

HANDBOOK FOR CUPERTINO.ORG WEBSITE



CUPERTINO

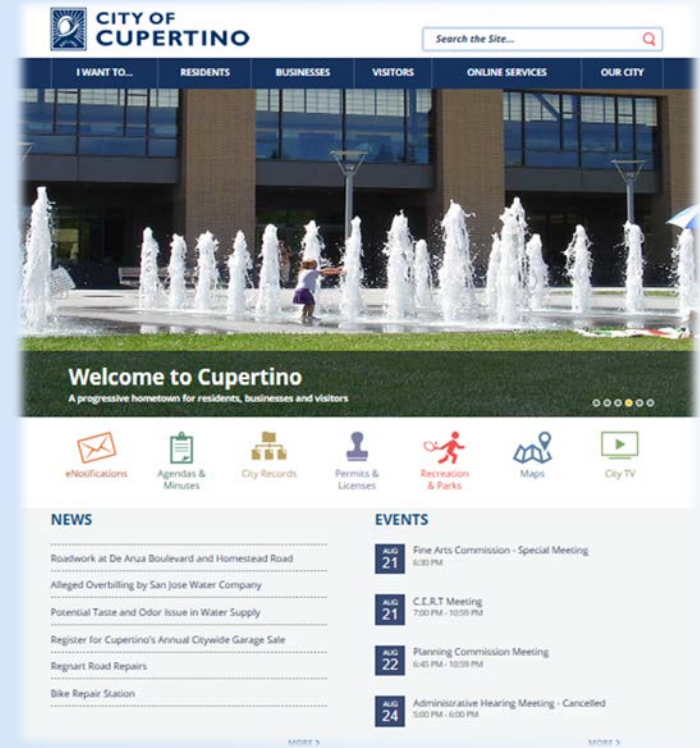
Prepared by the I&T Applications
Division

Aug. 22, 2017

Table of Contents

- **Cupertino.org Goals**
- **Content Editor Role**
- **Design & Content Standards**
- **Editorial Guidelines**
- **Content Management System**

This handbook provides guidance to City of Cupertino staff and volunteers who are responsible for creating, posting and maintaining content on the Cupertino.org website.



Cupertino.org Goals

Cupertino.org is an important resource in meeting our commitment to transparent, accessible and efficient local government.

The various elements of the website – content, graphics, navigation and web technology – work together to achieve the goals shown at right.

By striving to continually improve the website, we will together make it ever more intuitive and engaging for residents and other site visitors.

Summary of Goals

- Provide residents with a clear window into City governance, operations and services.
- Provide residents, businesses visitors and others with information on important issues, activities and opportunities that is accessible and easy to understand.
- Provide residents and businesses with an efficient means to request services and permits, as well as to contact City staff and officials.

Content Editor Role

The City's Applications Division of the I&T Department provides the website platform and framework. The Applications Division administers and hosts Cupertino.org, and establishes standards for design and content.

Each City department is responsible for creating, posting and maintaining its content in accordance with these standards. This is done by designated Department content editors, who have an essential role in achieving the City's goals for Cupertino.org. Content editor responsibilities are shown at right.

Summary of Responsibilities

- Write and/or coordinate content for department or division.
- Assure content has been reviewed by appropriate parties in your department or division.
- Post content using the Content Management System.
- Proofread content thoroughly before and after posting.
- Test links to ensure that they work.
- Keep content up to date.

Design & Content Standards

With the June 2017 roll-out of the new Cupertino.org website, we established design standards for several types of page templates. This consistent look and feel helps users navigate through the site and creates a recognizable online brand for the City.

We also created a structure organized around key audiences to help site users find information relevant to them.

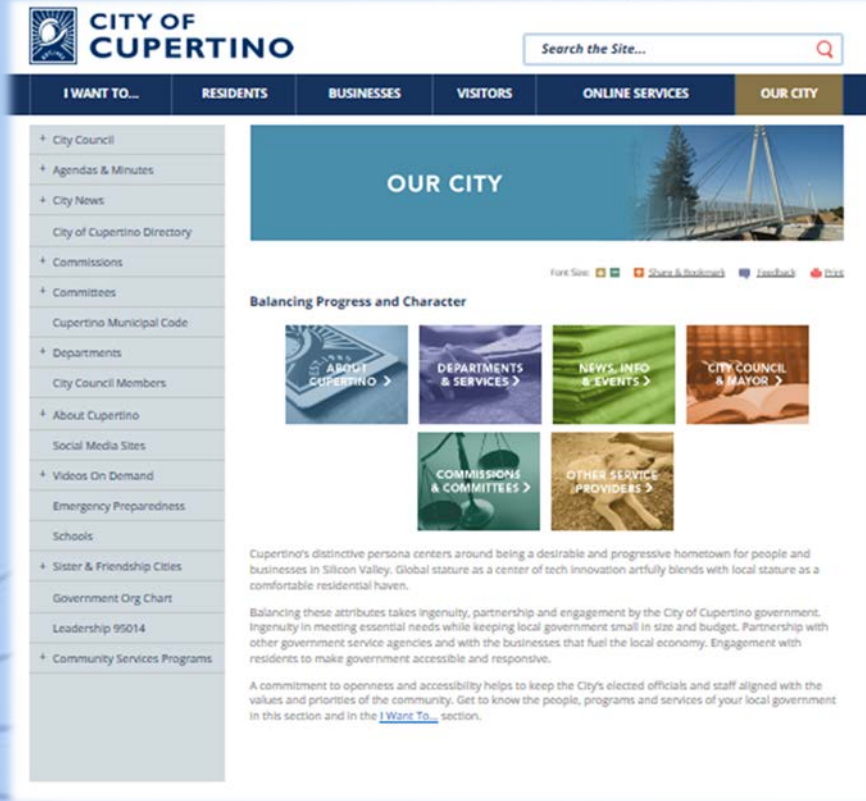
As we move forward, we continue to look for opportunities to reduce the number of pages on the site and further improve content quality and organization.

See the following pages for examples of design and content standards.

Summary of Standards

- Maintain a consistent look and feel throughout the site.
- Make access intuitive through user-friendly navigation.
- Reduce the number of pages by condensing content and removing out-of-date pages.
- Provide content that is engaging and relevant to the key external audiences.
- Ensure that content is factually accurate, up to date and free of grammar and spelling errors.

Design & Content Standards – continued



Major Section Landing Page Example

The I&T Applications Division maintains the home page and major landing pages for: I Want To, Residents, Businesses, Visitors, Online Services and Our City.

Each major landing page includes a top banner, descriptive content and icon navigation aids. Main navigation appears in the left column, and a mega menu appears when hovering over the top menu bar.

Design & Content Standards – continued

CITY OF CUPERTINO Search the Site...

I WANT TO... RESIDENTS BUSINESSES VISITORS ONLINE SERVICES OUR CITY

Finance

- Budget & Reports
- Forms & Fees
- Budget at a Glance
- Financial Data Transparency Portal

FINANCE

On City | Documents | FINANCE

Font Size | Share & Bookmark | Feedback | Print

Keeping the City Fiscally Sound

- BUDGETS AND REPORTS
- OPEN FINANCIAL DATA PORTAL
- FEES
- FORMS AND APPLICATIONS

Finance is a division within the Administrative Services Department. It is responsible for accurate and timely maintenance of all City financial records, collection, disbursements of funds and the payroll process. Finance oversees the annual audit and preparation of the Comprehensive Annual Financial Report, and performs year-long monitoring and analysis of budget-to-actual activities for both operational and capital budgets.

Although most of our work is done behind-the-scenes, Finance employees strive to provide quality service in responding to the needs of customers, vendors and citizens.

- Our largest customer base resides in the business community. One of the major objectives of our staff is to provide businesses with information regarding compliance with the Business License Tax Code and provide useful sources of information related to business activity. Much of that information is provided on this website, and our customers can call [408.777.3221](tel:408.777.3221) for further information.
- Our vendors will find helpful and knowledgeable staff to address payment issues in Accounts Payable. [408.777.3115](tel:408.777.3115)
- Since 2003, our citizens have been able to access the City's annual operating and capital budgets, as well as the Comprehensive Annual Financial Reports, at this website.

For all inquiries, Finance Staff is available at [408.777.3220](tel:408.777.3220) during City Hall's regular operating hours.

Related Links

- [Business License Application](#)
- [Financial Public Records](#)
- [Business Forms](#)

CONTACT US

Hours
Mon-Thu: 8 a.m. - 5 p.m.
Fri: 8 a.m. - 4 p.m.

Business Information
[408.777.3221](tel:408.777.3221)

Finance Division
[408.777.3220](tel:408.777.3220)

Accounts Payable
[408.777.3115](tel:408.777.3115)

EVENTS

Audit Committee Special Meeting
08/24/2017 5:00 pm

Audit Committee Meeting
10/12/2017 8:00 pm - 9:00 pm

[MORE EVENTS >](#)

FAQS

Can I conduct a business out of my home?
Where do I get a fictitious business name?
Where do I apply for a business license?

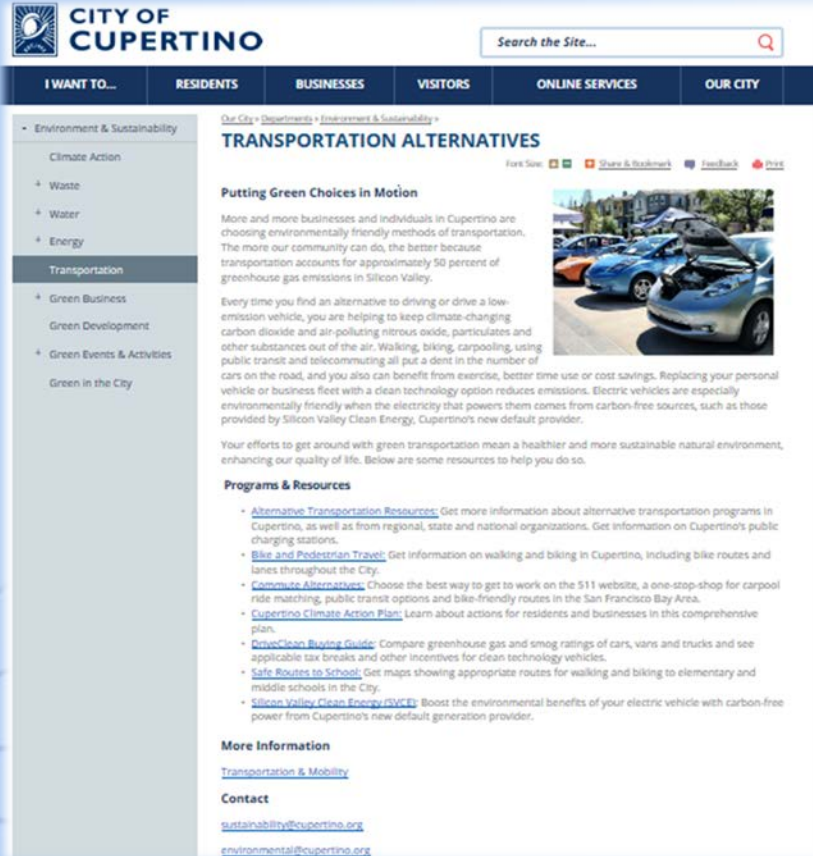
[MORE FAQS >](#)

Department or Service Sub-landing Page Example

The I&T Applications Division worked with each department to set up its sub-landing page using this page design. Each page includes an overview of the department, as well as a customized selection of sidebars, including contacts, events, news and FAQs.

Department content editors are responsible for keeping the descriptive text, links, contacts and FAQs up to date.

Design & Content Standards – continued



The screenshot shows the City of Cupertino website. At the top is the city logo and a search bar. Below is a navigation menu with categories: I WANT TO..., RESIDENTS, BUSINESSES, VISITORS, ONLINE SERVICES, and OUR CITY. The main content area is titled "TRANSPORTATION ALTERNATIVES" and features a sidebar with a navigation menu including Environment & Sustainability, Climate Action, Waste, Water, Energy, Transportation (highlighted), Green Business, Green Development, Green Events & Activities, and Green in the City. The main text includes a subtitle "Putting Green Choices in Motion", an introductory paragraph, a paragraph about the benefits of alternative transportation, a photo of a carpooling group, and a list of programs and resources. At the bottom, there are links for "More Information", "Contact", and email addresses.

CITY OF CUPERTINO

Search the Site...

I WANT TO... RESIDENTS BUSINESSES VISITORS ONLINE SERVICES OUR CITY

Our City » Departments » Environment & Sustainability »

TRANSPORTATION ALTERNATIVES

Fast Save Share & Bookmark Feedback Print

Putting Green Choices in Motion

More and more businesses and individuals in Cupertino are choosing environmentally friendly methods of transportation. The more our community can do, the better because transportation accounts for approximately 50 percent of greenhouse gas emissions in Silicon Valley.

Every time you find an alternative to driving or drive a low-emission vehicle, you are helping to keep climate-changing carbon dioxide and air-polluting nitrous oxide, particulates and other substances out of the air. Walking, biking, carpooling, using public transit and telecommuting all put a dent in the number of cars on the road, and you also can benefit from exercise, better time use or cost savings. Replacing your personal vehicle or business fleet with a clean technology option reduces emissions. Electric vehicles are especially environmentally friendly when the electricity that powers them comes from carbon-free sources, such as those provided by Silicon Valley Clean Energy, Cupertino's new default provider.

Your efforts to get around with green transportation mean a healthier and more sustainable natural environment, enhancing our quality of life. Below are some resources to help you do so.

Programs & Resources

- [Alternative Transportation Resources](#): Get more information about alternative transportation programs in Cupertino, as well as from regional, state and national organizations. Get information on Cupertino's public charging stations.
- [Bike and Pedestrian Travel](#): Get information on walking and biking in Cupertino, including bike routes and lanes throughout the City.
- [Commute Alternatives](#): Choose the best way to get to work on the 511 website, a one-stop-shop for carpool ride matching, public transit options and bike-friendly routes in the San Francisco Bay Area.
- [Cupertino Climate Action Plan](#): Learn about actions for residents and businesses in this comprehensive plan.
- [Clean-Clean Buying Guide](#): Compare greenhouse gas and smog ratings of cars, vans and trucks and see applicable tax breaks and other incentives for clean technology vehicles.
- [Safe Routes to School](#): Get maps showing appropriate routes for walking and biking to elementary and middle schools in the City.
- [Silicon Valley Clean Energy \(SVCE\)](#): Boost the environmental benefits of your electric vehicle with carbon-free power from Cupertino's new default generation provider.

More Information

[Transportation & Mobility](#)

Contact

sustainability@cupertino.org
environmental@cupertino.org

Department or Service Basic Page Example

This is an example of a basic page that meets design and content standards.

It has a compelling subtitle at the top of the text. The text is engaging. It does not repeat information provided elsewhere on the site and instead provides links those pages.

The photo, which is appropriately sized and positioned, adds interest to the page.

Editorial Guidelines

Make the Title and Subtitle Count: The content management system provides for a main title at the very top of each page. A main subtitle for the page also can be used to engage the audience by highlighting a benefit or other attribute. The subtitle should not be a repeat of the main title.

Use Title Case for Subtitles: Use title case for subtitles. Remember that “Is” and “Are” are verbs and should have initial caps.

Engage Your Audience: Gaining interest often depends on telling the audience what’s in it for them. If you are writing about a service for residents, start with why it is important to them and then move to how the service works.

Know the audience for your content. Each audience has distinct interests and needs. Make it clear to whom a particular service or requirement applies.

Check Spelling and Grammar: Grammar and spelling matter. Mistakes can cause users to question the professionalism of our staff and the validity of the information on our website.

Preventing errors requires multiple rounds of thorough proofreading.

Do not type your content directly in the website’s content management system because this may result in mistakes. Write your text in MS Word and run the spelling and grammar checker, but keep in mind that Word will not catch all mistakes.

Once you have assured the quality of your text, copy and paste it into the content management system, which also has a spell check tool. Before publishing, carefully read through the text a final time; reading aloud is a great way to catch errors your eye misses. Proofread again after posting to the website.

Editorial Guidelines – continued

Punctuate Properly: Use only one space after a period or semicolon.

In a simple series, do not use a comma before the conjunction that precedes the final item in the series.

For phone numbers, separate the groups of numbers with periods, not parentheses or dashes. *Example: 408.777.3200.*

For dates, use numerals without st, nd, rd or th. *Example: August 1, 2017.* Use a comma after the year if text follows it.

Get Our Name Right: Use “the City of Cupertino” or simply “Cupertino” in the first reference on a page. After that, use “the City” or “Cupertino.” In cases where the state identifier is needed, use “the City of Cupertino, California.” If the phrase is in the middle of a sentence, use commas before and after “California,” as in “... the City of Cupertino, California, established this program.”

Keep It Short: Less is more. Break up long sentences into short ones. Break up text with subheads or bullets. Go back through your text to eliminate unnecessary words and information.

Make It Last: Keep top-level content evergreen to avoid information becoming out of date frequently.

Use round numbers, such as “more than 20,000” instead of “21,489.”

Except for City Council members and City executives, do not use the names of staff members as contacts. People retire and change jobs. Use the department or division name instead.

When writing about a service offered by another government entity, give a brief synopsis and link to their site to avoid providing details that they may later change.

Editorial Guidelines – continued

Show the Forest and the Trees: Repeating detailed information on multiple pages makes it difficult for site visitors to see the big picture. Make the content easier to navigate by saying it once and then linking to that from other pages as needed.

This also makes it easier to keep information up to date.

Respect Intellectual Property Rights: The essence of U.S. Copyright Law is that it is illegal to reproduce or reuse the creative work (including written and visual creations) of another without their express, written permission to do so. Citing the source is not a substitute for written permission.

Exceptions include material from other government agencies, which in most cases do not claim any copyright, material distributed in a press release for the purpose of being

reused and images acquired from stock houses that are marked “copyright free.”

Wikipedia and sites like it are not an exception. Wikipedia has a stringent set of requirements for republishing content posted on its site. For photos published on Wikipedia, in most cases one must contact the individual photographer and get their written permission to use their photo.

Here are a few things to keep in mind.

- If a copyrighted source really is needed, link to it rather than reproduce it.
- Before using a photo or graphic, verify that it was created by the City or is copyright-free.
- Any creative work is automatically protected by copyright law, whether or not it is labeled with a copyright notice.

Content Management System

In 2017, the City invested in a subscription to the VisionLive™ Content Management System, which is used by many local governments throughout the country. This system provides tools and resources to help the City's department content editors easily post and edit content.

CMS Access

To access the content management system – or CMS – you first will need to provide written authorization from your department manager or admin.

The I&T Applications Division then will assign a user name and password, with which you may access the system at <https://www.cupertino.org/Admin/>

Training Videos

With a few minutes of online training, you can learn to post your department's content to the website using the CMS. Go to www.cupertino.org/help to access the following video tutorials.

- *Cupertino.org: How to Create a New Page*
- *Cupertino.org: How to Add Images & Documents*
- *Cupertino.org: How to Create Events & News Stories*

More information on using the CMS is available through the “Help” tab within the VisionLive Content Management System.