

SOUTH JORDAN CITY
CITY COUNCIL STUDY SESSION

December 16, 2014

Present: Mayor David Alvord, Councilman Steve Barnes, Councilman Chuck Newton, Councilman Chris Rogers, Councilman Mark Seethaler, Councilman Don Shelton, CM Gary Whatcott, City Attorney Rob Wall, Interim Fire Chief Andrew Butler, Assistant City Attorney Ryan Loose, Administrative Services Director Dustin Lewis, Police Chief Lindsay Shepherd, Strategic Services Director Don Tingey, Development Services Director Brad Klavano, Chief of Staff Paul Cunningham, Economic Development Director Brian Preece, Chief Financial Officer Sunil Naidu, Public Works Director Jason Rasmussen, IS Director Jon Day, City Council Secretary MaryAnn Dean

STUDY SESSION – 4:00 PM

Mayor Alvord welcomed everyone present. He noted that Councilman Seethaler was absent at this time.

A. Invocation: *By Councilman Mark Seethaler*

Councilman Barnes offered the invocation.

B. Council Packet Review (*Calendaring, Topics, Future Agenda Items*)

Councilman Newton suggested they consider moving the Resolution regarding the West Jordan prison relocation up on the agenda to accommodate representatives of the Jordan School District who may be present.

Councilman Rogers requested that the sign ordinance be put on a study session in February. He feels a review is necessary to get a clear vision of the sign ordinance before election season starts.

Councilman Seethaler arrived at this time.

Councilman Rogers asked if the Resolution on tonight's agenda regarding utility billing for military personnel is meant to cover any active full time military personnel that are deployed regardless of location? He said the Resolution specifies service in the Middle East. CM Whatcott said staff's understand is that it is meant to cover all locations.

Mayor Alvord asked when Mulligans is back on the agenda? CM Whatcott said the second meeting in January. They will be coming back with a presentation from the Utah Golf Alliance.

Mayor Alvord said they need to officially decide if the survey was clear enough, or if there is enough ambiguity that they want to employ the entire process outlined in the Resolution. It was determined to bring that item back in February, after the Utah Golf Alliance presentation.

Councilman Newton said he would like the following items on a future work session agenda; expanding the allowance for dogs to three, an update on the city's emergency preparedness status, and an update on the engineering for the amphitheater and ice skating rink.

Development Services Director Klavano said they will be bringing a code amendment to the next City Council meeting that will address some of the land disturbance issues.

Councilman Newton asked for an update on converting the parks in the city from culinary water to secondary water. He would also like an update on technology implementation and future technology implementation including the smart phone app and push technology.

Strategic Services Director Tingey said the ice skating rink is in the design phase right now. When that is complete, they can get a cost estimate.

Public Works Director Rasmussen said he would send the City Council an email on the conversion of water in the parks. If they still want a work session update that can be scheduled.

Councilman Seethaler said he would like an update and a comprehensive plan on the city owned fences. He would also like a 5, 10 and 20 year view of the city. As the city matures, he would like to understand the longer term ramifications for their tax base and the demands against their tax base so they can use city resources appropriately and be able to sustain the city in the future. Councilman Seethaler said regarding technology, he would like to understand how to get studies, analysis, policies, etc. cataloged on the website so residents can easily access it. He said he would also like to consolidate the monthly reports from all of the departments into one comprehensive monthly report. CM Whatcott said staff is working on that.

Councilman Newton said last year, they talked about designating all of the parks with the open space zone. CM Whatcott said it is underway. Mystic Springs is coming forward shortly. They will take them one or two at a time. The zoning process is time consuming.

Councilman Barnes said he would like to discuss park strip options for homes. They currently do not allow signs in park strips. He would also like to be able to expand the walkway at his home.

CM Whatcott said they can expand the walkway under the current Ordinance; they are just required to have certain amounts of concrete and landscaping. He said they do need to give more options to the residents. Right now, there is just one other option than just full grass.

Councilman Shelton said he would like an update on the development of Welby Park. CM Whatcott said they have no contractual arrangement. They are still wrangling over language with the County. He said the city would like more control over the programming of the space. The maintenance issues are solidified. He said Kennecott recently gave their first \$250,000

installment, showing that they are an active participant. Mayor Alvord said he would like to discuss that item in a work session to get a consensus from the City Council on their priority for this park. Councilman Newton said Kennecott is interested and excited to see the park. Mayor Alvord said he mentioned to the County Mayor that it had been years since the city received any of the ZAP tax. He said the County should build a pavilion or two on this property. Councilman Shelton said the PACDB receives a little ZAP tax funding.

Councilman Shelton asked for an update on the radon gas presentation. CM Whatcott said that will be done on January 6th. January is radon gas awareness month. South Jordan is one of the only cities in the state aggressively reaching out to the public regarding radon gas awareness.

Councilman Barnes asked for an update on the Kennecott Lake. Strategic Services Director Tingey said they will be discussing the issue on March 31st. The City doesn't have a timeframe to take over the lake; Kennecott has a time frame. There is room to negotiate the time allowance. They have identified and will be evaluating the major issues. CM Whatcott said he feels it is in the city's best interest to do this in a phased approach.

Councilman Shelton asked if Councilman Rogers is okay with the proposed future land use map? Councilman Rogers said there are some changes needed to the text and the map. They can address those.

C. Presentation: Collector Street Wall Policy. *(By Public Works Director, Jason Rasmussen)*

Public Works Director Rasmussen reviewed the history of this policy. He reviewed a presentation on the collector street wall policy (Attachment A). It was noted that if the property was given to the property owners, that increased property/value would be added to their property tax. The increase would be nominal.

Councilman Rogers asked if they can require the resident to take the property? City Attorney Wall said yes, unless the court determines that there is material injury to that resident.

Councilman Barnes said if they are giving the land and the fencing to the resident, does it give the city a taxable obligation? City Attorney Wall said no.

Councilman Rogers asked if this policy would be applied to all city owned fencing? Public Works Director Rasmussen said yes, if the fence backs up to a road. Development Services Director Klavano said he does not believe that applies to state roads, even though the city maintains those walls.

Councilman Seethaler asked the difference between vacating a right of way versus transferring property? City Attorney Wall said if they vacate the right of way, the property line would revert to the center of the road. If a road is dedicated by meets and bounds legal description, the property is not automatically reverted to the property owner.

Councilman Rogers asked if the city would be the one to determine how the property is allocated? City Attorney Wall said if the city receives the road in a deed, rather than a subdivision plat, he does not know of an obligation for the property owner to take the right of way. There are potentially 2 different processes that the city would have to go through to vacate the right of way.

Councilman Newton asked if they would need to do separate surveys to amend the plats? Development Services Director Klavano said that could probably be done in house.

They discussed code enforcement. Assistant City Attorney Loose said there are different types of code enforcement; there is administrative code enforcement and criminal code enforcement. With the administrative assessment, the judgment can create a tax lien. The lien is typically paid with the next property tax assessment. Councilman Newton said it is cleaner to vacate the property.

City Attorney Wall said whether the fence is on a city property or on private property, cities have a duty to keep the right of way safe.

Councilman Newton said they don't have a yearly assessment on the condition of these fences. Mr. Rasmussen said they do a sidewalk assessment every 5 years. Any problems with fencing is noted at that time. Councilman Newton asked if that is sufficient to give them protection? City Attorney Wall said yes. They just have to show that they have a process to review the walls, and allocate money where available.

Development Services Director Klavano and CM Whatcott both indicated that they prefer option 1, as outlined in the presentation.

Mr. Rasmussen said no policy options have been discussed with the residents. Those discussions have focused on what is needed with their fence specifically.

Councilman Rogers said he is concerned that option 1 would be an administrative headache. Development Services Director Klavano said option 1 is more work up front but takes away the issue long term.

Assistant City Attorney Loose said with option 1, even if they don't maintain the fences, someone will have to watch and know the status of the fence condition. Mr. Rasmussen said regardless of which option is chosen, additional resources will be needed.

Councilman Newton said he agrees with option 1.

Mr. Rasmussen said they know how much funding is needed to fix fencing over the next 10 years. He will forward that information to the City Council.

The City Council discussed that with option 1, there is the potential of legal push back. The biggest issue will be political pressure.

Councilman Seethaler said it is reasonable that in the next few years (3-8 years), there will be many more sections of walls needing repairs.

Mr. Rasmussen concurred. He said the schedule for repairs will be based on available funding. Jed Bell, street manager, estimated less than 10 percent of the city owned fencing will need repair. He said the cracking and repairs needed in the walls is sporadic.

Councilman Barnes asked if either option 1 or option 2 consider if they would even require a fence? In lieu of maintaining the fence, could they consider removing the fence? Mr. Rasmussen said that option was not considered. Councilman Newton said he does not feel people will want to remove the collector street fences. It reduces noise and garbage, etc. It was noted that the average size 1/3 acre lot has 120 ft. of fence that would cost approximately \$43 per linear foot to repair. In the Springfield subdivision, that repair cost was for a block wall that will last 10 years. The cost would be different for a precast wall.

CM Whatcott said the other option is to do nothing. The fences will stay in their inventory and repairs will keep coming to the city, just like street or sidewalk repairs.

Councilman Barnes said they need to reconsider the requirement for contiguous wall space because the resident would be required to replace their fence with what exists and that is a significant burden.

Councilman Newton said he was required to fix his brick wall. Right now, he also has to help pay for the other 17 miles of walls and he feels those residents should have to fix their own walls.

Councilman Rogers said there is an equity issue because the city is paying for fencing for only part of the city. Mr. Rasmussen said the residents have benefited from having that wall there. Councilman Rogers said the concern is that it is a significant expense to require. Councilman Newton said he was required to bear that significant expense.

Councilman Seethaler said they need to solve the problem over the next 10-15 years. He recommended a turnover schedule, determining how long a property has benefitted from the city owned wall. He recommended that they organize the repairs by age. They also need to turn over the fence in good condition.

Mayor Alvord said when a fence is dangerous, they can notice the resident that they will either remove the fence or partner with that resident to pay for half of the repair.

Councilman Newton said Mr. Rasmussen addressed that option with the Springfield fence. Mr. Rasmussen said the feedback is that some were willing, and others were not in a position financially to participate in fixing the fence. He said the city has the option to remove the fence. He is not recommending that option.

Mayor Alvord discussed doing a grant program to pay for the fence. Councilman Newton said that was previously discussed.

Mr. Rasmussen said he would get the type, age, and location of all of the city owned walls.

Councilman Newton said he would prefer option 1. He said he likes Councilman Seethaler's suggestion as a phased approach. Mayor Alvord said in 10 years, they will still be having these uncomfortable moments with the homeowners petitioning for the city to keep and maintain the fences.

Councilman Seethaler said he would prefer to enact a comprehensive plan and let the resident know when their fence is scheduled to be vacated. The city will give them the fence in good condition. He feels it solves the problem in the most equitable way.

Mayor Alvord agreed that is a more fair way to do it, but he still pictures the same dilemma where they will either have to tear down or fix the fences.

Councilman Rogers likes the idea of uniformity and keeping the fencing nice. He does not want there to be sections of fencing missing. Maintaining nice fencing is part of the look and feel of South Jordan.

Councilman Barnes said he is torn on which option he prefers; there are pros and cons to both.

Councilman Shelton said he favors option 1. It is consistent with how they are dealing with fences now.

Councilman Seethaler said he is in favor of option 1, if they stage it in.

CM Whatcott said staff will bring back option 1 with recommendations and options at a future meeting. Councilman Barnes said he would like to see options for types of fences.

D. Presentation: SJC Social Media Policy. (By COS Paul Cunningham, CM Gary Whatcott, Communications Coordinator, Tina Brown)

COS Cunningham reviewed the city's social media policy. It is a broad policy that covers employees, volunteers, and elected officials. This authorizes the city to have an official Facebook page; they have had an unofficial page for some time. COS Cunningham said no one should use their city titles in the title of their Facebook page. That causes confusion if it is an official or unofficial page. Communications Coordinator Brown will deal with the content on any official social media page. No employee owns the account. He reviewed the highlighted portions of the city-wide policy 110-01 (Use of Official City Social Media) (Attachment B). They will bring back the policy to the City Council meeting in three weeks. It was noted that comments can be deleted from those pages if they are determined to be inappropriate or abusive.

COS Cunningham said they have a committee that will start meeting in January that will deal with city wide GRAMA requests. The first issue that they will deal with will be social media. To date, no other city, county, or the state has come up with an answer to social media GRAMA requests.

- E. Discussion: Re-visit HOA Language for taking over streets, amenities, etc. by the City.
(By *Development Services Director, Brad Klavano*)

The City Council determined to discuss item E. at the end of the regular meeting.

ADJOURNMENT

The December 16, 2014 study session adjourned at 6:02 p.m.

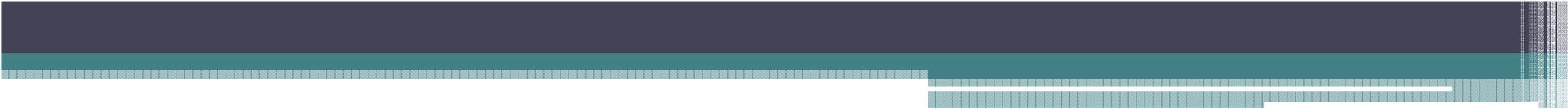
This is a true and correct copy of the December 16, 2014 Council Study meeting minutes, which were approved on January 6, 2015.


South Jordan City Recorder

Collector Wall Policy

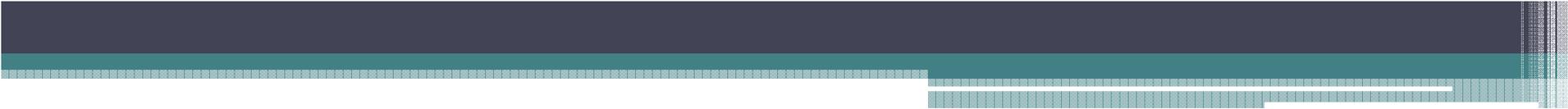
December 16, 2014





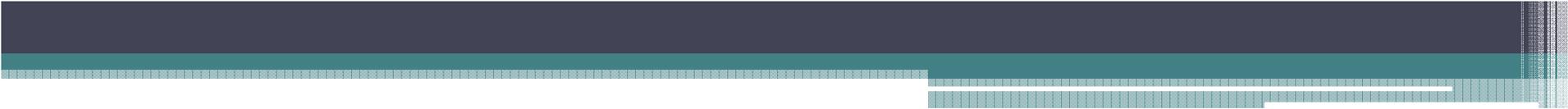
Discussion Objectives

- Review options to move collector street walls/fencing from public to private maintenance and/or ownership.
- Receive direction from council on moving forward.



Issue Review

- **October 30th, 2013** – Resolution to approve wall repairs
- **November 21st, 2013** – Met with residents to discuss partnership
- **December 2nd, 2013** – Reported resident meeting to council. Condition assessment of walls was requested
- **April 1st, 2014** – Wall condition assessment was shared during council work session
- **May 20th, 2014** – Further discussion with Council members regarding future of collector street walls, direction given to staff to prepare transfer of ownership of walls to property owners



Policy Direction - Guiding Principles

- Phase in period of private maintenance and/or ownership
- Provide advanced notice to residents
- Discussion of allowing more types of walls
- Discussion of not requiring residents to do anything
- Guiding Principles:
 - Council's desire to get out of the wall/fence business
 - Recently property owners in new developments have been maintaining collector street walls
 - Property owners along collector streets having benefitted from existing walls

Public to Private - Option 1

- Vacate right-of-way that walls currently occupy
 - Follow established state law for vacating right-of-way
 - Chapter 16.14
- Effectively transfers ownership of wall to property owner
 - City required to fix walls before transfer
- Considerations:
 - Ownership and maintenance responsibility transfer to property owner
 - Significant amount of work required to alter plats and other ROW vacate process requirements
 - 100+ subdivision plats
 - 1,000+ property owners
 - Potential negligence claims from property owners

Public to Private - Option 2

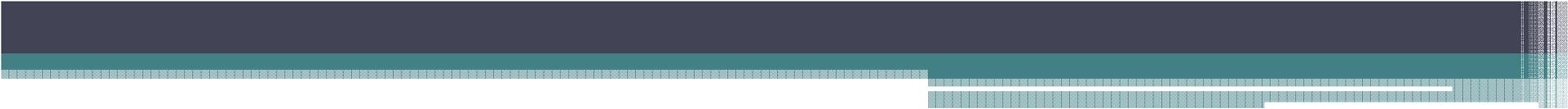
- City code change requiring property owners to maintain wall
- Effectively transfers maintenance responsibility of wall to property owner, *not ownership*
 - City required to fix walls before transfer
- Considerations:
 - Maintenance responsibility transferred to property owners
 - Code Change Required
 - City required to inspect/enforce condition of wall
 - Time requirement for Code Compliance staff
 - Citations for non-compliance with neglected or damaged wall (per code)

Option 2

- **16.04.200: FENCING:**

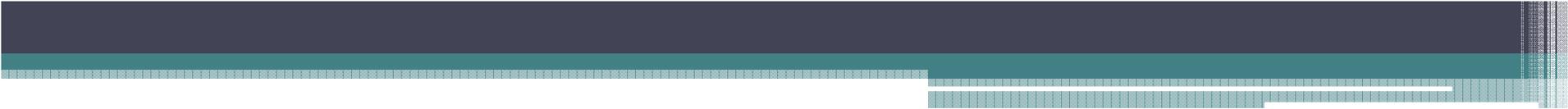
H. Fencing Maintained: All fencing shall be maintained in good condition by the property owners after the improvement guarantee is released unless said fencing is specifically accepted by the city for maintenance.

- After appropriate code has been changed, notice affected residents.
 - Include details of transition process



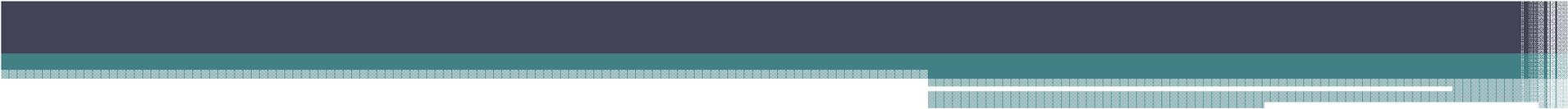
Transition Process & Notification

- Notify affected property owners of new collector street walls policy (letter)
 - To include responsibility change
 - Provide estimated timeline for transition
- Depending on new policy, send affected property owner notification of when wall ownership and/or maintenance becomes theirs (letter)
 - This will be triggered by completion of structural repairs.



Municipal Code - Chapter 16.14

- Provides instructions and requirements for vacating right-of-way.
- Accomplished through subdivision plat amendment.
- Requirement to notify affected property owners.



Moving Forward

- City to perform structural repairs to inventory of collector walls/fencing over the next 10 years (more or less depending on funding).
 - Once repairs performed, additional notice provided to property owners of wall maintenance responsibility

Detailed Wall Inspection



Block Wall Inspection

Name:
Date:
Subdivision:
Address:

Scale: 1-10 (1-Replace, 5-Repair, 10-New)

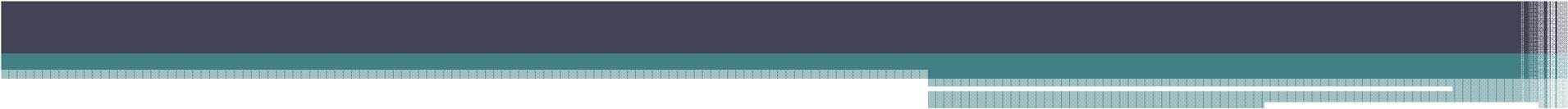
Note: Attach Pictures of all damage.

Wall Information:

Wall Information:	
Type	
Length	
Height	
Year Built	
Other	

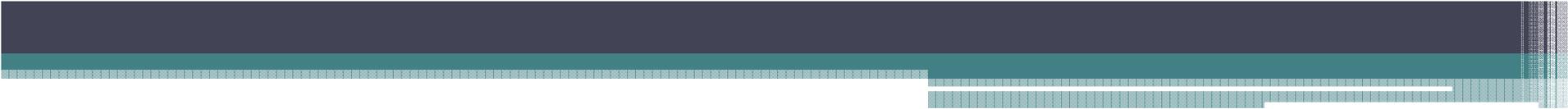
Inspection:

Item	Condition Rating	Location of Issue	Repair/Replacement Needed
Block			
Grout			
Wall Cap			
Pillar			
Monument Sign			



Projected Cost to City

- Structural Repairs - \$2,035,900



Options

- Turn over walls/fences as is, using Option 1 or 2
– potential legal ramifications
- Perform structural repairs – transfer ownership and/or maintenance to private property owners
- Do nothing – City continues to own & maintain walls
- Other?

City of South Jordan
City-wide Policy 110-01
Use of Official City Social Media

A. Purpose

1. To address the way residents communicate and obtain information online, the South Jordan City Council endorses City employees using official City social media to reach a broader audience. The City Council encourages the use of official City social media to further the strategic initiatives, mission, and operations of the City and its various departments. This policy establishes policies for use of official City social media.
2. The City Council has an overriding interest and expectation in deciding the overall “message” when official City social media is used.
3. All use of official City social media will be made in compliance with the Government Records Access Management Act (GRAMA) provisions of State law.
4. Employee and volunteer use of official City social media will be made consistent with requirements of the Employee Handbook. While employees have some first amendment constitutional rights to raise matters of “public concern”, as opposed to “personal issues”, use of official City social media is not an authorized forum.
5. Elected and appointed officials use of official City social media will be made consistent with the “Code of Ethics for Members of the South Jordan City Council, Boards, Committees and Commissions.”

B. Definitions:

Official – Use of City managed social media content, platforms, sites, or technologies on City time or within the scope of employment or statutory duties.

Employee – For the purposes of this policy, employee includes all City paid employees, volunteers, and elected and appointed officials.

Social media content – websites and applications that enable users to create, exchange and share content and information through social media or to participate in social networking.

Social media platform – the tool used to access social media (usually a product or program, i.e. Facebook®, Twitter®, etc.)

Social media site - the location of social media information within a social media platform.

Social media technology - the type of social media medium (i.e. blog, video, social networking, etc.)

C. **General**

1. All social media platforms utilized by City employees are subject to approval by the City Communications Coordinator.
2. ~~Any City representation on a social networking site that does not have prior approval by the City Communications Coordinator may be terminated by the City Communications Coordinator.~~
3. The best, most appropriate City uses of social media fall into two categories:
 - a. As channels for disseminating time-sensitive information as quickly as possible (example: emergency information).
 - b. As marketing/promotional channels which increase the City's ability to broadcast its messages to the widest possible audience.
4. Wherever possible, content posted to social media platforms will also be available on the City's website.
5. ~~Wherever possible, City content posted to social media will contain links directing users back to the City's website for in-depth information, forms, documents or online services necessary to conduct business with the City.~~
6. All City social media content shall comply with all appropriate City policies and standards.
7. Users and visitors to social media sites shall be notified that the intended purpose of the site is to serve as a mechanism for communication between the City and members of the public. City social media site content containing any of the following shall not be allowed:
 - a. Comments not topically related to the particular social media content being commented upon;
 - b. Comments in support of or opposition to political campaigns, ballot measures, or pending legislation, except as formally approved by vote of the City Council;
 - c. Profane language or content;
 - d. Content that promotes, fosters, or perpetuates discrimination on the basis of race, color, national origin, religion, sex (including gender), age, disability, or pregnancy.
 - e. Sexual content or links to sexual content;
 - f. Solicitations of commerce;
 - g. Conduct or encouragement of illegal activity;

- h. Information that may tend to compromise the safety or security of the public or public systems; or
- i. Content that violates a legal ownership interest of any other party.
- j. Video content, links, or articles that are irrelevant to the particular social media content being commented upon;

(These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, pursuant to the applicable records retention requirements, including the time, date and identity of the poster when available.)

- 8. The City reserves the right to restrict or remove any content that is deemed in violation of this social media policy or any applicable law.
- 9. **The City reserves the right to block users from viewing and/or commenting on social media sites if they violate these guidelines on a consistent basis.**
- 10. All new social media platforms not specified in the standards of this policy proposed for City use must be approved by the City Communications Coordinator prior to implementation.
- 11. **To assist the public in distinguishing between official, as opposed to the private communications using social media, employees will not use their City titles in either the titles of social media sites or platforms nor will employees use their City titles or otherwise create the impression that they are acting in an official capacity in their social media communications.**

D. Administration of City Social Media Sites

- 1. The City Communications Coordinator will maintain a list of official social media sites and platforms which are approved for use by City employees.
- 2. The City Communications Coordinator will maintain a list of all City social media platforms and sites, including login and password information. Employees will inform the City Communications Coordinator of any administrative access changes to existing platforms and sites. Logins and passwords will be changed when an employee with access leaves their position or City employment.
- 3. All social media platforms and sites will be opened and maintained on behalf of the City, and are not the personal property of any employee.
- 4. Department Directors, the City Communications Coordinator, the Chief of Staff, and the City Manager must be able to immediately edit or remove content from social media sites, if appropriate.

E. Social Media Standards

The following social media technologies and/or platforms have been approved for use by the City:

1. City Website - The City's website (sjc.utah.gov) will remain the City's primary and predominant internet platform. Other websites use must be pre-approved by the City Communications Coordinator.
 - a. Departments and the City Communications Coordinator are responsible for the content and updating the City website and any social media sites created. Departments will assign a designated administrator to oversee the content on the social media sites. Administrators will have write/edit ability. The City Communications Coordinator will manage the social media sites and has full administrative abilities.
 - b. The content section of the front page of the City website is the critical first source of timely City information. Content must be pre-approved by the City Manager or the Chief of Staff through the City Communications Coordinator.
 - c. All event or time limited content will be removed the next business day following the event or deadline.
 - d. ~~Content not otherwise specified to remain posted longer will be removed after 90 days.~~
2. **Twitter®** – Twitter is a micro blogging platform that allows account holders to tweet up to 140 characters of information to followers. By procuring and maintaining a Twitter accounts, the City will communicate information directly to the City's Twitter followers, alerting them to news and directing them to the City website for more information.
 - a. The City will have only one Twitter® account.
 - b. The City Twitter® account will be managed by the City Communications Coordinator.
 - c. Content may be disseminated by authorized City employees.
 - d. The City's Twitter® bio will read: South Jordan City, Comments, list of followers subject to public disclosure. This account is not monitored. Call 911 for emergencies.
 - e. The Twitter® account shall serve three primary purposes:
 - i. Get emergency information out quickly.
 - ii. Promote City-sponsored events.
 - iii. Refer followers to content hosted at www.sjc.utah.gov.
 - f. Tweets shall be relevant, timely and informative.

- g. Twitter content shall mirror information presented on the City website. Employees shall ensure information is posted correctly the first time. Twitter does not allow for content editing.
 - h. Employees posting on Twitter® shall be responsive to those constituents who communicate via Twitter's @reply or direct message functions. Communication with followers will be timely and consistent with existing policy.
3. **Facebook®** – Facebook® is a social networking platform. Facebook® can be used to promote activities, programs, projects, and events. Facebook® should be used to drive traffic to the City website and inform more people about City activities.
- a. The City Communications Coordinator will maintain the City's Facebook® official page.
 - b. When a department determines it has a business need for Facebook, it will submit a request to the City Communications Coordinator. If approved by the City Communications Coordinator, a business page for the department may be created. Apps (application software) are not to be added to the City Facebook account without approval by the Chief technology Officer and the City Communications Coordinator. All City branding images must meet City branding standards.
 - c. The City will create 'pages' in Facebook®, not 'groups.' Facebook® pages offer distinct advantages including greater visibility, customization, and measurability. Related community pages are unofficial representations of City business created by Facebook®. Community pages will currently be accepted as is unless there is a copyright/trademark issue. For 'type' description, choose 'government.'
 - d. The City's Communications Coordinator will brand the Facebook® page's cover and profile images. The City logo will be added to the cover. Departments will complete the Page Info section as fully as possible.
 - e. The Facebook® page will include a tab/link to a Comment Policy tab with the following disclaimer:

"Comments posted to this page will be monitored. Under the City social media policy, the City reserves the right to remove inappropriate comments including those that have obscene language or sexual content, threaten or defame any person or organization, violate the legal ownership interest of another party, support or oppose political candidates, ballot propositions, or pending legislation, promote illegal activity, promote commercial services or products or are not topically related to the particular posting."
 - f. Discussion Boards/apps/YouTube will be turned off.
 - g. A link to the City's website will be included on the Page Info page.

- h. Department and project pages will be page favorites of other City Facebook pages.
 - i. Page names will be descriptive of the department. The City Communications Coordinator must approve proposed names.
 - j. A successful page requires "monitoring." Each department's designated administrator is responsible for monitoring the department's Facebook® page. Posts must be approved by the department's administrator. The department's administrator is responsible for making sure content is not stale.
 - k. Departments will use proper grammar and spelling, avoiding jargon and abbreviations. Facebook is more casual than most other communication tools but still represents the City at all times.
 - l. There are many Facebook apps. Common software apps can allow users to stream video and music, post photos, and view and subscribe to RSS feeds. While some may be useful to the page's mission, they can cause clutter and security risks.
 - i. An app should not be used unless it serves a business purpose, adds to the user experience, comes from a trusted source and is approved by the City Communications Coordinator and Chief Technology Officer.
 - ii. A software application may be removed at any time if there is reason to think it is causing a security breach or spreading viruses.
 - m. Each Facebook page will be set up in conjunction with a City email account.
4. **Blogs and Vlogs** – Vlogging provide City departments and employees the ability to publish comments related to operations of the City. City blogs facilitate further discussion of those comments related to operations issues by providing members of the public the opportunity to submit responses regarding the comments. Submission of responses by members of the public constitutes participation in a limited public forum; in a moderated forum (content is not posted until reviewed.)
- a. All City blog/vlogs shall be approved by the Communications Coordinator and published using the approved City blogging platform.
 - b. Each City blog/vlog shall include an introductory statement which clearly specifies the purpose and topical scope of the blog/vlog.
 - c. Department designated blog/vlog moderators shall allow blog comments that are topically related to the particular blog article being commented and thus within the purpose of the limited public forum, with the exception of the prohibited content listed in General - Section 11 of this policy. All City blog moderators shall be trained regarding

the terms of the City Social Media Policy, including their responsibilities to review content submitted for posting to ensure compliance with policy.

- d. All blog/vlog sites shall clearly indicate they are maintained by the City and shall have City contact information prominently displayed.
 - e. All City blog/vlog authors and public commenters shall be clearly identified. Anonymous posting shall not be allowed.
 - f. **Enrollment of public commenters shall be accompanied by valid contact information including a name, address, and email address. Commenters will be identified by their first name and last name initial only on the blog/vlog.**
 - g. Authentication credentials used for posting blog articles and blog comments by authorized City blog/vlog authors and public commenters shall conform to the City's password standard.
 - h. The content of each City blog shall be owned by and the sole responsibility of the department producing and using the blog/vlog.
 - i. All blog/vlog articles and comments shall be reviewed and approved by an authorized department blog moderator before posting on a City blog/vlog.
 - j. All blog/vlog articles and comments submitted for posting with attached content shall be scanned using antivirus technology prior to posting.
 - k. All blog/vlog articles will be scanned for copyright and plagiarism through appropriate software prior to posting by the department administrator.
 - l. The linked content of embedded hyperlinks within any City blog/vlog articles or blog/vlog comments submitted for posting shall be evaluated prior to posting. Any posted hyperlinks shall be accompanied by a disclaimer stating that the City neither guarantees the authenticity, accuracy, appropriateness, security of the link, web site, nor the content linked thereto.
5. **Video Posting/YouTube** - The City provides access to online video to allow viewers to receive information in visual format. Video content should provide information about and market City services, events, accomplishments, consistent with the City brand. The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate.
- a. The City Communication Coordinator is responsible for approving all video content.
 - b. The department must have secured rights to stream the video by:

- i. Certifying the video was produced by the department in compliance with copyright laws, personal release requirements, music licensing, etc. or
 - ii. Securing written permission for the City to host and stream third party video.
- c. Video content from sources other than the City may not be embedded on the City's web pages except as authorized by the Chief Technology Officer and City Communications Coordinator. Links to external videos are permitted.
- d. A video clip that does not tell a story and therefore does not stand on its own should be embedded onto a web page that gives it context.
- e. Acceptable formats: .MOV, .MPG, .WMV, .AVI, DVD, Tapes - MiniDV and DV Cam.
- f. Video details to be provided to the City Communications Coordinator by the originating department:
 - i. Title and Description
 - ii. Key words including subjects and neighborhood(s) where applicable
 - iii. Video Length
 - iv. Proof of licensing for content including images and music, personal releases, etc.
 - v. Archive/removal date for time sensitive content
- g. The City will host the video on its server, provide links, and embed code for sharing and provide video retention.
- h. If a City produced video is posted to YouTube, it may be embedded onto a City website page using YouTube embedding tools.
 - i. The "Show suggested videos when the video finishes" checkbox will be unselected in the embed code from YouTube.
 - ii. Comments on a video will be disabled on YouTube

APPROVED and PASSED this ____ day of _____, 20 ____.

CITY OF SOUTH JORDAN COUNCIL

David L. Alvord, Mayor

APPROVED AS TO FORM:

City Attorney's Office

DRAFT