

TO: ALL COUNTY PERSONNEL

FROM: VERDENIA C. BAKER
COUNTY ADMINISTRATOR

PREPARED BY: PUBLIC AFFAIRS AND INFORMATION SYSTEMS
SERVICES (ISS)

SUBJECT: STANDARDS FOR INTERNET WEB PAGE DESIGN,
DEPLOYMENT AND MAINTENANCE

PPM #: CW-O-073

ISSUE DATE
April 29, 2025

EFFECTIVE DATE
April 29, 2025

PURPOSE:

To establish standards and policies for the design, deployment, and maintenance of internet web pages for County departments and agencies.

UPDATES:

Future updates to this PPM are the responsibility of the Director of Public Affairs and the Chief Information Officer (CIO).

AUTHORITY:

- World Wide Web Consortium (W3C) Standards, including the applicable Web Content Accessibility Guidelines (WCAG), as may be amended
- Palm Beach County Web Design Standards, as may be amended

POLICY:

It is the policy of the County that:

The Palm Beach County website will be the official site for all County departments and offices. This site is a representation of the County, and as such, any information presented on the County's site shall be professional, purposeful, appropriate, and of interest and use to its citizens and the visitors to the website.

Department sites shall be created using the [Palm Beach County Web Design Standards document](#) so that uniformity, accessibility and user-friendly access are maintained.

Websites for County departments and agencies will be hosted by ISS. ISS will have overall responsibility for managing the County sites.

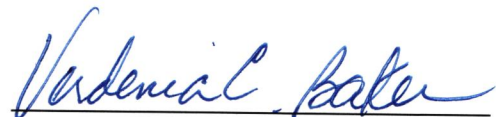
Public Affairs will review (before publication on the web) any new site to be placed on the official site to ensure that these representations conform to applicable County policies and procedures. ISS is responsible for monitoring website traffic, providing stable and high-speed connectivity to the PBC Enterprise Network, and managing the firewalls to protect County systems and data from outside intruders.

There is one official name for the County website: pbc.gov and three vanity names co.palm-beach.fl.us, pbcgov.org and pbcgov.com. **All County publications, including business cards referencing the website, should use pbc.gov.**

Any deviation from the domain names listed above require written approval and shall be requested through the Public Affairs Department. All approved domain names will be registered by ISS. Pre-existing domain names registered by County departments or agencies are exempt.

Each department or agency, will establish written schedules to identify the specific information fields to be updated on each website, the frequency of the update, and the assigned responsibility for the update. Additionally, procedures will be established by each department or agency to ensure that stale information is updated or removed.

The technical infrastructure that supports the web and web-enabled applications is complex. Therefore, to ensure a reliable, high-performance, and secure environment, all custom applications accessing a database will be developed by ISS, and all purchased applications will be approved and centrally managed through ISS.



VERDENIA C. BAKER
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Supersession History:

1. PPM# CW-O-073, effective 12/22/2000
2. PPM# CW-O-073, effective 10/14/2010
3. PPM# CW-O-073, effective 10/16/2015
4. PPM# CW-O-073, effective 02/09/2018