

# LASD.ORG OVERVIEW



*Los Angeles County*  
**Sheriff's Department**



# ***“Entire Contents of the Sheriff's Department Online”***

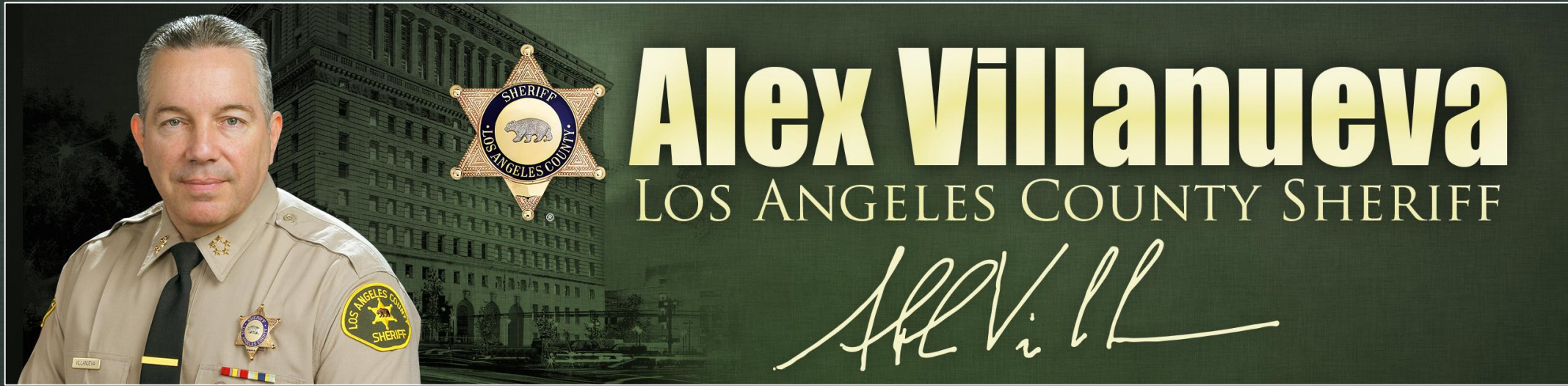


BOS Meeting - January 28, 2020

“So we are putting the entire contents of the sheriff's department online, on our website. And when I say the entire contents, I mean the entire contents. Everything that is not legally restricted, we're going to put online. So that means on our deputy-involved shootings, we're going to be putting the deputy's first report. We're going to put the coroner's report. We're going to put a video that we have available. And later on, when we have the bodycams deployed, we'll have that information also available. We will have a synopsis of each shooting. And everything that complies with 1421, we're going to put it online on each shooting. And we've already started that process from the ones from my time, my administration, moving forward.”



# ***“Entire Contents of the Sheriff's Department Online”***



As sheriff I have ordered the entire contents of the Sheriff's Department to be available online, with three legally mandated exceptions:

- **Confidential personnel records (NOT covered under SB 1421)**
- **Victim/witness information on certain crimes**
- **Active criminal or administrative investigations**




# PROBLEM

- A problem existed with LASD.org in the amount of transparency, depth of information, lack of user friendliness, and deficiency of 21st century practices.
  - **LASD.org areas of improvement:**
    - Audience/Demographic Strategy;
    - Brand transparency;
    - Site navigation;
    - Mobile “device friendly” layout;
    - Branding consistency; and,
    - overall - restructured objectives and strategies for an online presence.
  - **The objective for the redesign is to achieve a completely transparent LASD.org, with current 21st century best practices in mind to:**
    - Engage our audience;
    - Serve our community pertinent information; and,
    - Provide maximum transparency.





# Challenges

- Multiple Programing Languages
  - No Information Architecture Practices
  - Poor Content Management System (CMS)
  - Expansion Cost Constraints
  - Inconsistent Branding Elements
  - Poor Site Navigation
  - No Secure Socket Layer (SSL)
-  Security Certificate



Former LASD.org Layout



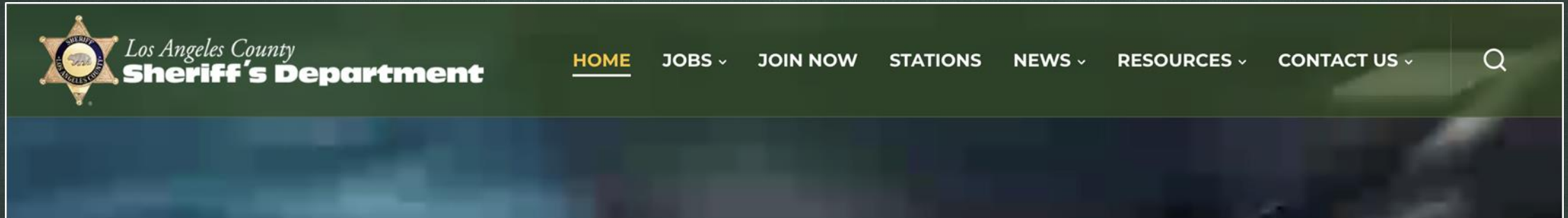
# Solutions

- Service Oriented Website
- One Host Domain
- Cohesive Main Navigation
- SSL Certificate - Trusted Site
- Better Search Result Rankings
- Analytics
- Clean Up Ambiguous Pages
- Streamline Structured Links And Wayfinding
- Multiple Access Points to LASD Resources
- Easy To Use Content Management System (CMS)

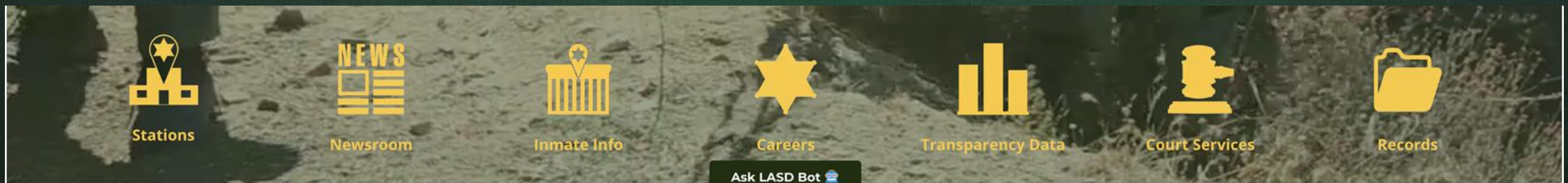




# STRUCTURE

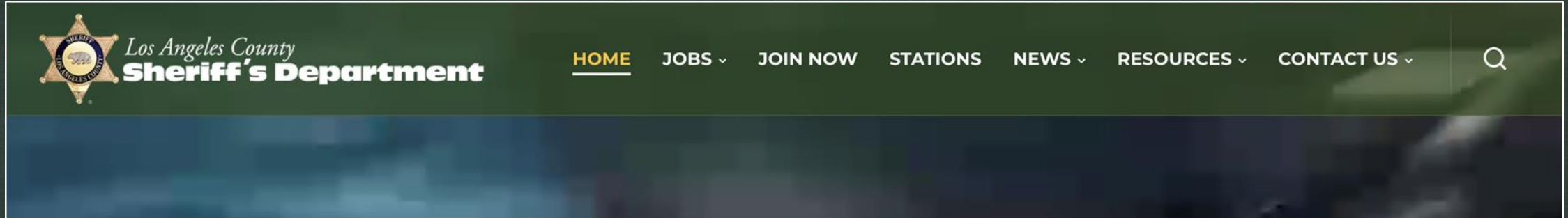


- The redesigned site serves the public and is a foundation for LASD to be seen as a brand that can be a trusted and transparent source of information to the communities we serve.
- Content is displayed as one of these elements:
  - **Story Blog**
  - **Site Page**
  - **Subsite**

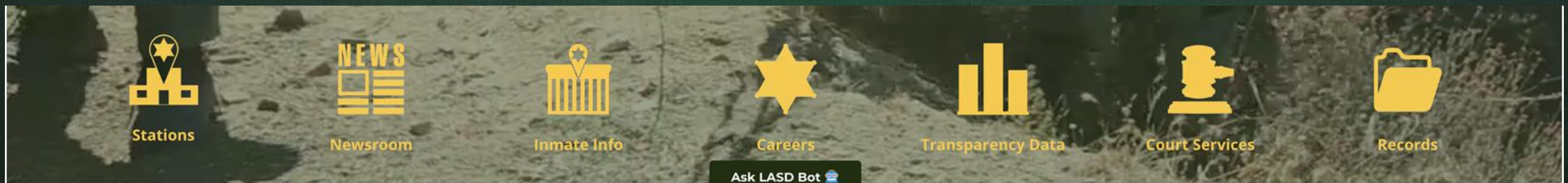




# NAVIGATION



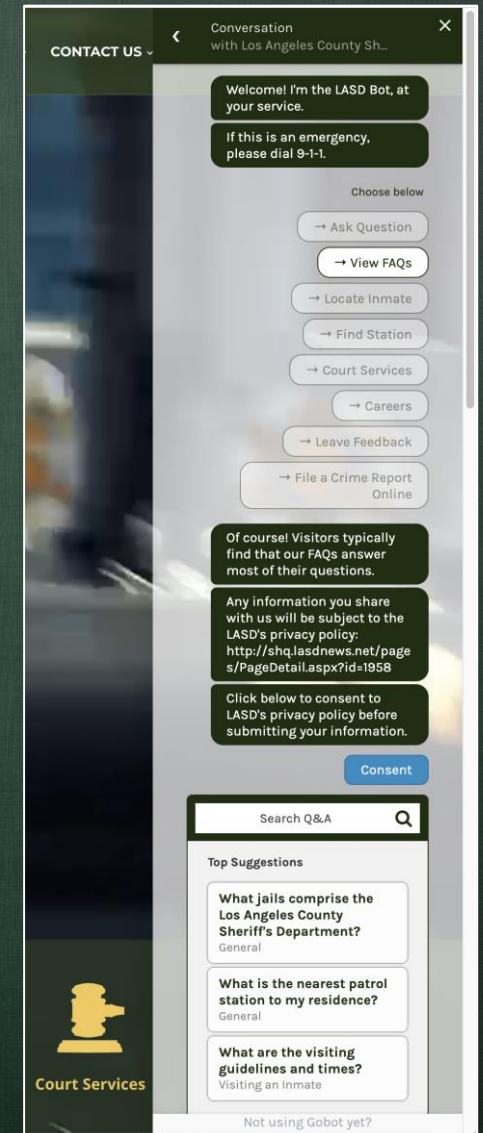
- The **Main Navigation** is consistently placed at the top of every page and contains a site search function (Magnifying glass).
- An **Email Contact Form** is available in the "Contact Us" menu to answer general questions for Custody, Recruitment, Incident/Traffic reports, Film Projects, and general information requests (24/7 inbox).
- A **Quick Link Bar** is available on the home page that provides the most visited links on the site.





# INFORMATION SEARCH

- The **LASD Chat Bot** chats with visitors and searches for keywords in chats that prompt answers in the form of FAQ articles and LASD.org page suggestions.
- The **LASD Chat Bot** is available on every redesigned page of LASD.org.
- If the **LASD Chat Bot** cannot help the visitor, an email can be sent to answer questions or route them to the proper units.
- The **FAQ** content is in a constant state of evolution, based on the needs of the community.





# CONTENT

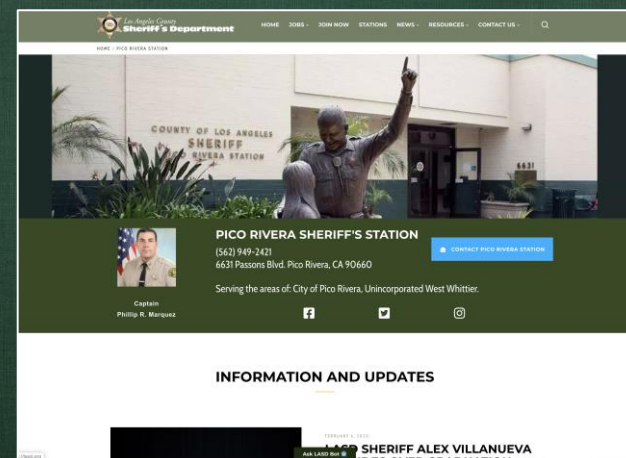
## Transparency Data



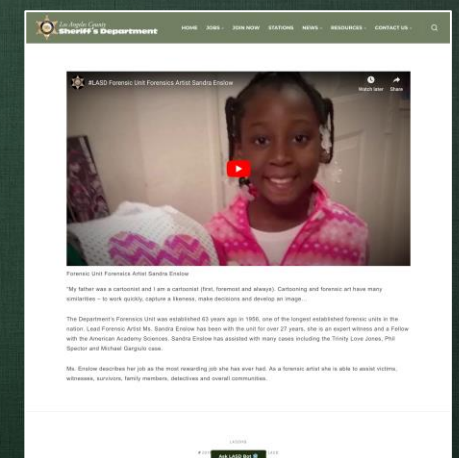
The screenshot shows the top navigation bar of the Los Angeles County Sheriff's Department website, including links for HOME, JOBS, JOIN NOW, STATIONS, NEWS, RESOURCES, and CONTACT US. Below the navigation bar is a header for "TRANSPARENCY DATA". The main content area is titled "ABOUT TRANSPARENCY DATA" and features a quote from Sheriff Alex Villanueva: "Throughout my career at LASD and now as Sheriff, I consider transparency to be of critical importance to effective policing in the 21st century. The community trusts us for their safety and security. With that sacred trust comes a duty to be accountable and a responsibility to publicly share our efforts in custody and patrol. The dissemination of information in an objective, data-driven manner allows residents to thoughtfully assess our work, fosters the dialogue necessary for engendering public trust, and helps build relationships." A photo of Sheriff Alex Villanueva is shown to the right of the quote. Below the quote, it states: "The Los Angeles County Sheriff's Department believes in being forthcoming regarding our activities and policing efforts. Transparency allows honest analysis related to the quality of our work and builds trust within the communities we serve. This approach also opens up dialogue to ensure certain concerns, crime trends, and needed corrective action is being applied in a fair and impartial manner."



The screenshot shows the top navigation bar of the Los Angeles County Sheriff's Department website. The main content area is titled "Homicide Investigating Baugh High School Shooting." and contains a detailed report of the incident. The report states: "At 7:38 AM, Santa Clarita Station received a call about an Assault with a Deadly Weapon at 21900 Centurian Way in Santa Clarita at Baugh High School. Santa Clarita deputies arrived within 2 minutes and realized it was an Active Shooter situation. Deputies conducted a rapid deployment onto the school's premises. Upon their arrival, they discovered 8 students in the quad area suffering from gunshot wounds. The students were triaged and sent to local area hospitals. The suspect was identified as one of students found in the quad. He is identified as a 16 year old male Asian, whose birthday was today. The weapons recovered on scene was a .40 caliber semi-automatic pistol, which no longer contained ammunition. The suspect is a resident of the 23900 block of Sparrow Creek Street Drive in Santa Clarita. That location was contacted by Sheriff's Deputies and a sensory search was conducted to identify any additional victims or suspects. A search warrant for the location was obtained by investigators to process the residence further evidence. Homicide teams were deployed to several Santa Clarita Valley locations to process evidence and interview witnesses. Students who were possible witnesses to the incident are being interviewed by detectives from the LASD Homicide Bureau. The active area investigations working with the local areas processing any video on they receive from the surveillance system at the high school. We're working and collaborating with the FBI to preserve and capture any cell phone video of the incident. Detectives have reviewed the video at the scene, which shows the subject in the quad area remove a firearm from his backpack, he then shoots 3 people, and then shoots himself. The suspect is in critical condition at a local hospital. Unfortunately, a 16 year old female victim passed away at 8:25 AM and a male victim passed away at 10:31 AM. Three additional victims, one 16 year old female and one 14 year old female, and one male who is 14 years old are in stable condition at a local hospital. This is preliminary information. A social media account has been reported as possibly belonging to the suspect. The social media account stated, 'Baugh High School at school tomorrow' 'Please: The account has yet to be authenticated and it is unknown if this was posted by the suspect. Detectives have checked recent threats to the high school and have investigated two, but neither had a nexus to this incident. The investigation is on-going and anybody with information regarding the incident is encouraged to call the Los Angeles County Homicide Bureau at (323) 890-5500."



The screenshot shows the top navigation bar of the Los Angeles County Sheriff's Department website. The main content area is titled "PICO RIVERA SHERIFF'S STATION" and features a photo of the station. Below the photo, it states: "PICO RIVERA SHERIFF'S STATION (562) 949-2421 6631 Parsons Blvd., Pico Rivera, CA 90660 CONTACT PICO RIVERA STATION". Below this, it states: "Serving the areas of: City of Pico Rivera, Unincorporated West Whittier." There are social media icons for Facebook, Twitter, and Instagram. Below the social media icons, it states: "INFORMATION AND UPDATES".



The screenshot shows the top navigation bar of the Los Angeles County Sheriff's Department website. The main content area is titled "LASD Forensic Unit Forensics Artist Sandra E. Enlow" and features a photo of Sandra E. Enlow. Below the photo, it states: "LASD Forensic Unit Forensics Artist Sandra E. Enlow". Below this, it states: "The Department's Forensics Unit was established 63 years ago in 1956, one of the longest established forensic units in the nation. Lead Forensic Artist Ms. Sandra Enlow has been with the unit for over 27 years, she is an expert witness and a Fellow with the American Academy of Sciences. Sandra Enlow has assisted with many cases including the Tranny Love Jones, Phil Spector and Michael Gargano cases. Ms. Enlow describes her job as the most rewarding job she has ever had. As a forensic artist she is able to assist victims, witnesses, jurorians, family members, detectives and overall communities."



Public Information

Contact Information

LASD Resources







**QUESTIONS?**