



CITY OF EL LAGO

AGENDA
WORKSHOP MEETING
411 TALLOWOOD DRIVE, EL LAGO,
TEXAS 77586
FEBRUARY 18, 2019
6:00 P.M.

NOTICE is hereby given of a Workshop Meeting of the City Council of the City of El Lago, County of Harris, State of Texas, to be held on February 18, 2019, at 6:00 p.m. at: City Hall Events Room, 411 Tallowood Drive, El Lago, Texas, for the purpose of considering the following numbered items.

1. Workshop Call to Order

2. Declaration of a Quorum

2.1. *Announce Absent Members of Council*

3. Discuss the following items: (there will only be discussion, no motions or decisions will be made during the workshop period):

3.1. *Discuss proposed communication policy*

4. Adjourn Workshop

ALL AGENDA ITEMS ARE SUBJECT TO ACTION

In compliance with the Americans with Disabilities Act, the City of El Lago will provide for reasonable accommodations for persons attending City Council Meetings. Requests should be received 48 hours prior to the meetings. Please contact the City office at 281-326-1951. The City Council of the City of El Lago, Texas, reserves the right to adjourn into executive session at any time during the course of the meeting to discuss any of the matters listed above, as authorized by the Texas Government Code, §551.071 (Consultation with Attorney), §551.072 (Deliberations about Real Property), §551.073 (Deliberations about Gifts and Donations), §551.074 (Personnel Matters), §551.076 (Deliberations about Security Devices), §551.077 (Agency Financed by Federal Government), §551.084 (Exclusion of Witness from Hearing), §551.086 (Meeting Concerning Municipally Owned Utility), §551.087 (Deliberations Regarding Economic Development), §551.088 (Deliberations Regarding Licensing Testing Exam), & §418.183(f) (Texas Disaster Act: regarding Critical Infrastructure).

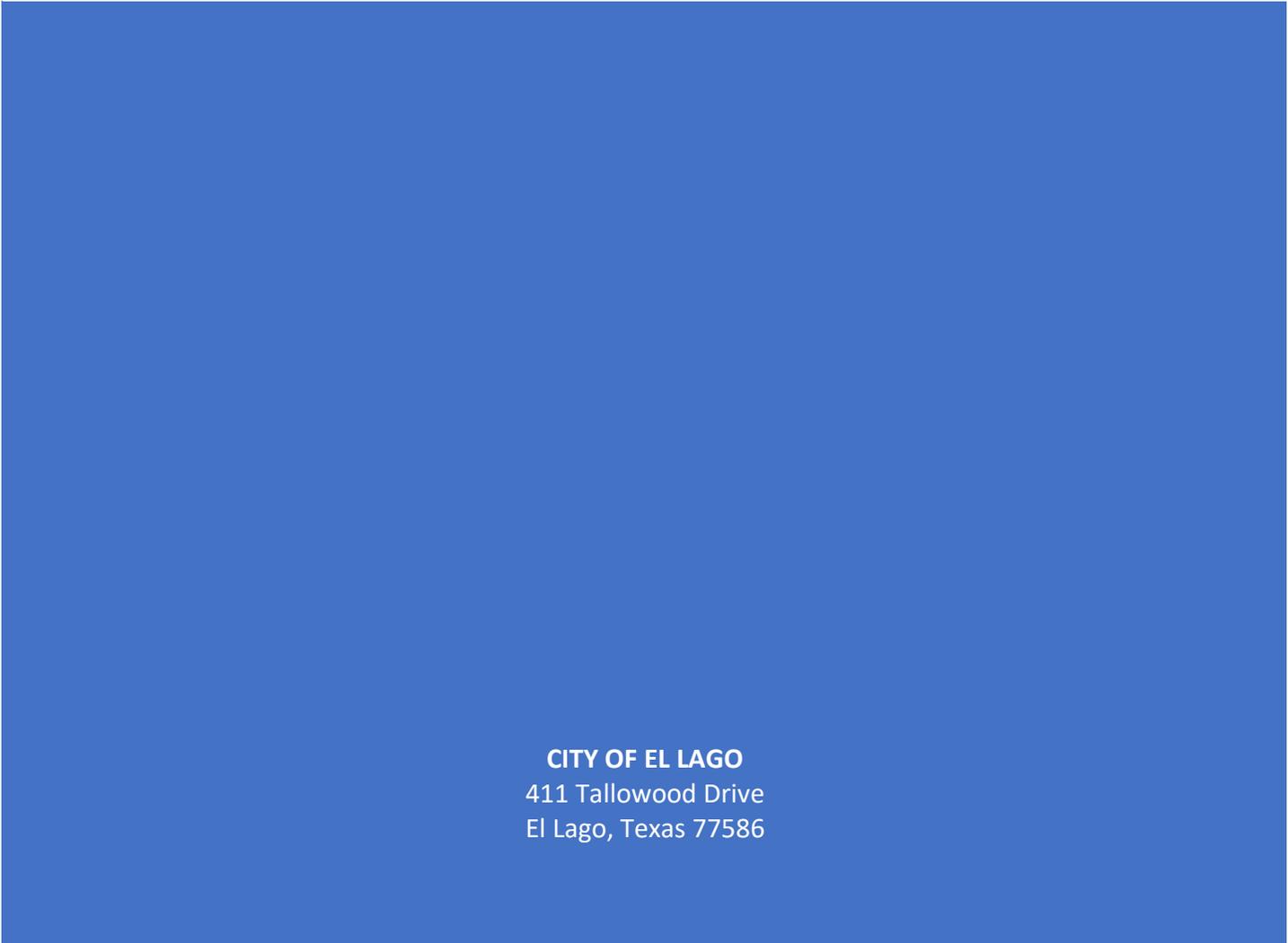
I certify that a copy of this notice of the City Council Meeting for February 18, 2019 was posted at City Hall, 411 Tallowood Drive, El Lago, Texas, by February 15, 2019 at 5:00 P.M.

Jeannie Kubricht, City Secretary



CITY OF EL LAGO COMMUNICATION POLICY

CITY OF EL LAGO
411 Tallowood Drive
El Lago, Texas 77586



COMMUNICATION POLICY FOR THE CITY OF EL LAGO, TEXAS

APPROVED BY CITY COUNCIL _____

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1 - MISSION

Communication is a key component that is essential in achieving continuity, harmony and cooperation in the City of El Lago which enhances, preserves and protects our citizens' quality of life. It is the mission of this Communication Policy to better inform and engage citizens, businesses and visitors by providing and responding with timely, reliable and accurate information in an effective and transparent manner.

This Comprehensive Communication Policy is an evolving document, which outlines the objectives and tactics needed to effectively achieve the stated mission and should be reviewed biannually by the City Council and modified as necessary.

2 - GOALS

- Ensure timely, reliable and accurate information dissemination and response
- Increase citizen, business and visitor awareness and engagement through the use of multiple communication platforms
- Consistently create and implement policy and procedures for existing and new technologies
- Generate measurement and data tools

3 - APPLICABILITY

This policy is applicable to all City of El Lago employees, elected and appointed officers, officials, and to all members of City boards and Commissions. This policy also applies to all City of El Lago personnel who personally utilize any social media or other internet activity that may impact the City's credibility, reputation, employee morale, services or goals of the City of El Lago.

4 - MAINTAINING THE IMAGE OF THE CITY

The City of El Lago desires to communicate regularly with its citizenry and to retain a positive identity through that communication. To that end, the City of El Lago will strive to provide policy, management and educational tools for City staff, Officials, Board members and Commissions when communicating with the public through all the various information outlets; including but not limited to verbal, written, digital and social media. Additionally, all communications should be issued in a positive and consistent nature and at no time will communications with the intent to politicize information, support or deride candidates, affect the outcome of city elections or achieve personal political gain be acceptable. Communicating effectively, transparently and consistently will produce the desired positive municipal identity.

COMMUNICATING EFFECTIVELY

Effectively communicating information includes communicating in a manner where the information is readily available to the target audience; concisely, intentionally and purposefully. The information should be brief, but comprehensive; accurate and useful. Readily understandable

COMMUNICATING TRANSPARENTLY

Transparency promotes accountability in the information provided to the citizens, businesses and visitors of El Lago. The City of El Lago strives to ensure the public's trust and establish a system of transparency, public participation and collaboration. *Timely, reliable, honest, unbiased and accurate* communication is an integral part of achieving transparency so that the integrity of the City's message is unquestionable. It is critical that all City Officials understand that

COMMUNICATING CONSISTENTLY

It is essential that information communicated be done in a consistent manner. All messages going out of the City should have a consistent look, value and attitude which should be applied to all manners of communication and across all communication platforms so that the identity of the City is clearly visible and all messages from the City are compatible. The same outgoing message from the City should go to every City communication platform in the same (or as close as possible) format. The content may be limited, as necessary for space, but should direct the audience to the City's website for the most comprehensive information regarding the message.

USE OF DISCLAIMERS

A City Official, whether elected or appointed, is always a City Official and at no time can separate themselves from their elected or appointed position. Therefore, whenever using any media application (whether City or privately owned) and discussing anything related to the City (whether stated or implied) the use of a disclaimer is mandatory. (e.g. "Anything I say or publish is my personal opinion and not the opinion or position of the City of El Lago, or a reflection of the City's policies.")

The use of a disclaimer is mandatory for any City employee, or other City liaison who refers to or identifies themselves as a City employee or City liaison in any media application, whether City owned or private. (e.g. "While I work for the City of El Lago, anything I publish is my personal opinion and not the opinion or position of the City of El Lago, or a reflection of the City's policies.")

5 - COMMUNICATIONS DIRECTOR

To ensure the *City Communication Policy and Plan* are clearly and consistently communicated, all media relations on behalf of the City of El Lago should be achieved through a cooperative effort with the designated Communications Director. At the starting of each mayoral term, the Mayor will appoint a Communications Director, which is a position also confirmed by the City Council. This person can be an existing staff member or resident of the City that has appropriate communications training and/or experience. While not the official spokesperson, this person shall be charged with the responsibility of reviewing all outgoing media (paper, television and radio) communication, ensuring that all outgoing communications are of a positive and consistent look and nature with the image of the City.

6 - PAPER, TELEVISION AND RADIO MEDIA RELATIONS

Given the nature of City Staff and Officials positions, you may at times receive interview requests directly from the media. Generally, the Mayor is the Key Spokesperson representing the City and when possible, all others should defer general media inquiries directly to the Mayor. The Mayor may defer the media to individual Council members or other City Officials which, in certain instances, may be the specific Subject Matter Expert.

7 - EDUCATION AND OUTREACH

The City of El Lago shall offer citizens additional ways of staying informed and engaged through the use of newsletters, an annual City report, email, website, select social media, print and telephone communications.

NEWSLETTER

The E-newsletter will be put into a standard format set by the Mayor and can be modified with the Mayor's approval from time to time. The City Secretary or a delegate of that Office, shall be responsible for gathering the data and putting it into the designated format. Items for the newsletter may include meeting schedules, ordinance updates and service reminders.

ANNUAL CITY REPORT

Annually the City will release a City Report. This is a comprehensive report that covers happenings and highlights of the previous fiscal year (September – October) plus the upcoming year's calendar of events and other current hot topic information such as tax rates, budget objectives, etc.

SURVEY

An annual survey that will analyze residents' response to the E-newsletter, city services and other relevant topics will be developed, approved by Council and made available via the City website. The survey results will be reviewed at a regularly posted City Council meeting and posted on the City's website.

8 – CITY WEBSITE-WWW.ELLAGO-TX.GOV

The City of El Lago's website, www.ellago-tx.gov, is the City's main portal of information to residents and businesses and should be represented, viewed and considered as the most current and authoritative source for information in the City and to where, all with questions, are directed. Therefore, it is imperative that the content of the website is regularly and consistently maintained and edited in a manner that is informative, accurate and fresh.

All outgoing communication from the City should be first posted on the City website in a searchable and obvious area. Additionally, all federal or state mandated notices shall be posted along with City public meetings, agendas, meeting minutes, financials, Ordinances and current

City contacts. City provided emergency notifications, services, events and fee based products will be posted, modified and removed as necessary. Relevant current civic information and contacts may be placed on the website as well as the listing of El Lago City businesses and those Vendors which are registered to work within the City boundaries.

WEBSITE DATA RESPONSIBILITY

It is the responsibility of the Communications Director, the City Secretary and each respective Official with oversight to the City Council, Emergency Management, Public Safety, Building Department, Events Liaison, Parks Board and City Municipal Court Administrator to review the content and make or submit appropriate changes regularly.

WEBSITE ANALYTICS

Quarterly website analytic reports should be generated and presented to the City Council by the Communications Director with positive suggestions on how to better utilize the site.

9 - SOCIAL MEDIA

The City of El Lago encourages the use of social media to advance the goals of the city and disseminate information, where appropriate, but it is not to be used as a tool for interaction with residents or businesses. The City's social media sites are to be well maintained and updated with timely, accurate and reliable information that appropriately represents the City. The best and most appropriate use of social media for the City of El Lago is as a channel for disseminating time-sensitive information as quickly as possible. The Mayor shall be the final authority on content published to social media applications, but should encourage and consider the input and direction of the Communications Director.

The city's social media sites currently include:

- Facebook
- Next Door
- YouTube

All city-related communication through social media applications should remain professional in nature and be conducted in accordance with the city's communications policy. Authorized users of City social media sites are expected to use good judgment, take personal and professional responsibility for any content they publish via social media, and support the City's missions and goals. Authorized users representing the City of El Lago on City social media sites and applications, in the course of their assigned duties and responsibilities, are bound by existing city policies and standards including but not limited to:

- Applicable state, federal and local laws, regulations, ordinances, and City policies, (E.g. Title VII, nondiscrimination, harassment, etc.)
- All information and technology security guidelines, procedures and policies.
- Existing City standards of conduct, ethics, rules and policies

- The Texas Public Information Act and e-discovery laws and policies (requiring content to be managed, stored and retrieved and open to public inspection and disclosure).
- Applicable state records-retention laws and City schedules for retention.

AUTHORIZATION

City staff or Officials authorized responsible for developing, maintaining, and monitoring social media applications shall be designated by the Mayor. Do not access social media sites or other online forums on behalf of the City unless authorized. Unauthorized use of an authorized employee or Official's identification or access credentials/information is a violation of this policy and will be disciplined accordingly. All authorized users are responsible for keeping their individual access information confidential and they will be held individually accountable for all entries made under their access data.

CONFIDENTIALITY

Employees', officials', board members', Commissioners' and other City liaisons' will not post or use proprietary, confidential, sensitive or individually identifiable information or divulge city intellectual property (trademarks, copyrights, or patents) in any social media applications.

PERSONAL VS. PROFESSIONAL USE

Employees' officials', board members', Commissioners' and other City liaisons' personal social media sites should remain personal in nature and should not be comingled or used for work purposes or to conduct official City business. Employees should not use their city e-mail account or password when accessing personal social media accounts. Personal and City social media accounts should not be synchronized for dual access or reference purposes.

RESTRICTIONS AND PROHIBITIONS

Users and visitors to the City of El Lago social media sites will be notified that the intended purpose of the site is to serve as a mechanism for communication between the City of El Lago and the public. There are certain topics and issues that are NOT allowed on City of El Lago social media sites comments. By way of example, these include, but are not limited to:

- Comments in support of or opposition to political campaigns or ballot measures.
- Profane language or content. Abusive or disparaging comments directed at individual(s).
- Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status or lack thereof, socio-economic status of individual(s), national origin, physical or mental disability or sexual orientation
- Sexual expression, discrimination, harassment or content of any kind or links to sexual content or pornography whether of an adult, minor or child.
- Any expression of conduct or encouragement of illegal activity
- Information that may compromise the safety or security of the public or City's public safety systems
- Any expression of words that would disparage right, title or interest of a legal ownership of any other individual or business.

- Comments that do not pertain to the topic under discussion; including comments containing links to other websites or pages not relevant the topic under discussion.
- References to or inappropriate characterizations of individuals including personal attacks upon any member of the public, City employee or City official.
- Advertising or promotional announcements of private or commercial enterprises, even if not for profit, unless the City is co-sponsoring such activity or event or it falls within the guidelines of promotions allowed on the City website. Only City business related advertising (City services) or promotional announcements (special City events) are allowed.
- Individually identifiable information (e.g. address, phone number and social security numbers) of specific individuals be they City employees, officials or members of the public.

The City of El Lago reserves the right to restrict or refuse to re-publish any content that is deemed in violation of this policy or any applicable federal, state or local law(s), including the terms of service or terms of use outlined by third-party social media application providers. The City of El Lago reserves the right to block users who violate these terms.

NO PRIVACY EXPECTATION

Employees, officials, board members, Commissioners and other City liaisons should have no expectation of privacy as to information stored on city computers, networks, databases or devices. Neither should City Officials have the expectation of privacy on personal computers or networks used for City communication. Furthermore, there should be no expectation of privacy regarding any communications between any City employee, Officials, Board members, Commissioners and other City liaisons and the public when in course and scope of performing City related duties

RECORDS RETENTION

All content published and received by the city using social media are public records in accordance with the Texas Public Information Act

(https://www.oag.state.tx.us/ag_publications/pdfs/publicinfo_hb.pdf)

- City authorized social media users are prohibited from deleting, altering, or in any way destroying, obliterating or tampering with the social media posts once they have been officially entered into the social medium as the City remains responsible for public records made or received using social media.
- The City retains public records and disposes social media public records in accordance with Texas State Records Retention Schedule (<https://www.tsl.state.tx.us/slrn/recordspubs/rrs4.html>)

10 - PRIORITY NOTIFICATION SYSTEM

The City's automated calling system is a valuable tool for communicating brief, time-sensitive bits of information. The system should be utilized for both emergency and civic announcements, but limited in the number of civic calls generated so that the system retains its

value does not become a nuisance to residents. The Mayor shall be responsible for the frequency of calls as well as the content of each call and shall designate authorized users of the system.

PROMOTION OF PRIORITY NOTIFICATION SYSTEM

A “How to Register” campaign shall be launched notifying residents that the Priority Notification System will be the initial and primary media asset in an emergency, encouraging citizens and businesses to register and providing registration instructions. This information should be distributed regularly and through all sources of City Communication.

11 - PEG FUNDS

All funds from the receipt of the Public Educational and Governmental tax as collected and distributed to the City of El Lago, will be utilized for equipment and supplies to support public education as allowed under Chapter 66 of the Texas Utilities Code. Funds shall be kept separate and not comingled with other City funds. Annually, the City Council will designate via the annual budget, specifically how the funds will be expended and the Mayor or his delegate will oversee the expenditures.

12 - EMERGENCY COMMUNICATION

The Emergency Management Coordinator and his Assistant are responsible for ensuring prompt notification of citizens and businesses in the case of an emergency or crisis. All avenues of communication are to be made immediately available for emergency related announcements and the Emergency Management Coordinator or his Assistant facilitated in their use of the various forms of City Communication. All outgoing communications must comply with the City of El Lago’s Communication policy.

ANNUAL EMERGENCY PREPAREDNESS PUBLICATION AND WORKSHOP

The Emergency Management Coordinator and their Assistant will annually provide a Hurricane Preparedness Workshop for the community of El Lago. The Workshop may also address other pertinent emergency topics as they relate to emergency preparation and/or mitigation including, but not limited to flooding, chemical releases or mosquito borne illnesses. Documentation such as an informative brochure, will be created on the same determined topics and made available to residents at City Hall or through the City website.