

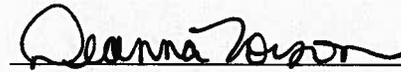


City of Arts & Innovation

## City of Riverside Administrative Manual

Effective Date: 10/14/2014  
Review Date: 10/14/2016  
Prepared by: City Manager's Office

Approved:

  
\_\_\_\_\_  
Department  
City Manager

### SUBJECT:

**Guidelines for Use of the Civic Engagement Tool (MindMixer) on EngageRiverside.com**

### PURPOSE:

EngageRiverside.com is the City's transparency portal. The website is designed to provide the public with as much information as possible to promote accountability and trust in government, by making information available in a central location and provide a launching pad for future transparency efforts. The website includes a civic engagement tool – MindMixer – that offers residents a means of communicating directly through surveys and polls as well as allow for the submission of ideas intended to further promote communitywide interaction between residents and City Hall. These standards should be used in conjunction with the City's Social Media Policy (03.012.00). As use of the civic engagement tool is developed, these standards may be updated as needed.

### POLICY:

A request must be submitted to the City's Intergovernmental and Communications Officer to initiate a *Topic* or *Project*. A *Topic* or *Project* is subject to the review and approval of the City Manager or his designee. The Department initiating the Project shall develop a project plan for the use of the MindMixer tool including the sequence and duration of posts and describing how the outputs will be utilized. MindMixer recommends 6-10 topics or projects are active at any one time, therefore the Intergovernmental and Communications Officer will monitor the topics and projects to maximize effectiveness of this communication medium.

Topics or Projects should be limited to ideas that are of interest to a wide range of Riverside residents. Projects that are discussed via the portal should be ongoing projects or projects that are reaching a point where public input is crucial to the advancement of the project. A determination regarding when a project is ready for display on the MindMixer site shall be made by a Department Head in consultation with the Intergovernmental and Communications Officer and/or the City Manager.

#### Administration

Department Heads may designate staff members to serve as administrators of MindMixer topics or projects with the approval of the City Manager's Office. Department designees are responsible for the content and upkeep of their topics or projects and shall ensure that all content complies with this policy and the General Guidelines for Social Media Usage (Administrative Manual Policy 03.012.00). Communication with commenters will be timely and consistent with existing protocols.

The City's MindMixer site is to be used to introduce residents to projects the City is developing for which public input is critical to the success of the project. It also is to be used to deliver information to

residents, either through introducing a project or answering questions about it. The City's MindMixer site is not a forum for denigrating either projects or the views of others about the projects. The goal is discussion and dialogue, not arguments and vitriol.

The City's MindMixer site is not a political forum, and messages and comments of a political nature are subject to deletion from the site.

#### Use Guidelines

Users and visitors to the website 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. Comments containing any of the following forms of content shall not be allowed:

- Comments not topically related to the particular Topic or Project being commented upon;
- Profane language or content;
- Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Sexual content or links to sexual content;
- Solicitations of commerce;
- Use of City resources for campaign purposes;
- Conduct or encouragement of illegal activity; and
- Information that may tend to compromise the safety and security of the public or public systems, or content that violates a legal ownership interest of any other party.

These guidelines must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. The City will consistently apply these guidelines enterprise-wide.

#### Public Records

This site may be subject to State of California public records laws. Any content maintained on this website or any social media format that is maintained by the City in the normal course of business, including a list of subscribers and posted communication that is available at a given time, is a public record.

- The Office of the City Clerk is responsible for responding completely and accurately to any public records request for public records on this site.
- Wherever possible, the website will clearly indicate that any articles and any other content posted or submitted for posting is subject to public disclosure.
- Users shall be notified that public disclosure requests must be directed to the Office of the City Clerk.

#### Archive

The department initiating the Topic or Project shall preserve records required to be maintained pursuant to the relevant records retention schedule for the required retention period.

Distribution: Regular