

---

# ODOT WEB GOVERNANCE PLAN

For the [www.oregon.gov/ODOT](http://www.oregon.gov/ODOT) website

## CONTENTS

Overview.....	2
Content strategy.....	2
Vision .....	2
Goal .....	3
Core strategies.....	3
Audience first .....	3
Task oriented .....	3
Quality over quantity.....	4
Consistent brand .....	4
Site structure .....	4
Information architecture .....	5
Navigation and nomenclature .....	5
Links.....	5
Page templates and guides.....	5
Suggesting changes .....	5
Authority and ownership.....	5
Support and oversight .....	5
Roles and responsibilities .....	6
Agency Content Strategist.....	6
Information Systems.....	6
Division Administrators .....	6
Content Owner (part of other duties) .....	6
Division Lead Web Editors (full time position) .....	7
Web Editors (1/3 or more of duties) .....	7
Content Contributor (25% of time or less) .....	8
Subject Matter Expert (part of other job duties).....	8
Public Affairs Specialist (part of other job duties).....	8
Processes and procedures.....	8
Workflow .....	9

Review, revision and retention.....	9
Compliance.....	9
Desired Outcomes.....	10
Success metrics.....	10
Content guidelines.....	10
Standards.....	10
Style guide.....	10

## OVERVIEW

Oregonians prefer the web as the primary means to contact or get information from state agencies<sup>1</sup>. As such, it is vital the Oregon Department of Transportation’s website be as clear and easy to use as possible. At ODOT we do good work. We innovate. We are reputable. We serve our customers well. We are an employer of choice. Our website, our most visible communication tool, must reflect that.

This plan includes:

1. **Content strategy** – Our overarching vision and goals for ODOT’s website.
2. **Structure** – The way our site is organized; includes information architecture and navigation.
3. **Authority and ownership** – Roles, responsibilities and how people are empowered to make decisions.
4. **Processes and procedures** – The way work gets done, including outlines for workflow.
5. **Content guidelines** – Standards, style guides and best practices.

Together, these elements combine to:

- Provide a clear administrative structure for ODOT’s online presence with defined roles and responsibilities.
- Use resources (people and technology) efficiently and effectively to deliver information and services to our customers, given budget and resource constraints.
- Use performance metrics to measure results and identify opportunities for improvements.
- Encourage visionary thinking and foster a culture that promotes and enables innovation and collaboration.

Benefits of having a plan include:

- Consistent, quality communications that strengthen us as an agency yet allow division identity to flourish.
- Elimination of redundant and outdated information.
- Compliance with state and federal laws and rules.
- Consistent support for defined business goals.
- Guidance, training and support for content owners and editors. Clear expectations.

## CONTENT STRATEGY

### VISION

Our vision is to have a **mobile-first, useful and usable** website that improves the agency’s ability to communicate with customers and interested parties, helps end users find needed information and complete tasks, reduces risk and improves transparency. Our site conveys and amplifies the agency’s mission, goals and work.

---

<sup>1</sup> DHM E-Government Survey Report

## GOAL

Aligning with ODOT's mission, ensure our Internet website provides timely, efficient, effective, accurate and consistent information, resources and services for customers, stakeholders and our employees.

## CORE STRATEGIES

### AUDIENCE FIRST

The key to creating good web content is to understand our intended users and to design information based on their specific wants and needs.

#### Customers and Users

- Public
- Businesses
- Government
- Partners

The Oregon Department of Transportation's Internet website must be accessible to all site visitors including those with disabilities. The site follows current state and [federal legal accessibility guidelines](#).

### TASK ORIENTED

People come to our site to complete a task. They need information. They need to complete a transaction. They need to comply with a rule or law. There is something that they need or want to accomplish. If we can determine the most important tasks for the majority of our customers (80 percent), we are on our way to creating a useful website.

We use data to help determine which tasks are critical. Data can include website analytics, survey information, phone logs, anecdotal information about common questions or requests, most requested documents, research reports, lessons learned, common legislative or Ask ODOT requests, etc.

#### KEY USER TASKS INCLUDE:

- Find contact information
- Find location and office hours
- Renew a driver license
- Apply for a driver license
- Register a passenger vehicle
- Register a commercial vehicle
- Apply for a permit (trip, use, etc.)
- Find news and facts about the agency
- Find contracting opportunities
- Learn how to do business with ODOT
- See job opportunities at ODOT
- Find construction project information
- Find out about funding opportunities and requirements
- Find plans, specifications, standards and other technical materials
- Find crash and safety data
- Request maps
- Find planning guidance and tools
- Learn about regulations or rules and how to comply with them
- Find due dates for tax payments

We orient our site around customer and user tasks, designing and maintaining an information architecture that:

- Establishes intuitive paths to meet customer needs and tasks, as well as agency objectives.
- Is easy to support, maintain and update.

- Is based on customer and stakeholder needs rather than an agency organization chart or internal process.
- Uses customer metrics and feedback to improve and maintain the architecture.

## QUALITY OVER QUANTITY

It is the quality of our web content which pleases our customers and stakeholders, not the quantity. To provide useful and usable information for our customers we must carefully select and edit the information that we choose to post.

## OUR CONTENT IS:

- **Current:** All teams review and update content according to the content lifecycle process. Pages with unusually low traffic will be tested to determine best course of action.
- **Easily consumable:** Content will be written in plain language and presented in a way that communicates information both accurately and clearly so the intention will be understood by the audience.
- **Relevant:** Content will be maintained and the site governed in a way that maintains the site's values of being useful and usable.

Any content that doesn't meet these ideals is just getting in the way. We avoid wasting resources on designing, creating and maintaining unnecessary content. We use governance procedures, processes and tools to ensure only current, consumable and relevant information is online.

## CONSISTENT BRAND

Our Internet website maintains a consistent experience across pages. ODOT's web pages conform to agency standards for communication and branding, while still allowing for division brand identity.

## LOOK AND FEEL

All websites and applications must meet established ODOT/state standards for web formatting, design and style to create a uniform professional and contemporary online presence. Images and graphics are pulled from ODOT resources whenever possible. We never use materials that are copyrighted without permission.

## VOICE AND TONE

The site's tone is conversational and customer-friendly, using plain language commonly understood by our customers.

- We are positive and professional.
- We use active voice.
- We use pronouns.
- We write clearly and concisely.
- We write with the intended audience in mind, minimizing the use of acronyms, jargon and formal phrasing.
- We write visually. Since we know that the majority of users scan Web pages, we write in a style that accommodates that behavior. We get to the point fast and make it easy for readers to pick out key information.

## MESSAGE HIERARCHY

ODOT's mission, goals and values guide our messaging, as do our division, section or program objectives. Most importantly, our end users' needs and wants guide messaging.

## SITE STRUCTURE

As stated previously, our site is oriented around customer and user tasks. We use intuitive paths to meet customer needs as well as agency objectives. Our site structure, including information architecture and navigation, is created, tested and maintained using customer feedback tools such as card sorting and usability testing. At least annually, we use customer metrics and feedback to improve and maintain the structure.

## INFORMATION ARCHITECTURE

Information architecture refers to the structure of information on a website. It uses a taxonomy, or classification system, to organize content into categories and subcategories. The ODOT website structure is hierarchical, set at the agency level and applied across the site. Our customers top tasks are prioritized and categorized based on user testing and feedback. The information architecture helps users understand where they are, what they've found, what's around, and what to expect.

## NAVIGATION AND NOMENCLATURE

Navigation refers to the elements of the site that people use to make their way through the structure — menus, “breadcrumbs” and links. Navigation is set at the agency level and applied across the site.

Nomenclature refers to the labels used on various components of the website. Generally, nomenclature will be set at the agency level, but some menu labels and sidebar labels may be set at the division or section label. Refer to the agency web standards and procedures for specific guidance.

## LINKS

Links connect our content. Links are the most basic interactive component between a user and a web page. It is vital that we use consistent standards and styles when creating links.

We adhere to the [Department of Administrative Services' Web links policy](#) when linking to sites outside of state government. We don't link to sites that we don't have a partner relationship or contractual relationship with. We will not intentionally link to any website that exhibits hate, bias or discrimination.

## PAGE TEMPLATES AND GUIDES

Page guides provide instruction on how to use the variety of templates and web parts available agency wide. Divisions may develop guides for division-specific pages. These guides can include more requirements than the agency guides, but not fewer.

## SUGGESTING CHANGES

Updates or changes to the information architecture, navigation or other structural elements of the website can be submitted to the chief content strategist for review and approval.

## AUTHORITY AND OWNERSHIP

Authority and ownership of <https://www.oregon.gov/ODOT> is a shared responsibility. We all have a role to play and responsibility to ensure that we are serving Oregonians in the most efficient and effective way.

## SUPPORT AND OVERSIGHT

The Communications Section is empowered to make decisions regarding ODOT's Internet site. The chief content strategist, on behalf of Communications, is charged to create, implement and oversee a governance plan based on agency goals, business needs and customer and stakeholder needs. Lead web editors, subject matter experts and managers are regularly consulted.

Support for <https://www.oregon.gov/ODOT> is led by the chief content strategist and lead web editors, partnering with the state E-Gov office and Tyler Oregon for technical support.

The web team, made up of lead web editors and content owners across the agency, carries out the creation and maintenance of the website in accordance with this plan.

## ROLES AND RESPONSIBILITIES

### AGENCY CONTENT STRATEGIST

- Lead periodic reviews of agency website.
- Coordinate efforts across divisions
- Work with web editors and content owners to ensure compliance with ODOT Content Strategy and Governance Plan
- Elevate issues or requests up the governance chain as appropriate with Web Governance Board, agency leadership, DAS E-GOV, etc.
- Serve as agency SPOC.
- Coordinate global changes to ODOT website.
- Coordinate training for new and existing web editors.
- Share tools, training materials and learning opportunities
- Provide technical support, and periodic, as needed training assistance, etc.
- In coordination with division/section content owners, web editors and subject matter experts, create and execute an editorial calendar and maintenance plan for the page/site.

### INFORMATION SYSTEMS

- Provide operational support for non-Oregon.gov websites and apps including security, infrastructure support, etc.
- In consultation with Communications, establish standards for content management systems, editing software, platforms, etc. Non-standard infrastructure, programs and systems will not be supported by Information Systems. Exceptions must be jointly approved by Information Systems and Communications.

### DIVISION ADMINISTRATORS

- Ensure division's online presence conforms to statewide and ODOT-specific policies and standards.
- Identify the content managers and web editors for their division and report that information to Information Systems and Communications regularly.
- Provide sufficient resources to align the division's online presence with agency and program priorities.
- Divisions may pool web editing resources with other divisions to make efficient use of resources.

### CONTENT OWNER (PART OF OTHER DUTIES)

- Ownership and management of the content of Internet, intranet and apps is provided by division and section managers and/or their designees. Content owners may designate site maintenance, writing and posting to web editors, subject matter experts or contractors. Content owner duties include:

- Ensure compliance with federal, state and ODOT policies, procedures and standards, including, but not limited to:
  - ODOT web governance plan (content strategy, standards, procedures)
  - Section 508 (accessibility standards).
  - Record retention rules
  - Division standards (if applicable)
  - Approve web content plans.
  - Ensure content is up-to-date and reviewed per review schedule.
  - If the creation or maintenance of a website is contracted to a vendor, before letting contract, ensure it complies with ODOT contract standards related to websites. After letting – coordinate with the contract manager (if not the same person) to ensure compliance with the contract.
  - Supervise the evaluation of content effectiveness (measure results using analytics and measurement tools).

#### DIVISION LEAD WEB EDITORS (FULL TIME POSITION)

- Ensure adherence to agency governance plan including content strategy, standards and procedures. Suggest plan updates or changes to agency web content strategist and Web Governance Board.
- Share expertise in public/customer facing web content:
  - Participate in web content planning, including organizing content in a way that is meaningful for end users.
  - Advise content owner about gaps in content, insights into user experience with the page/site and opportunities for improvement.
- Coordinate the content and copy approval process for division/section/area.
- In coordination with agency content strategist, division/section content owners and subject matter experts, create and execute an editorial calendar and maintenance plan for the pages/site.
- Serve as point of contact within division for the agency content strategist. Communicate information, training opportunities, etc. to other web editors and contributors. Communicate issues, needs, etc. on behalf of division to agency content strategist.
- Perform duties of web editor as needed.

#### WEB EDITORS (1/3 OR MORE OF DUTIES)

- Write, source, post, edit content, remove/rework outdated content.
- Proofread materials for general clarity, punctuation, grammar, spelling, format and agency standards and style guides.
- Work with content owners, subject matter experts, editors, content contributors and public affairs specialists on a regular basis for site updates and additions.
- Ensure that content is designed with the end user in mind and is written in plain language.
- Comply with federal, state and ODOT policies, procedures and standards, including, but not limited to:
  - ODOT web plan (strategy, standards, procedures)
  - Section 508 (accessibility standards).
  - Record retention rules
  - Division standards (if applicable)
- Help to ensure that pages are linked to agency, divisional or sectional portals, directories or other landing pages as appropriate. Encourage cross-program or cross-divisional connectivity.

- Find, diagnose and address website problems, including broken links, typographical errors and formatting inconsistencies.
- Leverage knowledge and experience from project to project, ensuring that work is aligned with content strategy, standards, customer/stakeholder top tasks and agency needs.
- Use analytics and measurement tools to evaluate results (measure results). Share results with agency and division web teams and content owners.
- Participate in training on both the content editing platform used to maintain your site and best practices for maintaining, writing and designing content.
- Share best practices with other web editors.

#### CONTENT CONTRIBUTOR (25% OF TIME OR LESS)

- Find, diagnose and address website problems, including broken links, typographical errors and formatting inconsistencies.
- Upload documents; edit the content on specific pages for a particular site.
- Proofread materials for general clarity, punctuation, grammar, spelling, format and agency standards and style guides.
- Participate in training on both the content editing platform used to maintain your site and best practices for maintaining, writing and designing content.

#### SUBJECT MATTER EXPERT (PART OF OTHER JOB DUTIES)

- Work with content owner and web editor to ensure content is accurate, relevant and meets business and user needs.
- As a content source, provide the information others need to create a piece of content and review the finished content for accuracy and tone.
- Act as a content creator, authoring a piece of content and providing it to the web editor for review.
- Collaborate with content owner and web editor on content planning and prioritization, helping to ensure that content is organized and presented in a way that is meaningful for end users.
- Help to ensure that pages are linked to agency, divisional or sectional portals, directories or other landing pages as appropriate. Encourage cross-program or cross-divisional connectivity.
- Participate as needed to ensure content meets web standards and records retention rules.

#### PUBLIC AFFAIRS SPECIALIST (PART OF OTHER JOB DUTIES)

- Advise and assist content owner and web editor about public impact of page/site content.
- Provide advice and counsel regarding how page/site fits into overall communication plan/strategy.
- Help to ensure that web content is designed with the end user in mind, is written in plain language and complies with agency standards. Offer advice and make suggestions for edits as necessary.

## PROCESSES AND PROCEDURES

The processes and procedures we use to create and maintain our web content are designed to facilitate the creation of useful and usable content, not to create a burden on ODOT staff. All employees are encouraged to submit suggestions for improving these processes and procedures.

The governance plan will be reviewed at least annually and will be updated as needed.

## WORKFLOW



**FIGURE 1: WORKFLOW PROCESS**

We have a defined process for creating and publishing content.

Content has a lifecycle. We can't just create, post it and forget it. As the diagram shows, the content lifecycle is continuous.

### REVIEW, REVISION AND RETENTION

We keep our website up to date. We review our content per our division or section guidelines or annually, whichever comes first. All employees are responsible for reporting inaccurate or outdated content immediately. We use review processes as well as SharePoint functionality to help enforce content maintenance.

Siteimprove and other quality assurance and analytics tools are used to assure quality. Material that is full of errors, isn't used or is abandoned will be reported to the lead web editor for that division. Communications Section can assist in this process and may step in to help remedy the situation if needed.

We set agency and divisional retention dates based on customer and business needs, and any applicable laws or rules.

### COMPLIANCE

## EXCEPTIONS

Exceptions to the plan, standards or procedures may be granted by the chief content strategist if appropriate.

## NONCOMPLIANCE

Sections that are not following the governance plan and associated standards and procedures will be asked to correct the problem. Support will be offered and training provided if needed. If problems continue to exist, the chief content strategist will work with agency management to bring the section into compliance.

## DESIRED OUTCOMES

- Provide our customers and stakeholders with easy access to information, services and resources that are useful and useable to them, regardless of where the information originates.
- Content is accurate, current, accessible, useful and easy to find.
- Information is presented using plain language.
- There are clear opportunities for users to interact and receive timely responses to their inquiries.
- All sites for the agency will have a consistent design (look and feel).
- ODOT's Internet content must meet all state and federal laws and rules, including those related to accessibility and civil rights.
- Systems are easily supportable from a technical perspective and maximize the use of limited resources for both Information Systems and the rest of the agency thus creating efficiency savings (that can be used in other places).

## SUCCESS METRICS

We use a variety of tools to measure success including –

- Monthly web analytics reports
- Monthly quality assurance reports
- Annual rolling content audits
- Usability testing
- Ongoing simple customer surveys
- Periodic in-depth customer surveys

## CONTENT GUIDELINES

### STANDARDS

Standards are posted on the ODOT website under About Us/Web Toolkit. In addition to standards for look and feel, contracted sites, processes and content, the document includes roles and responsibilities and personas as well.

### STYLE GUIDE

The Style Guide is posted on the ODOT website under About Us/Web Toolkit.