



Town of Portola Valley

Website Policy

Adopted: March 3, 2013

PURPOSE

The purpose of the Town of Portola Valley ("Town") website is to provide information of the Town's choosing to the public in order to conduct the Town's business and promote the Town's goals as guided by the Town Council. The Town's website and any links are not intended to serve as a forum for free discussion. Ample facilities for free expression are available both on the internet and in the physical world. Instead, the Town's website is intended to serve the Town's need to make useful and practical information available to residents, businesses, and visitors that facilitates the provision of a Town service or furthers another specifically articulated purpose of the Town.

POLICY

The Town's website is intended to inform the public about the business of the Town and provide a resource for interacting with the Town. The Town's website may not be used for commercial or political speech, and may not be used for any personal business.

All content to be placed on the Town website, including the calendar and any links, shall be approved for posting by the Town Manager or his or her designee. Content included on the Town's website shall further Town goals or a specific purpose of the Town that is articulated in an official written expression of Town policies or purposes. Any links are provided to further Town goals or purposes and not as a benefit to the linking party. No party shall have a right to place a link on any Town website by virtue of this policy.

Specifically articulated purposes of the Town are those purposes that are set out in official policy documents of the Town. Specifically articulated purposes of the Town that could be furthered by providing content on the Town website include (but are not limited to):

1. Providing information about events, programs and classes sponsored by the Town.
2. Making information available about the organizations in which the Town itself maintains a membership.
3. Providing information about programs or events of other public agencies whose jurisdiction includes the Town or of organizations whose governing body includes official representatives from other public agencies whose jurisdiction includes the Town.
4. Making known the availability of services to visitors and citizens by linking to entities that have contracted with the Town to provide services.
5. Making known indirect providers of information and/or services that are supportive of established Town goals, policies and/or programs where the Town Manager or his or her designee determines that the link to the provider will enhance the ability to achieve the goals, policies and or procedures.

6. Creation of a vibrant Town by drawing upon the Town's assets through the Town's relationship with organizations such as local churches, local businesses, regional organizations, city-to-city committees, sister cities, and other organizations to promote trade, investment, cultural activities and civic engagement.

In determining if particular content would serve a specific articulated purpose of the Town, the Town Manager or his or her designee shall consider the following:

1. Whether the mission of the organization closely aligns with the accomplishment of a Town objective, such that adding the content is helpful in meeting the Town's goals.
2. Whether the organization's role as a business partner, contractual partner, or ongoing user of a Town facility, is such that the Town benefits from promotion of the organization through the link.
3. Whether there is such an abundance of potential links of this nature that a comprehensive list is unreasonable to maintain, and a representative sample would be more useful to a user of the Town's website.

Website Disclaimer

The Town is neither responsible nor liable for any delays, inaccuracies, errors or omissions arising out of the use of the Town's website or with respect to the material contained on the website, including without limitation, any material posted on the website, nor for any viruses or other contamination. The Town website and all materials contained on it are distributed and transmitted "as is" without warranties of any kind, either express or implied, including without limitations, warranties of title or implied warranties of merchantability or fitness for a particular purpose. The Town is not responsible for any special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the website and/or the materials contained on the website whether the materials contained on the website are provided by the Town or a third party.