration: The City Administrator of the City, shall be responsible for administering this policy, and shall serve as the Website Manager.

External links: The City's Website may contain links to other Internet Websites that are not under the control of the City. These third-party websites are provided to further the purposes of the City and not a benefit to any linked party. The City is not responsible for the content of these websites or for any internal links these websites may contain. Inclusion of these links on the City's Website does not mean that the City endorses, warrants, or accepts responsibility for the content or uses of such website. (See Disclaimer.)

The Website Manager shall periodically review all external links on the City's Website to confirm that the link still furthers the Website purposes. The Website Manager may refuse any request for a link or delete a posted link at any time and without notice in accordance with this policy.

All links on the City's Website to external Internet Web pages must be consistent with the City's purposes as stated herein. Such external links must also adhere to the following standards and be authorized by the Website Manager, upon review and recommendation. Inappropriate links shall include, but are not limited to sites that endorse a specific candidate, represent a religious position, or operate for-profit. As such, links to commercial vendors' businesses, media, public interest groups, private organizations, nonprofit organizations, and private individual sites are generally prohibited.

Links to the following types of websites may be authorized if such websites are consistent with the purposes of the City's Website:

- Government sites, including federal, state, and local government websites;
- Sites of quasi-government authorities, which serve the citizens of the City;
- Official sites of City sponsored or City co-sponsored events or functions when such activities are the basis for the link request. As used herein, "sponsor" shall mean that the City has approved funding or support, with City Council authorization. (The external link shall be to the specific event web page). All event links must be approved by the City's Website Manager;
- Sites required for a vendor to provide services in performing its contractual obligations to the City, such as the Municipal Code Corporation. (The external link shall be to the specific web page);
- Sites providing software plug-ins necessary for a user to access files on the City's Website, such as Adobe's Acrobat PDF Reader plug-in; and/or
- Links to research or data that supports a City program or activity. (The external link is to the report or data).

Link Request Procedures:

- A written request for a link must be submitted to Website Manager for consideration.
- The request must include a specific description of the website link requested and provide justification for the external link.
- The Website Manager shall review the request within a reasonable time, usually within fourteen (14) days from receipt of the request. The Website Manager will then notified the requestor of his decision, in writing, following completion of his review.

Disclaimer (Viewable on Website):

The links provided within this City of Piney Point Village Website are not under the direct or indirect control of the City, and are provided solely as a convenience to you. By clicking on such links you will be leaving the City's Website entirely. Accordingly, our provision of these links does not in any manner, express or implied, approve or promote, make any representation regarding, or warrant the accuracy of any information, or endorse any of the opinions, you may find on these outside websites. Therefore, the City of Piney Point Village will be held harmless for the content or nature of any link to any website found herein.

Privacy Statement (Viewable on Website):

All City-owned computers are subject to monitoring at all times to assure proper functioning of the City's computer systems, to provide security for such system's, to monitor their operation and the information contained therein, to prevent unauthorized use, and to deter and investigate violations of law. There is no reasonable expectation of privacy when using the City's public computer system. If the City receives email that contains personally identifiable information, such information will be used to respond to you. The City may, in some instances, also forward that email to another government agency. Certain email received by the City may constitute a public record and, as such may be subject to disclosure under state law. When you link to another Website, you are subject to the privacy policy of such new site.

APPENDIX B

CONTENT AND ORGANIZATION

Formatting Standards for Materials Submitted for the City's Website:

The goal of establishing formatting standards is for aesthetic and technical purposes:

- Font shall be Arial – Size 10.
- Only digital photos may be used.
- Digital photos, and clip art or other pictures, should be in JPG format.
- Maps should be in GIF format.
- All forms available for downloading shall be in Adobe format; you may print a copy to be scanned into Adobe, or you may email it to the Website Manager.

All Pages

- Heading identifying the City, the sub-head, and navigation links (crumbs) – Headers
- Footer with name, webmaster link, City Hall address and phone
- Consistent design, background, look and feel
- Minimal use of flash, shockwave, audio, and other “flashy” effects.
- Design with consideration of low-bandwidth connections.
- Follow required accessibility guidelines for government websites.

Main Page

- Title (Identification), City Logo, photograph(s), drawing of City Hall, motto, etc.
- Recent News
- Inset frames with non-City useful information websites: weather, schools, traffic, etc.
- “Headers” (for the purpose of this document) consists of the menu and links to other City Web sub-pages, referred to as: City Hall; News and Info; Emergency Management; Memorial Villages Police Dept.; Villages Fires Dept.; Community; Useful Links, Contact Info

City Hall Page

- Location
- Hours of Operation
- Mission Statement
- Mayor and Council (bios)
 - Message from Mayor
 - Meetings: Agendas and minutes
 - Tax and budget information
- City Commissions and Boards (Current Chairperson responsible for board received emails and Responses)
 - Board of Adjustment
 - Planning & Zoning
 - Emergency Management
- City Ordinance Link
- Links to City Departments
 - City Secretary
 - Fees Schedule
 - City Facility Reservations
 - Park Reservations
 - Webmaster
 - Municipal Court – Descriptive rules
 - Building Department
 - List of Required Permits
 - Consultation times
 - Adopted Codes (Title/Version)
 - Plan Approval Process

News & Information Page

- Announcements, press releases, news archives.
- Calendar of Events
- Financial
 - Tax Rate
 - City Budget
- Road Construction Update
- Elementary Construction Update
- Other News