



Request for City Council Committee Action from the Department of Communications and BIS

November 5, 2010

To: Honorable Betsy Hodges, Chair Ways and Means Committee

Subject: Electronic Communications Policy

Recommendation: The Communications Department and BIS recommend the approval of the revised *Electronic Communications Policy* and receive and file of the attached procedures.

Previous directives: The Council passed the revised Electronic Communications Policy September 2, 2005.

Prepared by: Matt Lindstrom, Communications Specialist, X2148

Approved by: Sara Dietrich, Communications Director, X2101 _____

Presenters in Committee: Matt Lindstrom and Deb Parker

Policy Review Group: Approved October 14, 2010

Financial Impact

- No financial impact

Community Impact

- City Goals – A City That Works

Background/Supporting Information

The purpose of this revision is to:

- Establish the City's official World Wide Web and email domain name as minneapolismn.gov.
- Require departments get approval from Communications and BIS if they want to use alternate email or World Wide Web domain names.

WHY CHANGE?

The Communications Department and BIS are requesting a new World Wide Web and email domain name to one that is more memorable and less cumbersome.

The proposed domain name – www.minneapolismn.gov – follows the U.S. Government's official protocol for government entities (City staff did seek a waiver to allow our site to be www.minneapolis.gov; however we were denied that request). Only official government websites are allowed to use the .gov URL so this will provide the surest assurance for our

residents, businesses and visitors that they are conducting online business with the City of Minneapolis. By adopting, branding and promoting a minneapolismn.gov domain name, our employees and citizens will learn to recognize and differentiate what is truly coming from the City of Minneapolis and what may be coming from a suspect source; minneapolismn.gov cannot be confused with anything but the official government site of the City of Minneapolis.

Finally, this change will require a nominal cost (in staff time) to BIS and the Communications Department but there will be no need to reproduce existing materials (business cards, stationary, promotional items, etc.) as the old domain name will continue to function indefinitely. Any printed business materials can be changed as new supplies are needed.

CHANGES NEEDED TO EXISTING POLICIES

The following changes have been made to the current *Electronic Communications Policy*.

1. Replaced ci.minneapolis.mn.us with minneapolismn.gov (IV-A)
2. Clarified that departments must use minneapolismn.gov as the official domain name when conducting city business unless another domain name has been approved by BIS and Communications. (IV-A)
3. Established that departments receive approval from BIS and Communications when requesting to operate department-level e-mail accounts. (IV-B)
4. Replaced ci.minneapolis.mn.us with minneapolismn.gov (VI-A)
5. Added that the new domain name conforms to the General Services Administration's standard naming conventions for local government dot-gov domain names. (VI-A)
6. Replaced ci.minneapolis.mn.us with minneapolismn.gov (VI-A-1-A)
7. Replaced ci.minneapolis.mn.us with minneapolismn.gov (VI-A-1-B)
8. Established that departments receive approval from BIS and Communications when requesting an alternate URL based on the standard domain name: sitename.minneapolismn.gov (VI-A-1-B)
9. Established that departments receive approval from BIS and Communications when requesting non-standard domain names and URLs (VI-A-2)