



County of Monterey Communications Bureau Web Authoring Policy G-239

February 27, 2024
24-093



Background Information I

- April 2022 the Board of Supervisors Directed the County Communications Director to develop policies to ensure consistency in all County communications
- Between 2022 and 2023 the following policies were approved by this Board:
 - Social Media Policy
 - Public Relations Policy
 - Branding Policy
- The remaining policy to be developed was the Web Authoring Policy



Background Information II

- County Communications Bureau performed extensive research into similar policies in government and quasi government agencies including local, state, federal and institutions of higher education
- Research period was approximately 6-months in 2023 when the first draft of the policy was written in the 4th quarter of 2023
- Policy was revised several times in partnership with the Information Technology Department
- Policy was later reviewed, revised and approved by County Counsel, ITD, and the County Administrative Office



Board of Supervisors Action

- Receive our recommended policy co-authored by County Communications Bureau and Information Technology Department
- Recommend approval of policy or provide staff further direction
- Goal is to implement policy by April 1, 2024, or sooner if possible



Policy Highlights

- Provides a clearly defined purpose
- Outlines scope of policy
- Accessibility standards
- Design and layout parameters
- Document management
- Image, video and audio utilization
- Structure and page hierarchy
- Quality assurance
- Language accessibility
- Copyright guidelines
- Linking guidelines
- Prohibited content
- Web consistency, roles and responsibilities



ITD Basic Role

- County Website Accessibility Compliance Review
- Programming and troubleshooting support
- Web Authoring Policy compliance support and training
- Partnering with the Communications Bureau on design and layout consistency and standardization
- Website best practices adherence
- Main Website On-going Review
- ADA compliance



County Communications Basic Role

- Design and layout standards
- Design and graphic recommendations to Departments
- Branding compliance per County Policy
- Web Authoring policy compliance as directed by the CAO
- Partnering with ITD on all website related issues that impact the public
- Messaging standardization best practices
- Main Website On-going Review



Department's Basic Role

- Website content and development of content
- Subject matter experts on all content and resources
- Accessibility and quality assurance for all content
- Regular updating and review of all content
- Proper use of images, video or audio files and compliance with copyright laws
- Close management of any 3rd party contractors involved with a department's website
- Policy compliance

