Executive Summary - A Living Document
(Last revised 3/29/10)

The CARBIS Steering Committee issued a follow-up to its 2007 survey in Summer 2009, and we document below the major identified problems from the 2007 and 2009 surveys and what specifically we can improve. We periodically revise this "living document" with status updates.

1. **ARB's search engine and navigation** generally are the biggest concerns of our stakeholders and there are many proposed action items.

    a. Despite ARB's 2007 move from Swish-e to Google, still, we are not providing the search results expected of some of our stakeholders as it does not provide near the top of the results the links to the HTML (i.e., the top level pages), but rather sends folks to PDF files.   Is there more ARB can do to exploit Google's search results, and specifically have HTML documents be given additional weight vis a vis PDF files? Status = We have removed the "Document Types" field from the title tag record for all "Subject Top Pages," "Business Information," and "Consumer Information" pages, and this has moved these top pages up. We will have to see via a future survey if this satisfies our stakeholders.

    b. 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 <u>language</u>**. Secondly, we are working on the final augmentation to the customized left-hand nav bars for the website to include links to the clean language regulation plus a link to the "Formal Rulemaking Documents" maintained by OLA's BARCU. Status = The webpages finalized in the Fuels program area have been shown to Lori Andreoni for her comment and approval. These will be the model for the rest of CARBIS. Please see http://www.arb.ca.gov/regs/regs-proposed.htm and http://www.arb.ca.gov/fuels/altfuels/cf-outlets/cf-outlets.htm as a sample for these subordinate pages. We are grinding our way through titles 13 and 17 and simultaneously working on the customized left hand nav bars on the associated program pages.

    c. Outreach Needs:

        We need to provide some easily readable materials (fewer words and in 8th grade English and/or Spanish) on our website to accommodate certain stakeholder groups. We need new ways to engage users of the site.

        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 are 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. Although we sensed a reduction in 2009 complaints regarding the "wordiness" of our website, we will further reduce the verbiage and the number of pages all together with the use of **more "portal pages."** We need to navigate ARB's "power users" more quickly with more links on the top pages with little or no descriptive text. Note that 49% of our 2009 survey responders use our site a couple of times per week or more, down form 60% in 2007) Status = Initiatives are completed for Diesel Activities, Enforcement, Fuels, Toxics, Consumer Products, Climate Change, Mobile Sources, Research Activities, etc. Several major areas are still to be updated and we will merge multiple top level pages into a single portal for Research's diesel pages, Administrative penalties program, etc. to improve navigation.

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 = On ARB's homepage, we've added a "User Portals" tab in the middle of the page and we are populating that.

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 = ARB's TruckStop is completed. 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. There is no known timeframe for greater progress on this from PIO's perspective.

v. **"Social media"** is a new area for ARB, and we have merely dipped a toe into this area. Status = "Cool California" and "DriveClean.ca.gov" are our first Facebook efforts, but after nearly six month, the number of "fans" is not impressive (111 and 147 respectively and far fewer followers (less than 40) of our Cool California Twitter account). This compares to the success we've experienced with our targeted list serves (e.g., 1,920 subscribers to our DriveClean list serve, 7,198 subscribers to our main Climate Change list, and collectively over 400,000 subscriptions by over 90,000 unique IP addresses). Although Sandra Bullock may get much traffic to her site, what ARB does for a living may not be a great social networking candidate; but we have not given up on this.

e. We are exploring the use of a content management system (CMS) for our intranet to learn if this might be worthwhile to explore for our public website.

Navigational implications include the defining the content taxonomy and associating the category with content items providing a framework for finding related information and personalize the content delivery. Users will also be able to subscribe for automatically generated RSS feeds, if it is decided that our current single, all-encompassing RSS feed / What's New chronological archive posting environment is deemed inadequate.

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. ARB's Correspondence Manual is in revision and will hardcode this policy.

g. Video assets are scarce on the website, but we will ensure that videos are linked via a TV set style (see http://www.arb.ca.gov/cc/ccea/ccea.htm) where we can identify a program page. Status = About a half dozen videos have been appended to top program webpages and we think we can find homes for another dozen. PIO wishes to generate more video as this is a clear direction for the web, particularly since the ARB is dealing directly with individuals who are not in the air quality management business (e.g., the trucking community).

h. "Contact Us" links were added to the customized left hand nav bars, but a few 2009 survey users could either not find this in the alphabetic listing or when they attempted to contact a human within ARB, they struck out. Status = All customized left hand nav bars have a link called "Contact Us" which is the top link under the "Resources" sub-header. The Ombudsman office (Phil Loder) is working on an ARB hotlines analysis to be completed before the end of the year.

2. W3C Compliance for the top 7,500 webpages is a goal to facilitate proper rendering of our pages in all browsers and hand-helds. Status = We are about 15% done with this exercise as we have converted the top level (Tiers 1 through 3) and continue to work on this. Expected completion is 2012 for the lower level webpages.

2. Editing and enforcement of new design principles for a more consistent website appearance.

a. ARB's use of Cascading style sheets for website aesthetics will go far in mitigating concerns of an inconsistent looking website.

b. ARB is working on its final major enhancement to the customized left hand nav bar with the inclusion of a policy on how regulations will be portrayed.

c. All "What's New" program lists will be moved into the "Workshops / Meetings webpages which will treat all informal regulatory activity in a consistent manner.

3. 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 = Done.
b. Remove all **"click here"** and **"go there"** links. Status = Done.
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.

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

Re-do the homepage to give it a more CNN.com look and feel. Status = Videos have been added to the top page along with the fade in / fade-out "ARB in the News." The AirNow map has been added. We highlight the Climate Change and Truck Stop areas with every user click on the homepage with a carousel of a dozen photo-links. We have completed all requested changes and await PIO discussion on whether ARB will go with a multiple lead-story fade in / fade out approach.