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Economy & Efficiency Commission Presentation

**Mr. Jeff Kauzlaric, Account Executive
Bear Advertising, Inc.
Topic: Finalization of the Commission Web Page
March 4, 1998**

Chairman Abel asked Commissioner Lucente, Chairperson of the Web Page Development Task Force, to introduce the next presenter. Task Force Chairperson Lucente stated that, as discussed at the last meeting, the web site has been redesigned in order to improve access to information on the site and improve navigation through the site. Suggestions by Commissioners Breslauer and Tortorice regarding the publications section have been incorporated. He introduced the consultant for the site, Jeff Kauzlaric, from Bear Advertising, and asked him to present an overview of the new design.

Mr. Kauzlaric began by thanking Commissioner Lucente and the Commission's staff for their work in the creation of the new web site. He reiterated that the focus of the new design was to more efficiently provide information by improving the design of and navigation within the site. This has been achieved using "frame systems" where the standard menu is to the left side of the screen, and the center section is the point of navigation. Some center sections, such as publications, Commissioner biographies and agendas, are broken into two frames: one frame provides the specific Commission or project information, and the other presents an index of the information that can be accessed within that section.

The main menu contains the following sections: Commissioner Biographies, Agendas - the current agenda and the agendas for the previous 12 months - Current Projects, Publications, Monthly News - this will furnish information on the previous month's presentation - Links, Contact Us - this section contains an E-mail link to the EEC or a form that can be filled out to request information or submit recommendations - a link to the Los Angeles County Home Page and a link to the District Attorney's page.

Each page on the site has been designed to provide the user with printed contact information about the Commission - name, address, phone, fax, e-mail and web site address. Also, the title of the general menu on the left side of the screen changes with each section as it is accessed so visitors always know exactly where they are in the site. The EEC logo at the bottom of each main menu establishes for the visitor an efficient means through which the visitor can return to the EEC home page.

The Home Page contains the new logo designed for the Commission, general information about the Commission, its members and mission and a list of Commissioners.

The Commissioner biographies are in a frame form, with an index of all Commissioners on the bottom frame, and specific biographies on the top frame. Also, if Commissioners are interested, a link to their personal e-mail can appear with their biography.

The minutes and agendas section are setup in the same frame system as the biography section. Maintenance

of these sites was also a consideration in their design. Training as well as a manual of instructions will be provided to the EEC staff for updating and maintaining information.

Archives of minutes and agendas were designed to allow links to different areas for information. For example, if a visitor is looking at a past agenda they will be able to click on the section "Approval of Minutes" and link to the previous month's minutes and to the section "Presentation" and to the presentation from that meeting.

Commissioner Breslauer asked why the past agendas were needed if minutes were also included in the site. Mr. Kauzlaric replied that the agendas allow the visitor to quickly scan through months of information which would take considerably longer if they had to search for the information through the minutes, which can be rather lengthy.

Due to the volume of information in the publications section, it was designed in a slightly different manner. The publications are categorized under the following topics: Organization, Operations, Real Asset Management, Risk Management, Legislation, Courts, Contracting, Policy, Security, and Commission Documents. This section is also designed using a frame system with an index of all the reports in the lower portion of the screen and a report summary in the upper portion of the frame.

Commissioner Petak asked if completed reports were online. Mr. Kauzlaric replied that many of the reports will be placed online in the second phase of the site development. Currently, the "Accountability and Municipal Service Delivery to Unincorporated Areas" report and the "Review of the Relationship Between Los Angeles County and State Government" report are online.

Commissioner Petak asked if a list of the awards that the EEC has received will be included in the site. He suggested that this list be added to the main menu. Commissioner Lucente and Mr. Staniforth agreed.

The Links section is an internal site resource designed to assist visitors in further research on local government issues. This section is divided into International Resources, Associations and Boards, Publications and Research Organizations that, when clicked, will take the visitor to a particular site.

Commissioner Lucente stated that the overall design was created to be visually attractive, but simple with few graphics. The primary focus was on providing information, with simple navigation that is easily maintained and updated by the Commission staff.

Commissioner Petak asked if any pictures, such as the actual award certificates, would be added to the site in the future. Commissioner Lucente stated that it was a possibility and perhaps the office could look into getting a scanner.

Chairman Abel complimented Mr. Kauzlaric, Commissioner Lucente, and the Commission's staff for their work on the new web site.