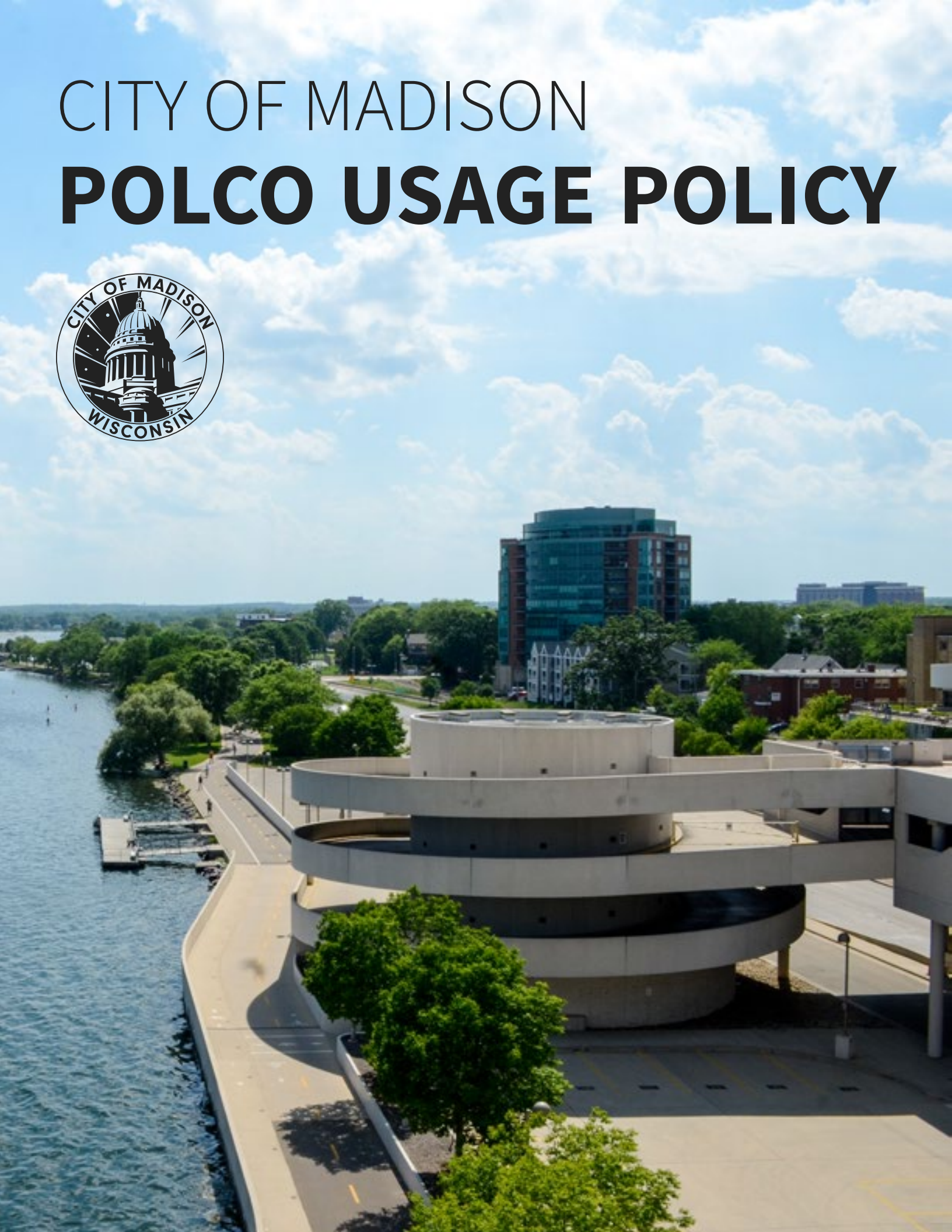# CITY OF MADISON
# POLCO USAGE POLICY

# DRAFT City of Madison POLCO Usage Policy

## Purpose

The purpose of this policy is provide uniform guidelines by which information regarding City of Madison projects, initiatives, policies will be collected using the online POLCO tool set.

## Policy

To encourage engagement and increase transparency, the POLCO platform will be leveraged as one method of encouraging resident involvement, interaction and feedback.  The intent is for public officials and employees to engage with residents in discussion on City of Madison projects, initiatives, policies through polls, comments, and surveys. This policy is to provide guidelines and standards for the usage of POLCO in the City of Madison.

## Guidelines and Expectations

- **Responsibilities**
  The administration of POLCO will fall under the responsibility of the Information Technology (IT) Web Team. All requests for rights to POLCO should be submitted to the IT Helpdesk. Accounts will be set-up by the IT Web Team and training will be provided prior to use.
- Each agency will have an administrator of their sub-account. The administrator will be able to add additional users (no more than four is recommended with the exception of the Common Council) to the sub-account. Agency administrators will need to keep track of all users within their agency.

## Branding

All accounts will follow the City of Madison agency name standards. All sub-accounts will follow the standard City of Madison branding and logo guidelines.

## Content, Commenting and Participation

- Plain language standards for wording and structure of the questions will be utilized. The following defined standards will be applied to all feedback questions posted on POLCO.
  - The question must use appropriate language and grammar.
  - The question must not show prejudice or offense to any one person or group.
  - The question must have meaning understood by the general public.
- Questions will be referenced (embedded or linked to) on the City Website and/or Social Media, such as Facebook and Twitter. Once posted, residents can respond as allowed on the site. Some questions may allow for comments and others may not.
- All comments will need to follow the City of Madison Social Media Comments Policy. If a comment violates the City of Madison Social Media Comments policy, City staff has the authority to remove the comment(s).
- Providing a realistic period of time for participation in the feedback questions posed to the community. City staff will close questions after two to four weeks (unless another time frame is necessary depending on topic).

## Reporting Results

Transparency in decision making is important to the City of Madison and the dissemination of the aggregate results received through the POLCO reporting tools will be part of the public record and subject to Wisconsin Open Records Law.

## Polls Related to Council/Board/Commission Actions

Feedback questions that are used to poll on issues relevant to Common Council or board and commission decisions (example: resolutions, ordinances, discussion items) will be included as a PDF attachment to the legislative file (Legistar) prior to the body's meeting.

Polls relative to Common Council action must be closed the Tuesday prior to the Common Council meeting they are being acted on and results attached to the legislative file before 12 noon on Wednesday prior to the Common Council meeting.

## Feedback and Summary Results

Feedback and summaries of the responses will be available through the City of Madison website for public review upon request. If the POLCO platform entries are to be removed - the archived summaries will be provided upon request.

*Last Updated: Tuesday, Oct. 6, 2017*