



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
October 19, 2011**

TO: Mayor and City Council
FROM: Michael Chandler, Senior Management Analyst
SUBJECT: Website Posting and Community Message Billboard Policy
DATE: October 14, 2011

RECOMMENDATION:

Adopt the resolution approving the City Policy for Website Posting and Community Message Billboard.

BACKGROUND

The City Council directed staff at the September 7, 2011 Council meeting to develop a policy governing the use of the City’s website and community message billboard. The City periodically receives requests from sources outside the City to post on these forums. This policy is intended to clarify the appropriate and authorized items to be posted by the City on the City’s website and billboard on Bridgehead Road on which it has rights to advertise a community message. In all cases, the City has the sole discretion of determining what will be posted to the City’s website or advertised on the community message billboard, as each of these methods of communication are forums for government speech only.

FISCAL IMPACT:

N/A

ACTION:

Motion to adopt resolution approving the City Policy for Website Posting and Community Message Billboard.

Attachments:

Resolution

Exhibit A – City Policy for Website Posting and Community Message Billboard

APPROVED BY:

City Manager

RESOLUTION NO. -11

APPROVING THE CITY'S POLICY FOR WEBSITE POSTING AND COMMUNITY MESSAGE BILLBOARD

WHEREAS, postings on the City's website and advertising on the community message billboard are important means by which the City provides and shares information with the community; and

WHEREAS, periodically, staff receives requests from outside sources to post information on the City's website, or to use the billboard located at Bridgehead Road on which the City has rights to advertise a community message; and

WHEREAS, the City Council directed staff at the September 7, 2011 Council Meeting to develop a formal policy governing the use of the City's website and community message billboard; and

WHEREAS, the intent of the policy is to clarify the information that may be considered for posting on the City's website and community message board; and

WHEREAS, the policy establishes that in all cases, the City has the sole discretion of determining what will be posted to the City's website or advertised on the community message billboard, as each of these methods of communication are forums for government speech only.

NOW THEREFORE BE IT RESOLVED that the City Council of the City of Martinez hereby adopts the Policy for Website Posting and Community Message Billboard as set forth in Exhibit A, attached hereto.

* * * * *

I HEREBY CERTIFY that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 19th day of October, 2011, by the following vote:

AYES:

NOES:

ABSENT:

RICHARD G. HERNANDEZ, City Clerk
CITY OF MARTINEZ

CITY POLICY FOR WEBSITE POSTING AND COMMUNITY MESSAGE BILLBOARD

PURPOSE

To clarify the appropriate and authorized items to be posted by the City on the City's website and the community message billboard.

POLICY

Postings on the City's website and advertising on the community message billboard are important means by which the City provides and shares information with the community. Periodically, staff receives requests from outside sources to post information on the City's website, or to use the billboard located at Bridgehead Road on which the City has rights to advertise a community message. This policy is intended to clarify the information that may be considered for posting on the City's website and community message board. In all cases, the City has the sole discretion of determining what will be posted to the City's website, or advertised on the community message billboard as each of these methods of communication are forums for government speech only.

A. Permitted Postings – City Website (Subject to City Review/Approval)

1. City of Martinez programs, projects, and services, messages and links to same.
2. City of Martinez sponsored or co-sponsored events and workshops (includes events and workshops sponsored or hosted by third parties by contract with the City or which are funded in whole or part by the City (cash or in-kind).
3. Information regarding non-profit Martinez business development organizations funded by the City (i.e. Chamber of Commerce and Main Street Martinez).
4. Information from organizations partnering with the City to meet the City's strategic or operational goals.
5. Postings of other government agencies providing information of interest, value or relevance to Martinez residents.

B. Permitted Advertising – Community Message Billboard (Subject to City Review/Approval)

1. City of Martinez programs, projects or services.
2. City of Martinez sponsored or co-sponsored events and workshops (includes events and workshops sponsored or hosted by third parties by contract with the City or which are funded in whole or part by the City (cash or in-kind).
3. Public safety announcements and information.