ODOT WEB GOVERNANCE PLAN

*For the **www.oregon.gov/ODOT** website*

CONTENTS

OVERVIEW

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

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

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

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- Elimination of redundant and outdated information.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

CONTENT STRATEGY

VISION

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

GOAL

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

CORE STRATEGIES

AUDIENCE FIRST

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

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[1] DHM E-Government Survey Report 2015

CUSTOMERS AND STAKEHOLDERS

- Public
- Businesses
- Government
- Partners

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

TASK ORIENTED

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

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

KEY USER TASKS INCLUDE:

- Find contact information
- Find location and office hours
- Renew a driver license
- Apply for a driver license
- Register a passenger vehicle
- Register a commercial vehicle
- Apply for a permit (trip, use, etc.)
- Find news and facts about the agency
- Find contracting opportunities
- Learn how to do business with ODOT
- See job opportunities at ODOT

- Find construction project information
- Find out about funding opportunities and requirements
- Find plans, specifications, standards and other technical materials
- Find crash and safety data
- Request maps
- Find planning guidance and tools
- Learn about regulations or rules and how to comply with them
- Find due dates for tax payments

See full task list.

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

- Establishes intuitive paths to meet customer needs and tasks, as well as agency objectives.
- Is easy to support, maintain and update.
- Is based on customer and stakeholder needs rather than an agency organization chart or internal process.
- Uses customer metrics and feedback to improve and maintain the architecture.

QUALITY OVER QUANTITY

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

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

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

CONSISTENT BRAND

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

LOOK AND FEEL

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

VOICE AND TONE

The site's tone is conversational and customer-friendly, using plain language commonly understood by our customers and stakeholders.
- We are positive and professional.
- We use active voice.
- We use pronouns.
- We write clearly and concisely.
- We write with the intended audience in mind, minimizing the use of acronyms, jargon and formal phrasing.
- We write visually. Since we know that the majority of users scan Web pages, we write in a style that accommodates that behavior. We get to the point fast and make it easy for readers to pick out key information.

MESSAGE HIERARCHY

ODOT's mission, goals and values guide our messaging, as do our division, section or program objectives. Most importantly, our end users' needs and wants guide messaging. A content creation guide aids us in putting together useful and usable content.

EDITORIAL CALENDAR

As part of our annual strategic planning, the Web team will create an editorial calendar in conjunction with Communications Section that outlines major initiatives and themes for the agency. Any employee can suggest items for the calendar. Submissions will be considered throughout the year.

SITE STRUCTURE

As stated previously, our site is oriented around customer and stakeholder tasks. We use intuitive paths to meet customer needs as well as agency objectives. Our site structure, including information architecture and navigation,

is created, tested and maintained using customer feedback tools such as card sorting and usability testing. At least annually, we use customer metrics and feedback to improve and maintain the structure.

INFORMATION ARCHITECTURE

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

NAVIGATION AND NOMENCLATURE

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

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

LINKS

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

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

PAGE TEMPLATES AND GUIDES

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

SUGGESTING CHANGES

Updates or changes to the information architecture, navigation or other structural elements of the website can be submitted to the Web Governance Board for review and approval.

AUTHORITY AND OWNERSHIP

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

SUPPORT AND OVERSIGHT

The Web Governance Board is empowered by the agency director to make decisions regarding ODOT's Internet site. The board has been charged to create, implement and oversee a governance plan based on agency goals, business needs and customer and stakeholder needs.

Support for https://www.oregon.gov/ODOT will be led by the Director's Office Communications Section, partnering with Information Systems' Enterprise Technology Section as needed for technical services.

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

ROLES AND RESPONSIBILITIES

Roles and responsibilities are outlined in the appendix of this document.

PROCESSES AND PROCEDURES

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

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

WORKFLOW

We have a defined process for creating and publishing content.

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

REVIEW, REVISION AND RETENTION

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

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

FIGURE 1: WORKFLOW PROCESS

We set agency and divisional retention dates based on state records retention guides, customer and business needs. We use SharePoint functionality to help enforce content maintenance.

COMPLIANCE

EXCEPTIONS
Exceptions to the plan, standards or procedures may be granted by the Web Governance Board if appropriate.

NONCOMPLIANCE

Sections that are not following the governance plan and associated standards and procedures will be asked to correct the problem. Support will be offered and training provided if needed. If problems continue to exist, the Web Governance Board will appoint a Web editor to bring the section into compliance.

DESIRED OUTCOMES

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

SUCCESS METRICS

We use a variety of tools to measure success including –

- Monthly Web analytics reports
- Monthly quality assurance reports
- Annual rolling content audits

- Biennial usability testing
- Ongoing simple customer surveys
- Periodic in-depth customer surveys

CONTENT GUIDELINES

STANDARDS

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

STYLE GUIDE

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