



COUNTY OF EL DORADO, CALIFORNIA
BOARD OF SUPERVISORS POLICY

Subject: COUNTY WEBSITE POLICY	Policy Number A-22	Page Number: Page 1 of 5
	Date Adopted: December 9, 2008	Revised Date:

BACKGROUND:

El Dorado County is committed to using technology to make government information and services more accessible to its residents, businesses and visitors. This policy guides the future development of the County's website. The policy also guides the use of alternative Uniform Resource Locators (URL) and Domain Names for use of alternative websites that promote County programs or projects.

It is very important for the County to maintain one identity on the Internet, so that citizens know that the information they are receiving is official information from El Dorado County. Web pages created by County departments should comply with graphical and navigational standards to maintain a consistent look and feel to the entirety of the County's web presence.

This goal has been furthered through the basic philosophy and construction of the web site (based on the knowledge that users typically look for services or programs, not for organizational units), by providing a functional and easily navigable structure.

POLICY:

1. Webpage

El Dorado County will have a single external World Wide Web home page. It will be developed by the Information Technologies Department and the Chief Administrative Office, with guidance from the Information Technologies Steering Committee (ITSC) and other interested departments. All County websites will utilize the same graphical and navigational standards to maintain consistent look, feel and accessibility for users.

2. Uniform Resource Locator

As of the active date of this policy, the county URL will be www.edcgov.us. The Chief Administrative Officer will take reasonable and cost effective steps to incorporate the county URL into relevant documents such as agendas, businesses cards, letterhead, etc.



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The URL for any county department may not be changed, altered or amended without approval from the Board of Supervisors.

3. Program or Project Uniform Resource Locators

A. Temporary program or project specific URL's may be granted by the Chief Administrative Officer as described below under the following criteria:

- 1) A County department employing a domain name alias would have the alias domain point back or redirect to the organization's web site on the County's web site. Therefore, issues of look, feel and navigation do not arise.
- 2) The site provides or markets a service or promotes a project that one would not necessarily expect to be provided by a municipal government.
- 3) The site provides or markets services or promotes a project to a focused customer base.
- 4) The program, service or project which is subject of the site is temporary in nature.
- 5) The site or service should involve a single line of business.
- 6) The site should not conflict with other County existing marketing, communication or branding efforts.

B. Procedure for obtaining program or project specific URL:



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- 1) All applications for an exemption from the single domain policy should be signed by the director or top executive of the Department, office, or organization.
- 2) All applications state in writing which exception criteria the organization believes applies to its request.
- 3) Applications shall be submitted to the Chief Administrative Officer who will determine whether the application for separate URL conforms to the website policy.
- 4) All registrations for separate URL's shall be made and maintained by the Information Technologies Department unless otherwise prescribed by the Chief Administrative Officer.

4. Links

External links may be provided when doing so furthers the mission and goals of the County government and its departments and agencies. Links may be made to the following types of external websites, provided the websites have a registered web address (URL) and are appropriate for all ages:

- A. local non-profit community service organizations or organizations that provide information which is relevant to the functions and services provided by the County
- B. official federal, state and local or regional government websites
- C. Links may *not* be made to the following external websites:



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- 1) websites that contain or promote illegal material or activities, such as hate speech or obscene content.
- 2) websites that contain patently false or misleading information.
- 3) sites for religious or political organizations or candidates, or sites that advocate positions on issues including but not limited to legislation or ballot questions.
- 4) individual or personal homepage.

D. Departments and agencies should use caution in linking to sites that contain real time components, such as chat rooms and bulletin boards. These sites may not be appropriately monitored or edited by the host and participation criteria may not be posted on the site.

E. In general, the El Dorado County website does not link to commercial websites, with the following exceptions:

- 1) utility companies serving El Dorado County residents
- 2) newspapers of adjudicated general circulation
- 3) airports and public transportation systems in El Dorado County

F. The Chief Administrative Officer or his or her designee shall determine whether external links conform to this policy and shall have the authority to add appropriate links or remove links that no longer meet the county's external link criteria.

5. E-mail



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The Chief Administrative Office and Information Technologies Department will take reasonable and cost effective steps to conform all county e-mail addresses to the county Uniform Resource Locator.

Primary Department: Information Technologies and Chief Administrative Office

References: