

ROSEVILLE
REQUEST FOR COUNCIL ACTION

Date: August 24, 2015
Item No.: 11.c

Department Approval

City Manager Approval



Item Description: Discussion of Civic Engagement Module Policy & Procedures

1 **BACKGROUND**

2 In March of 2015 the City Council approved a recommendation of the Community Engagement
3 Commission to contract with Granicus to develop an electronic civic engagement module for
4 integration with the City of Roseville website. A Contract was executed with Granicus to
5 develop the module and in July development of the module, Speak Up, Roseville!
6 (www.speakuproseville.org), was completed and the module was ready for launch.

7 Also in July, Councilmember Lisa Laliberte requested that Staff come before the City Council for
8 a final discussion about the module and any associated policies and procedures developed to
9 administer the platform prior to the module going live.

10 **POLICIES AND PROCEDURES**

11 Staff has developed the attached Speak Up, Roseville! Policies and Procedures manual to assist
12 in the oversight and management of the module. The manual discusses responsibilities for day-to-
13 day maintenance, interaction responsibilities, use requirements and restrictions, and topic
14 selection, as well as other logistical items.

15 **STAFF RECOMMENDATIONS**

16 Staff recommends that City Council accept the Speak Up, Roseville! Policies and Procedures
17 Manual and grant final approval for launch and integration of civic engagement module into City
18 website.

19 **REQUESTED COUNCIL ACTION**

20 A motion to accept the Speak Up, Roseville! Policies and Procedures Manual and authorize staff
21 City Council integrate civic engagement module into City website.

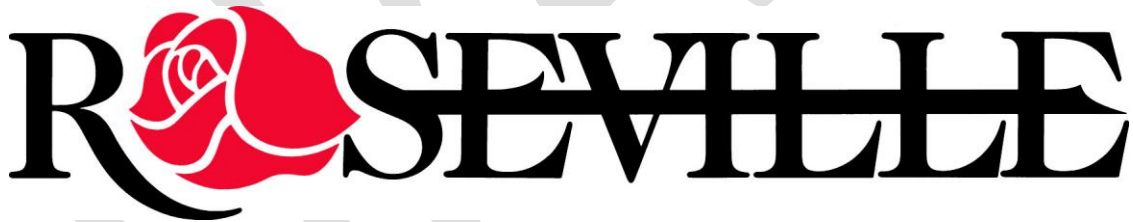
Prepared by: Garry Bowman, Staff Liaison

Attachments: A: Speak Up, Roseville! Policies and Procedures Manual (revised 8/19/15)

CITY OF ROSEVILLE

SPEAKUP, ROSEVILLE!

POLICIES AND PROCEDURES



2660 CIVIC CENTER DRIVE
ROSEVILLE, MN 55113

Speak Up, Roseville Policy - draft

August 2015

I. Policy

The City of Roseville will determine how its web-based civic engagement module, SpeakUp, Roseville!, will be designed, implemented and managed as part of its overall communication strategy.

II. Purpose

The City has an overriding interest in deciding what is “asked” and “answered” on behalf of the City. This policy establishes guidelines for the use of SpeakUp, Roseville!. The policy ensures the proper use of the civic engagement module by its employees and establishes procedures for operating the module in a positive and informative fashion. Staff tasked with using the module shall have the responsibility to use these resources in an efficient, effective, ethical and lawful manner.

III. Scope

This policy applies specifically to the SpeakUp, Roseville! civic engagement module. The City’s official website, www.cityofroseville.com shall remain the City’s primary online medium for communicating information to the public.

IV. Definition

SpeakUp, Roseville! is a civic engagement module integrated into the City’s website that allows for resident feedback through discussions on selected topics and direct feedback via surveys. The module allows residents to find out about ongoing Projects, create/share/vote on citizen-generated Ideas, and connect with other residents that share their interests.

V. General Conditions & Restrictions

Goals

The goals of integrating a civic engagement module is:

- To promote the value and importance of civic participation among residents
- To sustain the productive involvement of its residents
- To engage a broader audience and generate fresh ideas
- To better inform residents of new and ongoing projects
- To seek feedback from residents about current and potential projects
- To foster 2-way communications channels and to maintain an open, professional and responsive dialog with residents

VI. Management of Civic Engagement Module

Communications staff will be responsible for day-to-day maintenance of SpeakUp, Roseville! Communications staff may at times rely on the expertise of additional city staff, the city manager, department heads and city councilmembers to assist with interactions.

When using SpeakUp, Roseville! as a representative of the City of Roseville will:

- Adhere to personnel policies
- Use appropriate language

- Not provide private or confidential information
- Not negatively comment on community partners or their services
- Not provide information related to pending decisions that would compromise negotiations
- Be aware that all content added to a site is subject to open records/right to know laws and discovery in legal cases

VII. Use

The primary use of SpeakUp, Roseville! will be for the City to better inform residents of new and ongoing projects and to receive feedback from residents about those projects. SpeakUp, Roseville! will also be a place where residents can share their own ideas and receive responses from the City.

VIII. Posting of Topics

City staff will be primarily tasked with generating and moderating topics for inclusion on SpeakUp, Roseville! City Councilmembers will also produce guidance for topics. Commission members may suggest topic for staff to include in discussion or forum section of the module. Inclusion of suggested topics made by commission members shall be determined by the City Manager. Resident's ideas and discussion items shall be posted in the Ideas section of the module; however should staff determine that an idea should be escalated to a discussion or forum item it may choose to do so after consultation with the City Manager. Staff interested in employing the survey function of SpeakUp, Roseville! shall do so only after receiving approval from the City Council. Staff will also make it known that the surveys are for informational purposes and are not meant to serve as scientific measurements of public opinion.

IX. Hosting, Training, and Support

City of Roseville Communications staff will provide basic training to the primary staff members responsible for maintaining SpeakUp, Roseville!

X. Data Retention

The City will comply with the Minnesota General Record Retention Schedule. Routine social media posts and comments by residents are considered "transitory correspondence," as defined by the Minnesota General Records Retention Schedule. These messages are not required to be retained.

XI. Disclaimer

The following disclaimer will be posted as a part of SpeakUp, Roseville!:

SpeakUp, Roseville! is operated by the City of Roseville. The City reserve the right, at our sole discretion, to change, modify, add or delete comments or posts, photos and video at any time.

Comments associated with unlawful activity or that contain offensive or vulgar language or photos, personal attacks on staff or members of the public, political endorsements of any kind, commercial advertisements or any other form of commercial solicitation will be removed.

The City of Roseville has the right to reproduce any pictures or videos to this site in any of its publications or websites or any other media outlets.

The views, postings or opinions expressed on this site do not necessarily reflect those of the City of Roseville.

XII. Advertising

The City of Roseville does not endorse any product, service, company or organization advertising through its civic engagement module.

XIII. Privacy Policy

The City of Roseville does not share information gathered through its social media sites with third parties for promotional purposes. However, any information you provide to the city is subject to the Minnesota Data Practices Act. This law classifies certain information as available to the public upon request.

XIV. Moderating Public Comments

City of Roseville staff, with administrative rights, will not edit posted comments, but may remove comments that are abusive; obscene; defamatory; in violation of the copyright, trademark right or other intellectual property right of any third party; or otherwise inappropriate or incorrect. The following may be removed by city staff:

- Potentially libelous comments
- Obscene or racist comments
- Personal attacks, insults or threatening language
- Plagiarized material
- Private, personal information published without consent
- Comments totally unrelated to the topic of the forum
- Commercial promotions or spam
- Hyperlinks to material that is not directly related to the discussion
- Sexually content or links to sexual content
- Encourage or promote illegal activity
- Promote political campaigns or ballot measures
- Information that may compromise the safety or security of the public
- Posts by individuals using aliases or false names to utilize module

In addition, residents may flag abusive or offensive comments as part of the SpeakUp, Roseville! terms of use. Once a comment has been flagged it is removed from being displayed and placed into a queue for staff review. Should staff determine the comment to have violated the module's terms of conditions the comment will be deleted and the posting member warned. Repeated offensive posts may result in loss of posting privileges for the offending poster.