

City of Rancho Cordova Rancho Cordova Connect Policy

1. Purpose

This Rancho Cordova Connect Policy establishes guidelines for the implementation and use of Rancho Cordova Connect by the City of Rancho Cordova and its residents. The purpose of Rancho Cordova Connect is to serve as an online reporting system in the City and disseminate information about City programs, services, activities and current issues to members of the public. Please be aware that if you are a City of Rancho Cordova representative engaging with the public over Rancho Cordova Connect, or if you are a citizen engaging with the City of Rancho Cordova over Rancho Cordova Connect, you are agreeing to the following:

2. Definitions

- a. "Online reporting system(s)" refers to online-based platforms which the City of Rancho Cordova establishes and maintains, and over which it has control over all postings, except for advertisements or hyperlinks by the platform's owners, hosts, vendors or partners.
- b. "Posts" or "posting(s)" refer to requests, information, articles, pictures, writings, videos or any other form of communication posted on Rancho Cordova Connect.

3. City Procedures

- a. The City's Communications & Public Affairs Department will maintain a list of City online reporting systems that are approved for use by City departments and employees.
- b. The City's Communications & Public Affairs Department will maintain a list of City online reporting systems, including login and password information.
- c. City employees will inform the City's Communications & Public Affairs Department of any ideas for new online reporting systems or administrative changes to the existing site.
- d. The City must be able to immediately edit or remove content from Rancho Cordova Connect.
- e. During emergencies, all Rancho Cordova Connect content and postings must be coordinated with the City's Communications & Public Affairs Department as part of emergency support functions. The City's Communications & Public Affairs Department reserves the right to publish content directly to Rancho Cordova Connect during an emergency.

4. City General Use Policy

- a. Rancho Cordova Connect is for official purposes only.
- b. The City's Communications & Public Affairs Department or designee will be responsible for the content and upkeep (including maintenance and monitoring) of Rancho Cordova Connect.

- c. The City's website - www.cityofranhocordova.org - will remain the City's primary and predominant means of internet communication. The City's phone number - 916.851.8700 - will remain the City's primary and predominant means of reporting issues.
- d. Rancho Cordova Connect shall supplement, and not replace, the City's required notices and standard methods of communication.
- e. Rancho Cordova Connect will link to the City's official website for forms, documents, online services and other information necessary to conduct business with the City.
- f. The establishment of online reporting systems is subject to approval by the City's Communications & Public Affairs Director.
- g. Rancho Cordova Connect shall clearly state that its site is maintained by the City and that the site complies with the City's Rancho Cordova Connect Policy. The site will contain a link to the City's Rancho Cordova Connect Policy.
- h. The City's Communications & Public Affairs Department shall monitor requests on Rancho Cordova Connect to ensure adherence to both the City's Rancho Cordova Connect Policy and the interest and goals of the City.
- i. Rancho Cordova Connect will comply with usage rules and regulations required by the site provider, including privacy policies.
- j. Rancho Cordova Connect will adhere to applicable federal, state and local laws, regulations and practices.
- k. The City reserves the right to terminate Rancho Cordova Connect at any time without notice.
- l. Rancho Cordova Connect will utilize authorized contact information for account set-up, monitoring and access.
- m. Rancho Cordova Connect may contain content, including but not limited to, advertisements or hyperlinks over which the City has no control. The City does not endorse any hyperlink or advertisement placed on Rancho Cordova Connect by the site's owners, vendors or partners.
- n. The City reserves the right to change, modify, or amend all or part of this policy at any time. All revisions to this policy must be reviewed and approved in writing by the City's Communications & Public Affairs Department and City Attorney's Office.
- o. Rancho Cordova Connect will be managed in a manner consistent with the Brown Act. A majority of members of the City Council, City commissions, or City committees shall not respond to, make requests, or otherwise participate in any published requests, or use the site to engage in serial meetings by having a majority of the council engage in a discussion, deliberation, or decision regarding any matter within the subject matter jurisdiction of the body. For example, three or more Council members may not engage in a discussion related to a City matter on Rancho Cordova Connect.
- p. Users acknowledge that all requests in Rancho Cordova Connect are not viewable by third parties unless subject to a valid request made pursuant to the California Public Record Act (Government Code § 6250 et seq.).

- q. Users acknowledge that they must have a verifiable account to use Rancho Cordova Connect, and no anonymous requests will be allowed.

5. Employee Conduct for Rancho Cordova Connect

- a. The content of Rancho Cordova Connect will only pertain to City-sponsored or City-endorsed programs, services, etc. Content includes, but is not limited to, information, photographs, videos and hyperlinks.
- b. Employee postings of a personal nature are not allowed.
- c. Content posted to Rancho Cordova Connect should respond to reported issues, as well as highlight the City of Rancho Cordova, which may include its citizens, businesses, community enhancement projects, etc.
- d. Content should include text and may also include a hyperlink directing users back to the City's official website or a partner's website for in-depth information, etc.
- e. The City's Communications & Public Affairs Department or designee is responsible for responding to requests on Rancho Cordova Connect except if the Citizen Conduct is broken (see Section 6).
- f. All employees authorized to post items on or respond to requests on Rancho Cordova Connect will review, be familiar with, and comply with this policy and Rancho Cordova Connect's use policies and terms of conditions.
- g. Employees representing Rancho Cordova Connect will conduct themselves at all times as a professional representative of the City and in accordance with City policies.
- h. Employees authorized to post items or respond to requests on Rancho Cordova Connect sites will not express his or her own personal views or concerns through such postings. Postings and responses on Rancho Cordova Connect will only reflect the views of the City.
- i. An opinion expressed on Rancho Cordova Connect is posted for discussion only and is not a substitute for a formal statement in a public hearing process.
- j. The City's Communications & Public Affairs Department or designee will post to and monitor discourse on Rancho Cordova Connect during normal business hours, Monday through Friday. After-hours or weekend postings will only be made with approval of the City's Communications & Public Affairs Department.
- k. Employees shall also follow the requirements listed under Section 7 below related to Citizen Conduct.
- l. Employees participating on Rancho Cordova Connect as an individual out of personal interest on matters of a public concern that are unrelated to their official City duties, and not in their role as a City employee, shall state in such posts that their views do not represent the City and that they are speaking in their individual capacity.

6. Public User Conduct for Rancho Cordova Connect

Requests, posts and comments containing any of the following forms of content will not be allowed and will be removed as soon as possible and/or the account blocked

from further interaction at the City's Communications & Public Affairs Department's sole discretion:

- a. Content that contains potentially libelous, malicious, offensive, threatening, defamatory, harassing, profane or obscene images or language, including but not limited to those indecent words that were the subject of *F.C.C. v. Pacifica Foundation* 438 U.S. 726 (1978).
- b. Content that includes attacks of a personal nature on an elected official, staff member or another member of the public.
- c. Content that is repeated or consistently unsubstantiated, that in the determination of the City, is deemed to be harassment of City Staff or another Rancho Cordova Connect User.
- d. Pursuant to prohibitions on using public resources for campaign purposes, content in support of, or opposition to, political campaigns, candidates or ballot measures.
- e. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, sexual orientation, national origin, physical or mental disabilities or status with regard to public assistance. Content of an obscene, sexual, or pornographic nature or include links thereto (including images that contain nudity or are of a sexual nature).
- f. Advertising, promotional announcements, solicitations of commerce, or spam.
- g. Conduct or encouragement of illegal activity.
- h. Information that may compromise the safety or security of the public or public systems, including City infrastructure.
- i. Personally identifiable information, such as a social security number or other sensitive information.
- j. Content that represents a person or location other than the one posting the request or comment.
- k. Content containing links to other websites or pages that are not relevant to the topic.
- l. Content that is a duplicate request of the same issue. The City reserves the right to consolidate these requests into one.
- m. Content that breaches any law, confidentiality, or violates a legal ownership interest of another party.
- n. The City disclaims responsibility and liability for inappropriate material posted by visitors.
- o. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.
- p. Comments by external parties on Rancho Cordova Connect are not official public testimony concerning any project, application, or program.
- q. Comments should be related to the posted issue on Rancho Cordova Connect.
- r. Rancho Cordova Connect is not meant for requests that do not directly relate to the purpose or topic of the platform. Questions or concerns regarding the use and operation of Rancho Cordova Connect, and press inquiries, should be directed to the City's Communications Team at communications@cityofranhocordova.org or 916.851.8700.