

City of Brisbane

Agenda Report

To: Honorable Mayor and City Council

From: Caroline Cheung via Clay Holstine, City Manager

Date: Meeting of February 19, 2015

Subject: Final Draft of Social Media Policy and MindMixer Proposal

RECOMMENDATION

Provide approval for staff to present City Council with a final draft of the City's Social Media Policy as well as direct staff to enter into a contract with MindMixer for citizen engagement services.

BACKGROUND

At the December 18, 2014 City Council meeting, Council requested that the Social Media Policy be brought back to them at a later date to allow for further review by the City Attorney. City Council members also provided some initial input on the policy which was included in this final draft (Attachment 1; see "Note" on p.1). In regards to the changes, sections 3.0 (Limited Public Forum) and 4.0 (Public Records Act) were updated to highlight that each City-administered Social Media site is intended to serve as a means of communication between the City and members of the public, but that certain content, if in violation of Section 3.0, would be removed. In addition, Section 4.0 highlighted that any removed content related to official City business would be retained, as required by the Public Records Act.

Pages 2 – 4 of the policy describe each of the City-administered Social Media sites, with the final one listed being MindMixer. MindMixer is a web application that the City is proposing to use to garner feedback from the community. Previously, staff had used a free web application called Userveice to receive feedback from the public regarding Economic Development. There were approximately 100 people that interacted with the City on Userveice, who provided a variety of suggestions that were shared at the Council's Economic Development Workshop held on November 3, 2014.

MindMixer differs from Userveice in that it is not a free web application, allows for multiple questions/forums to be open at any given time, includes training and support, and does not allow for anonymous posts. When a citizen signs up to participate on a MindMixer platform, they are asked to provide their name, e-mail, password, birthday, and postal code; they also have the option of selecting their gender (see Attachment 2). MindMixer is intentional about this so that

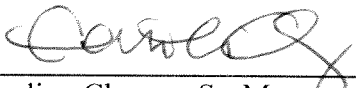
its clients, namely cities, counties, design professionals, and higher education, are able to gather demographically representative data and better know their audience. As a result, decision-makers are able to understand more fully the context of the information captured and thus make better, more informed decisions. The participant also has the option to sign in to MindMixer via their Facebook, LinkedIn, or Google+ account, if they so choose.

FINANCIAL IMPACT

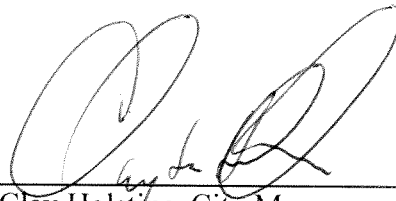
MindMixer bases its contract pricing on population size as well as length of the contract. For the City of Brisbane, a 3-year contract would cost \$3,500/yr. a 4-year contract would cost \$3,000/yr. and a 5-year contract would cost \$2,500 (see Attachment 3).

MEASURE OF SUCCESS

The City has an approved Social Media Policy that can be posted to each of its social media pages and an improved web application to hear from the community.



Caroline Cheung, Sr. Management Analyst



Clay Holstine, City Manager

ATTACHMENTS

1. Final Draft of the City's Social Media Policy
2. MindMixer Participant Sign In Screenshot
3. MindMixer Service Agreement



City of Brisbane Social Media Policy (Last Updated February 11, 2015)

Purpose

To address the fast-changing landscape of the Internet and the way the public communicates and obtains information online, the City will make appropriate use of certain Social Media sites to better inform and engage with the community on key issues, news, and events taking place within the City.

Policies

1.0 Website Priority – The City’s website (www.brisbaneca.org) shall remain the City’s primary and predominant Internet presence. Wherever possible, content posted on City Social Media should also be posted to the City’s website, with hyperlinks directing users back to the City’s website for in-depth information including forms, documents, and other online services necessary to conduct business with the City.

Note: Any online platform, such as the Residents of Brisbane Facebook page and Nextdoor, e-mail distribution lists such as Brsnet or review sites such as Hulafrog – on any one of which the City of Brisbane may be mentioned – are not to be mistaken as Social Media sites administered by the City. Users of these online platforms should not expect to receive a response from the City on these sites. However, users of the City’s website and the following City-administered Social Media sites and who submit a Contact Form (www.brisbaneca.org/brisbane-contact-form) can expect to receive a response from the City.

2.0 Emergency Information – SMC Alert (www.smcalert.info) shall be the primary tool used by the City for disseminating emergency information. Social Media may supplement SMC Alert, but shall not take the place of it for communicating emergency information to the public.

3.0 Limited Public Forum – each Social Media site shall expressly indicate that its intended purpose is to serve as a means of communication between the City and members of the public. The City’s use of Social Media is intended to create a Limited Public Forum pursuant to the provisions of the First Amendment to the United States Constitution. The City’s Social Media content, including comments by the public, containing any of the following shall not be allowed and shall be removed as quickly as possible by the Public Information Officer:

- 3.1 Comments not topically related to the particular article being commented upon
- 3.2 Vulgar or profane language or content
- 3.3 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.
- 3.4 Conduct or encouragement of illegal activity
- 3.5 Information that may compromise the safety or security of the public or public information systems
- 3.6 Content that violates a legal ownership interest of any other party
- 3.7 Links to any of the above listed content

- 4.0 Public Records Act – All content maintained in a Social Media format that is related to official City business is subject to the California Public Records Act. The Public Information Officer shall be responsible to ensure that records are retained and produced as required by law.
- 5.0 Campaign Activity/Personal Use Prohibited – Public officials who are subject to the Brown Act shall not make personal postings on any of the City’s Social Media sites.

Procedures

- A. All City-administered Social Media sites and their content, login information, and followers are the property of the City.
- B. With the exception of the Police Department, the administrator of the City’s Social Media sites will be the Public Information Officer, or his/her designee. He/she will maintain a list of the City’s Social Media sites, including login and password information, and will exercise discretion as to adding or removing any of the City’s Social Media sites.
- C. With the exception of the Police Department, the City’s Public Information Officer, or his/her designee, will be the sole City employee authorized to post content on any of the City’s Social Media sites.
- D. Due to the sensitive nature of law enforcement information and the need to report and to notify citizens of rapidly unfolding events, the Police Department will be responsible for maintaining and administering their own Social Media sites. The administrator of the Police Department’s social media accounts will be the Chief of Police, or his/her designee. The account administrator will maintain a list of the Police Department’s Social Media sites, including login and password information, and will exercise discretion as to adding or removing Police Department Social Media sites.

The City’s Social Media Sites

Facebook

Facebook is a social networking site that continues to grow in popularity and functionality. Businesses and government agencies have joined individuals in using Facebook to promote activities, programs, projects, and events. Facebook will be used to drive traffic to the City’s website and to inform users about City issues, news, and events.

The City’s official Facebook page will be: <https://www.facebook.com/brisbane94005>

Content

The City’s Public Information Officer, or his/her designee, will endeavor to add new content 3-4 times per week. Wherever possible, content will include links to the City’s website for more information. The City’s Facebook page will provide information relevant to City businesses when appropriate and help promote special events that benefit the business community. Appropriate comments will be allowed

and welcomed at any time. However, given the need to manage resources, replies from the City should only be expected during regular business hours.

The official page for the Brisbane Police Department will be: <https://www.facebook.com/BrisbanePD>

Content

The Police Department will aim to bring relevant information about the department and things of interest within the community. Wherever possible, content will include links to the City's website for more information. Appropriate comments will be allowed and welcomed at any time. Replies from the Police Department will occur as needed to supply the community with up-to-date information.

Twitter 

Twitter is a microblogging service that allows users to send and read "tweets", which are text messages limited to 140 characters.

The City's official Twitter page is: <https://twitter.com/CityofBrisbane>

Content

Twitter will be used to drive traffic to the City's website and to inform users about City issues, news, and events.



Flickr 

Flickr is an image-hosting site that allows users to share personal photographs in full resolution.

The City's official Flickr site will be: <http://www.flickr.com/photos/brisbanecalifornia/>

Content

Flickr will be used to display pictures taken within Brisbane, especially those taken at City-sponsored community events. The City's Public Information Officer, or his/her designee, will endeavor to upload photos taken at community events. Pictures submitted by community members may also be uploaded to the City's Flickr account, with the owner's name appearing in the photo's filename. Current photo sets can be found here: <http://www.flickr.com/photos/brisbanecalifornia/sets/>

YouTube  and Ustream 

YouTube is a video-sharing website on which users can upload, view, and share videos. Ustream is the software used to live stream and record public meetings.

The City's official YouTube channel will be: <http://www.youtube.com/brisbaneca>

The City's official Ustream channel will be: <http://www.ustream.tv/channel/brisbane-california>

Content

YouTube will be used to post videos of City Council and other City public meetings. Public meetings include City Council, Planning Commission, Parks and Recreation Commission, and Open Space & Ecology Committee meetings, which are recorded live and streamed via Ustream as well as on the City's website (www.brisbaneca.org/live-streaming).

Nextdoor Nextdoor

Nextdoor is a private social network for neighbors to share information with each other. There are currently two “neighborhoods” using Nextdoor – one that is called “Brisbane” and one that is called “Viewpoint at the Ridge”. The City cannot view the posts that are shared on either of these forums; it only has the ability to post into these neighborhoods.

The City's Nextdoor login page is available at this link: <https://cityofbrisbane.nextdoor.com/login/>

Content

Nextdoor will be used to post general City-wide information as well as emergency alerts, should the City send out any using SMC Alert. Though the City cannot view the individual posts that are shared on these forums, the City does have the ability to post into one, or both, of the neighborhoods as well as contact the “neighborhood lead”.

MindMixer MindMixer

MindMixer is a community engagement tool that can present one or more issues to the public and then invite original ideas, seek input on specific questions, or allow comments and discussion on the ideas of others.

The City's MindMixer platform will be identified on the City's homepage, www.brisbaneca.org, by the button “Brisbane Town Hall”.

Content

MindMixer is powered by the ideas of engaged citizens, so the content will largely be comprised of those ideas, with an introductory paragraph or two from the City to serve as background information for each new question/poll/survey created to invite citizen feedback.

Contact Information

Community Engagement Office

Direct: (415) 508-2157 | Fax: (415) 467-4989 | [E-mail](#)

Safari File Edit View History Bookmarks Window Help

www.envisiongreenville.com/signup

Engage Nati...y MindMixer Public Schoo...on, DC Area K-12 Facts members.na...OFINAL.pdf MindMixer Intranet Apple iCloud Facebook Twitter Wikipedia Yahoo! News Popular

MindMixer Follow... Opps Close Lost Au... Memorial Medical C... Engage Breckenrid... Sign Up | Environ... Richfield Connect b... Welcome to the off... Popular

100% Wed 9:48 AM Nick Kauffman

Sign Up Log In

SIGN UP

I already have an account
Facebook, Google, LinkedIn

First Name

Last Name

Email

Password

Confirm Password

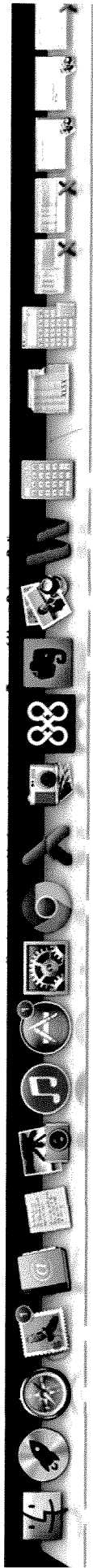
Birthday

Year

Postal Code

Gender (Optional): Female Male

CREATE MY ACCOUNT





February 3, 2015

City of Brisbane, CA Agreement

CONTACT INFORMATION

Primary Contact: Caroline Cheung
 Address: 50 Park Place
 Brisbane, CA 94005
 Phone: 415-508-2100
 Email: ccheung@ci.brisbane.ca.us
 Billing Email: ccheung@ci.brisbane.ca.us

This agreement is entered into by and between Socialmentum, LLC ("Mindmixer") and the organization identified above ("Client") and is effective on the date of last signature ("effective date"). This agreement identifies and defines the terms and conditions by which Mindmixer will provide the platform and services described below.

1. PLATFORM –WEB APPLICATION

- a. A web application that includes online engagement functionality. This functionality includes, but is not limited to, the ability to ask questions, enable user-generated content, access a content management system and access a reporting dashboard.
- b. Client is responsible for creating and managing site content and interactions with users. MindMixer may reject content assets at sole discretion if content contains obscene material, offensive language, or defamatory remarks about an individual or entity. MindMixer may directly contact users in the event of site security and site updates.
- c. Client is solely responsible for the time and cost associated with content creation and management (i.e., videos, photos, map production, etc.).
- d. Client acknowledges this agreement can provide opportunity for additional departments, entities, agencies or other meaningful groups within the organization to utilize the web application as part of the term, condition and pricing of this agreement.
- e. MindMixer will define naming convention for URL, host Site for operation through the term and work with Client to identify Project Name.

2. SERVICE & SUPPORT

- a. Training and support is provided via the web application, email and phone. Training and support resources include, but are not limited to:
 - i. Online engagement best practices;
 - ii. Community case studies; and
 - iii. Twenty-four hour online help desk resources.



3. FEES & TERMS (Select Yearly Option)

	5 YEAR	4 YEAR	3 YEAR
Length of Term	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Total Fee	\$12,500	\$12,000	\$10,500
Average Annual Fee	\$2,500	\$3,000	\$3,500
Total Savings*	(29% discount) \$5,000	(14% discount) \$2,000	

- a. Term:
 - i. Begins on the effective date.
 - ii. Ends at the expiration of the selected term length.
- b. Billing:
 - i. Begins on the effective date.
 - ii. Total Fee invoiced on the effective date.
 - iii. Fees due to MindMixer will be payable within 30 days of receipt of the applicable invoice.
 - iv. Payments of Fees to be made in US Dollars via check to MindMixer at 1735 Baltimore Ave., Kansas City, MO 64108. Credit card and ACH payments are accepted upon request.
- c. At conclusion of this agreement, this contract will automatically renew on an annual basis. Pricing will be based on the average annual contract amount of the original agreement, subject to an increase of no more than 5%. This renewal will go into effect unless written notice is received 30 days prior to anniversary date.

This offer (pricing, terms, details) is valid until **Feb. 24, 2015**. If not signed prior to this date, then this offer expires and a new agreement will be required.

ACCEPTED AND AGREED TO BY:

_____, "CLIENT"
 By: _____
 Its: _____
 Date: _____

SOCIALMENTUM, LLC., "MINDMIXER"
 By: _____
 Its: _____
 Date: _____