



THE CITY OF WINNIPEG

BID OPPORTUNITY

BID OPPORTUNITY NO. 121-2007

PROVISION OF WINNIPEG PUBLIC LIBRARY TEEN WEB PAGES

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PART B - BIDDING PROCEDURES

B1. CONTRACT TITLE

B1.1 PROVISION OF WINNIPEG PUBLIC LIBRARY TEEN WEB PAGES

B2. SUBMISSION DEADLINE

B2.1 The Submission Deadline is 4:00 p.m. Winnipeg time, May 3, 2007.

B2.2 Bid Submissions determined by the Manager of Materials to have been received later than the Submission Deadline will not be accepted and will be returned upon request.

B2.3 The Contract Administrator or the Manager of Materials may extend the Submission Deadline by issuing an addendum at any time prior to the time and date specified in B2.1.

B3. ENQUIRIES

B3.1 All enquiries shall be directed to the Contract Administrator identified in D5.1.

B3.2 If the Bidder finds errors, discrepancies or omissions in the Bid Opportunity, or is unsure of the meaning or intent of any provision therein, the Bidder shall notify the Contract Administrator of the error, discrepancy or omission, or request a clarification as to the meaning or intent of the provision at least five (5) Business Days prior to the Submission Deadline.

B3.3 Responses to enquiries which, in the sole judgment of the Contract Administrator, require a correction to or a clarification of the Bid Opportunity will be provided by the Contract Administrator to all Bidders by issuing an addendum.

B3.4 Responses to enquiries which, in the sole judgment of the Contract Administrator, do not require a correction to or a clarification of the Bid Opportunity will be provided by the Contract Administrator only to the Bidder who made the enquiry.

B3.5 The Bidder shall not be entitled to rely on any response or interpretation received pursuant to B2.1 unless that response or interpretation is provided by the Contract Administrator in writing.

B4. ADDENDA

B4.1 The Contract Administrator may, at any time prior to the Submission Deadline, issue addenda correcting errors, discrepancies or omissions in the Bid Opportunity, or clarifying the meaning or intent of any provision therein.

B4.2 The Contract Administrator will issue each addendum at least two (2) Business Days prior to the Submission Deadline, or provide at least two (2) Business Days by extending the Submission Deadline.

B4.2.1 Addenda will be available on the Bid Opportunities page at The City of Winnipeg, Corporate Finance, Materials Management Branch internet site at <http://www.winnipeg.ca/matmgt>.

B4.2.2 The Bidder is responsible for ensuring that he has received all addenda and is advised to check the Materials Management Branch internet site for addenda regularly and shortly before the Submission Deadline, as may be amended by addendum.

B4.3 The Bidder shall acknowledge receipt of each addendum in Paragraph 8 of Form A: Bid. Failure to acknowledge receipt of an addendum may render a Bid non-responsive.

B5. SUBSTITUTES

B5.1 The Work is based on the Plant, Materials and methods specified in the Bid Opportunity.

- B5.2 Substitutions shall not be allowed unless application has been made to and prior approval has been granted by the Contract Administrator in writing.
- B5.3 Requests for approval of a substitute will not be considered unless received in writing by the Contract Administrator at least five (5) Business Days prior to the Submission Deadline.
- B5.4 The Bidder shall ensure that any and all requests for approval of a substitute:
- (a) provide sufficient information and details to enable the Contract Administrator to determine the acceptability of the Plant, Material or method as either an approved equal or alternative;
 - (b) identify any and all changes required in the applicable Work, and all changes to any other Work, which would become necessary to accommodate the substitute;
 - (c) identify any anticipated cost or time savings that may be associated with the substitute;
 - (d) certify that, in the case of a request for approval as an approved equal, the substitute will fully perform the functions called for by the general design, be of equal or superior substance to that specified, is suited to the same use and capable of performing the same function as that specified and can be incorporated into the Work, strictly in accordance with the proposed work schedule and the dates specified in the Supplemental Conditions for Substantial Performance and Total Performance;
 - (e) certify that, in the case of a request for approval as an approved alternative, the substitute will adequately perform the functions called for by the general design, be similar in substance to that specified, is suited to the same use and capable of performing the same function as that specified and can be incorporated into the Work, strictly in accordance with the proposed work schedule and the dates specified in the Supplemental Conditions for Substantial Performance and Total Performance.
- B5.5 The Contract Administrator, after assessing the request for approval of a substitute, may in his sole discretion grant approval for the use of a substitute as an “approved equal” or as an “approved alternative”, or may refuse to grant approval of the substitute.
- B5.6 The Contract Administrator will provide a response in writing, at least two (2) Business Days prior to the Submission Deadline, only to the Bidder who requested approval of the substitute.
- B5.6.1 The Bidder requesting and obtaining the approval of a substitute shall be entirely responsible for disseminating information regarding the approval to any person or persons he wishes to inform.
- B5.7 If the Contract Administrator approves a substitute as an “approved equal”, any Bidder may use the approved equal in place of the specified item.
- B5.8 If the Contract Administrator approves a substitute as an “approved alternative”, any Bidder bidding that approved alternative shall base his Total Bid Price upon the specified item but may also indicate an alternative price based upon the approved alternative. Such alternatives will be evaluated in accordance with B13.
- B5.9 No later claim by the Contractor for an addition to the Total Bid Price because of any other changes in the Work necessitated by the use of an approved equal or an approved alternative will be considered.

B6. BID SUBMISSION

- B6.1 The Bid Submission consists of the following components:
- (a) Form A: Bid;
 - (b) Form B: Prices; and
 - (c) Design samples outlined in Specifications E3 to E5.

- B6.2 All components of the Bid Submission shall be fully completed or provided, and submitted by the Bidder no later than the Submission Deadline, with all required entries made clearly and completely in ink, to constitute a responsive Bid.
- B6.3 The Bid Submission may be submitted by mail, courier or personal delivery, or by facsimile transmission.
- B6.4 If the Bid Submission is submitted by mail, courier or personal delivery, it shall be enclosed and sealed in an envelope clearly marked with the Bid Opportunity number and the Bidder's name and address, and shall be submitted to:
The City of Winnipeg
Corporate Finance Department
Materials Management Branch
185 King Street, Main Floor
Winnipeg MB R3B 1J1
- B6.4.1 Samples or other components of the Bid Submission which cannot reasonably be enclosed in the envelope may be packaged separately, but shall be clearly marked with the Bid Opportunity number, the Bidder's name and address, and an indication that the contents are part of the Bidder's Bid Submission.
- B6.5 If the Bid Submission is submitted by facsimile transmission, it shall be submitted to (204) 949-1178
- B6.5.1 The Bidder is advised that the City cannot take responsibility for the availability of the facsimile machine at any time.
- B6.6 Bid Submissions submitted by internet electronic mail (e-mail) will not be accepted.
- B7. BID**
- B7.1 The Bidder shall complete Form A: Bid, making all required entries.
- B7.2 Paragraph 2 of Form A: Bid shall be completed in accordance with the following requirements:
- (a) if the Bidder is a sole proprietor carrying on business in his own name, his name shall be inserted;
 - (b) if the Bidder is a partnership, the full name of the partnership shall be inserted;
 - (c) if the Bidder is a corporation, the full name of the corporation shall be inserted;
 - (d) if the Bidder is carrying on business under a name other than his own, the business name and the name of every partner or corporation who is the owner of such business name shall be inserted.
- B7.2.1 If a Bid is submitted jointly by two or more persons, each and all such persons shall identify themselves in accordance with B7.2.
- B7.3 In Paragraph 3 of Form A: Bid, the Bidder shall identify a contact person who is authorized to represent the Bidder for purposes of the Bid.
- B7.4 Paragraph 10 of Form A: Bid shall be signed in accordance with the following requirements:
- (a) if the Bidder is a sole proprietor carrying on business in his own name, it shall be signed by the Bidder;
 - (b) if the Bidder is a partnership, it shall be signed by the partner or partners who have authority to sign for the partnership;
 - (c) if the Bidder is a corporation, it shall be signed by its duly authorized officer or officers;
 - (d) if the Bidder is carrying on business under a name other than his own, it shall be signed by the registered owner of the business name, or by the registered owner's authorized officials if the owner is a partnership or a corporation.

B7.4.1 The name and official capacity of all individuals signing Form A: Bid shall be printed below such signatures.

B7.4.2 All signatures shall be original.

B7.5 If a Bid is submitted jointly by two or more persons, the word "Bidder" shall mean each and all such persons, and the undertakings, covenants and obligations of such joint Bidders in the Bid Submission and the Contract, when awarded, shall be both joint and several.

B8. PRICES

B8.1 The Bidder shall state a price in Canadian funds for each item of the Work identified on Form B: Prices.

B8.1.1 Notwithstanding GC.9.01(1), prices on Form B: Prices shall not include the Goods and Services Tax (GST) or Manitoba Retail Sales Tax (MRST, also known as PST), which shall be extra where applicable.

B8.2 The quantities listed on Form B: Prices are to be considered approximate only. The City will use said quantities for the purpose of comparing Bids.

B8.3 The quantities for which payment will be made to the Contractor are to be determined by the Work actually performed and completed by the Contractor, to be measured as specified in the applicable Specifications.

B9. QUALIFICATION

B9.1 The Bidder shall:

- (a) undertake to be in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba, or if the Bidder does not carry on business in Manitoba, in the jurisdiction where the Bidder does carry on business;
- (b) be responsible and not be suspended, debarred or in default of any obligation to the City;
- (c) be financially capable of carrying out the terms of the Contract;
- (d) have all the necessary experience, capital, organization, and equipment to perform the Work in strict accordance with the terms and provisions of the Contract;
- (e) have successfully carried out work, similar in nature, scope and value to the Work;
- (f) employ only Subcontractors who:
 - (i) are responsible and not suspended, debarred or in default of any obligation to the City (a list of suspended or debarred individuals and companies is available on the Information Connection page at The City of Winnipeg, Corporate Finance, Materials Management Branch internet site at <http://www.winnipeg.ca/matmgt>); and
 - (ii) have successfully carried out work similar in nature, scope and value to the portion of the Work proposed to be subcontracted to them, and are fully capable of performing the Work required to be done in accordance with the terms of the Contract;
- (g) have a written workplace safety and health program in accordance with The Workplace Safety and Health Act (Manitoba);
- (h) be prepared to submit, within three (3) Business Days of a request by the Contract Administrator, references for successful work designing web pages.

B9.2 The Bidder shall be prepared to submit, within three (3) Business Days of a request by the Contract Administrator, proof satisfactory to the Contract Administrator of the qualifications of the Bidder and of any proposed Subcontractor.

B9.3 The Bidder shall provide, on the request of the Contract Administrator, full access to any of the Bidder's equipment and facilities to confirm, to the Contract Administrator's satisfaction, that the Bidder's equipment and facilities are adequate to perform the Work.

B10. OPENING OF BIDS AND RELEASE OF INFORMATION

B10.1 Bid Submissions will not be opened publicly.

B10.2 Following the Submission Deadline, the names of the Bidders and their bid prices (unevaluated, and pending review and verification of conformance with requirements) will be available on the Closed Bid Opportunities (or Public/Posted Opening & Award Results) page at The City of Winnipeg, Corporate Finance, Materials Management Branch internet site at <http://www.winnipeg.ca/matmgt>.

B10.3 After award of Contract, the name(s) of the successful Bidder(s) and the Contract Amount(s) will be available on the Closed Bid Opportunities (or Public/Posted Opening & Award Results) page at The City of Winnipeg, Corporate Finance, Materials Management Branch internet site at <http://www.winnipeg.ca/matmgt>.

B10.4 The Bidder is advised that any information contained in any Bid Submission may be released if required by City policy or procedures, The Freedom of Information and Protection of Privacy Act (Manitoba), or by other authorities having jurisdiction.

B11. IRREVOCABLE BID

B11.1 The Bid(s) submitted by the Bidder shall be irrevocable for the time period specified in Paragraph 9 of Form A: Bid.

B11.2 The acceptance by the City of any Bid shall not release the Bids of the next two lowest evaluated responsive Bidders and these Bidders shall be bound by their Bids on such Work for the time period specified in Paragraph 9 of Form A: Bid.

B12. WITHDRAWAL OF BIDS

B12.1 A Bidder may withdraw his Bid without penalty by giving written notice to the Manager of Materials at any time prior to the Submission Deadline.

B12.1.1 Notwithstanding GC.7.06(2), the time and date of receipt of any notice withdrawing a Bid shall be the time and date of receipt as determined by the Manager of Materials.

B12.1.2 The City will assume that any one of the contact persons named in Paragraph 3 of Form A: Bid or the Bidder's authorized representatives named in Paragraph 10 of Form A: Bid, and only such person, has authority to give notice of withdrawal.

B12.1.3 If a Bidder gives notice of withdrawal prior to the Submission Deadline, the Manager of Materials shall:

- (a) retain the Bid Submission until after the Submission Deadline has elapsed;
- (b) open the Bid Submission to identify the contact person named in Paragraph 3 of Form A: Bid and the Bidder's authorized representatives named in Paragraph 10 of Form A: Bid; and
- (c) if the notice has been given by any one of the persons specified in B12.1.3(b), declare the Bid withdrawn.

B12.2 A Bidder who withdraws his Bid after the Submission Deadline but before his Bid has been released or has lapsed as provided for in B11.2 shall be liable for such damages as are imposed upon the Bidder by law and subject to such sanctions as the Chief Administrative Officer considers appropriate in the circumstances. The City, in such event, shall be entitled to all rights and remedies available to it at law.

B13. EVALUATION OF BIDS

B13.1 Award of the Contract shall be based on the following bid evaluation criteria:

- (a) compliance by the Bidder with the requirements of the Bid Opportunity (pass/fail);
- (b) qualifications of the Bidder and the Subcontractors, if any, pursuant to B8.1 (pass/fail);
- (c) evaluation of design samples 50%;
- (d) Total Bid Price; 50%;
- (e) economic analysis of any approved alternative pursuant to B5.

B13.2 Further to B13.1(a), the Award Authority may reject a Bid as being non-responsive if the Bid Submission is incomplete, obscure or conditional, or contains additions, deletions, alterations or other irregularities. The Award Authority may reject all or any part of any Bid, or waive technical requirements if the interests of the City so require.

B13.3 Further to B13.1(b), the Award Authority shall reject any Bid submitted by a Bidder who does not demonstrate, in his Bid Submission or in other information required to be submitted, that he is responsible and qualified.

B13.4 Further to B13.1(c), design, development, usability shall be evaluated based on the information required to be submitted.

B13.5 Further to B13.1(d), the Total Bid Price shall be the sum of the quantities multiplied by the unit prices for each item shown on Form B: Prices.

B13.5.1 If there is any discrepancy between the Total Bid Price written in figures, the Total Bid Price written in words and the sum of the quantities multiplied by the unit prices for each item, the sum of the quantities multiplied by the unit prices for each item shall take precedence.

B13.6 This Contract will be awarded as a whole.

B14. AWARD OF CONTRACT

B14.1 The City will give notice of the award of the Contract or will give notice that no award will be made.

B14.2 The City will have no obligation to award a Contract to a Bidder, even though one or all of the Bidders are determined to be responsible and qualified, and the Bids are determined to be responsive.

B14.2.1 Without limiting the generality of B14.2, the City will have no obligation to award a Contract where:

- (a) the prices exceed the available City funds for the Work;
- (b) the prices are materially in excess of the prices received for similar work in the past;
- (c) the prices are materially in excess of the City's cost to perform the Work, or a significant portion thereof, with its own forces;
- (d) only one Bid is received; or
- (e) in the judgment of the Award Authority, the interests of the City would best be served by not awarding a Contract.

B14.3 Where an award of Contract is made by the City, the award shall be made to the responsible and qualified Bidder submitting the lowest evaluated responsive Bid.

B14.3.1 Following the award of contract, a Bidder will be provided with information related to the evaluation of his Bid upon written request to the Contract Administrator.

- B14.4 Notwithstanding GC.3.01 and GC.3.02, the City will issue a Purchase Order to the successful Bidder in lieu of the execution of a Contract.
- B14.5 The Contract Documents, as defined in GC.1.01(7), in their entirety shall be deemed to be incorporated in and to form a part of the Purchase Order notwithstanding that they are not necessarily attached to or accompany said Purchase Order.

PART C - GENERAL CONDITIONS

C1. GENERAL CONDITIONS

C1.1 The *General Conditions for Provision of Services* (Revision 1996 02 05) are applicable to the Work of the Contract.

C1.1.1 The *General Conditions for Provision of Services* are available on the Information Connection page at The City of Winnipeg, Corporate Finance, Materials Management Branch internet site at <http://www.winnipeg.ca/matmgt>.

PART D - SUPPLEMENTAL CONDITIONS

GENERAL

D1. GENERAL CONDITIONS

- D1.1 In addition to the *General Conditions for Provision of Services*, these Supplemental Conditions are applicable to the Work of the Contract.
- D1.2 The General Conditions are amended by striking out "The City of Winnipeg Act" wherever it appears in the General Conditions and substituting "The City of Winnipeg Charter".
- D1.3 The General Conditions are amended by striking out "Board of Commissioners" or "Commissioner" wherever it appears in the General Conditions and substituting the "Chief Administrative Officer".
- D1.4 The General Conditions are amended by striking out "Tender Package" wherever it appears in the General Conditions and substituting "Bid Opportunity".
- D1.5 The General Conditions are amended by striking out "Tender Submission" wherever it appears in the General Conditions and substituting "Bid Submission".
- D1.6 The General Conditions are amended by striking out "Bidding Instructions" wherever it appears in the General Conditions and substituting "Bidding Procedures".

D2. SCOPE OF WORK

- D2.1 The Work to be done under the Contract shall consist of provision of Winnipeg Public Library Teen Web pages.
- D2.2 The major components of the Work are as follows:
- (a) Design and development of the teen web pages on the library's website
 - (b) Collaborative review of new pages including consultation with Youth Advisory Council
 - (c) Re-design as necessary based on review
 - (d) Provision of training, maintenance and documentation requirements necessary for library staff to sustain development beyond the contract.
- D2.3 The City of Winnipeg shall have sole ownership of code, including documentation
- D2.4 The City of Winnipeg shall have sole ownership of posted images, graphics and site content
- D2.5 The developed teen web pages will be located within the Library website at www.winnipeg.ca/library
- D2.6 Existing City of Winnipeg servers are to be used (project design must be tested and functional on City of Winnipeg servers)

D3. BACKGROUND

- D3.1 Winnipeg Public Library is part of the City of Winnipeg's Community Services Department and is known within that department as the Library Services Division. The Library is a multi-branch organization with twenty work site locations throughout the city.
- D3.2 The Library prepared a successful grant proposal that included the hiring of a web designer to design and develop the teen web pages. The proposal also included the establishment of a Youth Advisory Council, drawn from high school students throughout Winnipeg. Council members would collaborate with library staff and the designer to reach a consensus about the final design of the web pages. The Youth Advisory Council would provide insight into the type of

content and navigation features teens would like to see on the library's website. Council members would be a source of usability testing for the final approved design.

D4. DEFINITIONS

D4.1 When used in this Bid Opportunity:

- (a) "**Business Day**" means any Calendar Day, other than a Saturday, Sunday, or a Statutory or Civic Holiday;
- (b) "**Submission Deadline**" and "**Time and Date Set for the Final Receipt of Bids**" mean the time and date set out in the Bidding Procedures for final receipt of Bids;

D5. CONTRACT ADMINISTRATOR

D5.1 The Contract Administrator is:

Karin Borland
Administrative Coordinator of Youth Services
Winnipeg Public Library

Telephone No. (204) 986-6459
Facsimile No. (204) 942-5671

D5.2 At the pre-commencement meeting, the Contract Administrator will identify additional personnel representing the Contract Administrator and their respective roles and responsibilities for the Work.

D6. CONTRACTOR'S SUPERVISOR

D6.1 At the pre-commencement meeting, the Contractor shall identify his designated supervisor and any additional personnel representing the Contractor and their respective roles and responsibilities for the Work.

D7. NOTICES

D7.1 GC.7.06 is hereby amended to delete reference to "registered mail" and to replace same with "ordinary mail".

D7.2 GC.7.06 is further amended hereby to include delivery by facsimile transmission (fax) as an acceptable means of delivering notices, consents, approvals, statements, authorizations, documents or other communications required or permitted to be given under this Contract. Deliveries by fax will be deemed to have been received on the day of delivery, if a business day, or if not a business day, on the business day next following the day of delivery.

D7.3 Further to GC.7.06, all notices, consents, approvals, statements, authorizations, documents or other communications to the City, except as expressly otherwise required in D7.4, D7.5 or elsewhere in the Contract, shall be sent to the attention of the Contract Administrator at the address or facsimile number identified in D5.1.

D7.4 All notices of appeal to the Chief Administrative Officer shall be sent to the following address or facsimile number:

The City of Winnipeg
Chief Administrative Officer Secretariat
Administration Building, 3rd Floor
510 Main Street
Winnipeg MB R3B 1B9
Facsimile No.: (204) 949-1174

- D7.5 All notices, requests, nominations, proposals, consents, approvals, statements, authorizations, documents or other communications required to be submitted or returned to the City Solicitor shall be sent to the following address or facsimile number:

The City of Winnipeg
Corporate Services Department
Legal Services Division
185 King Street, 3rd Floor
Winnipeg MB R3B 1J1
Facsimile No.: (204) 947-9155

SUBMISSIONS

D8. AUTHORITY TO CARRY ON BUSINESS

- D8.1 The Contractor shall be in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba, or if the Contractor does not carry on business in Manitoba, in the jurisdiction where the Contractor does carry on business, throughout the term of the Contract, and shall provide the Contract Administrator with evidence thereof upon request.

SCHEDULE OF WORK

D9. COMMENCEMENT

- D9.1 The Contractor shall not commence any Work until he is in receipt of a Purchase Order authorizing the commencement of the Work.
- D9.2 The Contractor shall not commence any Work on the Site until:
- (a) the Contract Administrator has confirmed receipt and approval of:
 - (i) evidence that the Contractor is in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba;
 - (b) the Contractor has attended a meeting with the Contract Administrator, or the Contract Administrator has waived the requirement for a meeting.

CONTROL OF WORK

D10. JOB MEETINGS

- D10.1 Regular weekly job meetings will be held at the Site. These meetings shall be attended by a minimum of one representative of the Contract Administrator, one representative of the City and one representative of the Contractor. Each representative shall be a responsible person capable of expressing the position of the Contract Administrator, the City and the Contractor respectively on any matter discussed at the meeting including the Work schedule and the need to make any revisions to the Work schedule. The progress of the Work will be reviewed at each of these meetings.
- D10.2 The Contract Administrator reserves the right to cancel any job meeting or call additional job meetings whenever he deems it necessary.

WARRANTY

D11. WARRANTY

- D11.1 Notwithstanding GC.10.01 and GC.10.02 if any law of Manitoba or of the jurisdiction in which the Work was manufactured requires, or if the manufacturer provides, a longer warranty period or a warranty which is more extensive in its nature, then the provisions of such law or manufacturer's warranty shall apply.

PART E - SPECIFICATIONS

GENERAL

E1. GENERAL

E1.1 These Specifications shall apply to the Work.

E2. SERVICES

E2.1 The Contractor shall design and develop the Winnipeg Public Library's Teen web pages in accordance with the requirements hereinafter specified.

E3. WEB SITE DESIGN

E3.1 Design

- (a) Winnipeg Public Library requires the services of a web designer to design and develop the library website's teen pages. The designer will work in collaboration with the library staff project team and the members of the library Youth Advisory Council. The Council will assist with web page innovation and development by providing recommendations and evaluations of content, features, navigation methods and design qualities.
- (b) The pages will conform to the "look and feel" and the technical guidelines that govern the City of Winnipeg's internet site. The web designer selected will comply with these City of Winnipeg standards: appendices attached:
 - (i) Appendix 1 -Web Standards, Guidelines and Procedures;
 - (ii) Appendix 2 - eStyle Guide, Universal Design Standards; and
 - (iii) Appendix 3 - Content Requirements Plan
 - (iv) Appendix 4 – Web Server Configuration
- (c) Experience working with a public library system will be a factor in the evaluation of proposals. In particular, evaluators will be looking for evidence of experience designing web pages that appeal to the interests of teenagers. Samples of design work relevant to the project objectives listed below are to be submitted (provide links to current/recent work or submit a CD) along with reference contacts for the work provided. Evaluation will be based on aesthetic appeal of design, usability of navigation methods, interactivity and organization of page content of submitted samples (see B13.1 (c))
- (d) The main objectives of the project are:
 - (i) To create a timely and authoritative source of information that supports the educational (e.g., post-secondary opportunities, job training), informational (e.g., health issues, driver training, volunteerism) and leisure (e.g., library collection, music, film) reading needs of teens
 - (ii) To encourage the development and enhancement of literacy skills among teens
 - (iii) To create a moderated social networking environment that is a high-interest online destination for teens
 - (iv) To establish a mechanism and identify staffing resources for maintaining and updating content within existing resources and according to organizational guidelines

E4. DEVELOPMENT

E4.1 The web designer will provide design and development expertise in the following areas:

- (a) The format, structure and organization of the web pages' content (within current City of Winnipeg standards as stated in:
 - (i) Web Standards, Guidelines and Procedures;

- (ii) eStyle Guide; and
 - (iii) Universal Design Standards
- (b) The creation of interactive elements such as posted book reviews, polls, blogs, feedback, guest book and discussion groups.
- (c) Appropriate scope of interactivity while addressing issues of privacy and online safety:
 - (i) Sustainment requirements of new content and features (what are the requirements of time, money, skills, training, software, licensing, firewalls, bandwidth, etc.)
 - (ii) A collaborative work environment, incorporating the views and contributions of the library staff project team and the Youth Advisory Council members
 - (iii) Methodology to allow multiple developers to have access for updating and performing maintenance tasks.

E5. DEVELOPMENT TOOLS

- E5.1 Provide a list of proposed development tools. Include manufacturer name, product name and version information.

E6. TRAINING

- E6.1 Identify training sessions required by staff responsible for web page sustainment. Include training session name, source of training and total cost based on details in E6.2.

- E6.2 For the purpose of evaluation assume training to mean:

- (a) Daily rate for one business day;
- (b) Small group format of up to six people;
- (c) City provided facility and computer equipment.

E7. MAINTENANCE

- E7.1 Provide cost of one (1) year of teen web page support upfront.
- E7.2 The maintenance support shall start after total performance and training have been completed.

Appendix 1 -Web Standards, Guidelines and Procedures



City of Winnipeg

Web Standards, Guidelines & Procedures

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City of Winnipeg Web Standards, Guidelines & Procedures

1.0 – Overview and Updates

The City of Winnipeg Corporate Web Standards, Guidelines & Procedures document was produced by the Corporate Web Manager at the request of the Web Publishers Committee.

This is a living document outlining the Strategy, Principles, Standards and Guidelines for the City of Winnipeg Internet site (“Winnipeg.ca”, including winnipegassessment.com and winnipegtransit.com). An Administrative Directive has been drafted in support of this Document and is currently under review.

Dated updates, additions and amendments to this document will be posted on the Web Publishing section of CityNet. All City of Winnipeg staff producing, reviewing, developing and/or publishing content for Winnipeg.ca should read this document and use it as a guide to Web development in conjunction with, but not replacing, the City of Winnipeg eStyle Guide.

2.0 – Winnipeg.ca and Internet sites

2.1 – Winnipeg.ca site history

2.1 (1) – 2003 Homepage and navigation redesign

In December 2004, Corporate Web Services launched the new Winnipeg.ca Internet homepage at Winnipeg.ca, which included a limited scope of navigation redesign to redefine the guide pages and separate Special Operating Agency web sites from the Departments menu and place them within their own flyout menu button in the left panel.



The following are the most significant visual, navigational and functional changes:

- **More content on homepage** – The new homepage has been redesigned and optimized for a 1024 x 768 screen resolution to allow more content to be featured on the homepage.
- **Search engine** – The search engine has been improved to allow users much more flexibility in how they can conduct their searches, as well as improved search results. You can now restrict your search to a particular department or section of the site, for example.
- **eServices** – eServices are now featured more prominently on the homepage. Some of the most popular eServices such as city careers, library search and transit trip planner now have eye-catching buttons linked to them. As well, other eServices are featured in the text box to the left of the buttons.
- **News and Highlights** – Links to news releases are still in the same position in the right sidebar of the homepage, but a Highlights column has been added below. News items are replaced as more current news is added, but Highlights items remain on the homepage for a longer period of time.
- **Guide pages** – Links to the Winnipeg.ca “guide pages” (e.g. Your Home, Your Community, Your Business, etc) are now near the top of the homepage, and the names have been shortened to Homes, Communities, Businesses, etc. As well, the About Winnipeg and Your Downtown sections have been condensed into a new guide page called CityLife. Let us know if you have links you think should be added to any of our popular guide pages.
- **Photo gallery** – To reflect the vibrant and colorful views of our city, a photo gallery has been added to the homepage. To view the full gallery slideshow, just click on the photos. More galleries of special events will be added in the future.
- **Site Guides, Departments and Agencies buttons** – Users can also access the guide pages such as Homes, Businesses, Communities, etc, by using the Site Guides menu button on the left side panel of the page. They also have the option to navigate the site by clicking on the Departments button to access a menu with specific department names and sections. The Agencies button is a new menu that links to the sites of Special Operating Agencies (SOAs).
- **Review this site** – To allow a quick and easy way for site visitors to give us feedback, a “Review this site” button has been added to the “Refer this page” and “Report this page” buttons on the left panel.

No major redesigns for the site or the homepage are being planned. However, the Corporate Web services team along with the assistance of the departmental Web teams will continue to improve the content and navigation on the guide pages.

2.1 (2) - 2003 Global site redesign

In 2002, following recommendations formed in the GE Capital/Brown Reports, which were formally adopted by the IT Committee and other stakeholder groups in 2001, a new City of Winnipeg Web site with a common look and feel was launched.

By late 2002, the site had been vastly improved from its previous generations, but like all Web sites, it had to be re-evaluated to ensure it was usable to its primary audience and was meeting the key objectives set by the organization. Furthermore, some of the key content requirements outlined in the Brown Report had not been fully implemented by 2002; for example, metatagging and the services clusters. During the consultation process, a very wide variety of opinions and requirements were documented, but some key issues came up frequently, and these formed the basis for the Winnipeg.ca strategy.

The plan was to undergo an inexpensive but significant design “refresh” or “renovation” using existing technology and human resources to improve the look and feel, create new opportunities for branding and marketing, and make the content easier to use and navigate. It was also to be an evolution rather than a replacement to the “Brown Report”. As well, the majority of the work was to be done by the Corporate Web Services (formerly “Public Access”) team to minimize the amount of changes that would be required from the departments, some of whom had just completed their final work on the major redesign initiated by the GE Capital/Brown Project.



The newly redesigned Internet site, Winnipeg.ca, went live on August 25, 2003. This was not a complete redesign but an extensive “renovation” of the site to improve its visual appeal, usability and centralized content management. This project was developed in five steps:

1. The Corporate Web Manager conducted an extensive consultation process with City of Winnipeg communications and Web staff at City Hall and in all departments in Oct-Dec, 2002.
2. Following a review of the data from stakeholders and a meeting with representatives from different areas of the City in November, 2002, the Corporate Web Manager developed a new content and branding strategy for the City of Winnipeg site, including changing the domain from www.city.winnipeg.mb.ca to simply Winnipeg.ca. (February 16, 2005 note: the old domain www.city.winnipeg.mb.ca was officially decommissioned on Jan 31, 2005)
3. The graphic design concept for the new “Winnipeg.ca” site was created in Jan-March 2003 by an outside design firm.
4. From March to June, 2002, the Web Services team was tasked with taking the design concept and building all of the new Web pages “from scratch”, including graphics and coding. The original design concept underwent some further redesign during this process to ensure all requirements were met.
5. Lastly, from June to August 25, 2003, each department Web team was tasked with making some changes to their subsites to ensure the entire Internet presence reflected the current version of the corporate look and feel. Each department was given its own customizable header.

A brief visual archive of the City of Winnipeg Internet site can be found on the Winnipeg.ca [Help](#) pages.

2.2 – Corporate Web Framework Strategy for Winnipeg.ca

Winnipeg.ca is the gateway homepage and organizational name for all City of Winnipeg Internet sites that are accessible to the general public. The corporate homepage and guide pages, along with other pages and subsites, are managed by the Corporate Web Manager with the support of Corporate Web Services.

Within Corporate Web Services, the Winnipeg.ca corporate site is the responsibility of Al Filleul, Senior Web Developer, who reports to Corporate Web Manager Garth A Buchholz.

The Winnipeg.ca strategy is to create a citizen-centred, service-oriented Web portal that continues to promote consistency in look and feel, as per the Brown Report, but that also serves as a guide to the many Web sites within this domain as well as others, such as WinnipegTransit.com and WinnipegAssessment.com. As the true public homepage for the City of Winnipeg's Internet presence, Winnipeg.ca would offer Winnipeg citizens a logically organized content architecture that was based on their perception of City services – and “outside-in” rather than the previous “inside-out” view. Thus, rather than having to know where the location of all of the content on a site that has thousands of pages of documents and service-related pages, citizens would only have to familiarize themselves with the homepage and the nine “guide pages (Your Home, Your Community, etc). For those who wish to explore, flyout menus would provide links within departments and divisions.

The success of the Winnipeg.ca content strategy depends on the effective collaboration between departmental Web publishers and the Corporate Web Services team as well as how effectively the Corporate Web Services team maintains and updates the guide pages in response to the needs of citizens and the timeliness of the content. Future upgrades to the technology behind the site such as content management software and portal integration will improve the features and services offered on the site, but cannot replace the collaboration, strategic planning and dedication that must go into the production of a rapidly evolving municipal Internet presence.

All editorial decisions for Winnipeg.ca are subject to the editorial guidelines below as well as the discretion of the Corporate Web Manager.

2.3 – Editorial Guidelines for Winnipeg.ca

Winnipeg.ca is the Internet gateway to all City of Winnipeg corporate, departmental, divisional and special operating agency (SOA) sites, including non-Winnipeg.ca domains such as winnipegtransit.com and winnipegassessment.com.

The City of Winnipeg's Web sites are an essential business tool in achieving quality customer service and meeting citizen expectation for more accessible government; in particular, the provision of citizen-focused, user-friendly, accurate and timely information. They are one of the few mechanisms the City has to be able to present a global image of our corporation. As such, the application of a corporate strategy and related standards are critical to ensure a contemporary and effective Web site that is easily accessible and navigable for Winnipeg citizens, as well as for our global e-visitors. These standards also apply to intranet sites intended for City of Winnipeg staff, business suppliers and partner organizations.

The following editorial rules apply to the corporate homepage at <http://Winnipeg.ca>, which is managed by Corporate Web Services, as well as departmental sites, departmental subsites and all shared content i.e. corporate includes such as the search engine, the left panel, the global footer, etc.



2.3 (1) - WINNIPEG.CA HOMEPAGE - The homepage is intended to serve only as a high-level navigation page for the site rather than being a content-rich page in itself. Thus, it mostly features links rather than actual content. The exception is the eServices panel, the feature graphics under the homepage gallery image, and the Winnipeg.ca News and Highlights headlines. eServices, News and Highlights all include links to separate pages where additional and/or previously published content can be found. Highlighted links on the homepage should draw attention to new documents or features such as the 2004 Adopted Operating Budget or Smoking Bylaw. They are 1) of broad interest to citizens and the City of Winnipeg; 2) have a longer shelf life than news items and may be replaced periodically with updated documents or pages, and 3) are only featured on the homepage until the next highlight is posted, after which they are archived for an indefinite period.

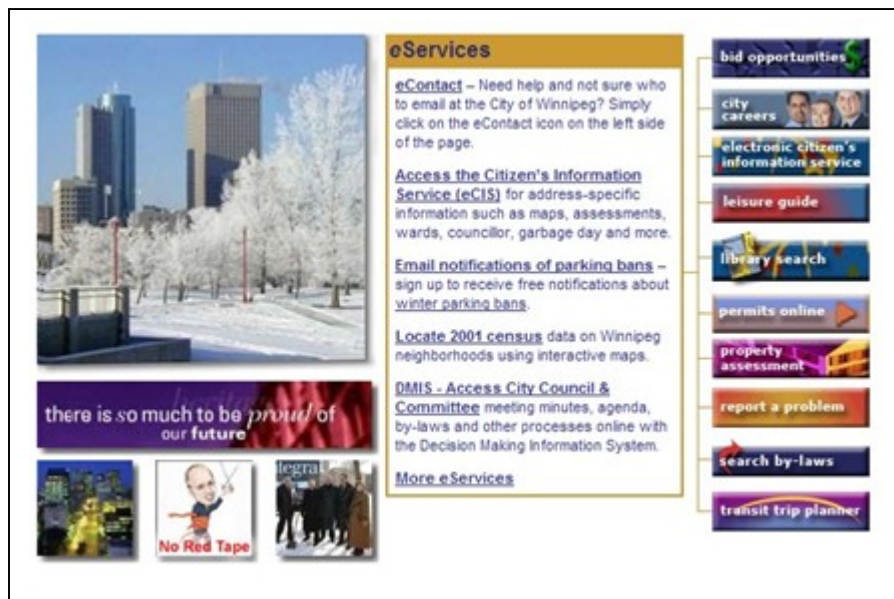


2.3 (2) - WINNIPEG.CA TITLE HEADER – New Winnipeg.ca header, which is applied to all corporately-managed pages, includes new tagline “Connect With Your City”. The title headers also include the use of images of Winnipeg. This allows the header to have an enhanced visual appeal for marketing purposes.



2.3 (3) - DEPARTMENT TITLE HEADERS - Each department and SOA has its own header that includes the City of Winnipeg official logo, Winnipeg.ca, the department’s name and an image unique to that department’s pages so that whatever page a user is visiting, he/she will be able to see which

department is responsible for publishing and maintaining that page. This also allows the header to have an enhanced visual appeal for marketing purposes. Clicking on the department's header takes the user to the department's homepage. Each department maintains its own header and may change the images in it periodically but is required to maintain the standard header style provided by Corporate Web Services. NOTE: All title headers must display the official City of Winnipeg logo as per Visual Identity guidelines.



2.3 (4) - WINNIPEG.CA CONTENT GRID – The content grid in the centre of the Winnipeg.ca homepage now features (1) a feature gallery image of 250 x 250 pixels; (2) several feature images/graphics of 75 x 75 pixels each or banner size at 250 x 55 pixels each; (3) an eServices panel with text and links highlighting various eServices available on the site; (4) eServices buttons that link directly to eServices pages. Content posted to the content grid on the homepage must be approved by the Corporate Web Manager or by a

designated team member from Corporate Web Services. The feature images/graphics shall be used to promote content that is a) of broad interest to citizens of Winnipeg, and 2) of strategic importance to The City of Winnipeg as a whole. eServices text links or buttons must link directly to an application or other interactive interface unless an intervening page is required for usability purposes. The content grid may include content that extends the page past one screen view to “below the fold”, if necessary.



2.3 (5) - WINNIPEG.CA GUIDE PAGES – There are eight guide pages, as per recommendations found in the Brown Report. These guide pages are:

- Homes
- Businesses
- Communities
- CityLife (formerly About Winnipeg and Your Downtown)
- Emergencies
- Transportation
- Government, and
- eServices (the only guide page not at the top of the content panel, this is found in the eServices panel or in the Site Guides menu in the left panel.

A rollover effect on each image highlights examples of content that can be found when users click on the images. These guide pages represent the eight corporate content clusters that include the information and services citizens expect from the City of Winnipeg. Each guide page includes descriptive links that offer citizens “one click” access to content without having to first know which departmental site is responsible for the content. As well, there are thumbnail images and links to related departmental/divisional homepages.



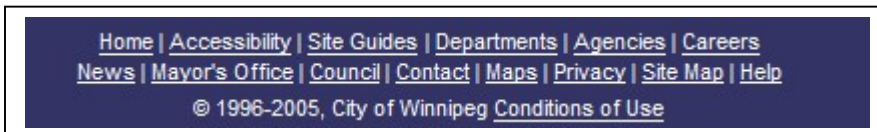
The Corporate Web Services team maintains these guide pages and can easily change them and add/remove content based on feedback from users or new content being added to various departmental Web sites. As well, any department/division may request access to content on the guide pages related to their business so that they can add, change and maintain these links themselves. In effect, this creates an 8-page site map or “a Web site on top of a Web site” that takes a *user-centred approach* to content management and collaborates with the *business-centred approach* to content management in each department and division. The most popular content is accessible by “one click” from the homepage or any of the guide pages, so a citizen only needs to familiarize themselves with 10 guide pages rather than an entire site of thousands of pages and documents. These 10 pages will be subject to continual review and updates to ensure that links are updated, accurate and usable.

2.3 (6) - LEFT PANEL - The left-hand panel for all Winnipeg.ca pages, which is applied globally as a server-side include provided by Corporate Web Services. The key functional elements in the left panel are under the headings Search and Navigate. Users can search by keyword or phrase or navigate using flyout menus (Site Guides, Departments or Agencies). The “Search” engine has been improved, but quality of results is still dependent on how thoroughly HTML pages and PDF files have been metatagged by content owners. The flyout labelled Site Guides includes links to all eight guide pages. Departments links to all departmental and divisional homepages and sections. The panel also features (1) Review this site (with a link to a feedback form); (2) Refer this page (with a link that allows users to send an email from their desktop to a friend, family member or colleague with a link to a specific page); and (3) Report this page, which allows users to send an email from their desktop to the City of Winnipeg Web Manager to report specific problems they experience on a specific page. An Events Calendar and Weather button with

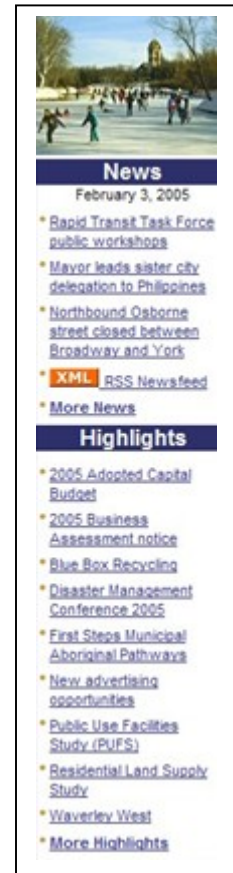
link to current Winnipeg weather also appears in the left panel.

2.3 (7) - RIGHT SIDEBAR – The new right sidebar is on the homepage, all services pages and some global pages. The homepage sidebar includes a skyline photo of the City of Winnipeg at the top, which is actually part of the header, as well today’s date below it. This space can also be used to promote featured content on the site, such as the New Deal pages. Also in the sidebar are the Winnipeg.ca News headlines and hotlinks to Online Services, including a button to the Electronic Citizens Information Service. The News headlines are always the most recent headlines, with a link to news archives and highlights below. The Online Services box features some of the most popular online services (also on the Online Services service page) such as Navigo trip planner and Property Assessment search, so that citizens who want to access these services frequently can simply go to the Winnipeg.ca homepage to find both. On the Services pages, the right sidebar serves as a contextual menu that floats so that when users scroll down the page the link headings for that page are always visible.

2.3 (8) – GLOBAL FOOTER – The global footer is a server-side include maintained by Corporate Web Services that contains the following links and must appear at the bottom of all Winnipeg.ca pages:



2.3 (9) - CONTEXTUAL NAVIGATION FOR OTHER PAGES – For Winnipeg.ca, most of the visual design elements originating from the 2001 Brown Report (such as the primary, secondary and tertiary dropdown menus, icons, and contact module) have been removed in order to complete the new look-and-feel. Instructions on these changes have been documented and are posted to the Web Publishing page on CityNet. Further instructions on look-and-feel changes to Winnipeg.ca are posted under the heading “Web Updates” on the Web Publishing page on CityNet.



3.0 – Corporate Web Standards, Guidelines & Procedures for Internet Sites

3.1 – Content Management

The City of Winnipeg's Internet presence at Winnipeg.ca is a federated Web site that uses a combination of centralized and decentralized content management processes.

3.1 (1) Ownership of content – Content ownership belongs to the department that maintains the content in their folders within their subsite. Content owners may not necessarily be the content author (e.g. another department authors a document that you store in your folder on the server).

3.1 (2) Links to content – Links to content and applications owned by another department/division are the responsibility of the department/division that owns the link. In other words, it is the responsibility of those providing links on their pages to ensure the links are accurate and usable. The exception to this is links on the corporate pages, e.g. links on the Winnipeg.ca homepage, services pages or navigation menus/bars that are provided corporately through server-side includes in a shared folder.

3.1 (3) Usability standards for all Web applications – All departmental/divisional Web staff are responsible for working with the Corporate Web Manager to ensure common usability standards are maintained throughout the City's Internet presence. Where usability issues arise due to content initiatives in one area conflicting with that of another (e.g. duplication of services, broken links, incorrect or misleading information, etc), each party involved should meet with the Corporate Web Manager to resolve the issues with due diligence. If possible, content owners and developers should proactively meet with the Corporate Web Manager and other stakeholders in advance to prevent possible usability issues from impacting the public.

3.2 – Official City of Winnipeg Domain Name

The official City of Winnipeg domain is www.winnipeg.ca or simply Winnipeg.ca. This is important for two reasons:

1. **Branding:** The corporate image is a major strategic concern that can have a direct impact on the level of success the organization achieves through its other marketing and management efforts. As well, a coherent corporate image needs to be integrated into the organization at all levels. The corporate brand affects the perception of the nature, culture and structure of that organization and its performance, products and services. These perceptions affect its ability to recruit the financial resources, people and partnerships it needs to attain its goals and objectives.
2. **Authenticity of Identity:** Along with brand recognition of Winnipeg.ca, a single corporate domain name creates an authenticity of identity to Web users who may otherwise be confused by similar sites (such as privately-owned, commercial sites that are about Winnipeg) or sites that attempt to deceive users into thinking that they are visiting a City of Winnipeg site (e.g. Winnipegpolice.com). Citizens and other Web users can be confident that if they are visiting the Winnipeg.ca domain, they are on a genuine City of Winnipeg site.

Canonical domains or virtual Webs should be pre-approved in writing by the Corporate Web Manager.

Non-official domains may be registered and/or operated by Web Publishers only with the written approval of the Corporate Web Manager. To submit a request to register and/or operate a non-official domain name, a business case must be submitted to the Corporate Web Manager for review.

Existing no-official domains should not be promoted or advertised to the public (only Winnipeg.ca domains should be promoted in advertising and the media).

All domain names registered by the City of Winnipeg through any department are considered to be the property of the City of Winnipeg and may not be transferred, sold or traded to other organizations or individuals.

3.3 – Special Operating Agencies (SOA)

Web guidelines and templates have been developed for Special Operating Agencies (SOAs). Please contact the Corporate Web Manager for assistance.

3.4 – Winnipeg.ca Homepage (topsite)

Winnipeg.ca is a citizen-centred, service-based site that provides one homepage and one URL for citizens to access all City of Winnipeg information and services available on the Internet. The tagline found in the Title Header, “Connect With Your City”, emphasizes to Web visitors that the City of Winnipeg is providing this Web site to enable citizens and other users to “connect” with services and information online, anytime, at their convenience. Content on the site includes static HTML pages, static documents, multimedia objects, archived data and application-based services.

The homepage is managed corporately (by the Corporate Web Manager and Corporate Web Services team) and is intended to be the portal or gateway to the entire City of Winnipeg Internet presence, including all corporately-managed pages, departmental subsites and applications at domain Winnipeg.ca, and subsites at non-standard domains such as winnipegassessment.com and winnipegtransit.com.

Key corporate information that is high level and current (e.g. news releases, budget documents) is featured on the homepage, which always displays the current date. As well, global links (e.g. Contact, Accessibility, Maps, etc) and Online Services are also featured on the homepage so that users have one-click access to general information and application-driven content such as eCIS.

The target or primary audience for Winnipeg.ca is the citizenry of Winnipeg.

Secondary audiences include residents of Manitoba outside Winnipeg, residents of Canada outside Manitoba, international visitors, business, industry and tourism. The primary objective of Winnipeg.ca is to serve Winnipeggers first, but also to provide a user-friendly site where non-Winnipeggers, businesses and tourists can locate information and links of interest. Winnipeg.ca also uses a “no wrong door” approach by providing clearly marked links to public organizations and levels of government so that people who are searching the site for non-City services or information will be directed to the appropriate site or agency.

Given that the Winnipeg.ca site includes thousands of links and thousands of pages/documents, it is not feasible to have an exhaustive menu or list of links to all content from the homepage. Instead, visitors to the site are directed to the services pages based on the type of City services that will meet their needs/interests (i.e. Your Home, Your Business, etc). This top-down, self-selection process helps users narrow their possible content choices within a page that contains direct links to content pages and application-based services being developed and maintained by several departments.

3.5 – Winnipeg.ca Guide pages

The Winnipeg.ca homepage and the Site Guides flyout menu in the left panel include eight guide pages, which are clusters of content links. These pages are maintained corporately by the Corporate Web Manager and the Corporate Web Services team. Links on these pages point directly to content pages or application pages maintained by various departments. As these links are maintained manually, they must be reviewed frequently by the Corporate Web Services staff to ensure the links are working and the content is still appropriate to the link title.

Web Publishers in every department should notify Corporate Web Manager prior to making changes that would affect the integrity of the links. As well, Departmental/Divisional Web Publishers are encouraged to review the services pages periodically to suggest any additional links that should be added or to inform the Corporate Web Manager about new content that is being added to the departmental subsites. This collaborative approach helps ensure that all centralized (managed by Corporate Web Services staff) and decentralized (managed by Departmental Web staff) content on Winnipeg.ca is being maintained in a cohesive and consistent manner.

3.6 – Departmental Sites and Subsites

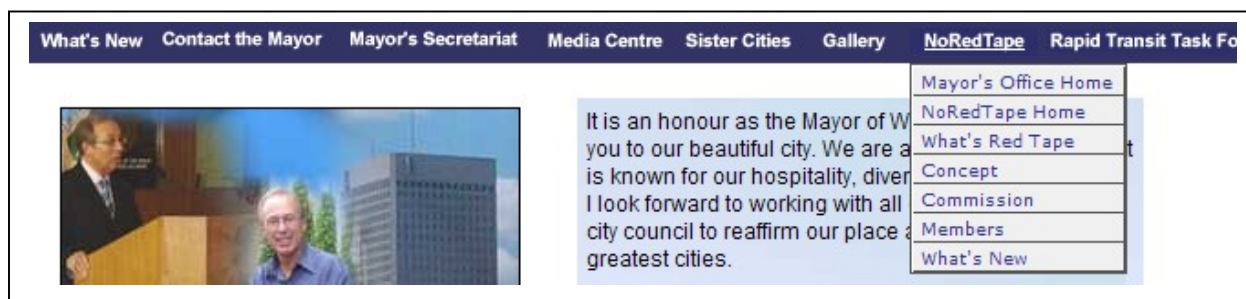
To conform to Winnipeg.ca standards, all pages on departmental subsites must include (see Figure 1 above):

- Departmental Title Header (incl. Global Navigation Header, City Logo and Departmental Image)
- Left Panel
- Content Panel (incl. Contextual Navigation)
- Global Navigation Footer

Contextual Navigation provides a navigation system within the department or division, and should appear at the top of the Content Panel as a row of text links separated by vertical bars, e.g.

[CAO Secretariat](#) | [Administrative Support](#) | [Departmental Information](#) | [Film and Cultural Affairs](#) | [News](#) | [Public Affairs](#) | [Reports](#) | [Strategic Management](#) | [Winnipeg.ca Media Centre](#)

Or as a series of dropdown menus along the top of the content grid, e.g.



A link to the parent page (i.e. department homepage) should appear at the top left side of the contextual links so that The link should be colored text (standard red – RGB: 168, 52, 63) so that users can easily navigate back to the departmental homepage no matter what level of page they are viewing.

Divisions may provide contextual links that match sections within the division, provided the red link back to the departmental homepage is included as per above.

NOTE: In the Title Header, the City of Winnipeg logo must be an image-mapped link pointing to the Winnipeg.ca homepage, and the Departmental Title must be an image-mapped link pointing to the departmental (not a divisional) homepage.

3.7 – Departmental/Divisional Homepages and Content Grids

Except for the requirements indicated in 4.3 above, Departmental Web Publishers may use their own judgement for designing and maintaining their Departmental/Divisional homepages based on a) their knowledge of the usage habits of those who use their subsite, b) their departmental business plans and requirements, c) best practices found on the Web in general and on other departmental subsites in specific, and d) discussions and feedback from the Corporate Web Manager and the Web Publishers Committee.

Departmental/Divisional Homepages should follow these basic principles that follow from the Corporate Internet Standards, Guidelines & Procedures. However, [sample homepage templates](#) may be found on the Web Publishing page on CityNet for those who wish to follow a simple standard format rather than a unique design.

- **CORPORATE LOOK-AND-FEEL:** Departmental/Divisional homepages must complement or match the Corporate Look-and-Feel in color, font styles, and Universal Design standards (see the 2005 eStyle Guide).
- **GRAPHICAL ELEMENTS:** Departmental/Divisional homepages must include at least one graphical element that depicts some aspect of the department's core business. If possible, (but not required) the image or images should feature actual staff from the department to provide the page with a more personalized, "human" view of the site. There is City of Winnipeg staff supporting the services and information found on every Web page, so the Web pages should try to depict the people involved (see eStyle Guide for guidelines on use of images). Other graphical elements such as icons may be used, provided these are used consistently within the Departmental subsite (e.g. icons developed for one division must be used in all other divisions within that department as well) and provided they follow guidelines for graphical images found in the 2005 eStyle Guide.
- **WHAT'S NEW/HIGHLIGHTS:** Departmental/Divisional homepages must include text information, updated periodically, to indicate "what's new" in the department's subsite or to highlight/illustrate important new content features.
- **COLUMN FORMAT:** Departmental/Divisional homepages must use a **single-column** format, but a Sidebar include file may be created and maintained by the department/division, provided it is used consistently throughout the Departmental subsite.
- **VISIBILITY OF HOMEPAGE CONTENT:** Departmental/Divisional homepages should feature key content on the part of the page that is visible at the standard screen resolution of 800 x 600, so that users will not miss this key content if they do not scroll down the homepage. This is a usability issue that will have to be determined by the business requirements and best practices of the department/division.
- **CONTACT INFORMATION:** Detailed lists of email and telephone contact information is available globally on the Contact page found in the Global Navigation Header on all pages. However, departments/divisions may find it appropriate for customer-service purposes to provide a link to a standard contact form (NOT a mailto: link) on an appropriate place on the homepage and other pages. This *replaces* the use of the Contact module previously maintained under the old look-and-feel.

Content Grids on pages linked within a Departmental/Divisional subsite should follow these basic principles that follow from the Corporate Internet Standards, Guidelines & Procedures. However, [sample homepage templates](#) may be found on the Web Publishing page on CityNet for those who wish to follow a simple standard format rather than a unique design.

- **CORPORATE LOOK-AND-FEEL:** Departmental/Divisional content panels must complement or match the Corporate Look-and-Feel in color, font styles, and Universal Design standards (see the 2004 eStyle Guide).
- **GRAPHICAL ELEMENTS:** Departmental/Divisional content panels should use a combination of graphical elements, links and text to make the content visual, usable and intuitive. Other graphical elements such as icons may be used, provided these are used consistently within the Departmental subsite (e.g. icons developed for one division must be used in all other divisions within that department as well) and provided they follow guidelines for graphical images found in the 2004 eStyle Guide.
- **COLUMN FORMAT:** Departmental/Divisional homepages must use a **single-column** format, but a Sidebar include file may be created and maintained by the department/division, provided it is used consistently throughout the Departmental subsite.
- **VISIBILITY OF CONTENT:** Departmental/Divisional homepages may be long enough that users are required to scroll down to view content not visible on the first screen, but this is a usability issue that will have to be determined by the business requirements and best practices of the department/division.
- **CONTACT INFORMATION:** Detailed lists of email and telephone contact information is available globally on the Contact page found in the Global Navigation Header on all pages. However, departments/divisions may find it appropriate for customer-service purposes to provide a link to a standard contact form (NOT a mailto: link) on an appropriate place on the homepage and other pages. This *replaces* the use of the Contact module previously maintained under the old look-and-feel.

3.8 – Guidelines for Publishing French Content on the Internet and Intranet Sites

These guidelines are meant to help clarify what steps should be taken if you want to publish content bilingually and add/update French content on the [French Internet site](#).

The French Internet site is maintained by Jody Harris and her team in Translation and Interpretation Services. Most civic departments have a fee for service agreement in place. That agreement guarantees you access to qualified translators and a rate that is lower than market value.

If you are posting the English version of material that may have already been translated, very little work is needed to add the French version as well.

For work that hasn't already been translated, if you or other members of your department decide that a Web page or a document should be provided on the Internet in French, as per the French language requirements indicated in [By-law No. 8154/2002](#), please follow these procedures:

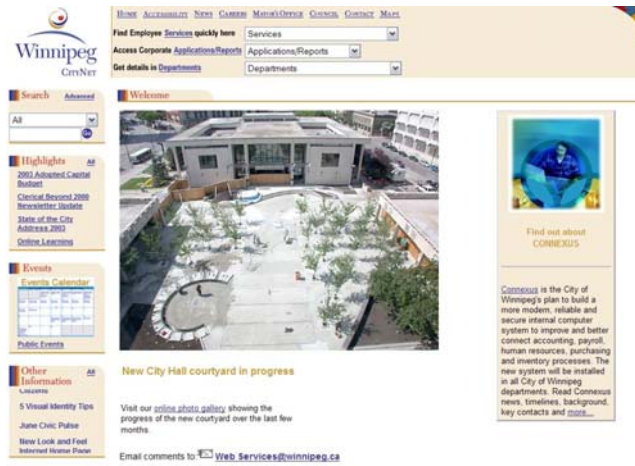
1. Submit the final draft of the content to [CSD-Translation](#) (or you may wish to use this [CityNet form](#)). Web pages or documents with large amounts of English copy should be submitted as soon as possible (final draft stage). You will have to provide an account number so the translation work can be billed to you.
2. Translation and Interpretation Services staff will determine the translation costs and timelines required to complete the requested work. If necessary, staff will be happy to provide you with a preliminary cost estimate.
3. Indicate when the page or document should be posted to the French Internet site. A member of Translation and Interpretation Services will arrange to post the content once the final translation has been reviewed and approved.

In some cases, if a page or document is time-sensitive and there is insufficient time before the publication deadline date to complete the translation and have it posted to the French Internet site, you may have to consider a non-simultaneous posting of English and French (e.g. publishing to the [English Internet site](#) first, then publishing the French when it is available).

Please contact Jody Harris at 986.6851 if, after discussing your needs with branch staff, you have any concerns about the timing or costs of the translation work you are requesting.

4.0 – CityNet and Intranet Sites

4.1 – CityNet site visual history



CityNet 2002-2003



CityNet 2003-2004



CityNet 2004-2005

4.2 – Corporate Web Framework Strategy for CityNet

CityNet is the gateway homepage and organizational name for all City of Winnipeg intranet sites that are accessible to those with access to <http://citynet>. The corporate homepage along with some other pages and subsites, are managed by the Corporate Web Manager with the support of Corporate Web Services.

Within Corporate Web Services, the CityNet corporate site is the responsibility of Lynne Milton, Web Publication/Graphics Technician, who reports to Corporate Web manager Garth A. Buchholz.

All editorial decisions for CityNet are subject to the editorial guidelines below as well as the discretion of the Corporate Web Manager.

4.3 – Editorial Guidelines for CityNet

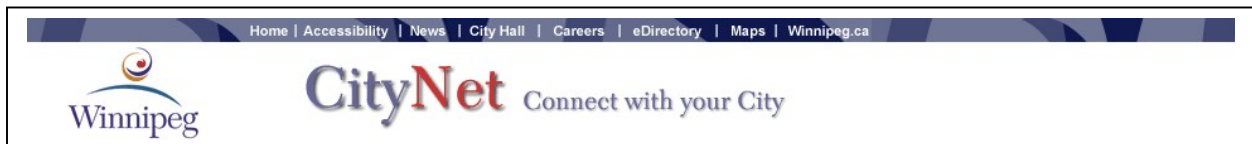
4.3 (1) - CityNet homepage

The CityNet homepage and server-side includes (i.e. title header, left panel with navigation menus and global footer) is intended to provide a colorful, intuitive, usable and practical interface for internal users, with frequently refreshed content to keep City of Winnipeg staff updated on departmental and organizational issues, changes, events and announcements.

The Departments navigation menu links internal users directly to the homepages of all City of Winnipeg intranet sites and subsites that are accessible to all CityNet users. Some intranet sites, such as the Police intranet, are not linked to CityNet and not accessible to CityNet users for security or other reasons.

The four content panels (i.e. CityNet News, CityNet Gallery, What's Happening on CityNet and QuickLinks) and the six CityNet pulldown menus (News, eTools, Classroom, Wellness, Workplace, Planning & Initiatives) on the CityNet homepage are intended to provide “one-click” links directly to the most popular and/or current content on the site, so that the CityNet homepage can be a convenient gateway for those who are looking for specific content throughout the site, but do not wish to access it using the navigational hierarchy provided by each department.

4.3 (2) – Title Header



The Title Header for Citynet contains a top row with links to global corporate content and applications, i.e. Home, Accessibility, News, City Hall, Careers, eDirectory, Maps, along with a link to the Winnipeg.ca Internet site. On the homepage and corporate pages, the name and tag line “CityNet Connect with your City” appears in the header along with the required City of Winnipeg logo on the left side.



On departmental intranet pages, the name CityNet appears in smaller text to the left of the department name. This ensures that users who access any departmentally-managed pages on CityNet will know which area is responsible for the content and/or services available on the page.



4.3 (3) - Left Panel

The Left Panel contains server-side includes that are shared content managed by Corporate Web Services:

- Search Engine – search field and dropdown search menu for searching all intranet pages accessible through CityNet;
- Navigate menus – a Departments menu for navigating to departmental homepages and sections; a Services menu for navigating any of the six content clusters (also available on the homepage as icons/dropdown menus - see below); and a Web Publishing menu for accessing technical content for Web publishers;
- CityNet Events – internal Web calendar for all approved internal events, with a link below to the Winnipeg.ca Events Calendar for listings of all approved external public events;
- Feedback buttons – ‘Refer this page’ button for sending the URL of a specific CityNet page to another internal user; ‘Report this page’ for reporting a specific CityNet page to the Corporate Web Manager; and ‘Review this site’ for a feedback form that allows CityNet users to submit their general or specific feedback on the CityNet site to the Corporate Web Manager.
- Winnipeg weather button – optional link to an external Web site with links to Winnipeg weather and forecasts.

All of the above includes are required to be included on all intranet pages linked to CityNet, with the exception of the weather button. NOTE: Intranet sites and subsites linked to CityNet have the option to add their own includes to the Left Panel, such as links to documents or events specific to the department/division (for an example of this, see <http://citynet/hrintra/>).

4.3 (4) – Navigational Pulldown Menus (CityNet icons)

The six icons on the CityNet homepage (see below) are linked to rollover pulldown menus to each corresponding content cluster. These menus have links that take users directly to specific pages/services of common interest within the CityNet site as a whole.

The links in each menu were chosen in consultation with Corporate Services and are selected according to the general popularity of the content as well as the organizational significance of content. New links may be added to the menus at the discretion of the Corporate Web Manager.



4.3 (5) – Content Panels



The four content panels on the CityNet homepage are: CityNet Gallery, CityNet News, What's happening on CityNet and QuickLinks.

- CityNet Gallery – The Gallery is updated with photos periodically at the discretion of the Corporate Web Manager. Seasonal photos and photos relating to events of general interest to City of Winnipeg employees may be posted here. All photos are copyrighted to the City of Winnipeg and may not be copied or reproduced without prior written permission from the Corporate Web Manager, unless otherwise indicated. Photo submissions of poor quality, limited general interest or copyrighted to a third party will not be accepted for CityNet Gallery. Submit photos to corpwebserv@winnipeg.ca along with details about the photos such as date, subjects, copyright owner, etc.
- CityNet News – News items of general interest to City of Winnipeg employees may be posted in the CityNet News panel on the homepage and saved in the CityNet News archives at the discretion of the Corporate Web Manager. Submit news to corpwebserv@winnipeg.ca.
- What's happening on CityNet – This content panel is for Corporate Web Services to post announcements about new content on CityNet, departmental intranet changes or enhancements, etc. Announcements will be posted at the discretion of the Corporate Web Manager. Submit announcements to corpwebserv@winnipeg.ca.
- QuickLinks – This content panel provide graphical links to key content and services on CityNet that are of broad general interest to employees, promote HR services, or have a strategic significance to the organization. Links in this content panel are posted at the discretion of the Corporate Web Manager.

4.3 (6) – Global footer



[Home](#) | [Accessibility](#) | [Services](#) | [Web Publishing](#) | [Departments](#) | [Careers](#)
[News](#) | [City Hall](#) | [Contact](#) | [Maps](#) | [Site Map](#) | [Help](#)
For general information, [Contact us](#)
© 1996-2005, City of Winnipeg [Conditions of Use](#)

All CityNet pages except for the CityNet homepage are required to use the Global Footer corporate include at the bottom of the page. This contains global links to key navigation areas of the site, i.e. Home, Accessibility, Services, Web Publishing, Departments, Careers, CityHall, Contact, Maps, Site Map and Help, along with links to general contact form and Conditions of Use.

5.0 – City of Winnipeg Web Standards, Guidelines & Procedures for Intranet Sites

5.1 - The City of Winnipeg's intranet presence at CityNet is a federated Web site that uses a combination of centralized and decentralized content management processes.

5.1 (1) Ownership of content – Content ownership belongs to the department that maintains the content in their folders within their subsite. Content owners may not necessarily be the content author (e.g. another department authors a document that you store in your folder on the server).

5.1 (2) Links to content – Links to content and applications owned by another department/division are the responsibility of the department/division that owns the link. In other words, it is the responsibility of those providing links on their pages to ensure the links are accurate and usable. The exception to this is links on the corporate pages, e.g. links on the Winnipeg.ca homepage, services pages or navigation menus/bars that are provided corporately through server-side includes in a shared folder.

5.1 (3) Usability standards for all Web applications – All departmental/divisional Web staff are responsible for working with the Corporate Web Manager to ensure common usability standards are maintained throughout the City's Internet presence. Where usability issues arise due to content initiatives in one area conflicting with that of another (e.g. duplication of services, broken links, incorrect or misleading information, etc), each party involved should meet with the Corporate Web Manager to resolve the issues with due diligence. If possible, content owners and developers should proactively meet with the Corporate Web Manager and other stakeholders in advance to prevent possible usability issues from impacting internal or external users.

5.1 (4) Shared Content – All City of Winnipeg intranet sites that are accessible to CityNet users must use the shared content provided by Corporate Web Services, including the Citynet search engine and server-side includes. The shared content that must be used on all CityNet-accessible intranet sites are:

- Title Header (departmental/divisional versions)
- Left Panel includes
- Global Footer include

NOTE: For all current and archived information related to publishing Web content on the intranet or Internet sites and subsites, please refer to the **Web Publishing** page on CityNet (<http://citynet/intrahom/webpublishing/>), which includes this document along with the Corporate eStyle Guide and other relevant information for those tasked with Web Publishing or Web-related duties at the City of Winnipeg.

6.0 – Administrative & Legal Requirements for Internet and Intranet Sites

6.1 – Legal Statements and Disclaimers

The following Conditions of Use and Privacy Statements must be linked on all City of Winnipeg Web pages:

Conditions of Use

Copyright 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005 City of Winnipeg

While The City of Winnipeg provides the information on this Web site to anyone, it retains copyright on all text, graphic images and other content.

This means that you may not, without the express written permission of The City of Winnipeg:

- Distribute all or any portion of the text, graphics, or content, in any way, shape or form, to others.
- "Mirror" or display all or any portion of the text, graphics, or content on your Web site.
- Modify or re-use all or any portion of the text, graphics, or content on this system

You may:

- Print copies of the text, graphics, or content strictly for your own personal use.
- Reference this Web site from your own documents.

Commercial or any other use of all or any portion of the text, graphics, or content is prohibited without the written permission of The City of Winnipeg. In all copies of the text, graphics, or content, except as specifically listed above, you must retain this notice and any other copyright notices originally included with the text, graphics, or content.

Specific permission for reproduction or use for other purposes must be obtained from The City of Winnipeg by contacting:

Web Manager
The City of Winnipeg
3rd Floor Administration Building
510 Main St
Winnipeg MB Canada
R3B 1B9
Email: [Web Manager](#)

The City of Winnipeg reserves all other rights.

Disclaimer of Liability

Please read this disclaimer.

The City of Winnipeg does not warrant or make any representations as to the quality, content, accuracy, or completeness of the information, text, graphics, links and other items contained on this Web site ("Winnipeg.ca") or any other Web site. Such materials have been compiled from a variety of sources and are subject to change without notice from The City of Winnipeg. Commercial or any other use of all or any portion of the text, graphics, or content, except as specifically listed in the Copyright Notice, is prohibited without the written permission of The City of Winnipeg.

Links to Web sites not maintained by The City of Winnipeg will open in a new browser window. Winnipeg.ca's provision of these links does not imply approval, warrant the quality, content, accuracy or completeness of any information, or endorse any opinion expressed on any of these outside Web sites. The City may in its sole discretion, accept or deny any requests for references to or links to third party sites.

Communications made through Winnipeg.ca's email messaging system shall in no way be deemed to constitute legal notice to The City of Winnipeg or any of its agencies, offices, employees or representatives with respect to any existing or potential claim or cause of action against The City of Winnipeg or any of its agencies, officers, servants, agents, employees, or representatives, where notice to The City of Winnipeg is required by Provincial, Federal or local laws, rules or regulations.
[Read our Privacy Statement](#)

Privacy

This page summarizes the privacy policy and practices on The City of Winnipeg Internet site ("Winnipeg.ca").

Principles

As a local public body The City of Winnipeg is subject to The Freedom of Information and Protection of Privacy Act. If you have any general questions about Manitoba's The Freedom of Information and Protection of Privacy Act, please see the FIPPA Web site. The City of Winnipeg is committed to providing our visitors with an Internet site that respects their privacy. Winnipeg.ca does not automatically gather any personal information from you, such as your name, phone number, email or address. This information is only obtained if you supply it voluntarily through contacting us via email or online forms.

Logging of Site Visitors

Like most Web servers, the City of Winnipeg server collects some information about visitors to the site. However, the server only logs the domain name of visitors. Depending on the setup of your internet service provider (ISP), this information may identify who you are; you may wish to contact your ISP for more information in this regard. The log data is analyzed for trends and statistics, and then aggregated. If you have any questions about the information gathered automatically by Winnipeg.ca, please contact the Corporate [Web Manager](#).

6.2 – In-linking (links from external Web sites to City Internet pages)

The World Wide Web is, by definition, an Internet network made up of Web sites joined by hyperlinks. Internet users find value in the ability to access Web sites linked on the World Wide Web.

To promote the proliferation of the City of Winnipeg's URL (Web address) on the Internet and provide Internet researchers and searchers with the ability to locate the City of Winnipeg Web site, requests to link from an external (non-City of Winnipeg Web site) to the City of Winnipeg Web site will be allowed, with the following requirements:

- Links to the City's Web site must open in a new window and not be framed within the pages of another Web site.
- Deep linking is not permitted – external sites may only publish a link to the City of Winnipeg homepage or to a department or division's front page, not to deeper pages.
- Special permission must be granted by the CAO Secretariat's office before an external Web site can use the City of Winnipeg wordmark, crest or any other City-owned intellectual property.

6.3 – Out-linking (links from City Internet/intranet pages to external Web sites)

The City of Winnipeg does not currently have an official Standard regarding the inclusion of external Web sites (non-City of Winnipeg sites) on a City of Winnipeg Web sites. However, a recent Report on Corporate Advertising and Sponsorship does recommend some restrictions with regard to advertising, sponsorships and links to the City's Internet and Intranet sites. Therefore the inclusion of external links is at the discretion of the Corporate Web Manager and content authors in each department, and may be subject to review by the City of Winnipeg Legal department.

Links to non-profit, public service or government sites may be acceptable (e.g. links to Tourism Winnipeg, MTS phone listings or Government of Canada sites), depending on whether the content on the sites offers value to those who are visiting the City of Winnipeg Web site.

However, if there is no formal, approved partnership or other arrangement with an outside Web site operated by a for-profit organization, the City should not link to the site as this may constitute an inappropriate use of public resources.

In some cases, requests to include an external hyperlink to the City of Winnipeg Web site should be politely declined until further notice. Please contact the City of Winnipeg Corporate Web Manager if you wish to submit an external link request for review.

Guidelines:

- Links to external sites must open in a new window and not be framed within the City of Winnipeg Web site
- As well, you may wish to advise visitors to the page that if they click the link, they will be taken outside the City of Winnipeg site to an external site.
- A disclaimer may be added to state that the City of Winnipeg is not responsible for the content on the external site.
- Links to external sites should be reviewed frequently to ensure the links have not changed or been removed by the owner of the site

Why this is important

The City of Winnipeg is a high-traffic site. External sites benefit from having their link included on our site as this promotes traffic to their site(s). In some cases, it may be inappropriate for the City to provide this benefit to another organization using City resources.

As well, there are many risks associated with links to external sites:

1. External links may change or become inactive. Most of the time, Web sites will not inform other linked sites when their link is changing or becoming inactive, so it becomes the ongoing responsibility of the City of Winnipeg Web site to ensure all links are correct and active.
2. As with any Web site, content on the linked sites may change at any time. Content on the linked site may be inappropriate, in conflict with the City's policies or even offensive to those who visit the site(s). Opinions, ideas or other information published on an external site may expose the City to legal risk.

In some cases, domain names are acquired or purchased from the original owner and the former site is replaced with a site that may be offensive to City of Winnipeg Web site visitors or inconsistent with the City's policies.

6.4 – Universal Design

Statement of Intent: The City of Winnipeg Internet and Intranet will conscientiously provide leadership in thought and action by institutionalizing a commitment to creating a city that is truly inclusive of all citizens through endorsing and incorporating the concept of Universal Design.

Goals:

- To accept that the population in Winnipeg has a variety of different abilities, strengths, heights, etc. and that this should not exclude or segregate anyone from participating in community life and accessing and using municipal services.
- To reduce the need and costs associated with providing disability specific solutions by providing a generalized approach to design that accommodates a wider range of people.
- To ensure that new civic buildings, environments, products, services and programs are designed to be useable by a wide range of citizens.
- To promote a city that is comfortable, attractive, and inclusive.

For Universal Design guidelines for the Web, go to the Web Publishing section on CityNet or read this complete checklist of UD guidelines to follow:

<http://citynet/intrahom/webPublishing/standardsGuidelines/UniversalDesign/>

7.0 – Other Guidelines & Recommendations for Internet and Intranet Sites

7.1 – Guidelines and Recommendations for Acrobat PDF files

7.1 (1) - Determine whether content can be published in HTML format rather than PDF format. HTML pages load more quickly and are fully searchable by our internal search engine as well as external search engines.

7.1 (2) - Partition PDF files more than 5 MB file size. We recommend that PDF files larger than 5 MB be partitioned into smaller documents (e.g. part 1, part 2, etc) for usability purposes and to ensure the most efficient use of system resources.

7.1 (3) - Optimize all PDF files. To optimize PDF files to a smaller file size, use the “Print > Print to PDF (Distiller)” option rather than using the PDF icon on the toolbar of your Word or, Excel or Powerpoint application. This will result in a much smaller file size.

7.1 (4) - Optimize all source files. Ensure you have minimized the file size of your Word, Excel or PowerPoint documents before printing to PDF.

7.1 (5) - Metatag your PDFs. The City of Winnipeg’s search engines can index PDF files according to their metacontent, so please ensure all PDF files are metatagged before putting them into production. In Acrobat, go to File > Document Properties, select the Description tab, then enter the Title, Author, Subject and Keywords relevant to the document.

7.1 (6) – Indicate file size. Beside the link to the PDF file, indicate the file size in parentheses, e.g. (1.2 MB) so that users have a general idea of how long it may take to download the file. As well, the page where the PDF link is found may also include a link to the Adobe site where users can download a current version of Acrobat Reader if they do not have this installed on their PC already.

For more information or to request corrections/additions/amendments to this document, please contact Garth A. Buchholz, Corporate Web Manager, at 986.8222 or email webmanager@winnipeg.ca.

Appendix 2 - eStyle Guide, Universal Design Standards



City of Winnipeg eSTYLE GUIDE

Style Standards and Guidelines for
Web Publishers, Developers and Users

Updated: April 25, 2005

Garth A. Buchholz
Corporate Web Manager
CAO Secretariat

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1.0 :: Introduction to eStyle Guide

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1.1 - Introduction: Why the eStyle Guide was created

The City of Winnipeg is working towards its goal of delivering fully integrated eGovernment through its presence on the Internet and Intranet. In order for subject matter experts, content developers and Web designers to build a citizen-centric model of electronic service delivery, all City of Winnipeg departments must adopt common language, standards and practice. A clear and consistent practice will enable us to affordably meet the needs of those using our Web sites and other technology services.

1.2 - Who should use the eStyle Guide

This eStyle Guide was developed specifically for all City of Winnipeg employees who publish content to the Intranet and Internet Web sites, but it is also for all users of email, Internet and other networked technology resources. These standards and guidelines are a requirement as stated in [Administrative Directive IT-005](#).

1.3 – Sources used to develop the eStyle Guide

Sources used in the development of this eStyle Guide were as follows:

- Brown.ca Report
- Universal Design Policy
- Translation Services
- Corporate Information Technology
- Public Affairs

For a list of other authoritative resources used, please consult **Appendix B** at the end of this document.

1.4 - Contact and updates to eStyle Guide

This eStyle Guide was created by the Corporate Web Manager (CAO Secretariat), and has been reviewed by webmasters and stakeholders in all City of Winnipeg departments. The content of this document will be reviewed and updated periodically by the Corporate Web Manager.

For information or assistance with this eStyle Guide, or to provide feedback, please contact:

Garth A. Buchholz
Corporate Web Manager
CAO Secretariat, Public Affairs
Tel: 986.8222 | Fax: 949.1174
<mailto:WebManager@winnipeg.ca>

2.0 :: Universal Design Principles

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2.1 – Introduction to Universal Design (UD)

The City of Winnipeg Internet and Intranet will conscientiously provide leadership in thought and action by institutionalizing a commitment to creating a city that is truly inclusive of all citizens through endorsing and incorporating the concept of Universal Design.

Goals:

- To accept that the population in Winnipeg has a variety of different abilities, strengths, heights, etc. and that this should not exclude or segregate anyone from participating in community life and accessing and using municipal services.
- To reduce the need and costs associated with providing disability specific solutions by providing a generalized approach to design that accommodates a wider range of people.
- To ensure that new civic buildings, environments, products, services and programs are designed to be useable by a wide range of citizens.
- To promote a city that is comfortable, attractive, and inclusive.

2.2 – Definitions

Universal Design: Design solutions that respond to the widest range of the population possible. Concerned with broad marketing by meeting the requirements for children through to seniors, people with or without disabilities, and without stigmatizing or identifiable aesthetics. Some special design features will still be required, but more limited in scope. Also known as Trans-generational Design, Life Span Design, and Design for all.

Design: Refers to a creative process that is used when developing something new. The scope goes beyond the term that is frequently understood as the purview of architects, and interior and industrial designers. Individuals design their lives, community groups design strategies and programs, governments design policies and laws, service providers design programs, Web designers design Web pages, etc.

Environment: Includes all those things that surround us; buildings, work places, recreational centres, products, services, transportation systems, etc.

People: The broad range of individuals who compose our population To reduce confusion with other design terms the following is offered to clarify what universal design is and is not.

Accessible or Barrier-Free Design: Unlike universal design these terms refer to specific solutions for specific disability types.

Adaptable or Flexible Design: Easily adjusted or renovated to meet individual needs, usually related to housing and disability related needs.

2.3 – UD Guidelines on the Web

Universal Design Checklist for City of Winnipeg Web sites

For a complete checklist of UD guidelines to follow, visit the Web page cited below.

<http://citynet/intrahom/ud/accessibility.stm>

3.0 :: Content Design Guidelines

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3.1 – Definition of Content

The term “Content” on the Internet includes not only textual or “Webitorial” information, but also images, charts, links, meta-data and any other usable information.

3.2 – Definition of Web Site

For the purposes of this eStyle Guide, “City of Winnipeg Web site” or “City of Winnipeg Web presence” refers to all or any content located at www.winnipeg.ca or at any site or subsite managed by a City of Winnipeg department or division. “Departmental subsite” and “Department Web pages” refers to any Web pages and content located at www.winnipeg.ca or at any domain owned by the City of Winnipeg.

3.3 – Legal Publication of Content

All content produced for the City of Winnipeg Web site and all pages within the site are copyrighted to the City of Winnipeg. (**Conditions of Use** and **Privacy**: http://winnipeg.ca/interhom/conditions_of_use) When publishing content to the City of Winnipeg Web site or any of its departmental Web pages, publishers are responsible for ensuring that copyright laws are not being violated. Publishing content from an external (non-City of Winnipeg) source, either in whole or in part, may violate copyright laws if the City of Winnipeg has not obtained advance written permission from the copyright owner to reproduce the content on the City of Winnipeg Web site.

3.4 – Definition of Common look and feel

A common “look and feel” must be presented when viewing information on all Web pages created by City departments, boards and commissions on both the Internet and Intranet. The growth of these Webs will evolve around a blend of corporate and departmental content, and must be planned to develop and grow within a seamless environment.

Why this is important:

The focused development of these Webs is important as it determines the image of the City in the eyes of the person accessing the information. The City is responsible for creating a common and effective environment for elected officials and staff members using the Intranet, and for citizens, businesses, industries, community organizations and schools using the City’s Web presence on the Internet. This will assist us in improving our service delivery as well as provide an opportunity for more effective communication both internally and externally.

(Source: Brown Report)

3.5 – Webitorial Style Guidelines

Names and titles:

After first reference, use a person’s last name only.

In photo cutlines, use the first and last names.

Capitalize City of Winnipeg and the City (when referring to the corporation, not the geographic region).

Capitalize the titles of employees only when the title is in front of the person’s name (i.e. Public Affairs Manager Shirley Muir, but Shirley Muir, public affairs manager)

Capitalize document names for “official” reports and studies.

MLA Diane McGifford (NDP - Lord Roberts)

City Hall (refers to the building), city hall (refers to the administration)

Winnipeg Police Service (not Winnipeg Police Services)

Abbreviations:

Provinces - BC, AB, SK, MB, ON, QC, NB, NS, PE, NF, NT, YN
States - Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Me., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Tex., Vt., Va., Wash., W.Va., Wis., Wyo.
Metric - mm, cm, m, km, kg, g, km-h (no periods)
Const. Joe Blow and Sgt. Jane Smith of Winnipeg Police Service.
510 Main St., but Main Street

Numbers and dates:

Jan. 1, 2003, but January 2003 (no comma between the month and year).
Numbers one to nine are spelled out, but 10 and above are numerals.
Same for “first”, “second”, etc (up to “ninth”), then 10th, etc.

Spelling:

Web site (capitalize Web), email, online, eGovernment, Internet, Intranet.
2:00 p.m. not 2 pm or 2 PM
% (not per cent).

Attribution:

Public Affairs Manager Terry Aseltine said (not says).

Headlines:

Capitalize only the first letter of the first word in the sentence
(unless the headline includes a proper name such as City of Winnipeg)
Keep short and snappy

Body copy:

No underlining

3.6 – Webitorial: Writing for the Web

“Webitorial” is text or editorial copy that has been adapted for the Internet. Editorial copy that has been repurposed (published on the Web exactly the way it appears in print) should be in a document format such as Adobe Acrobat .pdf or Microsoft Word .doc. People read differently when reading on-screen. They are reading light (the light emitted from a screen) rather than reading a printed page, so their reading styles differ. Long lines of text across a page are difficult to scan. Usability studies recommend lines of 55-100 characters long (depending on the size and type of font style used), with 55 characters being the ideal.

Please follow the basic style guidelines below when writing Webitorial content or adapting editorial content for the Web. To learn more about how to write effective Webitorial content, register for the Contentology course offered by the Learning Centre, or contact the Corporate Web Manager, [Garth Buchholz](mailto:Garth.Buchholz@winnipeg.ca) <webmanager@winnipeg.ca>, for assistance.

Accurate linking:

Copy all URLs and email addresses accurately. While broken or incorrect URLs may occur sometimes for a variety of reasons, this kind of error is unprofessional and does not reflect well on the Web site.

Brevity:

Use the fewest number of words possible; e.g. “You will be able to click a button” should read “You can click on a button” or simply “Click here.”

Bullet Points:

Use bullet points or numbered lists wherever possible. This is another highly recommended method of making copy more scannable on the Web.

Headlines and sub-heads:

Headlines and sub-heads should be attention-getters that summarize the message in the body copy. Subheads should be used liberally within long blocks of text on a Web page so that readers can easily scan the copy by letting the eye jump from heading to heading. Headlines can sometimes be written by taking a lead sentence from the copy and rewriting it. **Use active voice when writing headlines.**

Capitalizing headlines:

Headlines should follow newspaper style; i.e. capitalize only the first letter of the first word of the sentence, unless the subsequent words are a proper name, e.g. City of Winnipeg

Chunking down:

“Chunking down” or “chunking out” text is a highly recommended method of breaking down long block of narrative text on a Web page so that the reader can more easily scan the content on the page.

Leads:

Lead paragraphs must draw the reader in quickly. (Readership surveys at Globe and Mail indicate most readers read only five paragraphs of full page articles. The first and last paragraphs are almost always listed.) Leads are best when they ask a provocative question, are in some way controversial, or are a little oblique so that reader must keep reading.

Pronouns:

Avoid use of the familiar pronoun, e.g. “we” or “us” should be “The City of Winnipeg,” and “you” should be “citizens” or “employees” as applicable. However, these pronouns may be acceptable when referring to specific groups or activities.

Titles:

Titles of books and publications should appear in italics; i.e. *The Globe and Mail*; *Building Futures*, etc.

Voice:

Please use the active voice (use verbs, action words). For example, rather than writing “It was the decision of the committee that...”, say “We decided that...” or “The Committee decided that...” (NOTE: Some exceptions may apply in legal documents).

Web conventions:

When talking about the content of a Web site, make sure you say the content is ON the site and not IN the site.

Avoid hackneyed phrases when writing about the Internet, e.g. “information highway (or superhighway)” or “cyber-(anything)”

Avoid use of intensive/reflexive pronoun, e.g. “Thank you for meeting with myself” should be simply “Thank you for meeting with me.”

In any HTML document, all links should be “live” (not simply spelled out as text; e.g. not just “winnipeg.ca” but “<http://winnipeg.ca>”). In email documents, senders referring to links should write out

the proper protocol, i.e. "<http://winnipeg.ca>" so that the reader can click on the links to send and email or enter the Web site.

Spell check all content that is going to be published. Verify all names, links and other factual details such as numbers, dates, etc.

Most people expect underlined text to be a text link, so use font size, boldfacing, coloring or italicizing for emphasis rather than underlining.

3.7 – Writing Effective Email

The corporate email system is an effective business communications tool to communicate with colleagues and citizens, document communications online and send file attachments such as Word, Excel or Acrobat documents.

To use email most effectively and reduce “information overload” that results from ineffective use of email, please follow these suggested guidelines:

Keep it short! Like looking at Web sites, when you’re reading email on-screen, you’re reading light, and that can be tiring to the eyes. Email is supposed to be quick, easy and breezy to read. Use short sentences. Put spaces between sentences. Use bulletpoints wherever you can. Don’t be afraid to abbreviate terms or words. If you have a longer, more comprehensive document you want to send someone, send it as an attachment so they can print it out and read it separately.

Use clear subject lines. Never send an email without a subject line. You may even want to add a heading within the body of the email if you’re sending an announcement of some kind. Make sure subject lines are not too general. They should be fairly clear about what your message is about. This helps users sort through their mail and decide what to read (like reading newspaper headlines). Similarly, if you want your email to be read, use effective and catchy subject lines (but don’t be misleading and don’t use ALL CAPITALIZED LETTERS). Also, if you’re having an email conversation and the “thread” of the conversation changes from the original subject to a different subject, change the subject line accordingly.

Use active voice writing. Active voice means being clear about the subject of each sentence and writing with verbs (action words). For example, don’t say “It was the decision of the committee that...”, say “We decided that...” or “The Committee decided that...”

Email isn’t a substitute for real life. While email is a good way to save time as an alternative to meeting face to face or using the telephone, don’t make email substitute for all personal business contact. Sometimes it is more effective to use the telephone or meet face to face.

Email creates a paper trail. Use email to document certain steps in your business processes (e.g. send an email after a face to face meeting to confirm what you agreed upon in the meeting) but do not try to document everything with email. It creates email overload for the recipients and leaves you with the challenge of carefully archiving all emails you receive over months and even years.

Avoid “smoke puff” email response. To avoid overloading your colleagues with emails that do not contain worthwhile information (“smoke puffs”), do not send short or one word replies such as “Right”, “Okay” or even “Thanks” unless necessary. In some cases, you will receive emails asking you to confirm in some way, but in most cases people will assume that you will read the message and do not require a confirmation response.

Use effective communication skills. Emails that are not written carefully can lead to misunderstandings and confusion, not only in what you’re communicating, but in how you communicate it. Use plain language. Follow up by phone or in person when necessary. Email is just one channel of communication, not the *only* one.

Never CAPITALIZE ALL WORDS This can be taken as “shouting” your message. Avoid using colored text or unusual fonts that are difficult to read. Remember: People receive so many emails that they prefer emails that can be read quickly.

Be careful of the tone of your email. Curt, abrupt responses, inappropriate language or sarcastic, critical comments can be taken as offensive by the reader. If you are writing an email when you are feeling emotional or agitated, don't send it right away. Save a draft copy, and re-read it later (or have someone you trust read it and offer their opinion) to ensure it won't be taken the wrong way.

Caution: Don't shoot yourself in the foot. Be careful of what you write, how you write, who you write about, and who you write to. Remember that email can either intentionally or accidentally be forwarded to recipients you may not have intended to receive the message. Consider that anything you write in an email could potentially be read by anyone, **either inside or outside the organization**. Likewise, do not forward or copy someone's email to someone else **without their permission** if you think their email contained personal information for your eyes only or for the group of recipients the writer sent it to originally. Personal emails can be especially problematic for the writer and the employer. What if your email expressing personal views to a friend is forwarded or copied to someone else? Your personal views inside a City of Winnipeg email address may be embarrassing, at best, and at worst they can even be a legal liability to your employer.

Be wary of “spoofing.” Email messages can sometimes be “spoofed”, which means that the person who appears to be the sender may not have sent the email at all. If something you receive from someone you know or work with sounds unusual or out of character, verify it with the actual person by telephone. Some email viruses use a person's email address list to automatically send out messages containing viruses to the recipients while appearing to be from a friend, family member or colleague.

Clean up your email periodically. Delete old mail that is no longer useful or relevant. Archive email that is important for your record keeping. Create new folders to organize your “electronic filing cabinet” more effectively so that you can retrieve valuable email information when required.

For more information on writing effective email, read the [online learning module](#) at:

<http://citynet/hrintra/empdev/Tech-BasedCommunicationOL.stm>

For further information on the City of Winnipeg's email policies and guidelines, please read:

Managing Your Electronic Mail

http://citynet/cao/administrative_directives/information_technology_management/pdf/it002.pdf

3.8 – Avoiding “Spam” Emails

What is SPAM?

Besides being a canned meat (“spiced ham”) made by Hormel, SPAM has taken on a new meaning. Spam is the common term for unsolicited email. Some common types of spam include ads for pornographic sites, pyramid schemes, and advertisements for products that allow you to send spam. Other types of spam are messages that claim that you will win a prize or help a dying child by sending messages to all of your friends. Often spammers will take the list of addresses that reply to them and compile new lists to spam.

Some apparently unsolicited email is, in fact, email people agreed to receive when they registered with a site and checked a box agreeing to receive postings about particular products or interests. This is known as both opt-in email and permission-based email.

How “spammers” get your email address

A spammer has several sneaky ways of getting your email address. Here are some of them:

- 1) from your registration at unscrupulous sites (think sweepstakes)
- 2) from your newsgroup postings
- 3) from your chat sessions

- 4) from spambots that crawl the Web for anything including an @ sign on a Web site
- 5) from email lists the spammer buys
- 6) from mailing lists to which you subscribe
- 7) by randomly generating name combinations for your domain

What you can do to prevent SPAM

1) You should never respond to spam

You should never respond to spam, even to be taken off the mailing list, as this is often just a way for the spammer to confirm that an address is real.

2) Avoid giving out your primary email address

Guard your main email address just as you would your telephone number. Your main email address is one you would give to friends, family, and business associates. Unless there is a specific reason to give out your main email address to someone other than those you know, consider using a second email address when filling out forms on the Internet — such as information requests, special offer sign-ups, or service requests, or when participating in message boards or newsgroups — that might potentially lead to your address being sold or leased to other companies.

3) Do not publish your email address on any Internet Web Sites.

Following the Brown Report recommendations, our Internet Web site uses generic and specific email forms to provide a convenient method for our citizens to get their message directly to City staff. The email forms have been developed so that it hides the recipient's email address so it cannot be "harvested" by spam bots.

For more information on our email contact forms, read this FAQ on our Internet site:

<http://www.winnipeg.ca/interhom/contact/email.stm>

4.0 :: Standards for Use of Corporate Logo

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4.1 - Consistent placement of the City logo

The suggested location for the logo on most printed, promotional material would be centred in the top 1/3 of the page.

Alternate locations would be the left or right side of the top 1/3 of the page.

4.2 - Consistent use of type fonts

“New Caledonia” and “Univers 57” are the recommended type fonts for use on all promotional material.

For internal documents these fonts may be substituted with “Times New Roman” and “Arial.”

4.3 - Consistent application of department name

The Department Name should appear directly below, and centred under, the logo.

[This Intranet page](#) includes samples of the various Department Names set in the suggested size and location in relation to the city logo:

http://www.winnipeg.ca/interhom/vi_guidelines/viwindows/viwindows.html

4.4 - Consistent pallet of colors

We recommend that all promotional material be designed with a basic color pallet in mind. The suggested pallet of colors can be viewed on this Intranet page:

http://citynet/intrahom/pdfs/other_information/ConsistentCityImage.pdf

4.5 – Consistent display of logo

In order for us to promote a strong and consistent City Image it is important that the logo itself stay consistent. The logo should not be manipulated in any way from its original format, and wherever the logo is displayed with any other logo(s), they should share equal “visual prominence.”

V.I. Guidelines on the Intranet:

http://www.winnipeg.ca/interhom/vi_guidelines/default.htm

5.0 :: Standards for iGallery and Graphical Elements

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5.1 – Guidelines for formatting images

Produce images that will load quickly.

Since users need Web pages to load quickly, you should make your graphic images small. Try to limit the size of individual images to 5k, try to limit the total size of all content related images on any single page to 20k. Because GIFs are generally smaller than JPEGs, try to use GIFs whenever possible.

Use colors that display accurately across browsers and platforms.

- Browser safe color is indexed to 8 bits but defined by its Hexadecimal value.
- It is termed browser safe because it will render without dithering in any contemporary Web browser, on any OS.
- This graphic is a visual representation of the 216 Web safe colors.

Design images using the browser-safe 216 color palette when possible. **Note:** *The background color used within the Header table and Features labels could alternatively be presented using these alternate Web-safe shades: Gold #FFCC66 or White #FFFFFF.*

Produce images in the most appropriate format.

GIF formats are useful for images that contain flat areas of color. Generally, image dithering should be used for images containing foreground text or illustrations. JPEG format is best for images like photographs that contain numerous changes in color tonality. **Save images at 72 dpi to match user's monitors.**

Use alt text tags for all images.

HTML IMG alt="text" should be included within image elements. Use alt text for photographic images, illustrations or animations which describe the image content. For images with foreground text, use alt tags which precisely represent the foreground text content.

Use image size tags for all images.

Code appropriate image height and width tags, as defining these dimensions speeds browser rendering of screen layouts.

Use of image thumbnails is recommended.

We suggest the use of thumbnail images within Table of Contents listings where deemed editorially appropriate. Consider small and large thumbnails, small representations having a dimension of 60 by 60 pixels, large being 100 by 100 pixels. Include an HSPACE value of 10 in the image tag. Thumbnail images may be linked to larger image views and would generally be accompanied with an associated linked Title and optional Description. Thumbnails within a TOC may be linked to an destination document display of larger image with captions or presented within a Javascript pop-up window coded to a pixel dimension which matches that of the linked larger image. Editors should use their discretion when implementing such content.

Use of image maps is generally not recommended.

Due to the complexity of polygon region definitions and the additional ISMAP or USEMAP code weight, use of image maps is not recommended. Exceptions are allowed when complex images dictate the use of polygonal link definition (like geographic maps for example).

Use of background images or tiles is not recommended.

In an effort to ensure the enhanced readability of foreground content, the use of background images or tiles is not recommended.

Use rich media plug-in formats only where appropriate to support or enhance content explanation.

Macromedia Flash and Shockwave media can include graphic imagery in both bitmap and vector source formats. Be sure to include a link to a helpers page which lists related plug-in download availability.

Source: Brown Report

5.2 – Using iGallery

The iGallery is being developed as an online photo gallery for royalty-free, City of Winnipeg-owned photographs that have been digitalized (e.g. .jpg, .gif formats) and assembled in groupings. These photos are intended for use on City of Winnipeg Web pages by content authors throughout the organization, and are not to be distributed or published in non-City publications or Web sites unless permission has been granted.

In the future, the iGallery will be open to photo submissions from City of Winnipeg staff who wish to contribute photos to be shared across the organization. All photos submitted to iGallery become property of the City of Winnipeg and may be used by City of Winnipeg content authors on authorized Web pages. Photo submissions will be subject to review and approval by the Corporate Web Management team. Further details will be issued later.

Rules and guidelines for submission:

- Identify the photograph with date, where taken, who are the people, etc.
- All photographs must be submitted by the person who shot the photograph
- If image has identifiable people depicted, the submitter must include a copy of a signed Photo Release form with the photo.
- The quality of the image should be clear and sharp
- Images are accepted in various formats
- (electronic: .tiff or .jpg; print color or black & white any size; neg/slide)
- No credits will be published
- Images will be the property of the City of Winnipeg and will not be returned.

6.0 :: Standards for Metatagging

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6.1 – General information about metatags

Metatags are lines of HTML code that define for search engines the title, description, key words, author name and other attributes of a Web page or Web site, without being viewable by the reader (they must be viewed within the source code).

For external search engines, metatags on the homepage help users find the Web site they are searching for, and rank it according to the relevance of their search query. For internal search engines (site search), metatags on each viewable Web page help users locate specific information within a Web site.

META tags should be placed in the **head** of the HTML document, between the <HEAD> and </HEAD> tags (this is especially important in documents using FRAMES).

All City of Winnipeg Internet and Intranet Web pages should be properly metatagged when they are created. Any HTML pages not metatagged should be revised accordingly to corporate standards to include the necessary metatags.

For guidelines on metatagging for Winnipeg.ca (Internet) sites, please see Section 7.2 below. For Guidelines on metatagging for CityNet (intranet) sites, please contact the [Corporate Web Manager \(webmanager@winnipeg.ca\)](#).

6.2 – Procedures for metatagging HTML documents

6.2.1 - Hierarchy of search results

The City of Winnipeg's site search feature for the Internet (Winnipeg.ca) and intranet (CityNet) sites ranks search queries in the following hierarchical order:

1. description, keywords and title
2. description and keywords
3. description and title
4. description
5. keyword
6. title
7. content (several instances)
8. content (one instance)
9. service

6.2.2 - Instructions for metatagging:

You may manually enter metatags into the HTML code or you may use the Custom Metatag Generator designed for the City of Winnipeg, found on the Web Publishing page on CityNet. The person creating the metatag data should review each page briefly before metatagging it so he/she has a good understanding of the content on the HTML page or PDF document (for instructions on metatagging PDF documents, see 7.3 below).

Include tags named *description*, *keywords*, *robots*, *rating*, *author*, *copyright*, *services*, and *language*. The page should look something like this when you are done (although you may not have as many keywords).

In this example the metatag names are highlighted in red:

EXAMPLE 1 (level 1 - corporate homepage):

```
<HEAD>  
<TITLE>Winnipeg.ca (UD) : Official City of Winnipeg Homepage</TITLE>  
<META name="description" content="Winnipeg.ca : The Official City of Winnipeg Web Site ">  
<META name="keywords" content="city of winnipeg, winnipeg, winnipeg.ca.....>
```

```

<META name="robots" content="all">
<META name="rating" content="General">
<META name="author" content="City of Winnipeg">
<META name="copyright" content="Copyright 2004 City of Winnipeg All Rights Reserved">
<META name="services" content="Government">
<META name="language" content="English">
<LINK REL="STYLESHEET" TYPE="text/css" HREF="/shared/css/style.css">
<SCRIPT LANGUAGE="JavaScript" type="text/javascript" SRC="/shared/js/global.js"></SCRIPT>
</HEAD>

```

6.2.2 (a) - Title tag: Title tags are not a meta-tag but should nonetheless be considered meta-data for purposes of this document because

- a) external search engines such as Google search for keywords and phrases in title tags, and
- b) our internal site search searches for keywords and phrases in title tags.

The title tags serve as a limited “breadcrumb” navigation system for users and should follow the standard format:

INTERNET:

Winnipeg.ca (UD) : Department Name : Division Name or Section Name (this should correspond with the three-tiered flyout menus found under the Departments menu.

INTRANET:

CityNet : Department Name : Division Name or Section Name (this should correspond with the three-tiered flyout menus found under the Departments menu.

6.2.2 (b) - Description tag: The description tag is a description of the content on the page. It is usually taken from the first few lines of text contained in the body.

When writing description tags, be clear about which pages are **meta-pages** (“table of contents” pages, or content that simply has information/links to content that’s “deeper down”) and **content pages**, which actually contain content that people would search for. Some pages may contain meta-data as well, but if they have significant amount of content, they are content pages.

In some cases there will be no actual content in the body, only meta-data (links). In that case you would tag the description something like this :

EXAMPLE 2 (level 2 – department homepage) – front page with links to divisions within the department. This is primarily a meta-page.

```

<META name="description" content="CAO Secretariat - links to divisions and departmental information">

```

EXAMPLE 3 (level 3) – divisional page with information/links to content pages within the division. This is also primarily a meta-page.

```

<META name="description" content=" Strategic Management – information and links to strategic management">

```

EXAMPLE 4 (level 4) – content page or meta-page with links to other content within this division. This is a content page, even if some of the pages have meta-data that links to other content pages.

```

<META name="description" content=" Plan Winnipeg 2020 Vision is City Council’s long-range policy plan to guide Winnipeg into the twenty-first century by addressing the broad physical, social, economic, and environmental conditions in the city.">

```

6.2.2 (c) - Keywords tag: For the keywords tag, fill in a few “key” or significant words or phrases you expect people to use in a search. Avoid using “stop words” such as “the” and “and” because these words may be filtered out by the search engine.

Departmental Web pages should contain key words that are specific to the content on each page rather than to the content across the entire site. A good example of this would be the departmental information site for the Chief Financial Officer:

www.winnipeg.ca/interhom/departments/cfo/department_info.stm

The keywords for this page are as follows:

```
<META name="keywords" content="cfo, chief financial officer, department information, finance">
```

For additional examples of this, view some pages that have already been metatagged.

TIPS:

- Look through the information in the body and pick out the words that are “key.”
- Key words or phrases should be separated by commas.
- Avoid excessive repetition of key words, unless they’re part of a phrase
- Rather than using a keyword that is too general and would be found in many pages on the site (e.g. “winnipeg”), use a phrase (such as “winnipeg transit”).

Most of the key words will come from the page content. Think about what you would enter when searching for the information contained within the page.

NOTE: It is more important to include a few (3-5) keywords or phrases UNIQUE to the document, if possible, than to try to exhaust all possible keyword/phrase variations. If the keywords/phrases are also found in other documents on the site, you might skew the search results.

6.2.2 (d) - Robots tag: The robots tag controls the web robots on a per-page basis. Robots are what a search engine sends out to check the HTML in your pages and index the information for the search engine. The content of this tag will always be “all” unless there is a reason you don’t want the search engine to include the page in the search results, such as a page that is contained in frames, or an .htm file that you are using as an server side include that you don’t want to have displayed on its own.

6.2.2 (e) - Rating tag: The rating tag lets searches know the rating of the content on your site. For our purposes it will always be “General”.

6.2.2 (f) - Author tag: This tag indicates who authored the page. In this case it refers to the name of the city department that authored the content, e.g. City of Winnipeg Public Works

6.2.2 (g) - Copyright tag: This tag should already be on every City of Winnipeg page already. If not, it should read:

```
<META name="copyright" content="Copyright 2004, City of Winnipeg, All Rights Reserved">
```

6.2.2 (h) - Services tag: THIS TAG IS NOW OPTIONAL. The content of this tag will refer to one of nine service groupings that are listed on the Winnipeg.ca homepage. Choose the service category that the page best falls under. Services tags for Winnipeg.ca include:

1. **Homes** – services and information relating to Winnipeg homeowners such as water bills, dog licences, property taxes, etc.
2. **Communities** – services and information relating to City of Winnipeg community programs, facilities, etc.
3. **Businesses** – services and information relating to Winnipeg businesses, business owners, licences, zoning, etc.
4. **Transportation** – services and information relating to transportation in the city, such as Transit, road repair, bridges, etc.

5. **CityLife** – services and information relating to downtown Winnipeg such as events, projects, facilities, etc.; also, services and information for visitors to Winnipeg or those relocating to Winnipeg, such as Winnipeg, events, culture, organizations, neighborhoods, business, and tourism
6. **Government** – services and information relating to City government, as well as links to relevant provincial and federal government pages as well
7. **Emergencies** – services and information relating to police, fire, paramedic, emergency preparedness, etc.
8. **eServices** – online services that are interactive and usable, rather than static information, such as Transit Trip Planner, Property Assessment data, etc.

Optional services tags for CityNet are:

1. **Your News** – CityNet internal news, media releases, Civic Pulse online, etc.
2. **Your eTools** – admin forms, iView, HR IT systems, Municipal Manual, etc.
3. **Your Classroom** – course calendar, online learning, CUPE education fund, etc.
4. **Your Workplace** – HR, job postings, admin directives, benefits, etc.
5. **Your Wellness** – safety, health & wellness, equity & diversity, etc.
6. **Planning & Initiatives** – employee work planning, Plan Winnipeg, annual report, etc.

For further information about the Services tag, please contact Garth A. Buchholz (webmanager@winnipeg.ca)

6.2.2 (i) - Language tag: The content of this tag is the language that the page is written in. For example:

```
<META name="language" content="English">
```

In some cases you will have a folder with a large number of files in it. They may all be similar. They would all have the same author, perhaps the same services category. In this case it is extremely time saving to run a search and replace and automatically fill in all of those tags. This also reduces the possibility of making keying errors.

For further assistance, please email the Web Manager mailbox: webmanager@winnipeg.ca

6.3 – Procedures for metatagging .PDF documents

To view/edit the Document Metadata:

1 Choose File > Document Properties > Document Metadata.

2 The Document Metadata dialog box displays all the metadata embedded in the document. (Metadata is displayed by schema—that is, in predefined groups of related information.) The information associated with each schema is visible by default; it can be hidden by clicking the triangle next to the schema name. If a schema doesn't have a recognized name, it is listed as Unknown.

You can then add metadata information such as title, subject author (name of department) and keywords). At minimum, the document title should be indicated in the metadata.

Document Summary ✖

File: C:\...\Metatagging Guidelines - rev 3.24.03.pdf

Title:

Subject:

Author:

Keywords:

Binding: ▼

Creator: Acrobat PDFMaker 5.0 for Word
Producer: Acrobat Distiller 5.0.5 (Windows)
Created: 3/24/2003 11:25:39 AM
Modified: 3/24/2003 11:26:04 AM
File Size: 108.3 KB (110,909 Bytes)
Security: None

PDF Version: 1.3 (Acrobat 4.x) Fast Web View: Yes
Page Size: 8.5 in x 11 in Tagged PDF: Yes
Number of Pages: 4

6.4 – Metatags for City of Winnipeg Web Sites

To ensure proper searchability and usability, all City of Winnipeg Internet and Intranet Web pages should be properly metatagged when they are created. Any HTML pages not metatagged should be revised accordingly to corporate standards to include the necessary metatags.

For guidelines on metatagging for City of Winnipeg Web sites, please contact the [Corporate Web Manager](mailto:webmanager@winnipeg.ca) (webmanager@winnipeg.ca)

APPENDIX A – Glossary of terms used in the eStyle Guide

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Common Look and Feel

Refers to the Web page design guidelines for the City of Winnipeg’s Internet and Intranet Web sites as documented in the [Corporate Web Standards, Guidelines and Procedures](#) document and the [Administrative Directive IT-005](#).

Content

Content encompasses not only textual or “Webitorial” information, but also images, charts, links, meta-data and any other usable information and applications.

SME

Subject Matter Expert – a person who has expertise in a particular subject and may work with content developers and designers to ensure that the message being communicated is technically and contextually accurate.

Subsite

Any departmental or divisional site within the Winnipeg.ca domain (also includes winnipegassessment.com and winnipegtransit.com)

Webitorial

Editorial content redesigned for Web publishing.

APPENDIX B – References and sources

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Online Style Guides

URL

AIESEC Web Style Guide

<http://www.uni-kl.de/AIESEC/doku/stylguid/intro.html>

CS Style Guide

<http://computer.org/author/style/intro.htm>

NCSA Review of Web Style Guides

<http://www.ncsa.uiuc.edu/Edu/trg/styleguide/>

Wired Style Guide

<http://hotwired.lycos.com/hardwired/wiredstyle/>

Yale Style Guide

<http://info.med.yale.edu/caim/manual/>

APPENDIX C – UD Web Checklists

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Adapted from © Actualizing Universal Design, Gail Finkel & Yhetta Gold, 1999.
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	Design under consideration:	
	Facilitator:	
1.	Range of functioning	
	<i>Rating Comments</i>	
	Vision	
	Hearing	
	Stature	
	Balance	
	Cognition	
	Upper body strength and mobility	
	Communication	
	Dexterity	
	Life span	
2.	Statements of good design	
	<i>Rating Comments</i>	
	Easy to access	
	Easy to navigate	
	Easy to search	
	Easy to understand	
	Interactive	
	Usable/intuitive	
	Valuable content	
	Reasonable effort required	
	Images and multimedia are tagged/captioned	
3.	Appropriateness and actions to be taken:	

eStyle Guide Universal Design Access Chart

DISABILITY	ACCESS ISSUES	BARRIERS CAN INCLUDE:
Blindness	<ul style="list-style-type: none"> ▪ A substantial, uncorrectable loss of vision in both eyes. ▪ Many individuals rely on screen readers and outputs this information to a speech synthesizer and/or refreshable Braille display. 	<ul style="list-style-type: none"> ▪ Images that do not have alt text. ▪ Complex images (e.g., graphs or charts) that are not adequately described. ▪ Video that is not described in text or audio. ▪ Tables that do not make sense when read serially (in a cell-by-cell or "linearized" mode). ▪ Frames that do not have "NOFRAME" alternatives, or that do not have meaningful names. ▪ Forms that cannot be tabbed through in a logical sequence or that are poorly labelled. ▪ Browsers and authoring tools that lack keyboard support for all commands. ▪ Non-standard document formats that may be difficult for their screen reader to interpret.
Low Vision (poor acuity; tunnel vision)	<ul style="list-style-type: none"> ▪ Some people with low vision use extra-large monitors, and increase the size of system fonts and images. Others use screen magnifiers or screen enhancement software. ▪ Some individuals use specific combinations of text and background colours, such as a 24-point bright yellow font on a black background, or choose certain typefaces that are especially legible for their particular vision requirements. 	<ul style="list-style-type: none"> ▪ Web pages with absolute font sizes that do not change (enlarge or reduce) easily. ▪ Web pages that, because of inconsistent layout, are difficult to navigate when enlarged, due to loss of surrounding context. ▪ Web pages, or images on Web pages, that have poor contrast, and whose contrast cannot be easily changed through user override of author style sheets.
Colour Blindness	<ul style="list-style-type: none"> ▪ Lack of sensitivity to certain colours – difficulty distinguishing between red and green, or between yellow and blue. ▪ Some people with colour blindness use their own style sheets to override the font and background choices. 	<ul style="list-style-type: none"> ▪ Colour that is used as a unique marker to emphasize text on a Web site. ▪ Text that inadequately contrasts with background Colour or patterns. ▪ Browsers that do not support user override of authors' style sheets.
Deafness	<ul style="list-style-type: none"> ▪ Substantial uncorrectable impairment of hearing in both ears. Some deaf individuals' first language is a sign language. ▪ People rely on captions for audio content. 	<ul style="list-style-type: none"> ▪ Lack of captions or transcripts of audio on the Web. ▪ Lack of content-related images in pages full of text, which can slow comprehension for people whose first language may be a sign language instead of a written/spoken language.
Hard of Hearing	<ul style="list-style-type: none"> ▪ Mild to moderate hearing impairment. ▪ People may rely on captions for audio content and/or amplification of audio. ▪ People who are hard of hearing may need to toggle the captions on an audio file on or off, or adjust the volume of an audio file. 	<ul style="list-style-type: none"> ▪ Lack of captions or transcripts for audio.
Motor Disabilities	<ul style="list-style-type: none"> ▪ Can include weakness, limitations of muscular control limitations of sensation, joint problems or missing limbs. ▪ People with motor disabilities affecting the hands or arms may 	<ul style="list-style-type: none"> ▪ Time-limited response options on Web pages. ▪ Browsers and authoring tools that do not support keyboard alternatives for mouse commands. ▪ Forms that cannot be tabbed through in a logical order (Note: "Tabindex" solution not yet well supported in browsers.).

DISABILITY	ACCESS ISSUES	BARRIERS CAN INCLUDE:
	<p>use a specialized mouse; a keyboard with a layout of keys that matches their range of hand motion; a pointing device such as a head-mouse, head-pointer or mouth-stick; voice-recognition software; or an eye-gaze system.</p> <ul style="list-style-type: none"> ▪ They may activate commands by typing single keystrokes in sequence with a head pointer rather than typing simultaneous keystrokes ("chording") to activate commands. ▪ They may need more time when filling out interactive forms on Web sites if they have to concentrate or manoeuvre carefully to select each keystroke. 	supported in browsers.).
Speech Disabilities	<ul style="list-style-type: none"> ▪ Can include difficulty-producing speech that is recognizable by some voice recognition software. ▪ Someone with a speech disability needs to be able to use an alternate input mode such as text entered via a keyboard. 	<ul style="list-style-type: none"> ▪ Web sites that require voice-based interaction and have no alternative input mode
Dyslexia, Dyscalculia	<ul style="list-style-type: none"> ▪ Learning disability. ▪ To use parts of the Web that rely on voice recognition, someone with a speech disability needs to be able to use an alternate input mode such as text entered via a keyboard. 	<ul style="list-style-type: none"> ▪ Lack of alternative modalities for information on Web sites, for instance lack of alternative text that can be converted to audio to supplement visuals, or the lack of captions for audio.
Attention Deficit Disorder	<ul style="list-style-type: none"> ▪ Difficulty focusing on information. 	<ul style="list-style-type: none"> ▪ Distracting visual or audio elements that cannot easily be turned off. ▪ Lack of clear and consistent organization.
Impairments of Intelligence	<ul style="list-style-type: none"> ▪ May take more time on a Web site ▪ May rely more on graphics to enhance understanding of a site ▪ Unnecessarily complex language 	<ul style="list-style-type: none"> ▪ Use of unnecessarily complex language on Web sites. ▪ Lack of graphics on Web sites ▪ Lack of clear or consistent organization of Web sites.
Memory Impairments	<ul style="list-style-type: none"> ▪ Problems with short-term memory, missing long-term memory or some loss of language 	<ul style="list-style-type: none"> ▪ Lack of clear or consistent organization of Web sites.
Mental Health Disability	<ul style="list-style-type: none"> ▪ May have difficulty focusing on information on a Web site, or difficulty with blurred vision or hand tremors due to side effects from medications. 	<ul style="list-style-type: none"> ▪ Distracting visual or audio elements that cannot easily be turned off. ▪ Web pages with absolute font sizes that do not enlarge easily.
Seizure Disorders	<ul style="list-style-type: none"> ▪ Visual flickering or audio signals at a certain frequency may trigger seizures. 	<ul style="list-style-type: none"> ▪ Use of visual or audio frequencies that can trigger seizures
Anxiety Disorders	<ul style="list-style-type: none"> ▪ Can be any of the following: Depressive, Bipolar, Panic, Generalized Anxiety, Obsessive 	<ul style="list-style-type: none"> ▪ An "overwhelming" homepage where the user leaves the site.

DISABILITY	ACCESS ISSUES	BARRIERS CAN INCLUDE:
	Compulsive, and Personality Disorders. <ul style="list-style-type: none"> ▪ A simple and concise design for the homepage that was pleasing to the eye and easy to read. 	
Senior Citizens	<ul style="list-style-type: none"> ▪ Changes in people's functional ability due to aging can include subtle and/or gradual changes in abilities or a combination of abilities including vision, hearing, dexterity and memory. ▪ Web sites offer a clearly visible – preferably in large text – way for seniors to reach a large-text version of their content. ▪ Web sites that actually target seniors are advised to display large text by default, 12-point type at the minimum. 	<ul style="list-style-type: none"> ▪ Hyperlinks be in large type, with lots of space between them, so that older users don't accidentally click on the wrong link. This is especially important for seniors with motor-skill difficulties. ▪ Sites that seek seniors' traffic should do away with navigational devices such as pull-down menus that require precision with the cursor. ▪ As well as any of the above barriers can affect a senior citizen.

Sources:

- <http://www.useit.com/alertbox/9610.html>
- http://www.medialifemagazine.com/news2002/apr02/apr15/4_thurs/news5thursday.html
- <http://ctl.unbc.ca/disabilities.html>
- <http://www.webable.com/>
- <http://www.webable.com/library.html>
- <http://www.webable.com/files/usabilitystudy.pdf>
- <http://www.trace.wisc.edu/world/web/index.html>
- <http://www.nngroup.com/reports/seniors/>

Appendix 3 - Content Requirement Plan



Content Requirements Plan (CRP)

Project Title:	
Project Leader(s):	
Project Owner:	
Project Sponsor(s):	

Definition: *The Content Requirements Plan (CRP) template is a planning tool for teams who want to develop a new Web presence or develop new content on their existing Web.*

Purpose: *The purpose of the CRP is to outline the content you want to develop based on your team's Internet content strategy. It provides the framework that your subject matter experts (SMEs), information designers, Web designers and IT specialists can use to implement your Web project.*

Terminology: *For the City of Winnipeg, "Web site" refers to the public Internet site at Winnipeg.ca and all directories and pages within that unique domain. "Web" or "Web pages" refers to content published within the Web site; e.g. winnipeg.ca/interhom/events. "Content owners" refers to people, teams and departments who are responsible for creating, publishing and maintaining content on their Web or Web pages.*

PART 1: PRE-PROJECT PLANNING

<p>Objectives: <i>State your objectives for this content in order of priority (can be as many as necessary). Statements should be high-level and should be stated as an action, e.g. "To provide a learning environment for students; To offer services to the public; To create a virtual store where people can purchase products online," etc.</i></p>	
<p>Description of Project: <i>Indicate the general content requirements. For example, you may wish to list the type of contents, features or services users will find on the Web pages. This information should emphasize what the end use or outcome will be rather than how it will be implemented. (further detail will be added under Part 2 below)</i></p>	
<p>Target users: <i>State your target audiences in order of priority (can be as many as necessary). Who are you trying to reach with this content? Who are the other people or groups that will use your Web?</i></p>	
<p>Critical dates: <i>List any critical or key dates for this project (can be as many as necessary), such as latest date for completion, translation dates, approval dates, etc. These dates are tied to business drivers.</i></p>	
<p>Virtual Location (URL): <i>Indicate the URL (Web site address) and specific area or the site where your Web content will reside.</i></p>	

PART 2: PROJECT PLANNING

Description of Content:

List each type of content and how you want it to be used on your Web. How would you rate each type of content in order of priority for the site? Suggest navigation methods or what headings you would use to organize the content into clusters for the menu(s). Indicate whether a Content Inventory and Assessment will be completed.

Available resources for development:

Who will design your site and build it? Who will conduct User Acceptance Testing? Who are your contacts in Corporate IT, Corporate Web Services, etc.

Implementation phases:

How should the project be completed? Will content be phased in over a period of time? What content should be published at each phase? Will mock-ups/wireframes/proof of concept demos be created?

Other factors impacting the Project:

List other factors not included above, including a risk assessment, if necessary.

PART 3: POST-PROJECT PLANNING

Sustainability:

Include information on how the content will be maintained, what resources will be needed, what some of the challenges will be, how often content will need to be refreshed or replaced, etc.

Performance metrics:

How you evaluate the success of the project? Indicate how usage will be measured (i.e. number of hits, etc.) What analysis tools will be used? Who will provide the reports?

Other factors impacting the Project:

List other factors not included above, including a risk assessment, if necessary.

Appendix 4 – Web Server Configuration

Web Server Configuration

	Internet Development	Internet Production
Hardware Platform:	HP ProLiant ML370 Dual P4 Xeon 3.0Ghz 3.0GB RAM 135GB RAID5 Hot Swappable Drives FastEthernet	HP ProLiant ML370 Dual P4 Xeon 3.2Ghz 3.0GB RAM 135GB RAID5 Hot Swappable Drives FastEthernet
MS W2003 Server 128bit	Yes	Yes
MS Internet Information Server 6.0	Yes	Yes
.NET Framework 1.1.4322.573	Yes	Yes
.Net Framework 2.0.50727.42	Yes	Yes
J# .Net Redistributable Package 1.1 and 2.0	Yes	Yes
MS Active Server Pages 6.0.3790.0	Yes	Yes
MS VBScript 5.6.0.8515	Yes	Yes
MS JScript 5.6.0.8515	Yes	Yes
MS Front Page 2003 Server Extensions	Yes	Yes
PHP 5.1.2	Yes	Yes
MS Direct Access Components 2.7	Yes	Yes
MS Jet Database Engine 4.00.8618.0	Yes	Yes
Sybase Open Client 12.0	Yes	Yes
Sybase ODBC 12.0 #9464 (3.60.00.21)	Yes	Yes
Sybase Direct Connect ODBC 3.01	Yes	Yes
Oracle Client 9.2.0.1.0	Yes	Yes

Oracle ODBC Driver 9.2.0.1.0	Yes	Yes
MS Oracle ODBC Driver 2.575.1022.00	Yes	Yes
JMail 4.3.1.0	Yes	Yes
MS Indexing Service 5.2	Yes	Yes
MS Internet Explorer 6.0.3790.0 128bit	Yes	Yes
Server Side Include Support (for stm/asp files)	Yes	Yes
SSL Support 3.0 128bit	Yes	Yes
SSL Certificate Installed	Yes	Yes
WebTrends Site Access Reporting	No	Yes
Developer Access To Web Site Logs	Yes	Yes
MS Visual InterDev Server Extensions	No	No
MS Visual InterDev Rapid Application Development Environment	No	No
CGI/Perl Support	No	No
JRE 1.3.1	No	No
JRun 4.0	No	No
MS Certificate Server	No	No
Direct Connect ODBC (3.01.00.10)	Yes	Yes
GeoMedia WebMap 5.1b	Yes	Yes
URLScan 2.5 [6.0.3615.1]	Yes	Yes
MS SOAP Toolkit 3.0	No	No