



City of Raleigh Bicycle & Pedestrian Advisory Commission

Office of Transportation Planning

P.O. Box 590 • Raleigh, North Carolina 27602 • (919) 516-2155

Monday, March 19, 2012, 5:45pm
Urban Design Center
122 Fayetteville Street, Raleigh NC 27602

AGENDA

I. Introductions

II. Approval of Minutes from February 3, 2011 retreat

III. Public Comments

This is an opportunity for public comment on items or issues that are otherwise not on the agenda.
Please limit comments to three minutes per speaker.

V. Presentations

Matt Tomasulo - Founder, WalkRaleigh

Donald Mertrud - Owner, City of Spokes, LLC

VI. Staff Report

- **City Project Updates**
- **Comprehensive Pedestrian Plan Update**

VII. Committee & Member Reports

- **Chair's Report**
- **Education Committee**
 - Wake County Public School System Coordination
 - Regional Education/Marketing Campaign
 - Bicycle Coop/Donation Program
- **Planning Committee**
 - Bicycle Plan Action Strategies
 - City Code Evaluation for Bicycles
 - On-road and Greenway Wayfinding
 - UDO Review
 - NC Complete Streets Guidelines Review
- **Special Events Committee**
 - PNC Arena Coordination
 - Bike Month 2012
- **Communications Committee**
 - Draft Social Media Policy
- **Hillsborough Corridor Ad Hoc Committee**

VIII. Old Business

- **FY2013 Work Plan** –Review of draft work plan and priorities

IX. New Business

- **CIP Project Review** –Review current designs for:
 - Leesville Road Widening Project, from I-540 to New Leesville Boulevard
 - Buck Jones, from Farmgate Road to Xebec Way

X. Announcements

- **Upcoming Events** – Please announce any events here
- **Confirmation of Next BPAC meeting** – April 16, 2012

XI. Adjournment

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DRAFT- Retreat Meeting Minutes, February 3, 2012

The City of Raleigh Bicycle & Pedestrian Advisory Commission met on Friday, February 3, 2012 at 1:00pm at Magnolia Cottage, Lake Johnson Park, 1500 Lake Dam Road, Raleigh, NC, with the following members present:

Commission Members:

Alan Wiggs, Chair
Charlotte Mitchell, Vice-Chair
Corey Bates
Dr. Linda Butler
Mike Dayton
Sig Hutchinson
Brian McCrodden
Aaron Peeler
Steven Waters

Staff:

Eric Lamb, Transportation Planning Manager
Jennifer Baldwin, Bike/Ped Coordinator
Fleming El-Amin, Transportation Planner
Kenneth Withrow, CAMPO

Guest:

Councilor Bonner Gaylord

I. Introductions

Mr. Wiggs called the meeting to order at 1:15pm and asked that everyone introduce themselves.

II. Approval of Minutes

Mr. Hutchinson moved approval of the meeting minutes from the January 10, 2012 meeting, which was properly seconded by Mr. Waters and approved by unanimous voice vote.

III. Project Update Review

Mr. Lamb gave an overview of current projects and programs.

IV. Comprehensive Project Map

Mr. Lamb reviewed a map highlighting all of the City's Capital Improvement Program projects that are under construction, fully funded, or partially funded. The map also includes projects in NCDOT's Transportation Improvement Program within the City's jurisdiction.

V. State and Local Jurisdiction Review

Mr. Lamb gave an overview of a "Whom to Call" list that provided contact and phone information for City and State resources for a variety of categories.

VI. FY12-FY13 Budget Review

Mr. Lamb and Mr. El-Amin gave an overview of all currently planned and programmed bicycle and pedestrian funding from 2011 to 2016.

VII. Potential BPAC Meeting Locations

Mr. El-Amin reviewed a list of potential alternate BPAC meeting locations. Each location included an evaluation of the operating hours of each facility, availability for BPAC meetings, and accessibility by bicycle, sidewalk, and transit. After discussion, it was agreed by consensus that the next meeting would be held at the City's Urban Design Center on Fayetteville Street.

VIII. Art to the Heart Greenway Initiative

Mr. Hutchinson provided a brief overview of the proposed “Art to the Heart” Greenway Initiative, which would propose to create a branded corridor utilizing streets and greenways from the NC Museum of Art to into Downtown Raleigh. This corridor would principally rely upon the Reedy Creek Greenway, the Rocky Branch Greenway, and the Western Boulevard Trail to make this connection. Mr. Hutchinson requested that the commission add the Art to the Heart Greenway to the BPAC’s work plan. After discussion, it was agreed by consensus to add this item to the FY2013 work plan.

IX. Summary of BPAC Actions

Ms. Baldwin reviewed the list of BPAC actions and accomplishments since the Commission was established in 2009.

X. Draft FY2013 Work Plan Review

Mr. Wiggs led the review of the proposed FY2013 work plan, followed by a discussion of existing committee tasks and future priorities. After discussion, it was agreed to present to City Council a status update on the items that have either been completed or are in progress from the previous work plan. The Commission agreed by consensus that the FY 2013 work plan should utilize the current committee structure and their assigned tasks. It was agreed to table further consideration of the draft work plan to the next meeting.

XI. Adjournment

With no further business, the meeting was adjourned at 4:45pm.

Respectfully submitted,

Jennifer Baldwin

Name	Description	Status
Major City Capital Improvement Projects		
Jones Sausage Road Widening	Widen street to five lanes with curb & gutter and sidewalks from Sunnybrook Road to New Hope Road (1.4 miles)	Under construction; to be complete by August 2012
Rock Quarry Road Widening, Part B	Widen street to four lanes with curb & gutter, sidewalks, wide outside lanes, and median refuges from Sunnybrook Road to New Hope Road (0.9 miles)	Under construction; to be complete by August 2012
Falls of Neuse Road Widening & Realignment	Widen street to four lanes and construct new four-lane street with curb & gutter, sidewalks, wide outside lanes, and median refuges from Raven Ridge Road to New Falls of Neuse Road (2.1 miles)	Under construction; Phase I complete; Phase II 13% complete.
Wade Avenue Improvement Project	Adding curb & gutter, sidewalks, wide outside lanes, and median refuges from Ridge Road to Faircloth Street	Design complete; awarded 80% STP-DA Funding from CAMPO. Bids scheduled to be advertised in February - \$639,424
Mitchell Mill Road Widening	Widen street to four lanes with curb & gutter, sidewalks, striped bike lanes, and median refuges from US 401 to Watkins Road (1.4 miles)	90% design complete; Schedule pending decision on remaining funds
Buck Jones Road Widening	Widen street to four lanes with curb & gutter, sidewalks, striped bike lanes, and median refuges from Farmgate Road to Xebec Way (1.4 miles)	65% design complete; Schedule pending decisions on remaining funds; Public Design meeting was held on Jan 4, 2012
Leesville Road Widening	Widen street to four lanes with curb & gutter, sidewalks, striped bike lanes, and median refuges from I-540 to New Leesville Boulevard	80% design complete
Marvino Lane	New alignment as a 3-lane section with curb & gutter and sidewalk on the west side	60% design complete
Peace Street West Streetscape	Roadway improvements, sidewalk repairs/replacement; street trees, utility cleanup	65% design complete; schedule to be determined
Capital Boulevard Improvements	Preliminary Engineering and Design for the widening of Capital Blvd and installation of sidewalks, curb and gutter, streetlights and transit amenities from Spring Forest Road to Old Wake Forest Road	Approved by CAMPO TAC for FFY'13 STP-DA funds, Local Agreement with NCDOT for design and P/E is pending - \$560,000
Transportation Planning Studies and Plans		
Capital Boulevard Corridor Study	Long range multimodal transportation study from Lane Street to I-440	Final report available for review through April 12th; Plan will be presented to City council on May 1st
New Bern Avenue Corridor Study	Long range multimodal transportation study from Swain Street to Crabtree Creek	Final Draft complete, adopted by City Council on Jan 17th
Blue Ridge Road Corridor Study	Long range multimodal transportation and land use study from Edwards Mill Road to Western Blvd.	Public Design Charettee at NC State Fairgrounds, Feb 6 and Feb 9th and Design Options meeting on March 8th.
Blount/Person Corridor Study	Long range multimodal transportation study and streetscape plan from I-40 to Capital Blvd.	Staff reviewing consultant submittals
Comprehensive Pedestrian Plan	Comprehensive analysis of pedestrian needs and demand including updated assessment inventory and prioritized project list.	Final report is currently being drafted; to be completed Spring 2012; 50% Funding from NCDOT - \$95,000
Neighborhood Traffic Calming Program		
Anderson Drive	Glenwood Ave to Six Forks Rd -Add Bike Lanes, realign intersection at Six Forks Rd	Design complete; contract out to bid, construction schedule to be completed by Fall 2012
Brookside Drive	Watauga St. to Glasscock St - Add bike lanes, median islands, curb ext and bulb-outs	Under design
Kaplan Drive	Melbourne Rd to Kent Rd Add bike lanes, sidewalks, curb ext, bulb-outs, median islands, and speed humps	Under design
Glascock Street	Norris Street to Raleigh Blvd, Scope TBD	Planning is underway
Rainwater Road	Spring Forest Rd to Hunting Ridge Rd - Scope TBD	Planning is underway

Name	Description	Status
Bicycle Projects		
City Bicycle Markings & Signage Program	Implementation of Bicycle Plan priority projects	Programmed in CIP for future funding
STP-DA Grant Projects - FFY11 (Approved Projects)		Priority list adopted by Council on 2/1/11 - \$144,711(funding)
	Hargett Street (S. West St to Tarboro Rd)	NCDOT Approval received; finalizing consultant agreement
	State Street (Bragg Street to MLK Blvd)	NCDOT Approval received; finalizing consultant agreement
	Clark Avenue (Faircloth St to St. Mary's St)	NCDOT Approval received; finalizing consultant agreement
	Faircloth Street (Hillsborough St to Wade Ave)	NCDOT Approval received; finalizing consultant agreement
	Oberlin Road (Hillsborough St to Glenwood Ave)	NCDOT Approval received; finalizing consultant agreement
	Lassiter Mill Rd (Glenwood Ave to Camelot Dr)	NCDOT Approval received; finalizing consultant agreement
City Capital Improvement Projects - FY'11 (Approved Projects)		Priority list adopted by Council on 11/2/10 - \$500,000(funding)
	Cabarrus Street (Boylan Ave to Chavis Way)	Under design
	Durant Rd (Falls of Neuse Rd to Capital Blvd)	Under design
	Spring Forest Road (Sandy Forks Rd to Atlantic Ave)	Under design
	Creedmoor Road (Lynn Rd to I-540)	Under design
	E. Millbrook Road (Falls of Neuse to Capital Blvd)	Under design
	Wakefield Plantation Drive (Falls of Neuse to NC 98 Bypass)	Under design
	Edwards Mill Rd/Creedmoor Rd (Blue Ridge Rd to Glenwood Ave)	Under design
	Glen Eden Drive (Glenwood Ave to Edwards Mill Rd)	Under design
	Wilmington Street/Salisbury Street (Peace St to MLK Blvd)	Under design
CMAQ Grant Projects FFY'13	Bicycle Plan Prioritization List (3 year disbursement 2013-2015)	Staff developing a detailed project list for BPAC approval - \$1,116,000 (funding)
City Resurfacing Program/Per the Bicycle Plan		
	Hillsborough St (Oberlin to Morgan)	City Council Comprehensive Committee holding a special meeting on Monday, March 19 to discuss this project
	Brooks Avenue (Wade to Hillsborough St)	Currently being evaluated
	Pullen Road (Watauga Club to Western Blvd)	Currently being evaluated
	St. Mary's St (Wade Ave to Harvey St)	Currently being evaluated
	Hillsborough Street Bike Lanes (Oberlin Rd to Gardner St)	NCDOT granted
NCDOT Resurfacing Program/Per the Bicycle Plan	Resurface NCDOT streets and restripe per the Bike Plan	No projects at this time

Name	Description	Status
Sidewalk and Pedestrian Improvement Projects		
Petition Projects	Sidewalk Projects initiated by citizen petition	
	Merwin Dr (Swift Dr to Liles Dr)	Design complete; construction to be complete summer 2012
	Brooks Avenue (Barmettler St to Wade Ave)	In design, 90% complete
STP-DA Grant Projects - FFY'11 (Approved Projects)		Priority list adopted by Council on 2/1/11 - \$687,715(funding)
	Falls of Neuse Rd/Wake Forest Rd (Hardimont Rd to Bland Rd/Pacific Dr)	NCDOT Approval received; bids to be advertised in February
	Lake Boone Trail (I-440 to Dixie Trail)	NCDOT Approval received; bids to be advertised in February
	Poole Rd (Sunnybrook Rd to Old Poole Rd)	NCDOT Approval received; bids to be advertised in February
	Calvary Dr (Green Rd to Capital Blvd)	NCDOT Approval received; bids to be advertised in February
	Wade Ave (Dogwood Ln to Hymettus Ct)	NCDOT Approval received; bids to be advertised in February
	Fox Rd (Werribee Dr to I-540 Bridge)	NCDOT Approval received; bids to be advertised in February
	New Hope Church Rd (Green Rd to Ingram Dr)	NCDOT Approval received; bids to be advertised in February
STP-DA Grant Projects - FFY'12		Projects adopted by City Council on 9/6/11
	Creedmoor Road (Glenwood Ave to Strickland Rd)	Currently in design, scheduled to be let for construction by October 2012 - \$1,505,000 (funding); Public meeting scheduled March 27, 6pm at the Edwards Mill Community Center
	Lake Wheeler Road (Centennial Parkway to Tryon Rd)	Currently in design, scheduled to be let for construction by October 2012 - \$2,150,000 (funding); Public meeting scheduled on March 28, 6pm at the Peach Road Community Center
STP-DA Grant Projects - FFY'13		Approved by CAMPO TAC for FFY'13 STP-DA funds
	Downtown Pedestrian Safety Improvements (Design and install pedestrian signals at several downtown intersections)	Approved by CAMPO TAC for FFY'13 STP-DA funds, Local Agreement with NCDOT for design and P/E is pending - \$150,000
CMAQ Grant Projects		Approved by CAMPO TAC for FFY'13 -FFY'15 CMAQ funds
	Overpass Pedestrian Accessibility Retrofit Project - (Avent Ferry Rd, Lake Dam Rd, Trailwood Dr, Rock Quarry Rd, Trenton Rd and Blue Ridge Rd)	Funds to begin feasibility study to be released by October 2013 (Design - \$50,000; Construction - \$2,000,000)
	Six Forks Rd Sidewalk Project (Coleridge Dr to Wake Forest Rd)	Scheduled to be let for design by October 2013 - (Design - \$33,000; ROW - \$48,3000, Construction -\$401,700
Greenway Improvement Projects		
Neuse River Trail (NRT)	Extends from the existing Upper Neuse Trail at the WRAL Soccer Complex off of Perry Creek Rd. to the Wake/Johnston County Line. The remaining six sections total approximately 21.5 miles in length.	Construction is underway for five of the six segments of the trail.
NRT-Riverbend	Extends from the existing Upper Neuse trail at the WRAL Soccer Complex to the bridge east of Anderson Point Park and is approximately 1 mile long.	Trail is in design and bids are expected to be advertised Spring 2012.
NRT-Skycrest to Horseshoe	Extends from NC 401 south of Horseshoe Farm Park to Skycrest Drive and is approximately 7 miles long. The project includes three bridges over the Neuse River.	Trail is under construction and is expected to be completed Fall 2012.
NRT-Anderson to Skycrest	Extends from Anderson Point Park north to Skycrest Rd and is approximately 3.5 miles long. Project includes the construction of three bridges over the Neuse River.	Trail is under construction and is expected to be completed Fall 2012.
NRT-Poole to Anderson	Extends from Poole Road north to Anderson Point Park and is approximately 1.2 miles long. Project includes a bridge over Crabtree Creek.	Trail construction will begin in March 2012 and is expected to be completed early 2013.
NRT-Auburn Knightdale to Poole	Extends from Auburn Knightdale Road north to Poole Road and is approximately 3.0 miles long. There are several bridges in this segment with one bridge crossing Walnut Creek.	Trail is under construction and is expected to be completed Fall 2012.
NRT-Countyline to Auburn Knightdale	Extends from the County Line to Auburn Knightdale Road and is approximately 5.7 miles long. There are several bridges in this segment with one crossing the Neuse River.	Trail is under construction and is expected to be completed Fall 2012.
House Creek Trail	Extends from the eastern end of the pedestrian bridge over I-440 to the Crabtree Creek Trail at the intersection of Blue Ridge Road and Crabtree Valley Boulevard. The trail is approximately 2.9 miles long. Project includes two pedestrian underpasses under Lake Boone Trail and Glen Eden Drive.	Trail is under construction and is expected to be completed June 2012.
Honeycutt Creek Trail	Extends from the existing Mine Creek Greenway Corridor to the South Shore Trail on Falls Lake. The trail is approximately 5.7-miles long.	The project is expected to be advertised Spring 2012, with a projected completion date of May 2013.
Walnut Creek Trail Extension	This project is comprised of two sections. One extends from Rose Lane to New Hope Road (2.9 miles). The Second extends from New Hope Road to the Neuse River Trail (1.6 miles).	Trail is in design and is expected to be completed mid-2013.
Crabtree Creek Trail Extension	Extends from Milburnie Road to the Neuse River Trail and is approximately 4.1 miles long.	Trail is in design and is expected to be completed in Fall 2013.

Draft FY 2013 BPAC Work Plan

Education Committee:

- Partner with WCPSS to develop a Safe Routes to School Program
 - Fix and Upgrade the three existing bicycle rodeo trailers
 - Develop a Bicycle Rodeo Kit
 - Develop a Youth Instructor program through LAB
 - Assist ITRE with the development of new bike/ped education curriculum
- Coordinate with WCPSS to include bike/ped laws in the Drivers Education Curriculum
 - Partner with NCDOT
- Develop a RPD Training course on Pedestrian Law & Safety
 - Partner with NCDOT and ITRE
- Partner with HSRC on a Raleigh Pedestrian Education & Enforcement Campaign
- Initiate the Raleigh Bicycle Benefits Program
- Develop education materials for bike shops to use in conjunction with their maintenance training
- Assist the planning and organizing of the 2012 NC Bike Summit
- Conduct more LAB Safety 101 courses
 - RPD bike patrol unit
 - WCPSS PE teachers
 - COR Staff
- Project Ricochet
 - bicycle recycle program
 - education of recipients

Special Events Committee:

- Bike Month 2012
 - RaleighRacks Premier
 - RBC "Happy Hour"
 - race interval training
 - family hour with bike rodeos and family fun
 - 2012 Earth Day
 - Bike parking valet
 - Cycloviva Raleigh
 - Greenway Safety Checkpoint
 - House Creek Greenway Opening
 - Partner with Parks & Rec Advisory Board
 - Raleigh LCI Course (sponsored by GoTriangle)
 - Commuter Recognition Program
 - Bike to Work Day Leadership Ride, May 18th, 9am
- Art to the Heart Bike Ride
- Wayfinding Signage Bike Ride/Tour
- RaleighRacks Bike Ride/Tour
- 2012 NC Bike Summit
- Meetup special events with bike/ped features
- RBC Center events

Planning Committee:

- Update Bicycle Plan Action Strategies
- Review DRAFT NCDOT Complete Streets Guidelines
- Review DRAFT Unified Development Ordinance
- Review Raleigh City Code for bicycle & pedestrian references
- Develop an On-Road Bicycle Wayfinding & Signage Plan

Communications Committee:

- Develop a social media policy
- Increase interest in the BPAC facebook page
- Increase public participation and interaction with bike/ped initiatives
- Promote BPAC events and programs

DRAFT Social Media Policy for City of Raleigh Bicycle & Pedestrian Advisory Commission

I. Social Media Goals

To specifically promote the work of the Raleigh Bicycle & Pedestrian Advisory Commission (BPAC), and more generally to promote bicycling and pedestrian advocacy and activities in the city of Raleigh, through Social Media networks.

II. Social Media Defined

Social Media include but are not limited to blogs, podcasts, discussion forums, on-line collaborative information and publishing systems that are accessible to internal and external audiences (i.e., Wikis), RSS feeds, video sharing, and social networks such as Facebook, Google+ and Twitter.

III. General Considerations

The city has determined that it owns and administers Web pages of its official boards and commissions. The same rules likely apply to Social Media platforms, including Facebook, Google+, Twitter, and any blogs established by those boards and commissions. The city has adopted a Social Media policy that should be followed by BPAC commissioners (see below).

Social Media Commissioner Use

All official BPAC communications through Social Media and social networking outlets should remain professional in nature and should always be conducted in accordance with BPAC's communications policy, practices and in accordance with the ambassador role that BPAC members have in the cycling and pedestrian communities. Any official BPAC social media or social networking sites should not be used to promote political candidates, to conduct private commercial transactions, or to engage in private business activities. Commissioners may post on any related topic on official BPAC Social Media sites. However, commissioners expressing their own views or opinions on official BPAC Social Media outlets should:

1. State your name and, if relevant, role;
2. Use a disclaimer such as: "The postings on this site are my own and don't reflect or represent the opinions of the BPAC."

IV. Examples of Social Media Posts

Posts for BPAC Social Media sites should be relevant to the BPAC's mission of serving the Raleigh bicycle and pedestrian communities. Examples of relevant topics include: upcoming meetings; local bicycle and pedestrian events; other calendar items; local state and national articles, links and videos on bicycling and pedestrian issues. The city reserves the right to delete unacceptable submissions. As stated in Raleigh's official Social Media policy:

Posts to be avoided include political posts, posts for private commercial transaction or business activities, posts that infringe on others' copyrights and posts that are libelous in nature, and posts that are not relevant to BPAC's role in serving Raleigh's bicycle and pedestrian communities. The following are examples of unacceptable social networking content and comments. The list is not intended to be all-inclusive. Examples are:

- Profane or obscene language or content;
- Content that promotes, fosters, or perpetrates discrimination on the basis of race, creed, color, age, religion, gender, marital status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;

V. General Posting Considerations & Guidelines

- a. Respect copyright and fair use laws.** Be sure to show respect for the laws governing copyright and fair use of copyrighted material owned by others. Do not quote more than short excerpts of someone else's work and always provide attribution. It is a better practice to link to others' work, when possible.
- b. Protect confidential information.** Remember that online content is not private and may be shared by others.
- c. Be respectful.** Respect your audience and your fellow commissioners. The BPAC members have a diverse set of values and points of view. Don't be afraid to be yourself, but do so respectfully. Don't use ethnic slurs, personal insults, obscenity or engage in any conduct that would not be acceptable in your role as an ambassador to the cycling and pedestrian communities. Show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory – such as politics and religion.
- d. Be mindful of the kinds of links you share.** Redirecting to another site may imply an endorsement of its content.
- e. Don't make unsubstantiated claims.** If you need to respond or make a comment on something specific, verify the facts and provide references or sources of information that are current.
- f. Public record law applies.** Commissioners should be aware that North Carolina's public records laws apply to postings on BPAC Social Media sites.

City of Raleigh Social Media Policy

The City of Raleigh uses social media to interact with residents, businesses and visitors about public issues. Please submit your questions, comments and concerns. Please note this is a moderated online discussion site and subject to North Carolina Public Records Laws, and e-discovery laws and policies.

The City reserves the right to delete unacceptable submissions. The following are examples of unacceptable social networking content and comments. The list is not intended to be all-inclusive. Examples are:

Profane or obscene language or content;

Content that promotes, fosters, or perpetrates discrimination on the basis of race, creed, color, age, religion, gender, marital status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;

- Solicitations of commerce;
- Infringement on copyrights or trademarks; and,
- Confidential or non-public information.

Please note that the opinions and comments expressed on this social media site do not reflect the opinions and positions of the City of Raleigh government, its officers or employees. If you have any questions concerning the operation moderated discussions, please contact the City of Raleigh [Public Affairs Department](#) at 919-996-3100.

Organizational Rules

Employees of the City of Raleigh communicate via social media websites. Consequently any communication via the social media site (whether by a City employee or the general public) is subject to monitoring and disclosure to third parties. Relevant City of Raleigh and North Carolina Public records retention schedules apply to social networking content. Records required to be maintained pursuant to a relevant records retention schedule shall be maintained for the required retention period in a format that preserves the integrity of the original record and is easily accessible using the approved City platforms and tools.

Social Media Policy



Social media facilitates discussion of City issues, operations and services by providing the public the opportunity to participate. City of Raleigh departments may use social media and social network sites to further enhance communications with various stakeholders and organizations in support of City goals and objectives. City officials and City organizations have the ability to publish articles, facilitate discussions and communicate information through various media related to conducting City business. This policy is designed to define social media, the process of using social media, and the rights and responsibilities of the City in its use of social media.

Purpose

Social networking and Internet services have become a popular form of communication. The City of Raleigh believes that effective and efficient interaction with the public may be enhanced using online technology to present matters of public interest in the City of Raleigh.

Scope

This policy applies to all officers, agents and employees of the City of Raleigh. Employees who choose to participate in social networks in their capacity as City of Raleigh employees must adhere to this policy.

Definitions

Social Media - A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content.

Blog - An abridgment of the term web log, a blog is a website with regular entries of commentary, descriptions of events, or other materials such as graphics or videos.

Author - An authorized City of Raleigh employee who creates and is responsible for posted articles and information on social media sites.

Articles - An original posting of content to a City of Raleigh social media site by a City of Raleigh author.

Commenter - A City of Raleigh employee or member of the public who submits a comment for posting in response to the content of a particular City of Raleigh article or social media content.

Comment - A response to a City of Raleigh article or social media content submitted by a commenter.

Departmental Moderator - Any authorized City of Raleigh employee who reviews, authorizes and allows content submitted by City of Raleigh authors and public commentators to be posted to a City of Raleigh social media site.

COR Moderator - A resource in the Public Affairs Department that has the authority to monitor and police all social media sites related to the City of Raleigh.

Organizational Rules

All proposed City of Raleigh social media accounts or sites shall be (1) submitted using the Social Media Site/Account Request Form to the requestor's department head; (2) the request must be approved by the department head; (3) the Public Affairs Department must sign off on the [Social Media Site/Account Request Form](#) for final approval. The site shall be published using approved City social networking platform and tools.

Designees can be any department employee or volunteer designated by the requesting department head that has a complete understanding of this policy and has appropriate subject knowledge and technical experience.

City of Raleigh social networking Web sites are considered a public record under North Carolina General Statutes Section 132 and will be managed as such. Non-employees may not know that social networking sites are public record. **To assure that the public is aware of this, departments with a social networking site must display the following statement prominently on their social networking page:**

Employees of the City of Raleigh communicate via this Web site. Consequently, any communication via this site (whether by a City employee or the general public) is subject to monitoring and disclosure to third parties. Relevant City of Raleigh and North Carolina Public records retention schedules apply to social networking content. Records required to be maintained pursuant to a relevant records retention schedule shall be maintained for the required retention period in a format that preserves the integrity of the original record and is easily accessible using the approved City platforms and tools.

All social network sites and entries shall clearly indicate that any articles and any other content posted or submitted for posting are subject to public disclosure.

Employees using social media to communicate on behalf of the City of Raleigh should be mindful that any statements made are on behalf of the City of Raleigh. Therefore, employees shall use discretion before posting or commenting. Once comments or posts are made, they can be seen by anyone and may not be able to be recanted. Consequently, the following are examples of unacceptable social networking content and comments:

- Profane or obscene language or content
- Content that promotes, fosters, or perpetrates discrimination on the basis of race, creed, color, age, religion, gender, marital status with regard to public assistance, national origin, physical or mental disability or sexual orientation;
- Solicitations of commerce;
- Infringement on copyrights or trademarks; and
- Confidential or non-public information.

Content submitted for posting that is deemed unsuitable for posting by a COR Moderator or the Departmental Moderator because it is not topically related to the particular social networking site objective or is deemed prohibited content based on the aforementioned list shall be retained pursuant to the records retention schedule along with the reason the specific content is deemed not suitable for posting.

The City of Raleigh reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law.

Each City of Raleigh social networking site shall include an introductory statement or status statement which clearly specifies the purpose and topical scope of the blog and social network site. ***The social networking sites must link back to the departmental City of Raleigh Internet site and the Public Social Media Comments Policy where possible.***

All Moderators shall be trained regarding the terms of this policy, including their responsibilities to review content submitted for posting to ensure compliance with the policy.

All social networking sites shall clearly indicate they are maintained by the City of Raleigh and shall have City of Raleigh contact information prominently displayed.

Employees representing the City government via social media outlets must conduct themselves at all times as a representative of the City and in accordance with all Personnel policies.

Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

Maintenance of the City's website and intranet (Corecon) site take priority over maintaining a social media site. A social media site is used to enhance, not replace website communications.

Procedures

Any employee who desires to create a social media site must receive approval from his or her department director and Public Affairs.

The Public Affairs staff will process and retain request forms and establish the appropriate services for archiving social media content.

The City of Raleigh Moderator will establish a general account that aggregates all City of Raleigh social media accounts or sites to monitor on a daily basis. When a new site has been approved, the Departmental Moderator will contact the City of Raleigh Moderator to subscribe to the new site feed.

The Department Moderator will contact the City of Raleigh Moderator who generated the account or site if facilitative, corrective, monitored, or other action needs to be taken.

The City of Raleigh Moderator will be responsible for monitoring all comments posted to a City of Raleigh social media site for appropriateness. This person(s) will be responsible for ensuring all content is suitable for posting, removing all content that is not suitable or prohibited based on the criteria listed in this policy. This person(s) also is responsible for retaining all content that is removed in accordance with this policy.

All sites shall be published using approved City social networking platforms and tools. Requests for using other platforms must be submitted to the City of Raleigh Information Technology Department.

Employee Guidance for Participating in Social Networking

City of Raleigh employees should always consider whether it is appropriate to post comments that commit themselves or the City to a course of action. ***Employees should never comment on areas that are NOT within the realm of their job responsibility.*** Employees should never post an opinion. Improper use of the City's social media Web site may result in appropriate disciplinary action, up to and including termination of employment.

Great care must be given to screening any communication made on behalf of the City. If there is any question regarding the content of a potential comment or post, do not post it.

Employees who choose to participate in social networks as a City employee should adhere to the following guidelines.

1. City policies, rules, regulations and standards of conduct apply to employees who engage in social networking activities while conducting City business and must comply with the City's Personnel Policies.

Use of a City email address and communicating in your official capacity will constitute conducting City business.

2. City employees shall notify their department director if they intend to create a social networking site or service to conduct City business using the Social Media Site/Account Request Form.
3. Department heads will determine the employee responsible for managing the social networking activities in their departments.

Public Social Media Comments Policy

The following **Public Social Media Comments Policy** will be posted on the external Web site:

Welcome to the City of Raleigh's (e.g. Facebook or Twitter) page.

The City of Raleigh uses social media to interact with residents, businesses and visitors about public issues. Please submit your questions, comments and concerns. Please note this is a moderated online discussion site and subject to North Carolina Public Records Laws, and e-discovery laws and policies.

The City reserves the right to delete unacceptable submissions. The following are examples of unacceptable social networking content and comments. The list is not intended to be all-inclusive. Examples are:

- A. *Profane or obscene language or content;*
- B. *Content that promotes, fosters, or perpetrates discrimination on the basis of race, creed, color, age, religion, gender, marital status with regard to public assistance, national origin, physical or mental disability, or sexual orientation;*
- C. *Solicitations of commerce;*
- D. *Infringement on copyrights or trademarks; and,*
- E. *Confidential or non-public information.*

Please note that the opinions and comments expressed on this social media site do not reflect the opinions and positions of the City of Raleigh government, its officers or employees. If you have any questions concerning the operation of this moderated discussion site, please contact the City of Raleigh Public Affairs Department at 919-996-3100.