RESOLUTION - ACTION REQUESTED 2019-135

MEETING: March 12, 2019
TO: The Board of Supervisors
FROM: Rene LaRoche, Clerk of the Board
RE: Web Governance Policy & Committee

RECOMMENDATION AND JUSTIFICATION:
Approve a Web Governance Policy; and establish the Web Governance Committee, to be composed of the Website Administrator, the Backup Website Administrator, and one (1) representative each from Health and Human Services Agency, the Planning Department, the Public Works Department, and the Sheriff's Office, all to serve with continuous terms.

For over ten years, the County has operated a website at www.marisposacounty.org which acts as a vehicle to advise the public of emergency alerts and information, program news, services and other offerings, and achievements. The website content emanates from individual departments and divisions who designate staff members to post or modify information on the website.

With the redesign and rebuild, the top priority was to make the County website compliant with all applicable accessibility regulations. Before going live with the redesign in October, 2018, publishing staff underwent training regarding how to post to the new website to ensure continued ADA compliance. However, given that employees change over time, and given that the website is the County’s most visible communication asset, staff is recommending adoption of the attached Web Governance Policy to define roles and responsibilities, as well as to authorize correction or removal of improper content. It should also be noted that adoption of a Web Governance policy will also fulfill a requirement for the Public Health accreditation process.

The attached policy went through a rigorous review process that included County network and I.T. professionals, the line staff and super users who do the work of updating the website for the departments and, finally, the department heads.

BACKGROUND AND HISTORY OF BOARD ACTIONS:
While this is the first time that the Board has considered a Web Governance Policy, it
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has approved other policies in the past including an updated Website Video and Social Media policy on January 22, 2019.

**ALTERNATIVES AND CONSEQUENCES OF NEGATIVE ACTION:**
If the Board does not approve, there will be no mechanism in place to ensure that content on the County’s website is appropriate and in compliance with all applicable rules and regulations; and Public Health will have to draft a separate Web Governance Policy for Public Health web pages to meet accreditation requirements.

The Board may also suggest alternate language or provisions for the policy.

**ATTACHMENTS:**
Web Governance Policy - Proposed (DOCX)
APPENDIX F - Best Practices Content Guide (to be Attached to Approved Policy) (PDF)

**RESULT:** ADOPTED [UNANIMOUS]
MOVER: Rosemarie Smallcombe, District I Supervisor
SECONDER: Merlin Jones, District II Supervisor
AYES: Smallcombe, Jones, Long, Cann, Menetrey
County of Mariposa, CA

WEB GOVERNANCE POLICY

Policy Scope: COUNTY WIDE

Adopted by the
Mariposa County Board of Supervisors on TBD

Prepared by:
René LaRoche/Clerk of the Board – Website Administrator
5100 Bullion Street, 2nd Floor
PO Box 784
Mariposa, CA 95338
(209) 966-3222

Regulatory References
Rehabilitation Act of 1973 as amended, and the United States Access Board's Standards for Electronic and Information Technology, Subpart B, sections 1194.22(a)-(p) Section 508
# Web Governance Policy

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## Appendix

| A: Website Style Guide        |    |
| B: Privacy Policy Content Best Practices |    |
| C: Use Policy                |    |
| D: Web Accessibility Policy  |    |
| E: Website Help Page         |    |
| F: Content Best Practices Guide |    |
WEB GOVERNANCE POLICY

1. OVERVIEW

Mariposacounty.org (the Website) is a rich platform that provides County information and services to the public, offers channels for productive community engagement, and provides a means to showcase the County’s achievements and innovations. It is an official communication avenue for both public and internal purposes and is a strategic communications asset for all aspects of the County’s operations.

While the Website seeks to address the information needs of the people of Mariposa County, it must be recognized that it also serves a broader, worldwide audience. Consequently, clear cut policies and procedures are needed to not only ensure that all pages and posts on the Website, whether on the internet or the intranet, are professional and adhere to all County standards, style guides, and guidelines, but to also address instances when it may not.

Given the broad nature of County services, the Website is structured so that departmental content is provided and updated by staff from the respective departments. Therefore, this policy applies to all County departments, employees, vendors, or contractors who create or maintain web pages for the County, or on the Website.

2. PURPOSE & INTENT

The primary purpose of this policy is to provide a governance framework which will ensure a professional County web presence that meets current conventions in government website management for:

- Clarity;
- Accuracy;
- Consistency;
- Regulatory and policy compliance; and
- Ease-of-use throughout the Website and any subsites.

The intent of this policy is to ensure that the staff responsible for maintaining the Website and its pages will have clear Countywide standards, roles, and rules for decision-making that:

- Are informed by authoritative best practices;
- Provide a framework for establishing clear content management responsibilities;
- Support the efficiency, effectiveness, and cohesiveness of the County’s digital efforts; and
- Provide correction or compliance mechanisms if standards and policies are not adhered to.
3. OWNERSHIP

The County of Mariposa owns the domain mariposacounty.org, all subdomains, external domains, and all content housed on the Website or offered up on any external domain or microsite on behalf of the County.

4. ADMINISTRATIVE OVERSIGHT

The County expressly reserves the right to make or change Website access or administrative use policies, as needed.

5. RESPONSIBILITIES

5.1. COUNTY:

As the owner, the County of Mariposa will define roles and policies for the Website, external domains, and microsites.

5.2. WEBSITE ADMINISTRATOR:

A Website Administrator will be designated from County staff to administer the Website on the County’s behalf. For continuity of services, a backup Website Administrator will also be designated and fully trained. The backup Website Administrator shall be a member of the Technical Services Division if the Website Administrator is not.

The Website Administrator’s duties include, but are not limited to:

5.2.1. Oversite of the Website budget and expenses.

5.2.2. Monitoring Website functionality and interfacing with the vendor or staff, as needed.

5.2.3. Setting up user accounts with appropriate permissions for County employees.

5.2.4. Providing County staff with website training or coordinating training opportunities.

5.2.5. Suggesting ways for the County or departments to improve or build upon the Website functionality.

5.2.6. Scheduling Web Governance Committee meetings as needed, but no less than once each year.

5.2.7. Recommending Website policy changes to the Board of Supervisors.

5.2.8. Triggering Website emergency alerts and posting emergency information, as required.

5.2.9. Website technical assistance, as required.

5.2.10. Removing egregious Website content immediately upon discovery with prior approval, or ratification by the County Administrative Officer after the fact in
extreme cases.

5.2.11. Audit departmental publishers and their permissions no less than once each year.

5.3. WEB GOVERNANCE COMMITTEE:

A Web Governance Committee, consisting of the Website Administrator, backup Website Administrator, and representatives of departmental superusers is hereby created. Memberships in the committee are continuous and are based on staff role and are not specific to an individual. The staff member selected to sit on the committee is at the discretion of the applicable department.

The Web Governance Committee’s duties will include, but are not limited to:

5.3.1. Auditing Website content for adherence to policies, style guides, accessibility practices, and other parameters found in this policy, or those referenced by this policy.

5.3.1.1. Identified issues will be reported to the appropriate Departmental Liaison.

- Minor issues, including style, language level, acronyms, etc. must be corrected by the department within two (2) calendar weeks.
- ADA or other regulatory compliance issues must be addressed within one (1) business day.

5.3.2. Ensuring compliance of Website content with all County policies, style guides, accessibility practices, and other parameters, including correction or removal if edits have not been made by the appropriate department within the timeframes noted in Section 5.3.1.1. Committee approval required but may be acquired via email or other electronic means. (The Web Governance Committee member representing the department in question shall abstain from any vote.)

5.3.3. Convening as needed to address Website technical or governance issues, but no less than once each year.

5.3.4. Identifying superusers for inclusion on the Web Governance Committee.

5.3.5. Interfacing with departments on Website policies and use.

5.3.6. Auditing Website user policies.

5.4. DEPARTMENTAL LIAISON:

The departmental staff member assigned to receive and act upon complaints/issues from the Web Governance Committee or Website Administrators regarding departmental Website pages.

5.4.1. Assigned to the task by the applicable department.

5.4.2. May be the superuser who sits on the Web Governance Committee.

Effective Date: To Be Determined
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5.4.3. Complies with internal departmental procedures to address issues.

5.5. DEPARTMENTAL PUBLISHERS:

County staff member(s) assigned by a department to edit or update departmental web pages.

5.5.1. Publisher status and appropriate user permissions must be requested by the department head.

5.5.2. Publishers shall receive either formal or self-guided Website training and must be familiar with the governance policies and procedures contained in this document.

5.5.3. Publishers shall ensure that content meets all standards including those for content clarity, correctness (including links), grammar, spelling, usage, accessibility, conformity with the associated style guides, and conformity with all County policies, naming conventions, and branding.

5.5.4. Publisher permissions may be revoked by the Web Governance Committee or the Website Administrator if posts are out of compliance with County policies, either habitually for minor occurrences or immediately for serious infractions.

6. FUNCTIONALITY

To ensure that the Mariposa County web experience meets standards and conventions in government website management, the following functional standards are established.

6.1. DOMAIN

The County's domain name for public web content is www.mariposacounty.org. The domain name will be promoted in all public County promotional material (such as brochures, news releases, e-mail signatures, advertisements, signs, etc.) Other domain names, including unique "vanity domains," are only allowed after approval from the County Administrative Officer. Any other domains in existence and use on the date of initial approval of this policy, are excepted from the approval requirement.

6.2. EXTERNAL DOMAINS & MICROSITES

Any domain that does not reside on the County website/server is considered an external domain. External domains are not permitted unless authorized by the County Administrative Officer, and are only permitted under the following circumstances:

- The proposed website cannot be easily achieved by the current Content Management System and other tools
- A 3rd party vendor requires the content to reside on their domain (or web server)

External domains and microsites will follow the Website colors and styles as closely as
possible.

6.3. COMPLIANCE WITH REGULATIONS AND GUIDELINES

All information or posts to the Website or any sub domain, external domain, or microsite will endeavor to comply with commonly recognized and accepted regulations and guidelines including:

- All digital rights, copyright, trademark, and patent laws;
  - Intellectual rights laws are broad. Consequently, publishers should assume that all content and media located online are protected by copyright or other intellectual property laws and not use.
  - Written permission, license, etc. must be obtained for any content, graphics, etc. that the County has not produced prior to use on County websites, external websites, or microsites.
    - Permissions, licenses, etc. must be kept on file by the publishing department and produced when requested.
    - The Website Administrator is authorized to immediately remove any digital content found to be in violation of applicable intellectual property rights laws, regardless of whether they are expressly addressed by this policy.

- Section 508 of the Rehabilitation Act of 1973, as amended, (29 U.S.C. 794d), and the United States Access Board's Standards for Electronic and Information Technology, Subpart B, section 1194.22 (a)-(p), designed to make online information and services fully available to citizens with disabilities (www.section508.gov);

- The Website style guide (Appendix A); and

- The Content Best Practices Guide (Appendix F.)

In addition, the Website will offer links to the following policies or help pages from every public facing page:

- Privacy Policy (Appendix B)
- Use Policy (Appendix C)
- Accessibility Policy (Appendix D) and
- A Website Help page to address common website problems (Appendix E)

The Website Governance Committee will review these policies annually and will propose changes to the Website Administrator.

The Website Administrator, in conjunction with the County’s Risk Management team, will draft and propose appropriate changes to the Board of Supervisors, as necessary.
In addition, 6.3.1 through 6.3.3 (which follow) are special considerations that affect screen reader performance which every Website publisher must follow:

6.3.1. DOCUMENTS

- Because of the constraints of some browsers, every attempt should be made to limit the format of online documents to PDF.
- The document format (capitalized) should be added to the link text in parenthesis so that those with screen readers will know it is a document.
  - Example link language: Example Document (PDF)

6.3.2. ALT FIELDS

ALT fields are read by screen readers to describe elements in a page. Consequently, ALT fields should always be filled in appropriately, regardless of whether they occur in document links or in images.

6.3.2.1. ALWAYS fill in the “ALT” fields with relevant information as this is information that screen readers for the blind access.

- TEXT LINKS
  - ALT fields for links should describe the link. For example: “Link to Building Department page listing current building permits.”
- IMAGES
  - Images should have a description of the image in the ALT field (as if you were describing it to someone.)
  - Example language:
    - A graphic of a house with clouds above and words across the bottom that state “Find Housing Now”
    - A photograph of a children's play set at the park surrounded by a lawn and flowers
  - If the image is linked, it will have two ALT fields.
    - An ALT field describing the image, and
    - Another ALT field for the link.

6.3.3. LINKS OPENING NEW WINDOWS

The CivicPlus platform allows publishers to add links to webpages and will always serve up an option to open the link in a new webpage. However, opening new webpages breaks the path back to the original page for screen readers; consequently, only documents should be opened as a new page. (Refer to 6.3.1 for proper text format.)

6.4. NAVIGATION

The Website will include a consistent navigation scheme throughout all Website pages.
To the extent possible, consistent “Navigation Labels” will be used, specifically:

- Common items existing on different website pages will appear in the same location on each page and have the same appearance and wording.
- Navigational links will normally be listed in alphabetical order; however, some lists can be broken into categories first, with the sub-links alphabetized. (Waivers to an alphabetized list should be requested from the Website Administrator.)

If a particular set of web pages requires specialized or local navigation, that navigation shall be applied to the largest possible logical grouping (such as a topic, an audience, or a complete organizational unit).

6.5. WEBSITE STYLE & TEMPLATES

6.5.1. Website style, fonts, colors, and templates must be used to achieve a uniform, professional appearance.

6.5.1.1. Variances from accepted style guides may result in pages being edited, unpublished and/or content being removed.

6.6. WEBSITE OPERABILITY

Website operability is under the control of CivicPlus. Staff, users, or publishers experiencing issues should advise the Website Administrator.

7. CONTENT

The Website content will, at all times, be professional and will address County services, mission, or issues and will be kept current, to the fullest extent possible. Content that is obsolete and not required by law or regulation, will be regularly deleted or archived.

A citizen-driven perspective shall guide the County’s web content, navigation, and website design. The following Website standards should be met:

7.1. Use of Language

All Website content should be grammatically correct, well-written, and concise. In addition, the following also apply to Website content:

- **Plain Language**
  All pages, especially major entry points and navigational elements, should be written in plain language (plain language is language the website’s typical visitor can understand in one reading; it is writing designated for the reader.)

- **Common Terminology**
  Use only common expressions and generally used terminology. Acronyms or
technical terms should be avoided unless a definition is provided.

- **Voice and Tone**
  The Website's tone is conversational and customer-friendly, using plain language commonly understood by our customers and stakeholders. Content should:
  - Be positive and professional.
  - Use an active voice.
  - Use pronouns.
  - Be clear and concise.
  - Be written with the intended audience in mind, minimizing the use of acronyms, jargon and formal phrasing.
  - Make appropriate use of bullet points and other business-style formatting. *(Users scan Web pages. Provide information in a way that makes it easy for readers to pick out key information.)*

- **Avoid Duplication**
  Content that already exists on another Website page or on another public agency's website should not be included. Instead, a link to the appropriate page or document should be provided.

### 7.2. Sensitive Information

The Website should only include public information. Private, personal, personnel, sensitive, restricted, privileged, confidential, or classified information, or information that contains personally identifiable information should not be included in any web-based file.

### 7.3. External Links

The Website may include links to sub-domains, external domains, or microsites as defined in Section 5.2 above.

It may also link to the following types of organizations, as appropriate:

- Related governmental units and educational institutions;
- Local, state and federal agencies that provide additional services and information that any user of the Website may find of interest or use;
- Educational institutions including K-12 school districts, community colleges, and universities;
- Partner organizations, independent special districts, or non-profit organizations that offer services complementing the information or services offered by the County.

### 7.4. Advertising

Paid advertising is prohibited on the Website. Departments should not enter into contracts which involve and/or negotiate for paid advertising on the Website.
7.5. Breaking News

- **Main Website**

  All departments are authorized to post breaking news on the News Flash module which displays under the “News & Announcements” heading of the main page.

  However, news flashes must:

  - Have Countywide significance or interest;
  - MUST contain a photo or graphic complying with size, color, and font parameters outlined in the style guide.

- **Intranet Team Pages**

  - All departments are authorized to use the News Flash module for department-specific information to be used on the intranet. Contact the Website Administrator to request module set up.

7.6. Website Evaluation and Improvement

- **Usability Testing.** The County will endeavor to periodically test its website, either through informal testing or technological means.

- **Customer Satisfaction.** The County will endeavor to periodically monitor and measure the customer satisfaction level of the County website through online surveys.

7.7. Site Changes Notification.

The County will endeavor to inform website visitors about changes to the County’s website, both before and after changes have been made.

7.7.1. **URL Changes** (including domain name changes)

The County does not anticipate any time in the foreseeable future when the mariposacounty.org domain name will be changed. However, should such an occurrence come to pass, the County will:

- Notify visitors and interested parties when changes are proposed as well as accomplished to the primary Web address;
- Institute URL redirects that will automatically take visitors to the new URL.

7.7.2. **Navigation Changes.**

To the extent practicable, interested parties will be notified when a change is made to the navigational or organizational structure of the Website.

- **Redesigns.**
  For site redesigns, a notice will be included on the homepage informing visitors about the new design and how it will impact their ability to find information.
• **Assistance-Locating New Information.**
  When a significant number of page URLs change at one time (for example, as part of a redesign or conversion to a new automated content management system), the County will provide a method for visitors to locate the new page locations.

**7.7.3. Development of New “Portal” Sites**

Before developing new portals, the County will:

- Ensure that the new site meets a defined business need;
- Include all appropriate organizations in the planning;
- Have sufficient resources for the site to be sustainable; and
- Follow the Web Governance Framework to get assistance in coordinating with other County Departments/agencies, to avoid duplication.

**7.7.4. File Formats**

The County will adhere to the following file format standards:

**7.7.4.1. Industry Standard Formats.**

Provide access to documents using open, industry standard web formats (currently, HTML, XHTML, or XML) or alternative formats such as Portable Document Format (PDF) that do not impose an unnecessary burden on the intended audience.

**7.7.4.2. Appropriate Format.**

Consider the following when selecting formats:

- Intended use of the material by the target audience;
- Frequency of use by the target audience;
- Accessibility of the format to the target audience; and
- Level of effort and time required by the County to convert the material to the format.

**7.7.4.3. Preferred Format.**

Use native web formats (HTML, XHTML, or XML – think webpages) to provide mobile responsiveness as well as the greatest flexibility for visitors.

**7.7.4.4. PDF and Other Alternate Formats**

Remember that the goal of the Website is to serve information up in the best form necessary for the user (not what is easiest for the publisher.) (PDF specific information can be found in Section 6.10)

Consequently:
• Use Portable Document Formats (PDF), such as Adobe Acrobat, only as an alternate format to native Web formats when a clear business need exists;
• Provide an HTML version of the document whenever feasible when using PDF or other non-standard file formats;
• Include a text description of the file, including the name, file type, file size, and effective date, when linking to a non-HTML document;
• Avoid providing documents that are only available in proprietary formats requiring purchase or licensing of commercial software; and
• Utilize the calendar and other modules to present information on multiple formats.

7.7.4.5. PDF Use

The Adobe Portable Document Format (pdf) is appropriate when a document is to be printed by the user.

Acceptable use scenarios include:
• A form that is to be completed by the user and mailed back to the County;
• Documents requiring signatures;
• Documents already available in print whose intended usage is offline reading by users.

Unacceptable use scenarios include:
• Replacement of content that could otherwise be rendered as HTML;
• Replacement of content to ensure document layout.

Strategies
• To reduce file size, PDFs must be compressed as much as possible, without losing quality.
• If the file exceeds 5MB, the file size should be noted in the line.
  • For instance: Neighborhood News April 2013 (PDF) (10 MB).
• Before posting a PDF that exceeds 5MB, consider alternative ways of rendering the document. Strategies for dealing with large documents include:
  • Breaking the document into smaller PDFs. This might be on a per chapter basis, or per subject as understood by the user. If a document is split into smaller sections, then the full document must also be available to download at one time.
  • Minimizing the amount of binary content. Wherever possible, text should be embedded as text and not as binary content such as images. In other words, it is generally inappropriate to scan in a document containing large amounts of text as an image and then convert it directly to a PDF.
7.7.4.6. **Large Complex Documents**

- Organize large or complex documents (generally, more than 10 - 15 pages), whether in HTML or other format(s), into sections or chapters and link them together;
- Provide a link to download larger documents since some readers may prefer to print the entire document for later reading.

7.7.4.7. **Data Files**

- Allow visitors to efficiently download available data in a format that allows them to effectively aggregate and disaggregate the data;
- Open files (raw data) to provide the greatest flexibility for visitors over proprietary formats that require specific commercial software;
- Only use proprietary formats (for example, SAS, SPSS, SQL, MS Excel etc.) when that format provides functionality not otherwise available.

7.7.5. **Metadata**

Most metadata is managed by CivicPlus. However, Publishers can control, and should take care to add:

- Page Title (which is also displayed in the menu);
- Page Description; and
- Keywords (which are read by the Website search engine and will lead to better search results).

7.8. **File Organization**

The Website Administrators will work cooperatively with departments to create top-level folders for departments/divisions/subject entities that are concise and intuitively named.

- **URL Redirects**

  URL redirects are available to provide users with easily remembered pathways. (For instance, www.mariposacounty.org/aab) Contact the Website Administrator to request one or for more information.

- **File and folder naming.**

  Use file names that are representative of the content within them. Folder names should be representative of the department, division, or program. All names must consist only of the lowercase letters a-z and the numbers 0-9 in any combination. Special care must be taken to avoid any characters such as spaces, underscores,
and special characters such as ampersand ('&').

- **Media Assets.**
  The Website web content management system is organized by department with some cases divisions having sub directories in the department folder. Always upload media, whether documents or images, to the file folder bearing your department’s name.

### 7.9. Image Use

Publishers must adhere to all Regulations and Guidelines (see Section 6.3 above.) Publishers must also use the following standards for images:

- Save images in .jpeg, .png, or .gif formats.
- Generally, images should be in landscape mode (horizontal.)
- Appropriate size will be defined in the style guide based on the page or module where the image is to be located.
- Images should have clean designs, appropriate designs and shall adhere to standards defined in the style guide.
- All images should have alternative text, per Level 1 Accessibility Policy.
- Animated gifs are not acceptable.
- Clip art should be used judiciously with care given to style guide parameters as well as licensing requirements.

### 7.10. Emergency Operations

To facilitate operations during emergencies, the County will:

- Develop a plan identifying what will be done to the website during disasters or emergencies and the parties responsible for those actions.
- Include the Website information in the County’s Emergency Operations Plan (EOP).
- Prepare procedures for updating, approving, and maintaining information content during emergencies.
- Identify critical information that the public will need most during an emergency.
- Provide emergency contact information for web staff to facilitate coordination of services during emergencies.
CA Mariposa County - Website Style Guide

Colors

- HEX: #17458e RGB: 23,69,142 Module Background
- HEX: #17458e RGB: 23,69,142 Table Background
- HEX: #2f4858 RGB: 47,72,88 Headline
- HEX: #275296 RGB: 39,82,150 Subheading 1
- HEX: #18468f RGB: 24,70,143 Subheading 2
- HEX: #18468f RGB: 24,70,143 Hyperlink

Typography

- Poppins
- Rubik
- Open Sans

Template Image Sizes (width x height - measured in pixels at 72 ppi)

- 2200 x 800
  - Home - Clickable Slideshow
- 2200 x 325
  - Interior Banner
- 650 x 450
  - Slideshow
- 450 x 300
  - News Flash Thumbnails
- 525 x 338
  - Spotlight Image

2018 REDESIGN WEB STANDARDS

Above are guidelines to assist you in easily update and maintain your new CivicPlus website! Feel free to visit http://www.civicplus.help for further guidance or contact your Account Manager with any questions.
APPENDIX B: PRIVACY POLICY

Privacy Policy

Thank you for visiting the County of Mariposa website. This Privacy Policy outlines the types of digital information the County of Mariposa gathers from visitors to the County websites, how that information is used, as well as some of the steps taken to safeguard the information.

1. Information Collection

- The County shall not collect personal information about website visitors unless the visitor chooses to provide that information to the County. See Section 2 below for details.
- The County may collect limited non-personally identifying information that web browsers make available automatically whenever a visit is made to a website. This information includes the internet address of the computer or network, the date, time, and page visited on a County site, browser and operating system, and the referring page (the last webpage visited before clicking on a link to the County site).
- The County may use the aggregated information from all of our visitors to measure server performance, analyze user traffic patterns and improve the content of the County site.
- The County may track the keywords or search terms that are entered into our search engine to measure interest in specific topics, but shall not track which terms a particular visitor enters.
- Do Not Track (DNT) is a setting in most major web browsers that tells websites that the visitor does not wish to be tracked. The County shall honor the preference of visitors to not be tracked when a Do Not Track mechanism is in use.
- Some online County services require account registration. Some personal information is required in order to create an account (typically name, email address and a password for the account); the County will use that information to provide the service. Certain services, such as online payment services, require credit card or other payment information which may be stored temporarily by third party vendor or processing services.
- Some County applications and websites may provide geographically relevant information to visitors using the visitor’s geographic coordinates. If used, this location information is only collected with visitor permission.

2. Collection of Personally Identifiable Information

Personally identifiable information is information about an individual that is readily identifiable to that specific individual. Personally identifiable information includes personal identifiers such as an individual’s name, address, and phone number. A domain name or IP address is not considered personally identifiable information. The County strives to collect the minimum information necessary to comply with applicable law or provide the requested service. If a visitor chooses to participate in a survey, send an email, subscribe to an email service, or perform other transactions using County websites, the following additional information may be collected:

- Email address, and contents of emails sent through the websites - for purposes of the County providing a response.
• Information volunteered in response to a survey or through online forms - for purposes identified by the survey or online form.
• Information volunteered by participating in an online transaction with the County - for purposes of completing the transaction only.

The information collected may not be limited to text characters and may include audio, video, and other file formats that a visitor sends to the County. The information is retained in accordance with the County’s policies. The County may use visitor email to respond appropriately. This may be to respond to the visitor, to send subscription based emails, to address issues identified by the visitor, to further improve County websites, or to forward the email to another agency for appropriate action. Survey information would be used for the purpose designated.

Distribution of Information

As a government agency, the County of Mariposa is governed by public records laws. As such, any information received through the use of County websites is subject to the same provisions as information provided on paper. The County does not sell, rent or otherwise distribute visitor’s information, including email addresses, to any outside company or organization without the visitor’s permission, unless legally required to do so. This applies to information that may be collected by the County on the County’s website and by the County on that of any third party with whom the County contracts to provide internet related services.

Some County websites link to third party social media pages. The social media sites may collect personally identifiable information. Personally identifiable information collected by third party social media sites is not shared with the County.

Terms of Use

Websites are operated and maintained by the County of Mariposa. Materials and information on the County of Mariposa’s websites are provided as a public service and intended to afford general guidelines on matters of public interest. Accordingly, the information in this site is not intended to serve as legal, accounting, or tax advice. Attempts to upload information or change information on the County of Mariposa’s websites are strictly prohibited unless specifically authorized in writing by the County.

Information Security

The County has implemented security measures and systems into the design, implementation and day-to-day operation of its websites, underlying servers and networks. The County progressively implements new security measures as they become available on the market. These security measures are in place primarily to identify and/or block unauthorized intrusions that could upload, change information or otherwise cause damage to County websites.

Electronic Commerce

Visitors choosing to engage in electronic commerce with the County are ensured reasonable security measures. E-commerce transactions are performed by designated banks and financial
partners to ensure that transactions are performed only under tightly controlled circumstances, with appropriate technological and other safeguards in place to protect financial and other sensitive data. This ensures that financial data remains secure and with the individuals and institutions involved in the transaction.

Use of Cookies

Cookies are text files created by a web browser and stored on a local system to aid in customizing a visitor’s browsing experience. This website may use cookies. Cookies allow information to change as the visitor navigates through this website. Two types of cookies may be used, "session-only" and "persistent". Mariposa County uses cookies in the following ways:

- If the visitor wishes to access information, the County may use a session-only cookie to reserve storage on his/her computer in order to pass his/her inquiry information to a follow-on page for the purposes of retrieving requested information. The session-only cookies are erased either during web browser operation or after the web browser is shut down.
- If the visitor wishes to conduct on-line transactions, the County may use a session-only cookie when processing that visitor’s request. The type of information voluntarily submitted to fulfill the visitor’s request varies by transaction and may include name, address, phone number, e-mail address, credit card number and expiration date, and/or driver license number. The County cannot control the use of cookies by sites outside its websites. If the visitor chooses to link to a site through a County website, the County cannot control that external site's use of cookies and this privacy policy will not apply.

Health Information

Agencies requesting or providing personally identifiable health care information on County websites are required to certify that its health care data handling and security procedures are compliant with the Health Insurance Portability and Accountability Act of 1996 (HIPAA). If such data and security services are provided to such agency by a third-party provider, the agency shall be responsible for such third party's compliance with HIPAA.

Contact Information

The County is made up of a number of departments. Each department is responsible for the website features (pages, forms, etc.) that it develops including those applications that may gather volunteered personally identifying information. In these cases, contact information is provided at the department's point of information entry allowing the visitor to contact that department either through e-mail or the phone. Additionally, contact information for websites is provided and can be used as an initial point of contact in lieu of individual department contacts.

External Links

Links to other sites from the Mariposa County websites are provided at the discretion of the County of Mariposa and are provided as a convenience for visitors of this site. Sites that are linked from the County of Mariposa are reviewed periodically to confirm that the link still furthers
County purposes. The County reserves the right to refuse to post any website link or to delete links already posted at any time without notice. In the event that a visitor discovers problems with or has concerns regarding the format, accuracy, timeliness or completeness of a linked external website, the visitor is encouraged to contact the organization responsible for the linked external website. The County does not control nor is it responsible for any linked external websites, pages or content.

**Intellectual Property**

The content of mariposacounty.org web pages is copyrighted, and may contain some third party images/graphics that are used with permission. Visitors are notified, therefore, that one should presume the need to obtain permission from the copyright holder before reproducing or otherwise using images/graphics from this website. Mariposa County does not give permission for images to be downloaded or saved for any reason.
APPENDIX C: USE POLICY

Website Conditions of Use

By visiting the Mariposa County website, or any of its webpages, users agree that they will not use the sites for any unlawful activity, or use them in any way that would violate the terms and conditions of use. This website is governed and construed by the laws of the State of California. Any use of the website shall comply with all Mariposa County and California laws and regulations as well as with all federal laws and regulations. Unauthorized attempts to upload information or change information on this portal are strictly prohibited and may be punishable under the state Computer Trespass law and federal statutes including the Computer Fraud and Abuse Act of 1986 and the National Information Infrastructure Protection Act.

Linking Policy

The County Website may contain links to local, State and federal government agencies and to other partner websites. The inclusion of such links does not constitute an endorsement of the destination website nor the content, viewpoint, accuracy, opinions, policies, products or site accessibility. Nor does any linkage between the County and a third-party website imply sponsorship of that web site.

Website Notifications

Mariposacounty.org provides opportunities to sign up for a variety of notifications including, but not limited to, Requests for Bids, breaking news flashes, and project-specific notifications. These are courtesy notifications only and are not a substitute for official means of notification where such exist. In cases where subscribers opt to receive payment reminders from Mariposa County of any of its third-party vendors, all deadlines and penalties for non-payment remain in place whether or not a reminder is received. Mariposa County is not liable for any loss or inconveniences to subscribers if the service fails to provide timely notification, or even fails to provide notification at all, whether or not the County is at fault.
APPENDIX D: WEB ACCESSIBILITY POLICY

Mariposa County Web Accessibility Policy

PURPOSE
The County of Mariposa is committed to providing employees and the public, including individuals with disabilities, access to web-based information and services either directly through the web or through alternative formats. This document states the Web Accessibility Policy for the County of Mariposa in its continued commitment to provide equal access to government services for individuals with disabilities.

SCOPE
This policy applies to all County web content regardless of whether it hosted and managed by County agencies and departments or external service providers. This policy applies to the presentation of information whether it is from a web page or a web application on either the internet or the intranet. This policy does not apply to websites of external agencies or entities that are not controlled or hosted by the County.

POLICY
The County of Mariposa strives to achieve web accessibility by complying with the requirements of Section 508 of the Rehabilitation Act of 1973 §1194.22, as amended (29 U.S.C. Section 794d). County websites are designed based on standards from the Worldwide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) to make web content accessible to people with disabilities. It is the responsibility of the department or agency webmaster to become familiar with these guidelines and to apply these standards in designing and creating any official County of Mariposa website. Departments that provide services through contracts shall ensure that such contractors deliver their service.

If you use assistive technology (such as a Braille reader, a screen reader, or TTY) and the format of any material on this website interferes with your ability to access information, please contact us. To enable us to respond in a manner most helpful to you, please indicate the nature of your accessibility problem, the preferred format in which to receive the material, the web address of the requested material, and your contact information. Users who need accessibility assistance can also contact us by phone through the Federal Information Relay Service at 1-800-877-8339 for TTY/Voice communication.

ACCESSIBILITY DESIGN GUIDELINES
Our website has been designed with the following accessibility guidelines in mind:

- We work to comply with Section 508 as well as 2.0 A and AA referring to website accessibility standards.
- If you have difficulty accessing the site or have any comments or feedback, please do not hesitate to contact us.

BROWSER ACCESSIBILITY INFORMATION
Many popular browsers contain built-in accessibility tools.

- Internet Explorer Accessibility Information
- Firefox Accessibility Information
ADDITIONAL PLUG-INS
Adobe Reader is required to view and print PDF documents that appear on this website.

- To download this program for free, visit the Adobe website.
- To read PDF documents with a screen reader, please visit the Adobe Reader Accessibility website which provides useful tools and resources.
  Adobe Flash may be required to view certain videos that appear on this website.

- To download this program for free, visit the Adobe website.
- To access flash content using a screen reader, please visit the Adobe Flash Player Accessibility website which provides useful tools and resources.

SUPPORTED ASSISTIVE TECHNOLOGY
- Latest Version of JAWS for Windows
- Latest Version of NVDA for Windows
- Latest Version of VoiceOver for Mac OS X
- Keyboard-Only Navigation

KNOWN LIMITATIONS OF THIS POLICY:
Individuals with (or without) disabilities access the web with widely varying sets of capabilities, software, and hardware. While this policy identifies the standard for County departments to present information so that it is accessible for individuals with disabilities, this policy cannot anticipate every accessibility need, due to limitations and changes in existing technology. There may be other circumstances, independent of technology, that may limit accessibility of County websites. While every effort will be made, it is understood that creating accessible formats for some historical documentation and graphical renderings maintained by the County may not be technologically feasible.

AVAILABILITY OF INFORMATION:
Each website must provide a contact method to report items or areas that are not accessible and request reasonable accommodations.
APPENDIX E: WEBSITE HELP PAGE

Website Help

The MariposaCounty.org website has been designed to be as simple to use as possible. Our goal is to make information available to everyone in an easy to find format, and to provide services that increase community engagement and transparency. To achieve this end, many useful tools have been built into the website.

A NOTE ABOUT MOBILE RESPONSIVENESS -
The information presented on MariposaCounty.org is responsive to mobile devices – which means it shrinks or enlarges to fit the viewer’s screen. This resizing also means that getting around the website is a little different depending on whether you are viewing the website from a desktop computer or a mobile device. Every attempt has been made to identify the typical user experience depending on type of electronic device; however, please be aware that some devices may display slightly differently than what is explained here.

- THE HOMEPAGE
The homepage for the County of Mariposa is designed to be the starting point for finding information about the County. On it, visitors will find breaking news, calendars, and links to information.

The homepage can be accessed by going to the web address of www.mariposacounty.gov, or by clicking the image of the blue box that contains the County logo and the words “MARIPOSA COUNTY CALIFORNIA”. This box is located on the upper left-hand corner of every page on Computer Desktops and at the top of the screen on Mobile Devices.

- MEGA MENU
Information on the website is broken down into five categories that are displayed in a “Mega Menu.” Those categories are:

Government - Information about county government and its operations
Our Community – Information and links that county residents might find useful
How do I... - Answers to questions
Visitors - Information that is helpful to visitors
Doing Business - Information about doing business in the county

○ DESKTOP COMPUTERS:
On desktop computers, the Mega Menu categories are listed in a white bar that runs across the top of every page on the website. Hovering your cursor over one of the categories will cause another menu
with more information listed in that category to appear. Clicking on the menu name, or anything in the Mega Menu, will either open more choices or take you to the page.

- **MOBILE DEVICES:**

Because of their smaller size, mobile devices present the Mega Menu differently. To open it, users must first select the single button at the top of the screen called simply “Menu.”

The five categories will now show.

Small arrows displayed next to the categories (or any resulting text) means that there are more subchoices.
Click on a category to show subcategories or pages. Keep clicking on the appropriate link to narrow down your search until you get to what you want. Wording without an arrow will link directly to the appropriate page.

To move back through the Menu, select the “Back” option on the top left of the screen.

- **IMPORTANT TOOLS ICONS**

Users will also find six navigational buttons connecting to different services or information on every page of the website. The six buttons are:

**Pay A Bill**
This choice takes users to a landing page where they can choose which bill to pay. It is expected that this feature will grow as the County’s ability to process online payments grows.

**Agendas & Minutes**
The County uses an online service to make meeting information available to the public. This is where you will find that minutes, agendas and other related information.

**Concerns & Requests**
This feature allows users to report concerns or request a service. A user account is required if you wish to be kept up to date on progress or when the issue has been resolved. Users can also submit requests anonymously (without an account), but concerns submitted in this fashion will not be able to receive reply updates.

**Current Conditions**
This choice takes users to a current conditions page.

**Reservations**
Most County buildings and parks may be reserved for private use (fees may apply.) Clicking on this option will allow users to choose a facility, check availability, and make reservations online.
Stay Connected –
This option presents users with opportunities to sign up for various types of automated notifications including Emergency Alerts from the Sheriff’s Office.

- DESKTOP COMPUTERS:
On desktop computers, the Important Tools Icons are arranged in a horizontal line in a white bar at the bottom of each page.

- MOBILE DEVICES
On mobile devices, the icons look the same but they are arranged in a vertical line and are located about half-way down on the Home Page, and near the bottom on every other page.

- POPULAR LINKS NEWS FLASH AND CALENDAR
Other important information that can be found on the website Home Page include:

News Flash –
A News Flash feature called “News & Announcements” lists current news about the county. Arrows will show on the left and right, when there are more news articles than what can be displayed on the screen. To view past News Flash posts, select the “View All” link under the news headlines.

Calendar -
A Calendar that lists upcoming meetings, as well as other important County government information events, can also be found on the Home Page. Users can read more information on an event by clicking on the circled date on the calendar, or by clicking on the “Read On” text under an item description. To view other dates or calendar information click the “View All” under the calendar and calendar headlines.

The News Flash and Calendar features are located about mid-way down the Home Page on both Desktop Computers and Mobile Devices.
- SEARCH BAR
The search bar is located on every page of the website. It can be found near the top of the screen on both Desktop Computers and Mobile Devices.

To search for information, simply enter a phrase to be searched into the space that says "I'm Looking For..." and either hit the "Enter" key on your keyboard, or click on the magnifying glass icon to the right of the search text.

Tip: Realize that this search feature is looking through all of the website information that has been put up by all of the departments and commissions, etc. This represents tens of thousands of pages of information. Try to be fairly specific in your request. For instance, if you input just “agendas” when you want Board of Supervisors agendas you will receive thousands of results listed in no particular order. Asking for “Board of Supervisors agendas” on the other hand, will significantly narrow results to relevant information.

- USER ACCOUNT
While creating a user account is not required to access information on the site, users may wish to create an account to allow access to subscription features, updates on reported concerns, and to provide a custom experience.

To create an account click on the “How Do I” option in the Mega Menu, then choose the appropriate option under the “Find”, “Register”, or “Sign Up” subcategory. You will be asked for basic contact information, will need to agree to the Terms and Conditions, and will need to respond to a security (I'm not a robot) verification.

Once registered, please check the associated E-mail account for an activation link to complete the process.

RESEARCH & OTHER ASSISTANCE -
If you need help finding something on the website or with a technical issue, please contact the Clerk of the Board’s Office at 209.966.3222 or submit a Website Issue report.
APPENDIX F: Best Practices Guide

(Separate document to be attached.)
+ CONTENT BEST PRACTICES GUIDE

A guide to effectively educate and engage your citizens through content
TUNE UP YOUR CONTENT

CivicPlus believes clear, concise, well-formatted content is the key to educating and engaging citizens of any municipality. This guide was created for you using some of the foremost authorities in website usability as references. All of our sources have been listed in the back of this guide. Any Best Practices not listing a resource are based on our own expertise, the most efficient use of our system, and efforts for consistency.

Let's begin the process of bringing you and your citizens together through an attractive, easy to navigate and intuitive website.
LET'S WRITE

+ CAPITALIZATION

- Do not use all caps to emphasize an important point. Capitalizing all the letters in a word has actually been found to decrease a reader's ability to quickly discern what the word is. If you need to emphasize a piece of content, use bolding instead.

+ GRAMMAR & TONE

- Content copy should be grammatically correct and written in clear, concise sentences.

- The average U.S. citizen reads best at an 8th or 9th grade level, so consider simplifying your content. You can use the Flesch-Kincaid reader in Microsoft Word to determine the current level of difficulty of any piece of content.

- Avoid using multiple punctuation marks in a row such as “wow!” instead of “wow!!!!” or “what?” instead of “what???” Exclamation points should be used sparingly.

- Know your audience. Some content is meant to engage. Some content is meant to inform or educate. Some content has to simply direct users to contact a real person. Not all content is intended to do everything, and that is okay. Make sure that you are keeping your audience and the purpose of the content in mind when either writing or formatting content for the website.

- It is okay to write in a more conversational tone when writing for the web. However, slang and jargon should still be avoided.

- Avoid writing in the passive voice. The active voice is more engaging and direct. Example: “Action on the bill is being considered by the Council” is passive voice. “The Council is considering taking action on the bill” is active voice.

- Do not use run-on or fragment sentences.

- Be consistent with your sentence tense throughout the entire page.
+ LET'S WRITE (continued)

+ CONTACT INFORMATION STANDARDS

- 8 a.m. – 5:30 p.m.
- Phone: xxx-xxxx
- Fax: xxx-xxxx
- Street Modifiers - Spell out all street modifiers (Street, Avenue, Boulevard, Road, Highway, etc.). Abbreviate all compass points in address blocks (N, E, S, W, NE, NW, SE, and SW – no periods on any of them). Include any secondary address information on the next line (Apartment, Suite, Unit, etc.) when using address blocks.
- Street Numbers – Use figures for 1st Street, 2nd Street, etc.

+ ADDRESSES WITHIN TEXT

- There is no break between a lead-in sentence or subhead and the address block below it. Use an address block when an address is listed within page content.
- If the address has a P.O. Box but the same zip code as the physical address, the P.O. Box info can be listed on the second line of the address.
- If you have a separate physical and mailing address, list the physical address first in a separate block from the mailing address to enable users to easily highlight and search for directions. (See sample)
- Room, floor, suite, etc. is listed out on the second line of an address block. If there is also a P.O. Box in the address, the floor, suite, etc., - would still be listed above the P.O. Box.
- Use figures for numbered streets such as 1st Street.
**LET'S WRITE** (continued)

**HEADINGS & PAGE TITLES**

- Page titles should be clear and concise and accurately describe the content found on the page. Ex: “Content Policy Documents” is much clearer than just “Documents.”

- Headings should be used to break up content and provide the user guidance as to what information is in the text below it.

- Headings should be clear and concise – describing what information can be found in the text beneath it.

- Headings and page titles should utilize the ampersand (&) to save space.

- Headings should be created with title case.

- When formatting a heading, the CSS styles Subhead 1 and Subhead 2 are used to show the hierarchy of information on the page – they are not just decorative elements. You should only use Subhead 2 to separate information that is related to the Subhead 1 topic. Subhead 2 should always follow a Subhead 1.

**LINKS**

- Use mailto: links on text instead of writing out the provided email address to prevent site crawlers and spy bots from obtaining contact information. Mailto: links should be labeled in a way that makes it clear to users that by clicking the link, they will be lead to email someone. For example, “To learn more about the ABC Policy email the City Council.”

- A similar format should be followed when linking to URLs. Don’t write out the URL in the text as it is often difficult to read and decipher where that link is going. Instead, link the title of the website, page, etc. When choosing text or writing text to link to, the link should be intuitively named – they don’t necessarily have to be verbatim page titles. (See above example.)

- All links to documents should open in a new window.

- All links to other pages within the same website or links to external URLs should open in the same window to allow users to utilize browser tools throughout their web experience.

- Avoid using terms like “click here” as they don’t indicate to the user where the link is going to take them. They also hinder the usability of the site for someone utilizing a screen reader. Instead, link to words that indicate what is found at the link. (Ex: Instead of “to view the training document, click here” try “View the training document.”)

- Don’t replicate content, use links instead. You can link to content within the site on the same topic to avoid having to duplicate any content.
+ LET'S WRITE (continued)

+ LINKS (continued)
- Be the authority when you can, but don’t create content you are not the authority on. Want to educate citizens on disaster relief and emergency management using the same tools that FEMA uses? Great! Link to the FEMA website, don’t replicate their information. This will allow your citizens to easily access information directly from the authority on the topic and keep you from having to update content. (See also: Linking)

+ TABLES
- To be ADA compliant, all columns must have headings.
- If the information you are displaying in a table doesn’t consistently fit under the headers for that table, that information should not be displayed in a table.

+ IMAGES
- Images used on the site should enhance the content on the page.
- Images inside the content area should be no wider than 300 px.
- For more than three images per page, consider utilizing a slideshow instead of stagnant images.
- If there are a large number of photos for a page, or if users would benefit from being able to slowly look at them, place pictures in the Photo Gallery instead of on the page or in a slideshow.
- Images require a descriptive alt text for users with screen readers. File names and single words do not make usable alt text entries. Try “black and white police cruiser with lights on” instead of “cop car,” or “young girl participating in recreation program” instead of “little girl.” If an image contains both an image and a caption/marketing message (e.g., an image of a child swimming with the text “Sign Up for Summer Swimming!”), only the text needs to be represented in the alt text. If an image contains actual data like a chart or graph, the alt should specify this so that screen reader users can find assistance (e.g., “Graph of Average Temperatures” or “Diagram of a typical water bill with detailed explanations”).
+ LET'S WRITE (continued)

+ BULLETED LISTS
  - Long lists within text should be broken out into bulleted lists so that they can be easily scanned.
  - Alphabetize list items with fewer than three words.
  - Avoid over-bulleting.
  - The first letter of each item in a bulleted list should be capitalized.
  - There should be no space above bulleted lists.
  - There should be a break between the bottom of a bulleted list and the next text.
  - Bullets should go, at the most, two levels deep.
  - Do not mix sentence fragments and full sentences in one bulleted list. For consistency, all bullets in each bulleted list should contain the same format (and verb tense).

+ BREAKING UP CONTENT
  - Content should be broken up into small, easily readable chunks. As a general rule, the text beneath each header should not contain more than 2 or 3 short paragraphs and each short paragraph should not contain more than 3 or 5 sentences.
  - Subheads encourage users to keep scrolling to find information, so make sure that each new topic has a header. (See also: Headers and Page Titles)
  - Completely separate topics should be housed on separate pages. While users will scroll longer pages to scan similar information, it can be very frustrating to scroll through information of completely unrelated topics, so that information should be housed separately.
+ LET'S WRITE (continued+)

+ WHEN TO USE PDFS

Nearly all CP clients utilize PDF documents on their sites. When developing content, CP will:

- Convert any Word or Excel files to PDF so that any user can access the information. Adobe Acrobat is a free download that any user can obtain to read documents, while other file types, such as Microsoft Word, require expensive software to access.
- Open all PDF files in a new window.
- Indicate links that go to PDF files by including (PDF) behind the file name as a part of the link.

+ PAGES WIDGET

The Pages Widget is used to create menu pages that display a listing of the subpages for a parent page and their page descriptions. These pages help provide structure and organization to the navigation. They can also be used in conjunction with other content to make a more robust landing page. However, it is not recommended this be the only content on a main department landing page. Instead, feature relevant and actionable content whenever possible.

- Use the Pages Widget in the content area to create main landing / navigational pages.
- Most landing / navigational pages should use Format 2 (Depth 1) for displaying links and page descriptions.
- Format 3 (Depth 2) should be used for bucketed landing / navigational pages such as How Do I or Help Center.
- Format 3 (Depth 1) should be used in lieu of repetitive page descriptions.
- A Pages Widget may be used on a page with another content widget.
**LET'S WRITE** (continued)

**MENUS & NAVIGATION**

- Mega menus should be used instead of drop-down menus as mega menus are easier to physically navigate than the typical "tree branch" structure of drop-down menus.
- Two-tier mega menus should be used to allow the user to see deeper into the navigation without having to click into something that may or may not take them where they want to go.
- Mega menus should be built out as evenly and thoroughly as possible. A mega menu with only two items in it is not highly usable.
- Menu items and navigation throughout the site should be listed in alphabetical order to make information easier to find.

**FONT STYLES**

- Underlining should only be used for hyperlinks. Underlining for emphasis can confuse users who might think they can click on that area of the screen.
- Avoid using all caps for anything but acronyms. If you need to emphasize something, use bold instead. Using all caps can make the words more difficult to read.
- Only use Subhead1 and Subhead2 font on subheads
- If moving information from another source to our GCMS, make sure to paste all items in plain text by using the tool in the Editor widget. This will clear any formatting or text class information from the previous source that may be left on the text.
ALL GCMS™ BEST PRACTICES ARE BASED OFF OF CP RECOMMENDATION FOR OPTIMIZED USE OF OUR OWN SYSTEM.

+ PAGE DESCRIPTIONS

- Page descriptions should be completed for every page. This will help search engines to better determine what pages to bring up as the results for a search. They also help guide users to the correct information by providing better details on what can be found on any page.
- Page descriptions should accurately describe the content on the page, including any major topics that are covered.
- Page descriptions are displayed below page titles when using the Pages Widget.

+ DOCUMENTS

All documents should include extension in parenthesis behind the title to warn users that they are opening a PDF document, not a web page.

Agenda Center:
The Agenda Center should be used to house recent agendas and complimenting minutes and packets. They should be in order by the document date, starting with the most recent.

Archive Center
The Archive Center should house: Items such as newsletters, police reports, press releases, etc. that are frequently published and should be sorted by date and documents that are updated frequently, such as budgets, financial reports, etc.

Document Center
The Document Center should house all other supporting documents. All documents in the Document Center should be named with the document title or other name that clearly states what the document is.

+ FORM CENTER

The following types of forms work best in the Form Center:
- Contact Us forms or other simple requests
- Forms consisting of mostly short answer, multiple choice, or long answer questions
- Forms that can be emailed to a particular person or accessed by a particular person for processing
- Forms that don't require an official signature or notary

The following types of forms don't work as well in the Form Center:
- Forms containing a lot of text based instructions or introductions
- Forms that require attachments that the client has indicated cannot be copies
- Forms that require an official signature or notary
The Form Center is not a secured way of collecting information, meaning that CivicPlus cannot guarantee the security of the information after being collected through the Form Center. As such, CivicPlus does not develop forms that contain specific kinds of identifying information and does not recommend you create such forms via the Form Center. CivicPlus recommends any form with potentially identifying information remain as is or be turned into a PDF that must be printed and mailed or brought in for submission.

Identifying information includes:
- Social Security numbers
- Driver's license numbers
- Tax ID numbers
- W2 or other tax documentation or information
- Birth certificate copies
- Account numbers

The Facilities module best houses the following types of information:
- Parks
- Rentable city/county facilities
- Trails
- Pools
- Community centers and meeting places

- All facility amenities should be populated as “features” within the Facilities module. If the amenities are not populated within the features section in the Facilities module, citizens will be unable to correctly utilize reservations and will be unable to search or filter for facilities by amenity.
- Use a specific address and the map location feature whenever possible.
- Format information in the editor box within the Facilities module just as you would with page content.
- CivicPlus does not recommend use of the Facilities module to house business information. The Resource Directory is designed to display information about local businesses.
Q: Can I pay my bill online?

Poor Answer: Yes.
Poor Answer: The system allows for online payments at any time.

Best Answer: Yes. Please visit our E-Pay module to make a payment online.

+ FAQS

- All FAQs should be housed within the FAQ module to best utilize the CivicPlus GCMS™.
- Each department is encouraged to provide citizens with answers to a useful set of FAQs.
- If there are more FAQs than can practically be displayed within the module widget on a page, link a subpage directly to that FAQs category so that all the FAQs can be quickly and easily found.
- FAQs should be formatted in a way that makes the answer immediately clear, but is not too abrupt. For example:

+ QUICK LINKS

- Category titles should be intuitively named using titles that make sense on their own and out of the context of any surrounding text, because they may be viewed from the main Quick Link module landing page and will need to make sense standing on their own.
- Quick links should be intuitively named. Ask these questions:
  - Does the name of the link make sense out of context?
  - Is it clear where this link is going to take a citizen?
- Link titles should be in title case.
RESOURCES CENTER

All of our sources have been listed for you. Any Best Practices not listing a resource are based on our own expertise, the most efficient use of our system, and efforts for consistency.

CITATIONS

2. Be Succinct! Writing for the Web 1197 http://www.nngroup.com/articles/be-succinct-writing-for-the-web/
5. Show Numbers as Numerals When Writing for Online Readers 2007 http://www.nngroup.com/articles/web-writing-show-numbers-as-numerals/
12. White Smoke English Writing The Uses of An Exclamation Point (!) http://www.whitesmoke.com/exclamation-point-usage
+TURN IT UP

Are you ready to jazz up your content? With CivicPlus, you'll discover a team of people ready to help you at any time. We're not just with you for the launch - we'll be here year after year to respond to new needs and new opportunities for you to build your content into the best it can be.

CIVICPLUS
Digital Community Engagement Solutions
CivicPlus.com • 402 S. 4th Street, Suite 500 • Manhattan, KS 66502 • 888.228.2233 • info@civicplus.com