



Policies, Guidelines & Procedures for the Town of New Paltz Website

CONTENTS:

1. Domain Registry & Statement of Purpose Disclosure
 2. Copy Restrictions
 3. Email to Town Officials
 4. Linking to the Town Website
 5. Links to other sites & Banners
 6. Images & Graphics
 7. Site Accuracy and Continuous Improvement
 8. Website Accessibility
 9. Website Disclaimer
 10. Website Privacy
 11. Collection & Use of Online Data
 12. Secure Transmissions
 13. Website Security
 14. Procedures and Restrictions of Posting
 15. Protocol for Posting Information to Pages
 16. Procedures for Submission of Public Announcements
 17. Summary of Website Features
- Acknowledgments

Adopted by Resolution of the Town Council November 18, 2004

1. Domain Registry & Statement of Purpose Disclosure

The official internet homepage and website of the Town of New Paltz (also known as www.townofnewpaltz.com, www.townofnewpaltz.net, and www.townofnewpaltz.org), is provided as a service to the citizens of New Paltz, New York and to the general public.

2. Copy Restrictions

Data on this system is public information and is generally available to copy or distribute in conformance with Chapter 109, Records, Public Access to of the Code of the Town of New Paltz, Information and/or images which may not be copied without permission include copyrighted materials, such as photographs or artwork on loan to the Town, and the town seal. Please contact the Town Clerk's office for information on how to obtain authorization concerning use of the town seal. Unauthorized attempts to upload or change information on this facility are prohibited.

3. Email to Town Officials

Communications made through email and messaging system links contained on this site shall in no way be deemed to constitute legal notice to the Town of New Paltz or any of its agencies, officers, employees, or representatives, with respect to any existing or potential claim or cause of action against the Town or any of its agencies, officers, employees, or representatives, where such notice is required by any federal, state, or local laws, rules, or regulations.

Email directly to Town staff may be used to address business matters. Use of town email addresses for commercial solicitations is prohibited.

Email concerning content on this Internet site and general web site related comments, questions or recommendations may be directed to the web site administrator, hostmaster@townofnewpaltz.org.

4. Linking to the Town of New Paltz web site

Unless you are subsequently advised otherwise by the Town of New Paltz, you are granted permission to create hyperlinks to the content on this web site, provided that the link accurately describes the content as it appears on the site. The Town of New Paltz reserves the right, however, to revoke this permission, or access to specific links, at any time, and may discontinue links due to content management practices. Under no circumstances may you "frame" the web site or any of its content. Each page within the Web site must be displayed in full, without any accompanying frame, border, margin, design, branding, trademark, advertisements or promotional materials not originally displayed on the page within the site.

5. Links to Other Sites

The Town of New Paltz website contains hyperlinks to sites created & maintained by state, county or other government entities and local not-for-profit organizations and service agencies under contract to the Town of New Paltz. These links are provided for your reference and

convenience only. The Town of New Paltz does not control these other web sites and is not responsible for their content; nor does the Town of New Paltz's inclusion of links to such web sites imply any endorsement of the material on the web sites or any association with their operators. We generally use a different link color and underline to indicate you will be leaving the Town of New Paltz web site. Once you link to another site, you are subject to the policies of that site.

Except as indicated by future amendment to this policy, the town website will not include any header, footer, or side banner announcements or advertisements of any kind on any page of its website.

6. Images & Graphics Policy

Policy on Images & Graphics Posted to the Town of New Paltz Website. The purpose of this policy is to ensure that the Town website respects all copyright, trademark, and ownership laws, as well as relevant universal accessibility, design, and general policy guidelines established by the town relevant to images and graphics. All photographs, images, and other graphics posted to the site will be:

- Authorized, upon written permission of owner, for publication by the town.
- Optimized at a resolution of 72 dot pixels per inch.
- Posted with an associated ALT tag on each page upon which it has been inserted.
- Registered into the town Web Photo Archive before being added to any page. Each entry includes written documentation of: Date of Inclusion, Source, Original Author / Owner, and Written Permission to Post (where applicable)

7. Site Accuracy & Continuous Improvement

The Town of New Paltz website will reflect continuous improvement; and therefore we make no claims, promises, representation or guarantee about the accuracy, completeness, or adequacy of the information contained in or linked to this website and associated sites.

Although we try to ensure broken links do not exist; the links to other internet sites may have changed. If you encounter a broken link, please report it to the web site administrator, it will be assessed and corrected as soon as possible!

8. Website Accessibility Policy

The Town of New Paltz is committed to providing access to our website for individuals with disabilities. We recognize the importance of making our website available to the largest possible audience and our goal is to attempt to design the website to be accessible by everyone.

To meet this commitment, our goal is to attempt to voluntarily comply with requirements of Section 508 of the Rehabilitation Act Amendments of 1998, and Level 1.0 Accessibility Guidelines proposed by World Wide Web Consortium (W3C).

Section 508 requires that individuals with disabilities, who are members of the public seeking information or services from us, have access to and use of information and data that is comparable to that provided to the public who are not individuals with disabilities, unless an undue burden would be imposed on us.

9. Website Disclaimer

The Town of New Paltz provides this website as a public service. Users of this website are responsible for checking the accuracy, completeness, content, currency, suitability, and timeliness of all information. The Town of New Paltz makes no representations, guarantees, or warranties, expressed or implied, as to the accuracy, completeness, content, currency, suitability, and timeliness of the information provided via this website. This information is provided on an "as is" basis.

The Town specifically disclaims any and all liability for claims or damages that may result from providing the website or the information it contains, including any websites maintained by third parties and linked to or from the Town website. The Town of New Paltz makes no effort to independently verify, and does not exert editorial control over, information or services provided on pages outside the Town domain.

The Town does not endorse any products, vendors, consultants, or documentation referenced in this website. Any mention of vendors, products, or services is for informational purposes only.

10. Website Privacy Policy

The Town of New Paltz is committed to protecting the right to privacy of all our visitors. We recognize our obligation to keep sensitive information secure and have created this privacy statement to share our information gathering and dissemination practices for this website.

11. Collection and Use of Online Information

When you visit the Town of New Paltz website, we may use automated tools to log information about each visit. We may process this information in the aggregate to determine site performance issues, such as most popular pages, most frequently downloaded forms, and other site performance characteristics. This information does not identify you personally. We do not track or record information about individuals and their visits

Our web server automatically collects your IP address when you visit our site. (Your IP address is your computer's unique address that lets other computers attached to the Internet know where to send data, but does not identify you individually.) We use your IP address to help diagnose problems with our server and to compile statistics on site usage. We do not make your IP address available to anyone outside the Town's technology consultant and staff. Because this information is not stored within town government, it is not subject to the Freedom of Information law.

To provide better service and a more effective website, sections of this site may use "cookies" as part of our interaction with your browser. A cookie is a small text file (typically only a few bytes) that we place on your hard drive to allow our server to identify your computer. Our cookies will not attempt to read any information on your hard drive, and we do not combine information collected through cookies with other personal information to determine your identity or your email address.

When you visit certain areas of this site, you may be asked to provide personally identifiable information (such as your name, address, telephone number or other contact information, and, potentially, a credit card number) that we need to process your request. In the event that you decline to provide such information, you may limit our ability to serve you online. Still, we invite you to continue to visit the site and take advantage of the wealth of information it offers.

12. Secure Transmissions

Please be assured that this site has security measures in place to protect the information you may provide us. We will encrypt information that is deemed sensitive (such as social security numbers, credit card numbers, etc.) or data that must remain secure to meet legal requirements.

13. Website Security Policy

We attempt to ensure that the Town of New Paltz website remains available to all users by employing software programs and policies to monitor network traffic, and to identify unauthorized attempts to upload or change information, or otherwise cause damage to the site. Our system management team include technical and administrative points of responsibility, we work to ensure that the site is free from commercial messages including "pop-ups," pornographic or inappropriate materials

14. Protocols for Posting

The purpose of this policy is to ensure that the Town of New Paltz Website does not become public fora or limited public fora but rather is maintained for the exclusive use of the Town of New Paltz. Information posted on the Town website shall be of or pertaining to municipal government functions.

The Town of New Paltz website may comprise all documents, databases, log files, web pages, and other information residing on any Town-owned web server, or on a web server made available to the Town for this purpose. This includes - but is not limited to - all information housed on a Town of New Paltz web server using html, asp, word, pdf, and / or database storage formats. All content posted to website is subject to standards of integration into the Town of New Paltz approach to online information presentation.

All content must meet the following standards:

- Contains information reflecting a Town departmental, divisional, or program initiative, range of service, or responsibility, **OR** contains directional information, such as maps, directories and information services, etc.; **OR** provides public notice of a specific event which is open to the public and has received Town sponsorship in the form of a Town Council resolution or budget allocation **OR** is posted only to the Monthly Calendar and adheres to the associated standards;

AND

- Represents the Town of New Paltz as a single speaker;

AND

- Fulfills the Town of New Paltz submission protocols

To ensure that the content of the Town of New Paltz website is in conformance with these policies, the following individuals shall be authorized to post content, generally outlined in the areas as follows:

- **Town Supervisor, or designated town board member:** general content oversight, including links, town department pages, pages for boards, committees and commissions, and news of town government supervisor@townofnewpaltz.org
- **Website Administrator:** general technical oversight and implementation hostmaster@townofnewpaltz.org
- **Town Clerk, or deputy town clerk:** clerks page, including the town code, and monthly meetings calendar clerk@townofnewpaltz.org
- **Town Recreation Director:** recreation page, including activities, leagues, and schedules recreation@townofnewpaltz.org
- **Webmaster:** or other technician authorized by the town of New Paltz

15. Protocol for Posting Information to Pages

In accordance with the standards established above, those individuals or professionals identified above shall upon request facilitate the posting of information on the website as soon as practicable. Questions about of any request shall be directed to the Supervisor, who shall make a determination regarding the request. The Supervisor shall refer any concern that arises regarding the conformity of a submission to these website policies, guidelines and procedures to the attorney for the town, and to the town council for review and determination at a public meeting.

16. Procedures for Submission of Public Announcements

Submittals for an "Announcements" listing on the Town of New Paltz Website shall be prepared in accordance with these policies and guidelines, as posted on the Policies & Procedures for the Town of New Paltz Website@ page of www.townofnewpaltz.com and also shall conform to the following formats. (The following layout template will minimize the time required to transfer your information to the website administrator or office of town clerk.)

The electronic copy shall be prepared in Microsoft Word or ASCII text format only. Only plain text shall be used. Text style shall be single-space, Times New Roman 12-point type, normal font unless otherwise specified by the Town. No images, graphics, borders or special characters shall be included in the text of the Announcement listing.

Please be sure that you have properly used tab, space and enter (cr/lf) commands in the preparation of your document otherwise the text layout will be distorted. Please verify information and spell check your document. The Town is not responsible for poor grammar, misspellings or incorrect dates, times, etc. Internet "links" shall not be included in the text of the announcement or event listing unless previously approved by the Town. The Town reserves the right to edit copy to fit space or format requirements. If contact information is not provided, the item will not be posted to the website.

Announcement Format:

Line 1: Name of sponsoring government agency or organization.

Line 2: Address of sponsoring agency or organization.

Line 3: Name of Department head, Chair or contact person.

Line 4: Daytime telephone number of contact person.

Line 5: Mailing address and street address of contact person.

Line 6: Requested Start Date mm/dd/yyyy (The date to begin display)

Line 7: Requested End Date mm/dd/yyyy (The date to end display)

Information for publication:

Line 10: Announcement Title. This becomes the headline title which appears on the home page. Limited to !

Line 15-18: Announcement Text. Include the name of the government agency or bona-fide non-profit organization in this text. Include day, date, time and name and telephone number of contact person, if appropriate. Announcement should be limited to 25-30 words. Use upper and lower case letters, do not write ALL CAPS.

Example:

"The Town Website Committee meeting scheduled for Tuesday, January 30, has been rescheduled for Tuesday, February 6th at 7:30 p.m. at town hall. Contact John Q. Public, 255-0000."

If you have any questions, please contact the Town Clerk at (845) 255-0100 or e-mail: clerk@townofnewpaltz.org

17. Summary of Website Features

The municipal website for the Town of New Paltz shall have the following features:

- E-government directory for municipal e-mail addresses
- Online telephone directory for all town departments and offices
- Information from town departments, including the Supervisor, Town Clerk, Town Council, Highway, Justice Court, Recreation, Youth Recreation, Assessor, Building Department
- Information concerning town Boards, Committees and Commissions including,

but not limited to: the Planning Board, the Environmental Conservation Commission, the Zoning Board, the Open Space Committee, Police Commission

- Town code, comprehensive master plan,
- Official town map(s), and maps of election districts
- Monthly calendar
- Recent town government generated news
- Local links
- Online Forms
- Agendas for forthcoming Town Council Meetings
- Approved Minutes of Town Council Meetings
- Formal Resolutions of the Town Council
- Forthcoming Public Hearings for proposed local laws
- Website policies, guidelines and procedures

Acknowledgments

The published policies found on the following municipal websites were consulted in the development of these policies.

- The Village of Mackinaw City MI website, www.mackinawcity.org
- The Village of Scarsdale NY website, www.village.scarsdale.ny.us
- The City of Berkeley CA website (CoBWEB) <http://www.ci.berkeley.ca.us>
- The Town of Gardiner NY website, www.gardiner.ny.us (totalwebgov.org)
- Westchester County, NY website, www.westchestergov.com
- NY Association of Towns, www.nytowns.org
- Town of Woodstock, NY, www.woodstockny.org

Adopted by Resolution of the Town Council November 18, 2004

M E M O

TO: Town Hall Staff
RE: Town Website Policies
FROM: Assistant to Supervisor Donald Wilen
DATE: December 10, 2004
CC: Town Board

Attached, please find a copy of the Policies, Guidelines & Procedures for the Town of New Paltz Website formally adopted by the Town Council on November 18, 2004. Shortly, these policies will be posted on the website.

A project to renovate the town website was funded in the Adopted 2005 Budget. Early next year, this effort will bring the website more fully into compliance with the policies, and facilitate the enhancements and new features identified in the summary.

If you have any questions concerning the policies or the website, please contact me.