City of Tualatin
City Website Content Policy, Procedures and Standards

I.   PURPOSE
This policy establishes the guidelines and procedures governing the content on the City of Tualatin's public website, and delineates procedures and responsibilities for approving content.

There shall be one domain for the City's public website (www.tualatinoregon.gov), and all City departments publishing information on the World Wide Web must use the City's domain. Use of the City's website must comply with all Federal government guidelines which apply to the Dotgov domain name. City departments are not permitted to purchase or otherwise establish domain names or to use other external resources for presenting City information on the Internet, unless otherwise approved by the City Manager or designee.

II.   RESPONSIBILITIES
a.   Web Manager: The Deputy City Manager, or designee serves as managing editor of www.tualatinoregon.gov. This position is responsible for the following duties related to the website: oversees development and the maintenance of content that provides information regarding City actions, announcements, programs and community events; addresses internal and external queries regarding content found on the website; responds to external inquiries for information or directs them to the appropriate departments; envisions and encourages new means of enhancing web communications; works with the Information Services staff to monitor best practices, and communicates with internal users to ensure their use; coordinates with the Department Content Managers to identify corrections and/or improvements to the website and the internal systems that relate to the website; Chairs the internal web team; works with Information Services to monitor, improve, and refresh graphic elements of the website; represents Tualatin on inter-agency content management issues; identifies and manages the development and implementation of web content policy, procedures and standards; Trains internal web content managers; Assists Tualatin's departments in understanding audiences and website usage.
b.   Web Infrastructure Manager: The Information Technology Coordinator serves as the Web Infrastructure Manager for www.tualatinoregon.gov. This position is responsible for the following duties: Provides technical support for internal content managers and internal and external web users; Coordinates with the Web Manager and Department Content Managers to identify corrections and/or improvements to the website and the internal systems that relate to the website; Works with Web Consultant on technical issues and coordinates Citywide web changes/resources that cannot be performed internally; Oversees security of the website; Ensures the City is in compliance with Federal and State policies.
c.   Web Consultant: Aha Consulting created and developed the City of Tualatin's website superstructure. They are hired as a consultant to the City. This company is responsible for the following duties: website hosting services; support for existing features and functions of the website and development of new features; major structural changes to the site; Reset of user administrative user passwords; and provides technical support for Web Infrastructure Manager and Web Manager.

1

d. Department Content Managers: The Department Content Managers are identified by the Department Directors to perform the following duties: develop specific web pages explaining Department-specific issues; maintain pages to make sure they are current; work with the Web Manager to look for new means of enhancing web communications; works with Web Manager in promoting items to the homepage; posts and updates meeting information- calendar items, posting of agendas, minutes, supporting documents; works with Web Manager to develop more involved web materials and/or features; works with Web Manager and Web Infrastructure Manager to identify issues and potential improvements to the site; and, participate on the City's internal website team.

e. Department Directors: The Department Directors are responsible for designating a person(s) within their department to serve as Content Managers to create web pages explaining Department specific issues; Oversee and are responsible for the Department's content; Works with Web Manager and Web Infrastructure Manager to identify issues and potential improvements to the site.

III. POLICY

a. All content will be consistent with the mission of the City of Tualatin, and the Tualatin Public Website will provide our customers with an entry point to services and information at any time, from any place, allowing them to communicate and to conduct business 24/7 with the City of Tualatin.

b. All content becomes part of the City's public records.

c. The following types of content are prohibited on the City's website. Exceptions for some of these types of content may be considered for approval by the City Manager or designee:

    i. Commercial activities
    ii. Fundraising
    iii. Political activities
    iv. Harassing or offensive language or images
    v. Endorsements of any product, service or private organization
    vi. Open, unstructured chat sessions
    vii. Discussion forums, online commentary and interactive services not approved by the City Manager
    viii. Advertisements

d. Specific policies regarding external hyperlinks, email, and automated mailing lists are detailed in the appendices of this policy.

e. All content of multimedia, including video, on the City website is subject to this Policy.

f. Photos of individuals may appear on the website provided the image was taken at a public facility or community event and the photo depicts a City program or service. Signed photo releases may be required for members of the public who are identifiable in the image. Please consult with the City Attorney regarding the requirement for release forms. Releases are not necessary for City employees if the photo relates to city employment.

g. Content on the Tualatin public website will be accessible as much as possible to users with physical or cognitive disabilities or language barriers.

h. The City of Tualatin complies with copyright law. Text, video, audio, photographs or other images found on the web and not accompanied by an explicit permission grant may not be reused without permission from the copyright owner.

i. Web content belonging to one City Department's section of the website may not be copied or duplicated within another department section of the website, but rather referenced by hyperlink to ensure the most current information is provided.

APPENDIX A
EXTERNAL HYPERLINKS

I.   PURPOSE
      To provide customers quick and easy access to useful resources that are consistent with the City's mission, Departments may wish to include hyperlinks to non-City websites in accordance with the following guidelines. The City's website is a limited public forum whose purpose is to provide information and access related to the City of Tualatin services and programs.

      To avoid any perception that the City endorses or provides favorable treatment to any private person or entity, the City is limiting linking to external websites from within the City website. This policy will assist Departments in determining the appropriateness of including or excluding an external hyperlink within the Department web pages.

II.   POLICY
      a. All external hyperlinks must be approved by the Department Content Manager for compliance with this policy. Any requests for exceptions to this policy must be submitted to the Web Manager for consideration and approval.
      b. Subject to approval, Departments may link to Websites owned or managed by:
          i.   Organizations that provide services directly to the public on behalf of the City of Tualatin government
          ii.   Federal, state regional or local governments, their political subdivisions and the local schools
          iii. Organizations to which the City of Tualatin appropriates public funds
          iv.   National, state and regional boards, authorities, commission, councils and consortiums on which the City of Tualatin has representation
          v.   Resources purchased by the City of Tualatin for educational purposes
          vi.   Foundations established to benefit the City of Tualatin
          vii. Non-profit organizations engaged in community service or economic development activities (ie. the Tualatin Chamber of Commerce)with the City of Tualatin
          viii. Organizations in which the City of Tualatin is a member organization
      c. Departments may provide hyperlinks to technical resources that are necessary for viewing content on the City website with approval from Information Services.
      d. Departments will not knowingly hyperlink to websites that contain false or misleading information.
      e. Departments must use caution when linking to sites that contain real time components, i.e., chat rooms, bulletin boards and advertisements. These sites may not be appropriately moderated or edited by the host and participation criteria may not be posted on the site.
      f. Departments must deny any hyperlink request if the requested site does not meet this policy, and remove hyperlinks if a site no longer meets this policy.
      g. Departments may choose to use an organization's logo as a graphic hyperlink rather than a text hyperlink. If an organization's logo is used as the hyperlink, the Department must get prior written permission from the organization. If a logo is used as a hyperlink, an ALT tag must be used to identify the logo for purposes of complying with accessibility standards.

    h.   Departments shall follow the guidelines stated in this policy when responding to a request for a hyperlink to a non-City organization. If a department needs more guidance, then the Department Content Manager should contact the Web Manager.

    i.   All hyperlinks to any site found to contain inappropriate content, such as a computer virus, worm, etc. which poses a threat to the City or its website users, will be immediately removed.

III.   GUIDELINES

    a.   Hyperlinks to non-City organizations shall not be made for the purpose of endorsing an organization's fundraising, lobbying, or political agenda.

    b.   Departments must review each linked site on a quarterly basis for adherence to the policy's content criteria.

    c.   Departments will monitor their hyperlinks to ensure that hyperlinks are fully operational and available.

APPENDIX B
ELECTRONIC MAIL ADDRESSES ON CITY WEBSITE

I.   PURPOSE
To better serve our customers who interact with the City online, Departments should provide the highest quality customer service, including timely, accurate and professional email responses.

For those City Departments that choose to include City email addresses within their web pages, the following policy must be followed.

While email does not necessarily take priority over other forms of communication from the public (e.g., phone calls, letters, etc.)- there is an expectation that emails should receive a quick response. Departments, therefore, should consider such expectations when creating a system for acknowledging or responding to emails.

II.   POLICY
Each City Department that provides an email address on the website will establish a system to ensure timely acknowledgement and/or response to electronic mail (email).

a. Each Department will have a designated person(s) or position(s) who will respond to and/or coordinate responses to email. Responsible persons must provide an appropriate acknowledgement to public records as soon as practicable but no later than 3 business days in order to comply with Oregon Public Records law. See the City's Public Records Policy for information on next steps.

b. An acknowledgement is defined as letting the sender know that the agency received the email. Departments may wish to utilize the automatic acknowledgment feature in the City's email system to provide a timely acknowledgement to the sender that his or her email message has been received and a response will be forthcoming. All acknowledgements, including auto responses should include a phone number.

c. Only City of Tualatin government email addresses will be used when providing email addresses as a means for website visitors to contact the City.

III.   GUIDELINES
a. Emails should be answered as quickly as possible, but no longer than the timeframes outlined above.

b. Emails will be handled by appropriate staff.

c. Departments are encouraged to use public mail-enabled folders (versus an individual city user name email address) for email addresses on the website. Mail-enabled public folders provide various levels of access to emails by multiple users (i.e. transportation@ci.tualatin.or.us).

6

APPENDIX C
AUTOMATED MAILING LISTS ON CITY WEBSITE

I. PURPOSE
    An automatic mailing list is a feature of the City's website that allows a department to email messages about its programs, projects or services to a group of customers or constituents who have subscribed to the list.

    The City's automated mailing lists are for sending news and announcements only. Suggested uses of automated mailing lists include:

    - City events
    - Vendor solicitations (ie. for Bids/RFPs)
    - Employment opportunities
    - Emergency weather information
    - Holiday schedules
    - New services
    - Notices to news media
    - Notices of public meetings

    Automated lists are not intended to be the primary communication tool for a department and such lists cannot take the place of a legal announcement.

II. POLICY
    a. The City of Tualatin automated mailing list content originated by City staff constitutes official City communication and must conform to applicable federal, state and local laws, regulations and policies, as well as to proper business etiquette.
    b. Personal information, including electronic mail address, furnished to the City of Tualatin government for the purpose of receiving electronic mail from the City, shall not be released to other agencies or third parties.
    c. Each Department that uses an automated mailing list must have a designated person(s) who will send messages to the list subscribers. Departments interested in establishing an automated list must contact the Web Manager for technical guidelines and assistance.
    d. Sign up for mailing lists may be only by self-subscription (user registration). There will be **no** conversion of existing mailing lists to an automated mailing list. Subscribers will receive a confirmation of their subscription as well as any notices regarding the availability of the list.
    e. These automated mailing lists may be used only for announcements (no graphics, no HTML, no attachments, etc.) concerning the business of the City of Tualatin. Messages may provide a hyperlink to the City of Tualatin website for further information.
    f. Information collected from individuals for the purpose of communicating specific City information shall not be used for another purpose without the permission of those individuals. For example, an automated mailing list for the Council Agenda may not be used for job announcements.
    g. There will be a footer on each message, which will include the following information:
        i. That the list is hosted by the City of Tualatin

    ii.   ADA statement

   iii.   How to unsubscribe

   iv.   Who to contact for more information

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APPENDIX D
NEWS AND ANNOUNCEMENTS SECTION

I.   PURPOSE
        News and Announcements, a special feature on the City's website home page, is an efficient and timely communication tool that the City uses to share important information with citizens.

II.   POLICY
        Due to limited space, only links to information items will be provided (the full announcement will not appear in the News and Announcements section.) Links to the following types of items may be included:

- City Manager news releases
- News releases from other departments
- City Council agendas or announcements
- Other items as determined by the Web Manager

Due to limited space, the following items will have priority:
- Notices of public hearings and meetings
- Major health, safety and security issues
- Other issues directed by Council or the City Manager

The Web Manager or designee will make every effort to publish submitted announcements to the fullest extent possible. The Web Manager reserves the right to determine if a News and Announcement items meets the requirements outlined in this policy, its placement, and the length of time it appears. If an item is determined by the Web Manager to be unsuitable for the News and Announcement feature, the requestor will be notified.

Requests for items to be included in News and Announcements must be initiated by City departments and must be of interest to the majority of City residents. Requests can be emailed to Web Manager.

In order to provide appropriate notification of the event, if your announcement has a deadline or specific date reference, your request should be submitted to the Web Manager eight (8) business days prior to the date of the event. All other submissions should indicate a preferred date for the item to appear in the News and Announcements feature.

APPENDIX E
BID MANAGEMENT SYSTEM

I. PURPOSE
    To provide customers quick and easy access to all City Bids & Request for Proposals (RFPs).

    To better serve our customers who interact with the City through the Bid Management System, Departments should provide the highest quality customer service, including timely, accurate and professional responses.

II. GUIDELINES
    a. The Summary section shall include the following information:
        i.   Either a shortened version of the Advertisement for Bid or the entire Advertisement for Bid as text.
        ii. Engineers Estimate for construction work, or other cost information if applicable.
        iii. No staff email addresses shall be included in this section. If people want to communicate with staff regarding the bid or RFP, it should be done through the "Communicate" section on the bid page. This allows the questions to be tracked and easily shared with all planholders once answered.
    b. The Status section is for identifying if the item is Open, Closed (this is done automatically based on the due date and time), Awarded, Cancelled or Postponed. This is automatically switched to Closed based on the due date and time. If you would like to switch it to Awarded, Canceled or Postponed, you will have to do this manually.
    c. Project Contacts: please list at least two people on each project – this information is not available for the public or planholders, it is used for notifications that questions have been submitted regarding the project and when new information has been posted to the project.
    d. Supporting Documents, or documents available to the general public, may include the following documents:
        i. Full Advertisement for Bid as an attachment if not all text was included in the Summary.
        ii. Other documents that are to be available for the general public
    e. Planholder Documents, or documents available only to those on the planholders list, shall include the following documents:
        i. Contract Documents, including plans and specifications
            1. Individual documents larger than 32MB will require approval from the Web Manager
        ii. Addendum(s)
        iii. Notice of Intent to Award
    f. Communicate:
        i. Questions should be submitted using the question feature on the page. If people email the staff contact directly, the question should be posted on the bid page to allow other users the same information.
    g. Questions for this the RFP: this section lists the published questions and answers for this project.

POLICY RECEIPT AND ACKNOWLEDGMENT FORM

I, the undersigned, acknowledge and understand the following:

1.　　I have received the **Website Content Policy, Procedure and Standards** which was adopted and became effective on May 1, 2012.

2.　　I understand that I have the responsibility to read and understand the policy, and to ask my supervisor or the Web Manager for clarification of any information that is unclear to me.

3.　　By my signature below, I agree to abide by the terms and conditions included in this policy.

_____
(Name – Print Legibly)

_____
(Sign)

_____
(Date)

Employees are responsible to sign and return this document to Administration.