



Legislation Text

File #: 08-1476, **Version:** 4

Chief Administrative Office and Information Technology Department recommending the Board of Supervisors adopt a website policy. (Cont'd 11/4/08, Item 18)
Fiscal Impact/Change to Net County Cost: None

Background: In 2004, the Center for Digital Government and the National Association of Counties (NACo) selected El Dorado County's website in the top ten in the country among counties with a population of 150,000 to 249,999. Although the County's website still has many strengths, it has not significantly changed in the last four years.

Under the auspices of the Information Technology Steering Committee, the Web Task Force has been meeting to discuss and research the ever changing world of website design. The Task Force has roughly consisted of 13 members, with varying skill sets, across multiple departments.

The overall goal of the Web Task Force has been to suggest a web design that is intuitive and informative for the end user. The Web Task Force has conceptually developed a new and more modern website design that incorporates many conventions and web tools that today's web users have come to expect. Utilizing Modern web conventions such as clear visual hierarchies, universal navigation, menu trees, breadcrumbs, obviously "clickable" links and minimized wording and visual "noise" make the County's website more friendly and familiar to users. In addition, incorporating a content management tool will provide flexibility to both technical and non-technical County staff responsible for posting information to various websites.

Reason for Recommendation: El Dorado County does not currently have a policy formally establishing a website or governing changes to its website. In order to begin implementing some of the website improvements, it is appropriate for the Board to establish a policy to broadly guide future web development.

The attached policy:

1. Broadly defines the Board's interest in maintaining a single World Wide Web home page, with a consistent look and feel across departmental pages.
2. Establishes the County's Uniform Resource Locator as www.edcgov.us.
3. Establishes a process for program or project specific URL's.
4. Establishes guidelines for the types of links that can be appropriately included on the County website.
5. Brings consistency to the county e-mail format.

Action to be taken following Board approval: The Chief Administrative Office and the Information Technologies Department will work with departments to publicize and transition to the new County URL.

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