

# Reclamation Manual

## Directives and Standards

---

**Subject:** Reclamation Web Management

**Purpose:** The purpose of these Directives and Standards is to provide a procedure for development and publishing of Reclamation Web pages and provide guidance for Web/Internet developers, reviewers, and publishers.

**Authorities:** [U.S. Copyright Act of 1976](#); [Freedom of Information Act \(FOIA\)](#), as amended; [Privacy Act of 1974](#), as amended; [OMB Circular A-130](#); [OMB Circular A-16](#); [Government Paperwork Elimination Act \(GPEA\)](#), Title XVII, P.L. 105-277, 10/21/98; [Computer Security Act of 1987](#); [Federal Records Act of 1950 \(44 USC Chapter 29, Chapter 31, and Chapter 33\)](#); [Clinger-Cohen Bill \(previously known as Information Technology Management Reform Act of 1996\)](#); [Government Performance and Results Act \(GPRA\)](#); [Section 508 of the Rehabilitation Act of 1973](#); Department of the Interior Web Standards; [Information/Data Security Directives and Standards IRM 08-11](#); [Section 515A of the Treasury and General Government Appropriations Act for Fiscal Year 2001 \(Public Law 106-554\) - Quality of Information Guidelines](#); [OMB Policies for Federal Web sites, December 17, 2004](#).

**Contact:** Reclamation Web Manager, W-1540  
Chief Information Officer, D-2200

---

1. **Scope.** These Directives and Standards and the Reclamation Web Publishing Manual apply to all Reclamation Web sites published by Reclamation and residing on Reclamation's servers. This includes all internal Intranet Web sites, with the exception of the Region's Intranet sites having to comply with the Visual Identity (VI) Web template. Internal Intranet sites at the corporate level under the [intra.usbr.gov](http://intra.usbr.gov) will be required to utilize the corporate Intranet version of the VI Web template, but the VI Web template will be optional, though strongly recommended, for the Region's Intranet sites.
2. **Definitions.** Definitions of terminology within these Directives and Standards are available in the Reclamation Web Publishing Manual. (Appendix A - also located at <http://www.usbr.gov/Web/> or <http://intra.usbr.gov/Web/>.)
3. **Maintenance of this Document.**
  - A. **Reclamation Leadership Team (RLT).** The RLT is responsible for the review of these Directives and Standards and the Deputy Commissioner, External and Intergovernmental Affairs, is responsible for their approval. However, because of the nature of the evolving technology and processes that are governed by these Directives and Standards, it is anticipated that the Reclamation Web Publishing Manual that is an appendix to, and part of, this document, will be a dynamic document that must be reviewed and revised on an ongoing basis in order to maintain its effectiveness and relevancy. The Deputy Commissioner, External and Intergovernmental Affairs, has

# Reclamation Manual

## Directives and Standards

---

delegated the responsibility for this process to the Reclamation Web Manager and Reclamation Web Team as indicated in 3.B. below. Furthermore, it is necessary to include both mandatory (required) and recommended standards and guidance in the Reclamation Web Publishing Manual. It will be clearly indicated if each action is mandatory or recommended.

**B. Reclamation Web Manager and Reclamation Web Team.** The Reclamation Web Manager and Reclamation Web Team are charged with the responsibility of deciding whether or not subsequent revisions to the Reclamation Web Publishing Manual are of substantial enough consequence as to warrant an additional review by the RLT and approval by the Deputy Commissioner, External and Intergovernmental Affairs. Factors in making this determination include the review of any additional significant financial expenditures which would be required by the revision, the necessity of additional human resources and time commitment of staff members, establishment of new or revised Reclamation policies or Directives and Standards, and other related criteria.

- (1) **The Reclamation Web Team** was established by the RLT and is made up of representatives from the following:
  - (a) Reclamation Web Manager
  - (b) Reclamation Technical Webmaster
  - (c) Commissioner's Office (representing both Washington and Denver)
  - (d) PN Region
  - (e) MP Region
  - (f) LC Region
  - (g) UC Region
  - (h) GP Region
- (2) **Resource Members.** The following areas will designate a contact to serve as a resource to the Reclamation Web Team (others may be added as needed):
  - (a) Security, Safety and Law Enforcement (SSLE)
  - (b) Information Management Division
    - (i) Freedom of Information Act (FOIA)

# Reclamation Manual

## Directives and Standards

---

- (ii) Quality of Information (QOI)
    - (iii) Privacy
    - (iv) Records
  - (c) Information Technology (IT) Policy and Security Division
    - (i) Architecture
    - (ii) Security
- 4. **Responsibilities.** Web site and Internet development may be the responsibility of staff with subject matter expertise, technical Webmasters, Web site development teams, or private vendors.
  - A. **Deputy Commissioner, External and Intergovernmental Affairs.** The Deputy Commissioner, External and Intergovernmental Affairs, is responsible for the final review and approval of these Directives and Standards and has the authority to impose requirements related to the Web for all Reclamation organizations throughout Reclamation.
  - B. **Directors of Reclamation Regions and Offices.** Directors of Reclamation Regions and Offices have ultimate responsibility for the Web site content and information on the Internet and Intranet under their authority.
  - C. **Reclamation Chief Information Officer (CIO).** The CIO is responsible for program coordination, execution and oversight of Reclamation's IT/Information Management (including Privacy Act, FOIA, Section 508 of the Rehabilitation Act, QOI Guidelines, and Records) functions and ensures IT is acquired and managed in a manner consistent with legislation, policies and procedures. The CIO develops, maintains, and facilitates the implementation of a sound and integrated IT architecture for Reclamation and promotes the effective and efficient design and operation of all IT management process, including improvements to work processes and IT security. The IT architecture and security provides oversight of the servers and additional hardware/software that allows the Web sites to function efficiently in a secure environment.
  - D. **Reclamation Web Manager.** The Reclamation Web Manager is responsible for providing the overall guidance, direction and coordination for Reclamation's Web presence and the development and maintenance of the Reclamation Web Publishing Manual and related Directives and Standards with the Reclamation Web Team. The

# Reclamation Manual

## Directives and Standards

---

Web Publishing Guidelines identify the appropriate officials for reviewing and approving Web sites and the information published on Reclamation's Internet and corporate Intranet.

- E. **Reclamation Technical Webmaster.** The Reclamation Technical Webmaster is responsible for providing guidance, direction and coordination on Web-related technologies, architecture, infrastructure, hardware, software, servers, applications and for representing Reclamation system administrators, Regional Technical Webmasters and other IT staff on the Reclamation Web Team.
  - F. **Reclamation Web Team.** A Reclamation Web Team, representing the CIO, Directors of the Regional Offices and Commissioner's Office, has the responsibility to review, evaluate and revise these Directives and Standards annually. The Team, chaired by Reclamation's Web Manager, provides direction and guidance to those involved in the development and implementation of Web sites and Internet services or tools. The Team will also maintain the Reclamation Web Publishing Manual.
  - G. **Public Affairs Officers.** Public Affairs Officers will review the content and presentation of information on their Region or Office Internet sites and, when delegated by the Regional/Office Director, are responsible for final approval of the Web site.
  - H. **Web Site Sponsors/Owner.** Web page sponsors or owners of the Web site, that are responsible for its content, must obtain technical, security, and management approval from the Regional and/or Commissioner's Public Affairs Officers prior to site development and obtain review approval prior to site/page publishing. The Web site application/certification process is detailed in the Reclamation Web Publishing Manual.
5. **Reclamation Web Publishing Manual.** The Reclamation Web Publishing Manual contains the official standards for all Reclamation Web sites (Internet, Intranet and extranet) published by Reclamation and residing on Reclamation's servers.
6. **Approval/Governance Procedures for Information on Reclamation Web Sites.** The procedures are identified in the Reclamation Web Publishing Manual and indicate that the Reclamation's Chief of Public Affairs and the Regional Public Affairs Officers (when so delegated by the Regional Director) are responsible for approving information published on the Web. Regional Public Affairs Officers are responsible for approving information on the Regional Web site and at any level below, (i.e. Area Office, Project or Program Office) unless otherwise delegated by the Regional Director. All Reclamation Web pages will be published on Reclamation servers, and will enhance understanding of Reclamation's mission and the agency's programs, projects and facilities.
- A. **Information Related Directly and Specifically to a Particular Office.** Information related directly and specifically to a particular office, with policy implications

# Reclamation Manual

## Directives and Standards

---

exclusive to that region or area (e.g., regional programs), will require approval from the appropriate Public Affairs Officer (e.g., Regional or Commissioner's Office Public Affairs).

- B. **Information of a Purely Technical Nature.** Information of a purely technical nature, with no policy implications (e.g., water operations information or hydrologic modeling data) will require approval from the process/system/project manager and/or supervisor directly related to the subject matter. However, the responsibility for the information's publishing and presentation on the Internet remains with the Public Affairs Officers. In addition, any information, including technical reports, which may have security implications must also be reviewed by the SSLE office.
  - C. **Information from the Commissioner's Office.** In the Commissioner's Office, information and design will be approved by the designated contact in each Director's Office and the Public Affairs Office prior to publishing.
  - D. **Security Review.** Any information deemed to potentially be a security risk must be reviewed by Regional or Denver Office security staff prior to posting on the Web. Information deemed to be a security risk by the Director, SSLE, will not be placed on the Internet. Any information that is currently on the Web that is found to constitute a risk by security staff will be removed immediately.
  - E. **Existing and New Web Pages.** Existing and new Web pages will meet Reclamation design standards outlined in the Reclamation Web Publishing Manual. The Reclamation Web Manager and Reclamation Web Team will notify authors of Web sites and/or pages that do not meet the Reclamation Directives and Standards and the Reclamation Web Publishing Manual and, if necessary, provide technical assistance and advice to help them to correct the deficiencies. Failure to correct the deficiencies may result in those Web sites and/or pages being removed from the server by the direction of Reclamation Web Manager.
7. **Corporate/Standard Appearance.** The Reclamation Web Publishing Manual and the VI project specifications for Web pages will govern the appearance of Reclamation Web sites.
  8. **Naming Structure.** All Web pages published on Reclamation servers will adhere to the Uniform Resource Locator (URL) naming structure as defined in the Reclamation Web Publishing Manual.
  9. **Accessibility.** All pages published on the Web, both Internet and Intranet, must meet requirements established in Section 508 of the Rehabilitation Act ([www.section508.gov](http://www.section508.gov)). This Act requires all Federal agencies to provide information and data to individuals with disabilities in a format which is accessible to them, such as Web sites that can be read by screen readers. In situations where this is not feasible or technically possible, the

# Reclamation Manual

## Directives and Standards

---

information and data should be made available by an alternative means. Additional information is available from the Chief Information Office / Information Management Division.

10. **Meta Tags.** All appropriate Web pages will contain [Meta Tags](#) as referenced in the Reclamation Web Publishing Manual.
11. **Quality of Information.** All pages published on the Web, both Internet and Intranet, must meet requirements established in [Section 515A of Public Law 106-554](#) and the [Department of the Interior](#) and [Bureau of Reclamation Quality of Information Guidelines](#). The QOI Guidelines require those developing Web sites to ensure and maximize the quality, objectivity, utility, and integrity of information (including statistical information). Web site owners must certify annually that the information on their sites has been reviewed to ensure they meet these requirements. Additional information is available from the Chief Information Office / Information Management Division.
12. **Security.** Reclamation does create and use information that, if inappropriately released, could compromise the safety and security of our facilities, employees, and the public. The Commissioner's Memorandum of June 19, 2002 (Subject: "Policy Memorandum - Interim Requirements and Procedures for Handling and Safeguarding the Bureau of Reclamation's Information and Records"), will be used to determine the types of documents/information that will not be posted on Internet Web sites, or that may be posted on Reclamation Intranet Web sites if authentication techniques are employed. Documents, drawings, or information that may expose vulnerabilities of a Reclamation facility that could be exploited by a potential attacker will not be posted on any Web site. Any information deemed to potentially be a security risk must be reviewed by regional or Denver Office security staff prior to posting on the Web. The Reclamation Director, SSLE, or his/her designee, has the final authority for determining what information may pose a security risk to Reclamation installations. Restricted data will not be made available on Reclamation public Web servers. Sensitive data, that needs to be accessed by approved personnel outside Reclamation, will be password protected and adhere to the Reclamation password policy. Reclamation IT Security Program: [Information/Data Security Directives and Standards IRM 08-11](#) defines and establishes the responsibilities and procedures required to safeguard Reclamation's information/data and will be strictly followed. The Internet is not a secure network; therefore, sensitive information, as defined in the [Computer Security Act of 1987](#) (e.g., proprietary and Privacy Act information), will not be transmitted over the Internet without encryption. Additional information is available from the Chief Information Office / IT Policy and Security Division.
13. **Copyrighted Materials.** Legal approval will be obtained before publishing any copyrighted material. More specific information is contained in the Reclamation Web Publishing Manual.

# Reclamation Manual

## Directives and Standards

---

14. **Confidentiality/Privacy Act.** Reclamation Web sites will comply with all applicable Federal regulations and Departmental/Reclamation Privacy Policies. Additional Web-related requirements, as defined in the Reclamation Web Publishing Manual, will be followed. Additional information is available from the Chief Information Office / Information Management Division.
15. **Endorsements.** Information contained on Reclamation Internet servers will not endorse or be perceived to endorse commercial products or services.
16. **Exceptions.** Exceptions to these Directives and Standards or Reclamation Web Publishing Manual requirements must be approved by the Reclamation Web Manager and appropriate Public Affairs Officer prior to publishing on the Web.
17. **Records.**
  - A. **The Federal Records Act.** The Federal Records Act defines the term record as “all books, paper, maps, photographs, machine-readable materials, or other documentary materials, regardless of physical form or characteristics, made or received by an agency of the United States Government under Federal law or in connection with the transaction of business. Records are preserved or are appropriate for preservation by an agency or its legitimate successor as evidence of the organization, functions, policies, decisions, procedures, operations, or other activities of the Government or because of the value of their information.”
  - B. **Official Record under the Federal Records Act.** Information published only on a Reclamation Internet Web site and available in no other format is considered the Official Record under the Federal Records Act. All authors of this information and Web site/LAN administrators are to be fully aware of National Archives and Records Administration (NARA) requirements to transfer official records in accordance with [36 CFR, Sub Chapter B, Part 1220, Subpart A, L \(1228.270\), and Part 1234](#). The transfer of Official Records will be coordinated through the Records Management Team in the Denver Office. Additional information is available from the Chief Information Office / Information Management Division.
18. **Archiving.** Web sites will be archived on September 30<sup>th</sup> of each year in accordance with [NARA regulations 36 CFR, Sub Chapter B, Subpart L, part 1228.270 \(2\)](#) or current NARA standards. The Web sites will be archived by the IT systems administrator in Denver, Colorado. Records Management will process and accession the Official Records to NARA. Additional information is available from the Chief Information Office / Information Management Division.

Appendix A: **Reclamation Web Publishing Manual** - Also located at <http://www.usbr.gov/Web/> or <http://intra.usbr.gov/Web/index.html>