

## Executive Summary - A Living Document

(Last revised 1/6/09)

Given the requirement to move ARB's website to the California government's new look and feel and ADA compliant standards, it seemed the perfect time for an independent evaluation of our website/list serve presence. The CARBIS Steering Committee issued a public survey, and we document below the major identified problems and what specifically we can improve. We periodically revise this "living document" with status updates including a one initiative identified after the October 2007 release of our analysis of the public survey results. In the Spring of 2009, this public survey will be re-issued to again determine how well we are meeting our stakeholder's website/list serve concerns.

- **Red** means the action item is done.
  - **Blue** means the policy is in place, but the heavy lifting (e.g., manual webpage conversion) is still underway.
  - *Black italics* means we are in process of programming the change, drafting the policy change, or have not begun tackling the initiative.
1. Before the November 1, 2007 deadline, ARB should migrate its website to the **new State portal look and feel**. **Status = Done**.
  2. **ARB's search engine and navigation** generally are the biggest concerns of our stakeholders and there are many proposed action items.
    - a. ARB has gone with **Google as its default search engine**. We have drafted desk procedures for webpage authors to maximize Google search results and trust that these procedures will improve the results in all other public search engines. **Status = Done**.
    - b. Provide a **more consistent look** to the website by the use and enforcement of stricter templates. Also, enable program heads to control the content of the left-hand navigation bar. Finally, provide a standard format for linking the dozen generic document types found on our website: e.g., Current Regulations, Test Methods, Workshops / Meetings, Fact sheets, Contacts etc. **Status = Policy is in place with ARB's new design principles with many pages remaining to be converted to the new customized left-hand nav bar.**
    - c. ARB is a regulatory department and our survey respondent's heaviest interest is in our laws and regulations and yet ARB is without a regulatory top page that navigates users to ARB's **current regulatory language**. **Status = The webpages are in review by Office of Legal Affairs, but we lack clean text versions of many regulations – please see [arb.ca.gov/regs/regs-proposed.htm](http://arb.ca.gov/regs/regs-proposed.htm) .**

d. ARB needs one location where all stakeholders can see what topics are open for public comment by ARB – **current regulatory and non-reg. activity**. OIS needs to expand its existing “Board item” docket system to accommodate informal or workshop comment situations and provide a centralized list of all “active,” “inactive,” and “archived” topic areas set up for comments. **Status = see [arb.ca.gov/lispub/comm/bclist.php#comm2](http://arb.ca.gov/lispub/comm/bclist.php#comm2) . Now, we need to get ARB to use this requested new feature.**

e. Outreach Needs:

We need to provide some easily readable materials (fewer words and in 8<sup>th</sup> grade English and/or Spanish) on our website to accommodate certain stakeholder groups.

- i. **Background documents** explaining in plain English what each program is all about including, if applicable, a discussion of associated regulations such as who is effected, how stakeholders are effected by the regulation, implementation timelines, etc. **Status = All customized left-hand navigation bars will be required to include a “Background” link and most areas are now in compliance. In some instances, we need more detailed background documents especially as they pertain to what compliance actions we expect out of our stakeholders.**
- ii. Reduce the verbiage and the number of pages all together with the use of **more “portal pages.”** Navigate ARB’s “power users” (60% of our public survey responders use our site more than twice per week) more quickly with more links on the top pages with little or no descriptive text. **Status = Initiatives are completed for [Diesel Activities](#), [Enforcement](#), [Climate Change](#), etc. and are underway for [msprog](#), [Research Activities](#), etc.**
- iii. Website users would like to be able to go to a **stakeholder’s portal page** and from there, click on issues (or perhaps their line of work) that pertain to them or to the equipment they own and/or operate. *Status = See [arb.ca.gov/html/stakeholders.htm](http://arb.ca.gov/html/stakeholders.htm) but this is not even close to what we envision being necessary to accommodate our stakeholders and hence has not been turned on.*
- iv. ARB should have a **Spanish speaker’s website**. Status = Certain fact sheets, FAQs, and news releases are available in Spanish, but not linked from a common webpage area. *Status = We have identified all known documents translated into Spanish as of September 2005 for PIO processing into a Spanish portal with the possible assistance of a contractor.*

- f. All documents (especially .pdfs) will **include one-up links** to the webpage upon which the document was originally linked. This essentially zero cost item will be helpful to our website users. *Status = The policy is set and nearly all documents include a URL to a webpage.*
  - g. Clearly **identify archive documents** from currently relevant materials. *Status = No documented progress.*
  - h. Use ARB’s RSS-fed What’s New webpage to identify all documents that should be added into the ARB **Library Card Catalog**. *Status = Done.*
  - i. Annually, review all webpages and even if no changes are made, **change the “This page last updated date”** so users will be confident that the page content is current. *Status = Policy on “This page last reviewed …” is now in place and webpage authors are reviewing their content.*
3. Drafting and enforcement of new [design principles](#) for a more consistent website.
- a. ARB’s “anything goes” approach to webpage design needs to be tightened up to improve the visual presentation which in turn will improve navigation of the site and thereby enhance our stakeholder’s website experience. *Status = [Design principles are now implemented; training and enforcement is underway for these “best practices.”](#)*
  - b. There is need for each division chief to formally assign a **“Division Webmaster”** to assist in the training / enforcement of the design principles. *Status = Done.*
  - c. We ask for **one additional OIS position** to facilitate the migration to the new age templates including the training of webpage author staff. *Status = No progress.*
4. Bring website into further compliance with the Americans with Disabilities Act:
- a. Modify subordinate templates to enable **content positioning by Cascading Style Sheets (CSS)** to improve ADA compliance. *Status = In progress.*
  - b. Remove all **“click here”** and **“go there”** links. *Status = In progress.*
  - c. Confirm all **PDF files** are converted in accordance with ADA guidelines published in ARB design principles. *Status = In progress.*
  - d. Include **“alt tags”** for all images on the website. *Status = In progress.*

The following initiatives were identified after the final draft of the October 2007 report / executive summary:

1. Make Public Information Office requested **changes to the public homepage:**

Re-do the homepage to give it a more CNN.com look and feel – see <http://inside.arb.ca.gov/upgrade/proposedhomepagechanges.pdf>. Status = OOC has come up with the look; the CARBIS Steering Committee has come up with design specifications; OIS is working on the implementation and OOC is working on content such as “Tips of the Day,” videos, etc.