

City of Cambridge

Commission for Persons With Disabilities

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Michael Muehe
Executive Director/ADA Coordinator

Carolyn R. Thompson
Disability Project Coordinator

MEMORANDUM

TO: Jill Herold

FROM: Michael Muehe

RE: Response to City Council Order #10 of October 23, 2000

DATE: November 1, 2000

Nearly since its inception, the City's website has been designed to be accessible to people with disabilities, including people who are blind or visually impaired. City web page standards, developed by Matthew Duhan with input from the Commission for Persons with Disabilities, explicitly require accessibility features such as <ALT> tags to ensure accessibility. The City's web page standards can be viewed on the City's intranet site at:

<http://cground.ci.cambridge.ma.us/departments/MIS/www/www-standards.cfm>

Each City employee developing web pages for his or her department is responsible for following these City standards, and for checking each web page for compliance before it is posted on the City's internet server. The Commission for Persons with Disabilities provides technical assistance to all City departments on web page accessibility. We often refer to the Web Accessibility Initiative (WAI) standards for guidance. Part of the World Wide Web Consortium based in Cambridge at MIT, WAI has developed detailed guidelines for web page authors, which can be viewed at:

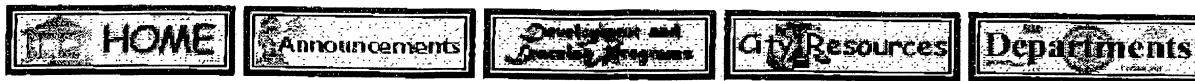
<http://www.w3.org/TR/WCAG10-TECHS/>

WAI has also developed a number of useful resources on web accessibility, which can be viewed at:

<http://www.w3.org/WAI/#Resources>

If you have any questions or require any further information, please do not hesitate to contact me.





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City Web Page Standards

Below is a brief standards list for creating pages for the City Web Server. These standards are intended to maintain a certain look and feel to all pages published for public consumption. We will be creating templates for use on all pages to make authoring web pages easier.

Remember, if you have any questions regarding these standards please do not hesitate to contact me at mduhan@ci.cambridge.ma.us or 349-4144.

General

- You should read and understand the current appropriate use policies for [The City Network](#).
- You **must** spell check and proofread your documents.
- Keep graphical content to a minimum. On average, you can count on 1 second of load time for every kilobyte of file size. Please read [Optimizing graphics for online delivery](#) for further info.
- In general, all graphics should be under 30k and all pages under 100k total (including all images on a page). The Web Administrator must approve any exceptions to this rule.
- All departmental home pages **MUST** include the following on their home page. There are five lines that need to be added.

The first should appear in the HEAD of the page, just after the </TITLE> tag and before the </HEAD> tag:

```
<!--#include virtual="/nav/navtopusersa.html" -->
```

The next two should be grouped together, with your Department name between them, immediately following the <BODY> tag:

```
<!--#include virtual="/nav/navtopusersb.html" -->
Your Department Name
<!--#include virtual="/nav/navtopusersc.html" -->
```

The last two tags must be placed at the bottom of your page, with your Department name between them, immediately before the </BODY> tag:

```
<!--#include virtual="/nav/navbotusersa.html" -->
Your Department Name
<!--#include virtual="/nav/navbotb.html" -->
```

These five tags create a header that identifies your pages as being part of the City's web server and includes a link back to the main index page.

- You can not copyright any pages.
- Any page which lists a phone and fax number should also list a TTY number.
- All sites and major changes to pages (non-typographical changes) must be submitted to the Web Administrator for review before being allowed to be posted on the City's Web site.
- No CGI scripts may be used or installed without being checked first and approved by the Web Administrator.

Design/Aesthetics

- Please do not create pages with all black or wild backgrounds.
- All pages **must** have background, text, and link colors specified. Using the default settings in FrontPage is not acceptable. You may use the code below if you wish.

```
<BODY BGCOLOR="#FFFFFF" TEXT="#000000" LINK="#0066FF" ALINK="#009900" VLINK="#990000">
```

- Background, text, and link colors must be chosen from the 216-color Web-safe palette. GIFs should also be dithered to the Web-safe palette.
- Do not place non-city logos on your web pages. This can be considered advertising.
- We are currently working with the City Manager to establish a policy for linking to non-city pages. Please do not link to non-city pages unless approved by the City Manager.
- Animated GIFs may be used, as long as they are tasteful, subtle, and remain under 30k. Any animated GIFs you wish to add to your site must first be approved by the Web Administrator.
- You may use the City Seal where appropriate. Please use the following link to include the City Seal:

```
<IMG SRC="/images/std/cityseal100.gif" ALT="City of Cambridge Seal" WIDTH=100 HEIGHT=100 ALI
```

Coding/Creation

- All pages must use correct HTML standards and pass a verification test. If you have a preferred verifier you may use it. Please see the tutorials if you are unfamiliar with HTML.
- All tags, with the exception of single tags such as , <HR>, and
, should be containers (i.e. have an opening <TAG> and closing </TAG>). This includes <P></P> tags. For clarity, nested tags should be indented.
- There should not be any leading or trailing spaces or line breaks within the anchor () container tag.

- All pages should conform to HTML 3.2 - Do **not** use browser specific tags. This especially includes the infamous <BLINK> and <CENTER> tags.
- Java, JavaScript, Dynamic HTML, CSS, Plug-ins, or any other browser-specific or non-HTML3.2 technology is not allowed. Exceptions will be made on a case by case basis by the Web Administrator. This does not apply to Adobe Acrobat (PDF) documents, which are allowed.
- The use of frames is not allowed.
- The ALT, WIDTH, and HEIGHT attributes **must** be used for all tags for non-graphic browsers. A page that does not include these attributes will not be posted. Images within anchors must also include the BORDER attribute.
- No images should be loose. All images and graphics should be placed in a directory named "images" in your site. If you have nested directories, you may also nest further images directories.
- All files and folders must be named in all lowercase with no unusual characters. File names may be longer than 8 characters, but no longer than 32 characters. Files must have the correct extension; .html for HTML files, .gif for GIF files, and .jpg for JPEG files.
- A Webmaster e-mail link must appear somewhere on your pages. This link should go directly to the individual responsible for your page content management.

If the City of Cambridge Web Administrator is your Webmaster, please use the following link at the bottom of your pages:

```
<!--#include virtual="/~www/include/webmaster.html" -->
```

To include the last modified date as well, use the following:

```
<!--#include virtual="/~www/include/webmaster.html" -->  
<!--#config timefmt="Last modified: %y/%m/%d %H:%M" -->  
<P><!--#flastmod file="Name of file" --></P>
```

(Replace Name of File with the name of the file)

- If you are using FrontPage to create your pages, webbots may not be used. If you would like to use a webbot function, please contact the Web Administrator for alternate solutions.



5.

CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

November 20, 2000

To The Honorable, The City Council:

Please find attached a response to Awaiting Report Item No. 00-103, regarding a report on the accessibility of the City's website for individuals with disabilities, received from Assistant City Manager for Human Service Jill Herold.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robert W. Healy".

Robert W. Healy
City Manager

RWH/mec
attachment



2000 Things 2 Do in 2000

Consent Agenda Item #5 S 408

Communication from Robert W. Healy, City Manager, relative to Awaiting Report Item Number 00-103, regarding a report on the accessibility of the City's website for individuals with disabilities.

In City Council November 20, 2000.

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