

Council Technology Application Committee Meeting

Wednesday, March 17, 2004

1:00 P.M. to 2:30 P.M.

Hayward City Hall

777 B St. Hayward

Conference Room 4A

Hayward, CA 94541

AGENDA

Public Comments: (Note: For matters not otherwise listed on the agenda. The Committee welcomes your comments under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

- 1. Minutes of January 14, 2004**
- 2. Update on Photo Gallery – City Attorney’s Office**
- 3. Draft – Website Policy**
- 4. Member Comments**

Distribution:

Mayor and City Council

City Manager

Acting Assistant City Manager

Assistant to City Manager

City Attorney

City Clerk

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Technology Services Director

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Daily Review

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City of Hayward
Council Technology Applications Committee

Minutes of Meeting Held January 14, 2004

Roll Call: Committee Chair Joseph Hilson, Committee Member Olden Henson, Committee Member Doris Rodriquez, City Manager Jesús Armas, Acting Assistant City Manager Perry Carter, Technology Services Director/Deputy City Manager Clancy Priest, Assistant City Attorney Maureen Conneely, Assistant to the City Manager Millie Saad and recording secretary Rica Llorente.

Public Comment:

There was no public comment.

I. Minutes of November 19, 2003

The Committee accepted the minutes of November 19, 2003.

II. Review of New Website

The Committee reviewed the City's new website and recognized the work done by staff. Guidelines for the Community Photo gallery were discussed in light of privacy and first amendment issues. The following suggestions were offered:

- The disclaimer should clearly state it is aimed at promoting a positive image of Hayward.
- People submitting photos will need to accept terms and conditions including a release form.
- Have clear criteria for acceptable photos.
- Photos of people in public events and public space would be acceptable but not close ups or head shots.
- The gallery is not a public forum and the City would have intellectual property rights.
- The categories "People" be changed to "Community Events," and "General" removed.
- The thumbnail sizes for the photos be enlarged and photos need to be in digital format.

Maureen Conneely stressed the need to have the policies in place and for practices to match the policy. She asked for time to conduct legal research as the law on websites is still evolving.

Still on the website, Jesús Armas suggested the following:

- Change the category "Council's Ad Hoc Committees" to "Council's Standing Committees."
- Posting the agendas and reports of Council committees.
- On the GIS, study the search capabilities and categories.

Olden Henson inquired if HPD and the Airport had separate websites. Clancy Priest clarified that both have been integrated into the City's website.

III. Member Comments

Joe Hilson asked staff to provide more information on e-service such as payment for water bills.

IV. Next Meeting

The next meeting of the committee will be on February 11, 2004.



CITY OF HAYWARD
STAFF REPORT

AGENDA DATE 02/05/04

AGENDA ITEM _____

TO: Council Technology Application Committee

FROM: City Manager

SUBJECT: Draft Website Policy

Attached for the Committee's review is a draft Website Policy. The policy was developed as part of the Website Update Project. As staff developed the new website, it became apparent that written policy covering such areas as links and content would be necessary. It is particularly true of a governmental operated website which is subject to public access questions. Staff believes that the attached draft addresses these issues and is submitting the policy for the Committee's review and comment. Once comments have been received from the Committee the final policy will be posted to the new website.

Recommended by:

Perry H. Carter
Acting Assistant City Manager

Approved by:

Jesús Armas
City Manager

Attachment

City of Hayward Website Policy

Purpose

The purpose of the City of Hayward's Website is to advance the public's health, safety and welfare by providing information for and interacting with Hayward residents, businesses, and visitors. This policy is applicable to the City Website which is defined as any internet or intranet web page which represents itself as the City or any of its departments.

Weblinks

For purposes of this policy, an "external link" is a hyperlink from the City Website to a website maintained by another party. Neither the City 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 City 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. The City is not responsible for, does not endorse, and cannot assure the accuracy of information on these outside web sites. (See Disclaimer of Endorsement below.)

Every request by a person or entity 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 City Manager or his/her designee 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 Website.

A redirection page will appear when a user chooses an external link on the City Website. There will be a message alerting users that they are leaving the City Website and entering another website. The City is not responsible for the privacy practices, security or the content of sites other than the City Website.

- At its discretion the City may provide links to external websites of educational and other governmental organizations, organizations that have contractual and funding relationships with the City, organizations that provide government related information and/or services not available on an official government website, and services that support the strategic and operational goals of the City.
- The City reserves the right to determine how and where external links will appear on its web site.
- Links to commercial sites which provide a public or community service, but also display commercial advertising or promotional material, may be included within the City Website when the City Manager or his/her designee has made a good faith determination that:
 - the City's independent replication of the information targeted for linkage is unfeasible due to financial or other considerations; and

- 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.
- The City Website will not provide links to sites that promote or exhibit bias, discrimination, pornography, libelous or otherwise defamatory content.

Links to the City of Hayward's Website

Advance permission to link to the City Website is not necessary. However, the party linking to the City Website should be aware that its sub-pages may change at any time without notice. Entities and individuals linking to the City Website shall not capture pages within frames, present the City's website content as its own, or otherwise misrepresent the City Website's content or misinform users about the origin or ownership of its content. Any link to the City Website should be a full forward link that passes the client browser to the City Website unencumbered. The web browser's "back" button should return the visitor to the originating site if the visitor wishes to back out.

Disclaimer of Endorsement

The information posted on the City Website includes hypertext links to information created and maintained by other public and/or private organizations. Hayward provides these links solely for the information and convenience of users of the City Website. When users select a link to an outside website, they are leaving the Hayward City Website and are subject to the privacy and security policies of the owners/sponsors of the external website.

The City of Hayward:

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

Website Privacy

Personal information that is provided by the user will not be given, sold, disclosed or transferred to a third party without the expressed consent of the user, unless the information is subject to disclosure under federal or state law or unless the City is directed to do so as result of a court order.

Information that is generally available under the California Public Records Act and/or federal law may be posted for electronic access through the City Website.

Many non-city sites, linked to the City Website, may or may not be subject to the Public Records Act, and may or may not be subject to other sections of the California Code or federal law. Therefore, visitors to such sites are advised to check the privacy statements of such sites and to be cautious about providing personally identifiable information without a clear understanding of how the information will be used.

Website Security

The City is committed to protecting the security of personally identifiable information that is either available from or collected by the City Website and has taken reasonable precautions to protect such information from loss, misuse, or alteration

Legal Notice

Information provided to the City of Hayward through its Website, through email, or through other messaging systems does not constitute legal notice to the City.

Unauthorized Use

All material on the City of Hayward Website (content, logos, graphics, and images) is property of the City and no person or entity may duplicate, upload, republish, modify, transmit, post or distribute or *mirror* the City's information on a non-City server without the expressed written permission to do so from the City.

Accessibility

The City will comply with accepted disability access design standards to ensure that people with disabilities can easily access City information.