



Council Policy

1. PURPOSE

To promote the City mission, enhance governance, and communicate expectations relating to conduct thereby reducing institutional risk and provide general guidelines. This policy establishes a framework and promotes accessibility to current policies relating to roles and responsibilities, as well as consistency and provides clarity of content.

2. SCOPE

This policy applies to all Council members elected or appointed.

3. COUNCIL GOVERNANCE POLICIES COMMITTEE

The Council Governance Committee is to review and make recommendations to the Council as part of the Council policy development and review process. This may include:

- Participation in the review of the adopted Council Policies and to make any revisions or recommendations during the Council Retreat and Goal & Objective setting process.
- Serve as a focus group when necessary to assist staff in assessing policy issues if they arise.
- The Council Governance Policy Committee shall have the authority to explore any areas of the policy that it deems proper.
- The Council Governance Policy Committee is advisory only and any report or recommendation must be brought to the Council for a former decision.

4. CITY COUNCIL POLICY REFERENCE

- a. City of Prineville Charter
- b. City of Prineville Code of Ordinances (Note: Chapter 30 Relates Specifically to Council)
- c. City of Prineville Fiscal Policies (Adopted with Budget Process)
- d. City of Prineville Mission Statement
- e. Prineville City Council & Department Goals/Objectives
- f. City of Prineville Social Media Policies
- g. Applicable State of Oregon Revised Statutes and Oregon Administrative Rules

5. MISSION POLICY

- a. Council will adhere to the adopted Mission Statement.



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6. COUNCIL – MANAGER RELATIONSHIP

The Council will link governance and management functions through a single chief executive officer titled City Manager.

- a. All Council authority delegated to the operational organization is delegated through the City Manager, so that accountability for the operational organization is considered to belong to the City Manager.
- b. The City Manager is accountable to the Council for achieving provisions of the Councils Mission policies and avoiding limitation provisions of other city policies.
- c. Monitoring data that disclose the degree of organization performance of Mission policies will be systematically gathered by the Council and considered to be part of the evaluation process of the Managers performance.
- d. Individual Council members may have whatever relationship with the staff that is acceptable to the City Manager, except that they can never carry the instructive authority of the Council, nor can they waive requirements set out by the Council.
- e. As long as the City Manager uses any reasonable interpretations of Mission and other city policies, the City Manager is automatically authorized to establish all operational policies. The Council and its members will respect and support the City Manager's choices. This does not prevent the Council from obtaining information in the delegated areas.
- f. Only decision of the council acting as a body are binding upon the City Manager. Decisions or instructions of individual board members, officers or committees are not binding, except in rare instances where the Council gives specific authorization. If Council members or committees require further information or assistance without Council authorization, the City Manager can refuse such request that require, in the City Manager's judgement, a material amount of staff time or funds, or that are disruptive.
- g. The City Manager will inform the Council of any changes in the management organizational structure of the City prior to its implementation.
- h. The City Manager will be evaluated on:
 - 1). A positive financial annual report and audit.
 - 2). Successful accomplishment of planned City projects and programs.
 - 3). Staff satisfaction and retention.
 - 4). The City's positive public perception.
 - 5). Keeping the Council informed with timely reporting.



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7. COUNCIL DUTIES AND EXPECTATIONS

The role of the Council, on behalf of the Citizens of Prineville, is to assure that the City accomplishes what it should and avoids unacceptable activities and conditions. Accordingly, the Council will:

- a. Engage in contact with Citizens of Prineville to represent their diversity.
- b. Define in Mission policies what is to be accomplished in terms of benefits, recipients and their relative priorities.
- c. Carry out its job with discipline, emphasizing strategic rather than short-term issues, policy rather than single events, and group rather than individual decision.
- d. Adopt rules for the government of its members and proceedings.
- e. Appoint a Municipal Judge, a City Manager, and such other officers as the Council deems necessary.
- f. Council committees are reviewed and appointed annually will only assist in the Council's job, never interfering in the direct link between the Council and the City Manager, and never fragmenting the wholeness of the Council's job.
- g. The biennial cycle of the Council will conclude with reestablished Mission policies just prior to the City Manager construction of a new plan and budget.
- h. Determine any necessity of taking property for the city by condemnation as declared by a resolution.
- i. Serve as the Contract Review Board.
- j. Authorize the disposal of unclaimed property, or its transfer to the city for its use.
- k. Serve as the Appeal Board for decisions made by the Planning Commission and the Transient Lodging Tax Review Committee.
- l. Determine whether or not to create a reimbursement district for the construction of public improvements.
- m. Adhere to City Council Policy references listed in Section 4.

8. COUNCIL SOCIAL MEDIA AND COMMUNICATIONS POLICY AND PROCEDURES

Prineville City Council has a need to augment traditional communication methods with the use of social media channels. This need primarily stems from public demand and the rapid growth of social media use by other local, state and federal government entities as an indication that social media can be used



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effectively to enhance constituent communications. The use of social media presents opportunity and risk to individual City Councilors, as well as the City as a whole.

This section establishes City Council social media use policies, protocols and procedures intended to mitigate associated risks from use of this technology where possible. Shall the City change its direction on social media use, this policy will be revised and agency/department social media activity shall be adjusted accordingly.

This policy establishes a formal process for the use of social media by individual Council Councilors in their capacity as elected officials. As social media creates personal contacts between individuals, this presents a new set of challenges in a professional environment. These policies apply to all social networking sites directly managed by the City of Prineville.

Social Media Guidelines for elected officials should comply with the following guidelines when using City of Prineville social media sites:

- a. Elected officials shall use official City social networking sites managed by the City of Prineville.
- b. Official City Councilor social networking sites shall clearly indicate that they are maintained by the City of Prineville for Councilors, and shall have contact information prominently displayed. Where possible, social networking sites will link back to the official City of Prineville website for forms, documents and other information.
- c. Elected officials who use the City's official social media should be subject to the same requirements as employees and adhere to City of Prineville Policy 515.
- d. Elected officials shall not use official City social media sites for campaigning purposes.
- e. Elected officials shall not post comments or links to any content that endorses or opposes political candidates or ballot propositions, including links to an elected official's campaign site.
- f. All comments posted during an election season by anyone who has filed for office will be removed.
- g. Elected officials should be mindful of the risks of electronic communication in relation to the Oregon Data Practices Act and the Open Meeting Law; two-way communication between elected officials should be strictly avoided.
- h. Elected officials should not use social media as a mechanism for conducting official City business other than to informally communicate with the public.
- i. Elected officials should reveal that they are elected officials for the City if/when making a post and be honest, straightforward and respectful.
- j. Elected officials should be sure that efforts to be honest don't result in sharing nonpublic information related to co-workers, personnel data, medical information, claims or lawsuits, or other nonpublic or confidential information.
- k. Elected officials should add value to any social media discussion by staying focused on the issue.



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- l. To help prevent errors, elected officials should not post official information (e.g., incorrect information about a new city ordinance) about the City as it could create liability issues.
- m. If an elected official makes a mistake, it should be corrected as soon as the official is made aware of the error. Corrections should be upfront and as timely as possible. If an earlier post is modified, it should be made clear that the posting has been corrected. Consider designating corrections with “Fixed link” or “Fact correction” before the correction.
- n. Elected officials who are contacted by the media on a topic of official City business should follow City communications protocols.

DEFINITIONS

For the purpose of this City of Prineville City Councilor social media policy, the following terms are defined as provided below:

1. **Social media:** collaborative content created by individuals through the internet. Examples of social media include blogs, Facebook, Twitter, LinkedIn, Instagram, Snapchat, YouTube, Flickr, etc.
2. **Post:** original content placed on a City of Prineville social media site by an *author* (see below) within the City of Prineville or City Council.
3. **Author:** an authorized City of Prineville staff member or City Councilor that creates and is responsible for posted articles and information on social media sites.
4. **Blog:** (*web log*) is a City website with regular entries of commentary, descriptions of events, or other material such as graphics or video. Blogs are typically topic-specific, where content is provided by one or several authors, and then made available for comment.
5. **Commenter:** a Prineville City staff member, City Council official or member of the public who submits a comment for posting in response to the content of a particular City article or social media content.
6. **Comment:** a response to an article or social media content submitted by a commenter.

COUNCIL COMMUNICATION GUIDELINES

The Council acts as a body and it is important that individual Council members understand general guidelines when speaking on behalf of the Council.

Council guarantees to:

- 1) Treat members of the local community with courtesy, patience, sensitivity and attentiveness.
- 2) Provide the local community with advice and other information that is clear and concise.



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- 3) Councilors who are asked the City Council's position on an issue should respond with a position reflective of the position of the City Council as a whole.
- 4) On occasion, Councilors may wish to communicate on an issue on which the Council has not yet taken a position or about an issue for which the Council has no position. In these cases, the Councilor should make it clear that he/she is expressing a personal view, rather than that of the Council.