

Oregon Department of Transportation

# ODOT Internet Web Standards

Helping ODOT web editors and content contributors create and maintain a mobile-first, useful and usable website.

ODOT Web Team  
2/8/2021

# ODOT Internet Web Standards

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## 1 Introduction

The goal of this guide is to help ODOT web editors and content contributors create and maintain a mobile-first, useful and usable website. Where ODOT standards align with standards set by the Oregon

eGovernance Board, this guide will reference [State Agencies' Website Guidelines for Usability and Accessibility](#) rather than duplicate information.

The [ODOT Governance Plan and Content Strategy](#) including the vision, goal and core strategies are the basis of our standards.

- Audience first
- Task oriented
- Quality over quantity
- Consistent brand

Aligning with our agency mission, standards help to ensure our website provides timely, efficient, effective and consistent information, resources and services for customers, stakeholders and our employees.

## 2 General requirements

### 2.1 Branding

ODOT uses SharePoint, a web application framework and content management system customized for the state of Oregon by NIC USA, to produce and maintain the ODOT internet website ([www.oregon.gov/ODOT](http://www.oregon.gov/ODOT)). It is mobile-first and task-based. All Oregon.gov/ODOT web pages and applications are subject to design styles and standards provided by the state of Oregon and ODOT's Communication Section.

Division, section or program branding, if any, must be subordinate to the ODOT brand. Exceptions must be approved by ODOT's chief content strategist. Review section 2.4, External Website Exception Process.

### 2.2 Contracted or specialty sites

The agency's static internet content resides on servers provided or approved by ODOT and the state of Oregon. Exceptions may be granted by the chief content strategist. Those granted exceptions must adhere to all sections of ODOT Governance Plan and Content Strategy including these standards.

#### 2.2.1 Design compliance

Contracted and new specialty sites must use the state of Oregon wrapper, header and footer. Some specialty sites (TripCheck.com, Oregon Trucking Online, Oregon DMV Online, OReGO, etc.) have an exception from this requirement. Exceptions may be granted by the chief content strategist.

#### 2.2.2 Contract provisions

Include the following provisions (or equivalent) whenever an ODOT contract includes consultant tasks for development or maintenance of websites or web content related to ODOT projects or programs:

"Consultant shall perform all web-related services required under this Contract/WOC in conformance with the ODOT Web Standards and Expectations, as they may be revised from time to time (available at: \_\_\_\_\_), which are not physically attached but

incorporated into this Contract/WOC with the same force and effect as though fully set forth herein. ODOT shall have ownership and control of Work Product developed by Consultant as set forth in the terms and conditions of the Contract Price Agreement, section \_\_\_\_ - Ownership of Work Product.”

### **2.2.3 Availability of analytics**

Contracted and specialty sites must comply with the Review, Retention and Evaluation standards. Site owners must coordinate the site’s inclusion in ODOT’s approved analytics program. If the inclusion results in additional cost to the agency, the site owner is responsible for paying that additional cost.

## **2.3 Custom URLs and domain names**

If a custom URL or domain name is essential for conducting state business, you may request one and purchase it through the approved purchasing process coordinated by the ODOT Computer Security Unit. Keep in mind that custom URLs or domain names must be renewed on an annual or semi-annual basis. There are many risks to the agency if they are not properly purchased and maintained.

## **2.4 External website exception process**

Exceptions to Section 2 General Requirements may be granted by the chief content strategist and/or the Communications Section manager in the following instances:

- Oregon.gov/ODOT does not have the functionality required to carry out business objectives, and the lifecycle of the content is defined as less than two years.
- The website represents a multi-organizational effort or a public-private partnership where ODOT branding would not be appropriate.

Before requesting an exception, discuss the concept with your immediate supervisor and obtain approval through your division’s chain of command. In addition, the program or project coordinator should consult with the division’s lead web editor or Communications representative to ensure that the planned site fits within the work of that business line.

### **Process**

- Phone or in person conference with ODOT’s chief content strategist and/or Communications Section manager.
- Prepare a business case that outlines –
  1. The purpose of page/site. What are the benefits to the intended audience and what are benefits to the agency and your division, section or program?
    - Address why existing site/features are inadequate
  2. If a custom domain name is needed, that the business will work with ODOT Computer Security to purchase and manage the domain to ensure ODOT ownership continuity.
  3. Define how ODOT maintains access to the site and ownership of content/intellectual property.
  4. Define how state and federal accessibility requirements (Section 3 of this document) will be met.

5. Define how any applicable public records requirements will be met. For example, no original records will be posted on the site. Any information collected via online forms will be done so in compliance with [records retention guidelines](#).
  6. Describe how ODOT branding and design requirements (Section 2.1 and 2.2.1 of this document) will be met.
    - If applying for a branding and design exception, state what business needs using an alternate branding scheme or design achieves.
  7. Describe how page/site will comply with state of [Oregon privacy policies](#). To comply, the page/site may link to the state's privacy policies.
  8. Explain how the page/site will comply with the Veteran's Outreach web link law. To comply, the page/site may link to the state of [Oregon's Veteran's Outreach form](#).
  9. Explain how [information security requirements](#) will be met. For example, no sensitive data posted, the site is secure. If needed, please consult with Information Systems to ensure compliance.
- Submit your business case to the chief content strategist at [ODOTWebTeam@odot.state.or.us](mailto:ODOTWebTeam@odot.state.or.us).
  - The chief content strategist will review your request. They may reach out to you with questions and/or may consult with other interested parties or subject matter experts, as appropriate.
  - The chief content strategist will issue an opinion and send you a written response via email.
  - All pages/sites granted an exception must adhere to these basic requirements unless otherwise negotiated with the chief content strategist.
    - Domain name must be approved, owned and controlled by ODOT (via ODOT Computer Security).
    - For sites/pages with a lifecycle of less than one year, files and data should be returned to ODOT before the site is deleted.
    - For sites/pages with a lifecycle of more than one year, consult with ODOT Information Systems or ODOT Communications about housing the site files on an ODOT-owned server or hosting account.
    - ODOT Communications and ODOT Information Systems must have access to site files during the life of the page/site.

### 3 Accessibility

ODOT websites must be accessible to all site visitors including those with disabilities. We follow state and federal accessibility regulations:

- State: [Oregon Web Guidelines Section III](#)
- Federal: [Section 508 of the Rehabilitation Act](#)
- Federal: [Title VI of the Civil Rights Act of 1964](#)

Documents must also meet accessibility requirements. Follow [Oregon Web Guidelines](#) Section III for making PDF documents accessible. Scanned copies of documents may not be accessible and may be

hard to make accessible using PDF tagging and are therefore discouraged. Tags are hidden accessible elements that provide structure for screen readers.

- Use Microsoft and Adobe guides to help you create accessible content in Microsoft Word, PowerPoint, Excel and Adobe Acrobat and InDesign.
- Always include a description of an image in the alt tag.
- Contact the web editor for your division if you need assistance.

Our web editors are responsible for reviewing and ensuring our pages and their contents are accessible to people of all abilities. We use SiteImprove to evaluate our compliance. Email the [web team](#) to request access to SiteImprove.

## 4 Content

### 4.1 Intra-agency cooperation encouraged

We do our best to coordinate and co-locate related information. This helps to reduce duplication and makes it easier for our audience to find what they are looking for.

### 4.2 Audience

We keep our audience (customers, stakeholders, residents) in mind when creating content for the web. As an external-facing website, we focus our content on satisfying the needs of those outside ODOT.

[Audience list](#) – A list of some, but not all people that ODOT communicates with.

[Personas](#) - Mini-character sketches of our audience members, guide us in content creation and information organization.

### 4.3 Task-oriented

Our content is based on customer and stakeholder tasks. We use data to determine top tasks. (See [top task list](#).) We carefully select and edit the information we post on our website. We avoid posting content that isn't task oriented or legally required.

### 4.4 Writing for the web

We follow plain language laws and guidelines and use the [Web Writing Style Guide](#) to help us create current, easily consumable and relevant content.

- We organize content in an easy to follow and intuitive structure.
- We avoid meaningless text such as welcome messages.
- We use headings and bulleted lists to make our content easy to skim.
- We use keywords in our text. This helps improve search results.

### 4.5 All pages have content.

No "pages under construction" or "coming soon" notifications.

## 4.6 Contacts and feedback

Contact information is included on every page.

## 4.7 Preparing text and headings

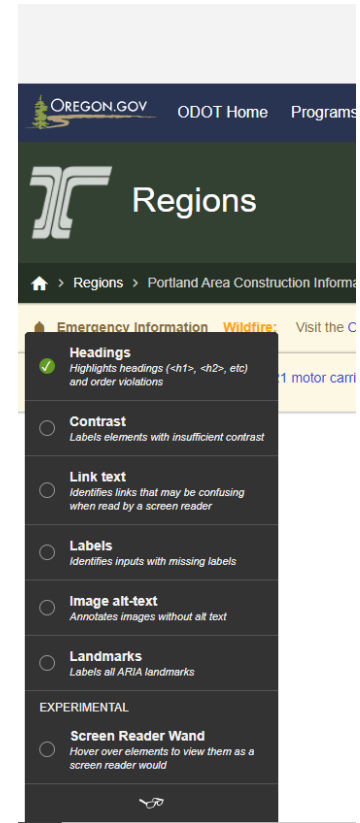
To avoid formatting problems, type directly into SharePoint or paste in plain text.

Our website has pre-determined styles for fonts, colors, mark-up, etc. To maintain site-wide consistency and to keep the mobile-first format, do not override the styles and do not write custom html.

Be careful about overuse of font attributes (bold, italic, underline). Note:

- Do not override the styles.
- Reserve underline formatting for hyperlinks. Do not use it to add emphasis to standard text.
- Avoid italics whenever possible. It decreases the legibility of the typeface.

For headings, use mark-up styles to apply heading hierarchy in ascending numerical order. Use the eyeglass tool to confirm hierarchy. ➡



## 4.8 Spacing

Use only one space between sentences, after colons and after parentheses.

Do not add spaces before or after hyphens.

Remove all excess spaces at the beginning or end of text blocks.

Watch paragraph spacing when creating content within the body of the page. If the “paragraph” mark-up style is applied, only one return should be needed between paragraphs.

## 4.9 Images

In a mobile-first site like ours, images should be used minimally. This helps keep load time and data usage to a minimum. When we do use images, we make sure they are impactful and help tell a story.

Use ODOT-created images and graphics whenever possible. Never use images or graphics that are copyrighted. Avoid clip art, stock images and animation.

Be sure any images you use are sized appropriately for web use:



- Homepage images: 1280 pixels x 300 pixels, target file size 100K (medium quality).<sup>1</sup>
- Task box images: 375 x 211 for four columns or 750 x 422 for three columns, target file size 25K (medium quality).
- Page images: Any size as long as the aspect ratio is 16 x 9, target file size 50K (medium quality).

Always include a description of the image (not the name of the image) in the alt tag field. Image maps must have alt tags for the map as a whole and the clickable regions as well. Follow [State accessibility guidelines](#).

Embedding Flickr photo albums or data.oregon.gov datasets or slideshows is also an option.

#### 4.10 Video

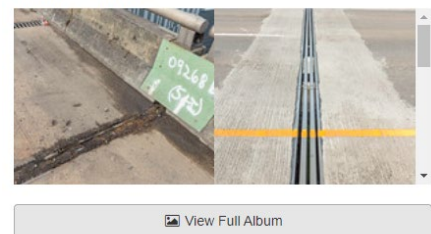
You can post a video file directly in SharePoint but know that files over 15 megabytes will slow the load time. Instead, take advantage of ODOT's YouTube channel to embed videos. Work with the [agency's social media coordinator](#) or your public information officer to upload video to our YouTube channel.

#### Videos



[View on YouTube](#)

#### Image Gallery



Make sure your video is close-captioned or has a text-based alternate format. See [Oregon Web Guidelines Section III](#) for specific instructions.

#### 4.11 GovDelivery Widget

You can take set up a GovDelivery widget on your website that shows the recent releases/emails and allows a quick option for people to sign up. Work with your web lead to request the widget for your GovDelivery topic.

When using a project list page, a quick subscribe link for your GovDelivery topic can be added to the right menu.

#### 4.12 Digital Meeting Recordings

Think twice before requesting your meeting recording be posted on the ODOT YouTube channel. Generally, unless it's a high profile meeting like the Oregon Transportation Commission, recordings get very few views. Posting a one to two hour meeting

#### Latest News Releases

ABOUT US

- Ask ODOT
- Agency Directory
- Government Relations
- Mission
- Performance Measures
- Keep Oregon Moving
- Report a Hazard

STRATEGIC ACTION PLAN

- Equity Priority
- Sufficient Funding Priority
- Modern System Priority
- Strategic Outcomes

If you don't see what you're looking for, please contact one of our [public information officers](#). News releases by clicking on the sign up link at the bottom of this listing.

**News Releases**

[ODOT NEWS RELEASE: Oregon 42 construction begins next week in Coquille](#)  
02/05/2021 10:37 AM PST

[Mobility Advisory Committee to meet Feb. 11](#)  
02/05/2021 07:48 AM PST

[Governor's Advisory Committee on DUII to meet Feb. 5](#)  
02/03/2021 01:20 PM PST

[Drivers can help keep students heading back to classrooms safe](#)  
02/03/2021 09:13 AM PST

[U.S. 101 slide repair to begin on Feb. 9; delays expected](#)  
02/01/2021 09:48 AM PST

[Region 4 Weekly Construction Report](#)  
02/01/2021 09:13 AM PST

[Wallace Road in West Salem to receive number of safety improvements](#)  
02/01/2021 09:03 AM PST

**Receive Email Updates**

enter email address...

<sup>1</sup> Because placing header images requires going into the master cascading style sheets for the site, only the web content strategist and backup may place header images. Send the image to the web content strategist and she/he will place it for you.

recording is very labor intensive because it has to be closed captioned. If your meeting was done with Zoom, you can share the link to the meeting recording via email. If people are going to listen/watch a meeting recording, they will generally do it within two weeks of the meeting, so this option makes the most sense.

## 5 Site Structure

### 5.1 Navigation

#### V5.X Subsites

##### Oregon.gov\ODOT

###### *Top Level Navigation*

Doing Business with ODOT	\ODOT\Business
Oregon Driver and Motor Vehicle Services	\ODOT\DMV
Teen	\ODOT\DMV\Teen
....50plus	\ODOT\DMV\50plus
Commerce and Compliance	\ODOT\MCT
Data & Statistics	\ODOT\DATA
Get Involved	\Get-Involved
Planning & Technical Guidance	\ODOT\Planning
Programs	\ODOT\Programs
About Us	\ODOT\About

##### Subsites not in navigation

Forms	\ODOT\Forms
Bridge	\ODOT\Bridge
Construction	\ODOT\Construction
EAST	\ODOT\EAST
Engineering	\ODOT\Engineering
Engineering Automation	\ODOT\ETA
Fuels Tax	\ODOT\FTG
Geo Environmental	\ODOT\Geoenvironmental
Geometronics	\ODOT\ETA
Local Government	\ODOT\LocalGov
Maintenance	\ODOT\Maintenance
Oregon Toll Program	\ODOTJTolling
Performance Management	\ODOT\PerformMgt
Projects	\ODOT\Projects
Public Transportation	\ODOT\RP TD
Project Delivery	\ODOT\ProjectDel
Real Time GNSS Network	\ODOT\ORGN
...Stations	\ODOT\ORGN\Stations
Right of Way	\ODOT\ROW
Safety	\ODOT\Safety
STIP	\ODOT\STIP
SharePoint Training	\ODOT\Training

## V5.X Subsites

Technology Transfer Center	\\ODOT\Programs\T2
Transparency Accountability and Performance	\\ODOT\TAP
Urban Mobility Office	\\ODOT\UMO

## 5.2 Naming conventions

When you add a new version of a document or file, give it exactly the same name as the previous version. When you upload the file it replaces the older version and keeps the links from breaking. This is especially important for forms. Do not alter the name of a form.

If you need to keep previous versions online, you'll need to change the file name of the old version before you upload the new version.

Don't use special characters such as periods, commas, ampersands or the "at" (@) symbol.

Don't use blank spaces in the names of pages, documents or images.

Regardless of how you name your pages and files, please be consistent.

### 5.2.1 Division guidelines

Some divisions have additional division-specific rules for naming certain types of pages or files. Check with your division's lead web editor for specific guidance.

## 5.3 Documents, forms and lists

### 5.3.1 File formats

For documents, use PDF files whenever possible. People may not be able to open and use Word, Excel, PowerPoint, etc.

For images, JPG is the most universal format.

For audio files, MP3 is the most universal format.

For video files, if you want people to download and save the video, MP4 is the best format. For playback only, it's best to first post the video to the ODOT YouTube Channel and link to it or embed it.

### 5.3.2 File size recommendations

As a courtesy to your audience, please keep your file sizes to less than 25 megabytes. Reduce PowerPoint file sizes by optimizing the file for the web and using a PDF version. Reduce PDF size, especially for documents with photos, to make them easier to download and view on the web. One option for doing that is using Adobe Acrobat Pro. Choose File > Save As Other...>Reduced Size PDF.

### 5.3.3 Document libraries

A document library is used to store documents such as PDF files. Libraries can be organized using columns and tags. This allows for sorting and filtering. It also helps with search engine optimization.

Many document libraries within our site will include a tagging structure based on columns and tags. If the document library has a tagging structure (also known as document properties), please follow it.

**Do not create folders within document libraries. Use columns and tags to sort your documents.**

#### *5.3.3.1 Document library views*

When you only want to display some items in a document library on a page or if you want to sort item, please create a new view.

**Do not alter, delete or rename the “all items” view.**

### *5.3.4 Forms and forms libraries*

#### *5.3.4.1 Compliance with ADM 07-03 Forms Management policy*

If you have forms that were not created and maintained by the ODOT Forms Unit or do not have assigned form numbers, please work with the ODOT Forms Unit to come into compliance with ADM 07-03 Forms Management.

Only upload forms with an ODOT-provided form number to the master forms directory.

#### *File naming conventions*

When naming a form follow the naming conventions outlined in 5.2 of the ODOT Web Standards.

#### *For new forms*

1. Get form number from the Forms Unit. Form numbers may only be assigned by the Forms Unit as per the ODOT forms policy, ADM 07-03 Forms Management.
2. No spaces between the words for the file name
3. Limit number of characters
4. Maintain link name when updated (to avoid 404/broken links)
5. Alphanumeric with form number base
6. A single capitol letter following the form number creates a unique form number, used in a series of a family of similar forms (i.e., 735-1234A thru 735-1234D).
7. Letter can also determines style of electronic file (e.g., “735-1234fill, 735-1234submit) “fillable,” or “submittable”)
8. Use dash with form number (e.g., 734-1234).

#### *No duplicates*

Do not upload multiple copies of the same form to the site, only one form is allowed. (Linking to the master form guarantees when that form is revised, it is revised for all linked locations.)

#### *5.3.4.2 Metadata standards (columns and tagging)*

Metadata is descriptive information that explains and locates information resources.

The Forms libraries in Oregon.gov use columns and tags to help sort and organize forms. When uploading a form to one of the Forms libraries you must include all of the following:

- Form # (7 digits with dash) established by Forms Unit
- Revision date
- Form title
- Subject
- Division/Section/Unit
- Keywords specific to the form (choose from the drop down list, or enter a new one.
  - Include common misspellings or terms used by customers (e.g., driver's and drivers)

#### **5.3.4.3 Forms subsite and libraries**

Official agency external-use forms developed and maintained by the Forms Unit will be uploaded to the Forms subsite [www.oregon.gov/odot/forms](http://www.oregon.gov/odot/forms).

The Forms subsite will include the following libraries. **It is critical that no folders or sub-sections be added to the libraries without permission of the Forms Unit or the ODOT web content strategist.**

- /forms/DMV
- /forms/motcarr/
- /forms/odot/

If you have a form that you'd like to add to the Forms subsite, please work with your Forms Unit representative to make that happen.

#### **5.3.4.4 Forms review and retention cycle**

Like other parts of a well-curated website, it is important to review our forms regularly. It is expected that form review will follow the same standards as outlined in 6.2 and 6.3 of ODOT's web standards.

At a minimum, an annual review of each unit's forms should occur. When uploading a form, the revision date needs to be filled out to ensure current information is provided. When a form is revised, the new copy should override the existing copy.

### **5.3.5 Lists**

A list is a collection of information that is shared within a site or subsite. Lists are a useful way to manage and display data. **Do not use folders within a list.**

#### **5.3.5.1 List views**

Our site uses custom list views to filter, sort and display information. When you want to display some items in a list on a page or if you want to sort items, please create a new view. Do not alter, delete or rename the "all items" view.

### **5.3.6 Be consistent**

Review the tags and common categories used in libraries and lists. When adding items to a list or library use the established metatagging and categorization structure (document or item properties) rather than

creating your own version. **Before you add a new item to a list or library, make sure it doesn't already exist with a slightly different title. If you're updating existing content, spot check the live page first to verify the library location and naming convention of the document(s).**

## 5.4 Page Specifications

In order to best serve our audiences, our site is mobile-first and fully accessible by default. If you add custom HTML to a page or if you override styles you will ruin the page's responsiveness and accessibility. Do not attempt to customize a page without contacting the chief content strategist.

To help with accessibility and mobility, pages don't automatically open in new windows.

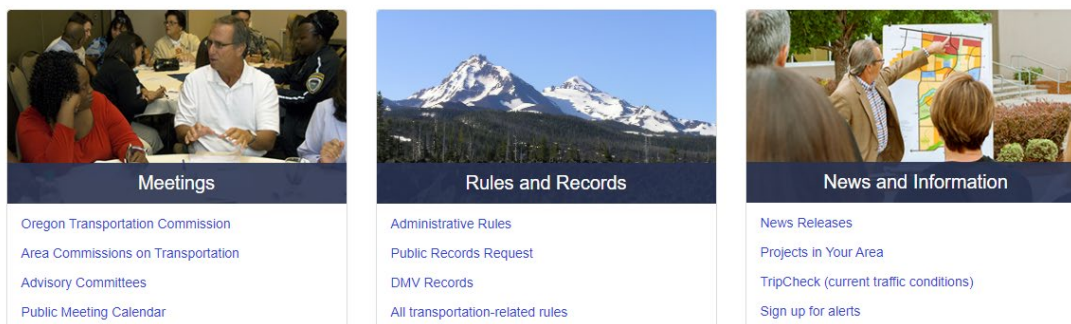
Suggestions for improving pages are always welcome. Please submit your ideas to the web content strategist and they will contact our vendor and see what is possible.

### 5.4.1 Templates

Use the following V5.X page layouts only:

- Home page
- Standard page with left navigation
- Standard page with left navigation and aside
- Standard page (rarely used because it doesn't include left navigation).

Limit links in Task Boxes to seven or less including the header.



Retention dates are required for all pages except home pages.

### 5.4.2 Menu

The top navigation menu will be consistent site-wide for all divisions except DMV and Commerce & Compliance. The chief content strategist will manage the top navigation menu for all divisions except DMV and Commerce & Compliance. DMV Web Service Center staff will manage top level navigation for that part of the site. The Commerce & Compliance lead web editor will manage top level navigation for that part of the site. The chief content strategist is available to help as needed.

The left navigation is modified at the subsite level. Items in the left navigation menu are limited to top task related items. See left navigation best practices for more information. New pages should not be added to this menu without consultation with the web lead.

### 5.4.3 Footer

The footer will be consistent site-wide and managed by the chief content strategist. The DMV and Commerce & Compliance divisions may have a different footer. Because the footer content is stored in the master cascading style sheets for the agency, the chief content strategist will assist divisions with changes.

### 5.4.4 Tables

Because tables can be problematic for a mobile-first site and have accessibility issues, do not use tables for layout positioning. Use the data table web part to display tabular data. Use the content wells for layout positioning.

If you must use a table in SharePoint, use the responsive table styles provided for best results. To ensure the table is accessible to all users, follow the guidelines outlined in the State of Oregon Web Guide, section 3, page 17.

### 5.4.5 Web parts

Web parts are used to post lists, widgets, videos, image albums, etc. We use the following SharePoint web parts only: Data Table, Accordion, Content Editor, Task Box, Calendar, Map

Figure 1: Task Box

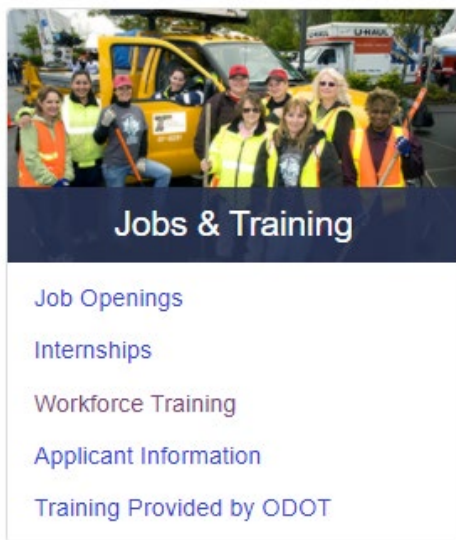


Figure 2: Content Editor





Figure 3: Data Table

<input type="text" value="Search"/> <input type="button" value="Q X"/> <input type="button" value="Sort"/>		
Popular publications and reports		
Report Link	Published by	Description
<a href="#">Oregon Bridge Conditions Report &amp; Tunnel Data</a>	Bridge Section, ODOT	This report summarizes bridge condition ratings on state highways and performance measures based on National Bridge Inventory and ODOT data.
<a href="#">Oregon Highways Seismic Plus Report (October 2014)</a>	Bridge Section, ODOT	This report lays out a comprehensive program that will address seismic vulnerability, as well as mitigate structural deficiencies. The Seismic Plus Program presents the most economical option for mitigating several bridge deficiencies at once, including seismic vulnerability. <a href="#">Additional reports and data available from Bridge Section.</a>
<a href="#">State of the System</a>	Transportation Development, ODOT	This report provides key information about how Oregon's transportation system is performing in relation to the seven goals of the <a href="#">Oregon Transportation Plan</a> - increasing awareness of the state's transportation assets, and the trends and challenges that affect them.

Figure 4: Accordion

In an Emergency +

Driver and Motor Vehicles +

Delivery and Operations Division +

Motor Carrier Transportation +

Policy, Data and Analysis Division, Public Transportation Division +

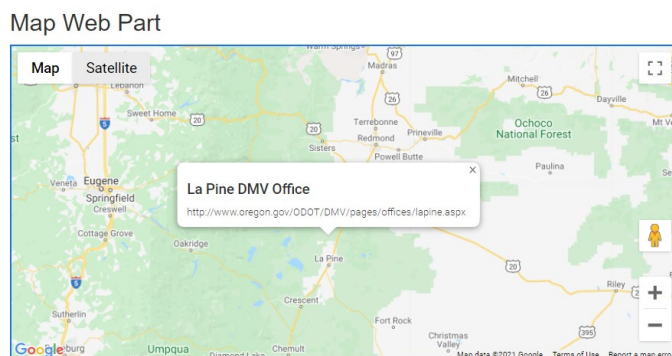
Figure 5: Calendar

Calendar Web Part

< > today February 2021 list month

SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1	2	3	4	5	6

Figure 6: Map





### 5.4.6 Contact information

Every page needs to have contact information listed. The right column in the “Standard page with left navigation and aside” is a good location contact information. A “contact us” link in the left navigation menu is also a good option.

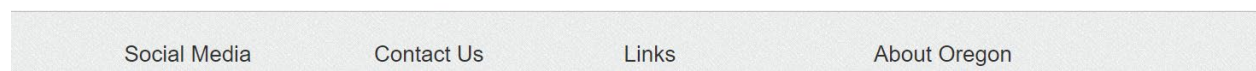
### 5.4.7 Metadata

The Meta Description and Meta Keywords need to be filled out on every page. Search engines use the Meta Description to display what the page is about in search results. Meta keywords help search engines find the page. Separate the keywords with commas.

### 5.4.8 Badges

Promotional badges for ODOT programs or projects may be used at the bottom of the page, just above the footer.

Badges need to be inserted into a row of three content boxes, each badge in its own content box. Make sure to enter at least two lines of space between the end of the page content and the badges. You can make a badge with a graphics program like illustrator. You can also ask ODOT Creative Services to make one for you.



## 5.5 Privacy

By default, all Oregon.gov pages have a link to the state’s privacy policy in the footer. If you need to augment that policy with a special statement, please coordinate with the agency’s web content strategist to get that placed in the correct spot.

## 6 Review, retention and content lifecycle

All content has a lifecycle – Strategize, plan, create, maintain, audit/evaluate, and repeat.

We keep our website up-to-date.

### 6.1 Everyone has a role

All employees are responsible for reporting inaccurate or outdated content immediately.

We set agency and divisional review and retention dates based on audience and business need as well as state record retention guidelines.

## 6.2 Review

We review our content at least annually or as specified by divisional review standards. We check for broken links at least monthly.

## 6.3 Retention

The website is not used as a storage device. Only post or link to “convenience copies” of information and documents; original documents or records must be maintained elsewhere and retained according to the appropriate records retention schedule.

Outdated or obsolete material is removed from the site. Any material that needs to be archived for business or records purposes should be moved to an offline location according to division/section standards.

- \* **Until superseded means remove the document when a new version is created.** It does not mean keep the document forever. Remember, the document must be reviewed at least annually. Obsolete material must be removed from the site immediately.
- \* **Until no longer useful means remove it as soon as it is no longer useful for the target audience.** It does not mean keep the document forever. If you are unsure, remove it. If you need to repost it you can. ***Remember, the document must be reviewed at least annually. Obsolete material must be removed from the site immediately.***

### General web retention guidelines<sup>2</sup>

Document Type	Retention Guideline
Administrative rules or statutes	Link to draft rules until rule is formally adopted, then link to current rule. Link to enrolled copy of bill until it is moved into chapter law. Link to current ORS once law becomes part of statutes. Do not post duplicate copies of rules or statutes.
Approval letters	Until superseded.
Brochure	Until no longer useful.
Case Study	Until no longer useful.
Checklists	Until no longer useful.
Civil Rights reports and documents	Please see <a href="#">Civil Rights' retention guide</a> .
Conference fliers	Remove when conference is completed.
Design manuals	Please see <a href="#">Operations Division's retention guide</a> .
Directives	Until superseded, incorporated, or deleted.
Fact sheet	One year or until no longer useful.

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<sup>2</sup> Divisions may have division-specific guidelines but they may not be longer than the agency standard without an exception granted by the Web Governance Board.

Document Type	Retention Guideline
Form	Until superseded or no longer useful.
Guidelines (technical)	Until superseded. See <a href="#">Planning, Data and Analysis Division's retention guide</a> or <a href="#">Highway Division's retention guide</a> .
Handbooks	Until superseded.
Maps	Until superseded.
Meeting agendas	Remove after meeting is completed.
Meeting agendas, OTC	No longer than one year.
Meeting minutes (including ACTs and OTC)	No longer than one year.
Meeting handouts (including ACTs and OTC)	No longer than one year.
Modal plans	Please see <a href="#">Planning, Data and Analysis Division's retention guide</a> .
Newsletters	No longer than one year.
News releases	No longer than one year.
Policies	Until superseded.
Presentations	Until no longer useful.
Procedure manual	Until superseded or not applicable.
Procedures manual (Civil Rights programs)	Please see <a href="#">Civil Rights' retention guide</a> .
Progress reports	Until superseded or project is complete.
Research reports	Until superseded or until no longer useful. Please see <a href="#">Planning, Data and Analysis Division's retention guide</a> for Research Unit reports.
Reports (Civil Rights programs)	Please see <a href="#">Civil Rights' retention guide</a> .
Reports (general)	Until no longer useful.
Specifications	Please see <a href="#">Operations Division's retention guide</a> .
Studies	Until no longer useful.
Technical training manuals	Updated annually, until superseded.
Training Manuals (general)	Keep only current copy online. Remove when training no longer offered.

## 7 Testing and evaluation

### 7.1.1 Testing

We conduct usability testing with our audiences as needed. New sections of the site are tested as they are created. We also conduct ongoing simple customer surveys and gather web feedback. Periodically, we conduct in-depth customer surveys. The ODOT web content strategist coordinates testing in conjunction with the agency web team.

### 7.1.2 Evaluation

Site metrics and analytics are reviewed regularly (at least monthly) to measure progress toward achieving goals and objectives. Web editors are responsible for compiling monthly analytics and quality assurance reports and sharing them with site owners and others.

We conduct spot check content audits as needed, usually at least once a biennium.

## 8 Resources and help

### 8.1.1 Compliance

Division web teams are responsible for following these standards. Compliance will be monitored by the agency chief content strategist, as stated in the [ODOT Web Governance Plan and Content Strategy](#).

These standards will be reviewed at least annually by the agency web team. Contact the chief content strategist to make suggestions for additions and changes

### 8.1.2 Exception requests

Exceptions to some of the standards or the Style Guide may be granted by the chief content strategist or Communications Section manager if appropriate. For exceptions to Section 2 General Requirements follow the process outlined in sub-section 2.4 External Website Exception Process. For all other exception requests please follow this process –

- Before requesting an exception, discuss the concept with your immediate supervisor. Talk your request over with your division's lead web editor as well. Then obtain approval through your division's chain of command.
- Consult with the ODOT chief content strategist.
- Submit a written request to the chief content strategist. Please include a description of the exception you are requesting, the customer or business need behind the request, how you will maintain compliance with any applicable policies, laws or requirements such as accessibility, privacy, records and security.
- The chief content strategist will review your request. They may reach out to you with questions. The chief content strategist will provide you a written response via email.

### 8.1.3 Resources

- ODOT
  - [ODOT Web Governance Plan and Content Strategy](#) (PDF)
  - [ODOT Web Writing Style Guide](#) (PDF)
  - [ODOT Web Personas](#) (Word)
- State
  - [State Agencies' Website Guidelines for Usability and Accessibility](#)
- Federal
  - [Federal Usability Guidelines](#)
  - [Federal Accessibility Laws](#)