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## **Economy & Efficiency Commission Presentation**

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*Editorial Note: Although every effort has been made to insure the accuracy of the material in this presentation, the scope of the material covered and the discussions undertaken lends itself to the possibility of minor transcription misinterpretations.*

**PRESENTATIONS BY  
Mr. Peter Loo,  
Sr. Associate, Chief Information Office  
Los Angeles County**

**September 1, 2011**

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### **LA County Video Conferencing Overview**

Chairman Barcelona greeted Mr. Peter Loo, Sr. Associate for the Chief Information Office and welcomed him while turning it over for Mr. Loo to speak to the Economy and Efficiency Commission.

### **e-Government Vision and Goals**

Mr. Loo stated that he is here to give the Economy and Efficiency Commission (Commission) an update on where the County is headed with respect to e-Government. He stated that there are a number of very active discussion items on Web 2.0, social networking, and mobile applications. He stated that he would like to give the commission an idea of what has been done, what is the vision, and what is currently in progress.

Mr. Loo stated that all the vision and the goals were established in 2008 when the CIO formally started the e-Government Program within the County. He stated that there is currently an e-Government advisory Committee made up of department CIO's and other representatives to help the CIO shape the vision. He stated that the main focus is to begin to look at new ways to improve access, and efficiently deliver county information and services to the residents, businesses, visitors, employees, and government entities via the County's Web-based systems. He stated that a couple of things to note are: when the CIO was looking at its strategies, employees and government entities were something the group recognized but had been ignored in the past. He stated that the County was so focused on residents and businesses that they sometimes forget that there are a lot of county services that are available to employees in the areas of information sharing as well as information exchange with other counties and municipalities; He also stated that the CIO wanted to make sure that whatever they put forth would provide seamless government services from the audience point of view. He stated that prior to the CIO's initiative one had to know what departments provided what services to find the correct information. Mr. Loo stated that another element was to establish a County brand for a common-user experience. He stated that the next thing the department did was recognized that the needed to put together a portal infrastructure so that people don't have to reinvent the wheel. He stated that it would be more cost effective, it would promote reusability, and it would support collaboration. Lastly, he stated that the department came up with using shared web-services to reduce cost and time.

Mr. Loo stated that a couple of key online services that the department has implemented are electronic payments, as well as online reservations. He stated that for the first time in the county, constituents are able to make payments online and as of last year, the county has collected over \$1.5 billion dollars through online payments. He stated that there are over 25 various online payment services such as water bills, property tax, business permits, and many other things. He stated that the online reservation was launched approximately 8 months ago. He stated that this allows individuals to make reservations to different parks and beach facilities. He stated that some of the other common applications that the department had built included something called a Services Locator. He stated that if you are familiar with using maps with Google to find things, the service locator is the same type of locator. He stated that as departments get on board to the shared Portal Infrastructure, there is a one time cost associated with this service. He stated that the ongoing running and maintenance of this infrastructure is funded out of the CEO and Internal Services Department (ISD), and is a Net County Cost (NCC) expense.

### **County Portal Infrastructure Analytics**

Mr. Loo stated that one of the things that the department recognized they needed to do as they deployed a new infrastructure was that they needed to measure and understand how people are using the new website and technologies. He stated that when the department first launched the shared infrastructure, LACounty.gov, back in January of 2009, there were about 380,000 visits which have since doubled. He also stated that a couple of months ago, for the first time, the department exceeded one million page views a month which means the use continues to increase. He stated that the interesting thing was there were three main methods people would come to LACounty.gov: a referral; direct traffic; and search. He stated that the department is also able to see the kinds of key terms that constituents would use in their search. He stated that 52% search through various sites of LA County, the second highest being 20% of Public Records such as birth certificates, marriage certificates, 18% Jobs/Employment, 4% Business License/ Permits, 3% Sheriff/Jails, 2% Animal Shelters, and 1% other. He stated that about 10% of constituents that come to LACounty.gov are using mobile devices. He stated that when the department started tracking this statistics 6 months ago, Apple was the predominant device that was used until recently. He stated that a couple of months ago, Android became the predominant mobile device by far. He also stated that 56% of mobile devices that come to the sites are Android, 23% Apple, 12% iPad, 4% iPod, 3% Blackberry, 0.3% Windows Mobile, and 1.7 others. He stated this information is important as the department develops their mobile strategy. He stated that the mobile strategy today unfortunately, given where the industry is, has to be device specific. He stated that there is no one technology that the department can write one application and then deploy this technology on multiple platforms. He stated that the department does not want to be caught in a situation where there is only one application for Android, one application for Apple and one for Blackberry because this would be very cost prohibitive. He stated that there are a couple of things now close to implementation that would give the department the ability to do a wraparound, which would mean that a particular technology can be used on multiple devices. He stated that LACMA has started something similar and the County is looking to explore that approach.

### **Accomplishments**

- Over 125 public-facing online services deployed
- 25 online payment services
- Countywide online reservations system implemented
- Software Developers Agreement with Apple
- Departments on-boarded: Auditor-Controller, Beaches and Harbors, Child Support Services, Mental Health, and Sheriff

### **Work in Progress**

- Video archiving and streamline services
- Social Media
- Mobile Website and Mobile Applications
- Departments on-boarding: Human Resources, Parks and Recreation, CEO, Public Social Services
- Platform consolidation: Document repository with EMC Documentum, Services Locator with Enterprise GIS
- eCommerce (Online Payments) RFP
- 5-year Budget Plan for Portal infrastructure
- County Intranet Re-design
- County Strategic Plan: Communications Initiative

Mr. Loo stated that the 4 long term outcomes will be to (1) provide timely and accurate communication to

internal and external audiences, and leveraging the internet and social media (2) strengthen external communication tools to effectively share County's results and progress with the County's customers(3) develop mobile applications to meet customer needs and increase County customers' access to County services, and (4) improve Board, CEO and Department collaboration in policy development and implementation. He stated that the total target achievement date is April 2012. He also stated that 17 departments are already using some form of social media such as YouTube, FaceBook, Twitter and Upstream. He stated that 8 additional departments are developing plans to use social media as well.

## Questions

Commissioner Mindlin commented that one could have as much sophisticated protection on the County side but if the other person is coming to you via his or her personal computer especially through the mobile device and they don't have the protection then how does the County protect their data. Mr. Loo replied that there are multiple levels of vulnerabilities when one speaks of mobile technology. He stated that there is the device specific vulnerability and that the County has very little control over. He stated that the way Samsung, iPhone, Nokia, LG, and the way Sony does it, it is device specific and is each has proprietary technology on their specific devices. He stated that given the sensitivity of all the hackings he is convinced that many of the device developers are taking a very hard look at how they could protect their device's technology. He stated that there is very little the County can do at this point. He stated that one of the things the department has learned is that banking is the most sensitive and vulnerable to security hacking, but yet one can see the proliferation in banking Apps. He stated that most websites are secure through firewall technology which makes it very difficult to break through if you engineer your firewall properly.

Commissioner Mindlin commented that when he uses a website especially LA County site he is under the assumption that he is secure. Mr. Loo replied that unfortunately the protection software is device specific.

Commissioner Fuhrman asked if there is any reason they can't take Public Works' backend system as a launching pad. Mr. Loo replied that the department is starting to talk to Public Works. He stated that one of the challenges is that sometimes departments don't like to work with one another and by the CIO being a facilitator; it's hard to get the different departments to work together.

Chairman Barcelona expressed his appreciation to Peter Loo and invited him to come back to speak to the EEC in the near future and the Commissioners applauded.

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