

18 – Web Site Linking

1.0 General Information

The City of Waukesha web site (WWW.CI.WAUKESHA.WI.US) is designed to provide the public with access to City government and information by providing direct external links to City departments, programs, projects, events, news, and special announcements.

2.0 Definitions

For purposes of this policy, an “external link” is a hyperlink (also referred to as a hypertext link) from the City’s web site to a web site maintained by another party.

“External links to other governmental entities” refers only to those links or web sites under the direct management and control of a unit of federal, state or local government.

3.0 Scope

The mission of the City of Waukesha is to provide governmental and other public services to and for the benefit of the local community. In accordance with this mission, our policy is to include within this web site only external links to other governmental entities.

The City of Waukesha web site is intended as an information resource for people who desire to: (1) know more about City government operations; (2) find out how to use City services; (3) obtain information on other matters which relate to the advancement of the public’s health, safety and welfare; and (4) learn about economic development and tourism opportunities within the City and region. The web site is not provided as a public forum for the advancement of individual citizens’ political views or opinions. The City of Waukesha solely reserves the right to determine what information and other content shall be placed on it, including links to external web sites.

4.0 Location and Appearance of External Links

The City of Waukesha reserves the right to determine how and where external links will appear on its web site; i.e., what page the external link appears on, where the external link is placed on the page, and whether the external link shall be static or dynamic in nature.

4.1 Featured External Links

WWW.CI.WAUKESHA.WI.US highlights external links of special interest to wide audiences by temporarily posting them in a position of prominence on the web site. Featured external links may include: online transactions; seasonal information; current topics on the minds of citizens, businesses or government

officials; community-level services and information; and cross-agency portals that enhance the public's interaction with government.

5.0 Requests for External Links

Every request by persons or entities to have the City of Waukesha provide an external link from its web site to the requesting party's web site shall be made by written application to the City of Waukesha Information Technology Department, and must undergo review to determine its relevance and appropriateness of the City web site's mission. The Mayor or Mayor's designee will review the merits of the requested external link to ascertain that the web site is under the direct management and control of a governmental entity and that it is relevant to the delivery of government services and provides useful and accurate information for citizens, businesses, and/or government officials.

5.1 External Links to Aldermanic Web Sites

Notwithstanding Section 5.0, the City of Waukesha may provide an external link from its web site to a web site maintained by a City of Waukesha alderperson provided that the information contained within the alderperson's web site is exclusively related to his/her Aldermanic position. These links will include the City disclaimer. If an alderperson is running for any election, their link will be disabled from January 1 through April 15 of that election year.

5.2 External Link to Online Parking Ticket Payment Site

Notwithstanding Section 5.0, the City of Waukesha may provide an external link from its web site to a web site maintained by Professional Account Management, LLP, or any other entity subsequently designated the City's 'violations bureau' pursuant to Wis. Stat. § 345.28(2)(a), to afford the public the ability to pay parking tickets online.

5.3 External Link to Videos Produced and Maintained by CGI, Inc.

Notwithstanding Section 5.0, the City of Waukesha may provide an external link from its web site to a web site maintained by CGI, Inc., which contains videos offering information about the City of Waukesha to the public pertaining to quality of life, economic development, and tourism.

6.0 External Link Maintenance

The Information Technology department shall randomly review external links on the City web site to ensure that those external links do not contain material which violates this policy.

6.1 External Link Removal Process

The Information Technology Department reserves the right to immediately remove external links if it is determined that a web site contains misleading or unsubstantiated claims, conflicts with the purpose of the City of Waukesha, or does not meet one or more of the criteria set forth in Section 5.0. External links may also be removed for the following reasons:

- The external link no longer points to the original information or resource for which it was intended.
- The web site pointed to by the external link contains inaccurate or misleading information or has changed such that it is no longer in compliance with the evaluation criteria.
- The web site pointed to by the external link violates the conditions for external link maintenance.

- Access to the information has become difficult due to non-standard formatting, lengthy download times, or intrusive advertising.
- The external link is permanently unreachable or remains unavailable for a period of 15 days.

7.0 Prohibitions

Employees of the City of Waukesha who are responsible for placing content on the City of Waukesha's web site shall avoid providing external links to any web site other than a web site directly managed and controlled by federal, state or local government and approved by the Mayor or Mayor's designee.

Hyperlinks to external sites that do not meet the criteria set forth in Section 5.0 or Section 5.1 are expressly prohibited. Placing unapproved hyperlinks on the City's web site will subject employees to disciplinary action and/or civil and/or criminal prosecution as set forth in Section 9.0.

8.0 Disclaimer of Endorsement

The information posted on WWW.CI.WAUKESHA.WI.US includes hypertext external links or pointers to information created and maintained by other public organizations. The City of Waukesha provides these external links and pointers solely for our users' information and convenience. When users select an external link, they are leaving WWW.CI.WAUKESHA.WI.US and are subject to the privacy and security policies of the owners/sponsors of the external web site.

- The City of Waukesha **does not** control or guarantee the accuracy, relevance, timeliness, or completeness of information contained on an externally linked web site.
- The City of Waukesha **does not** endorse the organizations sponsoring externally linked web sites, and **does not** endorse the views they express or the products/services they offer.
- The City of Waukesha **cannot** authorize the use of copyrighted materials contained in externally linked web sites. Users must request such authorization from the sponsor of the externally linked web site.
- The City of Waukesha **is not** responsible for transmissions users receive from externally linked web sites.
- The City of Waukesha **does not** guarantee that externally linked web sites comply with Section 508 (Accessibility Requirements) of the Rehabilitation Act.

9.0 Violations and Penalties

Penalties for violation of the Web Site External Linking Policy will vary depending on the nature and severity of the specific violation. Any City of Waukesha employee who violates the Web Site External Linking Policy may be subject to:

- (i) Disciplinary action up to and including termination of employment; and
- (ii) Civil or criminal prosecution under Federal and/or State law.

10.0 Inquiries

Direct inquiries about this policy to:
Human Resources Department
 City of Waukesha
 201 Delafield Street

Waukesha, WI 53188
Telephone: 262/524-3745
HR@ci.waukesha.wi.us

Passed this 20th day of May, 2008.
Approved this 20th day of May, 2008.