

**ORDER**

U.S. DEPARTMENT OF TRANSPORTATION  
FEDERAL AVIATION ADMINISTRATION

EA1370.53

EASTERN REGION  
FEDERAL BUILDING #111  
JFK INTERNATIONAL AIRPORT  
JAMAICA, NY 11403

8/6/98

SUBJ: WORLD WIDE WEB SITE POLICY

1. **PURPOSE.** This order establishes regional policy, procedures and guidelines on the use of the Federal Aviation Administration (FAA) Eastern Region World Wide Web site by FAA Eastern Region employees and FAA contractors.

2. **DISTRIBUTION.** This order is distributed to division and staff office branch managers and above all field offices and facilities; all staff responsible for content creation and publication; Chief Information Officer for Administration (APF-20), the Office of Information Technology (AIT-100) and the Office of Business Information and Consultation (APF-100).

3. **BACKGROUND.** The Eastern Region has established a Web site that is intended to provide organizations within the Eastern Region with the exclusive means to present and distribute information from a central, reliable and secure government system.

a. A Web site provides a powerful tool to allow information sharing. In order to make the best use of this tool and maintain program flexibility, each organization within the Eastern Region will ensure information within their organization's control is managed in accordance with agency information management policies and procedures. In support of this goal, the regional Integrated Product Team (IPT), through the IPT Internet Subgroup, developed this order governing the production, maintenance and delivery of Web content.

b. The creation, maintenance, use, disposition and release of information by FAA employees and FAA contractors is governed by numerous agency directives and related guidance to ensure the FAA follows sound information management principles and the FAA complies with public law and other federal mandates. (Refer to Appendix 1, Procedural and Technical Guidance.)

4. **DELEGATION OF AUTHORITY.** Given the rapidly changing nature of the Internet, this policy recognizes the need to keep certain aspects of the policy up to date in a timely fashion. In order to address this concern, the IPT Internet Subgroup is empowered to revise and redistribute Appendix 4, the Web Site Style/Technical Guidelines, as necessary.

5. **DEFINITIONS.**

Distribution: A-X(EA)-3; A-FOF-0(STD); AAD-20; AIT-100; ABC-100

Initiated By: AEA-6

a. **Content.** As used in this order, any information intended to be placed on a Web site. This may include text, images, charts, documents, reports, spreadsheets, sounds, movies and embedded interactive components (applets). Content may be in raw form (the form in which it was originally created) or in Web-ready form (programmed and formatted for placement on a Web site)

b. **Home Page.** The top-level Web page for an organization or topic. It is commonly the first page seen by a user when connecting to a World Wide Web site, but it may also be used to refer to an introductory page for other sublevels/sets of information on that site.

c. **Internet.** The world-wide collection of inter-connected networks that evolved from the ARPANET of the late 1960s and early 1970s.

d. **Organizations.** All FAA divisions, offices, and field facilities in the Eastern Region.

e. **Web Development/Posting.** The act of converting information into Web-ready format and making that information available by placing it on a publicly accessible server or service. Information that may be posted includes those items that would be provided to customers by other, more traditional, methods such as mailings, handouts, brochures, faxes, and so on.

f. **Webmaster.** Group of individuals, crossing lines of business, responsible for the publication of the Region's Web site content within the guidelines of this policy. This group is also responsible for the administration of the Region's Web server and associated facilities. The list of individuals making up this group is maintained by the IPT Internet Subgroup and provided on request.

g. **World Wide Web (WWW).** The World Wide Web is a common set of services available on the Internet that allows for "point and click" access to information. It is a global, seamless environment in which information (text, images, audio, video, computational services) accessible from the Internet can be accessed in a consistent and simple way by using a standard set of naming and access conventions. It includes, but is not limited to, the set of hypertext servers which allow text, graphics, sound files, etc. to be mixed together in Web pages that are displayed on client computers.

h. **World Wide Web Site.** A collection of related information linked via a series of Web pages. A WWW server hosts a WWW site and is maintained by a **Webmaster**.

6. **WEB SITE USE AND OVERSIGHT.** The IPT Internet Subgroup is responsible for the creation, maintenance, use and oversight of the World Wide Web Policy in the Eastern Region, with input and coordination from each of the Eastern Region Integrated Product Team members.

## 7. OBJECTIVES.

a. **Effectively use the Internet** to provide a centralized, non-duplicative, reliable, secure and accountable source of FAA Eastern Region information to the public in a clear, professional manner consistent with sound information and business management practices and federal mandates;

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b. **Provide FAA organizations** with a means to create, submit and maintain Web-ready content and/or raw content for placement on the Eastern Region Web site; and

c. **Fulfill National Performance Review (NPR) initiatives.**

**8. TECHNOLOGY.** Based on recommendations from the IPT Internet subgroup, the Webmaster, in coordination with the regional Integrated Product Team (IPT), will determine the hardware and software needed to maintain the Web site. A description of the Web development environment and server administration activities is listed in Appendix 2. In addition, the Webmaster will provide access to software, hardware and guidance to participating organizations wishing to prepare their own content.

**9. POLICY ENFORCEMENT.** Enforcement of these policies is the responsibility of each Division with guidance from the Regional Counsel's Office. The Webmaster will be responsible for administering the Web Site Submissions Process (Appendix 3) based on the Web Site Style/Technical Guidelines (Appendix 4).

**10. GUIDANCE.** Appendix 3 and Appendix 4 contain guidelines for the submission of content by organizations, and procedures for creating and maintaining Web pages by organizations desiring to establish a presence on the Eastern Region Web Site. The IPT Internet Subgroup is responsible for interpreting and revising these procedures and guidelines as necessary.

#### **11. ESTABLISHING A WEB PRESENCE.**

a. **Approvals.** Each Eastern Region organization may create and contribute complete Web-ready content, or may contribute content in raw form (unrefined, word-processed document files, photographs, etc.) to the Web site. Each organization is responsible for ensuring submitted content complies with the directives listed in Appendix 1.

b. **Business Related Use.** All content provided by organizations using FAA resources must be in support of the organization's officially assigned function.

c. **Centralization of Information.** Any information presented by organizations in the Eastern Region must reside only on the Eastern Region Web site, and must be submitted in accordance with the procedures in Appendix 3. The Webmaster, working with an organization, may modify form guidelines for a particular submission if the guidelines in Appendix 4 conflict with the guidelines provided by that organization's "line of business."

#### **12. POSTING FAA INFORMATION VIA THE INTERNET.**

a. **Releasing information over the Internet.**

(1) **Information Review and Clearance.** Although use of the Internet promotes the ideal of "openness in Government," great care must be taken to ensure only properly reviewed and cleared information is placed on electronic systems accessible by the general public, including replies to messages received via electronic mail.

**(2) Information Management Mandates.** Certain provisions of the Freedom of Information Act (FOIA), Privacy Act, Computer Security Act, and FAA records management orders, may apply to information made available to the public via the Internet, whether by placement on a publicly accessible Web server, or by reply to an electronic mail message. Copyright-protected material (electronic newsletters and journals) may not be posted to the Internet. Information containing classified material may not be posted. Trade secrets or business confidential material submitted to the FAA may not be posted without the permission of the submitter. The Regional Counsel's Office will provide guidance on whether content to be submitted to the Webmaster is legally appropriate for posting on the Eastern Region Web server.

**b. Format for Developing/Posting Information.** Guidelines for developing/posting information via the WWW, including linking to the FAA Web site pages, have been established by the Internet subgroup in accordance with industry standards. Any changes to these guidelines will be coordinated by the Internet subgroup and the Integrated Product Team, which represents all regional offices.

**c. Responsibility for Maintaining Information.**

**(1) IPT Internet Subgroup.** The IPT Internet subgroup or its designee is responsible for the operational availability of the FAA Eastern Region World Wide Web site. The IPT Internet subgroup will establish and publish procedures to process all customer requests including an expected response time for various Web requests.

**(2) Contributing Regional Organizations.** Organizations shall:

**(a)** Be responsible for all information submitted for placement on the Eastern Region Web site;

**(b)** Designate a staff member as a point-of-contact with the Webmaster for all Web site-related processes and communications (Appendix 3);

**(c)** Establish a process for review and approval of material submitted to the Webmaster for Web posting to ensure the content complies with information management mandates (Appendix 1) and conforms to the guidelines as provided in Appendix 4;

**(d)** Establish a process to ensure Web content is current, reliable, and accountable, and to advise the Webmaster for removal of material that is no longer accurate or current in a timely fashion;

**(e)** Coordinate with other organizations to determine which organization shall submit material, when that material is duplicative or similar to information submitted or posted by other organizations.

**d. Security.** Security guidelines for establishing firewalls, encryption, registration, access to agency systems, virus protection and telecommunications shall be administered by the Webmaster in

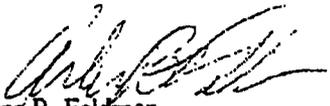
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coordination with the Civil Aviation Security Division in accordance with FAA Security orders Appendix 1).

e. **Resources for Internet Development/Posting, Training, and Support.** The Integrated Product Team will fund and support the Webmaster and the Web site. Future enhancements or additional requirements will be pro-rata among the participating organizations. Funding and support for all resources required for Internet posting, training, and support will be the responsibility of the contributing organization.

f. **Technology.** The Webmaster, in coordination with the regional Integrated Product Team and the IPT Internet subgroup, will evaluate and make available software and hardware used to develop Web-ready content.

**13. ADVANCED INTERNET/WEB TECHNOLOGIES.** There are a number of new and evolving technologies that may be used to support FAA business needs. These new technologies may include, but are not limited to, the establishment of Web-based collaborative work areas (e.g., discussion groups), the ability to access databases via a Web site, the development and distribution of applets (e.g., Java applets), and the transaction of FAA business via electronic forms/electronic commerce initiatives. Policies in these areas may be developed by AIT for national implementation, or by the Eastern Region, through the IPT, for regional implementation. Until policies addressing new technologies are developed, current information management mandates will be followed.

**14. REQUESTS FOR INFORMATION.** Information concerning the FAA Eastern Region World Wide Web Site policy may be obtained from the Aviation Information and Services Division, Information Systems Branch, AEA-62, JFK International Airport, Federal Bldg 111, Jamaica, New York, 11430, or through the Eastern Region Web Site.

  
Arlene B. Feldman  
Regional Administrator

APPENDIX 1. PROCEDURAL AND TECHNICAL GUIDANCE

DIRECTIVE NUMBER	TITLE	CONTENTS	OPR
200.8C	Public Information Activities and Programs	Release of public information activities including providing, without charge to the public, brochures, pamphlets, leaflets, films, copies of speeches, and other educational, advisory, and informational material.	APA
200.23	Public Availability of Information	Disclosure of FAA Records (Freedom of Information Act, FOIA) (costs associated); release of information by FAA employees (e.g., news and information media; prepared speeches and papers; budget information; procurement and contract information; aircraft type certification and production certification data; simen and medical certificate information; certificate actions, fines, penalties; airport data information; regulatory action information; violation report data; statistical or summary information; accident or incident information; and information about employees.)	AAD
280.1A	Protecting Privacy of Information About Individuals	Release of information concerning individuals per the Privacy Act.	APF
320.1D	FAA Directives System	Establishment and documentation of official policy and procedures in the FAA.	APF
320.32B	DOT Directives - clearance and Implementation	Policy and procedures for coordinating and issuing DOT directives.	APF
320.46	FAA Advisory Circular System	Policy and procedures for creating and disseminating FAA Advisory Circulars	APF
330.1A	Forms Management	Policy and procedures for establishing and disseminating FAA forms.	APF
340.1C	FAA Reports Management System	Policy and procedures for establishing and disseminating FAA reports.	APF
350.14A	Records Management	Policy and procedures for the creation, maintenance, use, and disposition of information in the FAA.	APF
350.15B	Records Organization, Transfer, and Destruction Standards	Disposition of information in the FAA.	APF
350.20B	Micrographics/Electronic Image Management Program	Policy and procedures for creation, maintenance, use, and dissemination of microforms and electronic image (optical disk, CD-ROM, etc.) information in the FAA.	APF
350.250	DOT Information Systems Security (ISS) Guide	Security of major applications and the associated host computer systems (e.g. mainframes, workstations).	DOT
350.251	DOT Network Security Guide	Security for networks.	DOT
360.16	FAA Correspondence Manual	Guidelines for the preparation of official correspondence by FAA organizations.	APF
1370.52C	Information Resources Management - Policies and Procedures	IRM policy and procedures for FAA organizations.	AIT
1370.72	Transitioning to an Office Automation Technology and Services (OATS) Environment	Policy and procedures for establishing an OATS environment in an organization	AIT
1370.75A	Using the Office Automation Technology and Services Contract	Policy and procedures for establishing specific requirements and waiver procedures for acquiring office automation (OA) hardware, software, networks, and technical support from non-OATS sources.	AIT
1600.15D	Control and Protection of "For Official Use Only" Information	Policy and procedures for protection and release of "For Official Use Only" information	ACP

**APPENDIX 1. PROCEDURAL AND TECHNICAL GUIDANCE (cont'd.)**

<b>DIRECTIVE NUMBER</b>	<b>TITLE</b>	<b>CONTENTS</b>	<b>OPR</b>
10.54B	FAA Automated Information Systems Security Handbook	Policy and procedures for protecting computer information systems.	ACS
10.66	Telecommunications and Information Systems Security Policy	Policy and procedures for telecommunications and information systems security.	ACS & AIT
10.15	FAA Publications Management System	Policy and procedures for creating and obtaining publications in the FAA.	APF
20.17B	Publications Required by the Library of Congress	Policy and procedures for distributing publications to the Library of Congress.	APF
20.18B	FAA Distribution System	Policy and procedures for distributing information in the FAA.	APF
20.36	Procedures for Printing, Duplicating, and Copying	Policy and procedures for printing in the FAA.	APF
30.8	FAA Graphics Standards	Graphics standards for creating publications, brochures, Newsletters, stationery items, forms, etc., in the FAA.	APF
50.13A	FAA Library Program	Policy and procedures for library services in the FAA.	AIT
20.41B	Standardization of Aviation and other Management Information	Policy and procedures for standardizing aviation and other management information in the FAA.	APF
130	Security of Federal Automated Information Resources	Minimum set of controls to be included in Federal automated information security programs	OME
b.L. 100-235	Computer Security Act	Statutory requirements governing the procurement, maintenance, operation and utilization of data processing equipment by federal agencies.	

## APPENDIX 2. WEB DEVELOPMENT ENVIRONMENT AND SERVER ADMINISTRATION

### 1. WEB DEVELOPMENT ENVIRONMENT.

a. **Purpose.** The Eastern Region Web development environment provides the Webmaster with:

- Access to the Web site for the purpose of transferring/updating files and performing general site maintenance;
- Tools to create, translate, edit and verify Web pages, and to create, capture, edit and verify graphic files; and
- The ability to access the Internet in order to download software and track emerging trends and technologies, and evaluate Web development tools and equipment.

b. **Development Hardware and Software.** The IPT Internet subgroup ensures that the Webmaster has the facilities and tools appropriate to the Web site development task. The subgroup reviews the development platform on a periodic basis and tasks the Webmaster with performing upgrades as necessary.

### 2. WEB SERVER ADMINISTRATION.

a. **System Administration Tasks.** The Eastern Region's Webmaster will perform routine system administration and server management tasks for the Eastern Regional Web site. For example, access to the site will be monitored, summarized and reported. This information will provide feedback identifying the popularity of locations within the site, patterns of document and data access, frequency of document downloads and other statistics. The information gathered and reported can help organizations to determine optimal choices for expanded site content. In addition, procedures will be established for back-up and recovery of Web site programs, documents maintained within the Web site, and document/data repositories directly linked to the site. Facilities and procedures will also be utilized in monitoring Web server and network performance. Bottlenecks, if any, will be reported to the IPT Internet subgroup along with recommendations for corrective action. The Webmaster will also be responsible for developing procedures to secure the Web site from unauthorized or destructive activity and from being used to access the Region's LAN and FAA's WAN.

b. **Web Server Hardware and Software.** The Eastern Region Internal Web site is hosted on a hardware and software platform appropriate to the task. This platform is reviewed by the IPT Internet subgroup, on a periodic basis, and the Webmaster is tasked with performing upgrades as necessary.

### APPENDIX 3. WEB SITE SUBMISSIONS PROCESS

1. **INTRODUCTION.** The following outlines the process by which organizations may contribute information to the Eastern Region Web Site. Organizations may submit complete, Web-ready information, or they may elect to submit raw content, which the Webmaster will develop into Web-ready format. All organizations desiring to post material on the Web site must:

- designate a point-of-contact for the purpose of establishing a consistent working relationship with the Webmaster on all Web site issues;
- be responsible for ensuring their content is appropriate, accurate and related to the organization's mission prior to submission of either raw content or Web-ready materials; and
- be responsible for updating/removing Web site materials so that their organization's materials are both accurate and current.

2. **WEB DEVELOPMENT TOOLS AND SUPPORT.** The Webmaster will support a selected suite of state-of-the-art Web page and image editing tools which have been evaluated and chosen based on their utility and ease of use. The Webmaster will answer general questions about creating Web pages and working with images as they relate to these tools.

#### 3. SUBMISSION PROCESS FOR WEB-READY MATERIALS.

a. **Web-Ready File Submission.** The organization's point-of-contact will move the Web-ready materials to an assigned directory located on the Eastern Region network and notify the Webmaster via e-mail. The Webmaster will establish directory locations on the network for use as review areas and provide information and support regarding their use by organizations. The designated point-of-contact will keep the file structure as simple as possible: it is recommended that organizations keep all files (Web pages and images) in a single directory.

b. **Technical Review Process.** The Webmaster will review the files and verify that the Web pages and graphic files are correct and usable (e.g., files are not corrupt, virus-laden) and that the files conform to the guidelines in Appendix 4.

The Webmaster will review material according to the Technical and Style Guidelines outlined in Appendix 4 and coordinate any changes with the organization's point-of-contact. Once reviewed by the Webmaster, the materials will be integrated into the Web site. Organizations should keep copies of any files they place in the review area directory, as these directories will be emptied when the files are moved to the live Web site.

#### 4. ORGANIZATIONS CONTRIBUTING RAW FILES/CONTENT FOR DEVELOPMENT.

a. **Raw Content File Submission.** An organization may submit raw files according to the guidelines outlined in Appendix 4. The Webmaster will create, edit and verify Web pages and graphic files based on the submitted material and according to Appendix 4.

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b. **Review Process.** The completed Web pages and graphic files will be moved by the Webmaster to a directory located on the Eastern Region network. The organization will be notified that the files have been created and will be given an opportunity to make suggestions. Once any final edits are made, the materials will be integrated into the Web site.

**APPENDIX 4. WEB SITE STYLE/TECHNICAL GUIDELINES**

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