Web Content Management (WCM) Services & Guidelines

DT WCM Services

City and County of San Francisco

Web Services Guidelines

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Web Services

Web Services Team

The SFGOV Web Services team aims to enable greater government transparency by facilitating access to City Services and enabling City agencies to effectively serve Citizens online. Our services include:

1. Web content management development and deployment
2. Web content management web editor support
3. Web content management training

Webmaster Request Guidelines

Departments are required to update their own web site, however, we understand there are times when the assigned web editors are not available. In those circumstances, the Webmaster is always happy to assist with content updates. To submit a web page update request to Webmaster, you **must include the following information**:

- Email your request to **webmaster@sfgov.org**

- The name of the department or web site being updated.

- The page being edited (please provide URLs or directory location and page title).

- Specific instructions regarding language, content (including attachments) and URL links being changed.

Other Important Requirements

- ***Requests submitted by email are processed on a first come first serve basis within 72 hours of receipt.***

- Supported File Formats for posting are limited to: Word, Excel, PowerPoint, Visio, gif, jpg, png, text.

- If you are encountering an error message, please copy and paste the error itself into the body of the email (copied text is better than a screen shot) and include the page title and the directory where the page is located.

- When submitting agendas, minutes, press releases and other text based documents for posting, they must be submitted in Word format, not PDFs.

Word Processing Formatting Tips

To ensure your documents convert looking as close as possible to the original, follow the guidelines listed below.

All Caps	Do not use all capital letters for emphasis or titles. This makes the text very hard to read on the web. Use bolding or italics.
Bullets & Numbering	Use the bullet/numbering feature of Word. Do not insert manual numbers or bullets.
Centering text	Use the "Center" align feature of Word to center text. Do not use tabs or spaces to center text.
Columns	If text needs to be in columns, use tables. Do not use tabs or spaces.
Headers & Footer	Place repeating information (page numbering, titles, etc) in headers and footers.
Indenting Text	Use the "Increase Indent" feature, do not adjust the margins.
Line Breaks	Holding down the "Shift" key when hitting the "Enter" key will insert a line break
Paragraph Breaks	Hitting the "Enter" key on your key board will insert a paragraph break resulting in an extra blank line when converted.
Small Caps	Do not use the "Small Caps" text formatting.
Text Boxes	Do not use text boxes in your documents. The information in them will not appear in CMS.
Underlined Text	The only text on the web that should be underlined is links. Use bolding or italics for emphasis.
WingDings & DingBats	Do not use Wingdings or dingbats to insert special bullets or check boxes. This is a special font and may not render properly in HTML.
Word wrap	Let Word wrap the text at the end of lines.

Supported File Formats

| Category	Programs and Files Supported
Graphic file formats	.gif, .jpg, .png
Uploadable file formats	Comma Separated Values (.csv), Portable Document Format (.pdf), MS Word Documents (.doc, .docx), MS Excel (.xls, .xlsx), MS PowerPoint (.ppt, .pptx), Text (.txt), Visio File (.vsd)
Web page file formats	.htm, .html, .css

Basic Quality Assurance Checklist

1. HTML syntax follows the HTML Standard
2. All links work throughout every page.
3. Forms and scripted elements operate correctly.
4. All pages have meaningful <Title> tags ("SFGov: " on all page titles).
5. Images have meaningful "alt" tags. Site tested with 'text' browser or no images
6. Every page uses the appropriate SFGov template and formatting standards.
7. Image src and HREFs are relative from the root.
8. If PDFs are used, an alternative format (e.g. MSWord) is also provided if feasible
9. Adobe "make accessible" has been used for all PDF documents.
10. Links to non-hypertext pages (e.g., images, PDFs, text documents) are indicated within the link and follow SFGov link format

Basic Usability Checklist

1	Is the site fulfilling its purpose and able to give the audience what it wants?
2	Is it intuitive and does it behave and appear consistently throughout?
3	Does the main navigation of the site appear in a prominent place?
4	Do the links tell users where they lead?
5	Are there any dead links on the site?
6	Are the navigation tools and system consistent across the site?
7	Are images optimized for their file size (try to avoid large image)?
8	If there is a need to describe an image, is the description clear?
9	Is the look and feel consistent throughout the site?
10	Does the site look the same on different platforms and browsers?
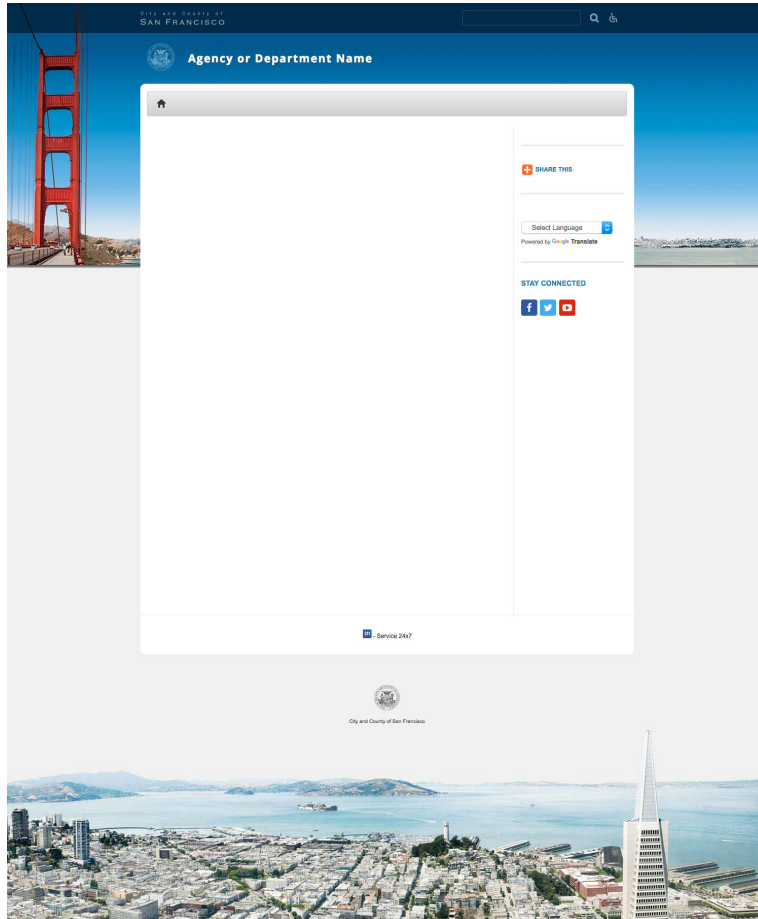
Standard Department Template

A standardized template is necessary to: a) allow constituents to easily find information across City Agencies; b) increase usability and consistency across different web sites.

The common template includes a few key elements: a) the City's common header with image and footer; b) a common style sheet with predefined fonts and color scheme; c) a department's own unique style sheet.

SFGOV Global Header and Footer

All Agencies are required to use the City's common header and footer.

Areas Editable by Client

Clients may edit any information that appears in the "Editable Contents Area" through the Drupal Content Management System. You can not only modify, add/delete pages but also modify/add/delete the navigation as you desire through the Drupal Content Management System. Links (HREFs) should use relative path. Links to Non-html Documents should specify the file format. If the file is available in multiple formats, should list all file formats.

Target Environment

For Site Viewing:

    Supported Operating Systems: Windows 7 or later, Mac OSX

    Supported Screen Resolution: 1024 x 800

    Supported Browsers: IE10 and later, and latest version of Chrome, Firefox and, Safari

For Site Editing:

    Platform: PC and Mac

    Operating System: Windows 7 or later, Mac OSX

    Supported Browsers: IE10 and later, and latest version of Chrome, Firefox and, Safari

    Other Requirements for editing:

- Cookies enabled. To check if cookies are enabled in IE, click Tools, Internet Options. Click the Security tab, click the default levels button. A security level of "Medium" or lower will allow your machine to accept cookies.

- Pop-Up blockers turned off or disabled

- Access to the internet

- High Speed connection helpful but not essential

Understanding Proper Page Structure

(Sample HTML structure)

SFGov Web Accessibility Standards and Guidelines

Based on Federal Access Board's Section 508 Guidelines (a)-(p). References to Web Content Accessibility Guidelines have been included as well as custom checkpoints.

(a) Provide "Alternate Text" Equivalent for Non-Text Content

1.1 All meaningful non-text elements are required to contain a text equivalent, for example, by providing an ALT attribute, or in element content. Non-text elements include, but are not limited to, images, image map regions, applets and programmatic objects, frames, scripts, stand-alone audio files, audio tracks of video, and video.

    1. An ALT ATTRIBUTE will not exceed 150 characters.

    2. A LONGDESC ATTRIBUTE is required within an element if alt text exceeds 150 characters.

    3. Elements which are strictly for decoration, such as bullets, will have an ALT ATTRIBUTE defined with no value (e.g., alt="").

1.2 All OBJECT and APPLET elements are required to contain element content. These elements typically use technologies that are not available to all users. The element content or the ALT attribute shall be used to describe the purpose of the applet element. The element content shall be used to describe the purpose of the object element.

1.3 When EMBED elements are used, the NOEMBED element is required in the page. EMBED elements present functionality not available to all users. The NOEMBED element can be used to provide a description.

(b) Multimedia

1.1 Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.

1.2 **Audio within content:** Information will not be conveyed exclusively by audio alone (audio clip sounds to provide instructions, warnings or other information).

1.3 **Audio Presentation:** Provide text transcripts for audio containing speech.

1.4 **Multi-Media:** Provide SYNCHRONIZED TEXT CAPTIONS for multi-media content containing speech, or other audio necessary to understand the content. [Ref: WCAG 1.4]

1.5 **Video/Visual:** Provide VIDEO DESCRIPTION for multi-media content that contains video, or other visual information necessary for the understanding of the content. [Ref: WCAG 1.4]

1.6 **Web Cast:** All Web casts will have synchronized captioning of the speech, or other audio content contained in the Web cast.

(c) Use of Color to Convey Information

    1.1   Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.

    1.2   Text, graphs or diagrams and their background colors must have sufficient contrast. [Ref: WCAG 2.2]

(d) Document Structure & Style sheets

    1.1   Documents shall be organized so they are readable without requiring an associated style sheet.

    1.2   Web pages will be created using the most current Web document specifications (e.g., HTML, XML, and XHTML).

    1.3   In addition to using most current Web document specification, use valid and semantic markup to convey document structure. Avoid the use of deprecated HTML elements and attributes.

(e) Server-side Image Maps

    1.1   The of use server-side image maps is not recommended.

    1.2   Server-side image maps should only be used in instances where a region of the map cannot be provided by an available geometric shape.

    1.3   Redundant text links shall be provided for each active region of a server-side image map.

(f) Client-side Image Maps

    1.1   Client-side image maps shall be provided instead of server-side image maps.

    1.2   All AREA elements are required to have the ALT attribute to provide a text equivalent.

    1.3   Redundant text links will be provided for each active region of a CLIENT-SIDE IMAGE MAP. [Ref: WCAG 9.1, P1]

(g) Data Tables

    1.1   Row and column headers will be identified for data tables.

    1.2   Tables with tabular data will use the SCOPE attribute to identify both horizontal and vertical headings.

    1.3   All data tables are required to contain the SUMMARY attribute.

    1.4   Markup shall be used to associate data cells and headers cells for data tables that have two or more logical levels of row and column headings.

(h) Layout Tables (For Data Tables & Table Header Cells see guideline g)

    1.1   Avoid using tables for content layout. When it is necessary to use tables for layout, ensure that the reading order of the content is logical. [Ref. WCAG 5.3, P2]

(i) Frames, Context and Orientation

1.1 If possible, do not use frames.

1.2 If frames must be used, a NOFRAMES alternate shall be provided.

1.3 All frame elements shall use a descriptive NAME and TITLE attribute to identify its purpose and how each frame relates to each other. [Ref: WCAG 12.1, P1 / WCAG 12.2, P2]

1.4 For title text greater than 150 characters, a LONGDESC ATTRIBUTE shall be used.

(j) Flicker/Blink/Animation

1.1 Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz (2 to 55 flashes per second)

1.2 The use of the deprecated *<blink>* and <marquee> elements is prohibited.

1.3 Avoid the use of any unnecessary animation on the page if it does not enhance the delivery of the page content.

1.4 A mechanism will be in place to allow users to turn off screen ELEMENTS that flicker. [Ref: WCAG 7.3, P2]

(k) Text-Only Pages

1.1 A text-only page, with equivalent information or functionality, shall be provided to make a web site comply with the provisions of these standards, when compliance cannot be accomplished in any other way.

1.2 The content of the text-only page shall be updated whenever the primary page changes.

1.3 A 'Text Version' link shall be made available within each page.

(l) Scripting languages

1.1 When pages use programmatic elements such as scripting languages and applets to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.

1.2 Ensure that pages are usable when scripts or applets are turned off or are not supported. If this is not possible, provide equivalent information on an alternative accessible page. [Ref. WCAG 6.3, P1]

1.3 DEVICE-INDEPENDENT EVENT HANDLERS will be used instead of EVENT HANDLERS that require a specific input device (e.g., mouse or keyboard). If a generic EVENT HANDLER is not available, more than one DEVICE-SPECIFIC EVENT HANDLER will be used. [Ref: WCAG 6.4, P2]

(m) Downloadable/Embedded Objects

1.1 Provide accessible HTML or text versions instead of downloadable documents (PDF, Word) whenever possible. If a downloadable document must be provided, ensure that it is accessible in compliance with guidelines (a) through (i).

1.2   When a web page requires that an applet, plug-in or other application (such as MS Word or Adobe PDF) be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with guidelines (a) through (l).

1.3   If the plug-in or applet is not compliant with guidelines (a) through (l), direction on how to access an accessible version of the same content provided by the plug-in or applet will be provided.

1.4   If a downloadable document cannot be provided in an accessible electronic format, provide information on how to request an alternate format.

(n) Forms

1.1   When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.

1.2   Associate labels explicitly with their respective form field elements such as buttons (<input type="button">), text boxes (<input type="text">), list boxes (<select>), and more. A text label typically identifies each field.

1.3   Provide any special form field instructions within the form field labels.

1.4   Form field ELEMENTS will be in logical tab order.

(o) Navigation and Links

1.1   A method shall be provided that permits users to skip repetitive navigation links.

1.2   All navigation mechanisms will be provided in a consistent manner. [Ref. WCAG 13.4]

1.3   Web pages will be designed to be device independent, for example, allow navigation with or without a mouse.

1.4   All text links will indicate the destination or purpose and are understandable out of context.

1.5   Avoid the use of small image links or text links smaller than 12 pixels wide by 12 pixels tall.

1.6   Links pointing to an additional Web browser, pop-up window or a redirect will provide advance notice (e.g., "the following link will open a new browser window").

1.7   All Web pages will allow the user to return to the Official SAN FRANCISCO WEB SITE home page.

(p) Timed Responses

1.1   When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.

1.2   Client-side auto-refresh or client-side auto-redirect will not be used without a mechanism in place to first alert the user. [Ref. WCAG 7.4]

Additional Guidelines:

Page Content:

- Contact information should be easily identified for each site. Contact information should include email, telephone, and if available, text telephone (TTY).

- Clearly identify changes in the natural language of a document's text and any text equivalents (e.g., captions). [Ref: WCAG 4.1, P1]

- Ensure that equivalents for dynamic content are updated when the dynamic content changes. [Ref: WCAG 6.2, P1]

- Use the clearest and simplest language appropriate for a site's content. [Ref: WCAG 14.1, P1]

Clarify the first appearance of acronyms on each page by providing the full wording of the acronym followed by the acronym in parenthesis.

POLICY: Committee on Information Technology (COIT) Website Policy

Introduction

Information technology resources are strategic assets of the City and County of San Francisco that will be managed at the direction of the Committee on Information Technology (COIT).

Thus this policy is established to outline the standards for the management of City and County San Francisco websites.

Purpose

The purpose of the COIT website policy is to establish standards, policies and operational processes that are applicable to all City and County of San Francisco departments.

Policy

General Policy

There will be one website for the City managed under the direction of the Department of Technology (DT). All City Departments will:

- Host and update web sites using the City's web content management system maintained by DT.

- Own published content and be responsible for maintaining their web sites using the City's web content management.

- Follow both the City's web public and internal policies.

- Exceptions to the design standards and hosting location can be granted by COIT upon request by a department.

Web Public Policy

The City maintains and outlines on the public City's web site the terms and conditions of use applicable to all information and services published by all City departments online. The Public web policy reviewed and approved by the City Attorney's Office addresses the following items:

- *General disclaimer* limiting the general liability of the City.

- *External linking policy* outlining the types of external links permitted.

- *Accessibility policy* stating the City's commitment to designing web-accessible pages.

- *Privacy policy* outlining how information collected is used and safeguarded.

Web Internal Policy

The City also maintains and outlines a set of internal web policies applicable to all information and services published by all City departments online. The Internal web policy is maintained by DT and addresses the following items:

- *Design standards* outlining the standard web design template specifications.

- *Accessibility guidelines* listing the key requirements to ensure basic web accessibility.

- *Content freshness policy* mandating departments conduct web site periodic reviews.

- *Usability and quality assurance guidelines* providing minimum quality standards.

January 17, 2008

SFGOV Public Web Site Policy

General Disclaimer

Information presented on this Web site is collected, maintained, and provided for the convenience of the reader. While every effort is made to keep such information accurate and up-to-date, the City and County of San Francisco does not certify the authenticity of information that originates from third parties.

Under no circumstances shall the City and County of San Francisco be liable for any actions taken or omissions made from reliance on any information contained herein from whatever source nor shall the City and County be liable for any other consequences from any such reliance.

External Linking Policy

Purpose and Disclaimer

The City permits the establishment of external hyperlinks on its official website only if the links strictly comply with this policy. In establishing and maintaining its official website, the City does not intend to create any forum or other means for public discourse. Rather, the sole and limited purpose of the permitted external links is to provide information about the City and its government for residents, businesses and visitors. The City does not endorse or provide preferential treatment to any third party websites or associated organizations or persons. Additionally, the City does not control third party sites and therefore does not warrant that third party sites are accurate or, reliable, or that they have operational links.

Linking Criteria

Consistent with the foregoing purpose, it is the City's policy to limit external links to the following: a) Other governmental agencies; b) Entities with which the City has an existing formal, contractual relationship; c) Entities or events that receive funding from the City or are otherwise sponsored by the City; d) Entities that contribute to City initiatives and that the City wishes to acknowledge; e) the City's Chamber of Commerce and the Convention and Visitors Bureau; and f) Webpages that provide free access to traffic and weather information for San Francisco. In addition, the City reserves the right, at any time and without notice, to: a) Deny a link that does not meet the criteria set forth in this policy; b) Deny or discontinue an external link at any time if the website provides or promotes false, slanderous, illegal, infringing or incorrect information; c) Deny or discontinue an external link at any time if a substantial purpose of the linked website is to support or oppose a candidate or ballot measure; d) Remove any external link if the nature of the organization to which the link relates no longer complies with the City's external link policy; e) Revise this policy without prior notice when the City considers such revision to be in its best interests.

Cascading Style Sheets

This site implements cascading style sheets. Certain early versions of Netscape (4.x and earlier) and Internet Explorer (3.x and earlier) do not fully support this feature, so elements such as links may display differently. If you are experiencing this, you may wish to disable style sheets. You can do this through your browser. In Explorer (5.50), choose Tools, Internet Options, General Tab, Accessibility, and check the "Format documents using my style sheet" feature. In Netscape (4.75), choose Edit, Preferences, Advanced, and turn off the Enable Style Sheets feature.

Accessibility Policy

It is the policy of the City and County of San Francisco that information and services on City and County Web Sites be designed to be accessible to people with disabilities. It is the responsibility of the agency and its web page developers to become familiar with the guidelines for achieving universal accessibility and to apply these principles in designing and creating any official City and County of San Francisco Web site.

According to the latest statistics available from the Bureau of the Census, there are 9.7 million people in the United States who have difficulty seeing the words and letters in ordinary newsprint, equal to 5.0% of the total population. Another 10.9 million people, or nearly 6% of the total population, have difficulty hearing what is said in an ordinary conversation with another person.

The use of the City and County of San Francisco accessibility guidelines will ensure that web sites created by the City and County of San Francisco are developed to serve the largest possible audience. Compliance with these guidelines provides an added benefit to those users with text-based browsers, low-end processors, slow modem connections and/or no multi-media capabilities on their computer. It also allows for access to City and County of San Francisco web sites by new technologies, such as internet phones and personal organizers with internet connectivity.

Please visit the SFGov web accessibility web site for the full set of guidelines at http://sfgov.org/accessibility

Privacy Policy

The Privacy Policy outlines the types of information we gather when you visit our website, as well as some of the steps we take to safeguard it.

Information Collection

- We do not collect personal information about you when you visit our website unless you choose to provide that information to us.

- We collect limited non-personally identifying information your browser makes available automatically whenever you visit a website. This information includes the Internet Address of your computer or network, the date, time, and page you visited on our site, your browser and operating system, and the referring page (the last webpage you visited before clicking on a link to our site).

- We use the aggregated information from all of our visitors to measure server performance, analyze user traffic patterns and improve the content of our site.

- We sometimes track the keywords that are entered into our search engine to measure interest in specific topics, but we do not track which terms a particular user enters.

- Some of our online services require you to register for an account. We ask you for some personal information in order to create an account (typically your name, email address and a password for your account) and we will use that information to provide the service. For certain services, such as our online payment services, we may request credit card or other payment information which may be stored temporarily in encrypted form on secure servers.

Information You Provide

- Information volunteered by you through your filling out of our optional online feedback form and contact us form is used to help us enhance our web sites, and may be shared with City and County of San Francisco employees and contractors for that purpose.

Cookies

- We use "cookies" when providing personalization services such as My SFGov Portal. We use cookies to improve quality of our service and not to track any personal information.

- The use of cookies is a standard practice among Internet websites and most Internet web browsers may be customized to reject cookies, to only accept or reject cookies by user intervention, or to delete cookies. However, some features may not function properly without cookies.

Information Sharing

- We do not give, share, sell, rent or transfer any personal information to a third party, unless we have your consent.

Links

- The City and County of San Francisco uses links to navigate publicly available information from dozens of agencies that are not part of the City and County of San Francisco web site and over whom City exercises no control.

- The privacy policies and procedures described here do not necessarily apply to those sites.

- We suggest contacting these sites directly for information on their data collection and distribution policies.

Site Security

- We monitor network traffic to identify unauthorized attempts to upload or change information or to otherwise cause damage to the site. Anyone using this Web site expressly consents to such monitoring.

- We take appropriate security measures to protect unauthorized access, alteration or destruction of data.

Policy Changes

- Please note this Privacy Policy can change from time to time. We expect most such changes to be minor, but we will post those changes as they occur.

Copyright

All editorial and creative assets on this web site, including the code used to create web pages, are protected by US and international copyright laws. The City and County of San Francisco reserves all rights to this content.

POLICY: Sunshine Ordinance and Posting on the Web

Complete text is on the Sunshine Ordinance Task Force web site at http://sfgov.org/sunshine

Article II: Public Access to Meetings

SEC. 67.4. PASSIVE MEETINGS.

(1)   Such gatherings need not be formally noticed, except on the City's website whenever possible, although the time, place and nature of the gathering shall be disclosed upon inquiry by a member of the public, and any agenda actually prepared for the gathering shall be accessible to such inquirers as a public record.

SEC. 67.7. AGENDA REQUIREMENTS; REGULAR MEETINGS.

(a)   At least 72 hours before a regular meeting, a policy body shall post an agenda containing a meaningful description of each item of business to be transacted or discussed at the meeting. Agendas shall specify for each item of business the proposed action or a statement the item is for discussion only. In addition, a policy body shall post a current agenda on its Internet site at least 72 hours before a regular meeting.

SEC. 67.9. AGENDAS AND RELATED MATERIALS: PUBLIC RECORDS.

(a) Agendas of meetings and any other documents on file with the clerk of the policy body, when intended for distribution to all, or a majority of all, of the members of a policy body in connection with a matter anticipated for discussion or consideration at a public meeting shall be made available to the public. To the extent possible, such documents shall also be made available through the policy body's Internet site. However, this disclosure need not include any material exempt from public disclosure under this ordinance.

Article III: Public Information and Public Records

SEC. 67.29-2. INTERNET ACCESS/WORLD WIDE WEB MINIMUM STANDARDS.

Each department of the City and County of San Francisco shall maintain on a World Wide Web site, or on a comparable, readily accessible location on the Internet, information that it is required to make publicly available. Each department is encouraged to make publicly available through its World Wide Web site, as much information and as many documents as possible concerning its activities. At a minimum, within six months after enactment of this provision, each department shall post on its World Wide Web site all meeting notices required under this ordinance, agendas and the minutes of all previous meetings of its policy bodies for the last three years. Notices and agendas shall be posted no later than the time that the department otherwise distributes this information to the public, allowing reasonable time for posting. Minutes of meetings shall be posted as soon as possible, but in any event within 48 hours after they have been approved. Each department shall make reasonable efforts to ensure that its World Wide Web site is regularly reviewed for timeliness and updated on at least a weekly basis. The City and County shall also make available on its World Wide

Web site, or on a comparable, readily accessible location on the Internet, a current copy of the City Charter and all City Codes. (Added by Proposition G, 11/2/99)

SEC. 67.29-6. SOURCES OF OUTSIDE FUNDING.

No official or employee or agent of the city shall accept, allow to be collected, or direct or influence the spending of, any money, or any goods or services worth more than one hundred dollars in aggregate, for the purpose of carrying out or assisting any City function unless the amount and source of all such funds is disclosed as a public record and made available on the website for the department to which the funds are directed. When such funds are provided or managed by an entity, and not an individual, that entity must agree in writing to abide by this ordinance. The disclosure shall include the names of all individuals or organizations contributing such money and a statement as to any financial interest the contributor has involving the City. (Added by Proposition G, 11/2/99)

POLICY: Internal Web Policies

Accessibility Policy

- The SFGov Web Team aims for universal accessibility of information on the SFGov web site. As a result, all City Agencies web sites are responsible for complying with the City's web accessibility guidelines derived from Section 508 of the Rehabilitation Act and the W3C Consortium. (See "Web Accessibility Guidelines" section of this document and web accessibility web site - http://sfgov.org/accessibility - for more information).

Copyright

- All City Agencies must comply with copyright laws. If the content, graphics, photographs, or the design of your pages were not created by City employees for City use, then City Agencies are responsible for obtaining an appropriate legal release from the content creators or copyright holders. (Please see your organization's general counsel for further guidance).

Content Freshness and Archiving Policy.

- Each City Agency is required to conduct an annual review of its web site to evaluate whether existing content is still applicable, valid or useful and take appropriate action with outdated content.

- City Agencies are also responsible for keeping backup copies of all removed content and complying with Sunshine ordinance and any data retention requirements.

Web Content Management User Policies

- Each City Agency with a web site on using the City's web content management system shall have at least one of its own employees trained to update their Agency web site content.

- City Agencies have administrative access over user accounts and are responsible for creating new user accounts and deactivating user IDs for former employees or users whose access privileges have been revoked. This is to ensure the security and viability of all City Agency web sites.

- All City Agency web administrators and users are required to use strong passwords composed of a mix of text, numbers and lower and upper case characters.