



# County of Monterey

**Item No.26**

## Board Report

Board of Supervisors  
Chambers  
168 W. Alisal St., 1st Floor  
Salinas, CA 93901

**Legistar File Number: 24-093**

**March 19, 2024**

**Introduced:** 2/5/2024

**Current Status:** Scheduled AM

**Version:** 1

**Matter Type:** General Agenda Item

- a. Consider and approve a Web Authoring Policy for content posted on County of Monterey websites; and
- b. Authorize the County Administrative Officer or designee to implement the Policy.

### RECOMMENDATION:

It is recommended that the Board of Supervisors:

- a. Consider and approve a Web Authoring Policy for content posted on County of Monterey websites; and
- b. Authorize the County Administrative Officer or designee to implement the Policy.

### SUMMARY:

The County of Monterey's (County) web presence is essential to its mission of providing excellence in public service. However, any information published to a web server can potentially be viewed, copied, and redistributed by anyone who accesses it via a web browser. Additionally, this proposed Web Authoring Policy defines the County's position with respect to acceptable and accessible content.

This policy addresses the requirements for web content and the development of that content to ensure that it is accessible and follows the direction of the County's Board of Supervisors and administration.

### DISCUSSION:

The County is a recipient of federal financial assistance (Refer to Attachment A, pg. 2) and must comply with Section 508 of the Rehabilitation Act (Refer to Attachment B) which aligns with Web Content Accessibility Guidelines (WCAG) 2.0 level AA and Section 504 of the Rehabilitation Act of 1973 (Refer to Attachment C), as well as the Americans with Disabilities Act (ADA) (Refer to Attachment D) and the County's Equal Opportunity Plan (EOP) as defined in Title VI of the Civil Right Act of 1964 (Refer to Attachment A).

The County provides information to its constituents and visitors through its website. Each department is responsible for the content posted on their individual sites on the County's website. The proposed policy provides guidance and direction to improve consistency of messaging and how information is presented on the website.

The County has developed a standardized design template and wireframe developed by the Information Technology Department (ITD) in collaboration with the County Administrative Office's Communications Bureau. Each department on the main County website will be incorporated into the new design. The redesigned will resulting in a consistent experience for website visitors as they

navigate from one department site to another. A hand full of departments that recently launched new sites will be incorporated as is.

The proposed policy will establish standards and guidelines that will assist web publishers in developing sites that comply with county policies, rules, and regulations, and all applicable local, state, and federal laws, while supporting the vision, mission, goals, and public service values of the County.

OTHER AGENCY INVOLVEMENT:

- County Counsel has reviewed and approved the proposed policy.
- ITD has reviewed and shared training tools for departmental Web Authors to comply with the proposed policy.
- County Administrative Office Communications Bureau distributed branding standards and materials to departmental Web Authors.
- Civil Rights Office has communicated the County’s Equal Opportunity Plan (EOP) in compliance with Title VI.

FINANCING:

The funds for Web Author tools and training are covered by Enterprise Fees of each budget year.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The implementation of electronic signatures and automated workflow procedures streamlined County document processes.

- Economic Development
- Administration
- Health & Human Services
- Infrastructure
- Public Safety

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*Deborah Paolinelli*  
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Attachments:

- Web Authoring Policy
- Attachment A - Language Access and Effective Communication Policy
- Attachment B - Section 508
- Attachment C - CA Department of Rehabilitation
- Attachment D - Americans with Disabilities Act