

Town of Crested Butte

Website Policy

PURPOSE

The purpose of this Policy is to establish regulations for the development, operation, and administration of the Town website and to ensure that the Town website remains a non-public forum subject to the Town's exclusive use and control.

The purposes of the Town's website are as follows:

1. To provide a convenient and information-rich resource for residents, officials, visitors, businesses, and non-profit organizations.
2. To provide information and resources that contributes to the health, safety, welfare and wellbeing of the citizens of, and visitors to, the Crested Butte Area.
3. To contribute to the improvement of Town services, foster economic development, and enhance the sense of community within the Town.
4. To promote the Town of Crested Butte's economic, social, and cultural quality of life.
5. Efficiency of offering Town information and services.

DEFINITIONS

"**Town Website**"-Official website available at www.crestedbutte-co.gov or www.townofcrestedbutte.com

"Recreation Website"-crestedbutterec.com

"**External Link or Website**"- A hyperlink from the Town's website to a website maintained by third party. The Town is not responsible for, does not endorse, and cannot ensure the accuracy of information on these outside websites.

Cookies-files on the user's computer than enables a website to recognize the user on subsequent visits and possibly track the user's internet use between visits.

NON-PUBLIC FORUM STATUS

The Town website is a non-public forum. While the Town encourages the public to use the Town website to access information, resources and services, the Town expressly reserves the right to impose restrictions on the use of its website. The Town website is reserved for the exclusive control by the Town for the purposes of one-way communication to users of the Town

website. The Town website shall not be used to facilitate a general debate, public discourse or the free exchange of ideas.

PRIVACY STATEMENT

The protection of individual privacy is a concern to the Town of Crested Butte, and is governed by local, state, and federal laws. The Town does not use its website to collect personal information for any purpose other than to respond to requests for information, services, or to complete online transactions, nor does it voluntarily provide such personal information to third parties or private organizations.

The Town of Crested Butte does not collect information for commercial marketing from this website, nor will one be sent an unsolicited e-mail. One may choose to subscribe to a Town notification service so that an e-mail regarding Town affairs will be sent to you automatically. One will always have the option of canceling their subscription or changing their preferences.

Should one provide the Town of Crested Butte with personal information, such as sending an e-mail or by filling out and submitting an online form located on the Town's website, the information may be used to respond to that person and provide that person with the information or service requested.

As a governmental agency, the Town of Crested Butte is governed by open records laws. A person's e-mail address and other identifying information may be subject to open records laws if requested. In addition, certain e-mails may constitute a public record and are subject to disclosure under state law. Otherwise, we do not share personal identifying information with any third party without your permission.

We protect against disclosure of all information declared by law to be confidential. This includes:

- Personal medical records
- Criminal history records
- Gross revenue data submitted by our sales tax licensees
- Communications between citizens and law offices

HYPERLINKS

The purpose of the Town's website is to provide information about the Town's government, services and attractions. The Town's website may provide hyperlinks to websites outside the Town's website that also serve this purpose. The Town of Crested Butte is not responsible for, and does not endorse, the information on any hyperlinked website unless the Town's website specially states otherwise. The following criteria will be used by the

Town to decide whether to grant requests for hyperlinks from the Town's website. A linked website must contribute to the quality of life and further the positive image of the Town of Crested Butte. The Town reserves the right to refuse linkage to any website.

The Town may, at its discretion, provide hyperlinks to websites related to:

- Governmental and educational institutions;
- Approved special events;
- Recognized community or civic organizations;

Town of Crested Butte service providers or franchise agreements;

The Town website will not provide hyperlinks to websites for:

- Candidates for elected office;
- Political organizations;
- Corporate or other for-profit organizations unless they fit the criteria stated above; or
- Individual or personal home pages.
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Hyperlinks will not be considered or approved by the Town if the exhibition of the content within the browser would also exhibit one or more of the following categories:

- Content which a reasonable Town resident would find graphically depicts or describes violence, or nudity and/or sexual activities in a way designed to evoke prurient interest or discrimination in any form;
- Content which facilitates or incites crime;
- A hyperlink that directly links to other content that when perceived within a browser is in violation of any of the prohibited content stated above; and/or
- Discussion groups, chat rooms, bulletin boards, and other largely unedited content created by individuals who are not owners, operators, or agents of a Town of Crested Butte website.

Websites that have been approved and linked to from the Town's website, but subsequently demonstrate any of the above categories of content, or for other reasons deemed unacceptable to the Town will be unlinked from the Town's website without notice.

ADA CAPABILITIES

The Town of Crested Butte is committed to compliance with the Americans with Disabilities Act (ADA). Any software upgrades will be ADA compliant. Upon request, the Town of Crested Butte will make reasonable accommodations to provide individuals who have disabilities access to

information regarding Town services, programs, or activities set forth on the Town's website.

DISCLAIMER OF LIABILITY

The Town of Crested Butte shall not be held liable for any improper or incorrect use of the materials or information contained on this website and assumes no responsibility for any use thereof. Under no circumstances shall the Town of Crested Butte be liable for any damages, whether direct, indirect, incidental, special, exemplary or consequential (including, but not limited to, business interruption or loss of use, or data) regardless of cause, and on any theory of liability, whether in contract, statute, strict liability, or tort including negligence or otherwise arising in any way out of the use of this website or the materials and information contained on this website, even if advised of the possibility of such damage. This disclaimer of liability applies to any damages or injury, including but not limited to those caused by any failure of performance, error, omission, interruption, deletion, defect, delay, computer virus, communication line failure, theft, or destruction of data, whether for breach of contract, tortious behavior, statutory liability negligence, or under any other cause of action.

WEBSITE STANDARDS

General Information

- Font: Verdana
- Contact Information Layout:
First Name Last Name
Title
Phone Number
e-mail address
Mailing Address: P.O. Box
Physical Address: 507 Maroon Avenue
Crested Butte, CO 81224
- Hyperlinks to For-Profit entities: Not allowed unless approved by the Town Manager.
- Hyperlink: Will be set to open in a new window unless hyperlink is to a page within our website, based upon the policy above.
- Email Hyperlinks: Individual email addresses will be used, use mail to: links for email addresses, the name of the person will be the link.
- Underlining: Only use for hyperlinks
- All Caps: Only use for acronyms
- Use "&" in headlines and subheads on department pages, but NEVER in category names, on Agendas.

Grammar

- Capitalize the word Town when referring to the Town of Crested Butte
- Website: Should be one word

Dates & Ordinals

- December 13, 2012
- First Monday of the month

Time

- 1:00 pm
- Monday-Friday, 8:00 am-5:00 pm
- Using "through" is okay, never use "thru"

Phone Numbers

- Ph: (555) 555-5555
- Fx: (555) 555-5555
- Always include phone number when there is also a fax number

Forms

- Forms are defined as documents that may be filled in.
- All forms posted shall be fill-able forms when appropriate.
- All forms shall be submitted electronically when appropriate.
- All forms will be posted on the "Forms Page" under the appropriate department.
- Forms may also be posted on other pages or linked to other pages on the site.

Documents

All documents should be PDF's, not work, excel, jpg, etc...

Addresses

- Abbreviate all street identifiers (example-Ave. St.)
- Use address blocks like envelopes and add breaks between addresses
- Spell out and capitalize First through Ninth, use figures with two letters for 10th and above

Currency

- \$0.25
- \$5
- \$5.45

Numerals vs. Text: Spell out numbers less than 10. Use numerals for 10 and above, or if it is:

- Ages
- Grades
- Lists of numbers
- Measurements
- Money
- Phone Numbers
- Time

Images

- No clip art
- All graphics should be .jpg, .gif, .tif, or.png. Resolution should be 72 dpi or low-quality or web-quality.
- The Town must own the rights to the posted photos. Any photos of persons must be with their written permission.
- When using images for the site they should be no larger than the following in these instances:
 - Right contact with image-200x150 for landscape and 150x200 for portrait
 - Staff Directory-144x216 (using standard options) 150x200 (when using basic HTML)
 - Resource/Business Directory-160x120

Individual Departments can have:

- Calendar
- News Flash
- FAQ
- Forms
- Email Lists (Notify Me subscription lists-example: Parks and Recreation Activities)

Do Not Use the following:

- Click Here: Under Construction:
- Serial commas: No comma before the "and"
- Exclamation points: