

Meeting Agendas/Info

CITY COUNCIL
COMMUNICATION:

ITEM _____

01-104

**OFFICE OF THE CITY MANAGER
CITY OF DES MOINES, IOWA**

AGENDA:

FEBRUARY 26, 2001

SUBJECT:

NEIGHBORHOOD
LINK SERVICES

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

SUBMITTED BY:

MICHAEL
ARMSTRONG
INFORMATION
TECHNOLOGY
DIRECTOR

SYNOPSIS -

Neighborhood Link (Ted Pinkowitz, CEO, Denver, CO) provides interactive World Wide Web home pages to neighborhood associations and nonprofit organizations at no cost. Neighborhood Link has established a presence in Des Moines and is providing these services to Des Moines organizations.

FISCAL IMPACT -

None.

RECOMMENDATION -

Approval.

BACKGROUND -

Neighborhood Link, a national provider of free World Wide Web home pages to neighborhood associations and non-profit organizations, is currently making its services available in the City of Des Moines. These services are provided at no cost to the organizations or to the City.

Funding for these services is provided by a limited number (up to six) of community sponsorships arranged by Neighborhood Link. Sponsorship banners appear on organization home pages.

Neighborhood Link provides a number of useful interactive services on its pages, including community calendars and live chat capability. Site activation does not require advanced technical knowledge or programming skills. A number of Des Moines Neighborhood Associations have been working in a pilot project for approximately three weeks to demonstrate Neighborhood Link services. These associations include Bloomfield/Allen, Capitol

East, Capitol Park, Carpenter, Riverbend and Mondamin Presidential. All these associations currently have functional home pages.

Each neighborhood association home page has a section devoted to and controlled by the City. This area is used to communicate with and provide online City services to these organizations. A separate section is available for use by the Police Department.

Neighborhood Link and Netgov.com have selected Des Moines to pilot the integration of services provided by these two firms. This relationship holds great promise for developing new methods of civic engagement. Neighborhood Link has also asked Des Moines to serve as its model city as it introduces new services to its participants.

The availability of useful web pages to organizations that may not have the technical or financial resources to develop a web presence is a great benefit to the City.