



County of Monterey

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legistar File Number: 24-692

November 12, 2024

Introduced: 10/15/2024

Current Status: Agenda Ready

Version: 1

Matter Type: General Agenda Item

- a. Approve County of Monterey Guidelines for Department Website URL Naming Convention Policy (Policy Number G-142 of the Board Policy Manual).
- b. Present County of Monterey Guidelines for Department Website URL Naming Convention Policy as a supplemental document to be incorporated into the County's Brand Policy manual.
- c. Provide direction to staff as appropriate.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Approve County of Monterey Guidelines for Department Website URL Naming Convention Policy (Policy Number G-142 of the Board Policy Manual).
- b. Authorize the County Communications Director to incorporate the Monterey Guidelines for Department Website URL Naming Convention Policy as a supplemental document to be incorporated into the County's Brand Policy manual.
- c. Provide direction to staff as appropriate.

SUMMARY:

The Board of Supervisors, upon approving the creation of the County Communications Program, directed staff to develop policies, procedures, guidelines and best practices to create consistent messaging and standards for all external and internal communications. The purpose of the policy and supplemental guidelines is to establish best practices for County of Monterey management, and employees when requesting new URLs.

DISCUSSION:

Having uniform policies and guidelines regarding URL usage in the County is critical in creating an environment of transparency and effective and efficient communications to the residents and stakeholders of the County of Monterey. It also supports the strategic initiatives of the Board of Supervisors to modernize the methods and tools the County uses to keep the public informed on matters impacting the quality of life in Monterey County. Implementing this policy is one step in facilitating improved communications with the public the County serves.

OTHER AGENCY INVOLVEMENT:

County Counsel, County Administrative Office.
Information Technology Department

FINANCING:

There is no impact to the General Fund.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Mark a check to the related Board of Supervisors Strategic Initiatives

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

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Attachments:
Draft Policy