

Policy 7.2.17 Internet Use

POLICY PURPOSE:

The Internet affects the social, cultural, educational and political environments within the community. It is recognized that the City has little policy control over the Internet. The purpose of this policy is to outline a strategy for the City's use of the Internet. The strategy includes creating an Internet-friendly environment for Sunnyvale's businesses, industries and residents; improving service delivery and allowing City government to become more effective; providing lifelong learning and access to public information; ensuring information privacy; and other services to improve the quality of life in Sunnyvale.

POLICY STATEMENT:

It is the policy of the City to:

1. Use the Internet to maintain and enhance the City's information resources and services provided to Sunnyvale citizens.
 - A. Use the Internet to provide public information to the public.
 - (1) Ensure that appropriate printed public information currently available to Sunnyvale residents will remain free of charge in electronic form.
 - (2) Ensure that essential information is available on demand via the Internet for the public interest.
 - (3) Support easy public Internet access to public information to the widest extent possible.
 - B. Use the Internet to improve the City's efficiency and delivery of public services while reducing operating costs.
 - (1) Use the Internet as a tool to deliver City services.
 - (2) Consider projects that use the Internet to link the public with City staff, City information repositories, and services including on-line access to: Council agendas and minutes, building codes and permit applications, staff reports, City statistics, the Municipal Code, and City policies.
 - (3) Use the Internet to reengineer City services, where appropriate, to make City government more cost-effective and responsive.

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2. Promote the use of the Internet, where appropriate and within the scope of available resources, to enhance the economic vitality of Sunnyvale.
 - A. Encourage, Sunnyvale businesses and industries, where appropriate, to use the Internet to remain competitive.
 - (1) Where appropriate, recommend changes to City ordinances, requirements, or procedures to allow Internet services to improve for Sunnyvale businesses and industries.
 - (2) Market Sunnyvale as a worldwide center of Internet services and products to encourage the relocation and retention of businesses in Sunnyvale.
 - (3) Promote the development of Internet-based applications for teaching, learning, training, and retraining of Sunnyvale's workforce.
 - (4) Attract Internet-oriented businesses and point-of-sale operations in order to diversify the City's economic base and City revenues.
 - B. Encourage Sunnyvale businesses and industries to conduct business with anyone, anywhere, at any time via the Internet.
 - (1) Support Internet innovation, where appropriate, in business, government and nongovernmental community organizations.
 - (2) Encourage state authorities to continually revise state laws, regulations and procedures to allow new forms of Internet commerce and business transactions.
 - C. Advocate legislation that ensures that no city is adversely impacted by new forms of Internet commerce.
 - (1) Advocate the protection of sales tax revenue bases of cities.
 - (2) Explore new opportunities to increase City revenues based on Internet-related activities.
3. Promote the use of the Internet to improve the quality of life for Sunnyvale residents.
 - A. Use the Internet to enhance the lives of Sunnyvale citizens.
 - (1) Use the Internet to make Sunnyvale citizens more aware of community resources in the areas of public safety, emergency

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preparedness, leisure activities, learning resources, and other community services.

- (2) Encourage the use of the Internet to support community-oriented information dissemination, library services and lifelong learning.
- (3) Promote the use of the Internet as a vehicle to deliver learning services and resources beyond the classroom and the library to Sunnyvale homes, organizations and businesses.
- (4) Promote the use of the Internet as a tool to enhance rather than preclude personal interactions and participation in civic life.
- (5) Promote access to a full array of City and non-City Internet services for individuals with disabilities.

- B. Advocate for privacy laws and security standards at the state and federal levels which protect Sunnyvale Internet users.
4. Facilitate ongoing development of advanced telecommunications network infrastructure, which encourages competition for Sunnyvale residents, businesses, and industries.

(Adopted: 96-229 RTC (6/18/1996); (Clerical/clarity update, Policy Update Project 7/2005))

Lead Department: Office of the City Manager