TRANSPARENCY ADVISORY BOARD
June 8, 2009

Board Attendance:

Fiscal Analyst-Jonathan Ball	John Reidhead	Stephen Fletcher
Senator Wayne Niederhauser	Fred Jayne	Phillip Jeffrey

1. **Welcome**:

Jonathan Ball-Welcomed everyone to the meeting.

2. **Review of April 20, 2009 Meeting Minutes**:

The minutes from the last meeting on April 20, 2009 were reviewed. There was a motion to approve the minutes. They were approved and adopted.

3. **Discuss Website Roll Out**:

a. **Website Analytics Report**:

Michael Rice-Discussed the usage of the website in the last three weeks. The site went live May 14, 2009 a day before the scheduled live date. Most of the visits to the website that day were state employees, about 200 visitors that day. On May 19, 2009 after the media event there was a significant spike in hits to the website, 1,700 visitors that day. The visits to the website have declined since. The average was around 200 visitors a day after that for a few weeks and now around 150 visitors a day. They average about three page views. When they get into the main tool it does not count as another page. On the bounce rate, these are the people that get into the site and immediately leave; it is about a 30% bounce rate. Which they feel is average, and the average visitor spends around three minutes on the website going through the tool.

Of the 4,500 visitors, it has spread across sixteen countries including the United States. Most of the visitors came from within the United States; about fifty visitors were from outside the United States. The majority of the visitors were from Utah, there were about 1,000 visitors from outside of Utah.

About 30% of the people are getting to the website by typing in the URL. KSL is the highest referral source with their story, and a number through natural searches through Google.

Stephen Fletcher-Asked what percent has come through the utah.gov home page?

Michael Rice-It's a small percent; it didn't show on the chart.

John Reidhead-Press articles are continuing to show up. At first they were mixed with some negatives but the latest ones were more positive. Some of the complaints were about limitations.

Stephen Fletcher-As we roll this out, there was an issue with context. There is no context with the transactions, so the question is can we put context in. From an accounting level that context would be very difficult to put in.

b. **Inquires Received**:

Brenda Lee-We have received very few emails. One gentleman wanted to know what the expenditure codes and expenditures mean. He also wanted more information about contracts. One email was from a woman who was appalled that the state had used 24 billion dollars. She was looking at raw data.

John Reidhead-That brings up a good point. We have every transaction in there.

 It would be lengthy to try to describe every code and description.

Jonathan Ball-Asked if there was a link to the Chart of Accounts

John Reidhead-The Chart of Accounts is behind the UMD. We have to protect our codes.

Jonathan Ball-When you put together the data set for the Transparency website you used unique I.D. for expenditure categories. Would you be able to click on to the description of the category and see the name of the category?

John Reidhead-The description is all we can provide except for object codes and revenue source codes. We do have another document that is a Word document that has a paragraph that explains each object code or revenue source code. We could possibly put this on the site if we left the numbers off.

Jonathan Ball-It is something to think about if we start to have more complaints.

Brenda Lee-We could add this to our list of thing we want to do. To add that extended description.

The woman who asked about the 24 billion dollars asked about the revenues, they are on the website. She also asked how much money went to Planned Parenthood, which you can put their name in the vendor search and it does pull up that information. She was venting and did not spend a lot of time looking on the website. Brenda is responding back to her.

There was a request about a grant that went to a family support center in St. George. They wanted to audit that grant in that center. That question was referred to DHS.

There was an inquiry about employee benefits; they wanted to know who we pay for health insurance, disability, life insurance, etc. who was getting paid and who it was for. This is a GRAMA issue, it deals with private issues. Brenda suggested he submit a GRAMA request for this.

Another person wanted to put a link from the Transparency website to their website *showmethespending.org* it has good information on it, but I not sure we want to put a link to it. It is a non-profit site. It has a page for every state with detail about budget, transparency sites and what's on the transparency sites.

John Reidhead-Should we link to a private site. We did not link to *Utah's Right.*

Jonathan Ball-Does the state have a policy about linking to other sites?

Stephen Fletcher-There is not an overall policy right now.

Jonathan Ball-Feels like this is a policy issue that needs be addressed.

Brenda Lee-Derek Monson from the Sutherland Institute inquired about the total cost of the website so far. Brenda provided him with that information.

We will spend $192,000.00 with Utah Interactive on the fixed contract by the end of the year. On internal costs, both DTS and Finance staff, these are direct costs that include benefits. We have spent $91,250.00 a total of 1400 hrs.

The rest of the inquiries were GRAMA requests from KSL about the promotional items. Leonard Langford from ABC said the Salt Lake Tribune wanted to know about inventory variance and breakage. He said that this was a result from the state's transparency website.

c. **Board Member Concerns**:

Senator Niederhauser-He commented on the emails. He would be in favor of not linking to other websites. He feels that we may want to be able to provide descriptions, perhaps the names within the Chart of Accounts with descriptions.

John Reidhead-It may take some time, but we could clean up the Chart of Accounts and add those descriptions.

Senator Niederhauser-Feels like most of the press has been positive. He thinks we need to trust the people and the press needs to trust the people. He stated that we wanted to get the information out to the people; it wasn't our intention to by-pass the press.

Stephen Fletcher-The comments he has heard from colleagues from other states have been positive. They have stated that this is a very comprehensive website with the amount of information available on it. They are impressed with the detail and information on the Transparency website.

Jonathan Ball-Stated that the kind of information that is being presented on *transparent.utah.gov* website is what the Obama administration is looking for in the ARRA (America Recovery Reinvestment Act). It is a growing trend providing this information to the public. And it is required for states who want to receive money for programs to provide this information to the public.

John Reidhead-We would be able to put the ARRA financial transactions on the website if GOPB wants it on the Transparency website.

Jonathan Ball-Commented that this demonstrates the flexibility of the design of the website.

Senator Niedehauser-Is interested in the Auditor's link, he feels that this is laborious to get to. He would like to be able to do is go directly to the audit report function. He would like to see some changes made to some of these kinds of links, similar to the CAFR link.

John Reidhead-Said he would talk with the auditor's office about maybe putting the search link at the top of their page so it would be easier to see.

Jonathan Ball-Would like to be able to go directly from the detail page to the contracts.

Senator Neiderhauser-As we move forward we need to look at it from a citizens point of view, and as revisions are made, make it a little more user friendly.

Jonathan Ball-These are the items that have been discussed: Definitions for categories, policy about linking to outside websites, links to the auditor's reports, consolidation, how the information relates to the budget, and linking directly to contracts.

Senator Niederhauser-Would like to see some key financial links. He would like to focus on financial resources. For policy maybe link them to *utah.gov*.

Jonathan Ball-Asked for links to other CAFR years.

John Reidhead-Stated that we only have three years right now, but it could be developed to link to past CAFR's.

John feels we need to have both the financial information and the political information easy to access.

Jonathan Ball-Wants to move the Financial Highlights link directly in the middle. He feels that is the place to start if you are interested in Utah finance.

Senator Niederhauser-Suggested putting the year under the CAFR or the Financial Highlights so you could click on the year you are interested in. If you were going back a number of years you would need a drop down.

Jonathan Ball-Went over the priorities: First, cleaning up the links is a high priority. If members of the Board would put a few ideas in an email and send them to Barbara, she will get them to Brenda.

Stephen Fletcher-There is plenty of space, there is the front page and there is a whole page under resources. The question is what is wanted on the front page and the second page.

Jonathan Ball-Asked the Board to put it in the email to Barbara what they wanted on the front page and on the second page.

The other priorities were the definitions of categories, policy about linking to outside websites, links to the auditor's reports, consolidation, how the information relates to the budget, and linking directly to contracts, adding additional CAFR years, historical financial information, and payroll.

4. **Other Issues**:

a. **Development and Timing of Adding Payroll Information to the Website**:

Brenda Lee-The current plan to update payroll once a year. At least until they can automate the protected employee's information.

Jonathan Ball-Feels we need to get legal advice about protecting these individuals if they become a protected employee within the year. He would like someone from HR to come to the next meeting and explain the liability we have protecting these employees.

Brenda Lee-We update the expense and revenue information quarterly.

Brenda demonstrated the payroll link. The design of the website is flexible; it is design so that any transaction type would fit any transaction.

She explained, first go to expense, from there pick payroll, it defaults to organization, total payroll this includes benefits and salaries and wages. You are then able to drill down and see the payroll for different agencies. You can change the filter to category, then you get the total of personnel services, it is then broken out in benefits and wages. There is not a lot of detail on benefits because of privacy issues. From there you can go to wages where the detail is. You will be able to see comp-time earned, excess time earned, comp-time used leave paid, miscellaneous earnings and regular salaries.

If we look for an actual employee, you would search vendor-payee-name. Then enter the name of the person you are looking for. There it shows the persons salary, if you then proceed to detail, it will show total hourly rate, title, and gender. Gender is something that Utah's Right asks for.

John Reidhead-Asked if this was the same category as a in the transaction detail, and if it can be customized.

Brenda Lee-Position title is new it is different that expenditures.

Senator Niederhauser-Asked if we are providing this information, can we refer them to Utah's Right.

John Reidhead-This website is a little more difficult to use than Utah's Right, but it has more detail.

Brenda Lee-Demonstrated another way to look at payroll, by going to categories-personnel services-benefits & wages, then you would get the detail.

There are certain benefits that you cannot reveal, such as family or marital status or type of insurance.

Senator Niederhauser-Asked to look him up. They pulled the Senator's information up successfully, showing some travel reimbursements as well and mileage reimbursements. These were paid through the payroll system. It shows earnings and wages.

Jonathan Ball-Wanted to know where he could type in his name and find payroll and all the reimbursements made to him.

Brenda Lee-Stated if you were paid through FINET you would go through the expenditure transaction type, if you were paid through payroll, then it would be in the payroll transaction type.

John Reidhead-Stated that this is how they propose to do the payroll. The structure is already set up, and it would not cost any extra money with the vendor there. They would post FY2009 totals the end of July or the first of August.

Jonathan Ball-Asked when payroll goes live it will show FY 2009 annual salaries and benefits, and would it be uploaded in July or early August?

Brenda Lee-As soon as payroll is final for the year, usually the first of August we will be able to put it on the website. We will have to have the courts and non-executive branch gives a list of protected employees to DHRM. Maybe have Jeff Herring come to the next meeting to discuss protected employees.

Senator Neiderhauser-Made a motion that the main changes to payroll will be made on an annual basis. He feels we should pursue this on a more frequent basis and have further discussions on what the labor would be to update payroll quarterly or monthly.

Jonathan Ball-Said the motion was made that the Division of Finance move forward with posting payroll information on an annual basis for FY 2009 in August and then follow up with more information about protecting certain employee records, and what it would take to update employee information more frequently rather than annually.

The motion was voted on, and it passed unanimously.

b. New Board Members as Required under SB18:

John Reidhead-He will be meeting with the Governor's office and John Nixon. There was someone nominated from Higher Ed., it's Val Peterson from UVU and it has gone to the Governor for approval. The State School Superintendants Association has voted on someone they would like to see nominated, John would like some more discussion with the Governor's office about who is going to make the recommendation for the Charter Schools and Transit Districts. The Office of Education is making some recommendations. Officially the new Board members would start July 1, 2009. John would like the Board members selected before the next meeting.

Jonathan Ball-Would like to be notified of the new members.

c. Prioritize Next Steps:

Jonathan Ball-We have talked about payroll, we've talked about emailing preferences to Barbara about how the links should be organized on the front page and the subsequent pages. That leaves a number of items that were discussed but not prioritized. They are definitions of categories, consolidations to the total budget, contracts direct link, policies linking to outside sites, past CAFR's, across the board search on name including both expenses and payroll.

Jonathan asked for suggestions about the priority you would like to take these suggestions in.

The policy to linking to outside sites might be something we can do now.

Stephen Fletcher-If you decide to limit that linkage, it will simplify the task and is something you could do now.

Jonathan Ball-Asked the Division of Finance to take the task of developing a policy, along with DTS as to what sites the Transparency website will link. The preference of the Board would be to limit the sites to governmental and financial in nature, not private and not for profit or commercial. Whether they are limited to financial is something to discuss, there are a number of policies on the list also.

John Reidhead-Perhaps they could list on the site the policy for linking to other sites.

Jonathan Ball-Does not think it needs to be posted, as long as the Division of Finance has a policy in place for managing the website.

Senator Niederhauser-Stated that he does not want it to become discriminatory, when deciding who we will or will not link to. He feels that is should be up to the Board to decide who the site links to.

Jonathan Ball-Felt that it should link to Government sponsored financial websites. Jonathan asked that the policy be brought to the next meeting for the Board to discuss.

Jonathan Ball went over the priority items, with suggestions from the Board.

1. There was a motion for the Division of Finance to post payroll.
2. Board members to send Barbara a list of links they would like to see.
3. A policy on linking to outside sites. Division of Finance and DTS to draft a policy.
4. Definitions of Categories, so that the description will give more detail.
5. Link to the audit report rather than the main page. Finance will talk with the Auditors.
6. Consolidation of the expenditure data to the total budget, how to address.
7. Direct links to contracts, from the Transparency website to the Purchasing site.
8. Past CAFR's. Can put the past three years and then build from there.
9. Financial Highlights.
10. July 1, work with Universities, School Districts, and Charter Schools to add them.

Senator Niederhauser-He would like prioritizing and cleaning up the links a high priority. As far as the budget, the Senator does not think that there will be a lot of questions on it. And suggested the disclaimer explain the budget better.

Jonathan Ball-Would like Michael Rice to look into how the Purchasing website is designed and whether you could pass a parameter from our site to that site. The contract number is there on the Transparency website, he would like a link using the contract number as a parameter so you could go directly to the contract.

Michael Rice-Stated that they do not know which contracts are state contracts and which ones are not. Providing a link may be a false type of a link, it is a concern we have discussed.

Senator Niederhauser-Suggested putting the past three years of CAFR's on the website and then build from there. Maybe put it on the front page and then eventually when more years accumulated you would need a pull-down. Wants it as user friendly as possible, and would have to see it, if it was linked to Finance.

The Senator would like a link or an easier way to search for the audit reports on the Auditors site.

Jonathan Ball-Suggested adding a link to *all reports by agency* on the Auditors site.

John Reidhead-Asked Board members to go to the demo payroll site, and send suggestion and comments back.

 After the discussion of the priorities Brenda reviewed the list of priorities.

Overall priority is adding new entities to the website, and hiring person to monitor the website.

1. Payroll added by Aug 1, 2009
2. Clean up links and resources based on recommendations, where you want the links located and where they are to go. That includes audit report, and CAFR's. Send emails to Barbara.
3. Policy on outside links.
4. Extended descriptions for revenues and object codes.
5. Link to Statewide contracts and the purchasing website.

John Reidhead-Is going to invite Jeff Herring from DHRM to discuss adding payroll more often, instead of just annually. And have him talk to the Board about the liability of protected employees.

Brenda Lee-Stated that it was discussed at the last meeting about putting customer names on the revenues. We need to decide if it goes on the priority list. Another issue was accounting line for each transaction.

Brenda thanked Mary Lee Hickey and Wayne Frewin for their help on adding payroll data to the website.

Jonathan Ball-Discussed the next meeting date, and issues of protected employees before payroll goes live.

Meeting adjourned.

Next Meeting: July 27, 2009 8:00 a.m.

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