



# staff report

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TO: Honorable Mayor and Members of the City Council

ATTENTION: Jeffrey L. Stewart, City Manager

FROM: Leo L. Mingle, Jr., Assistant City Manager

SUBJECT: Consideration and possible action to adopt of Resolution No. 16-XX – A Resolution establishing procedures and guidelines governing the dissemination of information on the City’s website.

DATE: April 11, 2016

## **EXECUTIVE SUMMARY**

The proposed Resolution will establish policy as to what information can be posted on the City’s website, including the City’s purpose and goals for the website, and policy direction for internal coordination, responding to inquiries received via the website, providing links to other sites, and Council’s desire for all City Departments to have a presence on the website.

## **RECOMMENDATION TO CITY COUNCIL**

- 1) Adopt Resolution No. 16-XX; or
- 2) Alternatively, discuss and take other action related to this item.

## **FISCAL IMPACT**

There is no fiscal impact at this time.

## **DISCUSSION**

The City Manager will implement the policy.

The policy sets a goal of responding to inquiries received via the website prior to the close of the next following business day.

The policy limits the City to posting links to other websites to governmental or public agencies; and commercial and non-profit websites having a distinct and project-specific relationship with the City only for a limited time or the duration of the event or project.

## **ATTACHMENTS**

Resolution No. 16-XX.....2

**CITY OF BELLFLOWER**

**RESOLUTION NO. 16-XX**

**A RESOLUTION ESTABLISHING PROCEDURES AND GUIDELINES  
GOVERNING THE DISSEMINATION OF INFORMATION ON THE  
CITY'S WEBSITE**

**THE CITY COUNCIL RESOLVES AS FOLLOWS:**

**SECTION 1.** The City Council finds and declares as follows:

A. **Purpose.** To establish procedures and guidelines governing the dissemination of City information on the website, coordination of the site, and establishing weblinks.

B. **Statement.** The authorized website of the City of Bellflower is [www.bellflower.org](http://www.bellflower.org). The City's website is to be used as a communications, awareness building, image enhancement, and economic development tool for the City.

C. **Policy Goals.** To encourage all City departments to utilize the website as an effective means to communicate with citizens and targeted groups, including community leaders and organizations; local and potential businesses; current and potential residents; visitors; and City employees.

1. To showcase City accomplishments.
2. To facilitate the timely flow of information appropriate for the website through an effective internal process that maximizes message consistency, staff resources, and accuracy in information.
3. To educate the community about how government works and encourage citizen participation in City government.
4. To provide demographic data and commercial information that supports business expansion and attraction efforts.

**D. Policy.**

1. **Coordination** - The City's website is coordinated by the City Manager's Office. Requests for web design work and all information prepared for posting on the City's website will be routed through the City Manager, or designee. Departments are responsible for monitoring their respective areas to ensure accurate and timely information.

2. **Internal Response to Inquiries via the Web** - All requests for information over the City's website will come directly to the City Manager, or designee. In order to facilitate the exchange of timely information, each department will provide the City Manager, or designee, with one department contact. The City Manager, or designee, will be responsible for forwarding the inquiry/request to a designated department contact. That department contact will be responsible for tracking the response. Staff should attempt to respond to web inquiries as soon as reasonably possible and prior to the close of the next following business day.

3. **Links to Other Sites** - Links to other websites are limited to government or public agencies; or commercial and non-profit websites that have a distinct and project-specific relationship with the City, and only for a time limit to be determined by the City Manager or the duration of the event. (For example, a link to the Car Show website in connection with a forthcoming Car Show, since the City is a major co-sponsor of this event).

4. **Presence on the Website** - All City Departments are encouraged to have a presence on the website. Departments may have a distinct presence on the City site separate from other departments, but they may not develop separate sites with separate web addresses (URLs).

**SECTION 2.** The Mayor, or presiding officer, is hereby authorized to affix his/her signature to this Resolution signifying its adoption and the City Clerk, or her duly appointed deputy, is directed to attest thereto.

**SECTION 3.** This Resolution will become effective immediately upon adoption.

**PASSED, APPROVED, AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF BELLFLOWER THIS \_\_\_ DAY OF \_\_\_\_\_ 2016.**

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**Dan Koops, Mayor**

**ATTEST**

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**Mayra Ochiqui, City Clerk**

**APPROVED AS TO FORM:**

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**Karl H. Berger, Interim City Attorney**