CA.gov 2010

What's Been Accomplished

Office of Technology Services
OCIO

What is Best of the Web?

- The Best of the Web (BOW) recognizes and honors outstanding government portals and Web sites based on their innovations, functionality and efficiencies.
- BOW is open to state and local governments (counties, cities, towns, villages) in the U.S.
- States use it as a benchmark

The Competition

- Texas
- Maine
- Washington
- West Virginia
- Michigan
- Colorado and Utah not competing

2010 Recommended “Must Haves”

- Enhanced search
- Enhanced data presentation (CMS and mash-ups)
- Increased mobile services
- Location-aware services
- Improved usability (may affect design)
- One-Stop/Targeted portals

The New Design

- CA.gov new design
- Data.ca.gov
- Mobile.ca.gov
- Apps for Californians
- News.ca.gov (not launched yet)

Marketing Efforts

- Overview videos
- Golden Gateway blog
- Twitter
- Facebook

Acknowledgements Thusfar

- Government Technology
- InformationWeek
- ProgrammableWeb
- Marketwire
- Juggle.com – Top 5 best gov’t websites
- Lots of Twitter traffic
- Some Facebook chatter

The Next Step – A Template

- Work through usability findings and remediation
- Make decisions for template components and options
- Boil code down to statewide template
- Create instructions and resources

Other Recommendations

- Establish a CA Online program
  - Responsible for overall CA online strategy
  - Governance structure
  - Entity to own web policy
  - Standards
  - Project coordination
- BOW 2011 = Infrastructure project
- Data czar (solve the metadata problem)?

Questions?

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