



3AP 32, Website Policies & Procedures

Purpose

It is the City's goal to provide a website to the public which provides necessary and timely information to users in the manner of a virtual City Hall. The City's website (www.avondale.org) continues to be a primary vehicle for communicating news and information to our residents and users across the world. Therefore, this website policy is hereby established to ensure that the City's image on the web is professional.

The City's website is meant to convey City news, programs and events only. An exception is made for community events hosted by organizations with which the City is associated in some manner.

Webpage Access

It is incumbent upon each City Department to prepare and publish information for the City's website. Prior to accessing the administrative webpage, web authors, as designated by their respective Department Director, must request a user login from the Community Relations and Public Affairs Department and sign a copy of the Website Policies & Procedures, agreeing to abide by these standards.

Failure to abide by these policies and procedures as designated will result in a web author's privileges being revoked.

Webpage Standards

The following minimum standards apply to all content to be placed on the City of Avondale website:

- Always use spell-check and have an additional person proof your work (your Director, or his/her designee, or member of the Community Relations Dept.) for review before publishing information for online/public viewing.
- To ensure continuity, the standard template format will be used. The current program used to administer the website is CivicPlus. The following is a list of specific format details for CivicPlus:
 - + Use of the Page Wizard/Online Editor is the preferred method for building and updating pages on the website, but an accurate color pallet can be requested from the Community Relations & Public Affairs Department for updating in other formats.
 - + Page Headings, such as at top of pages, shall be Arial, Orange (#884E00), size 14, and title-case (Page Title).
 - + Sub-headings within the page shall be Arial, Purple (#340A51), size 11, and title-case (Sub Heading).
 - + Page text shall be Arial, Gray (#2F3742), Normal style, size 10, and left aligned.
 - + Italics or bold may be used for emphasis on selected words (not entire paragraphs).
- Any document (brochure, form, application, etc.) currently provided in paper copy by the City shall be made available on the website.
- All forms created within Civic Plus module, must be tested and approved by the IT Department designee prior to publishing.
- Limit the use of personal email addresses on the website. If you need a generic email address such as DepartmentName@avondale.org, please request one from the IT Department via the Help Desk.
- Each department shall have a "Contact Us Page located on the bottom of the left-hand navigation link menu that consists (at a minimum) general information including the department name, function, director, and contact information (address, phone #, and hours of operation) for the department.
 - Refer to example for contact us page standards
- Departments are encouraged to include additional information that is helpful to users.
- Bios are required for the Mayor and Council, City Manager, and Assistant City Managers; bios for directors are optional and should not be on the department's general information page.
- Hyperlinks:
 - + Links to other pages within the City's website must open in the same window.
 - + Outside links must open in a new window and the site explicitly named,
 - (i.e. Maricopa County Victim Services).
 - + Links to .pdf documents must open in a new window and be explicitly named
 - + Department directors will approve links to outside agencies.
 - + All links will be tested; broken links should be fixed immediately.

Example of Standards:

Address:

City of Avondale,
11465 W Civic Center Dr
Avondale, AZ 85323-6808

Phone Numbers:

623.333.1000

Hours: AM or PM



- It is the web author's responsibility to seek the approval from the department director to post new content or graphics and to remove existing content.
- Department director and Public Information Officer approval is required when adding personal quotes or statements.
- Animated graphics are permitted with the prior approval of the Community Relations & Public Affairs Director.
- Department web pages should be reviewed at least once per month and updated at least once per quarter.
- The Community Relations & Public Affairs Director or designee will have the final authority over the appearance and content of department web pages.

Website Calendar

The calendar provided on the City's website is an important means of conveying event information to our residents and visitors. To ensure that the calendar is easy to use and navigate, web authors with calendar access should provide as much information as possible about the event, including location, date, time, place, and a brief description of the event. Web authors should review the event information prior to saving the item and should make sure that the "Feature" option is set at NO. Web publishers should also review the calendar monthly to update any information related to recurring event items. The City will post to the website calendar information related to community events sponsored by organizations with which the City is associated.

ADA Compliance

The internet has changed the way that residents utilize and seek out the City's services. The City strives to provide a fully accessible website to ensure that all residents are able to access information. To ensure accessibility, all web pages shall meet the following requirements:

- All images such as photos, graphics, scanned images, or image maps must include an "alt tag" or long description and an image caption must be provided.
- All online forms and tables must be created in the Online Editor using the table function to ensure that the table has the appropriate html coding. Please refrain from inserting tables into the Online Editor/Wizard.
- When posting documents to the website, always provide them in HTML or text-based format, even if they are also posted in another format such as Portable Document Format (.pdf).

I have read the above Website Policies and Procedures and agree to abide by them.

Signature: _____ Date _____
Web Author /Administrator

Printed Name _____

Please indicate if you are the/a designated main Web Administrator for your department (aka Web Wrangler): YES NO

If you answered no, you are a designated Web User for your department/division (limited access based on role, or backup Web Administrator).

As department director, I have read the above Website Policies and Procedures and agree to support the web team by ensuring that the Web Author listed above abides by the Website Policies and Procedures.

Signature: _____ Date _____
Dept. Director

Printed Name _____ Department: _____



City of Avondale

Adopted: June, 2012
Effective: August, 2012

Return signed original to the Department of Community Relations & Public Affairs.