# NYC.gov Policies and Procedures Manual

Version 2.0
July 2002

**NYC.gov Policies and Procedures Manual**

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Produced by the
Department of Information Technology and Telecommunications
Enterprise Application Management & Support
V1.5.1

## Revision History

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V 1.0 - 8/31/2001
Revision of the NYC.Gov Style Guide & Internet Policies and Procedures document. Published in PDF format.
V 1.5 – 12/28/01
Revision of the NYC.Gov Style Guide & Internet Policies and Procedures document. Published in PDF format.
V 1.5.1 – 3/6/2002
Revision of the NYC.Gov Style Guide & Internet Policies and Procedures document. Published in PDF format
V 1.5.1 – 4/24/2002
Revision of the NYC.Gov Style Guide & Internet Policies and Procedures document. Published in PDF format
V 2.0
Revision of the NYC.Gov Style Guide & Internet Policies and Procedures document. Published in PDF format

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## PURPOSE

The NYC.gov Policies and Procedures Manual ("NYC.gov Manual") provides requirements and guidelines for New York City agencies to use when creating content for the NYC.gov Internet site. NYC.gov is the official Internet site of New York City. The NYC.gov Policies and Procedures Manual provides guidelines that facilitate consistent, reliable and efficient deployment of Web content in the NYC.gov domain.

The "NYC.gov Manual" documents the requirements that must be complied with for the successful publication of content on NYC.gov. Requirements can be grouped into three categories, functional requirements, procedural requirements and policy requirements. Functional requirements ensure that content and online services are created in a way that will ensure maintainability, navigability and conformance to the technological standards adopted by the City of New York. Procedural requirements ensure that content is submitted, approved and placed on the NYC.gov server through a defined workflow process. Policy compliance requirements convey legal and access related requirements, such as ADA compliance and copyright compliance.

The "content section" of the " NYC.gov Manual" provides basic principles and concepts in Web design. In addition, ideas for the publication of new content and the conversion of existing material into a Web friendly form are discussed in detail.

The "technology section" of the "NYC.gov Manual" provides a basic overview of the tools and technologies that are most often encountered in Web design. Sample templates, graphics and other publishable content are included within the "NYC.gov Manual" for agency use. In addition, the technology section contains a variety of links to external Web sites that provide guidance and information regarding all aspects of Web design.

The "NYC.gov Policies and Procedures Manual" will continue to be reviewed and revised as technologies evolve and processes and responsibilities change.

# 1.0 INTRODUCTION

## 1.1 The Mission of NYC.gov

The mission of NYC.gov, the Official New York City Web Site, is to provide the public with quick and easy access to information about New York City agencies, programs and services. The City's portal also provides, through links to external sites, information about cultural, educational, and recreational activities in New York City.

## 1.2 The Department of Information Technology and Telecommunications' Office of Enterprise Application Management & Support

"New Media" combines the use of visual and audio elements with advanced computing and communications technologies on the Internet, Intranets and public access information kiosks, to disseminate and gather information and to carry out transactions. Using New Media to develop, communicate and provide government services to its customers is a powerful means of facilitating a more accessible, efficient and responsive government. Currently the City of New York uses three of these strategies: the Internet, an Intranet, and kiosks.

New Media is the melding of two completely different disciplines, communications and computer technology, thereby overlapping traditional organizational boundaries. In order to facilitate this, the City of New York created the Office of Enterprise Application Management & Support (EAM&S) within the Department of Information Technology and Telecommunications. Organized on a matrix management model, it uses staff resources from DoITT, the Mayor's Office of Operations and other agencies.

Issues, questions or comments regarding the Office of Enterprise Application Management & Support and its roles and responsibilities should be forwarded to the Managing Director of EAM&S. (please see Attachment A of this document for a list of current NYC.gov contacts)

### 1.2.1 Office of Enterprise Application Management & Support Responsibilities

The following list contains the current responsibilities of the Office of Enterprise Application Management & Support:

- Develop and implement a long-range strategic plan for continued effective use of the Internet in the delivery of government services.
- Develop a communications strategy that effectively maximizes the benefits and presence of NYC.gov.

- Promote the vision, inspiration and understanding of the Internet as a government service delivery mechanism.
- Develop appropriate policies and procedures for City agencies to use when publishing content and online services on NYC.gov.
- Maintain an expertise in current Web technology, and seek opportunities to implement those that improve the functionality, usability and maintainability of NYC.gov.
- Develop, administer and maintain the NYC.gov Portal.
- Guide agencies in the development of their Web content and online services.
- Ensure the quality, timeliness and style of all content submitted for publication on NYC.gov.
- Assume editorial responsibility for NYC.gov content and online services.
- Advise agencies as appropriate regarding content, requirements and the style of NYC.gov.
- Provide fundamental Web development training to Citywide Web developers.
- Assist the Mayor's Offices in the development and maintenance of their NYC.gov content.
- Identify appropriate external links, and review them regularly to make sure they remain active and their content and online services are consistent with the NYC.gov mission.
- Ensure system security and formulate appropriate Internet use policies in coordination with DoITT staff.

### 1.3 Communications Liaisons

Communications Liaisons are senior level personnel appointed by their respective agency head. Questions regarding the Communications Liaison role or the designation form (PDF format), should be forwarded to Francisco Navarro at the Mayor's Office of Operations.

### 1.3.1 Roles and Responsibilities as Defined by the City of New York

The primary responsibility of the Communications Liaison is to ensure that all information transmitted to the public conveys the agency's message in a consistent, accurate, and timely manner. The liaison will also provide feedback regarding the type of comments, complaints, or inquiries from residents in order to identify citywide issues. The liaison must be in continuous contact with all areas of the agency, the Mayor's Press Office, the Office of Enterprise Application Management & Support, the Mayor's Correspondence Unit, and the Mayor's Office of Operations. The following list outlines the responsibilities of the Communications Liaison.

– Liaison with the Mayor's Office of Operations

  - Work with the coordinator for the NYC Customer Service Initiative in the centralization and coordination of citywide customer service standards including; public phone lines, walk-in services, and correspondence.

– Customer Phone Lines

  - Identify and resolve customer phone line problems quickly and effectively.
  - Establish a phone log to identify trends regarding operational problems or Citywide issues.

– Walk-In Services

  - Assess physical walk-in site standards.
  - Identify sites in need of assistance or further evaluation by the Office of Operations

– Correspondence

  - Oversee correspondence tracking system for written and electronic mail (including NYC.gov messages). Maintain monthly records of outstanding correspondence.
  - Monitor tracking system to identify trends regarding operational problems or Citywide issues.
  - Ensure compliance with Citywide correspondence response standards including periodic audits.

- Liaison with The Office of Enterprise Application Management & Support and DoITT
  - Encourage and coordinate all aspects of agency use of new media, for external communication, including the Internet and Intranet.
  - Oversee agency's content and applications (e.g., parking tickets, taxes) on NYC.gov and the Intranet.
  - Direct agency staffs that are involved in content and online services development.
- Serve as a liaison with the:
  - Mayor's Correspondence Unit
  - Mayor's Action Center
  - Mayor's Press Office
  - Deputy Mayors' Offices
  - Enterprise Application Management & Support

### 1.3.2 Roles and Responsibilities when Dealing with EAM&S

The Communications Liaison has a crucial role in maintaining communications between the agency and the Office of Enterprise Application Management & Support. Communication Liaisons are not required to have the technical knowledge associated with creating a Web page, but must have a solid understanding of the agency, its programs, procedures, printed materials, and be able to make decisions on behalf of the agency.

The Communications Liaison accepts ownership of all their agency's material published on NYC.gov, this includes verifying that the information is current, comprehensive, and factually correct. If applicable, the Communications Liaison also certifies that the content is fully consistent with that offered on the Intranet. In addition, the Communication Liaison confirms that the Commissioner receives and responds expeditiously to Internet e-mail.

The Communication Liaison may designate one Internet Liaison (IL) to manage the creation and publication of the agency's Web content. Internet Liaisons typically supervise the design, development, and coding of Web content. In addition, Internet Liaisons are responsible for ensuring that all content submitted to EAM&S is technically accurate and adheres to the requirements specified in the "NYC.gov Manual". In order to designate an Internet Liaison, a Communication Liaison should send an e-mail or memo to the Deputy Managing Director of EAM&S.

The Communication Liaison may designate one or more "Other Liaisons" (OL). Typically, "Other Liaisons" are agency-based personnel that perform Web or online service development either full or part time. "Other Liaisons" receive NYC.gov communications and announcements, are eligible to attend the Quarterly Web Developer's Meeting and are eligible to attend the EAM&S sponsored Web development training sessions. In order to designate an "Other Liaison", a Communication Liaison should send an e-mail or memo to the Deputy Managing Director of EAM&S.

The typical responsibilities of the communication liaison as they relate to the NYC.gov liaison role are listed below:

- Manage the identification and collection of agency material for publication on the Internet or Intranet.
- Verify that all agency content is current, comprehensive and factually correct.
- Verify that all agency content is consistent across all paper and electronic media.
- Designate Internet Liaisons for the agency, who possess the technical and organizational skills necessary to fulfill the responsibilities associated with their role.
- Designate "Other Liaisons" for the agency, who perform Web or online service development.
- Verify that agency Internet Liaisons are following all NYC.gov Policies and Procedures when submitting content to EAM&S.
- Identify an internal agency workflow for the identification and coding of material for the Internet, Intranet and kiosks.
- Inform all Internet Liaisons and "Other Liaisons" of EAM&S sponsored training sessions and the Quarterly Web Developer's Meeting.
- Develop an agency review and Commissioner sign-off process. Agency heads or their designees must approve Internet content

before the material is submitted to the Office of Enterprise Application Management & Support for review and subsequent posting to NYC.gov.

- Develop an internal communication system to obtain regular updates with new or corrected information.

- Verify that the process for logging and responding to the Commissioner's e-mail and agency on-line forms is operating smoothly.

- Sign the Quarterly Letter of Certification immediately following the end of the calendar quarter. The Communications Liaison must print out, sign, and fax a copy of the Letter of Certification to the EAM&S Staff Assistant. The purpose of this letter is to certify that the agency's content is current and correct. Only the Communications Liaison may sign the letter of certification. The Internet Liaison is not authorized to sign the Letter of Certification. The next section of the "NYC.gov Manual" describes the Letter of Certification.

### 1.3.3 The Quarterly Letter of Certification

Immediately following each calendar quarter the agency's Communication Liaison is required to sign the Quarterly Letter of Certification. By signing the Letter of Certification, they are certifying that:

- All the information that the agency published on NYC.gov, including but not limited to; phone numbers, addresses, organization charts, fee structures, program descriptions, forms and agency fact sheets is correct and current.

- All content; words, graphics, photographs and designs were created by City employees or Vendors for City use, or that each submission of new or revised material has been accompanied by the appropriate legal release (as defined by agency counsel) from the content creators and/or copyright holders.

- All agency content on the Intranet is current and correct, and consistent with NYC.gov content.

- All NYC.gov FAQs and hotline information pertaining to the liaison's agency have been verified for accuracy, and all inconsistencies have been forwarded to the Director of the Mayor's

Action Center and the Assistant Production Manager at the Office of Enterprise Application Management & Support.

The letter of certification must be submitted by fax to the EAM&S Staff Assistant at the end of each quarter, not prior to the end of the calendar quarter and not later than two weeks after the end of a calendar quarter. The first quarter starts at the beginning of January and runs through the end of March. The second quarter starts at the beginning of April and runs through the end of June. The third quarter starts at the beginning of July and runs through the end of September. The fourth quarter starts at the beginning of October and runs through the end of December.

The NYC.gov Quarterly Letter of Certification Checklist should be included with the Quarterly Letter of Certification submission. The purpose of the checklist is to help agencies verify that all certification items required by the Office of Enterprise Application Management & Support have been included.

### 1.4 New York City Agency Home Pages on NYC.gov

Currently over 80 NYC agencies and organizations have a home page on NYC.gov. Agency content tends to vary widely in size and sophistication. For example, the Police Department and the Department of Health, have created hundreds of pages of content, others just a few.

To view a complete and current list of all NYC agencies and organizations with a home page on NYC.gov visit City Agencies on the portal.

## 2.0 THE NYC.gov WEB PORTAL

In May of 2001, the new NYC.gov Portal made its debut. The new NYC.gov home page and its sub pages are technically referred to as the "portal". The portal creates dynamic pages, meaning that the pages served are created each time they are accessed by a user. The pages are created from a database of links (URLs). The links refer the user to agency content that exists on NYC.gov, including forms and applications.

### 2.1 Categories

The links to agency content on NYC.gov are arranged in "categories" and "subcategories" within the portal. There are a total of twenty categories on NYC.gov. Each category is available on the NYC.gov homepage. Figure 2.1.1 (below) shows the new NYC.gov homepage, the twelve service categories are listed on the bottom of the page and the eight city government link categories are listed in the left-hand navigation bar or the top navigation bar.


**Figure 2.1.1 - NYC.gov Home Page**

The portal presently has twenty categories. The twelve city service categories are:

Business - The NYC.gov Business Portal has been developed as part of the City's ongoing commitment to increasing opportunities for City businesses and improving the level and quality of service that the City offers to the business community. The NYC.gov Business portal provides easy access to business-related information and services.

Community/Region - NYC.gov Community/Region is part of the City's ongoing commitment in providing services and activities for the City's residents, and those in the greater New York City area. The services and activities will help improve our neighborhoods, which will help New York City become a better place to live.

Education/Research - NYC.gov Education/Research provides historic information about New York City and is part of the City's ongoing commitment to provide quality education to over 1 million City children in a safe and enjoyable learning environment.

Health - NYC.gov Health is where you will be able to access a wealth of health-related information, get restaurant inspection information, apply for birth certificates, locate public hospitals, learn about health insurance programs and much more.

Housing - NYC.gov Housing provides online information and resources to tenants and building owners in New York City.

Human Services - NYC.gov Human Services provides online resources and services for families and individuals of all ages.

NYC Employees - NYC.gov Employees provides information on services, benefits, and support to over 200,000 dedicated workers of New York City. Employees can find news, important City announcements, and job opportunities within the city.

NYC Job Opportunities - NYC.gov Job Opportunities is part of the City's ongoing commitment to provide its residents with an opportunity to join a team of over 200,000 people that help make our city, America's greatest city, a better place to live and work.

Public Safety - NYC.gov Public Safety's goal is to provide information on the various resources and services to residents in order to help ensure a safe and secure City. You will find services and resources from Agencies that work closely together to improve the quality-of-life aims of the City.

Recreation - NYC.gov Recreation is part of the City's ongoing commitment to provide the public with a wide variety of recreational events, venues, and parks. There are over 1,700 parks and playgrounds, 14 miles of beaches, 33 outdoor pools, 35 recreation centers, and thousands of acres of wetlands and woodlands. All of this is available plus additional activities each year for seniors, adults and children.

Transportation - NYC.gov Transportation is part of the City's ongoing commitment to provide for the safe, efficient and environmentally responsible movement of people, goods and vehicles throughout the city.

Visiting New York City - NYC.gov Visiting New York City provides information to help you enjoy the many things New York City has to offer. New York City has five boroughs with 150 museums, 18,000 restaurants and countless world-famous attractions. Our city has never been more welcoming or more exciting.

The eight city government link categories are:

I Want To - NYC.gov I Want To ... offers a new way to search for services in NYC.gov. The "I Want To ..." list represents New York City government's most commonly requested services, worded in the way that you would request them.

City Agencies - NYC.gov City Agencies is an alphabetical presentation of the city agencies, with links to their home pages. Additionally, there are links to other Government entities - local, state and federal.

Online Services - NYC.gov Online Services is where you will find all of the online transactions offered the by the agencies of New York City.

Forms - NYC.gov Forms is where you will find all of the online forms offered on NYC.gov by the agencies of New York City.

Publications - NYC.gov Publications is where you will have access to the reports and publications offered by New York City.

Events - NYC.gov Events provides information and calendars regarding events sponsored by New York City government.

News & Features - NYC.gov News & Features is where you will find access to all of the communications from the Mayor's Office and City Agencies, as well as featured articles, stories and services.

City Life - NYC.gov City Life is a collection of links to many attractions and events, as well as links providing information about everyday life in New York City.

## 2.2 Sub-Categories

For each of the twenty categories there are differing levels of sub-categories. Sub-categories are used to further define the field of interest within the categories. Hierarchically sub-categories can be several layers deep. The example in Figure 2.2.1 (below) shows the sub-categories for the "Business" category; the subcategories are listed in the left-hand navigation bar of the screen ("Business Directory").


**Figure 2.2.1 - Business Category**

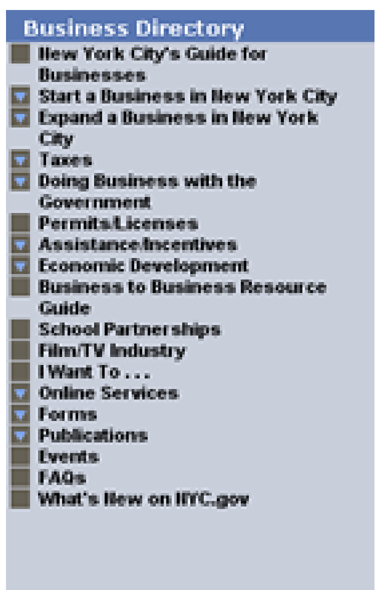



**Figure 2.2.2 – NYC.gov Business Directory Navigation**

Sub-categories with a triangle adjacent to them have at least one additional layer of sub-categories. Sub-categories without a triangle next to them provide an aggregation of links to current content on NYC.gov server (Content of various City agencies).

For example:

Figure 2.2.2 represents the left-hand navigation bar of the "Business" category. "Start a Business in New York City" is a sub-category of the "Business" category. "New York City Resources" is a sub-category of "Start a Business in New York City".

## 2.3 Aggregation of Links

A sub-category at its lowest level contains an aggregation of links. Figure 4 represents the Web links aggregated under the "New York City Resources" sub-category. By selecting a link in the "New York City Resources" sub category, a user will be brought to an agency page or application. For example, by selecting the "Registering Your Business" link in Figure 2.3.1 a user will be brought to the following URL: http://www.nyc.gov/html/business/html/reg-bld.html.


**Figure 2.3.1 - New York City Resources**

## 2.4 Category Path

The category path is the hierarchical location of a link within the portal. For example, the category path for the "Registering Your Business" link in Figure 4 would be: "Business > Start a Business in New York City > New York City Resources". Typically the portal lists the category path at the top of the Web page containing the aggregation of links. A Web page can be linked from several different category paths on the portal.

## 2.5 Agency Portal Link Report

The agency portal link report is a monthly report that is created for each agency possessing content on NYC.gov. The report contains a listing of all links the associated agency has on the portal including the category, sub-categories, description, title and URL. The portal link report will assist City agencies in their efforts to keep portal information complete and accurate.

# 3.0 BASIC REQUIREMENTS

The NYC.gov Policies and Procedures Manual defines the requirements that must be adhered to for the successful publication of Web content in the NYC.gov environment. Requirements can be grouped into three categories, functional requirements, procedural requirements and policy requirements. Functional requirements ensure that Web content is created in a way that will ensure maintainability, navigability and that it meets the technological standards adopted by the City of New York. Procedural requirements ensure that Web content is submitted, approved and placed on the NYC.gov server through a defined workflow process. Policy compliance requirements relate legal and access related requirements, such as ADA compliance and Copyright compliance.

The primary purpose of an agency's presence on NYC.gov is to communicate with its customers. The NYC.gov Internet site gives agencies a distributed interface for the delivery of services to the public. Agency content should be created with a higher goal than just serving as a computerized marketing tool; content should be developed to serve the public and to increase agency productivity. Chapter four of the "NYC.gov Manual" has detailed information about different services that agencies can provide for their customers.

This chapter summarizes all the requirements for submitting new and updated content for publication on NYC.gov.

## 3.1 Functional Requirements

Functional requirements ensure that Web content is created in a way that will ensure maintainability, navigability and that it meets the technological standards adopted by the City of New York.

### 3.1.1 General Linking Requirements

The following linking requirements must be complied with for all NYC.gov submissions. Submissions not meeting the requirements listed below will be returned.

1) The directory and filename contained within a link must be typed in lower case. For example,

   <IMG SRC="../gif/picture.gif">

   or

   <A HREF="../html/textfile.html">

2) All links to HTML files must be typed with the file extension ".html". The use of ".htm" is not permitted. The following example displays the correct format:

<A HREF="../html/textfile.html">

3) All links, with few exceptions must be relative and not absolute. Section 5.6 of this document defines relative and absolute links.

#### *3.1.1.1 Linking on NYC.gov*

The directory structure of NYC.gov is setup to separate text files and graphic files into distinct sub-directories. Just as with the DOS operating system, when pointing to files on the World Wide Web, the address of the subdirectory must be included along with the name of a file when referencing it from another file.

The following tables specify how to code links both from a home page and from sub-pages. Because pages are located hierarchically at different levels within the directory structure, the number of dot-dot-slashes (../) will be different.

| Links From Your Home Page in Your Agency Directory | |
|---|---|
| Link to your own HTML files (e.g. message from the Commissioner) | <A HREF="html/message.html"> Message from the Commissioner</A> |
| Link to other NYC.gov HTML files outside your own directory (usually the footers at the bottom of the page) | <A HREF="../serdir/home.html"> Services</A> |
| Link to your unique graphics (e.g. your agency logo) | <IMG SRC="gif/logo.gif"> |
| Link to common NYC.gov graphics (e.g. the City seal or SAPPLE, the red bullet) | <IMG SRC="../../gif/citysl.gif"> <IMG SRC="../../gif/sapple.gif"> |
| Link to a Windows Media file in your media directory | <A HREF ="media/meb042501.asx">video for 28k</a> (*Specify which connection your encoded file has been optimized for) |
| Link to a PDF file in your PDF directory | <A HREF ="pdf/infbull9.pdf"> |

| Links From All Your Other HTML Files | |
|---|---|
| Link to other files in your own HTML directory (e.g. message from the Commissioner) | <A HREF="message.html"> Commissioner's Message</A> |
| Link to other NYC.gov HTML files (usually the footers at the bottom of the page) | <A HREF="../../serdir/home.html"> Services</A> |
| Link back to your own home page | <A HREF="../home.html">My Home Page</A> |
| Link to your unique graphics (e.g. your Commissioner's picture) | <IMG SRC="../gif/commiss.gif"> |
| Link to common NYC.gov graphics (e.g. the City seal) | <IMG SRC="../../../gif/citysl.gif"><br><IMG SRC="../../../gif/balldkbl.gif"> |
| Link to Windows Media files in your media directory | <A HREF ="../media/meb042501.asx">video for 28k</a><br>(*Specify which connection your encoded file has been optimized for) |
| Link to PDF files in your PDF directory | <A HREF ="../pdf/infbull9.pdf"> |

### 3.1.2 NYC.gov - Proper Display of the City's URL

In all text and graphic displays of the city's URL, use "**NYC.gov**" do not use "NYC.GOV".

*Note: This does not apply to how the URL appears in html i.e.: <a href="http://nyc.gov"> is correct.*

**Example in text:**

(Correct ) - NYC.gov - The Official New York City Web Site.

(Incorrect ) - NYC.GOV - The Official New York City Web Site.

### 3.1.3 Navigation on NYC.gov

**Banners**

Every agency home page must include a NYC.gov navigation banner (figure 3.1.3.1). Banners can be copied from the code at the top of the sample home page (black, white and gray default header), or you can select the alternate (green header) banner.


**Figure 3.1.3.1**

## Footers

All agency pages must include the standard NYC.gov footer (Figure 3.1.3.2). All applications must include at least one of the following; a NYC.gov banner, a NYC.gov footer or a NYC.gov logo that links back to the NYC.gov home page. The standard footer can be copied from the code at the bottom of the sample home page.

Go to NYC.gov Home Page
Mayor's Office | City Agencies | Services | News and Features | City Life
Contact Us | Search

**Figure 3.1.3.2**

### 3.1.4 Coding for CityAccess Kiosk Compatibility

In order to conquer the digital divide that exists between city residents with access to the Internet and those that don't have access to the Internet, DoITT created the CityAccess kiosk program. Kiosks are centrally located throughout the City's communities and offer residents the ability to access NYC.gov content. In order to ensure that only official NYC.gov content is accessed via the kiosk, certain kiosk specific security related restrictions have been implemented. In order to ensure that content (i.e., applications, HTML, scripts, etc.) will appear and work as intended the following requirements must be complied with:

- Avoid opening additional browser windows in applications. The kiosk will only allow one browser window to be open at a time. If an application attempts to open an additional window, the kiosk will attempt to open it in its current window, potentially causing navigation problems. Current or future applications residing on NYC.gov, which open an additional browser window should contact the CityAccess Staff to register the URL of the additional browser window.

- When using frames always refer to the "containing frame" as the "parent", not the "top".

- Applications that employ filtering can be coded to test if the request is originating from a Kiosk, thereby bypassing the filtering protocol of the referring URL (e.g., since only a single window is active on a kiosk at any one time).

If you should have any questions regarding coding for CityAccess Kiosk compatibility, please call or e-mail the CityAccess Staff.

### 3.1.5 Online Mail Forms

All online mail forms on NYC.gov have an agency-designed form that is processed by a NYC.gov standard CGI script. The CGI script used to process online mail forms is an adaptation of the FormMail script available at (www.worldwidemart.com/scripts/). The exact script used by NYC.gov is not published or otherwise made available for security reasons. All online mail forms must follow the submission process specified in section 3.2.4 of the "NYC.gov Manual".

Agencies can design forms as they wish provided that they adhere to the form related requirements specified in section 3.1.5.2 of the "NYC.gov Manual". The agency form can contain various combinations of textfields, radio buttons, and or checkboxes, which will enable the user to send information to a specified Citymail address. Additional recipients may possess non-Citymail e-mail addresses. ***Note: The posting of direct e-mail or Citymail address links is prohibited.***

Additional functionality for a form and the resulting e-mail message is available through customization options listed in Matt's documentation and the NYC.gov "Additional Form Functionality" section of the "NYC.gov Manual". For example, the following additional functionality can be added to a form:

- Define the subject in the resulting e-mail message.
- Make selected fields mandatory.
- Set a background image and define the text color for the form results page.
- Record the IP address of the sender.
- Allow for anonymous submission.

### *3.1.5.1 Creating a Form on NYC.gov*

The following steps present the typical process for creating a form on NYC.gov. If you have any questions regarding the development of forms for NYC.gov, please contact the EAM&S Production Manager. ***Note: There is also a form submittal process listed in section 3.2.4 of the "NYC.gov Manual" that must be complied with.***

1) Decide on the necessary fields for the form.

2) Code the form according to the requirements listed in section 3.1.5.2 of the "NYC.gov Manual".

3) If you wish to add additional functionality to the form or resulting e-mail refer to the Matt's documentation on form functionality and the NYC.gov based customization features listed in section 3.1.5.3.

**Example:** Please refer to the following form created by DOS for an example of a typical e-mail form on NYC.gov.

http://www.nyc.gov/html/dos/html/oforms/cfcappt.html

### *3.1.5.2 Form Requirements*

The following section relates specific form requirements. Failure to meet the form requirements will result in the return of the form and related content submission. All questions regarding form requirements should be directed to the EAM&S Production Manager. NYC.gov has the following form requirements:

Mandatory Statements and Fields (all forms must possess these statements)

1) All forms must include the following FORM METHOD:

   *<FORM METHOD="POST" ACTION="/cgi-bin/misc/mailform.cgi">*

2) All forms must include the recipient field. The recipient field will contain the e-mail address of the desired recipient. For example, if the desired e-mail recipient was Diane Witek, then the form would read as follows:

   *<INPUT TYPE=hidden name="recipient" VALUE="dwitek@doitt.nyc.gov">*

3) All NYC.gov mail forms must include the hidden "subject" field. The value for the "subject" depends on the agency that created the form. For example:

   *< INPUT TYPE=hidden name="subject" VALUE="RFP to Audit TSASC, Inc.">*

4) All forms must include the following statement:

   *<INPUT TYPE=hidden name="env_report" VALUE ="REMOTE_HOST,HTTP_ADDR,HTTP_USER_AGENT">*

5) Required fields must stand out in some way on the form page (e.g. with a star next to them) in order for users to understand that they must be filled out. For example:

   Using the "*" notation next to a text field can refer a user to a definition (i.e., legend, footnote) on the same page. Such as,

   * Required fields must be completed before submitting the form.

Mandatory Formatting Requirements for Optional Fields

1) If there is a hidden "required" tag, then the required fields must match with the names of actual input fields of the form. For example:

   The hidden field is: *<input type=hidden name="required" value="name">*

   and the corresponding text field is: *<input type="text" name="name" size=45>*

2) If more than one recipient is desired for the NYC.gov mail form, additional recipients may be specified by separating the values with a ",". For example:

   Single recipient: <input ty*pe=hidden name="recipient" value="johnson@cityhall.nyc.gov">*

   Multiple recipients: *<input type=hidden name="recipient" value=johnson@cityhall.nyc.gov, miller@cityhall.nyc.gov,>*

3) The "return_link_url" and "return_link_title" fields are optional. They allow the addition of a link at the end of the receipt. This is especially useful for RFP request forms. For example:

*<input type=hidden name="return_link_url" value="/html/tsasc/pdf/tsasc_audit_rfp.pdf">*

*<input type=hidden name="return_link_title" value="RFP">*

4) The e-mail address field must be called "email", and must appear in both the html form tag and the list of the required fields in lower case. The e-mail address will appear on both the NYC.gov Thank You page (form receipt), that users will see, and in the mail that agency's recipient obtains. For example:

   The hidden field is: *<input type=hidden name="required" value="name, address, email">*

   and the corresponding text field is: *<input type="text" name="email" size=45>*

5) The "NYC.gov Thank You Page" (form receipt) is output following the submittal of a form. To include additional information specific to an agency, a page (form receipt) should include an additional hidden field in the form prior to the first text field of the form. For example:

   *<input type=hidden name="HEARING TYPE" value="SUMMONS NOT IN JUDGMENT">*

   To view a thank you page that is properly formatted please visit and complete the form on the following page:

   http://www.nyc.gov/html/dos/html/oforms/cfcappt.html

6) A unique transaction number consisting of 9 digits minimum or 11 digits maximum can be included in a form. The 11 digits stand for: 1st digit -- for the year (0), 2nd digit -- for the month (may vary from one to two digits: 1 or 12), 3rd digit -- for the date (may vary from one to two digits: 1 or 12), 4th and 5th digit -- for the hour (01 or 12 o'clock), 6th and 7th digit -- for the minute(01 or 12 minutes after the hour), 8th and 9th digit -- for the second(01 or 12 seconds after the minute). The number is generated upon submission. The name of the hidden field must be called "switch" and the value is specific, such as "payphone" or "mailing_list". For example:

   *<input type=hidden name="switch" value="payphone">*

   As the result, users will see the following on the Thank You page (form receipt):

please, reference transaction number payphone.097101549 for future correspondence regarding this matter.

#### 3.1.5.3 *Additional Form Functionality* *(Script was updated on March 15, 2001)*

The following section relates new functionality that is available when using the NYC.gov standard CGI script for processing a form.

New Functionality:

1) Capture user input from one form to populate another form.
2) Custom redirect based on user input.
3) Option of remaining anonymous in a form.

**Capturing user input from one form to populate another form**

This feature is used to take user input from one form and populate an additional form. For example, within in the link below "manhattan.html" select "Register now". The event information (date, time etc.) that was coded in the hidden fields of "manhattan.html" will be submitted to the server and the CGI script dynamically creates a second form populated with the hidden field information from the first template. Input from these dynamically created forms will transfer over onto the template of the "thank you" page.

Example forms on ACS site:

manhattan.html
register.html
registerresults.html

For detailed documentation on this feature please refer to the following link: http://www.nyc.gov/html/style/html/doc/populate.html

**Custom Redirect Based on User Input Documentation**

This feature will provide the user with a tailored "Thank You" page based on the type of request made from an html form.

Example forms on ACS site:

get_info.html
get_infomail.html

get_infonomail.html

For detailed documentation on this feature please refer to the following link: http://www.nyc.gov/html/style/html/doc/redirect.html

**Option of Remaining Anonymous in a Form**

This feature is based on functionality gained by the use of a JavaScript. The option allows users to provide contact information or to remain anonymous. If the user chooses to provide their contact information, the contact information fields are required. If the user chooses to remain anonymous, any contact information they enter in these fields is erased upon submission of the form.

Example form on DOS site:

derelictvehicle.html

For detailed documentation on this feature please refer to the following link: http://www.nyc.gov/html/style/html/doc/doc_anonymous.html

### 3.1.6 Secure Payform CGI Script

The mailform.cgi script has been enhanced to perform secure payform transactions. See the sample SSL form which includes JavaScript and payform code for field and credit card number validation. All requirements for the mail script apply when using it for payform processing, with the following additions/modifications:

1) The FORM METHOD of your form should read as follows: *<FORM METHOD="POST" ACTION="/cgi-bin/misc/mailform.cgi">*

2) mod10check field

   **Description:** Fields can be mod10 checked - a way of electronically verifying a 10-digit number such as a parking ticket violation number. Simply place all field names that you want to be checked into this field. If these fields are filled in and mod10 check fails on them, the user will be notified of which numbers didn't pass the check. Please note that the fields won't be mod10 checked if they are not filled in.

   **Syntax:** Place all the field names that need to be mod10 checked in the value parameter of the mod10check field and separate the field names by commas. For example, to mod10 check regnumber1, regnumber2, and regnumber3 fields, use syntax like:

*<INPUT TYPE=HIDDEN NAME="mod10check" VALUE="regnumber1, regnumber2, regnumber3">*

3) creditcardcheck field

**Description:** The creditcardcheck field must be specified if you have the creditcardtype configuration field. Certain fields in a form can be checked for valid credit card numbers. Place all field names that need to be checked into this field. If these fields are filled in and credit card number check fails on them, the user will be notified of which numbers didn't pass the check. Please note that the fields won't be checked if they are not filled in.

**Syntax:** Place all the field names to be checked as the value of the creditcardcheck field and separate them by commas. For example, to check Credit Card Number 1 and Credit Card Number 2 fields, use syntax like:

*<INPUT TYPE=HIDDEN NAME="creditcardcheck" VALUE="Credit Card Number 1, Credit Card Number 2">*

4) creditcardtype field

**Description:** Specify this field to perform credit card number checks as shown above. The value of this field is the name of the form field that contains information about the type of the credit card. Valid values for your form's credit card type field are Discover, MasterCard, Visa, and Amex (not case-sensitive).

**Syntax:** Place the name of the field that contains credit card type information as the value of the creditcardtype field. For example, if the credit card type information is contained in the field called Credit Card Type, use syntax like:

*<INPUT TYPE=HIDDEN NAME="creditcardtype" VALUE="Credit Card Type">*

Add this later in the form:

*<INPUT TYPE="radio" name="Credit Card Type" value="AMEX">*

*<INPUT TYPE="radio" name="Credit Card Type" value="Visa">*

*<INPUT TYPE="radio" name="Credit Card Type" value="Mastercard">*

*<INPUT TYPE="radio" name="Credit Card Type" value="Discover">*

5) creditcardequal field (optional)

**Description:** Any two fields in a form can be checked for equality. Place two field names to be checked for equality into this field. The field is useful when having a user retype the credit card number and then validate that the two numbers are equal.

**Syntax:** Place the two field names to be checked as the value of the creditcardequal field and separate them by commas. For example, to check Credit Card Number 1 and Credit Card Number 2 fields for equality, use syntax like:

*<INPUT TYPE=HIDDEN NAME="creditcardequal" VALUE="Credit Card Number 1, Credit Card Number 2">*

6) total field

**Description:** The total field allows certain fields in your form to be added up. If the fields are filled in and any of them contain non-digit characters, the user will be notified with an error message. please note that empty fields won't be included in the total.

**Syntax:** Place all the field names to be added as the value of the total field and separate them by commas. For example, to add number1, number2, and number3 fields, use syntax like:

*<INPUT TYPE=HIDDEN NAME="total" VALUE="number1, number2, number3">*

### 3.1.7 SSL Forms

If you are planning to create SSL (Secure Socket Layer) forms, you must make sure that the following are included:

- All links to images must be relative.
- All links to non-secure files must be absolute.
- The link to the CGI script used by the form must be relative.

If the guidelines above are not followed, broken images and links, or a non-secure submission may result.

In addition, the secure portion of a site is not in the same directory as the non-secure portion of a site, but follows the same directory structure. The difference is that all secure content can only be accessed via https protocol instead of http.

See the sample SSL form with JavaScript code for field and credit card number validation.

To use the validation code you must do the following:

1) In the sample SSL form, copy everything between and including <SCRIPT language="JavaScript"> and </SCRIPT>.

2) Name the credit card type radio buttons "Credit Card Type".

3) Name the first credit card number field "Credit Card Number 1" and the second - "Credit Card Number 2".

4) Modify the line that starts out with "return validate(formobj, new Array('First Name','Last Name'..." After the words new Array and in between ( ), you should put the names of the fields you want to be validated such first name, last name, phone number, etc.. Don't forget to remove the field names in the example first which include 'First Name', 'Last Name', 'Street Address 1' , 'City', 'State', 'Zip', 'Country', 'email', 'Credit Card Number 1', 'Credit Card Number 2', 'Expiration Date', 'Expiration Year'. The field names must be surrounded by single quotes and must be separated by commas. Please note that if the field name is included in the validation list but is not defined in the form, the code will insist that the field is not filled out, and the user will never be able to submit your form. Ensure that all field names in the validation list are the actual fields in the form.

### 3.1.8 Windows Media Player

NYC.gov has adopted Windows Media Player files (.asx) as the standard for displaying audio/video content. Agencies are encouraged to contact the Production Manager of EAM&S for information on adding sound or video content. A text version of sound or video content is required for ADA Compliance.

The following software is required to create Windows Media files:

1) Windows Media Encoder

2) Windows Media Player

3) SDK (Developers Kit)

The software listed above can be found at:
http://www.microsoft.com/windows/windowsmedia/en/default.asp.

Follow the proceeding steps to add a Windows Media File:

1) Encode the file

2) Save the file with a .asf extension.

3) Create a "pointer file" with a .asx extension with the following format:

```
<ASX version="3.0" previewmode = "no" BannerBar ="AUTO">

    <Title>Insert Title Information Here</Title>
        <author>www.nyc.gov</author>
        <copyright>© 2001 nyc.gov</copyright>

    <Entry>
          <title>Title of Event or Clip</title>
       <MoreInfo href = "http://www.nyc.gov"/>
       <ref href="this path will be supplied by NYC.gov>
    </entry>
</ASX>
```

4) From the HTML file insert the following line to link to the pointer file.

```
<a href="/html/om/html/2001a/meb042501.asx">  text.....    </a>
```

5) Submit the two media files (e.g., asf and .asx ) to the EAM&S Assistant Production Manager on a CD-R with an associated content submission request.

*Note: Streaming live events should be coordinated at least two weeks in advance with the Production Manager of EAM&S.*

### 3.1.9 PDF Files

All PDF files on NYC.gov should be created in Adobe Acrobat version 4.0 or higher.  All previously created PDF files should be upgraded by using Version 4.0 of Distiller or higher.

All PDF files should link to the PDF explanation page at "/html/misc/html/pdfhowto.html". The use of a standard PDF explanation page allows EAM&S to add new information about PDFs without having to change it on all agency pages.

PDF files can also be created to allow the visitor to fill in the text fields and print out the form. When linking to a PDF rather than an HTML file, it is a standard Web practice to alert the user. Users find it extremely irritating when they can't access a file because they do not have the correct plug-in.

### 3.1.10 Requirements for Applications Residing on Non-DoITT/EAM&S Managed NYC.gov Servers

All Internet applications and Web content developed by City agencies, vendors or sub-contractors that reside on NYC.gov, or are linked from NYC.gov, must adhere to the specifications set forth in the NYC.gov Policies and Procedures Manual. A non-DoITT/EAM&S managed NYC.gov server is considered any agency based or third party hosted server. All applications developed must meet page filtering/statistical requirements and American with Disabilities Act compliance. Please refer to the Quarterly Letter of Certification Checklist to ensure that all requirements have been met prior to submitting new or updated content.

#### *3.1.10.1 Filtering Requirements*

Only NYC.gov visitors can enter agency application servers. Therefore, all official New York City content hosted on non-DoITT/EAM&S managed NYC.gov servers must be filtered to restrict visitors coming from any other referrer (AOL, Earthlink, etc.). Once the filtering script is developed by the vendor or agency and implemented on the application server, users will not be able to bookmark a Web page on that server. Visitors attempting to enter the application server from a bookmark or copied URL, must be redirected to a specific page ("jump page") on NYC.gov for the relevant application. Please contact the EAM&S Production Manager for the referrer list and any additional information you or your vendor may require.

#### *3.1.10.2 Jump Page and "Stat Graphics" Requirements*

All applications residing on non-DoITT/EAM&S managed NYC.gov servers must have a "jump page" for the application located on the NYC.gov server. In order to track the effectiveness and traffic of pages residing on application servers, one or more of the pages will require a "stat graphic." A stat graphic is typically a transparent 1x1 pixel image placed on the introduction page and exit page of the application server.

Naming and File Directory

The graphic you create is typically one pixel by one pixel. The stat graphic that resides on the introduction page of the application server should be named nameofproject_intro.gif. The image that resides on a "thank you" or "confirmation" page (once the user has completed a transaction) should be named nameofproject_confirmation.gif. The images must be placed in a directory on NYC.gov (not on the application server), typically it is located in the agency's image directory. The path to the images must be sent to the Office of Enterprise Application Management & Support so that it can be included in the monthly statistical report.

## 3.2 Procedural Requirements

Procedural requirements ensure that Web content is submitted, approved and placed on the NYC.gov server through a defined workflow process.

### 3.2.1 Downloading Production Files

Prior to updating content currently on NYC.gov it is imperative that a production (live Internet) version of the associated file be downloaded. Occasionally, EAM&S or other liaisons at your agency may have updated the file.

File download instructions:

Internet Explorer -

1) Select < file >, select < save as >.

2) Change the file name field to reflect the actual file name (e.g., "sty1.html").

3) Change the save as type field to < Web Page, HTML only (*.htm, *.html) >.

4) Select < save>.

Netscape Navigator

1) Select < file >, select < save as >.

2) Change the file name field to reflect the actual file name (e.g., "sty1.html").

3) Change the save as type field to < HTML Files >.

4) Select < save >.

### 3.2.2 Submission of Content for NYC.gov

Prior to an agency liaison drafting a request to EAM&S to have content added, deleted or updated on the NYC.gov server the following analysis should be completed:

When deleting NYC.gov content files:

Upon the submission of a request to EAM&S to delete content, the agency must review the agency portal link report to ensure that the content is not linked from the portal. If the content is linked from the portal a "portal delete request" should be listed on the "NYC.gov content submission request".

When adding new NYC.gov content files:

Upon the submission of a request to EAM&S to add new content, an agency must analyze the new content for possible linking from the portal. If a portal link should be added then:

- The appropriate "category path(s)" to the content should be determined.
- A "portal add request" should be listed on the "NYC.gov content submission request".

When updating NYC.gov content files:

Upon the submission of a request to EAM&S to update content, an agency must review the portal link report to determine if the content is linked from the portal. If the content is linked from the portal then a determination must be made to ensure that:

- The category path(s) is still appropriate.
- The title is still accurate.
- The description is still accurate.

If one or more of the above items are no longer true then a "portal modify request" or a "portal delete request" should be listed on the "NYC.gov content submission request". The "portal modify request" should be used if a change to the category path, description or title can restore the accuracy of the link. The "portal delete request" should be used if the accuracy and appropriateness of the entry can not be restored. Failure to comply with the procedures specified above will result in the rejection of the content submission.

#### *3.2.2.1 Procedure for the Submission of Content to the Office of Enterprise Application Management & Support*

Prior to updating content currently on NYC.gov it is imperative that a production (live Internet) version of the associated file be downloaded. Occasionally, EAM&S or other liaisons at your agency may have updated the file. Please see section 3.2.1 of this document for instructions on downloading copies of production files. In addition, prior to submitting content files for publication on NYC.gov, a link check should be performed to ensure that broken links do not exist in the submitted files

The following information must be submitted by e-mail to the Office of Enterprise Application Management & Support at webmail@doitt.nyc.gov:

1. **File Deletions** - The number of files being deleted including the name (full path).

   For example:

   Files for deletion: 1
   /html/business/html/reg-bld.html

2. **File Additions** - The number of files being added including the name (full path) and a brief description. If the file includes a new job posting, form or Java applet, it should be noted in the description for the file.

   For example:

   Files for addition: 2
   /html/business/html/reg-bld.html - New business services
   /html/business/gif/reg.jpg - Resource jpeg

3. **File Updates** - The number of files being updated including the name (full path) and a brief description of the update. If the file includes a new job posting, Java, JavaScript or CGI script, it should be noted in the description for the file.

   For example:

Files for update: 3

| | |
|---|---|
| /html/business/html/reg-bld.html | - Updated for 2001 |
| /html/business/html/reg1.html | - Updated for 2001, this file contains a Java applet for a ticker |
| /html/business/gif/reg1.jpg | - Updated commissioner image |

4. **Contact** - The phone number and beeper number of an agency contact that will provide support should there be a problem with the submission/update.

   For example:

   The contact for this change is Joe Business, 212-555-1212.

5. **Portal entry -** A portal entry defines the deletion, addition or modification of an entry in the portal database or it possesses the statement, "I have reviewed the portal link report and certify that the submission above does not effect the accuracy of any portal links. I have analyzed the submission and it does not require the addition of a portal link". There can be several portal entries associated with one content submission request.

   The format for the entry is:

   Please process the following portal request.
   ---------------------------------------------------------------------------------
   Action: "portal add, modify or delete"

   File: "file name and full path"

   Category Path(s): "category path or paths". Several paths can be specified if the link should exist in more than one aggregation.

   Title: "title for link". The title will be listed in the aggregation of links specified in the category path(s).

   Description: "description of link". The description will be listed directly below the title in the specified category path(s). Description text should not exceed 300 characters (approximately five lines).

Comments: "comments regarding link". The comments field is a required field if the portal entry is a modification. The requested modification should be explained.

-----------------------------------------------------------------------------------

**Example 1:** If a link from the "/html/business/html/reg-bld.html" file was desired in the "Business> Start a Business in New York City> New York City Resources>" aggregation, the following entry would be made:

Please process the following portal request.

--------------------------------------------------------------------------------

Action: Portal add

File: /html/business/html/reg-bld.html

Category Path(s): Business> Start a Business in New York City> New York City Resources>

Title: Registering a business in NYC

Description: A directory of information and links to services and resources needed to start a new business in NYC.

Comments: None

--------------------------------------------------------------------------------

**Example 2:** If the submission does not have a portal request and the links listed in the portal link report will still be accurate following the processing of the submission, then state the following:

I have reviewed the portal link report and certify that the submission above does not effect the accuracy of any portal links. I have analyzed the submission and it does not require the addition of a portal link.

#### *3.2.2.2 Sample Content Submission Request*

Listed below is a sample content submission request, all file names should be in lower case.

**Sample**

Please process the following content changes.

Files for deletion: 1

/html/business/html/1995.html

Files for addition: 5

| | |
|---|---|
| /html/business/html/reg-bld.html | - New catalog of business services |
| /html/business/html/new2.html | - New business grants |
| /html/business/html/new3.html | - New small business grants |
| /html/business/gif/new2.jpg | - New logo |
| /html/business/gif/new3.jpg | - New logo(2) |

Files for update: 2

| | |
|---|---|
| /html/business/html/reginst.html | - Updated for 2001 |
| /html/business/html/reginst2.html | - Updated for 2001 |

The agency contact for this change is Joe Business, 212-555-1212.

Please process the following portal request.

-----------------------------------------------------------------------------------

Action: Portal add

File: /html/business/html/reg-bld.html

Category Path(s): Business> Start a Business in New York City> New York City Resources>

Title: Registering a business in NYC

Description: A directory of information and links to services and resources needed to start a new business in NYC.

Comments: None

-----------------------------------------------------------------------------------

### 3.2.3 New Agencies and Site Redesigns on NYC.gov

Agencies that do not have a NYC.gov home page and wish to have one and agencies planning a complete site redesign should contact the Director of Content Development at EAM&S. All content to be published on NYC.gov must meet the requirements specified in the "NYC.gov Policies and Procedures Manual". All content submissions should follow the procedure outlined in section 3.2.2 of this manual.

The review process for new material or bulk redesigns may take from two to three weeks. EAM&S must approve the content and the NYC.gov technical staff must review the technical quality of the submission. Following approval, EAM&S will post the new content to the server within three to five business days depending on the complexity of the submission.

If material submitted for review is time sensitive it should be stated upon the submission request. EAM&S will attempt to accommodate the agency's dissemination schedule.

### 3.2.4 Submission of Forms for NYC.gov

Prior to the submission of forms for publication on NYC.gov they must be processed through a form certification process. The form for certification has been created to ensure that agencies have planned for processing the forms, plan to acknowledge and respond to city residents who have completed a form in a timely manner, and have allocated appropriate resources to handle the expected volume.

The Mayor's Office of Operations requires agencies to submit the intended response/acknowledgement or request for a response/acknowledgement waiver for approval, prior to publication of a form. Following publication, agencies must report the number of forms received, percentage acknowledged within 10 business days and the percentage of forms responded to within 10 business days.

#### *3.2.4.1 Online Form Certification Process*

The online form based certification process contains input fields for all the information that was required in the old paper based certification process. The "Form Certification" must be completed by the agency's Communications Liaison. After submitting the form, a "Thank You" message is displayed containing a confirmation document that must be printed, signed and faxed to the Director of Content Development at (718)-403-8029.

To complete the online form certification process, perform the following steps (Complete this form for changing the recipient of an existing form as well):

1) Complete the "*Name of Person Submitting This Form:*", "*E-mail Address:*" and "*Telephone:*" fields. By completing the fields, the Communications Liaison is certifying that all information provided in the form is accurate and complete. Only submissions from a

designated Communications Liaison, with a valid agency address will be accepted.

2) Complete the "*Is this a new form?"* - or – "*Is this a revised form*?" checkbox.

3) Complete the "*File path(s) for new or revised form(s):"* field. For multiple forms, place each file path on a separate line. For example, */html/doh/html/form123.html*.

4) Complete the "*Persons responsible for receiving responses to the forms:"* field. List the primary recipient first, include the persons full name, title, email address, phone number and supervisor's name. Then provide the same information for the person designated as a back-up to the primary. When submitting multiple forms please specify which form they are responsible for. All forms are required to have a primary and back-up recipient assigned. For example,

   *Primary recipient's name*
   *Title*
   *e-mail address*
   *Phone number*
   *Supervisor's name*

   *Secondary recipient's name*
   *Title*
   *e-mail address*
   *Phone number*
   *Supervisor's name*

5) Complete the *"About this form:"* field. Provide a descriptive narrative about the form and the process designed to handle responses. Include the response time for processing the form. For example,

   *The form allows visitors to contact XYZ agency for the purpose of ????. The cgi-generated e-mail will be sent to First/Last Name, who is the primary user responsible for checking for mail on a daily basis. First/Last Name will open, read and begin the process of responding to the e-mail within 10 business days. In the absence of the primary recipient, the secondary recipient First/Last Name (back-up) will check the mailbox, and begin the process of responding to the e-mail within 10 business days.*

6) Complete the "*Response Acknowledgement:*" field. Provide a copy of the text that has been approved by the Mayor's Office of Operations Staff for the response/acknowledgement page (i.e., thank you message).

7) Complete the "*Checklist Section*". Please read and check each box as confirmation that the specific information requested has been provided. All checkbox fields must be completed to successfully process the form.

8) Complete the Communication Liaison information section. The section is only to be filled out and submitted by an agency's Communications Liaison. Complete the "*Name of CL:*", "*E-mail Address:*" and "*Telephone:*" fields. Only forms submitted by the CL will be accepted.

9) After selecting the "Submit Form Checklist" button, a thank you message/confirmation document will appear. **Print the page, and fax it to the Director of Content Development of EAM&S at (718)-403-8029.** The document must be signed by the agency's Communications Liaison. The fax must be received by EAM&S in order to process the request.

#### *3.2.4.2 Form Response/Acknowledgement Waiver*

A form response/acknowledgement waiver can be requested provided that adequate justification exists. Forms that record complaints, request information or provide correspondence to City officials must include a response/ acknowledgment. Adequate justification for a waiver would include instances where the user should remain anonymous or cases where the information collected would not be processed or responded to, by any City entity.

Waiver requests should be in the form of a memo from the agency's Communications Liaison. The waiver request, should be sent via email to the Mayor's Office of Correspondence.

### 3.2.5 Requesting FTP Access for the Submission of Content

Agencies who have access to the Internet and wish to have FTP access for the submission of content should contact the EAM&S Production Manager.

### 3.2.6 Guidelines for Auto-Publish

1. EAM&S is to be notified before any auto-publish via webmail@doitt.nyc.gov. Notification should include the name of the agency, contact names and numbers (include beeper), a listing of affected files and confirmation that no portal links were affected by the update. (The auto-publish program does not allow the deletion of files - therefore any request for deletion must be sent within the same request via webmail@doitt.nyc.gov)

2. The following may not be published via the auto publish program:

a. Forms - this includes new, revised or altered files.

b. Hand-coded Javascripts or javascript that has been created through an extension of Dreamweaver's capabilities (i.e. plug-ins) - this includes, but is not limited to - .js files, javascript included within an html file, new, revised or altered files.

c. Applications: This includes but is not limited to new, revised or altered applications or applications for testing purposes without prior consent from EAM&S .

d. Any file where a link has been deleted or modified that would affect the NYC.gov Portal without prior notification - these modifications should be sent via webmail@doitt.nyc.gov. New directories or sub-directories – requests to do so can be sent via webmail@doitt.nyc.gov.

Maintenance:

The purpose of the auto-publish program is to push files that are newer than those on production - in other words it's "always on". Therefore, it is imperative that agencies adhere to strict quality assurance guidelines when testing their pages prior to publish, which must be done locally - check links, ensure copy has been spell-checked, ensure all files associated with a publish are pushed up (i.e. make sure images go up with your html pages).

See the Policy and Procedures manual for a full set of QA guidelines. Failure to follow these guidelines will result in the temporary suspension or revocation of the auto-publish program. Please direct all questions regarding auto-publishing to EAM&S's Production Manager

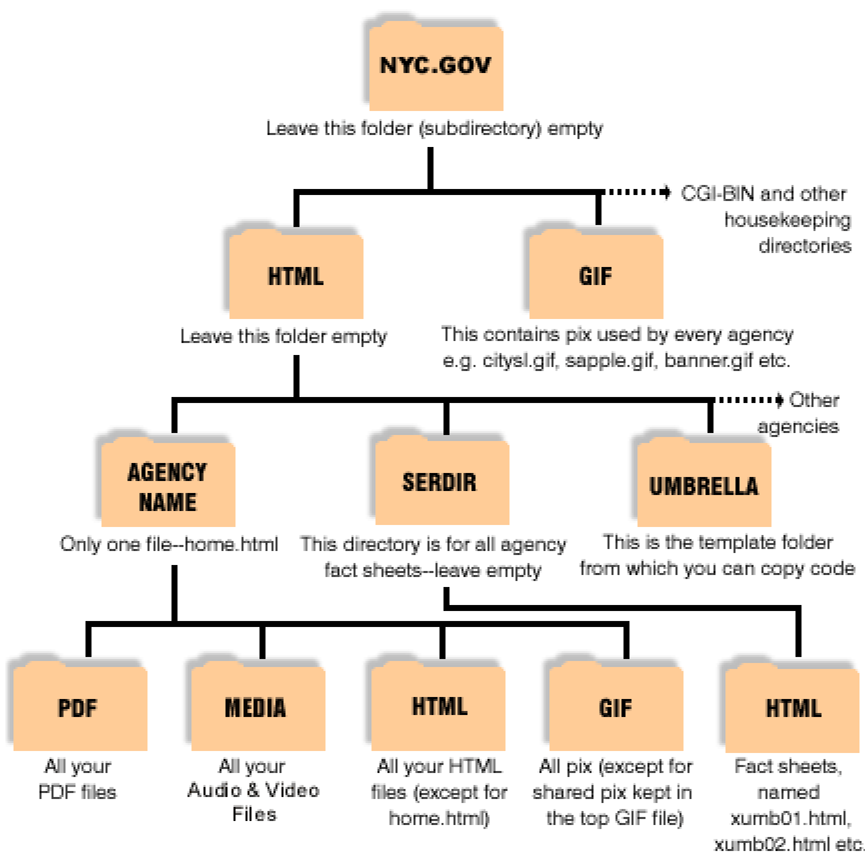
### 3.2.7 Archiving

Each agency is responsible for maintaining archives of all current and past file versions of their respective agency's content. Agency based retention of current and past versions permits the agencies to produce copies upon request, and replicate content of a recurring nature. The Office of

Enterprise Application Management & Support maintains all current files on its development server. Due to the volume of content on NYC.gov, EAM&S does not maintain archives of deleted files (html pages, images, etc.). Questions or concerns regarding this requirement should be directed to the EAM&S Director of Content Development.

### 3.2.8 Location of Files / Agency Directory Structure on NYC.gov

The following graphic presents how files should be named, and the directories and subdirectories in which files should be located upon submission to the Office of Enterprise Application Management & Support.




### 3.2.9 Requesting Web Site Statistics

Requests for monthly page view statistics can be sent via e-mail or CityMail to the EAM&S Staff Assistant. The subject line of the request must contain both the report period and the agency, for example: March 2001 DOF. A separate request must be submitted for each desired month of statistics. Please note, the detailed breakdown of page viewed statistics is only available for approximately 45 days. The cumulative monthly and yearly page view statistics by agency are available on an ongoing basis.

### 3.2.10 Intranet

All content that is submitted for publication on the City's Intranet must adhere to the same policy requirements that apply to Internet based content. Policy related requirements, which represent legal and access related requirements (e.g., ADA compliance, copyright compliance, etc.), should be strictly adhered to. Policy compliance requirements are specified in section 3.3 of the "NYC.gov Manual". Content not meeting NYC.gov Policy and Procedures Manual requirements will be returned to the submitter.

When updating Intranet content that is managed by EAM&S, modifications and/or updates to existing Intranet pages (i.e., including link placement) should be sent to the EAM&S Production Support Staff at webmail@doitt.nyc.gov. When requesting a link to be added specifically from the Intranet, specify where (e.g., Employee Communities > Agency FAQs) the link should be created. Submission requests should indicate in the body of the e-mail that the request is for the "Intranet only" and does not require an update on the Internet and/or NYC.gov Web Portal.

When submitting a request that affects both the Internet and Intranet, follow the submission procedures outlined in the "Submission of Content for NYC.gov" section (i.e., section 3.2.2). Additions, modifications and deletions for the Internet are automatically mirrored on the Intranet; therefore, it is not necessary to submit duplicate update requests. If the update request contains different information for the Internet and Intranet (e.g., linking), then clearly separate each update specifying: "Internet updates" and "Intranet updates".

## 3.3 Policy Compliance Requirements

Policy compliance requirements are legal and access related policies, such as the NYC.gov Copyright Policy, NYC.gov External Link Policy and ADA Compliance policies. All policy compliance requirements apply to both Internet and Intranet content.

### 3.3.1 NYC.gov Copyright Policy

All content, graphics, photographs including page designs on NYC.gov must be created by City employees or a City contracted vendor or consultant, for City use, or have an appropriate legal releases from the content creators or copyright holders. Each agency's general counsel should be consulted for guidance in obtaining these releases. Agency general counsels may contact the Law Department's Information Technology Counsel if they require assistance.

All releases must be forwarded to the Office of Enterprise Application Management & Support with each new or updated submission. Please fax an additional copy of all legal documents and releases to the Deputy Managing Director of EAM&S. Failure to submit releases, when applicable, will result in the return of an agency's submission.

### 3.3.2 NYC.gov External Link Policy

The Office of Enterprise Application Management & Support has adopted the following policy for external links from NYC.gov. Each agency is free to adopt a more stringent external link policy. Before adding links to Web content, please email or fax your link policy to the Deputy Managing Director of EAM&S for approval.

**External Link Policy**

The Office of Enterprise Application Management & Support (EAM&S) will, upon request, consider links to any site that, in EAM&S's opinion, provides resources which promote the goals in the mission statement of NYC.gov. Links are also subject to the following criteria:

1) If the link requested is to governmental resources, only official government sites (e.g., federal, state, or local), will be considered. The requesting entity must demonstrate that the site is official via email communication with the designated NYC.gov official.

2) If the link requested is to a government-funded agency or board, only official sites will be considered. The requesting entity must demonstrate that the site is official via email communication with the designated NYC.gov official.

3) If the link requested is one to be added at the user's option, the link must be in a module included in the City's existing license of Epicentric software and must be of significant value to New York City residents and visitors.

4) If the link requested is to type of site other than in (1) - (3) above, to be considered the link must fulfill one of the below criteria:

a) If the link is to help users with a vendor's technology reasonably necessary to use NYC.gov, the link must be to the official site of the vendor(s) providing the technology;

b) If the link is to promote public awareness of an event within New York City available for free to the general public, the link must be to the official site of the entity(ies) providing the event;

c) If the link is to be from a NYC.gov page promoting public awareness of an event being co-sponsored by the City of New York, and the purpose of the link is to acknowledge the other co-sponsor(s), the link must be to the official site of the co-sponsor(s);

d) If the link is to be on a NYC.gov page on a site created or maintained by an outside entity under contract with the City of New York, the link must be to the official site of that entity;

e) For links from the CityLife or Visiting New York City categories,

(a) From “Food and Drink”, the link must be to the official site of a New York City restaurant or bar;

(b) From “Getting Around”, the link must be to the official site of an entity providing transportation or geographic information about New York City;

(c) From “Major Attractions”, the link must be to the official site of sufficient interest that it appears in one or more guidebooks to New York City of general circulation;

(d) From “Museums, Libraries, Galleries”, the link must be to a museum, library, or gallery in New York City;

(e) From “Music, Dance, Theater”, the link must be to the official site of a entity providing regular such performances, or sources of such tickets;

(f) From “Sports”, the link must be to the official site of a professional team, league, stadium, or other entity whose home is in New York City or within 100 miles;

(g) From “Tourist Resources”, the link must be to the official site of a government or non-profit entity, a substantial portion of which provides a general guide to attractions, which would be “Major Attractions”, above.

5) Links should not be requested to non-NYC.gov content if the presentation of the content within a browser would also present one or more of the below categories of content:

a) threaded discussion groups, chat rooms, bulletin boards, and other largely unedited content authored by persons who are not owners, operators, or agents of the site;

b) which support candidates for office, political parties, referenda, and bills pending before legislatures;

c) content which a reasonable New York City resident would find graphically depicts or describes violence, or nudity and/or sexual activities in a way designed to evoke prurient interest;

d) aids or incites crime; or

e) which links directly to other content which when perceived within a browser would be in violation of (c) or (d) above.

**Approval of External Links**

EAM&S handles requests for links to external sites and reciprocal links in the following manner:

- When a request for an external link is received; the EAM&S staff reviews the link against the established "NYC.gov External Link Policy".
- Notifies the requesting sponsor of approval or disapproval of the external link based on EAM&S's review.

Sites that are linked from NYC.gov are reviewed periodically to verify that the "NYC.gov External Link Policy" is still being met. The "NYC.gov External Link Policy" will be periodically reviewed by EAM&S and revised as necessary.

### 3.3.3 External Links on Remote Servers

When applications residing on remote servers provide links to external sites an exit page must be displayed informing users that they are leaving the NYC.gov community and will be automatically redirected to the requested external link.

**Elements Needed (2 & 3 supplied in the Developers Kit):**

Page hosted on a remote server with links to an external site or page.

Exit page (remote_exit.html) – displayed when going to an external site or page notifying a user they are leaving the NYC.gov community of servers.

.js file – script that calls the remote_exit.html page, displays it for a given period of time (typically 10+ seconds) and directs the user to the desired link.

**How to include external links on remote server pages.**

1. In order for the exit page (remote_exit.html) to function properly, application pages will need a modification of its external links.

**Current examples of external links:**

```
<A HREF = "http://www.nychdc.org" target="_top">Homes</A>
<A HREF = "http://www.nychdc.org/apartments/" target="_top">Apartments</A>
<A HREF = "http://www.nychdc.org/apartments/mortgage.html">Morgatges</A>
<A HREF = "http://www.yahoo.com">YAHOO</A>
```

**Examples of how external links <u>should now be formatted</u>:**

<a href="remote_exit.html?www.nychdc.org">Homes</A>

<a href="remote_exit.html?www.nychdc.org/apartments/"> Homes</A>

<a href="remote_exit.html?www.nychdc.org/apartments/mortgage.html">Mortgages</A>

<a href="remote_exit.html?www.yahoo.com"> YAHOO</A>

***(*as shown above - target="_top" cannot be used with this new script )***

**Information on remote_exit.html:**

*remote_exit.html* is the name of the exit page a user will see when opening a new link from your remotely hosted material. This page should reside on the remote server along with the application. This page will be provided to you in your remote application developers kit. (**The accompanying JavaScript must not be modified)

The HTML Code inside remote_exit.html may be modified to suite individual needs – however it is important to stay consistent with the overall look of the NYC.gov Portal – The file name itself may be changed, be sure however to - please consult with Chris Long (718 403 8037) regarding final copy on the EXIT page.

The JavaScript code, referenced in remote_exit.html, is encoded in .js file. This file should is referenced as follows…

```
<script language=javascript src="js/redirect.js"></script>
```

In this case the redirect.js file is located in a folder called js -- The above line must be placed in the exit page's HTML code at the top of the page between the <HEAD> </HEAD> tags.

The javascript should is called by the "on load" method between your exit page's <BODY> </BODY> tags as follows…

```
<BODY BACKGROUND="../../../gif/background.gif"
onload="URL_load()">
```

(** The naming convention of .js file and the remote_exit.html page is up to the agency – however be sure to maintain consistency in how those files are referenced when modifying)

All materials needed to implement this function are included in the Remote Application Developers Kit – to obtain a copy of these materials please contact Rich Byrne at 718 403 8427.

### 3.3.4 NYC.gov Cookie Policy

The current NYC.gov cookie policy is that, "cookies can only be used for specialized applications, where the cookie is intrinsic to the functionality of the application". Information collected from users should only be that which is necessary to provide the information or services sought by a requester, just as a person might provide such information when visiting a governmental office in person. If you wish to use a cookie in a specialized application, please contact the Production Manager of EAM&S for approval. For further information regarding cookies on NYC.gov, see the NYC.gov Privacy Statement.

### 3.3.5 ADA (Americans with Disabilities Act) Compliance

Presently NYC.gov is not completely ADA compliant. The preference is to move NYC.gov towards full compliance wherever possible. Prior to submitting updates to NYC.gov, liaisons are required to review and comply with W3C's Checklist of Checkpoints for Web Content Accessibility Guidelines. In addition, Intranet content must also be ADA compliant.

#### *3.3.5.1 Summary of ADA Priority One Compliance Checkpoints*

All NYC.gov agency sites should strive for full compliance with all ADA Priority 1 Compliance Checkpoints when developing content for the Web. Failure to meet ADA Priority 1 Compliance Checkpoints will make it impossible for one or more groups to gain access to information in the document. Listed below is a brief description of each ADA Priority 1 Compliance Checkpoint and a link to its W3C reference.

**General**

1) Provide text equivalents for all non-text elements via "alt" tags, "longdesc" tags or in element content.

   - Checkpoint 1.1

2) Ensure that all information contained on the Web page is available with or without the ability to identify colors.

   - Checkpoint 2.1

3) Changes in the natural language of a document text should be clearly identified.

   - Checkpoint 4.1

4) Documents should be organized so they can be read without style sheets.

   - Checkpoint 6.1

5) Ensure that Web pages with equivalents for dynamic content are updated as the dynamic content changes.

   - Checkpoint 6.2

6) Avoid having the screen flicker.

- Checkpoint 7.1

7) Language used in Web pages should be clear and concise.

- Checkpoint 14.1

8) If it is not possible to create a WC3 compliant page, then provide a link to an alternative page which possess equivalent information and is WC3 compliant.

- Checkpoint 11.4

**Image Maps**

9) Redundant text links should be provided for each active region of a server side image map.

- Checkpoint 1.2

10) When possible utilize client side image maps instead of server side image maps.

- Checkpoint 9.1

**Tables**

11) Row and column headers should be identified in tables.

- Checkpoint 5.1

12) Markup should be used to associate data cells and header cells in tables possessing more than two logical levels of row and column headers.

- Checkpoint 5.2

**Frames**

13) Frames on Web pages should be titled to facilitate identification and navigation.

- Checkpoint 12.1

**Scripts and Applets**

14) Web pages should be usable when scripts, applets, or other programmatic objects are turned off or are not supported. If this is

not possible then equivalent information should be provided on an alternative page.

- Checkpoint 6.3

**Multimedia**

15) Provide an auditory description of important information contained in visual tracks

- Checkpoint 1.3

16) Time based multimedia presentations should be synchronized with alternative equivalent information such as captions or audio descriptions of a video track.

- Checkpoint 1.4

### *3.3.5.2 ADA Resources on the Web*

The following are links to ADA resources for compliance on the Web:

- The National Federation of the Blind - Guidelines for Web Page Accessibility
- Bobby - A free Web site analysis and suggestions on accessibility
- Web Content Accessibility Guidelines - World Wide Web Consortium
- Fdisk.com - Accessibility validation and repair.
- Aprompt - Accessibility validation and repair.
- Achieving Web site Accessibility in State Government.
- IBM Special Needs Systems - Guidelines for Web and Java Accessibility
- NYS Access to Information Technology Web site.
- Disability Summary.
- Adobe Access - Adobe addresses accessibility needs.
- Vischeck - Simulates how a site looks to someone that is colorblind.

### 3.3.6 Local Law 29 - Distribution of Voter Registration Forms

In order to comply with LL29 of 2000, required agencies must supply a NYC.gov link to a voter registration form from all agency forms. The link to the voter registration form is:

http://www.nyc.gov/html/misc/html/register.html.

The form must be supplied when users seek:

- Applications for services; or
- Renewal or re-certification for services; or
- Change of address relating to these services.

Agencies that are immediately affected by these requirements include:

- Administration for Children's Services
- Civilian Complaint Review Board
- Commission on Human Rights
- Department of Business Services
- Department of Citywide Administrative Services
- Department of Consumer Affairs
- Department of Correction
- Department of Employment
- Department of Environmental Protection
- Department of Finance
- Department of Health
- Department of Homeless Services
- Department of Housing Preservation and Development
- Department of Mental Health, Mental Retardation and Alcoholism Services

- Department of Parks and Recreation
- Department of Probation
- Taxi and Limousine Commission
- Department of Transportation
- Department of Youth and Community Development

All current and new forms must be modified to meet this requirement.

The wording that must be included on the form is:

> Click here if you wish to obtain a voter registration form. Government services are not conditioned on being registered to vote. A voter registration form can also be obtained at http://nyc.gov/html/misc/html/register.html, or by calling (212) 868-3692.
>
> Note: (The URL to be used for the "Click here" above is http://nyc.gov/html/misc/html/register.html.)

Please take the appropriate steps to comply with these changes. If you have any questions whether or not a form that you are submitting for publishing to NYC.gov must have a link to the voter registration form, contact your agency's General Counsel.

# 4.0 CONTENT

Good content is the foundation for a good Web page. No matter how attractive the graphics are or sophisticated the design is, quality content is the basis for informative and interesting Web pages. NYC.gov is the perfect medium for City agencies to use when explaining to the public exactly what it is they do and what services they provide. The Internet can also facilitate the delivery of new and existing services to the public. Agency Web content should be thought of primarily as a service delivery mechanism for your customers, rather than as a computerized marketing brochure.

Chapter 3 of the NYC.gov Policies and Procedures Manual describes what must be included in a page in order to be published on NYC.gov. Chapter 4 of the "NYC.gov Manual" gives suggestions as to what agency content and online services can be presented to the public on NYC.gov.

## 4.1 Thinking about Your Customers

The following list contains questions regarding the customers that should be answered prior to creating Web content:

- Who is going to read this?
- What will they want to know?
- What problems are they looking to solve?

### 4.1.1 Who is going to read this?

Users accessing the page come from very different groups of people, all are looking for substantive, useful, and well-presented material. It is important to remember that the information produced is for a wide variety of people rather than targeting a specific audience.

Users accessing the Web content will include:

- NYC residents of all ages.
- Taxpaying users of City services.
- Professionals, such as architects and storeowners, complying with City regulations.
- Investors and the international business community.
- Those looking to do business with the City.

- New York City employees.
- Professionals looking for data they need to carry out their jobs.
- Journalists, students and academics researching government activities.
- Tourists and potential tourists.
- Members of the press, curious about NYC.gov.
- Government officials and their staffs.
- World wide Web surfers.

### 4.1.2 What will they want to know?

Users accessing the Web content will desire a wide array of information. Typical user quests for information may include:

- What does the agency do?
- What is the agency's official mission?
- What types of programs and services does the agency offer to the public?
- How can the public access these services?
- How can the public contact the agency and agency personnel - by mail, in person, by telephone or by fax?
- How is the agency organized?
- What are its hours of operations?
- Are there borough offices?
- Are there 24-hour emergency numbers, complaint lines, IVRs?
- How can a vendor do business with the agency?

### 4.1.3 What problems are they looking to solve?

Users accessing the Web content may be looking to solve a problem or obtain a service. Typical reasons include:

- Need to file a complaint.
- Need to respond to a complaint.
- Want to pay a fine.
- Want to apply for a permit or license.
- Want to apply for a program.
- Need information about a program.
- Need help in general, or on a specific issue.

### 4.1.4 Making your pages printer friendly

Making your pages "printer friendly" offers you a way to provide a version of your content without extraneous page elements (i.e. images), that tend to test the patience of printers and users alike. Printer friendly versions of agency pages can be generated by using the following Perl application.

**Instructions:**
**1**. Once you've decided what HTML pages you want to make "printer friendly" – you must include the following tags at the beginning of the section you want to make to printable and at the end (this can include one section or multiple paragraphs on the same page – non-concurrent sections would require tags around each group of content).

<!--BEGIN_PRINT_PAGE-->
<!--END_PRINT_PAGE-->

**2**. Copy the link below and place it on the page(s) you want to offer as "printer friendly." (The perl program being used is called: pfprinter.cgi)

<a href="/cgi bin/misc/pfprinter.cgi?action=print&sitename=HPD">Printer Friendly Version</a>

**Presentation of the Printed Page**

- Meta Tags, TITLE and HEAD Tags will be extracted from your HTML Page and printed. (example: <TITLE>Whats New was implemented for Services on NYC.gov</TITLE>)

- External Links on the "printable" version of the page will be formatted as: YAHOO: ("http://yahoo.com"), for example. Relative links (internal) will remain "clickable."

- The BASE Tag will be added to the page for printing as well. (The purpose of the BASE tag is to preserve relative links on an HTML "printer friendly" page)

- On the printer friendly version of the page, the Body Tag will be changed to its default settings as follows: bgcolor=#FFFFFF and TEXT=#000000 and eliminate everything else.

- Sections designated as printable can contain images with the tags mentioned in #1. It is not recommended you do so however as the object is to create "printer friendly" pages.

## 4.2 Getting Started (planning your initial content)

Listed below are several tasks associated with planning and organizing content:

- Locate all possible content that is in some type of electronic form. Content in electronic form is the easiest type of content to convert for use on the Web. If the desired content is not in electronic form, it can be typed or in some cases electronically scanned into an acceptable format. For additional information or help in this phase of your project, please contact the Director of Content Development at EAM&S.

- Loosely organize the material in the format shown in the NYC.gov sample agency site, the "Department of Umbrellas" or get some ideas from existing NYC.gov agency content.

- Identify who will code the material (i.e., Internet Liaison).

- Attend the quarterly Web Developer's Meeting and Web development training sessions.

- Understand and abide by all requirements listed within the "NYC.gov Policies and Procedures Manual". For assistance or questions regarding the "NYC.gov Manual," contact the Production Manager of EAM&S.

### 4.3 Adapting Existing Material for the Web

All City agencies have existing material that can be easily translated into a format for the Web. Most documents today are in an electronic format that easily lends itself to representation on the Web. For assistance or questions regarding adapting existing material for publication on the Web, contact the Director of Content Development at EAM&S.

The following list contains several probable sources for existing material:

- Regulations

  Posting regulations on the Web provides a quick and efficient means for updating and disseminating regulations, which are inevitably updated and amended. By placing regulations on the Web, delays and costs associated with printing new versions of regulations are avoided. It is important that the public realizes that the regulations are available via the Internet.

- Newsletters

  Newsletters can be adapted for publication on the Web in two ways, they can be scanned and saved as PDF (i.e., Portable Document Format) files or they can be converted to PDF from the existing Word, WordPerfect or PageMaker document.

- Publications

  Publications can be adapted for access on the Web in several different ways, they can be scanned and saved as PDF files, they can be converted to PDF from the existing Word, WordPerfect, Quark or PageMaker document or they can be converted directly to HTML. The Department of Finance's "Restaurant Business Guide" is a good example of a formerly paper based publication that is now available via the Web.

- Forms

  Forms can be used to gather information from the public. There are three types of forms in use on NYC.gov, PDF forms, CGI forms and Java based forms. PDF forms allow the user to print out the form and mail it in or complete the form on line, print it and then mail it in. Forms created using HTML and CGI (i.e., Common Gateway Interface) allow the public to enter information on-line via the form; the information is then formulated into an e-mail by the CGI script. The CGI script provided by NYC.gov allows for the creation of both simple and complex HTML forms with a combination of data fields. The form is very adaptable. The third type of form is Java based and can only be placed on the NYC.gov portal server or agency application server. Java based forms are typically used to read and write information from/to a database. Java based forms require sophisticated programming skills.

New forms should be discussed with the Managing Director of EAM&S. All forms available online should be made available via alternate means for residents who do not have access to the Internet. All forms must be approved by EAM&S prior to implementation. In order to gain approval for online forms, follow the form certification process.

- Voice Response Telephone Systems

  Many agencies have recorded phone message systems that provide information to the public. The logic in the scripts used to create the system can sometimes be used as a template for bringing the service to the Web.

- Press Releases

  Press releases are a good source of fresh and dynamic material. The Mayor's page contains many press releases involving the Mayor and various City agencies. Agencies can link to press releases on the Mayor's page as a way of adding content without the need to reenter press releases.

### 4.4 Some Ideas for Creating New Material

The following section contains several ideas for creating new material.

- Service Delivery Fact Sheets

  One of the most visited areas of NYC.gov is the services category. The service category contains an alphabetical listing of City agency services, programs and customer service functions. NYC.gov has a template fact sheet that can be used by all the agencies, to explain how to access services, such as HPD housing programs, getting rid of an abandoned vehicle, or applying for a ball field permit.

  Fact sheets reside in the services (SERDIR) directory on NYC.gov, not in the agency's home directory. Keywords for use in the NYC.gov service directory should be included in the service delivery fact sheet. EAM&S will add the keywords to the alphabetical list of services on NYC.gov. Links back to an agency's content is encouraged, this will provide the public with an incentive to visit an agency to find out more about a particular program.

- Frequently Asked Questions (FAQs)

An agency FAQ can answer many of the questions typically asked by the public. Placing an agency FAQ on the Web is a good way to describe an agency's workload by answering the questions most often asked by the public up front and on-line.

- Employment Opportunities

  NYC.gov posts a centralized city government jobs page for agencies that advertise job postings. All employment postings must be pre-authorized (proof of the approval must be sent in with the electronic submission) by both the Office of Labor Relations (OLR) and the Deputy City Personnel Director.

  Most City agencies are convinced of the effectiveness of Internet job postings. DoITT hosts an information technology recruitment database for all agencies where applicants can submit their resumes online.

- Success Stories

  Content devoted to the proud accomplishments of an agency. Pictures tend to make the stories more interesting.

- Migrating Agency Databases to the Web

  Agencies have dozens of databases with non-confidential information such as services, locations, and phone numbers on the mainframe or on PCs. Information in databases is ideal for the Web and can be presented relatively easily.

- Page(s) with Outside Links

  Some agencies find it useful to create content with links to other sites. All agencies that link to external sites must have an external link policy.

- Public Hearing Notices

  Some agencies hold public hearings (i.e. LPC, City Planning, BSA). Public hearing dates can be posted on the Web, contact the Assistant Production Manager at EAM&S to schedule a convenient time for regular updates.

- Annual Reports

  Some agencies produce annual reports, created either in-house or by outside consultants. Annual reports often form the basis for Web content.

People producing annual reports can create a Web version at the same time as they are working on the print version. Contact the Assistant Production Manager at EAM&S for information on how this can be done.

- Procurement

The following agencies—Police, Fire, Correction, Probation, Transportation, Environmental Protection, Homeless Services, Employment, HPD, Sanitation, Parks, Health, Mental Health, NYCHA, Human Resources Administration, Childrens' Services, DYCD, Aging, Finance, Citywide Administrative Services, and DoITT—award a large volume of contracts to outside vendors. In order to simplify the procurement process for both agencies and the vendors a procurement page containing information such as:

  - The name and contact information for the ACCO
  - Direct link to the City Record On-Line
  - Letters of Solicitation for current open agency solicitations
  - Excerpts, overviews or executive summaries of current open agency bids or RFPs (with a disclaimer that this is only an excerpt and that any vendor wanting to respond to the subject solicitation must contact the ACCO to obtain a complete copy of the solicitation)
  - Listing of current agency contracts portfolio
  - Listing of upcoming solicitations in the current fiscal year (human service agencies already have this in electronic form since PPB rules require them to publish it every November)
  - Useful data from the MMR Vol II Section H
  - Link to the City's Bidder's Application and a form for feedback from vendors.

### 4.5 Making it Easy to Read and Understand

A Web page is not the same as a page of printed text; it must be thought of as a screen in front of a user rather than an 8 1/2-inch by 11-inch piece of paper. Most people skim Web content rather than read them in depth. Listed below are several tips for keeping Web content easy to read and understand.

- Try to keep content as short as possible. If it is more than one screen in length, keep the main points at the top of the screen. People can't traverse through a Web page as they can leaf through a book. Bullet what will appear further down.

- Don't assume that people are reading content in order—they do not. Avoid using words such as "continued from", "return to", "go back to", "next", and "previous".

- While designing content and its navigation it is important to realize that users do not have the same level of familiarity with the site that the page designers have. It is important not to assume that they can easily find their way around in the mass of information being offered.

- Moving images can be a dramatic addition to Web content, but it is important to avoid continuous movement on the screen. Scrolling Java text can be annoying (and hides URLs in the status line) and blinking is universally reviled. Constantly moving images can take a reader's attention away from the truly important content. The use of moving images can also add to download time and stress a browser's capabilities.

- Although it is possible to link to sections within a document, separate files are usually easier to maintain when planning to change or update material regularly.

- Avoid using links as footnotes. Users do not know whether the link is to something critical, or just a comment or reference. In a book, readers can glance at the page bottom to see if they are interested in the footnote, but on-line a link has to be followed to obtain the same information.

- Summarize whenever possible.

## 4.6 Writing and Editing

During the design and review stages of content development it is important to remember the following:

- Don't use words that describe the existence of the topic rather than the topic itself. Many words and phrases detach the reader from the subject:

| Bad Style | Better Style |
|---|---|
| This is a page on boiler regulations. | Boiler regulations cover materials and installation. |
| This list documents the regulations | Regulations |
| This page provides information on | Recycling regulations |

| | |
|---|---|
| recycling. | |

- The following buzzwords should be avoided:
  - Check it Out!
  - Cool!
  - Hot!
  - Hotlist of Cool Sites!
  - Neat!
  - Surf!
- Avoid the use of the term "under construction" when possible. People don't want to know what is going to be developed. They want to see what is developed. Frequently, temporary "under construction" sites tend to remain under construction for prolonged periods, thereby aggravating users. When using "under construction" indicate when the content will be available (e.g., "Check back in September 2001").
- Avoid computer jargon. Do not assume that the reader knows anything about computers.
- Avoid the use of "click here" since some users may not be using a mouse. The use of "click here" is considered a poor practice and it is not ADA compliant, instead hyperlink the subject of the link. For example, "Visit Building Codes for additional information."
- Always check spelling prior to publishing content. Spelling errors can be an embarrassment to an agency and the City.
- Always have content proofread by a knowledgeable person.
- Test all links.
- Review content on a regular basis to ensure that the information is current and has not become dated. This is certified quarterly by the agency's Communications Liaison in "The Quarterly Letter of Certification".
- Ensure that old or unwanted files are not sent to EAM&S with your submission files. Whether it is linked to the home page or sitting forgotten in a development directory, a poorly written draft could end up on someone's screen.

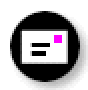
- Read all work carefully for sexist or racist references. For example, it is not acceptable to write "Men at work" to imply that content is under construction.

## 4.7 Available Graphics

There are many available graphics for publication on NYC.gov. The Mayor's Photo Unit can provide a photograph of each Commissioner. There are multitudes of NYC.gov graphics available in the graphics (/gif) common directory. In addition, the Office of Enterprise Application Management & Support has a photographic library of images licensed to DoITT for use on NYC.gov. Contact the EAM&S staff if you are interested in using the NYC.gov photographic library. The Advanced Graphics section provides greater detail about graphic design for the Web, both technical and artistic.

Presented below are several available GIFs for publication on NYC.gov.

- The feedback button (mail2.gif)



- Microsoft Media Player

Microsoft Media Player

- Some colored bullets:

| | | |
|---|---|---|
| (sapple.gif) | (sqrbred.gif) | (sqrborng.gif) |
| (balldkbl.gif) | (sqrbnavy.gif) | (sqrbaqua.gif) |
| (balldkgr.gif) | (sqrbgrn.gif) | (sqrbolive.gif) |
| (balldkgo.gif) | (sqrbgold.gif) | (sqrblpurp.gif) |
| (balldksi.gif) | (sqrbcream.gif) | (sqrbwhite.gif) |
| | (sqrbblk.gif) | (sqrblblue.gif) |
| | (sqrbyelo.gif) | (sqrltgrey.gif) |

- The City Seal (citysl.gif)

- A rainbow dividing line (rblines.gif)

## 4.8 Encouraging Return Visits

As in business, the mark of good Web content is repeat customers. Some agencies tend to have more repeat visits than others do, regardless, there are many approaches that can be taken to encourage increased traffic.

- Provide a tangible service. Consider how the Web can make life easier for the public. By providing valuable services or information, such as allowing them to print out a form online or enter information on-line, a call or visit to an agency may be circumvented.

- Ensure that content is fresh and updated on an ongoing timetable. Agencies are constantly introducing new programs, and dropping old ones. People continue to return to the NYPD page to see whether the most wanted are still wanted, to the Community Assistance Unit to find out about parades and to Transportation to check where they can legally park tomorrow.

- Calendars are an important way of advertising an agency's events. Visitors look forward to seeing an agency's events for the upcoming month. Therefore, it is important that the agency's calendar of events be posted on an agency's site at least one week prior to the events it contains. This also gives the Office of Enterprise Application Management & Support ample time to advertise the event(s) on "What's New" or, if appropriate, on "NYC.gov News and Features."

- Flag changing material. Consider creating a "What's New" section.

- Develop a marketing plan. It is important not only to develop and maintain content, but also to promote it.

- Ensure that the agency's URL appears on agency non-Web material — letterhead, business cards and publications.

- Ensure that information is complete and accurate and that services offered are simple and useful. The role of government Web content is to provide information and constituent services—unlike the on-line vendor whose role is to sell a product.

- Design interactive applications. Consult with the Office of E-Government regarding designing interactive applications. Government is currently lagging behind private industry in the development of interactive applications. The Internet is the perfect medium for providing government services electronically. The following list identifies several likely sources for prospective application candidates:

- Access to databases, especially difficult to access information. For example, property taxes in a particular neighborhood, code violations against a particular address, directories of licensed or certified NYC businesses, etc.

- Business opportunities. Many agencies can provide a facility and network through which businesses can identify new markets and strategic partners, and access government resources.

- Applications for permits, licenses and official government certificates. This represents a two-way process—both the client applying for the certificate on-line and also downloading an official copy at home or place of business.

- Payments, such as taxes, fines and fees. All forms of government-related accounts receivable and debt.

## 4.9 Marketing Agency Content

It is important not only to develop and maintain content but to also promote it. There are endless opportunities to market an agency's Web content. Initially, a marketing plan should be developed to define a long-term strategy for marketing.

If you have any questions on promoting agency content, contact the Deputy Managing Director of EAM&S.

### 4.9.1 Advertising an Agency Site on NYC.gov

The "NYC.gov News and Features" section is one of the most popular features on NYC.gov, it not only offers a wonderful opportunity to market an agency's home page but it is also a vehicle to announce timely news events regarding an agency.

The "NYC.gov News and Features" is updated nearly every day—and sometimes twice a day. Contact the Director of Content Development of EAM&S if there is a timely event that the public should know about. Please contact EAM&S several days in advance so that news items can be scheduled for publication.

The language for press releases and other materials can be as follows:

"Please see additional information about the Department/Office of _____ (or) on this issue on NYC.gov, the official NYC Web site, at "/home.html" or NYC.gov"

### 4.9.2 Advertising Agency Content in other Media

One of the most effective techniques for advertising an agency's content is to include the agency's URL on promotional materials. Opportunities include press releases, brochures, publications, newsletters, reports, stationary and business cards. Contact the Deputy Managing Director of EAM&S for ideas on how to promote an agency.

### 4.9.3 Remapping an Agency URL

If an agency desires a remapped URL they should submit a "marketing plan" (the method in which the agency will inform the customer that the home page exists) and the desired easy-to-remember acronym (URL suffix) to the Deputy Managing Director of EAM&S. Upon approval of your plan, EAM&S will remap the URL.

The following agency marketing plans justify the need for a remapped URL:

> The Department of Sanitation's (DOS) marketing plan specified that they would be painting the new URL on DOS trucks and incorporating it into their press release, publications, annual report and all print ads.
>
> The Taxi and Limousine Commission's marketing plan specified that their shorter home page address would be placed on maps, stickers inside taxis and within their promotional materials and press releases.

The following are examples of agencies with approved remapped URLs:

| Agency | Former URL | New URL |
|---|---|---|
| DOS | www.nyc.gov/html/dos/ | www.nyc.gov/strongest |
| TLC | www.nyc.gov/html/tlc | http://www.nyc.gov/taxi |

URL Remaps for specific agency projects or initiatives can also be requested. For example, the Department of Health's City Immunization Registry can be accessed via http://www.nyc.gov/health/cir.

## 5.0 TECHNOLOGY RESOURCES

The following section lists information and links regarding technologies and applications used in Web design.

### 5.1 HTML

Hypertext Markup Language (HTML) is a structured language that uses embedded tags. Web browsers are able to construct a Web Page by identifying the tags and converting them into Web pages. HTML has evolved since its invention in 1994, incorporating as standard tags many that were developed previously for specific browsers.

The "NYC.gov Manual" does not provide instruction on coding in HTML. HTML can be created via a graphical WYSIWIG editor, such as the NYC.gov standard "DreamWeaver", via an application conversion, such as an MS-Word save in HTML form (not recommended), or coded from scratch in a text editor.

#### 5.1.1 HTML Editors

HTML editors fall into two main categories WYSIWYG (what-you-see-is-what-you-get) editors and text editors. WYSIWYG editors can make page creation simple, however they can't duplicate all the design options available by coding in pure HTML via a text-based editor.

Resources are provided at the end of the section to help in the selection of an editor. DreamWeaver is the Office of Enterprise Application Management & Support's standard HTML editor.

##### *5.1.1.1 HTML Editor Resources*

WYSIWYG Editors

- Dreamweaver (NYC.gov standard)
- Macromedia Ultra DEV
- Adobe GoLive
- AOLpress
- Front Page (Not recommended for NYC.gov server)
- NetObjects Fusion (Not recommended for NYC.gov server)

Text Based Editors

- BBedit for Macintosh
- First Page 2000
- HotDogPro
- HomeSite
- HoTMetaL Pro

### 5.1.2 Coding in HTML

Currently EAM&S suggests that all HTML content be created in version 3.2 of HTML. Version 4.0 of HTML has been released, but many browsers do not yet fully support it. When coding in a WYSIWIG editor it is advantageous to understand HTML. When coding in a text based editor it is imperative to understand HTML. The following section contains links to HTML coding resources such as HTML guides and tutorials.

HTML Coding Resources

The following list contains coding resources for HTML:

- NCSA (at UIUC): Beginner's Guide to HTML
- Webmonkey: HTML Basics
- Davesite.com: An Interactive Tutorial for Beginners
- Werbach.com: The Barebones Guide to HTML
- HTMLHelp.com: HTML 3.2 Reference
- HTML Primer

#### *5.1.2.1 Cascading Style Sheets (CSS)*

Cascading style sheets (CSS) provide a simple mechanism for controlling the style of a Web document without compromising its structure. Style sheets separate the visual design elements (colors, fonts, margins, etc.) from the logic and information contained in a Web page. CSS have the ability to be used in multiple environments. CSS promotes faster downloads, streamlined site maintenance, and dynamic control of design attributes across multiple pages. When using CSS on NYC.gov, it is important to ensure that they are ADA compliant.

Cascading Style Sheet Coding Resources

The following list contains coding resources for Cascading Style Sheets:

- Macromedia: Using Cascading Style Sheets
- Webreview: Style Sheet Reference Guide
- Webmonkey: Style Sheets Guide

#### 5.1.2.2 *Frames*

The use of frames on NYC.gov is discouraged. As of January 1, 1999, NYC.gov will only accept ADA Compliant frames and only as a gateway to offsite application servers. See ADA (Americans with Disabilities Act) compliance. Since the advent of the NYC.gov portal, frames have caused additional problems since the portal renders content in frames. Pages with frames are seen as a frame within a frame.

Frame Resources

- Netscape: Frames: An Introduction
- Webmonkey: Frames Authoring
- Pagetutor: Frames Tutor

#### 5.1.2.3 *Tables*

The following list contains coding resources for tables:

Table Resources

- Pagetutor: Table Tutor
- Webreview: Getting started with Tables
- Webmonkey: Table Authoring

#### 5.1.2.4 *Forms*

HTML forms can make a Web site more interactive. EAM&S has a three standard forms which are highly adaptable, the forms can be found in the "Requirements" section of the "NYC.gov Manual".

Form Resources

The following list contains coding resources for forms:

- University of Kansas: An Instantaneous Introduction to CGI Scripts and HTML Forms
- NCSA: Guide to Frames and CGI
- Pagetutor: Form Tutor

## 5.2 Programming and Scripting Languages

There are many programming and scripting languages used on both the client and server side of the Web today. Among them are Java, JavaScript, Jscript, PERL and VBScript. In this section Java and JavaScript will be covered as they are commonly used on NYC.gov.

### 5.2.1 JavaScript

Not to be confused with Java, JavaScript is a scripting language developed by Netscape that allows Web authors to design interactive sites. Here are some common uses for JavaScript; validate form information, allow graphics to change on mouse-overs.

When using JavaScript it is important to design Web pages with browser compatibility in mind since different browsers and browser versions support different JavaScript functionality. Users with non-JavaScript-enabled browsers will still want to read the Web content, so it is important to design for both types of users.

The Office of Enterprise Application Management & Support must be notified upon turnover, of any new pages that possess JavaScript.

JavaScript Resources

The following list contains JavaScript coding resources:

- Netscape: JavaScript Documentation
- Webmonkey: Programming JavaScript
- Pagetutor: Javascript Tutor

#### *5.2.1.1 Using JavaScript in Online Forms*

JavaScript can be used in online forms to provide a wide array of processing functionality. For example,

- JavaScript can be used to validate user input in fields on online forms.

- JavaScript code can be used to force a user to enable the JavaScript in the user's browser.

Some examples:

Example 1

If JavaScript is turned off in the user's browser, then JavaScript code gives a message informing the user that JavaScript must be enabled in order for a service request to be submitted.

Code:

The above message is included in the code in an HTML tag and is only read when JavaScript is turned off. The following is the exact code for the message included within the <HEAD> tag of the HTML code:

<NOSCRIPT><CENTER><TABLE WIDTH=95% CELLPADDING=7 BORDER="1"> <TR><TD><B> <FONT FACE="Arial, Helvetica, sans-serif" SIZE="+1" COLOR="RED">IMPORTANT….. </FONT> <FONT FACE="Arial, Helvetica, sans-serif" SIZE="+1"><BR>Do not fill out this form because your browser currently does not support JavaScript and hence your request will not be accepted. If your browser just does not support JavaScript, please call (212) 555-5555 to tell us about your request. Otherwise, please enable JavaScript and reload the page before you complete the form. <BR>Thank you! </FONT> </B></TD></TR> </CENTER></TABLE><P<</NOSCRIPT>

Resulting Message:

"IMPORTANT… Do not fill out this form because your browser currently does not support JavaScript and hence your request will not be accepted. If your browser just does not support JavaScript, please call (212) 555-5555 to tell us about your request. Otherwise, please enable JavaScript and reload the page before you complete this form. Thank you!"

Example 2

If the user attempts to submit the request without turning JavaScript on, another error message could appear, preventing the user from being able to submit an invalid service request.

After hitting the "Submit" pushbutton at the bottom of the form, another page appears which tells the user to turn JavaScript on. More specifically, the message states:

Code:

- An HTML variable is set in the code named "turn_javascript_on" and is given a value of null.

  ```
  <input type=hidden name="turn_javascript_on" value="">
  ```

- The variable is given a value of "true" in the JavaScript code.

  ```
  frm.turn_javascript_on.value = "true";
  ```

- The "turn_javascript_on" variable is also included in the <input type=hidden name="required"> tag, which means that the variable must have a value in order for the form to be submitted.

If JavaScript is turned off in the browser, the value of "turn_javascript_on" remains null and the JavaScript error message #2 appears on the following page when the user hits the "Submit Request" pushbutton. The user is thus unable to submit the service request without turning JavaScript on.

Resulting Message:

The following errors were found in your submission form:

turn_javascript_on

Please see the DOS Site for an example of the discussed JavaScript code:

derelictvehicle.html

lotcleaning.html

### 5.2.2 Java

Java is a programming language developed by Sun Microsystems. Java is a general purpose programming language with a number of features that make the language well suited for use on the World Wide Web. Small Java applications are called Java applets and can be downloaded from a Web server and run on a computer by a Java-compatible Web browser, such as Netscape Navigator or Microsoft Internet Explorer.

It is important only to use Java for functionality not attainable through HTML or JavaScript, since Java consumes memory on the client's computer when it runs.

Upon turnover, EAM&S must be notified of any Java applets. Source code must accompany the Java program. Java and java applets are only allowed on the NYC.gov portal server or an agency based server. For access to the Portal development environment contact the EAM&S Production Manager.

Java Resources

The following list contains Java coding resources:

- Sun Microsystems: The Java Tutorial
- Webmonkey: Programming Java
- Javaranch: Java Tutorials

### 5.2.3 JSP (Java Server Pages)

JSP is currently being used on the NYC.gov Portal. JSPs have dynamic scripting capability that works in tandem with HTML code, separating the page logic from the static elements (e.g., the actual design and display of the page). JSP can be hand coded in a text editor or created via more feature rich tools, such as Macromedia Ultra Dev and HomeSite. As the NYC.gov Web Portal matures and agencies are encouraged to develop JSP we will provide more information on this topic.

JSP Resources

The following list contains JSP coding resources:

Jsptut.com: JSP Tutorial

Sun: Java Server Pages

Webmonkey: Intro to JSP

## 5.3 Designing for Different browsers

The Web can be enormously frustrating for graphic designers because each browser sees a page in a different way. In addition, users frequently customize the browser's default fonts, including how bold and italic text appear. It is important to assess how different browsers will render a page. At a minimum, pages should be tested in Netscape and Internet Explorer and possibly in multiple versions of each. It is especially important to check Web pages on both major browsers if you are using frames, tables or JavaScript.

At a minimum all content should be tested in the following browser versions:

- Internet Explorer 5.x
- Netscape 4.x

The following link provides a browser compatibility cross-reference for most major browsers and versions:

Internet.com: Browser Compatibility Chart

## 5.4 Converting Documents for Use on the Web

This section contains information related to converting documents for publication on the Web.

### 5.4.1 Converting Documents to HTML and PDF Form

Many word processing and spreadsheet applications support the automatic conversion of documents from their native form to HTML. In addition, the conversion of documents to PDF (portable document format) format is a viable alternative, which allows the publication of existing documents on the Web.

The following bulleted items give an overview of how to convert existing material into HTML or PDF format using several common applications:

- MS-Excel - Save the document in HTML form (via the file menu)
- MS-Word - Save the document in HTML form (via the file, save menu). This conversion is not recommended. The conversion process leaves a lot of extraneous code in the document and may cause your text to behave erratically in different browsers.
- Adobe Acrobat - Adobe Acrobat allows for the conversion of documents to PDF format by simply printing to PDF writer.

### 5.4.2 Adobe Acrobat

Adobe Acrobat allows files produced in word processors, graphics programs and most other software to be saved as a PDF (Portable Document Format) file. PDF files can be viewed over the Internet using the Adobe Acrobat Reader which can be downloaded for free by Internet users. The Adobe Acrobat application for writing PDF files (contained in a number of their product offerings) is not free.

PDF files end in a .pdf extension and are uploaded to the Web through the same process as HTML files. When creating a PDF use the optimized option so that all browsers can view the document.

It is important to remember that Adobe Acrobat and Adobe Acrobat Reader are version sensitive, meaning PDF files created in version 4.0 of Adobe Acrobat only be read by a version 4.0 reader. PDF files that were created in version 3.0 of Adobe Acrobat can be read by a version 3.0 or 4.0 reader. Chapter 3 of the "NYC.gov Manual" has requirements for PDF files.

### 5.4.3 ASCII Text Files

Prior to the creation of HTML the Internet was used for years as a way for academics to exchange research data. Text files are still used on the Internet today. All word processors can create text files and all browsers can read them. Text documents look exactly as though they were typed on an old-fashioned typewriter. ASCII text files are primarily used as the basis for HTML documents or as files available on a gopher server.

### 5.4.4 PowerPoint Presentations for the Web

Listed below are instructions for saving a PowerPoint Presentation for the Web both with and without streaming media. The instructions listed below are for PowerPoint 2000. All graphics used in PowerPoint presentations for the Web are reduced to 72dpi - this resolution ensures a quick and smooth download for the end user.

<u>PowerPoint Presentations without Streaming Media</u>

1) When the presentation is finished and ready to be saved, from the file menu select "File", select "Save as Web page"

2) Select "Publish", select "Complete presentation", unselect "Display Speaker Notes".

3) Select "Web Options".

   - Select the "General tab" and select the following options:

     - Add slide navigation controls

     - Show slide animation while browsing

- Resize graphics to fit window

- Select the "Picture tab" and select the following options:

  - Target Monitor : 1024x768

  Select "Ok"

4) Select "Browser Support", select "All browsers listed above".

5) Select "Publish".

PowerPoint Presentations with Streaming Media

Follow the guidelines listed above, however make sure the width of your presentation is roughly 600-650 pixels wide to ensure that the streaming video/audio player and your PowerPoint presentation are both visible at the same time on the screen.

## 5.5 Tips and Tricks

### 5.5.1 Streamlining the Load

A 28.8 modem downloads a file from the Internet at 2K per second, a 56 kbps modem downloads it at 4K per second, and many people connect with even slower modems. Even though it is tempting for the Web designer to create huge, beautiful, graphical files, or long, long text files, everyone may not have the ability or the patience to wait for them to download. Listed below are several tips for minimizing the download time.

- Aim to keep the total size of the file—text and graphics—to no more than 60K. If the file is growing too large, break it up into two or more files. With careful use of links, the user won't even be aware of the break.

- Use graphics reduction techniques:

  – Write the pixel height and width in the image link e.g.

    <IMG SRC="../gif/citybus.gif WIDTH=100 HEIGHT=50">

  – A small percentage of users have a browser that will not read graphics at all, while others choose to switch off the graphics option, to load the documents more quickly. Always add the ALT option into your graphic link together with a few words describing the picture to accommodate these users and for

ADA compliance. For example, a link to a picture of a City bus might read:

<IMG SRC="../gif/citybus.gif ALT="A City Bus">

- Use as few colors as possible.

- Try to limit the variety of colored bullets and graphical lines, the visitor's computer needs to make a separate visit to the server for each new graphic.

- For large pictures, consider using a thumbnail size in the text, with the option for the user to go to the full-size version.

- The "Advanced Graphics" section of the "NYC.gov Manual" provides greater detail on graphics.

### 5.5.2 Search Engines

Search engines are giant database systems that classify Web content in a multitude of ways. The Web page designer's goal is to be listed by the major search engines and also be high on the list of pages returned by a given search.

Search engines get their information in two ways. First, designers need to contact the search engines, and notify them about a site's existence. Once a search engine has been contacted, it will take from two to six weeks for the site to be listed. The following links take you to the contact section of some of today's best known search engines: Yahoo, HotBot, Infoseek, Lycos, Alta Vista, Excite, and Web Crawler. Second, a software program, called a "spider" follows links throughout the Web on a regular basis, registering and classifying information about each page through which it crawls.

The problem for Web designers is that each of the search engines looks for different kinds of information—and sometimes it can seem somewhat arbitrary. Follow these rules to be safe:

- Between the <TITLE> and </TITLE>, before the main body of the page, write a brief line summarizing the page, around 60 characters. The words will appear at the top of the printed page and will be referenced by the NYC.gov "Search " facility.

- Be plain and descriptive in the first paragraph.

- Use META tags. They are placed between <HEAD> and </HEAD>, after <TITLE>. Examples might be:

  *<META name="description" content="New York City water supply, its history and how it is paid for.">*

  *<META name="keywords" content="New York City water history bills reservoir">*

By following the above suggestions, you can guarantee that content will be listed in the major search engines. Don't waste money paying someone to enter it in "300 search engines!". "Search Engine Watch" provides a comprehensive and up-to-date guide about Search Engines, how they work and all their quirks.

## 5.6 "Absolute" as Opposed to "relative" Links

All content submitted for publication on NYC.gov that links to other pages, documents or pictures on NYC.gov, must specify the "relative" path as opposed to the "absolute" path for all NYC.gov based links.

### 5.6.1 Absolute

An absolute link contains all the information needed to traverse the Internet and view a particular URL. It starts with the protocol (http or ftp), and continues with the server name, directory path and file information. An example would be

<A HREF="/cgi-bin/exit.pl?url=http:// www.netscape.com&time=5">.

This is used when directing visitors to an outside site. The first part of the statement is the standard NYC.gov exit page.

### 5.6.2 Relative

A relative link takes the user to another file on an agency site by describing it in relation to where they are currently. The UNIX dot-dot-slash (../) command is used to go up one level to the next highest directory. For example, to link to the home page of this "NYC.gov Manual", which is located in the directory above this one, you would type <A HREF="../home.html">. The link would not be the same if you were in a different directory, and that is why it is called relative.

Relative links save a great deal of typing time and allows for the development of Web content on a PC that is not connected to the Internet. Relative links allow content to be moved to different domains without having to be revised, this is useful in disaster recovery situations.

## 5.7 Graphics and Multimedia

The following sections contain information related to graphics and multimedia in Web design.

### 5.7.1 Advanced Graphics

The following information is for Web designers who would like to do more than just reproduce the stock graphics provided by NYC.gov, and who have access to programs like Adobe's PhotoShop, Macromedia's Fireworks or the shareware program Paint Shop Pro (i.e., inexpensive, with many of the best qualities of PhotoShop). Adobe PhotoShop is the NYC.gov standard graphics development software and is used by the Office of Enterprise Application Management & Support.

The challenge for the World Wide Web graphics designer is twofold. First, graphics files must be made as small as possible. Second, the image produced must appear appropriately on as many different browsers as possible. Entire books have been written on images and the Internet, the following list of unrelated hints are several that the Office of Enterprise Application Management & Support has found useful while working on NYC.gov.

Start with a graphics file. Please read the NYC.gov Copyright Policy. In order to create a graphics file from a photograph use a scanner. If an agency does not have a scanner, then a commercial copy or photo shop can create a graphics file from a picture for a small fee.

- How fast is fast?

  It takes a 28.8 kbps modem thirty seconds to download a 60K graphics file, and a 56 kbps modem half that time. 56 kbps modem users are now in the majority, but not by much. Keep these numbers in mind when deciding what size to make a picture.

- JPG versus GIF

  At first sight, it would seem that JPG files are always better than GIFs: they load faster, the quality is better on large photographs, and they take up less space. GIFs are often better than JPGs when the file is small; and JPGs currently can't be interlaced or have a transparent background.

  In general, it is best to use JPGs for large photos, and GIFs for interlaced pictures, pictures with transparent backgrounds, small pictures and pictures with large solid color areas. If you have a large photograph, you can create a small GIF called a thumbnail, and link it to the JPG. Frustrated Web graphical artists know that you need to try out different possibilities using different browsers at different screen resolutions to find the format that causes the least amount of problems. Typically, images saved at 72 dpi present a desirable balance between resolution and load time.

- Warn the user

  Tell the user if the picture is over 40K; give him or her option to load or not.

- Anti-aliasing

  Anti-aliasing type smooths out the rough edges and makes it look more professional. It blends the edges of the type gradually to the background color.

- Alt Tags

  Ensure that all graphics have alt tags that provide an accurate description of the image. Alt tags make images ADA Compliant.

- Transparent GIFs

  Making a GIF background transparent, an option offered in both PhotoShop and PaintShopPro, allows you to create some interesting cut-out effects. If you are using PhotoShop, make sure you work with the background color of your HTML document (before you make it transparent) because the program anti-aliases the edges of what is left.

- Interlacing

  Interlacing loads every fourth line of a graphic, then fills in the rest. Even though the picture loads no faster, the user has the impression that they are seeing the whole graphic before it has actually loaded. Interlacing adds to the file size of the image.

- Serif versus sans-serif

  Serifs are the little tails on some typefaces. All typefaces are either serif (those with the tails) or sans-serif (those without the tails). Times Roman is a serif type; Arial is a sans-serif type. Sans-serif typefaces work better in graphics as they have a cleaner look.

- Height and width

  Always put the height and width size in pixels when you reference a graphic as this allows the browser to start loading the picture immediately. For example:

  <IMG WIDTH=23 HEIGHT=45 SRC="picture.gif">

- Use fewer colors in GIF files

  When saving a file as "indexed color," experiment by reducing the number of colors. The fewer the number the smaller the file. Eight bits equals 256 colors; seven bits equals 128 colors; six bits equals 64 colors; five bits equals 32 colors; four bits equals 16 colors; three bits equals eight colors; and two bits equals four colors.

- Color palettes

  For graphics to display in the same way on both PCs, Macs and 24-bit and 8-bit monitors, you will need to, unfortunately, select the lowest common denominator. One of the sites listed in Further Resources, Lynda.com explains this in detail, and provides the palette used by Netscape that supposedly will reduce the chance of your beautiful graphic looking like mud on another monitor.

  Have the same palette open when working on all the graphics on your page. If you haven't worked with a single palette like Netscape's from the beginning of your design, use PhotoShop and load all of your images into one file, then create a master palette from that file.

- Dots per inch, or dpi

  Design your picture to be 72 pixels per inch (dpi). Some people say 96, but 72 will make your picture display at the size you want on any monitor. Don't make any picture wider than 560 pixels or the users with older monitors will need to scroll sideways to see it.

- Horizontal rules

  Don't use too many because they break up the look of the page. If you are using horizontal rules that are graphics as opposed to the <HR> code, try to use no more than one graphic per page (even if you use it more than once) to speed up loading time.

- Netscape's little trick for fast loading

Unfortunately, this method of quickly loading a low-resolution version of your big beautiful—and slow—graphic only works in Netscape. Create a thumbnail of your big picture. Load in the thumbnail. The code is:

```
<IMG SRC="fancypic.gif" LOSRC="thumbnail.gif" WIDTH=200
HEIGHT=200>
```

- Another little trick

When you are working series of files linked linearly, you can create a 1 pixel x 1 pixel space at the bottom of your opening file for a graphics file that will appear in a text file that hasn't yet been loaded. This stores the picture into the user's cache so that the new files will load more quickly.

### 5.7.2 Stock Graphics

The Office of Enterprise Application Management & Support has a photographic library licensed to DoITT for the purpose of use on NYC.gov. Agencies interested in using these graphic images should contact the Office of Enterprise Application Management & Support Staff.

### 5.7.3 Multimedia

Strictly defined, multimedia includes graphics, but the word is generally used to describe moving pictures and sound (e.g., Mayor's Press Conferences). Unfortunately multimedia techniques often add little to the page except glitz, usually requires the user to download new programs called "add-ons" from the Internet, and files frequently take a very long time to download. All these disadvantages lead some designers to describe this cutting edge technology as "bleeding-edge" technology.

In spite of all these negatives, multimedia applications are still fun and seductive, and can be an eye-catching—and ear-catching—way to attract viewers to your page.

*Please note: The text version of all audio and video material must be submitted for ADA Compliance.*

- Client-Pull

Client-pull uses simple HTML codes in the <HEAD> area of your document to load a series of files automatically and in order on the screen. For instance, the following coding shows how to load a second document called TESTFILE.HTML 14 seconds after the first.

<HEAD> <META HTTP-equiv="Refresh" CONTENT="14;URL="http://www.test.com/testfile.html"> </HEAD>

- Gif89a Animation

  You don't necessarily have to be a Java programmer to produce simple moving pictures. The Gif89a animation tool allows you to animate your graphics by combining a series of pictures into one file with the GIF extension. At the time of writing, the animation can only be seen with Netscape or Internet Explorer; other browsers will just see the first picture in the sequence. Don't make the pictures loop continuously: it can be distracting to the viewer, and stretch the browser's capacity.

- VRML (Virtual Reality Markup Language)

  VRML is a programming language that allows you to view a graphic from different angles as you move the mouse around. This technology is still young, and the pictures can be quite crude. It is interesting when used as a map; the user moves through a building, finding different applications in different rooms.

#### *5.7.3.1 Streaming Media*

Streaming is defined as playing sound or video in real-time, as it is downloaded over the Internet as opposed to storing it in a local file first. A plug-in such as RealPlayer, Windows Media Player or Quicktime decompresses and plays the data as it is transferred to the computer over the Internet. Streaming audio or video avoids the delay entailed in downloading an entire file and then playing it with a secondary application.

Over the past decade, dozens of players have attempted to gain market share in streaming technology. Currently, the six most popular players are evenly divided. Three players are proprietary multimedia solutions: RealMedia(Realplayer), Microsoft's Windows Media, and Apple Computer's QuickTime. The remaining three streaming media solutions are based on the open standard audio compression algorithm (MP3), they are Nullsoft's Shoutcast, Icecast and Macromedia's Shockwave.

The NYC.gov standard for audio and video content is Windows Media Player. Windows Media Player allows audio and video content to be embedded into Web pages. For further information on Windows Media Player on NYC.gov see section 3.1.8 of the “NYC.gov Manual”.

## 5.8 Additional Resources

The following section contains links to additional resources for Web design:

### 5.8.1 Web Style Guides

The following list contains links to Style Guides on the Web:

- John Cook's: The Sevloid Guide to Web Design
- Yale: Web Style Guide
- Library of Congress: World Wide Web Style Guide
- Ology.org: Composing Good HTML
- University of Missouri: Effective Web Design
- Internet.com: WWW Style
- NASA: World Wide Web Best Practices
- NASA: A Basic HTML Style Guide

### 5.8.2 Other Government Sites

The following list contains links to other government sites:

List of government sites

List of other cities, both official government and commercial sites

- The White House
- Boston
- Commonwealth of Massachusetts
- Chicago
- Indianapolis
- Seattle
- State of Florida

- Los Angeles

### 5.8.3 Graphics Resources

The following sites have a wide variety of graphics information:

- Adobe
- Macromedia
- Society for Bandwidth Conservation
- Resources for Icons, Images, and Graphics

### 5.8.4 Multimedia Resources

- Shockwave for Director
- Adobe Premier

### 5.8.5 Gif Animations (Gif89a)

- General
- GIF construction set for Windows
- GifBuilder for the Mac

### 5.8.6 Push and Pull Technologies

- Netscape: Client-Pull and Server-Push

### 5.8.7 Interesting Sites for Further Web Design Exploration

- Internet Surfboard
- World Wide Web Consortium (WC3)
- Project Cool
- ZDNet's Internet Page

# Attachment A - Contact List

# NYC.gov Contact List

| | | | |
|---|---|---|---|
| **Managing Director**<br>Diane Witek<br>Enterprise Application Management & Support | | **Portal Manager**<br>Michael Hayes<br>Enterprise Application Management & Support | |
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| **Deputy Managing Director**<br>Marsha Kaunitz<br>Enterprise Application Management & Support | | **Production Manager**<br>Richard Byrne<br>Enterprise Application Management & Support | |
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| **Email Coordinator**<br>Jim McCotter<br>DoITT | | | |
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| | | | |
|---|---|---|---|
| **EAM&S Staff**<br>Malinda Slater | | **DoITT General Counsel**<br>Agostino Congemi | |
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| **Mayor's Photo Unit** | | **Director of the Mayor's Action Center** | |
| Phone: | 212-788-2015 | Phone: | 212-788-9600 |
| Fax: | | Fax: | |
| CityMail ID & Internet | | CityMail ID & Internet | |
| **Mayor's Office of Operations**<br>Francisco Navarro | | **NYC.gov Fax Number** | |
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| **CityAccess Kiosk Staff**<br>Harold Schechter | | **Mayors Office of Operations**<br>Susan Fein | |
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# Attachment B - NYC.gov Quarterly Letter of Certification

# NYC.gov Quarterly Letter of Certification

❑ All the information, including but not limited to phone numbers, addresses, organization charts, fee structures, program descriptions accessed through the agency's content, as well as the material contained in the fact sheets is correct and current.

❑ All content, including words, graphics, photographs and design, was created by City employees for City use or, if not, each submission of new or revised material has been accompanied with the appropriate legal release (as defined by agency counsel) from the content creators and/or copyright holders.

❑ If the agency carries material on the Intranet, that material is also current and correct, and consistent with NYC.gov content.

❑ The NYC.gov FAQs and hotlines in areas pertaining to the agency have been verified for correctness, and any inconsistencies have been communicated to the Director of the Mayor's Action Center at 212-788-9600. In addition, the inconsistencies and corrections are attached to this certification letter.

I do hereby certify that all the items listed above are complete and/or accurate as of the below date, or (if applicable) will be correct with the attached submission.

| | |
|---|---|
| ______________________________ | ______________________________ |
| *(Name of Communications Liaison)* | *(Agency)* |
| ______________________________ | ____________________ |
| *(Signature)* | *(Date)* |

Print the Quarterly Letter of Certification and the Quarterly Letter of Certification Checklist, review, sign and submit them within two weeks of the end of every calendar quarter (i.e., April 1-15, July 1-15, October 1-15 and January 1-15) by fax to Chris Long at 212-232-1132.

Attachments to this certification letter:

1) NYC.gov Quarterly Letter of Certification Checklist. (required)
2) NYC.gov FAQ and hotline inconsistencies and corrections. (if applicable)

# Attachment C - NYC.gov Quarterly Letter of Certification Checklist

# NYC.gov Quarterly Letter of Certification Checklist

❑ All file additions, modifications or deletions have been made in accordance with the requirements listed in the NYC.gov Policies and Procedures Manual.

❑ All NYC.gov Web portal entries are relevant, accurate and complete.

❑ All additions or updates that include new job postings have included proof of approval from the Office of Labor Relations and Department of Citywide Administrative Services.

❑ All multi-media supplied for publication includes an alternate text version.

❑ All content supplied by the agency has been reviewed against the W3C's Checklist of Checkpoints for Web Content Accessibility Guidelines to ensure that it is ADA Compliant.

❑ The current date (written in words and numbers) appears on the home page and on each service delivery fact sheet.

❑ All backup and unwanted files (including the duplicate files and directories created by Front Page for NT) have been deleted.

❑ All files are in the correctly named sub-directories and have the appropriate lowercase file extension (i.e., "html" and not "htm").

❑ All content meets the legal guidelines for use specified in the Letter of Certification.

❑ The words "Write to the Commissioner" (or "Agency Head") appear on the home page.

❑ The agency's central address and telephone number appear on the home page or on a "contact us" page. In addition, all agency divisions or departments that maintain public access, have included a "Contact Us" page.

❑ The mission statement, as approved by the Mayor's Office of Operations for the Mayor's Management Report, is included within the agency's content.

❑ The agency has completed the monthly/quarterly Mayor's Office of Operations Correspondence Tracking Report that includes online form related statistics.

❑ All external links meet the requirements specified in the NYC.gov external link policy and the agency link policy that has been approved by the Deputy Director of EAM&S.

________________________________ ________________________________

*(Name of Communications Liaison)* *(Agency)*

________________________________ ____________________

*(Signature)* *(Date)*

Please submit the signed checklist with the Quarterly Letter of Certification, by fax to Chris Long at 212-232-1132. Please refer to the checklist prior to the submission of content for NYC.gov.