



CITY OF SAN RAFAEL POLICIES AND PROCEDURES

Subject:	City Web Site Management Policy
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Approved By:	Ken Nordhoff, City Manager

CITY WEB SITE MANAGEMENT POLICY

PURPOSE:

The City of San Rafael desires to develop and maintain a high quality web presence on the internet with the purpose of providing immediate, easy access to the information our Residents and Businesses seek.

RESPONSIBILITY:

All City Departments, Divisions, and City Officials

REFERENCES:

Web Page Accessibility Policy (February 1, 2005)

City Web Link Policy (February 1, 2006)

DEFINITIONS:

None

POLICY:

It is the policy of the City of San Rafael to ensure City web pages are maintained with current information which accurately reflects City events and services.

PROCEDURE:

Website Responsibilities:

The following members of the organization are responsible for adhering to the City Website Policy.

1. Web Team -

The primary role of the Web Team is oversight of Web site content. Duties performed include evaluating external links for compliance with standards, potential categories, and questionable content.

The Web Team composition includes:

- IT Manager
- City Public Information Officer
- 1 representative from each City Department as directed by each Department Director.

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The Web Team will meet at a minimum of once every quarter to review current and proposed content, website design changes, and web traffic analysis.

2. IT Manager -

- Is responsible for coordinating the activities of the Web Team.
- Is the primary point of contact with the Content Management System vendor.
- Is responsible for reporting web traffic statistics to the Web Team.
- Is responsible for technical operation and support of the Web Site hardware and software.
- Is responsible for coordinating initial and ongoing training.

3. Content Coordinator (City PIO) -

- Is responsible for the initial screening of all Web site content not specific to an individual department.
- Is responsible for developing and maintaining content that is not department specific.
- Reviews, approves, and posts new content. This is limited to new pages that are being introduced, not minor updates to existing pages.
- Coordinates with the Web Standards Committee as necessary to address issues such as link approval or questionable content.

4. Department Webmasters:

- Ensure that all information on the Web conveys the department's message in a consistent, accurate, and timely manner.
- Provide feedback regarding the type of comments, complaints, or inquiries that are received from citizens in order to identify citywide issues.
- Are appointed by Department Directors.
- Ensures that all content submitted for inclusion on the Web site has completed the department's internal review process prior to being submitted.

The following tasks are oriented towards these goals:

1. Develop a department review process.
2. Develop an internal system to update content.
3. Identify and collect the material to be published on the Web. If this content is already in electronic format, locate the source files.
4. Organize this material in the format to place on existing pages. Identify who will upload the material to the content management system.
5. Recommend content that should be removed from department's Web server folders.

Content approval:

The IT Manager is responsible for implementing the Department's review process on the Content Management System.

The content approval process is dependent upon the developer of the content. Pages developed by department Webmasters will be approved under the following minimum guidelines; however departments will develop their own internal approval process.

1. All Content must go through the department's internal approval process and must be approved by department heads or their designated representatives.
2. All website links must be in accordance with the City Web Link Policy.
3. All website content must be in accordance with the Web Page Accessibility Policy.

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4. If content is questionable the Web Team must be consulted.

Pages developed by the Content Coordinator must be approved under the following minimum guidelines:

1. All content developed for a specific department will be submitted to the department Webmaster for review and approval.
2. All website links must be in accordance with the City Web Link Policy.
3. All website content must be in accordance with the Web Page Accessibility Policy.
4. If content is questionable the Web Standards Committee must be consulted.

By default, all posted website content will be automatically identified for review two weeks after first appearing on the website. Once identified for review, the content provider will be notified via e-mail to review the content for changes and/or removal from the site.

Home page news or announcements:

The City Content Coordinator is responsible for the content maintained on the City home page. The goal of home page announcements is to keep content fresh and every effort will be made to post all requests for main page links, however all content displayed on the City's home page must meet the following criteria and be displayed in accordance with the following guidelines.

Criteria:

- Short term in nature
- Hot action item
- Items with no permanent access point
- Will benefit our visitors
- Will benefit the City

General Guidelines:

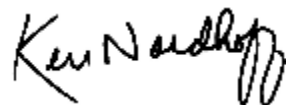
- Will normally not be displayed earlier than one week prior to an event
- Will normally be removed promptly after event
- Announcements will normally run for a maximum of two weeks.

In addition the City will maintain links to commonly accessed electronic services offered through the website. Electronic Services are defined as processes that allow citizens to complete interactive tasks on-line. Examples include signing up for a recreation class or reporting a crime.

Webmaster training:

Ensuring that department Webmasters are properly trained is the responsibility of each department director. The IT Manager is responsible for coordinating with departments to ensure new and existing Webmasters receive proper training. Prior to being appointed as a department Webmaster employees should complete CMS training and review the City Web Policies.

APPROVED BY:



February 1, 2006

Ken Nordhoff, City Manager

Date