



ADMINISTRATION POLICY:

Web Policy

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ALT report:	N/A
Approved by:	Web Renewal Guiding Coalition
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Department/BU:	Corporate Services / Information Technology

BACKGROUND

In 2003, Council's Corporate Effectiveness Committee made decisions that ensured that the website of the Corporation of The City of Calgary ("The City") was cohesive, easy to use, easy to access, easy to navigate, easy to maintain, and provided up-to-date content.

The purpose of this policy is to formalize The Corporation's commitment to provide and maintain cohesive, consistent, easy-to-use, and professional internal- and external-facing web presences. All information, products, and services provided online by The City are included within the scope of this policy.

This policy will help ensure the accessibility, usability, accuracy, and reliability of The City of Calgary's web presences for all audiences.

It is important that the policy be adhered to so that the following benefits are realized. The benefits are categorized by audience – the benefits that The City of Calgary will realize internally and those that The City of Calgary's customers will realize via The City of Calgary's web presences.

Internal City of Calgary Benefits

- Maintenance of The City of Calgary's existing brand reputation.
- Maintenance of a consistent web information architecture system making it easy to find information, products and services.
- Maintenance of a common platform for easy updating and site maintenance.
- Ability to identify, capture and measure web-based business performance measures in a comprehensive fashion.

- Ability to continuously monitor and modify the information, products and services provided to meet changing business, employee, citizen or customer expectations.
- Ability to provide cohesive, integrated marketing and promotional materials.

Customer-Focused Benefits

- Ability to provide and/or transact business with citizens, customers and employees of The City using current and up-to-date business processes and information.
- Ability for customers to efficiently and effectively find, transact, and interact with their municipal government 24 hours a day, seven days a week.

PURPOSE

The purpose of this policy is to define the standards for The City's online presence.

DEFINITIONS

1. Continuous Maintenance: Information, products, or services are reviewed and edited for relevance, reliability, usability, accuracy, and timeliness.
2. Presentation Services: All aspects of web presentation, including, but not limited to, look and feel, navigation and taxonomy.
3. Software Development: All activities (e.g., analysis, design, configuration, coding, quality assurance, documentation) that result in the creation or extension of the programs, applications, procedures, algorithms (set of rules), and their associated documentation for a computer system.
4. User Experience: The overarching experience a person has as a result of their interactions with a particular product or service, its delivery, and related artifacts, according to their design.
5. Web Accessibility: Web accessibility means that people with disabilities can perceive, understand, navigate, and interact with the Web, and that they can contribute to the Web.
6. Web Information Architecture: Web Information Architecture is the organization of online content into categories and the creation of an interface for displaying those categories.
7. Web Presence: Any City of Calgary branded or provided information, product, or service delivered or accessible via web protocols.

POLICY

1.0. Scope/Exceptions

1.1. Scope

This Administration policy applies to all City of Calgary web presences, internal and external, with the following exceptions.

1.2. Exceptions

- 1.2.1. The Calgary Police Service website www.calgarypolice.ca is out of scope for this policy.
- 1.2.2. Civic partners' websites are encouraged to adapt and adopt the content of this policy, but are considered out of scope.

2.0. Consequences of Non-Compliance

- 2.1. None.

3.0. Principles for Internal and External Corporate Web Initiatives

- 3.1. Customer/client-focus: Build solutions that satisfy the needs of the end-users.
- 3.2. Solution focus: Use the Web as the common "one window" interface amongst all service delivery channels and information systems.
- 3.3. Efficiency focus: Lead corporate strategy and direction.
- 3.4. Future focus: Be ready to take advantage of change.
- 3.5. Brand focus: Support Calgary's high-tech image.
- 3.6. Collaboration focus: Adopt a shared responsibility for service delivery.

4.0. Responsibility and Accountability

4.1. Mutual Responsibility

- 4.1.1. The responsibility for achieving The City of Calgary's goals for its web presences is mutually shared among client business units, Customer Service & Communications, and Information Technology.

- 4.1.2. Business units are responsible for ensuring they make use of web presences in a manner congruent with the Corporation's overall business objectives.

4.2. Business Unit Responsibilities

- 4.2.1. Business units desiring new web-based products, services, features or functionality must work with Information Technology and Customer Service & Communications in accordance with the standards and guidelines of Customer Service & Communications and Information Technology.
- 4.2.2. Customer Service & Communications, Information Technology and business units will collaborate to appropriately architect and integrate the features, functionality and/or technology into The City of Calgary's web presences.

4.3. Customer Service & Communications Responsibilities

- 4.3.1. The overall user experience and presentation services, which include look and feel, navigation and web information architecture of The City of Calgary's web presences, are managed by Customer Service & Communications.
- 4.3.2. Web accessibility guidelines and practices shall be maintained by Customer Service & Communications.
 - a. Customer Service & Communications and Information Technology will work with the Business Units to appropriately architect and integrate accessibility features, functionality and/or technology into The City of Calgary's web presences.
 - b. These support the Corporate Accessibility Policy.
- 4.3.3. Domain name determination and approval is the responsibility of Customer Service & Communications.
 - a. Website addresses shall be purchased and managed on behalf of the Corporation by the Customer Service & Communications and Information Technology business units, in accordance with The City of Calgary's Corporate Brand Identity Policy.

4.4. Information Technology Responsibilities

- 4.4.1. Information Technology is responsible for ensuring web measurement capabilities are built into websites and business

technology solutions to capture data for analysis, reporting and continuous improvement of the web as a service delivery channel.

4.4.2. Business units shall analyse their data and report on their web business performance measures.

4.4.3. Information Technology is responsible for software development and support of associated platforms used for delivering web information, products and services via internal and external web presences.

4.5. Continuous Maintenance Responsibilities

4.5.1. Business units shall be responsible for continuous maintenance, ensuring the information, products and services they are responsible for are maintained and up-to-date.

4.6. Other Responsibilities Not Specified

4.6.1. Without limiting the foregoing, any web presence responsibilities not explicitly specified will be determined by the directors of Information Technology and Customer Service & Communications.

5.0. Governance and Escalation

5.1. The Web Policy is under the governance of the **webwave** program until the end of the program's life. Any requirement for escalation related to this policy shall be addressed through the **webwave** program escalation process as set out in the **webwave** program governance structure.

5.2. Long-term governance planning will be addressed by the **webwave** sustainment plan.

5.3. Exceptions to the Web Policy

5.3.1. Exceptions to the policy require Administrative Leadership Team (ALT) approval. The Web Renewal Guiding Coalition has been delegated this role for the duration of their existence as a committee. Exceptions are valid for two (2) years, for not more than two (2) renewals.

5.3.2. Business Cases for all exceptions must be brought forward from business units after consultation with Customer Service & Communications, and Information Technology.

- 5.3.3. The **webwave** program is the custodian of the exceptions list for the duration of the program. Long-term custodianship will be addressed through the **webwave** sustainment plan.

SUPPORTING REFERENCES AND RESOURCES

Please note that some of the items listed below may not be publicly available.

References to related corporate-wide procedures, forms and templates

[Customer Service & Communications Standards](#)
[Information Technology Standards](#)

References to related [Council policies](#), bylaws and [administration policies](#)

Acceptable Use of Technology Resources Policy (Administration Policy IM-IT-002)
Corporate Accessibility Policy (Council Policy CSPA003)
Corporate Brand Identity and Identifiers (Administration Policy GN-023)
Electronic Records (Administration Policy GN-015)
Information Management and Security Policy (Administration Policy IM-IT-003)
Public Statements and Media Relations Policy (Administration Policy MP-001)
Records Management Program Mandate and Responsibilities (Administration Policy GN-011)

Other references

[Freedom of Information and Protection of Privacy Act \(FOIP\)](#)

REVISION HISTORY

Review Date	Description
2009 / 11 / 01	New Policy