LASD.ORG OVERVIEW

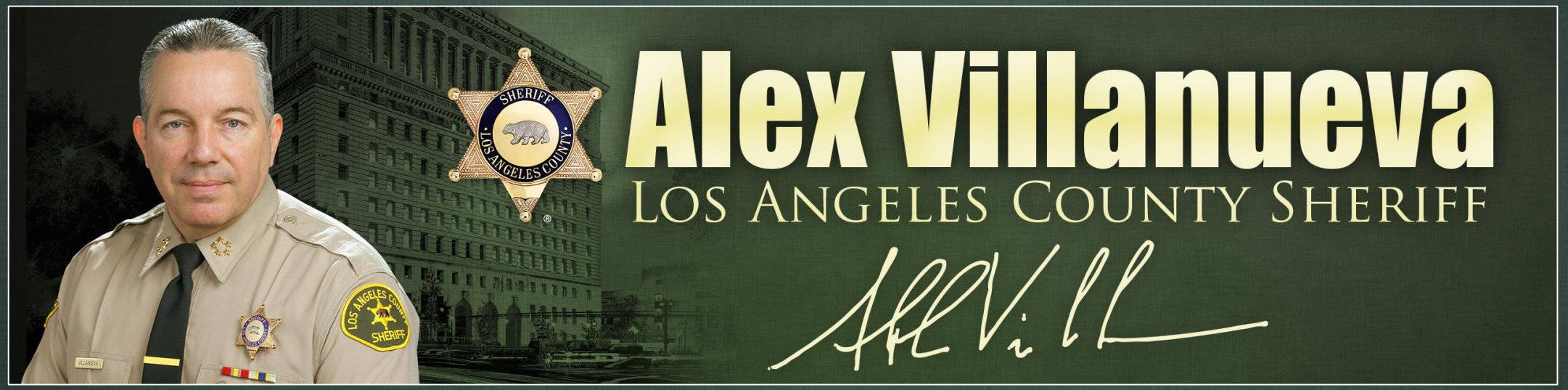
Los Angeles County
Sheriff's Department

“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

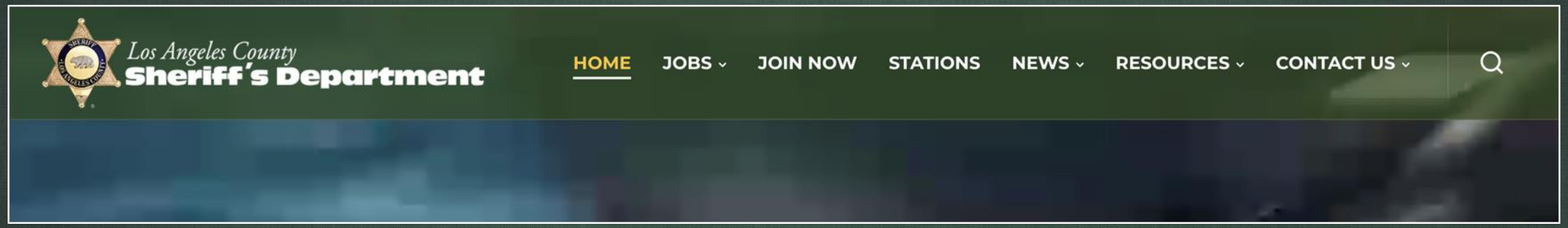
- Multiple Programing Languages
- No Information Architecture Practices
- Poor Content Management System (CMS)
- Expansion Cost Constraints
- Inconsistent Branding Elements
- Poor Site Navigation
- No Secure Socket Layer (SSL) Security Certificate

Former LASD.org Layout

Solutions

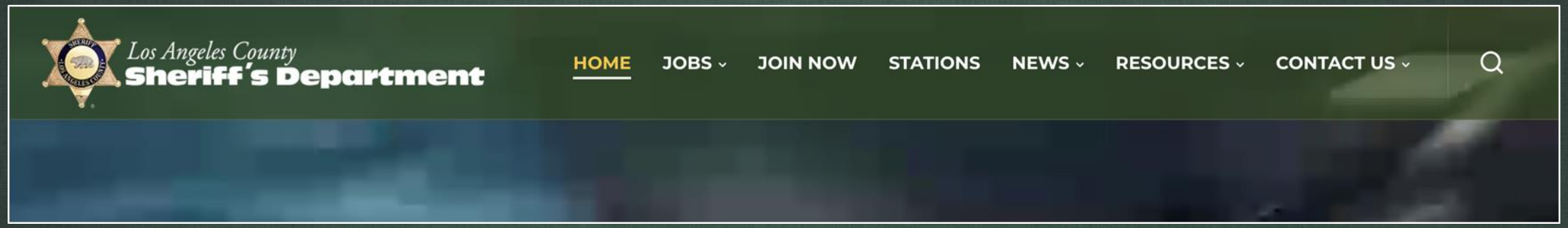
- Service Oriented Website
- One Host Domain
- Cohesive Main Navigation
- SSL Certificate - Trusted Site
- Better Search Result Rankings
- Analytics
- Clean Up Ambiguous Pages
- Streamline Structured Links And Wayfinding
- Multiple Access Points to LASD Resources
- Easy To Use Content Management System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

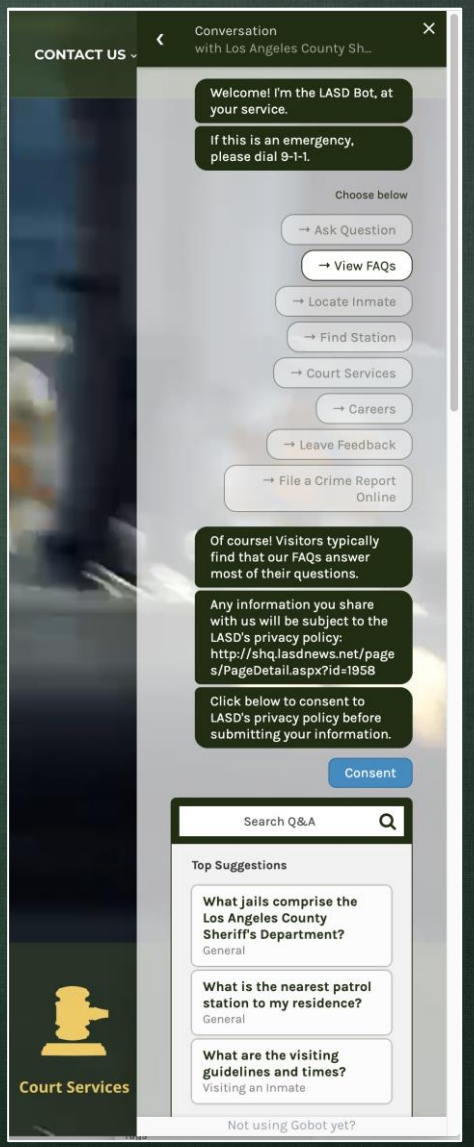
NAVIGATION



- The Main Navigation is consistently placed at the top of ever 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

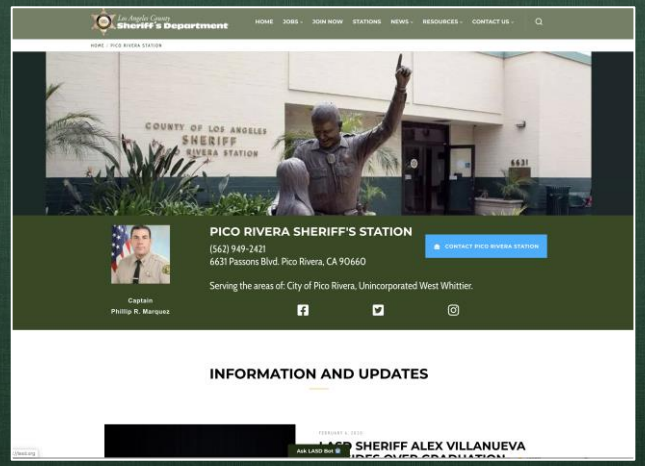
- The LASD Chat Bot chats with visitors and searches for keywords in chats that prompt answers in the form of FAQ articles and LASD.org page suggestions.
- The LASD Chat Bot is available on every redesigned page of LASD.org.
- If the LASD Chat Bot cannot help the visitor, an email can be sent to answer 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.



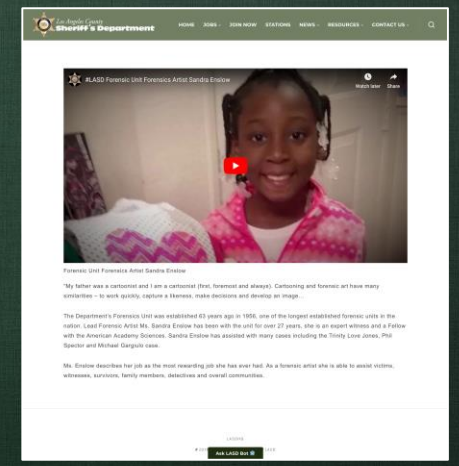
CONTENT

Transparency Data

Public Information



Contact Information



LASD Resources

LASD.ORG

QUESTIONS?