



CALIFORNIA STATE TREASURER JOHN CHIANG

NEWS RELEASE

FOR IMMEDIATE RELEASE

PR16:32
Aug. 24, 2016

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Treasurer Chiang Rebuilds Website to Promote Economic, Community Development

Visitors will find they can more quickly access Treasurer's financing tools

SACRAMENTO – State Treasurer John Chiang announced today the launch of a reimagined website that is more efficient and user-friendly in how it connects Californians with the full array of financing options available through his office.

“My ultimate goal is to make California government more transparent, accountable and responsive to the needs of the public through technological innovation,” said Treasurer Chiang. “But first, I wanted to de-clutter the current website of confusing jargon, bureaucratic design features, and hard-to-use navigation so visitors can quickly find, understand, and make use of many community-building and economic development tools entrusted to this office. Importantly, it lays the foundation for a series of planned innovations to be unveiled in the months ahead designed to rebuild the relationship between our citizens and their governments.”

Built around the theme “Open for Business, Open for You,” treasurer.ca.gov focuses users on how the Treasurer’s Office can help small business entrepreneurs, health organizations, educators, affordable housing builders, and green infrastructure innovators acquire the affordable capital necessary to realize their goals.

“We are in the business of community building, incubating economic growth, and growing jobs. Toward this mission, I am building a customer-centric website that will connect Californians with the powerful financing tools offered by my office and, in short order, those offered by the thousands of public agencies throughout the Golden State,” said Chiang.

The website will serve as a portal to the Treasurer’s expanding digital portfolio. The site will be a gateway to the Treasurer’s award-winning, open-data website DebtWatch, which provides the public with the means to track state and local debt. Soon, LAIF Online, which modernizes how cities and counties invest their cash, and CBIG, a website that will bring the state’s economic

development opportunities and incentives together on a single platform, will be anchored to the website's homepage.

Other new features include:

- Streamlined homepage that makes it easier to locate the website's most viewed information.
- Numerous resources, including reports, instructional videos and contact information.
- Multimedia content, including videos, infographics and fact sheets.
- Social news feeds that keep visitors up to date on the latest news from the State Treasurer's Office.

"I didn't realize until seeing the new State Treasurer's Office website that there were so many financing programs available to our members and the greater business community," said Dennis Huang, Executive Director and CEO of the Asian Business Association. "This redesign makes it simpler for business owners to find the information they really care about."

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