



9.20.17

MANIFEST

Welcome to the Manifest; a quasi-weekly summary that cares more about brevity than grammar, and what is about to or could happen in Seaside than what did or didn't. Contributions to future editions are welcome at cmalin@ci.seaside.ca.us.

- ▣ Help Wanted – Chief Jackson presented his notice of retirement Monday, and we've begun recruiting for a new Police Chief (attached). It will be an open recruitment and – like last time – will feature an inclusive interview panel, open public presentations, rigorous testing and face to face, on-site background checks.
- ▣ Social Media Policy – The City's social media policy is attached.
- ▣ Thursday !
 - 5:00 – Four closed sessions, an Exclusive Negotiating Agreement with Glover Enterprises for a proposed redevelopment of the “Nurses Barracks” on the former Fort Ord and then, a discussion on short-term rentals.
 - 7:00 Rolls Around
 - House O' The Month / Proclamations / We Get An Award
 - Seaside High Black Student Assoc. Solidarity-Peace Parade Fee Waiver
 - Harcourt Street Closure for City Birthday & Tree Lighting
 - Second Reading of Code Updates For Chaps. 10, 12, 13 & 15
 - Community Development Block Grant Report
 - Second Reading of Cannabis Ordinance (two slide ppt attached)
- ▣ Upcoming Study Sessions
 - PD Body Cameras – Oct. 19
 - Water Challenges & Opportunities – Nov. 2 tbd
- ▣ Good Job, Lee – Someone sent a nice letter about PW employee Lee Murray (I'm not surprised). A real letter. In the mail. With a signature. It's attached.
- ▣ 41/14 – We counted 41 folks at the Campus Town Specific Plan Kickoff and 14 at the Cutino Park Planning meeting. The powerpoints from the meetings can be found at:

<http://www.ci.seaside.ca.us/632/Campus-Town-Project>

<http://www.ci.seaside.ca.us/627/Cutino-Park-Improvement-Project>

Honestly, we need more – way more - than 14 people involved in the Cutino Park planning, so we're going to create some new opportunities for input.

If you're tired of standard-issue government meetings at a time when actual humans eat dinner with their families and being powerpointed to the brink of unconsciousness about something you had a modicum of faith could actually happen somewhere before slide 37, I'm with you. I hate those meetings. I don't want us to have another one of them. We're going to do something different.

- ▣ Speaking of Which - If you are an architect or know one, who is imaginative about creating the coolest, most leading-edge office for three economic development / design professionals out of a storage container, call me 24/7 at 402-0293. I'm not kidding. We are moving our economic development and planning out to the front lines, and anyone who wants to compromise Seaside's bright future is going to have to deal with us on the moral high ground of transparency and inclusion.

By the way, this is an adaptation of the original plan to lease a vacant storefront on Broadway. This original plan has become challenged by increasing investment interest in properties along Broadway, as the new, customer friendly streets and sidewalks are under construction. A welcome (new) problem to have.

- ▣ Input Wanted – The City Council budgeted \$150K for park improvements, and the Parks & Recreation Commission will be reviewing potential projects they might recommend to the City Council, later this year. Make your voice heard at the Parks & Rec Commission meeting, October 2, at the Oldemeyer Center, starting at 5:30 PM.
- ▣ Skaters, Not Haters – Wormhoudt Design will be at the Oldemeyer Center Monday at 5:30 to engage (not talk at, engage) anyone who wants to shape the future of a Seaside skatepark. Show up. Bring your passion for the kinetic / aesthetic art of skateboarding. Bring the creativity, perseverance, work ethic and joy that defines great skating. Leave your attitude in the back row of class, where it probably helps even less.
- ▣ Last (Manifest) Call – Want to submit a proposal for a solar energy project at City Hall? How about analyzing potential fiscal outcomes related to a variety of redevelopment options at Ford Ord? Maybe replace the worn carpeting at City Hall? Go to: <http://www.ci.seaside.ca.us/Bids.aspx?CatID=showStatus&txtSort=Category&showAllBids=on&Status=open>
- ▣ Latest Fire Dept. Report – Attached.

▣ PARK(ing) Day Snoozing, Losing - PARK(ing) Day – where a parking space becomes something more – is coming to Echo Avenue this Saturday, from 11 AM to 1 PM. If you haven't gotten a space yet, better luck next year, because they're all spoken for.

Come out and join the fun.

The Thwack Factory will be in operation again, but it will be just a little different this year. The metaphor of fastball, curveballs, change-ups and beanballs is so 2016. There's no metaphor this year – there's just the thwackin' of what ails you or holds you back. Have a relationship woe? Maybe a job problem? Perhaps an intestinal blockage? Whatever. Come on down to the Thwack Factory and start a better life today! Well, actually, Saturday.

Because yours truly - founder, proprietor and chief executive officer of The Thwack Factory - is expanding into the exciting, lucrative and (I'm advised) highly unregulated business of life coaching. Tell me your issue, sign about seventeen pages of disclaimers and waivers, and you'll get a custom-crafted solution, for free.

The Thwack Factory – where your better tomorrow begins today !

or Saturday

As always, wear your personal protective gear.

Deborah Dahms, DO • 8606 35th Ave. NE Suite L-2 • Seattle, Washington 98115 • 206 495 8458

Craig Malin, City Manager
City of Seaside
440 Harcourt Ave.
Seaside, California 93955

Dear Mr. Malin:

I have been a resident of Seaside since purchasing my home in upper Seaside in 1980. I still maintain my residence, although my income-producing activity has moved to Seattle, Washington, and visit as frequently as possible.

I had availed myself of the city's free woodchips many years ago: they helped tremendously in producing an attractive and low maintenance yard. Increasingly in recent years, I have spent my 'vacation' time here pulling weeds. Several years ago, I once again had the bright idea to inquire about the availability of wood chips to provide ground cover, mulch and weed control.

Mr. Fortune put me in contact with Lee Murray, who, on several occasions in the past few years, has made himself available to promptly open the entry to the chip site for me. This is wonderful enough, and the purpose of this letter is to commend Lee Murray for his cooperation and availability in the past, however, today he went 'above and beyond' all expectations, and I was motivated to write this letter of recognition and thanks.

Today I was without my usual compadres, who assist me in shoveling and loading my XUV with multiple bags of chips. Lee had opened the entry to the chip area when I arrived. Completely unexpectedly, he noticed I was alone, and drove over to help me load and lift many more, and heavier, bags than I could have on my own - including one 30 gal. trashcan full of chips!

He used his "break" time to help me: instead of taking a 'break' he chose to do this 'back-breaking' work, that helped me tremendously. I am very grateful to him, and to the City for making this ecological and economical option available.

I want to thank you for your good judgment in adding Mr. Murray to your team, and make sure you know what an exemplary employee you have in him.

Sincerely

A handwritten signature in cursive script that reads "Deborah Dahms". To the right of the signature, the date "9/7/17" is written in a similar cursive style.

(Daphne) Deborah Dahms

Changes

- All principal employees listed in the application shall take the Cannabis Expertise Test
- The future Mixed-Use High and Mixed-Use Low areas from the current draft of the 2040 General Plan added to Dispensaries
- Applicants can get Live Scan from private vendors or Seaside PD

Schedule

- Second Reading 9/21
- Becomes Law 10/21
- Application Period Begins 10/21
- Application Period Ends 11/21
- Dispensary Planning Commission Hearing 12/13
- City Council Final Approval of Dispensaries 12/21
- Last day to be grandfathered for State License
1/2/18



CITY OF SEASIDE
invites applications for the position of:
Police Chief

An Equal Opportunity Employer

SALARY: \$176,448.48 /Year

OPENING DATE: 09/19/17

CLOSING DATE: 10/22/17 11:59 PM

DESCRIPTION:

The Community

The City of Seaside, CA (population approximately 35,000) is an ocean-front community that overlooks the beautiful Monterey Bay on the Central Coast of California, approximately 115 miles south of San Francisco. Founded in 1887 and incorporated in 1954, this ten square-mile city pursues its vision as, "Seaside is a vibrant, proudly diverse, energetic and safe community with extraordinary natural beauty, quality of life and economic opportunities."

Seaside's ideal location allows residents and visitors alike to have easy access to all the region has to offer, including an abundance of recreational and cultural opportunities. Essentially perfect year-round weather supports a wide range of outdoor activities in a spectacular, world-renown setting. The local area also offers a variety of cultural events, including the Seaside Blues Festival and the Monterey Jazz Festival. From wine-tasting to whale watching, sports to shopping, or leisure to luxury, one will be able to enjoy all that the area has to offer while living in Seaside.

Seaside is also home to a diverse educational community that includes California State University at Monterey Bay and the Monterey College of Law. Other educational opportunities in the local area include the Naval Postgraduate School, the Defense Language Institute, the Monterey Institute of International Studies, Golden Gate University, and Monterey Peninsula Community College. The multitude of education opportunities creates a strong economic base for the community and attracts learners from across the globe.

The City Government

The City of Seaside is a general law city and operates under a Council-Manager form of government. The City Council is made up of five-members that are elected at large, serving staggered four-year terms. The City Council appoints the City Attorney and City Manager. The City Manager, in turn, appoints the Police Chief.

Seaside is a full-service city with approximately 125 full-time employees and a 2017-2018 General Fund budget of approximately \$30 million. The City delivers municipal services through six departments: the City Manager's Office (includes City Clerk and temporarily includes Engineering, Public Works, and Community Development), Administrative Services (Finance and Information Technology), Human Resources, Recreation, Police, and Fire.

The Department

The Seaside Police Department is committed to providing quality police services in partnership with the community to enhance and maintain a safe environment. Accountability, integrity, honesty, loyalty, respect, responsibility, teamwork and service are the values that guide the actions of the Department.

The Department has 53 allocated positions, a budget of approximately \$14 million, and is composed of two bureaus: Field Operations (includes patrol and nuisance abatement) and Support Services (includes administration, investigations, and records.). The Monterey County Emergency 9-1-1 Center provides dispatch and communications services for the entire County.

Field Operations: In addition to overseeing patrol operations, the Patrol Division is also responsible for overseeing the canine and traffic units. The Patrol Division provides twenty-four hour marked police response with uniformed officers and they handle report calls and emergency calls for service. The City participates in the Monterey Peninsula Response Unit which consists of officers specially trained in police SWAT tactics and crisis negotiations.

The Nuisance Abatement Division oversees vehicle abatement and animal control operations. The Vehicle Abatement unit is responsible for parking enforcement and the removal of abandoned vehicles within the community. The Animal Control unit is responsible for issues involving domestic animal problems within the City, including citing violators for municipal code violations.

Support Services: The Administrative Division acts as the support services section for the entire Police Department. The records unit is responsible for the processing and distribution of police reports and other records. They are also, generally, the first persons contacted by a citizen when telephoning or visiting the Department. Jail operations and evidence handling are also overseen by the Administrative Division.

The Investigations Division conducts follow-up criminal investigations on felony and select misdemeanor crimes. Two Detectives are assigned to the Monterey Peninsula Regional and Violence Narcotics Team (PRVNT). With offices located in the City of Monterey, PRVNT investigates some of the most demanding and challenging cases related to violent crime and illegal narcotics.

The School Resource Officer is a point of contact for troubled youth and works closely with educators and probation personnel. In addition, the unit is charged with the responsibility of suppressing gang activities in and around local schools. The Youth Diversion Counselor (provided by the County of Monterey) is responsible for diverting youth that became involved in criminal activities toward a path of rehabilitation rather than punishment. The focus is on the first time offender with the objective being to prevent repeat offenses from occurring.

Issues, Challenges and Opportunities

The Department boasts an outstanding team with a mixture of seasoned officers and supervisors and officers with less than five years of experience in their current positions. As a result, the new Chief will have the opportunity to develop a new command staff to lead the Department. The selected candidate will also have the opportunity to shape the department for the long term, being entrepreneurially savvy and able to integrate best practices with technological advances to adapt policing practices for a successful, contemporary law enforcement agency.

The new Chief must also be skilled at successfully hiring, training, and developing personnel into a cohesive unit, that can provide outstanding and professional law enforcement services to the community. The new Chief will enter a department eager to move forward and looking forward to setting the standard in the region in leading-edge, team-oriented approaches to community

safety.

The City of Seaside has a proudly diverse population, and the candidate will need to have a background in, and affinity for, working with such a community.

**TYPICAL QUALIFICATIONS:
The Ideal Candidate**

The City is seeking an energetic and seasoned leader for their new Chief of Police. She/he will be honest, fair, respectful, ethical, and possess solid character. The ideal candidate will be approachable, possess an open door policy and the ability to communicate with staff at all levels. He/she will be able to set direction for the Department, but also allow staff to do their work. The new Chief will be able to create a positive working environment where ideas and feedback are listened to, appreciated and acted upon. Candidates who are transparent, understand accountability, and support staff will be valued.

The ideal candidate will have a proven track record working with ethnically diverse cultures, experience in community policing and best practices including CALEA accreditation, possess a reputation for positive engagement of staff and stakeholders and demonstrate an array of success in community-based programs that deal with drug and gang issues.

Exceptional communication and interpersonal skills are essential for a candidate's success in this search. The ideal candidate will be an adaptive team player who works collaboratively and enthusiastically in an executive team environment, and with outside agencies. Competitive candidates should understand the hands-on nature of how smaller cities work and be able to look at issues from a city-wide and regional perspective.

It is desired that the new Chief make Seaside their home and be actively involved in the community. Someone who is outgoing, authentic and respects traditions of the community without being tethered to the past is highly desired. The ideal candidate will possess an open door policy for all community members and welcome their feedback and suggestions. Compassionate, highly professional citizen service is a top priority, and requires demonstration of patience and sensitivity to the needs of the community.

Candidates must possess ten years of municipal law enforcement experience, with at least three years at the command level that includes command responsibility for patrol staff. Experience with gang-related issues and grant writing is desirable and exemplary prior performance is highly valued. A Bachelor's Degree in administration of justice or a closely related field is required. A Master's Degree and/or demonstration of continued professional development including attendance at the FBI National Academy, Kennedy School Senior Executive Program or similar program is highly desired. Must be able to meet the minimum standards as determined by California Peace Officer Standards and Training.

SUPPLEMENTAL INFORMATION:

Please submit a current resume with your application.

We do not accept applications or resumes for jobs which are not currently open.

APPLICATIONS MAY BE FILED ONLINE AT:
<http://agency.governmentjobs.com/seaside/default.cfm>

Job #2017-36
POLICE CHIEF
RG

OUR OFFICE IS LOCATED AT:
440 Harcourt Avenue
Seaside, CA 93955
831-899-6711
831-899-6713
salcaraz@ci.seaside.ca.us

An Equal Opportunity Employer

Police Chief Supplemental Questionnaire

1. OPTIONAL: Are you a Veteran? Veterans are defined in accordance with California Government Code 18973 which states that a "veteran" means any person who has served full time for 30 days or more in the armed forces in time of war or in time of peace in a campaign or expedition for service in which a medal has been authorized by the government of the United States, or during the period September 16, 1940, to January 31, 1955, or who has served at least 181 consecutive days since January 31, 1955, and who has been discharged or released under conditions other than dishonorable, but does not include any person who served only in auxiliary or reserve components of the armed forces whose service therein did not exempt him or her from the operation of the Selective Training and Service Act of 1940.

Yes No

2. OPTIONAL: If you are a veteran, are you requesting a Veterans' Preference? If so, you must attach a copy of your DD214 with your completed application form.

Yes No

CITY OF SEASIDE
SOCIAL MEDIA POLICY
Approved April 7, 2016
Revised September 12, 2017

This Social Media Policy is to be read and applied in conjunction with the City of Seaside's Social Media Standards and Procedures.

I. Purpose

The City will use social media tools and other emerging media platforms in specific ways to reach a broader audience and increase citizen engagement. The City encourages the use of diverse communication platforms to further the goals of the City and its departments, where appropriate, through dissemination of information about the City's mission, meetings, activities and current issues to members of the public.

The City has an overriding interest in deciding what is stated or set forth on behalf of the City on social media sites. The purpose of this policy is to set forth the City's policies and procedures regulating the City's presence on social media websites and guiding the activities of employees who are responsible for maintaining the City's presence on social media websites. This policy does not govern or regulate the use of personal social media sites by City employees or the privacy rights associated therewith.

The goals of City of Seaside social media sites are to increase the public's knowledge, trust, and use of City services; promote the value and importance of City services among and between governing officials, civic leaders, and the general public; and maintain open, professional and responsive communication with members of the public and the news media.

Technology, social media capabilities and scope and online behaviors are changing constantly. Because of this constant adjustment and adaption, the City reserves the right to change, modify or otherwise amend all or part of this policy at any time.

II. Ownership

All social media communications composed, sent, or received on City equipment are the property of the City. While the social media sites are administered by the City, the content on the sites is not entirely controlled by the City. The City will do its best to prevent usage of its social media sites by commercial interests and City does not endorse any links or advertisements on its social media sites placed by the site owners or their vendors or partners.

III. General Policy

- A. The City Manager shall develop and implement Social Media Use Standards and Procedures, which establish guidelines for the administration and use of City social

media platforms and other communication outreach methods in conjunction with this Policy.

- B. The City will maintain topic specific accounts on various platforms that will be used to disseminate City news. The social media platforms used must be approved by the City Manager or designee. *Each topic specific account will have designated platforms and content categories to target specific audiences as detailed in Exhibit A.*

Topic Specific Accounts are as follows:

1. *City Hall/Our Town*
2. *Parks and Recreation*
3. *Public Safety*
4. *Economic Development*
5. *Discover Seaside*

- C. The City Manager's Office will manage and monitor all social media accounts. The Department Director's will designate an employee who shall be responsible for co-creating, and co-posting information or messages to designated media platforms. The list of designated employees will be maintained by the City Manager's office and Department Directors are responsible to inform the City Manager's office of any changes to that list.
- D. The City Manager at any time may at any time, authorize additional users to have access to post on City Social Media accounts.
- E. The most appropriate uses of social media tools are as informational channels to increase the City's ability to broadcast its messages to the widest possible audience.
- F. The City's website (<http://www.ci.seaside.ca.us>) will remain the City's primary and predominant internet presence. Wherever possible, content posted to the City's social media sites must first be made available on the City's website.
- G. When practicable, content posted to the City's social media sites must contain hyperlinks directing users back to the City's official website for in-depth information, forms, documents or online services necessary to conduct business with the City of Seaside.
- H. Emergency information may be released on social media sites concurrently with information released on Channel 26 or other emergency information systems.
- I. The City's social media sites must comply with all appropriate City of Seaside policies and procedures, including but not limited to:

1. Internet, E-Mail and Electronic Media Use Policy (Reso. No. 2005-43).
 2. City Information Technology (IT) security policies and guidelines.
 3. City of Seaside Policy Against Harassment, Discrimination, and Retaliation.
 4. City of Seaside Social Media Use Standards and Procedures.
- J. The City's social media sites are subject to California's civil discovery statutes and the California Public Records Act. Any content maintained in a social media format that is related to City business, including a list of subscribers and posted communication (with certain exceptions), is a public record. The City Clerk is responsible for responding to any public records requests for public records on social media in collaboration with the City Attorney's Office. Content related to City business must be maintained in an accessible format and so that it can be produced in response to a request.
- K. California law and relevant City records retention schedules apply to social media formats and social media content. Unless otherwise addressed in a specific social media standards document, the City Clerk shall preserve records required to be maintained pursuant to an applicable records retention schedule for the required retention period in a format that preserves the integrity of the original record and is easily accessible. Appropriate retention formats for specific social media tools are detailed in the City's Social Media Use Standards and Procedures.
- L. City social media sites shall be managed consistent with the Brown Act, the Political Reform Act, and the California Election Code. Members of the City Council and City advisory bodies shall not respond to any published postings, or use any social media site to respond to, blog, engage in serial meetings, or otherwise discuss, deliberate, or express opinions on any issue within the subject matter jurisdiction of the body or for any political purpose.
- M. Any City employee who violates this Policy shall be denied access to all agency social media sites, and may be subject to disciplinary action, up to and including termination.
- N. The City reserves the right to terminate City social media sites at any time without notice. The City Manager may direct the deletion of a social media account that is not being utilized, or is underutilized.
- O. The City Manager may change, modify, or otherwise amend all or part of this Policy at anytime.

IV. Comment Policy

- A. Discussion boards and the ability for other social media users to post directly on a City social media page/wall shall be disabled unless approved in writing by the City Manager or designee.
- B. Users and visitors to the City's social media sites must be notified that the intended purpose of the site is to serve as a means of communication between the City and the community at large. All comments posted to the City's social media sites will be monitored. The City's social media site articles, posts and comments containing any of the following forms of content will not be allowed and shall be immediately removed by the City Clerk, Information Services Coordinator, or other designated employee:
1. Profane, obscene, violent, or pornographic language and/or content;
 2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, sex, gender identity or expression, marital status, status with regard to public assistance, national origin, physical or mental disability, pregnancy, covered medical condition, sexual orientation, military or veteran's status, or any other basis protected by federal, state, or local law;
 3. Sexual content or links to sexual content;
 4. Solicitations of commerce not related to agency business, including but not limited to, advertising of a business or product for sale and other pure commercial speech;
 5. Conduct or encouragement of illegal activity;
 6. Comments in support of or opposition to political campaigns or ballot measures;
 7. Information that may compromise the safety or security of the public or public systems or employees;
 8. Content that violates a legal ownership interest of any other party;
 9. Content that does not pertain to City business;
 10. Defamatory or personal attacks;
 11. Threats of violence or any other harmful act directed to any person, or persons, group, or organization;
 12. Content not related to the subject being discussed, including random or unintelligible comments;
 13. Personal matters; and
 14. Conduct that is in violation of any federal, state, or local law.
- C. Any content removed based on these guidelines must be retained, including the time, date, and identity of the poster (when available) in accordance with the City's policy on the retention of such information.
- D. The City reserves the right to deny access to City social media sites for any individual who violates this Policy, at any time and without prior notice.

- E. Users and visitors to the City's social media sites must also be notified of the City's "Terms of Use":
1. A comment posted by a member of the public on any City of Seaside social media site is the opinion of the commentator or poster only, and the publication of a comment does not imply endorsement of, or agreement by, the City of Seaside, nor do such comments necessarily reflect the opinions or policies of the City of Seaside.
 2. The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Notwithstanding the foregoing, the City of Seaside is not obligated to take such actions, and the City disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.
 3. By posting a comment, users agree to indemnify the City of Seaside, its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to content posted by users. If a user does not agree to these terms, the individual should not use the City of Seaside's social media sites as a violation of these terms may lead to legal liability.
 4. The City does not guarantee the authenticity, accuracy, appropriateness nor security of external links, websites or content linked thereto.
- F. The above comment guidelines and disclaimers (Terms of Use) must be displayed to users or made available by hyperlink. Any content removed based on these guidelines must be retained, including the time, date and identity of the poster when available, in accordance with the City's policy on the retention of such information.

**CITY OF SEASIDE SOCIAL MEDIA USE
STANDARDS AND PROCEDURES
Revised September 12, 2017**

These Standards and Procedures are to be read and applied in conjunction with the City of Seaside's Social Media Policy.

I. Administration of the City's Social Media Sites

- A. The City will approach the use of social media tools as consistently as possible, throughout the organization.
- B. The City Manager's office will be responsible to oversee the access, postings and monitoring of all approved social media platforms and ensuring that the content is not stale and is applicable to the City's mission, vision and values.
- C. The Information Services Coordinator will maintain a list of the respective City social media platforms, including login and password information. This list will be provided to the Information Services Coordinator. Password and log-in information shall not be changed without the authorization of the Information Services Coordinator or his/her designee. Only the City Manager or his/her designee is authorized to create City social media accounts.

II. Use of Social Media Tools by Designated Employees

Employees authorized to use social media sites must be provided with a copy of the City's Social Media Policy and Social Media Use Standards and Procedures, and are required to acknowledge their understanding and acceptance. Designated employees shall only address issues within the scope of their specific authorization. Only designated employees are permitted to post on any City designated social media platform on behalf of the City, and only within the scope of their authorization. Any employee posting on any internet site on behalf of the City who does not have authorization to do so will be subject to disciplinary action, up to and including termination.

City employees designated to maintain, monitor and update the City's official approved social media site will act in a professional manner by:

- A. Ensuing all postings and social media activity must meet on or more of the mission, vision or values of the City.
- B. Not using any personal accounts when communicating on behalf of the City;
- C. Using appropriate language;
- D. Being aware that what is written will not only reflect on the writer, but also on the elected officials and employees of the City of Seaside;
- E. Not posting personal opinions or other positions of a controversial nature;

- F. Not posting or releasing proprietary, confidential, sensitive, private or personally identifiable information;
- G. Not soliciting, engaging in or endorsing any political or commercial activities; and
- H. Acknowledge that all content posted is subject to the California Public Records Act, the Political Reform Act, and the California Election Code as well as civil discovery statutes in legal proceedings.

III. Guidelines for Using Social Media Platforms

- A. The City's designated employees shall regularly maintain and monitor the City's approved social media sites.
- B. Any content posted on the City's social media site must be consistent with any content posted on the City's official website and must not be contrary to any City policy or federal, state or local law.
- C. Posting daily is not necessary, but it is important that activated accounts remain updated and relevant. Posts should be updated only when there is new, worthwhile information to share, such as upcoming meetings, developments on significant projects and other newsworthy events, or when other information needs updating.
- D. The City Manager may disable any City of Seaside social media account not being utilized, or being underutilized.
- E. All posts should be concise and fact-based. Designated employees responsible for updating the City's social media site(s) must not post personal opinions or take an adversarial tone and must conduct themselves as representatives of the City at all times.
- F. When appropriate, images will be used to enrich postings and provide informational value. Appropriate images may include photographs of civic events or graphs and charts. However, any posted images must not violate applicable copyright, privacy or ownership laws. The City Manager will have the final authority in determining what images are appropriate when there is a question.
- G. Correct mistakes promptly. Do not alter previous posts without indicating that you have done so.

IV. Comments and Posts by the Public

Discussion boards and the ability for other social media users to post directly on any city sponsored social media account shall be disabled whenever possible unless approved in writing by the City Manager or designee.

Comments by members of the public on any approved City social media site should be directly related to the content on the information or articles posted by the department. Submission of comments by members of the public constitutes participation in a limited public forum. All employees who are designated to post on Social media accounts are responsible for monitoring postings, and taking appropriate action when necessary to protect site visitors from inappropriate or technically harmful information and links. Any content removed based on these guidelines must be sent to the City Manager's Office and will be retained in compliance with the record retention schedule.

In the spirit of transparency, when a message is received through a private message service offered by the platform, the social media designee shall request the sender to contact him/her at a city email address. Any private messages received should be treated as a public record.

The City's social media sites must include the following information:

"This is the official page/account of the City of Seaside. If you are looking for more information about the City of Seaside, please visit www.ci.seaside.ca.us. This site is intended to serve as a mechanism for communication between the public and the City on the listed topics and as a forum to further the mission of the City of Seaside. Any comment submitted to this page/account and its list of fans/followers may be considered a public record which may be subject to disclosure pursuant to the California Public Records Act.

Content posted to this page will be monitored and inappropriate content will be removed as soon as practical. Under the City of Seaside Social Media Policy, the City reserves the right to remove inappropriate content, including, but not limited to:

1. Profane, obscene, violent, or pornographic language and/or content;
2. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, sex, gender identity or expression, marital status, status with regard to public assistance, national origin, physical or mental disability, pregnancy, covered medical condition, sexual orientation, military or veteran's status, or any other basis protected by federal, state, or local law;
3. Sexual content or links to sexual content;
4. Solicitations of commerce not related to agency business, including but not limited to, advertising of a business or product for sale and other pure commercial speech;
5. Conduct or encouragement of illegal activity;
6. Comments in support of or opposition to political campaigns or ballot measures;
7. Information that may compromise the safety or security of the public or public systems or employees;
8. Content that violates a legal ownership interest of any other party;
9. Content that does not pertain to City business;
10. Defamatory or personal attacks;

11. Threats of violence or any other harmful act directed to any person, or persons, group, or organization;
12. Content not related to the subject being discussed, including random or unintelligible comments;
13. Personal matters; and
14. Conduct that is in violation of any federal, state, or local law.

A comment posted by a member of the public on any City of Seaside social media site is the opinion of the commentator or poster only, and the publication of a comment does not imply endorsement of, or agreement by, the City of Seaside, nor do such comments necessarily reflect the opinions or policies of the City of Seaside.

The City reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Notwithstanding the foregoing, the City of Seaside is not obligated to take such actions, and disclaims any and all responsibility and liability for any materials that the City deems inappropriate for posting, which cannot be removed in an expeditious and otherwise timely manner.

By posting a comment, users agree to indemnify the City of Seaside, its officers and employees from and against all liabilities, judgments, damages, and costs (including attorney's fees) incurred by any of them which arise out of or are related to content posted by users. If a user does not agree to these terms, the individual should not use the City of Seaside's social media sites as a violation of these terms may lead to legal liability.

The City neither guarantees the authenticity, accuracy, appropriateness nor security of external links, websites, or content linked thereto."

Where a post or comment by a member of the public includes a hyperlink, the linked content is to be reviewed by the Department's designated employee to assure the content of the hyperlink is consistent with this policy.

V. Archiving

The City's social media sites are subject to California's civil discovery statutes and the California Public Records Act. All content subject to the City's records retention policy must be maintained consistent with that policy. Such content must be maintained in a format that preserves the integrity of the original record and must be easily accessible using the approved City platform and tools. Any content submitted for posting that is deemed unsuitable because it is inappropriate under this policy must also be retained pursuant to the applicable record retention schedule.

VI. Social Media Platform Standards

A. Platforms

The City of Seaside will use social media to do the following:

- a. Disseminate immediate, important and newsworthy information to residents of which a news item on the City's website is not necessary or possible;
- b. Promote City-sponsored meetings, events, programs and facilities; and
- c. Refer followers to a news item or content hosted at the City's website or social media pages.

The City will maintain topic specific accounts on approved platform as approved by the City Manager. As popularity and availability of different platforms change, the City Manager may approve the creation or deletion of platform accounts as long as they adhere to the Social Media Policy and are used in conjunction with the Social Media Use Standards and Procedures. Approved topics specific accounts are outlined in the Social Media Policy.

B. Format, Style & Content

- 1. For 'type' description, choose "government."
- 2. All social media platform pages will be based upon a template that includes consistent City branding
- 3. All posts must be concise, fact based, professional and must avoid the use of jargon and abbreviations. All communications must best represent the City at all times and be professional in nature.
- 4. The main image must be the City logo or an appropriate photo subject to approval by the City Manager. If it is not the City's logo, the City's logo must be one of the profile pictures.
- 5. The City's mission statement and City description or other appropriate text will be included in the introduction, background or other identifying section and will include the following: .

"Welcome to the official City of Seaside Social Media page. This page is intended to provide updated information and discussion on the City's programs, services and events. Should you need to request City services or if you requires a response from the City, you must go to www.ci.seaside.ca.us or call the City at (831) 899-6700.

C. Wall Posts and Discussion Boards

Discussion Boards and the ability for the public to post directly on the City's page must be disabled unless approved in writing by the City Manager or designee.

D. Photos and Video

1. Appropriate photos and videos may be added to the City's Facebook page.
2. Videos must follow the Video Posting Standard.
3. The ability for fans to post photos, videos and links shall be disabled unless approved by the City Manager or designee.
4. Any posted photo or video content must not violate any ownership, privacy rights or copyright laws.
5. Photographs of minor children shall not be posted to the City's social media site(s) without the written permission of the child's parent or legal guardian.

E. Links to Other Accounts or Pages

No commercial or civic entities may be linked (or liked) to the City social media accounts unless approved by the City Manager or designee. A department may provide a link or other acknowledgement for entities that sponsor or underwrite City events, shows, or activities subject to approval by the City Manager or designee.

VII. Video Posting Standard

A. Purpose

The City will enable future access to online video content, as this is the way many residents communicate and obtain information online. Key objectives for video content must meet one or more of the follow goals: to further the department's mission, provide information about City services, showcase City and community events and explore City issues. The City encourages the use of video content to further the goals of the City and the missions of its departments, where appropriate.

B. Video Posting Guidelines

1. The department's director or designee will be responsible for approving the video content.
2. Video quality must be comparable to DVD resolution quality.
3. Low quality video will be considered as long as the audio portion is clear and the content is compelling and informative.
4. All videos posted to social media must also be posted on the department's website.

5. The department must secure a disclaimer from the author or owner or the right to use all of or part of a video if the video was not produced by the department or any other City department.
6. Videos streamed from other sources may not be posted to the City's website. Links to external videos are permitted but must only be used when content is relevant and upon approval by the department's director and the Information Services Coordinator.

C. Submitting Videos to Hosting Sites

1. Approved videos may be submitted to hosting sites such as Facebook on a case-by-case basis under the direction of the department's director or designee and the Information Services Coordinator.
2. Most of these sites limit the video to the lesser of 10 minutes in length or less than 1GB of data storage.
3. Any comments posted by the public in response to posted videos are subject to the guidelines set forth in these standards and procedures and the City's Social Media Policy.

D. Video Archive

Any video posted to an approved site must also be saved to a DVD or other storage media for purposes of records retention.

EXHIBIT A

TOPIC SPECIFIC SOCIAL MEDIA ACCOUNTS AND CONTENT CATEGORIES

CATEGORY NAME: Our Town or City Hall

PLATFORM: Facebook/Twitter/Instagram

CONTENT CATEGORIES:

- City Hall Information
- Emergencies
- City Council
- New And Upcoming Rules, Regulations
- Breaking News
- Public Meetings
- Public Safety Announcements
- Get To Know Your City Hall
- Traffic Issues
- Current & Special Events
- Community Wide Issues
- Public Health
- Election Information
-
- Partner Agency Posts
- Boards And Commission Actions
- Environmental Messages/Conservation
- Fireworks
- Traffic Safety
- Budget & Finance Information
- Historic Information
- Jobs And Human Resources
- Demographics & Diversity
- Awards And Recognition
- Technology
- Public Services

CATEGORY NAME: Parks and Recreation

PLATFORM: Facebook/Instagram

CONTENT CATEGORIES:

- Recreation Programs
- Senior Programs
- Special Events
- Youth Programs
- Sports Programs
- Park Information – Reservation & Improvements
- Volunteer Information

CATEGORY NAME: Seaside Public Safety (Police & Fire)

PLATFORM: Twitter/Instagram

CONTENT CATEGORIES:

- Police Department Information
- Fire Department Information
- Emergency Information
- Public Health & Safety
- Animal Care And Welfare
- School Notices
- Traffic Safety
- Fireworks

CATEGORY NAME: Economic Development

PLATFORM: Facebook/Twitter

CONTENT CATEGORIES:

- Development Projects
- Business Assistance
- Economic Development
- Business Process & Licensing
- Permit Information
- Business Promotions
- Special Events

CATEGORY NAME: Discover Seaside

PLATFORM: Instagram

CONTENT CATEGORIES:

- Things To Do
- Historic Information
- Demographics & Diversity
- Historic Resources
- What's Popular
- Special Events

Date: September 15, 2017
 To: Craig Malin, City Manager
 From: Brian Dempsey, Fire Chief
 Subject: **Weekly Report**



9/11 Remembrance Ceremony – Sacred Heart

On September 11th, Seaside Fire Captain Jerry Suarez and Seaside Police Officer Gabriel Suarez participated in the 9/11 Remembrance Ceremony at Sacred Heart School. “The ceremony was not only an opportunity for the community to come together in remembrance of that fateful day in 2001, but it also brought to mind that though the Fire Service is often what is thought of when one thinks of 9/11; Law Enforcement paid a tremendous price in the loss of life of their own as well. Additionally, children were able to see first-hand, that those sworn to protect & serve were just like them; friends, family and neighbors. Though we wear different uniforms, Fire & Police are both dedicated to the same cause; public safety”. – Captain Jerry Suarez

Fire Department Training Summary from September 8, 2017 through September 14, 2017

Training Type	Date	Hours
Physical Fitness	9/8/2017	1
SCBA Daily Checkout	9/9/2017	0.1
SCBA Daily Checkout	9/9/2017	0.1
SCBA Daily Checkout	9/9/2017	0.1
SCBA Daily Checkout	9/9/2017	0.1
Vehicle Trip Inspection	9/9/2017	0.5
SCBA Daily Checkout	9/9/2017	0.1

Vehicle Trip Inspection	9/9/2017	0.5
SCBA Daily Checkout	9/9/2017	0.1
SCBA Daily Checkout	9/9/2017	0.1
Vehicle Trip Inspection	9/9/2017	0.5
Vehicle Trip Inspection	9/9/2017	0.5
Vehicle Trip Inspection	9/9/2017	0.5
Physical Fitness	9/9/2017	1
Physical Fitness	9/9/2017	1
Physical Fitness	9/9/2017	1
Rule 19 - Outside Employment Policy	9/9/2017	
NFPA 1500 Respiratory Protection	9/9/2017	1
Daily Checklist	9/9/2017	1
EMS Suctioning the Patient Airway	9/9/2017	1
Physical Fitness	9/9/2017	1
EMS Supplemental Oxygen	9/9/2017	1
SCBA Daily Checkout	9/10/2017	0.1
Physical Fitness	9/10/2017	1
SCBA Daily Checkout	9/11/2017	0.1
Vehicle Trip Inspection	9/11/2017	0.5
SCBA Daily Checkout	9/11/2017	0.1
SCBA Daily Checkout	9/11/2017	0.1
SCBA Daily Checkout	9/11/2017	0.1
Vehicle Trip Inspection	9/11/2017	0.5
Vehicle Trip Inspection	9/11/2017	0.5
Vehicle Trip Inspection	9/11/2017	0.5
SCBA Daily Checkout	9/11/2017	0.1
UAV Training	9/11/2017	1
UAV Training	9/11/2017	1
Physical Fitness	9/11/2017	1
Rule 19 - Outside Employment Policy	9/12/2017	
Physical Fitness	9/12/2017	1
SCBA Daily Checkout	9/13/2017	0.1
Daily Checklist	9/13/2017	0.5
UAV Training	9/13/2017	4
SCBA Daily Checkout	9/13/2017	0.1
SCBA Daily Checkout	9/13/2017	0.1
Vehicle Trip Inspection	9/13/2017	0.5
SCBA Daily Checkout	9/13/2017	0.1
Vehicle Trip Inspection	9/13/2017	0.5
Vehicle Trip Inspection	9/13/2017	0.5
Fire Industry Driver Operator	9/13/2017	1

Rule 19 - Outside Employment Policy	9/13/2017	
NFPA 1500 Respiratory Protection	9/13/2017	1
Rule 19 - Outside Employment Policy	9/13/2017	
S-190 Introduction to Wildland Fire Behavior (MOD #1)	9/13/2017	2
EMS Suctioning the Patient Airway	9/13/2017	1
Physical Fitness	9/13/2017	1
Physical Fitness	9/13/2017	1
Vehicle Trip Inspection	9/14/2017	0.5
EMS Supplemental Oxygen	9/14/2017	1
	Total	34.7

Fire Department Activity Summary from September 8, 2017 through September 14, 2017

Date	Description
9/8/2017	Hydrant Activities (26)
9/11/2017	Community Event
9/12/2017	Hydrant Activities
9/13/2017	Inspection Activities

The Fire Department answered 74 alarms (listed by: date, time, type of call, and location) from September 8, 2017 through September 14, 2017:

Date	Time	Description	Street
9/8/2017	8:24:03	EMS call, excluding vehicle accident with injury	Skyview
9/8/2017	10:11:43	EMS call, excluding vehicle accident with injury	Ord Grove
9/8/2017	12:15:10	EMS call, excluding vehicle accident with injury	Fremont
9/8/2017	12:28:54	EMS call, excluding vehicle accident with injury	General Jim Moore
9/8/2017	12:52:58	Motor Vehicle Accident with no injuries	Canyon Del Rey
9/8/2017	12:56:59	EMS call, excluding vehicle accident with injury	Soto
9/8/2017	15:03:44	EMS call, excluding vehicle accident with injury	Broadway
9/9/2017	0:39:27	EMS call, excluding vehicle accident with injury	Portola
9/9/2017	1:54:29	EMS call, excluding vehicle accident with injury	Luzern
9/9/2017	7:24:21	EMS call, excluding vehicle accident with injury	Havana
9/9/2017	7:30:23	EMS call, excluding vehicle accident with injury	Peninsula Point
9/9/2017	7:38:36	EMS call, excluding vehicle accident with injury	Francis
9/9/2017	8:37:07	EMS call, excluding vehicle accident with injury	Darwin
9/9/2017	13:57:52	EMS call, excluding vehicle accident with injury	Canyon Del Rey Blvd / Fre
9/9/2017	17:13:53	EMS call, excluding vehicle accident with injury	Santa Clara

9/9/2017	19:59:19	Motor Vehicle Accident with no injuries	Canyon Del Rey Blvd / Del
9/10/2017	5:14:49	EMS call, excluding vehicle accident with injury	Hilby
9/10/2017	8:13:15	EMS call, excluding vehicle accident with injury	
9/10/2017	8:56:12	EMS call, excluding vehicle accident with injury	Francis
9/10/2017	9:22:09	EMS call, excluding vehicle accident with injury	Canyon Del Rey
9/10/2017	16:11:16	EMS call, excluding vehicle accident with injury	La Salle
9/10/2017	16:28:24	EMS call, excluding vehicle accident with injury	Hamilton
9/10/2017	17:43:39	EMS call, excluding vehicle accident with injury	Fremont
9/10/2017	20:44:32	Building fire	Max
9/10/2017	22:27:07	EMS call, excluding vehicle accident with injury	Yosemite
9/10/2017	23:03:02	EMS call, excluding vehicle accident with injury	Wheeler
9/11/2017	2:49:15	EMS call, excluding vehicle accident with injury	Wheeler
9/11/2017	16:04:13	EMS call, excluding vehicle accident with injury	Fremont
9/11/2017	21:26:39	EMS call, excluding vehicle accident with injury	Fremont
9/11/2017	22:36:16	EMS call, excluding vehicle accident with injury	St Helena
9/12/2017	2:36:06	EMS call, excluding vehicle accident with injury	Broadway
9/12/2017	3:03:39	EMS call, excluding vehicle accident with injury	Fremont
9/12/2017	7:52:45	Motor Vehicle Accident with no injuries	Amador
9/12/2017	7:45:59	Assist invalid	Peninsula Point
9/12/2017	8:01:46	Motor vehicle accident with injuries	Baker St / San Pablo
9/12/2017	9:51:40	Service Call, other	Lincoln
9/12/2017	13:22:34	EMS call, excluding vehicle accident with injury	Yosemite
9/12/2017	14:14:23	EMS call, excluding vehicle accident with injury	Coe
9/12/2017	16:06:48	Assist invalid	Coe
9/12/2017	17:36:06	Smoke detector activation, no fire - unintentional	Noche Buena
9/12/2017	19:40:20	Smoke detector activation, no fire - unintentional	Yosemite
9/12/2017	19:50:41	Assist invalid	Wanda
9/13/2017	3:07:32	EMS call, excluding vehicle accident with injury	San Pablo
9/13/2017	3:59:53	EMS call, excluding vehicle accident with injury	Fremont
9/13/2017	5:01:19	EMS call, excluding vehicle accident with injury	Luxton
9/13/2017	5:54:12	EMS call, excluding vehicle accident with injury	Yosemite
9/13/2017	8:48:27	EMS call, excluding vehicle accident with injury	St. Helena
9/13/2017	11:00:43	Motor Vehicle Accident with no injuries	Trinity
9/13/2017	11:04:24	EMS call, excluding vehicle accident with injury	Wanda
9/13/2017	14:27:07	Hazardous condition, Other	Broadway
9/13/2017	14:39:04	EMS call, excluding vehicle accident with injury	Kenneth
9/13/2017	16:05:21	EMS call, excluding vehicle accident with injury	Canyon Del Rey
9/13/2017	16:04:50	EMS call, excluding vehicle accident with injury	Fremont Blvd / Canyon Del
9/13/2017	17:31:02	EMS call, excluding vehicle accident with injury	Fremont

9/13/2017	20:57:00	Combustible/flammable gas/liquid condition, other	Flores
9/13/2017	20:23:26	EMS call, excluding vehicle accident with injury	Hamilton
9/13/2017	20:34:56	EMS call, excluding vehicle accident with injury	La Honda
9/13/2017	20:47:42	EMS call, excluding vehicle accident with injury	Ord Grove
9/13/2017	20:54:15	Combustible/flammable gas/liquid condition, other	Flores
9/13/2017	21:29:35	EMS call, excluding vehicle accident with injury	Hilby
9/14/2017	0:29:37	EMS call, excluding vehicle accident with injury	Del Monte
9/14/2017	0:43:19	Motor vehicle accident with injuries	Highway 1
9/14/2017	5:01:57	EMS call, excluding vehicle accident with injury	Fremont
9/14/2017	10:06:22	EMS call, excluding vehicle accident with injury	Harding
9/14/2017	11:19:50	EMS call, excluding vehicle accident with injury	Fremont
9/14/2017	12:42:37	EMS call, excluding vehicle accident with injury	Military
9/14/2017	13:40:32	EMS call, excluding vehicle accident with injury	Carson
9/14/2017	15:10:38	Lock-out	Los Encinos
9/14/2017	15:51:46	EMS call, excluding vehicle accident with injury	Palm
9/14/2017	16:51:54	EMS call, excluding vehicle accident with injury	St Helena
9/14/2017	19:50:57	EMS call, excluding vehicle accident with injury	Waring
9/14/2017	20:38:34	EMS call, excluding vehicle accident with injury	Prospect St / Harcourt
9/14/2017	21:44:03	EMS call, excluding vehicle accident with injury	Del Monte
9/14/2017	23:02:44	EMS call, excluding vehicle accident with injury	Kimball