

LIVINGSTON COUNTY
WEBSITE DEVELOPMENT / MAINTENANCE
PROCEDURES AND STANDARDS POLICY

RESOLUTION #1200-350

LIVINGSTON COUNTY, MICHIGAN

APPROVED: 12.18.00

These procedures and standards have been developed by the Web Team to implement an Administrative Policy on the countywide Web site, adopted by the Livingston County Board of Commissioners.

- I. **PURPOSE:** The purpose of this document is to ensure that the Livingston County Website <http://co.livingston.mi.us> is secure, searchable, consistent, informative, easy to navigate, and has appropriate topics/information. Therefore, all departmental subwebs will be posted to the county root web as: http://co.livingston.mi.us/department_name. This will allow the site to be searchable because all the departmental subwebs are in the same place. The naming conventions will ensure consistency and navigation ease by providing an intuitive means of keying a departmental site URL. In addition, review by the Web Site Administrator/Web Team will keep a consistent look to the site.
- II. **DEFINITIONS:** (Adopted from www.netlingo.com):
- A. **BROWSER:** A text or graphic program that allows users to access documents on the World Wide Web (WWW). Netscape Navigator or Microsoft Internet Explorer are examples of Web browsers.
 - B. **BROWSER COMPATIBILITY:** A term which means comparing the way a Web page looks on one WWW browser as opposed to another. Usually this is done with Microsoft Internet Explorer and Netscape Navigator, but can also refer to cross platform compatibility, which is the way a page displays in Navigator on a Windows system as opposed to Navigator on a Macintosh system.
 - C. **COLOR-SAFE PALETTE:** There are only 216 colors which are “browser-safe,” meaning that they’ll look the same no matter the browser or the platform on which they are viewed. The Browser Safe Palettes only contain 216 colors out of a possible 256. That is because the remaining 40 colors vary on Macs and PCs.
 - D. **ELECTRONIC PUBLICATION:** The electronic equivalent of a printed publication.
 - E. **FORM:** Sometimes called a feedback form or interactive form. It refers to sections of Web pages that accept user input, such as comments, orders, or requests for information.
 - F. **FRAMES:** A term used to describe a viewing and layout style of a WWW site. It refers to the simultaneous loading of two or more Web pages at the same time within the same screen. Some Web sites come in two versions; a “frames” and a “no frames” version.
 - G. **GRAPHICS INTERCHANGE FORMAT (GIF):** A commonly used graphics format. Pictures and graphics seen on Web pages are usually in GIF format because the files are small and download quickly.

- H. **HYPertext MARKUP LANGUAGE (HTML):** The coding method used to format documents for the World Wide Web. Web pages are able to be seen due in part of HTML codes, or tags, as they are more commonly known. Tags are then interpreted by a web browser (such as Netscape Navigator) which renders a Web page.
- I. **HOME PAGE:** The first page on a WWW site that acts as the starting point for navigation. The primary Web page for an individual, software application, or organization.
- J. **IMAGE MAP:** An image or graphic with areas made to allow a user to click on them. These clickable areas are called links and can take a reader to different sections of a Web site or to other Web sites.
- K. **INDEX:** The default file or home page for any directory or UNIX web server.
- L. **JAVA:** A programming language that is specifically designed for writing programs that can be safely down-loaded to a computer through the Internet and immediately run without fear of viruses or other harm to the computer or files.
- M. **JOINT PHOTOGRAPHIC EXPERTS GROUP (JPEG or JPG):** One of two types of graphic formats used on the World Wide Web (see GIF). The benefit of using JPEG images is the higher color and resolution: JPEG can have 16 million colors, as opposed to the 256 color limitations of GIF files.
- N. **LINK OR HYPERLINK:** Text on a Web site that can be “clicked on” with a mouse to in turn go to another Web page or a different area of the same Web page. Hyperlinks are created or “coded” in HTML.
- O. **LYNX:** A text-based WWW browser. Unlike Netscape, it cannot display images or handle Java, but it is much faster as a result.
- P. **NAVIGATE:** To move around on the WWW by following hypertext paths from document to documents on different computers.
- Q. **PIXEL:** Single unit of measure on a screen that relates to the rectilinear grid used by display hardware to paint images on your screen.
- R. **RECIPROCAL LINK:** A hyperlink or link placed on one Web site to return the favor of another site putting a link on the first site’s page.
- S. **SCREEN RESOLUTION:** A hardware measurement of what your screen can display depending on the capabilities of the monitor, video adapter, and display software. The smallest it is likely to be is governed by the standard monitor size of 640 by 480 pixels.
- T. **STYLE SHEET:** A Cascading Style Sheet (CSS) defines the styles that you apply to a page or pages.
- U. **UNIFORM RESOURCE LOCATOR (URL):** Describes the location and access method of a resource on the Internet. A URL could be said to be what a telephone number is to a telephone or a street address is to a house.
- V. **WEB PAGE OR WORLD WIDE WEB PAGE:** The most technically correct usage of this term means a single HTML file, which when viewed by a browser on the WWW could be several screen-dimensions long. The contents of a given HTML file, whether 2 to 10 or more screens long, is considered a single Web page.

- W. WEB SITE:** A place on the Internet or World Wide Web. The term Web site refers to the all-encompassing body of information as a whole, for a particular domain name.\
- X. WORLD WIDE WEB (WWW or the Web or W3):** A global (worldwide) hypertext system that uses the Internet as its transport mechanism.

III. STANDARDS:

- A. TECHNOLOGY USAGE:** Each department, agency and judicial office participating in the Countywide web site will meet the Following technical specifications:
 - 1. DEPARTMENTAL SITE AND PAGE SIZE: Each department, agency and judicial office will have a web site of up to 500 kilobytes (k) of space. Additionally, each department will have an allotted space for PDF files.
 - 2. GRAPHICS: Each graphic will be no more than 30K and preferable 10k or less, to maximize loading speed for viewers.
 - a. FORMAT: Graphics must be given to the Web Site Administrator in .GIF or .JPG (.JPEG) format for publishing.
 - 3. PORTRAITS: Individual portraits will be 95 by 119 pixels or less.
 - 4. PAGE RESOLUTION: Page resolution will be designed for 480 by 640 pixels.
 - 5. COLORS: County web pages will be limited to a 216-color, browser-safe color palette.
 - a. PAGE BACKGROUNDS: All page backgrounds will be white, without pattern.
 - b. TEXT: A style sheet will be provided with the text color and font definitions.
 - c. CONSISTENCY: Colors will be used consistently within a department's, agency's or judicial office's pages, and all colors will be complementary with county logo.
 - 6. HTML: County web pages will be created using non-browser specific HTML standards, with tags that are supported by and viewed in a minimum of 2.0 browser standards.
 - 7. BROWSERS: The County will make a reasonable effort to ensure that its web site will support the most commonly used web browsers in version 2.0 or higher, with the goal of allowing access to the largest number of people.
 - 8. LOW GRAPHICS ALTERNATIVES: In order to provide access to the most users, all County web pages will offer a text-based, low-graphics alternative to frames, java applets, forms, image maps and all other graphics.
 - 9. TYPEFACE: A consistent typeface throughout a department's site and one additional font of the department's agency's or judicial office's will be used on all County web pages. A list of type acceptable typefaces will be provided to Departments.
 - 10. SPECIAL EFFECTS AND INTERACTIVITY: Special effects and interactivity will be limited, at the discretion of the Web Team. A clear purpose for such effects must be furnished with the department's request.
- B. UNIFORMITY:** Departmental, agency and judiciary pages will have similar appearance and navigation standards to ensure easy use by the viewer.

1. PAGE TEMPLATES: County departments, agencies and judicial offices will use a template for the front page of their section. Subsequent pages may vary from the template with the permission of the Web Team.
2. LOGO AND NAME: All County web sites will bear the County logo and County name and the state of Michigan on the departmental, agency or judicial home page.
3. NAVIGATION: For ease of user navigation, all County web pages will provide the following:
 - a. MAIN PAGE LINK: Each department, agency or judicial home page will provide a link back to the main County page on the web site.
 - b. MAIN DEPARTMENT PAGE: Each department, agency or judicial web page will provide a link back to the main department page.
 - c. INDEX OR SITE MAP: Each departmental, agency or judicial home page will provide a link to the index for the site or a search page.
4. HEADER AND FOOTER: Each County department, agency or judicial site will use consistent headers, footers, background colors and text sizes, so they will size proportionally when viewed.
 - a. HEADER: Each department, agency or judicial web site's header will have the department's agency's or judicial office's name, building name, address and telephone numbers on the home page, and, at least, its name on each subsequent page.
 - b. FOOTER: Each department's, agency's or judicial office's page will have a footer, which will have a dated copyright mark: the page's URL; a link to the legal web page and a Freedom of Information Act (FOIA) disclaimer for those departments to which it applies: the date of the last update; and an e-mail address for the Web Site Administrator.
5. DUPLICATION: To save County resources, content on individual County web pages will avoid duplication whenever possible.
6. COPYRIGHT PROTECTION: Steps will be taken to ensure that text and images incorporated into the Countywide Web site do not violate copyrights of third parties.
7. COMMUNICATIONS: If the public communications with the County through the Web site, then the public will be informed that all such communications are public and cannot be kept confidential. Any requests for public records will be handled in accordance with the Electronic Mail Management policy and the Freedom of Information Act.
8. REFERENCES OR LINKS: References or links to other individuals, departments, businesses, government, or judicial agencies may be included in the Countywide Web site only if the department, agency, or judicial office making the reference or link has permission in writing from the subject of the reference or link.
 - a. EXCEPTIONS: References or links to the Federal government of the United States, departments of the State of Michigan or public educational institutions do not require permission from the subject, due to the complexity of locating the author in such large organizations.
 - b. MAINTENANCE: A department has the responsibility of ensuring that links on its web site remain current and appropriate for use under these policies and procedures.
 - c. EXTERNAL REQUESTS: Other site administrators who wish to have Livingston County link to their sites will be directed to a web liaison of the department or judicial director deems appropriate to the Web Team for approval.

IV. PROCEDURES:

- A. WEB TEAM APPOINTMENT:** The Web Team will make a recommendation to the CIS department no later than November of each year on the next year's appointments to the Web Team. The CIS will appoint the Team, taking into account the Teams recommendations, with the consent of the County Administrator.
- B. WEB TEAM RESPONSIBILITIES:** The Web Team will perform the following tasks when a quorum of at least four persons is present:
1. SITE ALLOCATION: The Web Team will allocate space available on the Countywide Web site to departments, agencies and the judiciary in a manner that best utilizes the County's space, staffing and financial resources.
 2. MINIMUM STANDARDS: The Web Team will set minimum standards for the structure, appearance and level of technology of County web pages.
 3. WEB PAGE REVIEW: The Web Team will review web pages and determine whether they should be included on the County wide Web site.
 4. QUARTERLY REVIEW: The Web Team will review site statistics on a quarterly basis and, upon recommendation of the site administrator, may make recommendations to departments, agencies and the judiciary for page improvements that would increase accessibility or usefulness.
 5. CREATION GUIDELINES REVIEW: The Web Team will review annually the Site Creation Guidelines developed by the Web Site Administrator.
- C. WEB SITE ADMINISTRATOR:** A Web Site Administrator designated by Computer Information Services Department will provide the following services:
1. SITE INSTALLATION AND MAINTENANCE: The Web Site Administrator or the web administrator's alternate will be authorized to work with a service provider to install and maintain the County Web site.
 2. PERIODIC REVIEW: The Web Administrator will periodically review the web site and work with departments, agencies and the judiciary to ensure information is as accurate and complete as possible.
 3. SUPPORT: The Web Administrator will assist departments, agencies and judiciary by providing technical advice, support and education on web-site related issues.
 4. MAINTENANCE: The Web Administrator will perform routine maintenance on a first-come, first served basis.
 5. IDENTIFY IMPROVEMENTS: The Web Team will identify innovations, improvements or trends that need to be applied to the County's site; and will recommend them to the Computer Information Services Director for inclusion in the Technology Plan.
- D. WEB PAGE APPROVAL PROCESS:** A department, agency or judicial web page will be added to the County Web site through the following process:
1. REQUEST FOR INCLUSION: A department, agency or judicial director or the director's designee will submit a request to the Web Team to have a page included on the web site.
 2. INFORMATION TO BE PROVIDED: The Web Team will provide the requesting department, agency or judicial office with a packet of information approved by the Web Team. The packet will contain, at a minimum, the following:
 - a. POLICIES AND PROCEDURES: A copy of the current Web Site Policy and Procedures.

- b. **SITE CREATION:** Information on the ways available to create a site in compliance with the policy and procedures, including a template.
 - c. **SIGNATURE PAGE:** A signature page for the requesting department, agency or judicial director to sign, indicating that (s)he has reviewed and approved the information to be included on the web site.
3. **SITE DESIGN:** In consultation with the Web Team and Web Site Administrator, a department, agency or judicial office will have a web site designed as follows:
- a. **TRAINING:** A department, agency or judicial office will pay for any tools or training that it needs to produce its own page out of its own funds.
 - b. **TEMPLATE:** A template made available by the Web Team will be used for the first page of each department, agency or judicial web site to provide a consistent appearance to the site. Graphic design references will be available through the Web Site Administrator. (See enclosed example).
 - c. **PAGE DESIGN:** A department, agency or judicial office may design subsequent pages individually, provided those pages meet minimum technical and uniformity requirements established by the Web Team and approved by the Board of Commissioners. (See enclosed example).
 - d. **CONTENT:** A department, agency or judicial office is responsible for ensuring that its web site is accurate, meets the County Web Site Policy and Procedures, has the appropriate links approved and documented, and is updated on a timely basis. The Web Site Administrator will be available as the content advisor.
- E. PACKET SUBMITTAL:** The requesting department, agency or judicial office will provide the Web Team with material for a site in a format outlined in the packet, along with the completed signature page and documentation regarding any links.
- 1. **REVIEW BY WEB SITE ADMINISTRATOR:** The Web Administrator will review the submitted material to make sure it is technically appropriate, does not duplicate other material on the County Web site, and appears complete. The Web Administrator will submit pages to the Web Team for their approval prior to posting to the County Web Site. Once pages have been posted, minor edits including but not limited to data changes, date changes, employee additions subtractions, etc. shall be reviewed at the Web Administrator's discretion.
 - 2. **SUBMISSION TO WEB TEAM:** Initially, each page shall be submitted to the Web Team for approval to be posted on the County Web site. Only major revisions to a page will be reviewed by the Web Team, including any new departments requesting a page.
- F. WEB SITE APPROVAL:** The Web Team will review the completed packet, to include online examination of proposed pages, with the requesting department, agency or judicial office, based on Web Site Policy and Procedures.
- 1. **SITE ASSIGNMENT:** The Web Team will assign the page a place on the site map in consultation with the department, agency or judicial office director or designee and the Web Administrator.
 - 2. **SPACE ASSIGNMENT:** The Web Team will assign the department, agency or judicial office a space on the web site, based on availability, site architecture and costs.
 - 3. **APPROVAL AND INSTALLATION:** If the Web Team approves a department's, agency's or judicial offices' site, the Web Team will authorize the Web Administrator to install it on the County site on a first come, first-served basis.

- G. **EMERGENCY:** A department, agency or judicial office may request emergency installation of a site by asking the Web Administrator to call an urgent meeting of the Web Team. The Web Administrator, may update in an emergency situation at his/her discretion without first consulting the Web Team if time constraints make it impossible for the Web Team to assemble.
- H. **DENIAL AND APPEAL:** If the Web Team denies the requesting department, agency or judicial office the right to install information and/or links on the County Web site, the department, agency or judicial office director designee may appeal the decision to the County Administrator, and then to the Board of Commissioners.
- I. **NON-COMPLIANCE:** If a department, agency or judicial office fails to maintain its site, or provides information to the site that fails to meet County policies or procedures, the Web Team may remove it from the County Web Site.
 - 1. If a department's, agency's or judicial office's information and/or links are recommended for removal, the department, agency or judicial office director designee may appeal the decision to the County Administrator, and then to the Board of Commissioners.

V. CGI SCRIPTS: CGI scripts are a powerful tool for web sites to create interactive sites. Because CGI scripts are programs run on a server, if they are not written correctly they can be used maliciously to gain access to a web site. All sites will be provided with a Form Mail script (for emailing forms), a Counter Script and a Guestbook. Any other scripts must be submitted to the Webmaster prior to being placed on the site with a written explanation of what the script will be used for.

VI. DISTRIBUTION: These procedures and standards will be distributed upon adoption by the County Board of Commissioners to County departments, agencies and the Judiciary by the Administration Department.

VII. PERIODIC REVIEW: These procedures and standards will be reviewed at least every year by the Web Team, which will make recommendations to the County Administrator and Board of Commissioners for any changes that need to be made.

RESOLUTION #1200-350	APPROVED: 12.18.00
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RESOLUTION ATTACHED HERETO

S:\WP\Policies\Website Development Policy.Doc

RESOLUTION

NO: 1200-350

LIVINGSTON COUNTY

DATE: December 18, 2000

RESOLUTION ADOPTING POLICY RELATIVE TO PROCEDURES AND STANDARDS FOR WEB SITE DEVELOPMENT/MAINTENANCE - COMPUTER INFORMATION SERVICES

WHEREAS, the Livingston County CIS Department has been charged with the development and maintenance of a county web site; and

WHEREAS, individual county departments, agencies, and judicial offices have been encouraged to create pages to be posted to the county site; and

WHEREAS, to insure that all pages that will be posted to the county site have common components for ease of navigation as well as standards that must be adhered to relative to technology usage and site/page uniformity, a county-wide Web Team was formed; and

WHEREAS, the Web Team was also charged with developing a web site approval process and have produced a policy that details Website Development / Maintenance - Procedures and Standards.

THEREFORE BE IT RESOLVED that the Livingston County Board of Commissioners hereby approve the Website Development / Maintenance - Procedures and Standards Policy that was developed by the County Web Team.

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MOVED: Commissioner Linksz
SECONDED: Commissioner Chrysler
CARRIED: 9 - 0 - 0 absent

CLERK'S CERTIFICATE
STATE OF MICHIGAN County of Livingston
I, Margaret M. Dunleavy, Clerk
of said County and Clerk of the
44th Circuit Court, do hereby certify
this copy is a correct and true
record of the original document
remaining on file in my office.
Dated and sealed: DECEMBER 26, 2000.
Margaret M. Dunleavy, County Clerk
Ann B. Utter, Deputy