

## **COUNCIL/ADMINISTRATIVE POLICY**

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### 1. **PURPOSE**

The purpose of this Website Policy ("Policy") is to establish guidelines for developing, posting, supporting and maintaining the content of the City of Brentwood's ("City") Internet Website and Intranet. This Policy establishes standards so that web content and services are clear, consistent, usable, accessible, readable, well designed, accurate, and timely.

The purpose of the City's Internet Website is to provide a voice for the City, and showcase the City's information, services and attractions as well as provide customer relations management, which will, among other things, provide website visitors the opportunity to request services and provide feedback.

### 2. **POLICY**

This Policy applies to all websites that are owned or operated by the City. Throughout this document, the term website(s) refers to both the City's Internet and Intranet.

This Policy applies to all City employees who work with and are responsible for the websites' development, updates, support and/or maintenance. Employees are responsible for ensuring the websites are promoted in a positive manner.

### 3. **GENERAL**

The Information Systems Division is responsible for all applications available on the websites and for the design, programming and testing of pages posted to the websites and navigation links between such pages. Departments may not create or contract for City website services or a domain name without prior approval from the Chief Information Systems Officer ("CISO"). The City websites will provide:

- a location where citizens and interested parties may obtain information about the City
- a consistent and easy-to-use design interface for citizens and interested parties
- secure methods for citizens and interested parties to procure City services, including the ability to process credit card transactions securely

### 4. **STANDARDS**

#### 4.1 **GENERAL**

All City content must:

- adhere to all City policies

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- be non-discriminatory
- be politically neutral
- be alphabetical whenever applicable if presented in the form of a list
- comply with the Graphics Standards Guide and Identity Package (located on the Intranet)
- have permission for all images if there is a recognizable person in the photo (Photograph Subject Release form is located on the Intranet)
- have permission from the photographer when images are provided by someone other than a City employee (Photograph Permission form is located on the Intranet)
- have permission from the City employee when images provided are from work performed on their own time rather than during the course and scope of their job (Photograph Permission form is located on the Intranet)
- have images containing a City employee approved by the Director of Finance and Information Systems prior to posting on the websites
- adhere to the following format when posting a telephone number:  
(xxx) xxx-xxxx
- adhere to one of the following formats when posting a date:
  - Month Date, Year
  - Mon. Date, Year
  - MM/DD/YYYY

City content may not:

- contain pornography, nudity or sexually explicit material
- violate any laws, copyrights, trademarks or legal restrictions
- contain profanity or slang that is commonly understood as profane
- expose the City to liability or cause an adverse public perception of the City
- be underlined unless it is a link

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- contain animated images
- advocate or endorse products, companies or individuals for commercial gain
- contain images of an elected official unless approved by the City Attorney prior to posting on the websites

### **4.2 TECHNICAL**

Content posted must meet the following technical requirements:

- Website pages must be accessible through Internet Explorer or Firefox
- Credit and debit card transactions are processed in compliance with Payment Card Industry (“PCI”) Data Security Standards
- Images must have an ALT (alternate text) tag, be no larger than 250 pixels wide and under 75 kilobytes

## **5. RESPONSIBILITIES**

### **5.1 INFORMATION SERVICES DIVISION**

Information Services Division is responsible for:

- system backups
- periodic maintenance of the websites and web server to ensure continued operation
- providing standard templates for styles, headers, navigation and footers
- training Website Editors prior to editing access being granted
- maintaining a list of all Website Editors, including their appropriate security settings within City websites
- reviewing and verifying that the pages created conform to published internet, website and accessibility standards

### **5.2 WEBSITE EDITORS**

Department Directors must approve the Website Editor’s Authorization

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form (available on the Intranet) prior to the CISO granting an individual(s) the authority to post content on the City's website under that department's information website page. Website Editors shall be responsible for the following:

- Creating and posting website content including, but not limited to, public announcements, press releases, meeting announcements, public information and other content specific to their department
- Using standard templates for styles, headers, navigation and footers
- Verifying the accuracy and timeliness of their department's content as well as removal and retention of expired content
- Verifying that all submitted website content and information meets the standards within this Policy
- Utilizing the third party applications and productivity software provided by the Information Systems Division for the maintenance of their department's content
- Approving any content changes or enhancements performed by the Information Systems Division prior to posting

### **6. EXTERNAL LINKS**

#### **6.1 GENERAL**

The City permits the establishment of links to external websites on the City's official website solely in conformance with this Policy. In the establishment and maintenance of its official website, the City does not intend in any manner to create nor does it create a forum or other means by which public disclosure, exchange of opinions or discussion on issues of any nature may occur. The City is not responsible for, does not endorse and cannot ensure the accuracy of information on the linked websites.

#### **6.2 PROCESS FOR ESTABLISHING A LINK**

Organizations or persons wishing to establish external links on the City's website must submit an External Link Application ("Application") to the CISO or designee. Upon Department Director's approval, departments within the City may submit Applications on behalf of organizations or persons. The Application may be filled out online at the City's website or a hard copy may be printed and submitted. The CISO or designee will review and approve Applications and determine whether all criteria is met as set forth in Section 6.3 below. Once approved, the CISO or designee

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will add the approved link to the City's website. All Applications that do not meet the criteria in Section 6.3 shall be denied. An Application will not be denied because of a viewpoint expressed by the organization or person, unless it violates Section 6.4 (2).

### **6.3 LINKING CRITERIA**

The City may create external links on its official websites to websites operated and managed by the following organizations or persons:

- a. Public utilities that provide services to residents within the City
- b. Public and private bona fide educational institutions as defined in Education Code section 210.1 or 66010(a) and (b)
- c. Special District, Joint Powers, County, State or Federal government agencies and local school or library boards
- d. Other cities within Contra Costa County and other cities with the name Brentwood
- e. An established news-gathering organization that is either: (i) a newspaper of regular circulation that has published no less than weekly within the City for at least the past twelve (12) months; or (ii) a television station whose over-the-air broadcast signal covers more than half of the City's geographical area, which provides local news regularly and maintains a national network affiliation
- f. Organizations as defined in the Internal Revenue Code section 501(c)(6) including, without limitation, business leagues and chambers of commerce
- g. Organizations that receive direct financial support from the City
- h. Organizations that provide grants to the City
- i. Organizations that hold contracts with the City which require the City to post their links
- j. Organizations working in partnership with the City as approved by the appropriate Department Director
- k. Athletic organizations that rent City parks or facilities

### **6.4 REMOVAL OF EXTERNAL LINK FROM CITY WEBSITE**

The City reserves the right to immediately and without notice to any organization or person: (1) remove any External Link if the nature of the organization or business to which the link relates no longer complies with

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this Policy, as may be amended; (2) remove an External Link at any time if the website provides or promotes hate, bias, discrimination, pornography, false, slanderous, illegal, political or incorrect information at any time; and (3) revise this Policy without prior notice when to do so is deemed to be in the best interests of the City.

### 6.5 LOCATION AND APPEARANCE OF EXTERNAL LINKS

The City reserves the right to determine how and where External Links will appear on its website, for example what page the link appears on and where the link is placed on the page.

### 6.6 DISCLAIMERS

Some of the links made available through the City's website will allow users to leave the City's site. The website will contain disclaimers that are substantially similar to the following:

"Disclaimer of Endorsement: Please be aware that the internet sites available through these links, and the materials that you may find at those sites are not provided by, endorsed by or under the control of the City. Therefore, the City cannot and does not make any representation to you about these sites or the materials available on the sites. The fact that you may be able to access these additional sites from the City's website is not an endorsement or recommendation to you by the City of any of these sites or any material found there. The City is providing these links only as a convenience to you, and your access to these additional sites is done at your own risk."

"General Disclaimer: The materials and information contained on or obtained from this website are distributed and transmitted "AS IS" without warranties of any kind, either express or implied including, without limitation, warranties of title or implied warranties of merchantability or fitness for a particular purpose. Information contained on this website, including information obtained from external links thereon, is provided without any representation of any kind as to accuracy or content and should be verified by the user. The City is not responsible for any general, direct, special, indirect, incidental or consequential damages that may arise from the use of, or the inability to use, the website and/or the materials contained on the site whether the materials contained on the website are provided by the City or a third party."

## 7. DEVIATIONS

If proposed content does not meet the criteria outlined in this Policy, the content must be approved by the CISO or designee.

## 8. VIOLATIONS

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For City employees, violations of this Policy as stated above constitute grounds for disciplinary action, up to and including termination of employment as defined by the Personnel Rules and Regulations, Rule 11, Disciplinary Action and/or applicable Memorandum of Understanding Disciplinary Section(s).

9. **EFFECTIVE DATE**

This Policy is initially made effective as of February 14, 2017. This Policy shall remain in full force and effect until rescinded and may be amended from time to time at the sole determination of the City.

