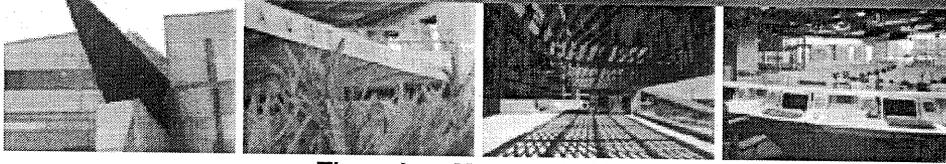


AGENDA



Thursday, March 11, 2010

Item(s) from Council
RECOMMENDATION FOR COUNCIL ACTION

Item No. 35

Subject: Approve a resolution directing the City Manager to work with stakeholders to create a policy regarding the use of social media sites and online collaborative tools for the City's Boards and Commissions.

Sponsor: Council Member Chris Riley

Co-Sponsor 1: Mayor Pro Tem Mike Martinez

Co-Sponsor 2: Council Member Laura Morrison



MEMORANDUM

TO: Marc Ott, City Manager

FROM: Ed Van Eenoo, Budget Officer

DATE: March 10, 2010

SUBJECT: Fiscal Memo for Item #35

Item #35 on the March 11, 2010 Council Agenda is to approve a resolution directing the City Manager to work with stakeholders to create a policy regarding the use of social media sites and online collaborative tools for the City's Boards and Commissions. This item has no fiscal impact. A budget amendment is not required.

RESOLUTION NO. 20100311-035

WHEREAS, in 2008 the Pew Research Project found 78% of adults use the Internet; and

WHEREAS, in 2009 the U.S. Census Bureau found almost 70% of adults in Austin access the Internet; and

WHEREAS, social media sites and online collaborative tools, including wikis and discussion boards, have become an important way for citizens to engage, communicate, and collaborate with governmental entities; and

WHEREAS, social media sites and online collaborative tools are efficient and cost effective ways to communicate with a broad audience; and

WHEREAS, many governments are examining social media use in relation to open meeting laws and other adopted legislation; and

WHEREAS, Austin's Boards and Commissions play a critical role in engaging citizens in our city government; and

WHEREAS, an established policy is necessary to determine guidelines and procedures that the City of Austin needs to effectively coordinate use of social media sites and online collaborative tools by Austin's Boards and Commissions; and **NOW, THEREFORE,**

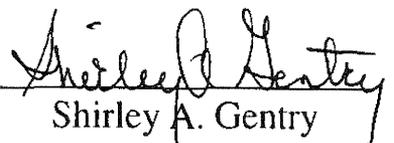
BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Manager is directed to develop a policy regarding use of social media sites and online collaborative tools for the City of Austin's Boards and Commissions, coordinating with the various City departments (including, but not limited to, the City Clerk's Office, CPIO, Legal, and CTM) and citizen stakeholders that have an interest in such a policy.

The draft policy should be presented to the Austin Community Technology and Telecommunications Commission and the City Council Emerging Technology and Telecommunications Committee before returning to Council. The draft policy should be presented for Council adoption on or before the May 24, 2010 City Council meeting.

ADOPTED: March 11, 2010

ATTEST:


Shirley A. Gentry
City Clerk