



# VILLAGE OF ORLAND PARK

14700 Ravinia Avenue  
Orland Park, IL 60462  
[www.orlandpark.org](http://www.orlandpark.org)

## Meeting Agenda

### Committee of the Whole

*Village President Keith Pekau*

*Village Clerk John C. Mehalek*

*Trustees, Kathleen M. Fenton, James V. Dodge, Jr., Daniel T. Calandriello,  
William R. Healy, Cynthia Nelson Katsenes, and Michael R. Milani*

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Monday, July 6, 2020

6:00 PM

Village Hall

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**A. CALL TO ORDER/ROLL CALL**

**B. PLEDGE OF ALLEGIENCE**

**C. APPROVAL OF MINUTES**

[2020-0461](#) Approval of the June 15, 2020 Committee of the Whole Minutes

Attachments: [Draft Minutes](#)

**D. ITEMS FOR SEPARATE ACTION**

1. [2020-0469](#) Tyler 311 Demonstration

Attachments: [Tyler Excellence Award](#)

2. [2020-0471](#) Updated Social Media Policy

Attachments: [Social Media Policy](#)

**E. NON-SCHEDULED CITIZENS & VISITORS**

**F. ADJOURNMENT**

DATE: July 6, 2020

## **REQUEST FOR ACTION REPORT**

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File Number:	<b>2020-0461</b>
Orig. Department:	<b>Village Clerk</b>
File Name:	<b>Approval of the June 15, 2020 Committee of the Whole Minutes</b>

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### **BACKGROUND:**

### **BUDGET IMPACT:**

### **REQUESTED ACTION:**

I move to approve the Minutes of the Regular Meeting of the Committee of the Whole of June 15, 2020.

# VILLAGE OF ORLAND PARK

14700 Ravinia Avenue  
Orland Park, IL 60462  
[www.orlandpark.org](http://www.orlandpark.org)



## Meeting Minutes

Monday, June 15, 2020

6:00 PM

Village Hall

## Committee of the Whole

*Village President Keith Pekau*

*Village Clerk John C. Mehalek*

*Trustees, Kathleen M. Fenton, James V. Dodge, Jr., Daniel T. Calandriello,  
William R. Healy, Cynthia Nelson Katsenes, and Michael R. Milani*

**CALL TO ORDER/ROLL CALL**

The meeting was called to order at 6:01 P.M.

**Present:** 8 - President Pekau; Village Clerk Mehalek; Trustee Fenton; Trustee Dodge; Trustee Calandriello; Trustee Healy; Trustee Nelson Katsenes and Trustee Milani

**APPROVAL OF MINUTES****2020-0422 Approval of the June 1, 2020 Committee of the Whole Minutes**

I move to approve the Minutes of the Regular Meeting of the Committee of the Whole of June 1, 2020.

**A motion was made by Trustee Dodge, seconded by Trustee Fenton, that this matter be APPROVED. The motion carried by the following vote:**

**Aye:** 8 - President Pekau, Village Clerk Mehalek, Trustee Fenton, Trustee Dodge, Trustee Calandriello, Trustee Healy, Trustee Nelson Katsenes, and Trustee Milani

**Nay:** 0

**ITEMS FOR SEPARATE ACTION****2020-0415 Village Multi-use Path Connectivity**

The Village of Orland Park has a vast multi-use path system (43.4 miles) that is connected by sidewalks (9.4 miles), on-street routes (15.5 miles) and by Forest Preserve of Cook County (FPDCC) paths (included in 43.4 mileage referenced above). The multi-use path system in combination with sidewalks, on-street routes, and FPDCC path providing good connectivity through the Village (68.3 miles). The Cook County Forest Preserves to the Northeast of the Village provide scenic paths as well as the paths in Orland Grasslands to the South and the Village's own Centennial Park. Overall the Village has a good path system in place today but there are notable gaps and possible improvements that can still be made to further improve the system.

Below are some of the notable gaps/improvements that can be made:

- 104th Avenue from 159th Street to 163rd Place - Currently finishing Design Engineering (Phase II) and pursuing funding for construction
- 167th Street from Steeplechase Parkway to 104th Avenue - Currently Completing Preliminary Engineering (Phase I) and pursuing funding for Design Engineering (Phase II)
- Wolf Road from 143rd Street to 179th Street - Currently in Preliminary

Engineering (Phase I) for roadway widening

- 82nd Avenue from 139th Street to 151st Street/80th Avenue

- McGinnis Slough/ComEd power lines easement/property

- Strategically replace sections of existing sidewalk with multi-use paths to improve connectivity

All the improvements above can be accomplished as an individual project except for the Wolf Road section from 143rd Street to 179th Street. This multi-use path would be completed with the redevelopment of land along Wolf Road and the roadway widening, which is a long term project.

Programs and Engineering Services Director Khurshid Hoda presented information regarding this matter. (refer to audio file)

President Pekau and Trustee Dodge had comments. (refer to audio file)

Trustees Dodge and Fenton had questions.

Director Hoda responded to their questions.

President Pekau and Trustee Dodge had additional comments. (refer to audio file)

Trustee Healy had comments. (refer to audio file)

President Pekau responded to Trustee Healy's comments. (refer to audio file)

Trustee Healy had a question. (refer to audio file)

President Pekau and Director Hoda responded to Trustee Healy. (refer to audio file)

Trustee Calandriello had questions. (refer to audio file)

Director Hoda and President Pekau responded to Trustee Calandriello. (refer to audio file)

**This item was for discussion only. NO ACTION was required.**

**2020-0414 Surface Transportation Program Funding For 143rd Street From Will-Cook Road To Wolf Road Improvement Project - Discussion Only**

The Southwest Conference of Mayors (SWC) is requiring projects with Surface Transportation Program (STP) funding to pass a resolution to commit that the local (Village's) share is available for the project. This will allow for STP funding to be used in the upcoming fiscal year. Currently, the Village of Orland Park has \$1,000,000 of construction funding programmed for 143rd Street from Will-Cook Road to Wolf Road for 2021. This \$1 million dollar cost is approximately 8% of the project cost. Staff has applied for several funding sources to complete this project. Federal or State construction funds are not available yet. The Village has recently requested the Illinois Department of Transportation (IDOT) for a Jurisdiction Transfer and now waiting for their response.

Staff plans to request SWC to move our approved funding of \$1 million to a later year so it is available when the Village is ready to build this section of 143rd Street. Going forward, each year that STP projects are funded a Resolution will be brought forward to the Board as a procedural matter.

Programs and Engineering Services Director Khurshid Hoda presented information regarding this matter. (refer to audio file)

President Pekau and Trustee Dodge had comments. (refer to audio file)

**This item was for discussion only. NO ACTION was required.**

**2020-0427 Doctor Marsh/Stellwagen IDNR Grant Obligation Transfer Agreement**

The purpose of this project is to transfer the Illinois Department of Natural Resources' (IDNR) Open Lands Trust (OLT) grant obligations from the Stellwagen Family Farm to Doctor Marsh and enable continued farming at the Stellwagen Family Farm. This is related to IDNR Project OLT 01-024.

**Overview and Background**

The Village of Orland Park acquired the Stellwagen Family Farm, a 60-acre property, as an Open Lands purchase in 2002 through an OLT grant from the IDNR and funds from the Orland Park Open Lands Corporation. The total price was approximately \$6 million. The OLT grant constituted approximately \$2 million. Along with the OLT grant came a number of stipulations and requirements associated with how the Stellwagen land will be used, namely that the farmland be converted from agricultural use to prairie lands.

The OLT grant required that by 2006, prairie restoration commence on the farm. The prairie restoration, however, did not occur due to residual contractual obligations related to the farm purchase and the intent of the Stellwagen Family

Farm Foundation (SFFF). The primary goal of SFFF, aside from the historical preservation of the farmstead, is the preservation of agricultural practices in Orland Park. Outstanding on its commitment to restore prairie and natural lands on the farmstead due to numerous conflicts, the Village sought to work through the issue with the IDNR in 2009.

Since 2009, the Village has worked with IDNR to identify a means to continue farming at Stellwagen Farm and still meet the grant requirements to create prairie lands within the Village of Orland Park. The IDNR agreed that the Village can acquire new open space properties to accomplish this goal. The new properties, IDNR stipulated, had to be newly acquired, that is acquired post 2009, and had to be equal in value to the Stellwagen Farm. This will allow the transfer of the obligations of the OLT grant to any new properties and meet the grant requirements.

#### Project Details

The project will transfer IDNR's OLT obligations and requirements from the Stellwagen Farm (60 acres) to the Doctor Marsh property (66 acres). The Doctor Marsh property is valued higher than the Stellwagen Farm based upon property appraisals. These 66 acres will be maintained in perpetuity by the Village as open land in exchange for continued farming at the Stellwagen Farm. With the exception of trails, limited public access points, and a small parking lot, no development is proposed at Doctor Marsh. There are no existing structures or buildings on the Doctor Marsh property.

In 2013, the Village identified the "Doctor Marsh" property as a potential candidate to which a transfer of the OLT grant obligations from the Stellwagen Farm would be appropriate. The property is located at 11601 W. 151st Street, immediately south of 151st Street and west of Wolf Road. The property was deeded to the Village by Gallagher and Henry as part of a previous development approval process. The property contains a large wet meadow and marsh wetland complex associated with Spring Creek, an artificial pond, upland wooded areas, degraded scrub-shrub areas and degraded prairie/successional fields. The wetland complex covers approximately 43 acres of the property with the remaining 23 acres consisting of upland areas. Substantial portions of the site also contain floodplain and floodway associated with Spring Creek.

Doctor Marsh is an ideal property for this project in the sense that all the OLT obligations will be in one location and not spread across multiple properties throughout the Village. This makes it easier to improve, maintain, manage, and plan accordingly.

Appraisals of both the Stellwagen Farm and the Doctor Marsh properties were conducted in the spring of 2013 and winter of 2014, respectively. The following are the appraised value for each property:

- Stellwagen Family Farm: \$1,425,000

- Doctor Marsh: \$1,445,000

The IDNR certified the appraised value of the Doctor Marsh property in April 2014 and approved to commence the obligation transfer process.

In short, the transfer of obligations includes the following items:

1. Establish a State IDNR OLT easement over the property to maintain the land in perpetuity as open space.
2. Provide a plan for public accessibility into the open space site.
3. Restore prairie and natural lands.

The Doctor Marsh property is similar to the Stellwagen Farm in that both lands have an agricultural heritage. Whereas the Stellwagen Farm has seen continual farming over eight successive generations since the beginning of the Township, the Doctor Marsh property has in recent years not been farmed and the land is taken over by overgrowth and more natural plant material, with some likelihood of invasive species. The Doctor Marsh property does have some residual traces of farming in the form of former irrigation channels. To meet OLT requirements, work must be done to clear the land and restore it to a more natural and native condition.

The intent of the project at Doctor Marsh is to include public access points and multi-use paths including site access and parking. Some modifications for localized prairie restoration on the farmland may still occur at Stellwagen Farm. However, the majority of these obligations will be transferred to the Doctor Marsh property.

Based on input from Village staff, the Village's consultant, CBBEL, developed a 4-phase enhancement and restoration plan for Doctor Marsh to meet the IDNR's OLT requirements, as well as provide additional access to the entire site and restore the wetland and natural areas of the property.

Phase I - Provides an access drive off of 155th Street and a 10-space parking lot, as well as a water fountain, restrooms, and a connection to the proposed Laurels of Spring Creek development at the corner of 155th Street and Wolf Road. The parking area would also be planned to allow future expansion to 20 parking spaces.

Phase II - Provides access to the kame, which is located at the center of the site and elevated approximately 15-20 feet from most of the site, with a combination of asphalt and boardwalk paths. The paths would essentially be parallel to the southern property line of the site before heading north near the western property line. This phase requires two crossings of Spring Creek and provides three scenic



overlook locations.

Phase III - Provides access to the remaining western edge of the property and ties into the existing path along 151th Street. Due to the proposed location away from the property line along with LeGrand Estates, the majority of this path would be boardwalk and the remaining portion would be asphalt. This phase would provide one additional scenic overlook.

Phase IV - Provides access to the eastern portion of the site along the western edge of existing Spring Creek Estates. This path would consist of asphalt and would tie into the proposed Laurels of Spring Creek development. This phase provides two additional scenic overlook locations.

Due to the large amount of wetlands, floodplain and floodway at the Doctor Marsh site, extensive permitting will be required from the IDNR - Office of Water Resources (IDNR-OWR) and the United States Army Corps of Engineers (USACOE). Compensatory stormwater storage for floodplain fill would be replaced onsite, however the purchase of offsite wetland banking credits would likely be required for wetlands impacts.

Cost estimates were prepared for each phase assuming a multi-year, phased construction approach with cost escalation factors for future years. Concept level construction cost estimates for all four phases vary from approximately \$4million for single-contract, single-year construction to \$6million for multiple-contracts, multiple-year construction. The cost estimates will be discussed in more detail during the Committee of the Whole meeting which would include Engineering Phases II and III, permitting, wetland banking, and onsite restoration efforts.

The Village may have the option to build two or more phases, in sequential order. This has to be confirmed with IDNR whether two phases will meet grant obligation transfer requirements. Staff will follow up with IDNR to confirm their minimum requirements. To take best advantages of the views from the kame, staff suggests that the Village consider completing at least Phases I and II. However, The cost for Phases I and II is approximately \$3million and an additional \$1million for Phases III and IV.

Programs and Engineering Services Director Khurshid Hoda gave an update regarding this matter. (refer to audio file)

Travis Perry of Christopher B. Burke Engineering presented information regarding this matter. (refer to audio file)

Director Hoda presented additional information. (refer to audio file)

Trustee Fenton had comments. (refer to audio file)

Trustee Healy had questions. (refer to audio file)

Trustee Fenton and President Pekau responded to Trustee Healy. (refer to audio file)

Trustee Dodge had comments and questions. (refer to audio file)

Director Hoda & Travis Perry responded to Trustee Dodge. (refer to audio file)

Trustee Calandriello and President Pekau had comments. (refer to audio file)

I move to recommend to the Board of Trustees to authorize staff to develop a plan to transfer IDNR Grant Obligation from Stellwagen Farms to Doctor Marsh;  
And,

I move to recommend to the Board of Trustees to authorize staff to develop plans to implement Phases I and II of the proposed plan as presented to the Committee of the Whole which may include design, estimated construction costs, construction schedule, and construction phasing (if needed).

Or,

I move to recommend to the Board of Trustees to authorize staff to develop plans to implement Phases I through IV of the proposed plan as presented to the Committee of the Whole which may include design, estimated construction costs, construction schedule, and construction phasing (if needed).

**A motion was made by Trustee Fenton, seconded by Trustee Calandriello, that this matter be TABLED. The motion carried by the following vote:**

**Aye:** 8 - President Pekau, Village Clerk Mehalek, Trustee Fenton, Trustee Dodge, Trustee Calandriello, Trustee Healy, Trustee Nelson Katsenes, and Trustee Milani

**Nay:** 0

**ADJOURNMENT: 7:15 P.M.**

**A motion was made by Trustee Dodge, seconded by Trustee Fenton, that this matter be ADJOURNED. The motion carried by the following vote:**

**Aye:** 8 - President Pekau, Village Clerk Mehalek, Trustee Fenton, Trustee Dodge, Trustee Calandriello, Trustee Healy, Trustee Nelson Katsenes, and Trustee Milani

**Nay:** 0

**2020-0460 Audio Recording for the June 15, 2020 Committee of the Whole Meeting**

**NO ACTION**

**/AS**

Respectfully Submitted,

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**John C. Mehalek, Village Clerk**

## **REQUEST FOR ACTION REPORT**

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File Number:	<b>2020-0469</b>
Orig. Department:	<b>Public Works Department</b>
File Name:	<b>Tyler 311 Demonstration</b>

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### **BACKGROUND:**

The Village substantially completed its implementation of Tyler Enterprise Asset Management (EAM) in November 2018. EAM is Public Works digital work order system. Work orders are entered into the system and then digitally conveyed to field staff via the FieldSheet mobile app. The system has allowed for an enhanced snapshot of Village assets, created efficiencies with inter-divisional operations and allows for task tracking and reporting.

Following this implementation, the Village received a Tyler 2019 Public Sector Excellence Award for investing in integrated solutions for process efficiencies (see attached). This effective management minimizes the total cost of owning, operating and servicing Village assets.

In addition to EAM, Tyler Technologies has launched a public facing request module (311). 311 provides citizens with greater and more convenient access to services requests and streamlines Village responses to such requests. The system is used for managing non-emergency inquiries, incident reporting, complaints, and civic requests. 311 directly integrates with EAM, converting these requests from citizens into work orders for Village staff to complete. Once these requests are completed, residents who created a portal account are automatically informed that their request has been completed.

The Village decided to initiate the implementation of Tyler 311 in March 2020. Village staff will be presenting a demonstration of the external facing portal that the residents of Orland Park will utilize to submit service requests to various village departments and will discuss the public roll-out schedule

### **BUDGET IMPACT:**

### **REQUESTED ACTION:**

No Motion

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# 2019 TYLER PUBLIC SECTOR EXCELLENCE AWARD WINNERS

## ★ Village of Orland Park, Illinois

### Investing in Integrated Solutions for Process Efficiencies Throughout the Organization

The Village of Orland Park is located just 25 miles southwest of downtown Chicago in Cook County, Illinois. The village is currently home to approximately 58,000 residents but is expected to reach 75,000 residents by 2030. To keep operations in line with the village's growing needs, Orland Park's government set an important goal to move from manual, paper-based workflows to more modern, efficient processes. One area where those efforts can be clearly seen is in an upgrade to the village's work order and asset management system.

Orland Park wanted software that would better connect citizens to the government by allowing them to easily report issues, make technicians more productive and efficient by keeping them in the field longer, and keep supervisors more informed and better able to plan for the future by providing predictive analytics. Additionally, the village wanted a system that was simple to implement and manage, would be readily adopted across the organization, and could provide valuable insights on the performance and communication between village departments and residents. These interests led Orland Park to Tyler Technologies' Tyler EAM™ solution.



#### Organization Profile

- Tyler Client Since: 2018
- Number of Employees: 300
- Population: 58,000+
- Location: Illinois
- Tyler Products/Solutions: Tyler EAM, EnerGov, Tyler 311, New World Public Safety
- Number of Tyler EAM Users: 80

#### Results:

- 600%+ increase in mapped assets in 90 days
- 2,500+ work orders generated in 5 months

### In Their Own Words:

“Staff adopted the system relatively quickly, especially because the old process was entirely manual whereas the new process allows for supervisors to assign work orders with the click of a button.”

—Ahmad Zayyad, Business Process Manager

## What Is Tyler EAM?

Tyler EAM is an enterprise asset management software that intuitively tracks assets from procurement to retirement plus all maintenance in between. This software allows Orland Park to create, execute, track, manage, and report on asset-related work orders via its two modules: Asset Maintenance and Asset Performance.

Asset Maintenance uses custom configurations to track and maintain assets, increasing their reliability and enhancing predictive maintenance. Plus, it is mobile-enabled, so field workers can easily view and manage work orders from anywhere. Asset Performance uses reporting and analytics to help management plan for future expenses, forecast budgets, and decide how best to use resources.

The village went live with Tyler EAM on November 12, 2018 and provided staff with iPhones® so they could access the system’s mobile application in order to minimize the use of paper work orders.

“Staff adopted the system relatively quickly,” said Business Process Manager Ahmad Zayyad, “especially because the old process was entirely manual whereas the new process allows for supervisors to assign work orders with the click of a button.”

## Benefits Orland Park Hopes to See

The Village of Orland Park hopes to see several benefits come out of its Tyler EAM implementation including improvements in efficiency, greater access to data and insights, enhanced use of GIS functionality, and access to powerful integrations.

## Efficiencies

Orland Park is fortunate to have an incredibly dedicated, hardworking staff, and is excited to provide that staff with the opportunity to be even more effective and productive in their roles thanks to the efficiencies Tyler EAM delivers.

“We have a lot of great staff who put a lot of good effort in, and giving them the tools they need to be effective at what they already do so well is the best that we could possibly hope for this system,” said Zayyad.

### In Their Own Words:

“We have a lot of great staff who put a lot of good effort in, and giving them the tools they need to be effective at what they already do so well is the best that we could possibly hope for this system.”

—Ahmad Zayyad, Business Process Manager

## Insights

With Tyler EAM, Orland Park’s supervisors and support staff will be able to look into work orders and see the progress, comments, and changes to severity quickly and easily — capabilities that didn’t exist with the previous manual processes. This insight and ability to track data are huge improvements for the village and are sure to provide a lot of opportunities to fine tune processes even further in the future.

### In Their Own Words:

“Since we have implemented Tyler EAM, we have more than 80 users between field staff, office staff, and supervisors, and we have generated more than 2,500 work orders in the last five months.”

—Ahmad Zayyad, Business Process Manager

“We think by mid-2019 we should be able to compare data from 2018 to see how things are trending and where reallocation of resources is needed,” said Zayyad, adding, “Since we have implemented Tyler EAM, we have more than 80 users between field staff, office staff, and supervisors, and we have generated more than 2,500 work orders in the last five months.”

When asked how many work orders may have been completed in a five-month span before Tyler EAM, Enterprise Application Manager Mary Klinger said, “I don’t know if it’s even possible to get that number because two very large operating departments, public works and parks and grounds, both had slightly different methods when it came to manual processes and tracking those things.”

Klinger and Zayyad explained that Tyler EAM is giving the organization a clearer picture of workloads and activities than it has ever had in the past.

### In Their Own Words:

“We went from approximately 15,000 assets to just under 100,000 in 90 days. These assets are now actionable and have reporting, preventative maintenance schedules, and costs associated with each of them — all at our fingertips.”

—Frank Florentine, Former Chief Technology Officer

## GIS

Tyler EAM integrates with Esri® GIS maps, which has proven hugely beneficial for Orland Park.

“Our parks and grounds staff went out and geotagged every park asset including playground equipment, baseball fields, tennis courts, etc.” said Zayyad.

“We went from approximately 15,000 assets to just under 100,000 in 90 days. These assets are now actionable and have reporting, preventative maintenance schedules, and costs associated with each of them — all at our fingertips,” added former Chief Technology Officer Frank Florentine.

## Integrations

Tyler EAM natively integrates with several Tyler enterprise solutions to increase productivity, enhance reporting and analytics, streamline decision-making, and connect communities.

Orland Park is currently implementing Tyler 311™, a non-emergency communication solution for citizen inquiries, complaints, and service requests. The village plans to go live with EnerGov™, a comprehensive civic services solution that regulates planning, permitting, licensing, inspections, and citizen request workflows and processes, by the end of 2019. With EnerGov, Orland Park will also utilize an integration with Tyler Cashiering™, an online payments solution that centralizes revenue collections across the organization.

The village is also exploring the option of replacing its existing ERP financial system with Munis®, Tyler’s powerful ERP solution designed to encompass a wide range of public sector needs, and hopes the budget will be approved.

These integrations will allow Orland Park to deliver insights to all stakeholders in the organization and the community.

“We believe in the Tyler ecosystem and that helped drive the decision to bring more Tyler application suites into the operations of the Village of Orland Park,” said Florentine.

## Vendor Relationship

The Village of Orland Park is implementing the software in phases and working closely alongside Tyler staff to ensure the systems work for the village’s needs.

“At the end of the day, Tyler is a partner the Village of Orland Park trusts and has trusted to support our staff and near 60,000 residents,” Florentine said. “We could not have achieved the level of success — whether it was implementation or adoption — if it were not due to the support and simplicity of the applications.”

Orland Park is looking forward to the next phases of implementation and potentially bringing on more Tyler products in the future.

Visit [tylertech.com/TylerEAM](https://tylertech.com/TylerEAM) to learn more.





## **REQUEST FOR ACTION REPORT**

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File Number:	<b>2020-0471</b>
Orig. Department:	<b>Village Manager</b>
File Name:	<b>Updated Social Media Policy</b>

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### **BACKGROUND:**

The Village utilizes a social media policy to give clear guidance to both employees and the public when utilizing the Village's various social media outlets for communication. The Village utilizes social media to effectively communicate on a daily basis with over 27,000 individuals. The Public Information Office has worked in conjunction with Village Department Directors and the Village's legal counsel to update the policy.

### **BUDGET IMPACT:**

None

### **REQUESTED ACTION:**

I move to recommend to the Village Board to adopt the revised and updated social media policy as presented.

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## **VILLAGE OF ORLAND PARK SOCIAL MEDIA POLICIES**

### **Village of Orland Park Social Media Policy for Use of Village Social Media by the Public**

#### **Effective date:**

**Purpose:** The Village of Orland Park hereby adopts a policy on the use of social media, regulating the use of the Village's social media accounts by the public. This policy clearly sets out the Village's intention for the Village's social media account, which is to communicate with the public on Village-related events and news.

#### **Definitions:**

"Social media account" shall mean any and all of the Village of Orland Park's accounts for online services for the Village, its departments, boards, commissions, or subsidiary bodies that allow for interaction with Village residents, including but not limited to: Twitter, Facebook, and so on.

A. Limited Public Forum. The Village's social media accounts are limited public forums. The Village does not make its social media accounts available for general public discourse, but rather reserves and limits the topics that may be discussed on the social media accounts. The purpose of the Village's social media accounts is to inform citizens about Village events, programs, projects, activities, and other Village-related business.

B. Content Restrictions. Because communication via social media constitutes a limited public forum, the Village reserves the right to restrict or remove any content that is deemed in violation of this policy or any applicable law. Content that is deemed not suitable for posting by the Village's Public Information Communications Manager, because it is not topically related to the particular subject being commented upon, or is deemed prohibited content based on the criteria defined below, shall be retained by saving a screenshot of the comment along with a memo to the file that describes the reason the specific content was deleted. This should be retained pursuant to the Village's Record Retention Policy. Village social media account content and comments containing any of the following forms of content shall not be allowed for posting:

1. Slanderous, libelous, or defamatory language or content. References to the personality of individuals or personal attacks will not be permitted.
2. Comments not topically related to the particular site or blog article being commented upon.
3. Content that promotes, fosters, or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
4. Sexual content or links to sexual content.

5. Solicitations of commerce.
6. Personally identifiable information, such as an address, phone number, social security number or other sensitive information.
7. Comments cannot represent a person other than the one posting the comment.
8. Charitable solicitations or political campaigning.
9. Conduct or encouragement of illegal activity.
10. Content that violates a legal ownership interest of any other party.

C. Notice. Users and visitors to the Village's social media accounts shall be notified that the intended purpose of the site is to serve as a mechanism for communication of Village news, services and events and that it is a limited public forum. The policy regarding comment removal shall also be included. This notice shall be posted in a conspicuous location on the Village's social media account and should be posted in a consistent location on all of the Village's social media accounts.

## **Village of Orland Park Social Media Policy for Use of Village Social Media Accounts**

### **Effective date:**

**Purpose:** The Village of Orland Park hereby adopts a policy regulating the use of the Village's social media accounts by Village departments and employees. Using this technology, the Village has the ability to publish news releases, highlight events, ordinances and media coverage as well as other information that supports the goals and mission of the Village. This policy provides guidelines and standards for the posting of information on the Village's social media accounts by employees. This policy sets forth that only specifically authorized employees or volunteers may post information on behalf of the Village on the Village's social media accounts and that all authorized employees must abide by this policy.

### **Definitions:**

"Social media account" shall mean any and all of the Village of Orland Park's accounts for online services for the Village, its departments, boards, commissions, or subsidiary bodies that allow for interaction with Village residents, including but not limited to: Twitter, Facebook, and so on. This does not include a public official's individual page or account.

A. Administration by Public Information Office. The Village's social media accounts are Village property developed and maintained by the Village for Village business purposes only. Social networking sites, pages, feeds and information that are posted on the Village's social media accounts shall be managed by the Village's Public Information Office, except as otherwise provided herein. No social media account shall be created on behalf of the Village, including any department, board, commission or subsidiary body, without the authorization of the Village Manager or his/her designee. All of the Village's social media accounts must be tied to an assigned generic Village email address. The Village's Public Information Office shall maintain a list of all current Village social media accounts, logins and passwords. All posts to the Village's social media accounts must be business related and approved by the Public Information Communications Manager or his/her designee(s). Said designee(s) may be employees within different Village departments (also referred to as "departmental designee(s)"). Designees whom are authorized to approve posts to the Village's social media accounts must have a thorough and complete understanding of this policy, the categories of appropriate content for posting on the Village's social media accounts, and the technical experience to properly administer such posts. All designees shall undergo training.. All designees must notify the Public Information Office of any change of password.

1. Police Department. The social media accounts for the Police Department are subject to this policy. However, the Public Information Communications Manager, after consultation with the Police Chief, shall designate at least one employee of the Police Department to administer the Police Department social media account. The Police Department may adopt additional policies regarding the Police Department's social media account. Said additional policy(ies) shall be made available to the Public

Information Communications Manager. ~~but said policy shall be reviewed by the Communications Manager and shall not conflict with the Village's Social Media Policy.~~

B. Monitoring the Village's Social Media Accounts. The Village's social media accounts shall be monitored throughout normal business hours each day by the Public Information Office or departmental designee(s). The Public Information Office and his/her departmental designee(s) are expected to periodically monitor the Village's social media accounts and provide responses in a timely manner.

C. Using Village's Social Media Accounts.

1. Authorized Employees. No Village employee or volunteer may engage in social networking activities on behalf of the Village unless expressly authorized by this policy. Village employees and volunteers engaged in social networking activities, as representatives of the Village, shall act and conduct themselves according to the highest possible ethical and professional standards when communicating via the Village's social media accounts. Village policies, rules, regulations and standards of conduct apply to employees that engage in social networking activities on behalf of the Village.
2. Discipline. Employees found in violation of this policy may be subject to disciplinary action, up to and including termination of employment.

D. Standards for Using or Posting on Social Media Accounts.

1. Village Business. All posts to the Village's social media accounts must be business related. Non-business related posts, such as personal posts are strictly prohibited.
2. Adding Value. Employees should strive to add value to the Village of Orland Park through social media interaction using the Village's social media accounts, and provide worthwhile information and perspective.
3. Transparency. The Village, through its employees, shall strive for transparency and openness in its interactions using social media.
4. Social Media Account Rules. The rules set by the social media account on which the Village's social media accounts are located shall be adhered to.
5. Business Hours. Employees who engage in social media activities as part of their job responsibilities may only do so during normal business hours, unless otherwise authorized, and shall properly record their time.

6. Consistency. Content posted on the Village's social media accounts shall be consistent with the mission of the Village.
7. Official Accounts. All Village-related information disseminated by social media shall occur only on the Village's designated social media accounts. Village employees are prohibited from creating, maintaining, or contributing to a social media account on behalf of the Village and representing the Village without first receiving approval from their supervisor, the Communications Manager, and the Village Manager. Village employees are free to post/share Village social media on their own private accounts but must not represent the Village on said private accounts, as set forth in the Village's Employee Handbook.
8. Privacy Laws. Employees using the Village's social media accounts shall obey all privacy protection laws, i.e. HIPPA, and protect sensitive and confidential Village information at all times. No employee may post or share any information about litigation involving the Village on the Village's social media accounts without prior approval of the Village Attorney.
9. Other Laws. Employees using social media accounts shall obey all copyright, public, retention, fair use, and financial disclosure laws; as well as any other laws that might apply to the Village.
10. Naming Others. Village vendors, suppliers, clients, citizens, co-workers or other stakeholders shall not be cited on Village social media accounts without their prior approval.
11. Improper Language. Ethnic slurs, profanity, personal insults, objectionable, and/or inflammatory content, and conduct that violates Village policies may not be posted to the Village's social media accounts.
12. Accuracy. Employees shall make every effort to keep interaction with the public on the Village's social media accounts factual and accurate, including providing credible information via Internet links when possible. Mistakes made by employees on social media accounts should be corrected, and there shall be no alteration of posts without indicating that the employee has done so. Employees shall retain a copy of the original post and any revised or corrected subsequent post by taking a screenshot of both posts and submitting them to the Public Information Communications Manager.

13. Confidentiality. Village employees must protect all Village of Orland Park information that is considered to be non-public in nature, per Village policies pertaining to information classification and disclosure.
14. Undue Caution. When using social media, Village employees should exercise appropriate caution about the release of public information. To be as transparent as possible, as much information that would be distributed via traditional communication avenues used by the Village should be distributed with social media.

E. Standards for Interacting With Public. The Public Information Office and the departmental designee(s) shall monitor the Village's social media accounts and the Public Information Communications Manager or the departmental designee(s) shall respond to citizen inquiries posted to the Village's social media accounts if required. Responses to citizen inquiries should follow the following standards:

1. Content posted on the Village's social media accounts may be conversational in nature but must remain professional, particularly if responding to a comment. Employees using the Village's social media accounts shall respect and accept opinions of those interacting with the Village's social media accounts, regardless of whether such opinions are positive or negative.
2. Disputes between a Village spokesperson and commenter on the Village's social media accounts shall be avoided.
3. The Public Information Office shall distribute questions received on Village social media accounts to the appropriate department for response when appropriate.
4. The Public Information Office shall forward requests for Village-related services received on the Village's social media accounts through proper channels such as the Village's Public Works Service Request email.
5. Comments or responses on Village social media accounts should be limited. The Village's social media designee should limit their response to (1) providing a factual response to a question posed (for example: when is the next Village Council meeting); (2) providing the information for the appropriate department which would be most helpful; or (3) encourage or direct persons interacting with the Village's social media accounts to use appropriate resources, such as the Village's Customer Service Center to request a Village service. The Public Information Communications Manager should work with the departmental designee(s) to develop standard responses to public questions and comments.

6. Employees using the Village's social media accounts shall obey all privacy protection laws, i.e. HIPPA, and protect sensitive and confidential Village information at all times.
7. No employee may comment on litigation involving the Village on the Village's social media accounts without prior approval of the Village Attorney.
8. Employees personal use of personal social media accounts shall be governed by the Village Employee Handbook and the Village Employee Social Media Policy.

F. Distributing Information Through Social Media Accounts. All Village departments, commissions and councils are encouraged to provide information suitable for dissemination through Village social media accounts. Information sought to be published on the Village's social media accounts shall be submitted to the Public Information Office so such information can be reviewed, and distributed through the appropriate social media accounts operated by the Village.

G. Record Retention and the Freedom of Information Act.

1. Compliance With Laws. Village social media accounts should adhere to applicable state, federal and local laws, regulations and policies including all Village policies, including but not limited to Information Technology, Human Resources, the Illinois Local Records Act, and so on.
2. FOIA. The Illinois Freedom of Information Act ("FOIA") may apply to social media content and therefore content must be able to be stored and retrieved in accordance with the FOIA. All social networking sites shall clearly indicate that any articles and content posted or submitted for posting are subject to public disclosure.
3. Retaining Records. The Public Information Office shall review the Village's social media sites on a monthly basis for any records or content that is subject to the Illinois Local Records Act or the Village's Record Retention Policy. Posts or comments that require preservation must be maintained pursuant to the relevant records retention schedule for the required retention period per Village policy, in a format that preserves the integrity of the original records and is easily accessible.

H. Identification. All Village social media accounts shall clearly indicate that such accounts are maintained by the Village of Orland Park and shall bear the Village's official logo. The Village's website address and a single point of contact for inquiries about the social media account (at the minimum, a general email address or phone number) shall also be included for each social media account.

I. Removal of Posts. Posts can only be removed if a post violates the Village's Social Media Policy for Use of Village Social Media by the Public. Content that is deemed not



suitable for posting per this Policy because it is not topically related to the particular subject being commented upon, or is deemed prohibited content based on the criteria defined in the Village's Social Media Policy for Use of Village Social Media by the Public, shall be retained by saving a screenshot of the comment along with a memo to the file that describes the reason the specific content was deleted. This should be retained pursuant to the Village's Record Retention Policy