



# ADMINISTRATIVE REGULATION (AR)

LFRA WEBSITE (Revised from City AR-00057)

FESSAM #9C.3 Effective: 01/01/2016

## I. SCOPE:

This Administrative Regulation applies to all Loveland Fire Rescue Authority (LFRA) employees.

## II. PURPOSE:

LFRA website shall serve to make LFRA information and services easily and conveniently available to a variety of publics, primarily for the residents, businesses and other taxpayers of LFRA. These policies may be updated and amended by the Fire Chief.

## III. DEFINITIONS:

- Not applicable.

## IV. POLICY:

LFRA website shall:

- Provide information and services that meet the needs of the publics it serves;
- Be attractive and easy to use;
- Operate quickly and efficiently;
- Offer functional and visual design consistency;
- Offer levels of security consistent with its function;
- Offer up-to-date information;
- Enhance the delivery of information and services provided by LFRA;
- Reflect positively on LFRA operations, LFRA officials and staff.

### Site Domain Name

The site domain will be located under the address of [www.cityofloveland/fire.org](http://www.cityofloveland/fire.org). Aliases will also resolve to this address, and those aliases are identified on LFRA's intranet. Additional aliases may be permitted at the discretion of the Fire Chief and must resolve to the official LFRA website or some part thereof. Exceptions can be made only with written approval of the Fire Chief or designee.

### Sole Source

LFRA domains shall be the sole source of Internet representations for all divisions, offices and services of LFRA. Exceptions can be made with the written approval of the Fire Chief or designee.

### Basis For Mandate:

- Internal governance and consistency

## V. PROCEDURE:



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## Responsibility for the Site

The Fire Chief or designee shall be responsible for the overall content and presentation of LFRA website. The Website Policy Committee will provide recommendations to the Fire Chief or designee.

The City of Loveland Website Policy Committee is established to research, review and recommend overall website policy, procedures and objectives. It consists of four staff members appointed by the City of Loveland City Manager and one LFRA member appointed by the Fire Chief. The membership includes the LFRA Public Information Officer (PIO), the website specialist from City of Loveland Information Technology, and members from three other website high-use departments. A roster of the Website Policy Committee is available on City of Loveland intranet.

The City of Loveland IT department shall be responsible for the technical implementation and support of the web environment.

## Content

### Content - General

All material and services provided on the website shall be representative of the professionalism, ethics and level of service of LFRA. Material shall be posted to the website to inform, educate and/or better serve the citizens of Loveland and others. Material posted to the website, whether prepared internally or by outside contractors, shall conform to the provisions of this policy.

### Content - Components

Individual divisions and offices shall be responsible for submitting the general content of their respective areas of the site to the PIO or his/her designee for posting.

The PIO or his/her designee shall be responsible for periodic review of material on the website and removing or updating out-of-date material. Material that is inaccurate, out of date or incomplete shall be corrected, updated or removed in a timely manner along with all related links.

### Home Page Elements Approval and Management

The home page of the website is the landing spot for most new and repeat visitors. The goal is to provide a welcoming, easy to navigate entry point for citizens and visitors. For specific posting standards, see City of Loveland intranet web policies and standards: [Standards for Displaying Items on Homepage](#)

### Format Continuity



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To function efficiently, the City of Loveland website will strive to maintain organizational, navigational and visual consistency and continuity throughout the entire site. Most of this will be enforced by the Vision Content Management system; however, where technical restrictions do not force compliance, individual contributors shall still follow any style guidelines posted on the Intranet's web publisher's page.

Examples include but are not limited to:

- Organizational structure
- Navigational tools
- Page layout
- Typography
- Background
- Colors
- Art work

It is noted here that occasional exceptions may be necessary in cases where website functions are integrated with third-party applications or require special programming.

## Technical Continuity

All reasonable efforts shall be made to achieve technical standardization and compatibility within the website.

## Direct Access

Any personnel with direct access to Vision Content Management System ("CMS") shall be thoroughly trained and proficient in using the system.

## Accessibility

LFRA will comply with Section 508 accessibility standards as shown below. Contributors are responsible for carrying out the supporting methods for compliance within the Vision CMS.

## Official Section 508 Standards

Taken From [www.section508.gov](http://www.section508.gov)

### § 1194.22 Web-based intranet and Internet information and applications.

- a. A text equivalent for every non-text element shall be provided (e.g., via "alt", "longdesc", or in element content).
- b. Equivalent alternatives for any multimedia presentation shall be synchronized with the presentation.
- c. Web pages shall be designed so that all information conveyed with color is also available without color, for example from context or markup.



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- d. Documents shall be organized so they are readable without requiring an associated style sheet.
- e. Redundant text links shall be provided for each active region of a server-side image map.
- f. Client-side image maps shall be provided instead of server-side image maps except where the regions cannot be defined with an available geometric shape.
- g. Row and column headers shall be identified for data tables.
- h. Markup shall be used to associate data cells and header cells for data tables that have two or more logical levels of row or column headers.
- i. Frames shall be titled with text that facilitates frame identification and navigation.
- j. Pages shall be designed to avoid causing the screen to flicker with a frequency greater than 2 Hz and lower than 55 Hz.
- k. A text-only page, with equivalent information or functionality, shall be provided to make a website comply with the provisions of this part, when compliance cannot be accomplished in any other way. The content of the text-only page shall be updated whenever the primary page changes.
- l. When pages utilize scripting languages to display content, or to create interface elements, the information provided by the script shall be identified with functional text that can be read by assistive technology.
- m. When a web page requires that an applet, plug-in or other application be present on the client system to interpret page content, the page must provide a link to a plug-in or applet that complies with §1194.21(a) through (l).
- n. When electronic forms are designed to be completed on-line, the form shall allow people using assistive technology to access the information, field elements, and functionality required for completion and submission of the form, including all directions and cues.
- o. A method shall be provided that permits users to skip repetitive navigation links.
- p. When a timed response is required, the user shall be alerted and given sufficient time to indicate more time is required.

Comments and suggestions are welcome.

LFRA Web Administrator  
500 E. Third St.  
Loveland, Colorado, 80537  
Or [Send us email!](#)



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## Disclosures:

Required Disclosures to be prominently displayed on every LFRA website:

- Copyright
- Limitation of Liability (Legal Policy)
- Link Policy
- Privacy
- Types of Information LFRA Collects
  - What LFRA does with this Information

## Copyright

LFRA retains copyrights on all text, logos, graphics, design, sound, photographs, and other content on LFRA's website. Modification, presentation, and commercial or promotional use of copyrighted materials are prohibited absent LFRA's prior written consent. se or reproduction of copyrighted materials strictly for personal purposes is permitted.

Internet use of LFRA's logo must link to [www.cityofloveland.org/fire](http://www.cityofloveland.org/fire). All copies of copyrighted materials must retain this notice and any other copyright notices originally included with such materials.

## Limitation of Liability (Legal Policy)

City of Loveland does not make any warranties or representations with respect to the content, quality, accuracy, timeliness, or completeness of any information, graphic, link, or materials contained on City of Loveland server or any other server. City of Loveland shall not assume any legal liability for the content, quality, accuracy, timeliness, or completeness of said information, graphics, links, or material, nor shall City of Loveland be held liable for any damages whatsoever arising from the use of information from this server or through links to any other servers. Said information, graphics, links, and material are subject to change without notice.

Communication to City of Loveland through this website shall in no way be deemed to constitute legal or official notice to City of Loveland, its agencies, employees, representatives, or agents with respect to any existing, pending, or future claim or cause of action against City of Loveland or any of its agencies, employees, representatives, or agents where notice is required by Federal, State, or local law, rules, or regulations. Nor shall communications to City of Loveland via this website be deemed to constitute legal or official notice for any other purpose.

## Link Policy

City of Loveland website is designed to provide the public with access to City of Loveland departments and information. The site includes direct links to LFRA divisions, programs, projects, events, news, and special announcements. The City of Loveland site also links to the websites of other governmental agencies and to non-profit community organizations, educational



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institutions and professional associations that directly relate to City of Loveland services and programs or to the operation of the City of Loveland website.

Users who access these outside sites leave the City of Loveland's website and connect directly to these separate sites. Users should be aware that these third party sites and the information found on those sites are not controlled by the City of Loveland, and the City of Loveland is not responsible for the content that appears on these outside sites. The ability to access these sites from the City of Loveland's website is not an endorsement or recommendation by the City of Loveland of these sites or the material found there. The City of Loveland provides these links as a convenience only. Users who access these sites do so on their own free will and at their own risk.

## Privacy

The City of Loveland is committed to maintaining your privacy as a visitor to the City of Loveland's website to the extent permitted by law. The following privacy policy is designed to inform you of the information collected during your visit, what is done with the information, how you can change the information collected, and how to contact the City of Loveland with your privacy and information concerns.

If you choose to submit personal information to the City of Loveland through online forms and applications, you by default agree to the terms of this privacy policy.

The privacy policies and procedures described here do not apply to any linked external sites. We suggest that you contact the linked sites directly for information on their privacy policies.

## TYPES OF INFORMATION WE COLLECT

The City of Loveland collects certain non-identifying information to monitor visitor traffic and evaluate and make improvements to our website. Information of this kind that may be collected through your visit includes:

1. Your Internet Protocol Address ("IP") and domain name. The IP is a numerical identifier assigned to your computer or your Internet Service Provider ("ISP"). The City of Loveland uses your IP to direct Internet traffic to you;
2. The type of browser you use;
3. The type of operating system you use;
4. The date and time of your visit; and
5. The web page(s) or service(s) you accessed during your visit.

If you voluntarily choose to complete one of the on-line applications or forms or submit an e-mail, your personal information will be collected. "Personal information" is that information which identifies you individually, such as your name, address, telephone number, and e-mail address. The City of Loveland will not collect your personal information unless you voluntarily choose to submit it. Your decision not to submit any or all personal information will not affect or limit your access to the information available on our website.

In addition to collecting information through voluntary submission of applications, forms, and e-mails, the City of Loveland may use cookies to distinguish your browser and computer,



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which in turn allows us to better serve you by customizing your visit to our website. "Cookies" are simple text files sent by the City of Loveland's website to your computer, which stores them via your web browser. Cookies created by your visit to the City of Loveland's website do not contain or disclose personal information. You can refuse or delete cookies should you choose to do so.

Please be advised that the City of Loveland cannot complete and process any applications or forms submitted or address any emails that are incomplete.

Children under 18 must have parental consent evidenced by prior written communication to the City of Loveland before submitting any personal information through the City of Loveland's website.

If you are uncomfortable submitting your personal information on an application or form over the Internet, please feel free to visit us at the City of Loveland Civic Center, 500 East Third Street, Loveland, CO 80537, where all applications and forms will or can be made available. All forms and applications may also be downloaded and addressed to the City of Loveland by mail or delivered in person.

## What we do with information collected:

The City of Loveland will not use any personal information you submit for any reason other than that for which it was solicited, although LFRA reserves the right to share this information with other City of Loveland departments for business and administrative purposes. The City of Loveland does not share personal information with third parties unless compelled to do so by law.

## VI. OTHER RELATED REGULATIONS & PROCEDURES:

Social Media	Effective: 1/1/2016
Monitoring and Use of Electronic Media	Effective: 1/1/2016

## VII. LFRA FIRE CHIEF SIGNATURE:

Mark Miller, Fire Chief