

Briefing Statement

Date: May 30, 2003

Title: California Desert dot Gov Website Report

Issues: Recreational resource data input into the new Californiadesert.gov website redesign.

Background: The DMG web sub-committee established a need to redesign the Cal Des (Californiadesert.gov) website to better serve the general public. The redesign focuses on recreational information that is important to visitors of public lands. The redesign called for changes to the way recreational activities were displayed on the website, and the addition of recreational events in the form of a desert calendar and news page. The Desert Managers agreed to assign a Webmaster or resource specialist to input their park/resource information and news events into the website database. These tasked specialists were then asked to contact the DMG Webmaster, Eric Boerner, for instructions on how to input their data.

Status:

- All of the National Park Service Webmasters have contacted Eric. The NPS resources were completed prior to being called. NPS Webmasters were instructed how to create and update their information for future editing.
- Brian Cahill from California State Parks has contacted Eric. Brian was instructed how to create and update information.
- Elaine Downing from BLM has been identified to create and update all of the BLM resources on the website. BLM has 35 designated areas to complete and Elaine has tasked several interns to help with the ongoing project.
- California Fish and Game has not designated a resource specialist.
- US Fish and Wildlife Service has not been contacted. Eric will create the entries into the database until a resource specialist can be established.
- The Dept. of Defense has stated they would use the Desert Calendar and Desert News pages for open house events. Ft. Irwin is using the Cal Desert Calendar extensively.

Proposed Next Steps:

- Determine if Brian Cahill will be responsible for the entire California Desert State Park lands. If not, establish additional contacts.
- Establish a contact from the California Dept. of Fish and Game.
- Establish a contact from the US Fish and Wildlife Service.
- Input at least 15 entries into the database of the 60 established areas of focus.
- Ensure resource specialists are utilizing the calendar and news features of the website.

Conclusion: In its current form, the Cal Des website is not ready for public release. The Website only has six park/resource entries in its database. The DMG Webmaster believes that a minimum of 15 entries should be achieved before presenting the public with the redesigned website. Upon release of the newly designed website, the remaining resource areas must be submitted to the database in a timely manner. In addition, the calendar and news features of the website need to be utilized to keep the website dynamic and changing.