



County of Los Angeles
**CHIEF EXECUTIVE OFFICE
OPERATIONS CLUSTER**

REVISED

DATE: September 20, 2012
TIME: 1:00 p.m.
LOCATION: Kenneth Hahn Hall of Administration, Room 830

AGENDA

Members of the Public may address the Operations Cluster on any agenda item by submitting a written request prior to the meeting.
Three (3) minutes are allowed for each item.

1. Call to order – Ellen Sandt
 - A) **Clerical Examination Process: Lessons Learned and Best Practices**
Human Resources – Lisa Garrett or designee
 - B) **CIO Technology Directives**
CIO – Richard Sanchez or designee
 - C) **Supplemental Changes – Discussion between Deputies and Operations Cluster Budget Team regarding items recommended for Supplemental**
2. Public Comment
3. Adjournment



FINAL DRAFT

Office of the CIO Technology Directive

SUBJECT: Enterprise Geographic Information Systems (eGIS) Central GIS Infrastructure	NUMBER: TD 12-04
REFERENCES:	DATE ISSUED: TBD
	EXPIRES: UNTIL RESCINDED
	CIO PROGRAM: ENTERPRISE GIS

Distribution Board Information Technology Deputies
 Department Heads and Chief Deputies
 CIO Council
 Enterprise GIS Committee

- Purpose**
1. Enhances GIS data access and sharing
 2. Reduces GIS hardware and software costs
 3. Improves collaboration and coordination
 4. Increases application development speed
 5. Supports the development of best practices

Background & Context Departments have historically managed their own GIS server mapping infrastructure, duplicating hardware and software investments. The Enterprise GIS Program has established a Central GIS infrastructure at the Internal Services Department (ISD) for all County departments to support County GIS applications.

- Directive**
1. Geographic Information Systems (GIS) server software used to support web-based mapping and GIS capabilities will be hosted in the Central GIS infrastructure
 2. Departments building applications using commercial mapping providers shall leverage the eGIS Program's enterprise licenses.
- Departments will work with the Enterprise GIS Program to establish service level agreements (SLAs) to ensure availability, access, and maintenance requirements.

Scope & Applicability All Departments that develop and maintain GIS mapping applications are subject to this Technology Directive.

The CIO will coordinate with the Enterprise GIS Program to ensure

compliance with this Technology Directive.

Exceptions

GIS applications that are internal and leverage local data resources that would be impacted by network distance, use confidential GIS data, or applications hosted by vendors, may be exempted from this Technology Directive based upon approval by the County's Geographic Information Officer.

Definitions

GIS – Geographic Information Systems
CIO – County of Los Angeles, Chief Information Office.
CEO – County of Los Angeles, Chief Executive Office
ISD – County of Los Angeles, Internal Services Department

Approved

Richard Sanchez, Chief Information Officer
County of Los Angeles

Please contact the Office of the CIO (213.253.5600 or info@cio.lacounty.gov) for questions concerning this Technology Directive. This document is also available online at <http://ciointranet.lacounty.gov/>



FINAL DRAFT

Office of the CIO
Technology Directive

SUBJECT: Enterprise Geographic Information Systems (eGIS) Centralized GIS Software Management	NUMBER: TD 12-03
	DATE ISSUED: TBD
	EXPIRES: UNTIL RESCINDED
	CIO PROGRAM: ENTERPRISE GIS
REFERENCES:	

Distribution Board Information Technology Deputies
 Department Heads and Chief Deputies
 CIO Council
 Enterprise GIS Committee

Purpose

1. Reduce GIS software licensing costs
2. Monitor software utilization to optimize the use of GIS software,
3. Improve the efficiency of software maintenance,
4. Increase the speed of software deployment.

Background & Context The County, on average, spends close to \$600,000 annually for GIS software products and services from ESRI. These licensing costs may not reflect optimal license counts and levels, and separate licensing agreements limit the ability to transfer unused licenses to departments that need additional licenses, increasing cost.

Directive

1. All licenses for GIS software from Environmental Systems Research Institute (ESRI) will be managed through a countywide agreement established by the Internal Services Department (ISD).
2. The Enterprise GIS Program will provide a tool for department to monitor their license utilization to support optimized license usage.
3. Departments will transfer licenses from internal license servers to the centralized license server hosted by the eGIS Program.

The eGIS Program manages a Countywide license maintenance agreement with ESRI (customer #20) which ensures access to new software versions, technical support, and reduces administration costs for departments.

All GIS Software from ESRI will be transferred from departmental maintenance agreements to the Countywide agreement "as-is". ISD will

manage the central maintenance contract with ESRI, and bill departments for the cost of their licenses, without an overhead charge.

The Geographic Information Officer will review requests for additional licenses to determine if unused licenses can be transferred to requesting departments, reducing license acquisition costs.

The eGIS Program will use a software license management tool (OpenLM or equivalent) to monitor and provide license usage statistics for each department to support license optimization before licenses are transferred to the central license pool.

Departments will transfer their licenses to the central license server pool which enables users to "check out" licenses as they are used.

Note: Departments can work with ISD to maintain a local backup license server and license pool to ensure continued access to GIS software in case of disasters or network connectivity issues.

Scope & Applicability

All Departments that acquire and maintain GIS software from ESRI are subject to this Technology Directive.

The CIO will coordinate with the Internal Services Department (ISD) Enterprise GIS (eGIS) Program to ensure compliance with this Technology Directive.

Exceptions

There are no exceptions for the centralized maintenance agreement. Public safety and confidential systems may be exempt from the central license pool as approved by the Geographic Information Officer.

Definitions

GIS – Geographic Information Systems
 ESRI – Environmental Systems Research Institute
 CIO – County of Los Angeles, Chief Information Office.
 CEO – County of Los Angeles, Chief Executive Office
 ISD – County of Los Angeles, Internal Services Department

Approved

Richard Sanchez, Chief Information Officer
 County of Los Angeles

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FINAL DRAFT

Office of the CIO Technology Directive

SUBJECT: Enterprise Geographic Information Systems (eGIS) Central GIS Repository	NUMBER: TD 12-02
REFERENCES:	DATE ISSUED: TBD
	EXPIRES: UNTIL RESCINDED
	CIO PROGRAM: ENTERPRISE GIS

Distribution Board Information Technology Deputies
 Department Heads and Chief Deputies
 CIO Council
 Enterprise GIS Committee

- Purpose**
1. Enhances GIS data access and sharing,
 2. Eliminates redundant data development,
 3. Increases data accuracy,
 4. Reduces storage duplication and costs,
 5. Improves collaboration and coordination,
 6. Supports the Development of best practices.

Background & Context County departments acquire, develop, maintain, and act as stewards for over 500 layers of Geographic Information Systems (GIS) data (e.g., aerial imagery, streets, landmarks, population estimates). Due to the lack of a single access point for authoritative Countywide GIS data, duplicate data copies have been created and stored, creating redundant effort, reducing accuracy, increasing storage costs, and reducing disaster recovery capabilities.

- Directive**
1. Departments will work with the Geographic Information Officer to maintain a list of authoritative County GIS data layers and stewards.
 2. Data stewards will maintain updated copies of GIS data layers they are responsible for in the LA County Enterprise GIS Repository.
 3. GIS data not confidential or restricted will be made available on the LA County GIS Data Portal.

County departments will work with the Geographic Information Officer to maintain a list of authoritative data for the County, and ensure that data is

current in the LA County Enterprise GIS Repository (managed by the eGIS Program).

Departments can maintain data locally and load copies to the Repository, or update data directly in the Repository. Departments will use the existing eGIS Repository security controls to ensure confidential and private data is available only to approved users.

The eGIS Program will develop and publish business rules to help departments ensure that information in the eGIS Repository is current.

The LA County GIS Data Portal (<http://gis.lacounty.gov/dataportal>) makes public (non-confidential) data available to County agencies, other jurisdictions, and the public. County departments will use the LA County GIS Data portal to provide public access to non-confidential, non-restricted data.

Scope & Applicability

All Departments that develop, maintain, or are stewards for GIS data are subject to this Technology Directive.

The CIO will coordinate with the Internal Services Department (ISD) Enterprise GIS (eGIS) Program to ensure compliance with this Technology Directive.

Exceptions

GIS data that is highly confidential and may not be shared between departments will be exempt from this Technology Directive.

Definitions

- GIS – Geographic Information Systems
- CIO – County of Los Angeles, Chief Information Office.
- CEO – County of Los Angeles, Chief Executive Office
- ISD – County of Los Angeles, Internal Services Department

Approved

Richard Sanchez, Chief Information Officer
County of Los Angeles

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Office of the CIO
Technology Directive

NUMBER:

TD 12-06

SUBJECT:

Department Use of Social Media

DATE ISSUED:

TBD

EXPIRES:

UNTIL RESCINDED

CIO PROGRAM:

EGOVERNMENT PROGRAM

REFERENCES:

- Board Policy 6.030 – County Website Advertising and Hotlink Policy
- Board Policy 6.100 – Information Technology and Security Policy
- Board Policy 6.101 – Use of County Information Technology Resources
- Board Policy 6.102 – Countywide Antivirus Security Policy
- Board Policy 6.105 – Internet Use Policy
- Board Policy 3.040 – General Records Retention and Protection of Records Pertaining to Personal and Confidential Information
- Employee registration for Internet Access – procedures for Department heads to approve employee access to Internet and social media sites.
- County Strategic Plan – Strategic Initiative 4, Communications
- Social Media Guidelines



County Strategic Plan.pdf



Social Media Strategy.pdf



Social Media Guidelines FINAL.doc

Distribution

Department Heads and Chief Deputies
Department Public Information Officers
Department Information Security Officers
CIO Council

Purpose

1. Describes the responsibilities for Department heads and program managers related to the use of public social media sites.
2. Defines the requirements for CIOs and information technology managers responsible for supporting their department's use of public social media sites.
3. Policies and guidelines related to acceptable employee conduct and use of public social media sites will be separately addressed by the Department of Human Resources.

Background & Context

Social networking is a type of Web 2.0 technology designed to exploit community-based interactions. The explosion of the use of social networking services, like Facebook, LinkedIn and Twitter, has made it an invaluable tool for community outreach and collaboration. Several County departments have embarked in using social networking services in their community outreach initiatives and many others

are considering how to leverage these technologies.

The County identified the use of the Internet and social media as a strategic initiative in the 2011 County Strategic Plan.

This Technology Directive defines requirements for using of social media to:

- Provide timely and accurate official County, departmental and programmatic communication to internal and external audiences;
- Strengthen external communication tools to effectively share County results and process with County customers; and
- Conduct research or obtain information in the capacity of performing County, department or programmatic business.

This Technology Directive does not include policies and guidelines regarding personal use of social media sites by employees, which will be addressed separately by the Department of Human Resources.

Directive

This Technical Directive describes how social media shall be used for the following scenarios:

1. **Use for official County business** – for the purpose of communicating and/or interacting with targeted audience as part of a broader County, departmental or programmatic agenda.
 - Department heads or his/her designate shall:
 - Approve the use of all department sponsored social media sites and ensure compliance with the requirements and the Social Media Guidelines referenced in this Technical Directive.
 - Designate a single party, e.g. department information security officer (DISO), to be responsible for approving and maintaining access to social media accounts for their respective department.
 - Designate a single party, e.g. public information officer, to be responsible for moderating and administering content published and shared on the social media sites to ensure that they are consistent with the County, departmental or programmatic agenda and comply with the Board Policy 6.101 (Use of County Information Technology Resources), Board Policy 6.105 (Internet Use Policy), and Board Policy 3.040 (General Records Retention and Protection of Records Pertaining to Personal and Confidential Information).
 - Department CIOs and DISOs shall:
 - Approve, create and manage access to accounts for official department social media sites, unless otherwise designated by the Department head.
 - Minimize or eliminate the use of web links to non-county websites (Board Policy 6.030) to minimize risk of exposing users to a link that leads to inappropriate or unauthorized material.
 - Ensure that employees who have been granted access to social media sites are informed of Board Policy 6.101 (Use of County Information Technology Resources), Board Policy 6.105 (Internet Use Policy), and

Board Policy 3.040 (General Records Retention and Protection of Records Pertaining to Personal and Confidential Information) and are trained regarding their roles and responsibilities.

2. **Employee access to social media sites** – for the purpose of communicating and/or networking with peers or communities specific to their professional interest.
 - Department heads shall follow the established procedure (see Employee registration for Internet Access) for granting employee access to social media sites using County resources.
 - Employees shall abide by Board Policy 6.101 (Use of County Information Technology Resources), Board Policy 6.105 (Internet Use Policy), and Board Policy 3.040 (General Records Retention and Protection of Records Pertaining to Personal and Confidential Information).

New or expanded use of social media by departments shall immediately comply with this Technology Directive. Departments that have already established the use of social media but do not meet the requirements of this Technology Directive are required to comply by December 31, 2012.

Scope & Applicability

This Technology Directive applies to all departments (Department heads, CIOs, IT managers, public information officers, and social media users) that currently use or plan to use social media.

Exceptions

Requests for exceptions to this Technology Directive shall be reviewed and approved by the County CIO and CISO with notification to the CEO. Departments requesting exceptions shall document and submit their requests to the CIO. The request should specifically state the scope of the exception along with the justification for granting the exception, the potential impact(s) and risk(s) granting the exception, costs and timeframes for complying with the policies set forth herein. The County CIO shall review such requests, confer with the requesting department. County CIO will notify CEO of any and all exemptions granted for this Technology Directive.

Definitions

CIO – Department information technology officers and managers.
CISO – Chief Information Security Officer.
DISO – Department Information Security Officer.
OCIO – Los Angeles County Office of the Chief Information Officer.
Social media – Also referred to as social networking, are Internet-based tools which allow users to collaborate and share information with a network of other social users or community as a whole, e.g. Facebook, YouTube, Twitter, and LinkedIn.

Approved

Richard Sanchez, Chief Information Officer
 County of Los Angeles

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SOCIAL MEDIA GUIDELINES

PURPOSE

These Social Media Guidelines (Guidelines) are in support of the County's Strategic Initiative 4, Communications to:

- ▶ Provide timely and accurate official County, departmental and programmatic communication to internal and external audiences; and
- ▶ Strengthen external communication tools to effectively share County results and process with County customers.

The scope of these Guidelines includes the use of consumer-based social media technologies hosted outside the County's computing infrastructure and addresses the following elements from the Social Media Strategy:

- ▶ Account management: Encompasses the creation, maintenance and destruction of social media accounts.
- ▶ Content management: Encompasses the creation, administration and publishing of content on official department social media sites.

The Chief Information Security Officer has prepared revisions to Board Policy 6.101 (Use of County Information Technology Resources), Board Policy 6.105 (Internet Use Policy), and Board Policy 3.040 (General Records Retention and Protection of Records Pertaining to Personal and Confidential Information) to address the Acceptable Use and Security recommendations in the Social Media Strategy. These Board policies are incorporated by reference in this Guideline document and revisions to the applicable Board policies will be effective upon their approval by the Audit Committee and the Board.

Technical Directive TD 12-06 – Department Use of Social Media, includes a link to procedures for Employee registration for Internet Access to grant employees access to Social Media sites.

APPLICABILITY

These Guidelines applies to all County employees that are authorized to establish and maintain social media sites on behalf of their departments. It also includes contractors and consultants that are engaged in social media on behalf of the County.

GUIDELINES FOR COUNTY/DEPARTMENT SPONSORED SOCIAL MEDIA SITES

These guidelines are applicable to County sponsored social media sites of any nature and type which will be collectively referred to herein as SMS (social media site(s)). As part of its Strategic Initiative 4, Communications, the County encourages departments to use appropriate social media technologies to enhance communication, collaboration, outreach and information exchange with its constituents. SMS technologies are evolving rapidly and provide opportunities to enhance how we work with County constituents, business partners and other government entities. Use of these technologies must comply with current laws, Board policies and County guidelines that govern information and information technology.

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GUIDANCE FOR SOCIAL MEDIA ACCOUNT MANAGEMENT

Technology Directive TD 12-06 requires Department heads to designate a single party, e.g. department information security officer (DISO), to be responsible for approving and maintaining access to social media accounts for their respective department. Per TD 12-06 department CIOs and/or DISOs, unless otherwise designated by Department heads, shall:

- ▶ Approve, create and manage access to accounts for official department social media sites.
- ▶ Minimize or eliminate the use of web links to non-county websites (Board Policy 6.030) to minimize risk of exposing users to a link that leads to inappropriate or unauthorized material.
- ▶ Ensure that employees who have been granted access to social media sites are informed of Board Policy 6.101 (Use of County Information Technology Resources), Board Policy 6.105 (Internet Use Policy), and Board Policy 3.040 (General Records Retention and Protection of Records Pertaining to Personal and Confidential Information) and are trained regarding their roles and responsibilities.

GUIDANCE FOR SOCIAL MEDIA CONTENT MANAGEMENT

Technology Directive TD 12-06 requires all department SMS pages to be approved by the Department head or his/her designee and directs that all SMS content shall be administered and moderated by the department's Social Media Content Manager, e.g. Public Information Officer or as otherwise designated by the Department head. The Social Media Content Manager shall adhere to the following guidelines:

- a. The department Social Media Content Manager shall:
 - ▶ Conduct himself/herself at all times as a representative of the department and shall adhere to all County and department standards of conduct and observe conventionally accepted protocols and proper decorum.
 - ▶ Ensure that the social media content supports departmental or programmatic agenda and complies with the Board Policy 6.101 (Use of County Information Technology Resources), Board Policy 6.105 (Internet Use Policy), and Board Policy 3.040 (General Records Retention and Protection of Records Pertaining to Personal and Confidential Information).
 - ▶ Observe and abide by all copyright, trademark and service mark restrictions in posting materials and content on department sanctioned SMS pages.
- b. SMS pages shall:
 - ▶ Include an introductory statement that clearly specifies the purpose and scope of the department's presence on the website and a link to the department's Internet website.
 - ▶ Clearly indicate that they are maintained by the department and shall prominently display the department's contact information.
 - ▶ State that the opinions expressed by visitors to the page(s) do not reflect the opinions of the department.

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- ▶ Clearly identify that posted comments will be monitored and that the department reserves the right to remove obscenities, off-topic comments, personal attacks and any comments that are not consistent with the purpose of the department SMS site.
 - ▶ Indicate that any content posted or submitted for posting is subject to public disclosure.
- c. Department SMS pages must include the statements and disclaimers set forth below. These statements and disclaimers, or links to page(s) containing them, should be located on the main page of every department-sponsored SMS.

- ▶ **General Policy:** The [County department or program] manages this Social Media Site (SMS) to provide a forum for improving communications with our employees, government customers, and the general public. This SMS will discuss [describe subject matter and purpose of SMS content]. This SMS policy is subject to amendment or modification at any time to ensure the SMS's continued use is consistent with its intended purpose as a limited forum.

- ▶ **Posting Policy:** You are encouraged to share your comments, ideas, and concerns. This is a moderated SMS and the [County department or program] will only post comments from contributors over 13 years of age that relate to topics on [SMS subject matter]. The [County department or program] will review all comments before posting them. The [County department or program] will not post comments that are deemed to contain offensive, abusive, obscene, threatening or harassing language, personal attacks of any kind, or offensive terms that target specific individuals or groups. The [County department or program] will not post comments that are clearly off-topic, that promote services or products, or promote or oppose any political party, person(s) campaigning for elected office, or any ballot proposition.

Gratuitous links to sites are viewed as spam and may result in the comment being removed. Communications made through the SMS's e-mail and messaging system will in no way constitute a legal or official notice or comment to the [County department or program] or any official or employee of the [County department or program] for any purpose. The content of all comments are released into the public domain unless the commenter clearly states otherwise, so do not submit comments that you do not wish to be broadcast to the general public. The [County department or program] does not discriminate against views, but reserves the right to refrain from posting comments that do not adhere to this policy. The [County department or program] will make best efforts to review comments and post them as quickly as possible.

- ▶ **Advertising by SMS host:** Any references to commercial entities, products, services or other non-governmental organizations or individuals that are included in this SMS are provided solely for information purposes only. These references are not intended to reflect the sponsorship or opinion of the [County department or program] or its officers or employees concerning the significance, priority or importance to be given the referenced entity, product, service, or organization. Such references are not an official or personal endorsement of any product, person or service, and may not be quoted or reproduced for the purpose of stating or implying [County department or program] endorsement or approval of any product, person or service.

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- › **Records Management:** All SMS must conform and comply with the [County department or program] applicable records maintenance and disposition policies. Posts and comments to and from the [County department or program], in connection with the transaction of public business, is subject to the Public Records Act and e-discovery laws and may be disclosed to third parties.
- › **Linking Policy:** The [SMS name] SMS may include useful hypertext links or pointers to information created and maintained by other public and private organizations and individuals' SMS. [SMS name] provides these links and pointers solely for the SMS users' information and convenience. Please refer to the County's Disclaimer on advertising and hotlinks published at this [link](#).
- › **Copyright Information:** Links to [County department or program] SMS are welcomed. Unless a copyright is indicated, information on the [County department or program] SMS is public domain and may be copied and distributed without permission. Citation to the [County department or program] as the source of information is appreciated. If a copyright is indicated on a video, photo, graphic, or other material, permission to copy the material must be obtained from the original source.
- › **Public Affairs:** If you would like verification or a transcript of information released on [County department or program] SMS or if you have any questions or comments about the information presented, please contact the [County department or program] Social Media Content Manager at [provide e-mail link and/or phone number]. Media inquiries shall be directed to the [County department or program] Public Information Officer at [provide Public Information Officer's contact information].
- › **Privacy:** The [County department or program] will not share or sell any personal information obtained from users with any other organization or government entity except as required by law. Please refer to the County's Privacy Policy published at this [link](#). To protect your privacy, and the privacy of others, please do not include phone numbers, e-mail addresses, or other personal information in the body of your comment.

[County department or program] will not post comments from children under the age of 13 due to the Children's Online Privacy Act (COPPA).

[SMS name] is a portal for information from [County department or program]. However, information posted on this SMS is not official policy of [County department or program] and will in no way grant anyone any rights, privileges, or standing on any matter. All information should be verified through official channels at the [County department or program]. For additional information please visit [provide link to County department or program website].