

Websites and their Influence on Government

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www.cityconnections.com
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GPANJ Annual Spring Conference
April 10, 2013



Government Websites

A Look Back – 1996-1999

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Government Websites

A Look Back – 1996-1999

2012 Best NJ Municipal Government Websites
Monmouth University Study & Results

What does the State of New Jersey Require

How does this effect the Purchasing Dept?

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<td style="width: 50%; padding: 2px 5px 2px 5px;>Home A collage of various government website screenshots. The largest screenshot is the North Brunswick website, showing a navigation menu with categories like 'Home', 'Government', 'Information', and 'Events'. Below the menu are sections for 'NEWS' and 'NOTICES' with several news items. Other smaller screenshots show different municipal websites, including one with a 'Print' button and another with a 'Calendar' section. The collage is set against a background of a grid pattern. |
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Government Websites A Look Back – 1996 - 1999

1996

Approximately 90 NJ municipal websites

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<table border="1">
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| COMMUNITY & ALERTS          Traffic, Advertisements, Recycling & More | PUBLIC NOTICE          Bids, RFPs, RFQs, Request for Proposals | EVENTS & FEES          Recreation Department Community |


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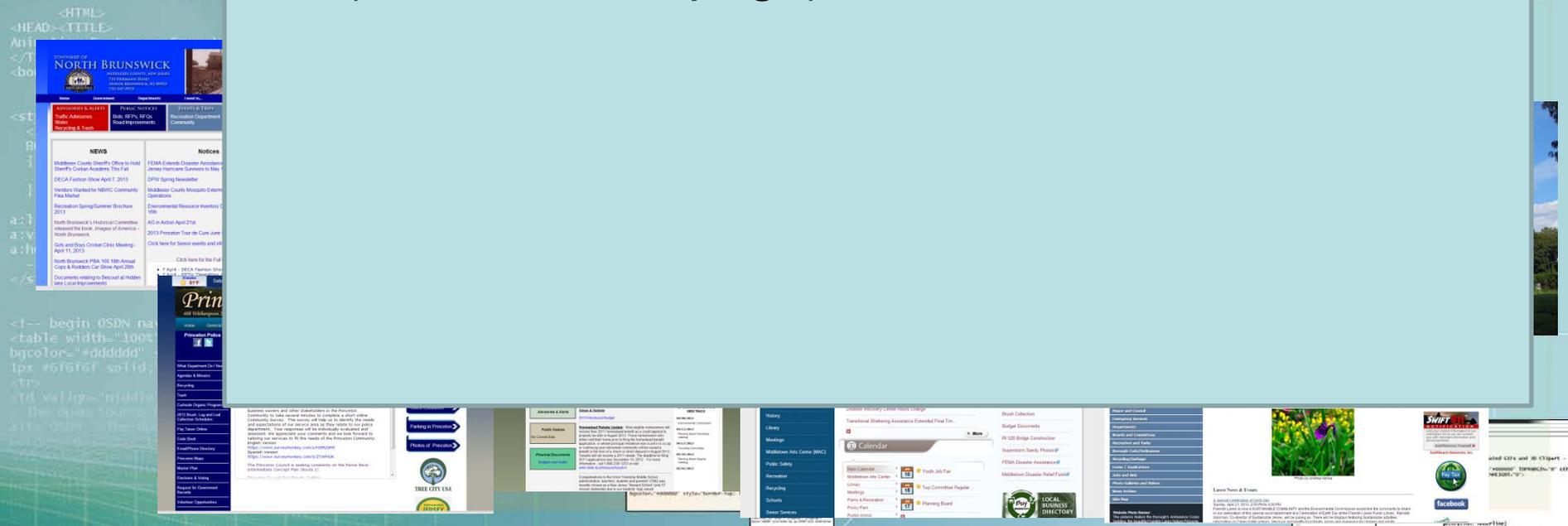


Government Websites

A Look Back – 1996 - 1999

1996 – Approximately 90 NJ municipal websites

- “It is only a matter of time before the Internet is approved as a legal mechanism for publishing bid specifications.” (M. Enyeart)
- Cost was high compared to today (\$300 - \$2000/page)



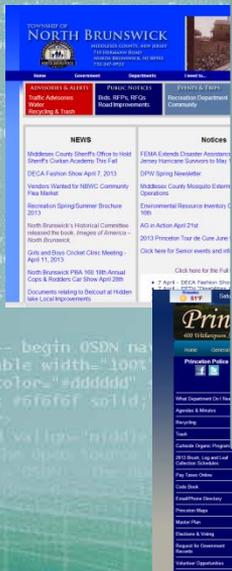
Government Websites

A Look Back – 1996 - 1999

1999 – 204 NJ municipal websites

- Cost came down to \$10-\$100 per page
- Article in New Jersey Municipalities Magazine noted advertising public bids online is under utilized on most municipal websites

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Government Websites

A Look Back – 1996 - 1999

- **1996** – Approximately 90 NJ municipal websites
- “It is only a matter of time before the Internet is approved as a legal mechanism for publishing bid specifications.” (M. Enyeart)
- Cost is high compared to today (\$300-\$2000/page)
- **1999** – 204 NJ municipal websites
- Cost came down to \$10-\$100 per page
- Noted advertising public bids online is underutilized on most municipal websites
- Only a handful listed bid results and \$ amounts



Government Websites

2012 - Monmouth Univ. Best Websites

A year-long study of 540 municipal government websites in New Jersey by Monmouth University Polling Institute and the Graduate Program in Public Policy.

Award Categories were:

Top 25 Best Municipal Websites
Best Websites for Ease of Use
Best Websites for Citizen Interaction
Overall Content

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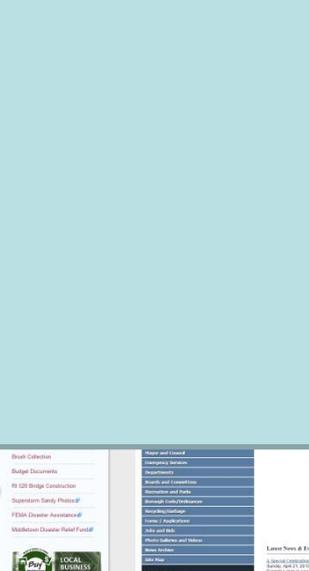
Government Websites

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Assessment Criteria

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Government Websites

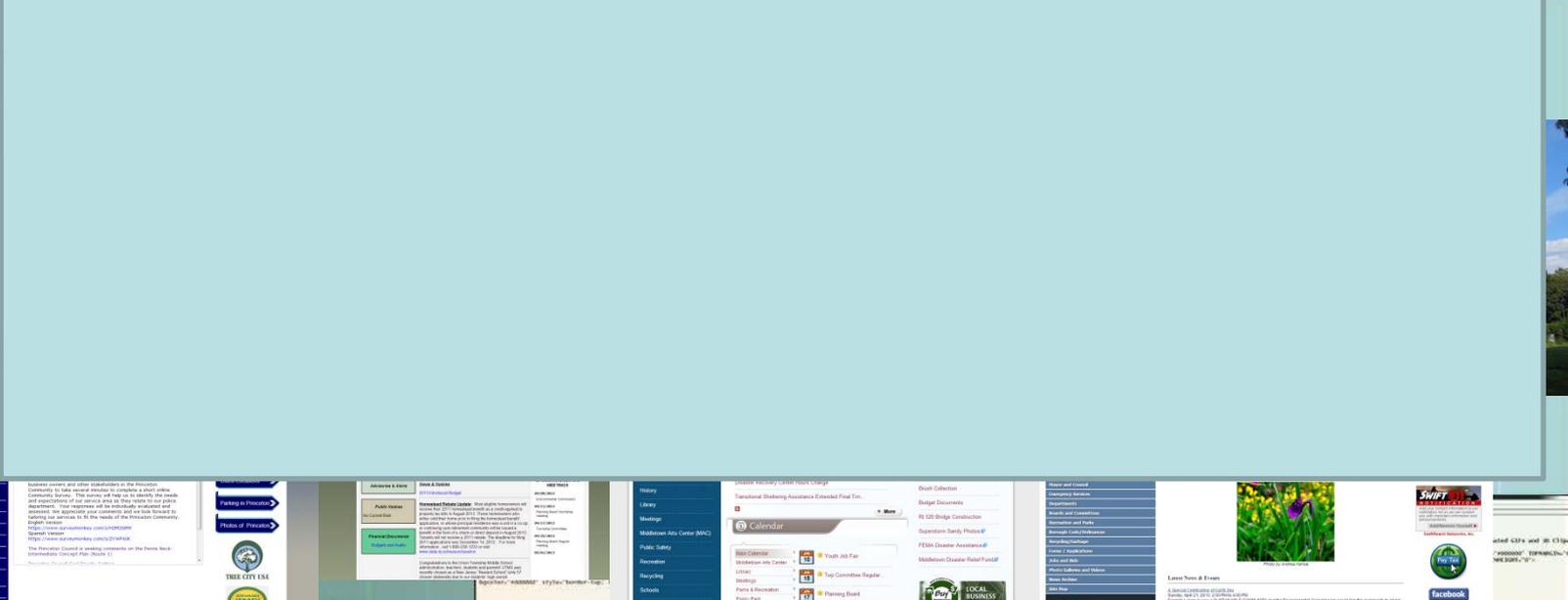
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Assessment Criteria

- Information for Citizens (60 items)

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<div id="header">
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Government Websites

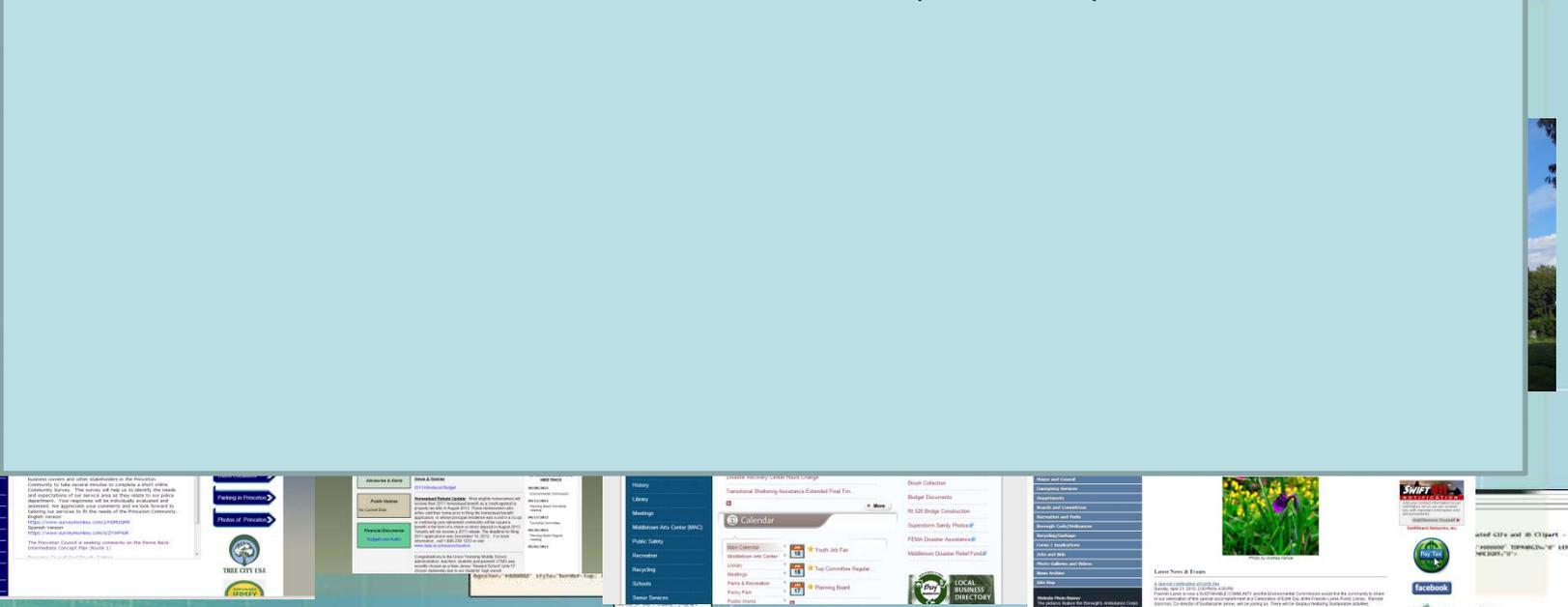
2012 - Monmouth Univ. Best Websites

A year-long study by Monmouth University of 540 municipal government websites in New Jersey

Assessment Criteria

- Information for Citizens (60 items)
- Citizen Interaction (14 items)
- Online Government Services (7 items)

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Government Websites

2012 - Monmouth Univ. Best Websites

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Assessment Criteria

- Information for Citizens (60 items)
- Citizen Interaction (14 items)
- Online Government Services (7 items)
- Social Media (5 items)

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Government Websites

2012 - Monmouth Univ. Best Websites

Findings

- Of 86 scoring items the highest was 68 (79%)
- Only 20 % had a general email address for residents

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<tr> <div data-bbox="30 580 150 630" data-label="Image"><tr> <div data-bbox="30 630 150 670" data-label="Text"> Home Government Information Events & Board <tr> <div data-bbox="30 670 150 790" data-label="Text"> NEWS  Midwest County Sheriff's Office to Host Sheriff's Cadet Academy This Fall  DECA Festival Open April 7, 2013  Windsor Township 1889C Community Flea Market  Recreation Spring Summer Structure 2013  North Brunswick's Historical Commission released the book "Angels of America - North Brunswick"  Girls and Boys Outdoor Clinic Meeting - April 11, 2013  South Brunswick PBA 100 18th Annual Open & Bowlers Cup Show April 20th  Documents relating to Decatur at Hidden Lake Local Improvements | | <div data-bbox="30 790 150 890" data-label="Text"> NOTICES  FEMA Disaster Assistance Community  Spring Hurricane Season to May 15th  Midwest County Mosquito Control Operations  Environmental Resource Inventory 2013  AG in Action April 2nd  2013 Princeton Tree de Cure June  Click Here for Senior events and/or  Click Here for the Full  2013-2014 | |</tr> <tr> <div data-bbox="30 890 150 990" data-label="Text"> Princeton Public Safety  Princeton Police  Princeton Fire  Princeton EMS  Princeton Public Works  Princeton Planning  Princeton Recreation  Princeton Senior Center  Princeton Youth Center  Princeton Public Library  Princeton Public Schools  Princeton Public Health  Princeton Public Safety  Princeton Public Works  Princeton Planning  Princeton Recreation  Princeton Senior Center  Princeton Youth Center  Princeton Public Library  Princeton Public Schools  Princeton Public Health | |</tr> </table> | | | |
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The screenshot shows the North Brunswick Township website. The main content area is divided into 'NEWS' and 'NOTICES' sections. The 'NEWS' section includes articles about a sheriff's academy, a DECA festival, a flea market, a recreation structure, a historical commission book, a girls and boys clinic meeting, and a PBA tournament. The 'NOTICES' section includes information about FEMA disaster assistance, mosquito control operations, an environmental resource inventory, an 'AG in Action' event, a tree de-cure event, and links for senior events and a full calendar. A sidebar on the right contains a 'Princeton Public Safety' section with links to various departments: Police, Fire, EMS, Public Works, Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health. Below the main content, there are several smaller sections: 'Public Safety' with links to Fire, Police, EMS, and Public Works; 'Public Works' with links to Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health; 'Public Health' with links to Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health; 'Public Schools' with links to Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health; 'Public Library' with links to Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health; 'Public Health' with links to Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health; 'Public Safety' with links to Fire, Police, EMS, and Public Works; 'Public Works' with links to Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health; 'Public Health' with links to Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health; 'Public Schools' with links to Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health; 'Public Library' with links to Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health; 'Public Health' with links to Planning, Recreation, Senior Center, Youth Center, Public Library, Public Schools, and Public Health.

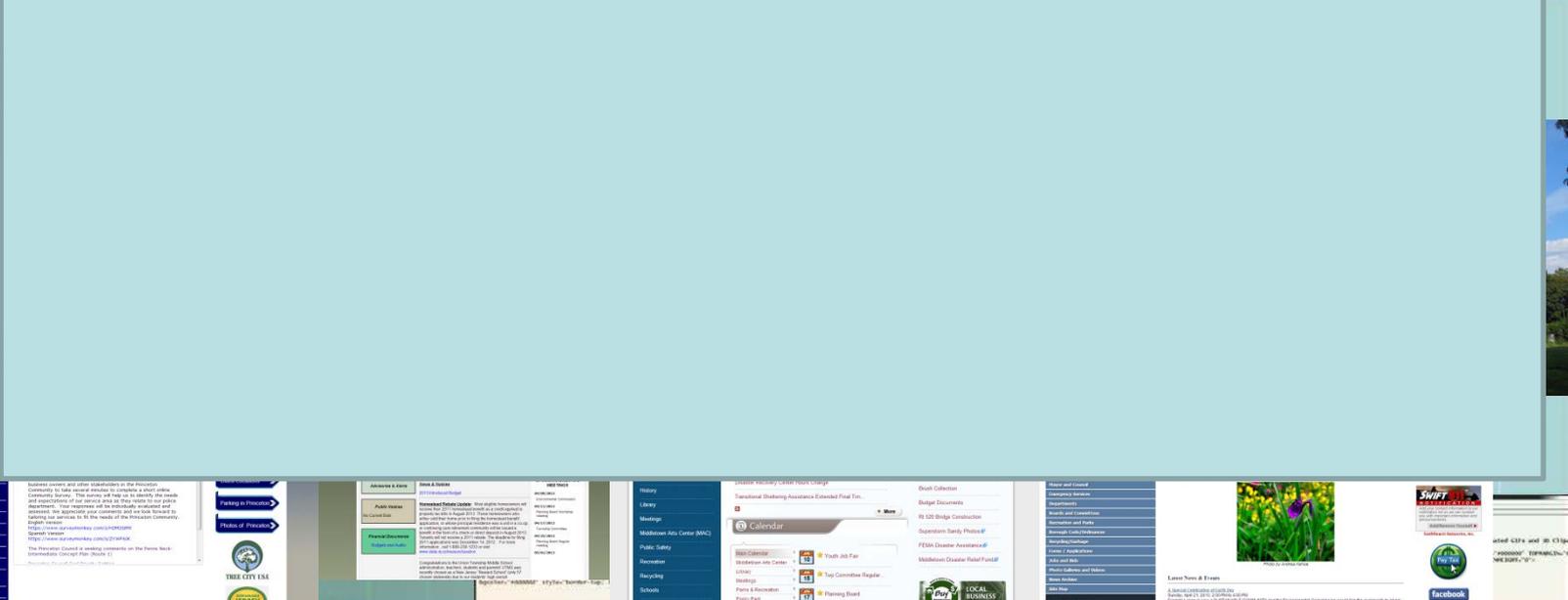
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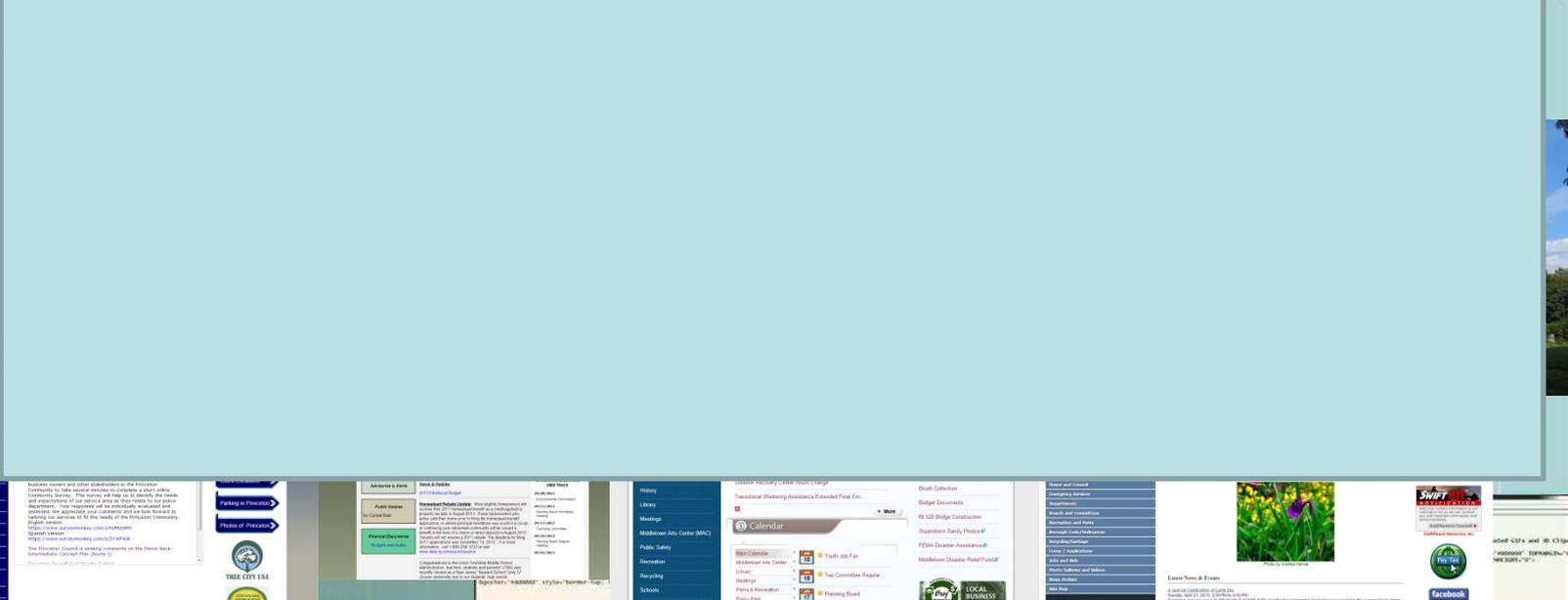
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- Amount of content correlates positively to size of town

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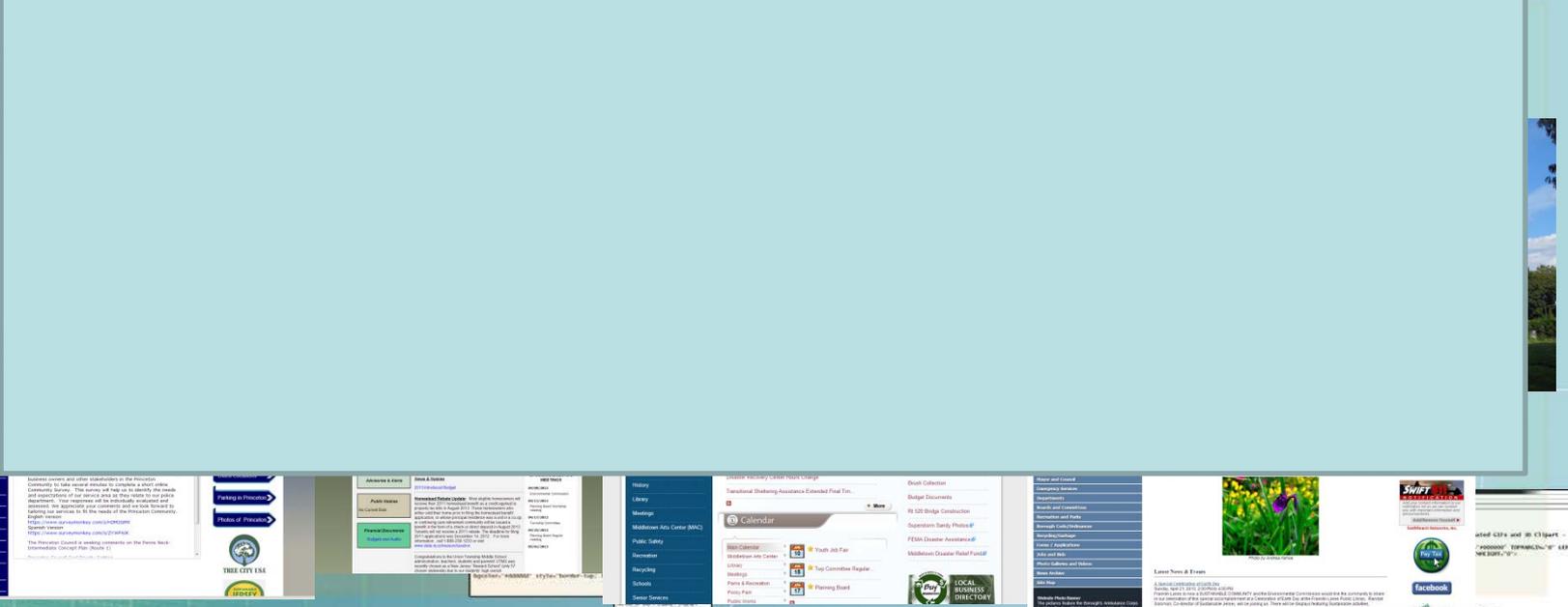
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- Websites designed by third-party vendors with multiple clients perform better than single-client designers or municipal staff.

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- **Only 41% posted Public Bid Opportunities**

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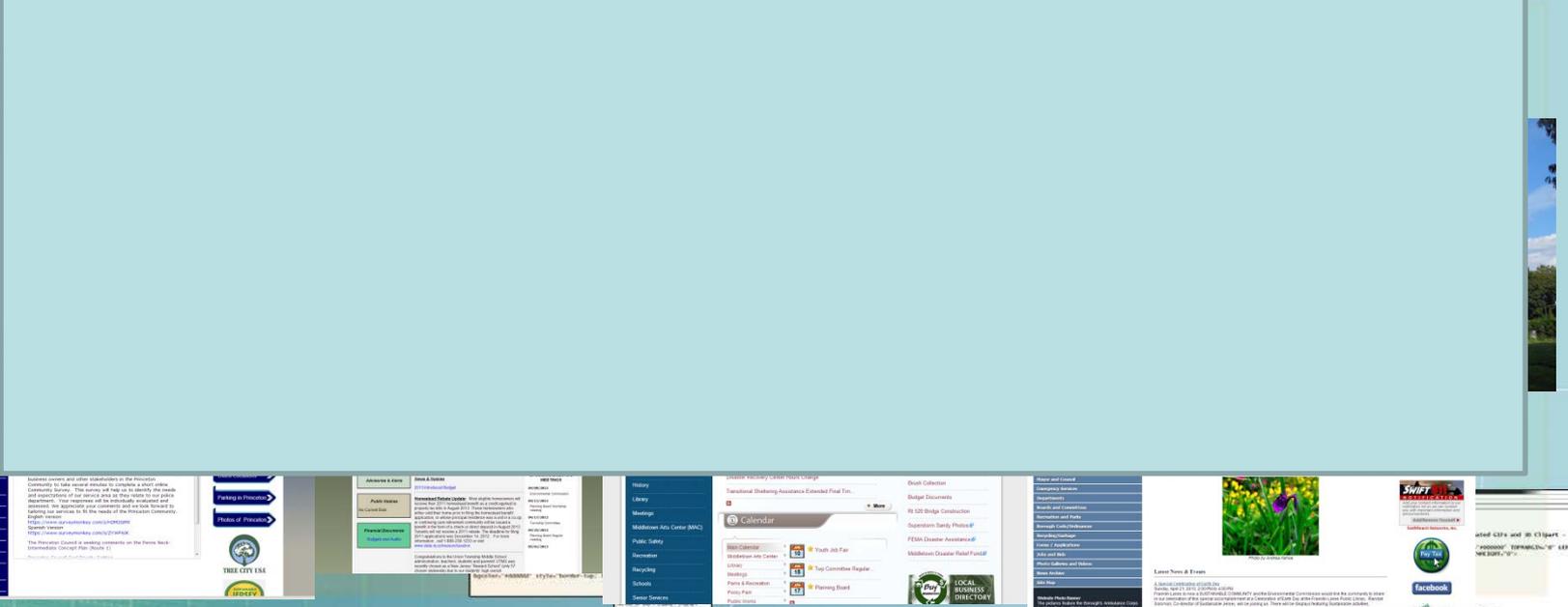
Government Websites

What Does the State of NJ Require?

An up-to-date municipal website containing at minimum the following:

- The past three years of adopted budgets

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<BODY>
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<div id="logo">
<img alt="North Brunswick Logo" data-bbox="40 580 140 630"/>
</div>
<div id="nav">
<ul>
<li>Home</li>
<li>Government</li>
<li>Information</li>
<li>Events & Board</li>
</ul>
</div>
<div id="content">
<div id="news">
<h3>NEWS</h3>
<ul>
<li>Middlesex County Sheriff's Office to Host Sheriff's Cadet Academy This Fall</li>
<li>DECA Fairway Close April 7, 2013</li>
<li>Village Residents' 100th Community Flea Market</li>
<li>Recreation Spring Summer Structure 2013</li>
<li>North Brunswick's Historical Commission released the book "Angels of America - North Brunswick"</li>
<li>Girls and Boys Outdoor Clinic Meeting - April 11, 2013</li>
<li>North Brunswick PBA 100 10th Annual Open & Bowler's Cup Show April 20th</li>
</ul>
</div>
<div id="notices">
<h3>NOTICES</h3>
<ul>
<li>FEMA Disaster Assistance</li>
<li>Jersey Hurricane Survivors to May 15th Spring Newsletter</li>
<li>Middlesex County Municipal Election Operations</li>
<li>Environmental Resource Inventory 2013</li>
<li>AG in Action April 2nd</li>
<li>2013 Pricision - Top de Cure June</li>
<li>Click Here for Service events and/or</li>
</ul>
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Government Websites

What Does the State of NJ Require?

An up-to-date municipal website containing at minimum the following:

- The current year's proposed budget including the full adopted budget for current year when approved by governing body

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Government Websites

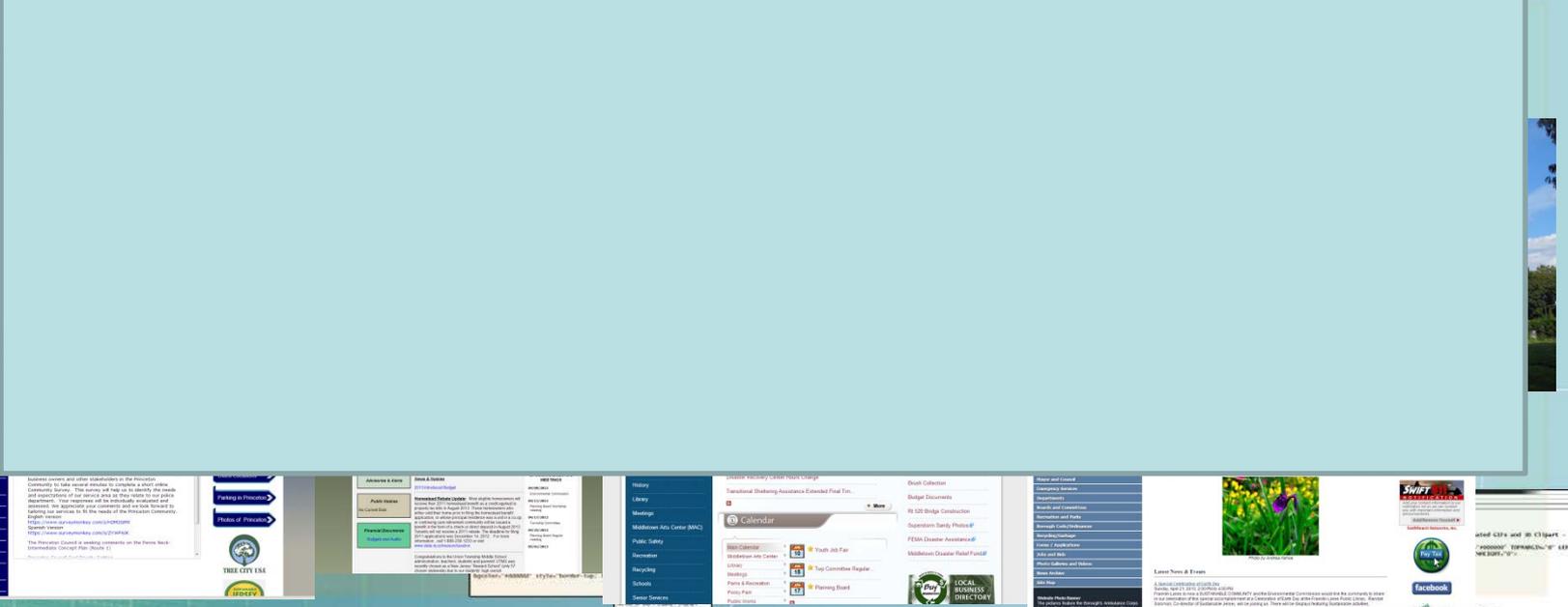
What Does the State of NJ Require?

An up-to-date municipal website containing at minimum the following:

- The most recent annual financial statement and audits.

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| Home   Government   Information   Services | |
| COMMUNITY & ALERTS Traffic Advertisements Recycling & Trash | PLANNING Bids, RFPS, RFPs Road Improvements |
| NEWS  Mid-Boro Courts Sheriff's Office to Host Jersey's Civilian Academics This Fall  DECA Festival Show April 7, 2013  Wagon's Warehouse 1800CC Community Flea Market  Recreation Spring Summer Structure 2013  North Brunswick's Historical Commission released the book "Angels of America - North Brunswick"  Girls and Girls' Chorus Clerk Meeting - April 11, 2013  South Brunswick PBA 100 18th Annual Cops & Truckers Car Show April 20th  Documents relating to Decourt at Hidden Lake Local Improvements | NOTICES  FEMA Extended Disaster Assistance  2014 Spring Newsletter  Mid-Boro Courts Municipal Court Operations  Environmental Resource Inventory 2013  AG in Action April 21st  2013 Pflanzung - Tree de Cure June  Click Here for Service events and/or |

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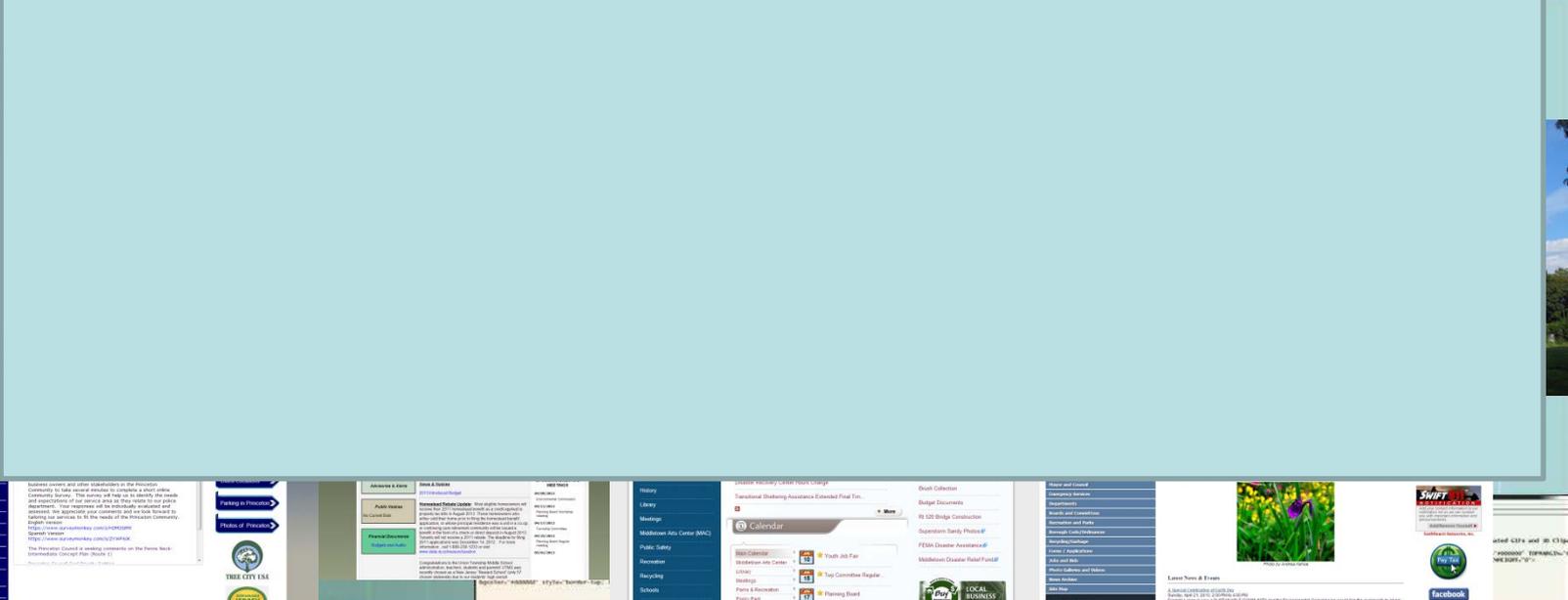
Government Websites

What Does the State of NJ Require?

An up-to-date municipal website containing at minimum the following:

- Ordinances codified on an annual basis, with both the code and any un-codified ordinances made available online?

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<HTML>
<HEAD>
<TITLE>
</TITLE>
</HEAD>
<BODY>
<div id="header">
<div id="main">
<div id="left">
<div id="right">
</div>
</div>
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```



Government Websites

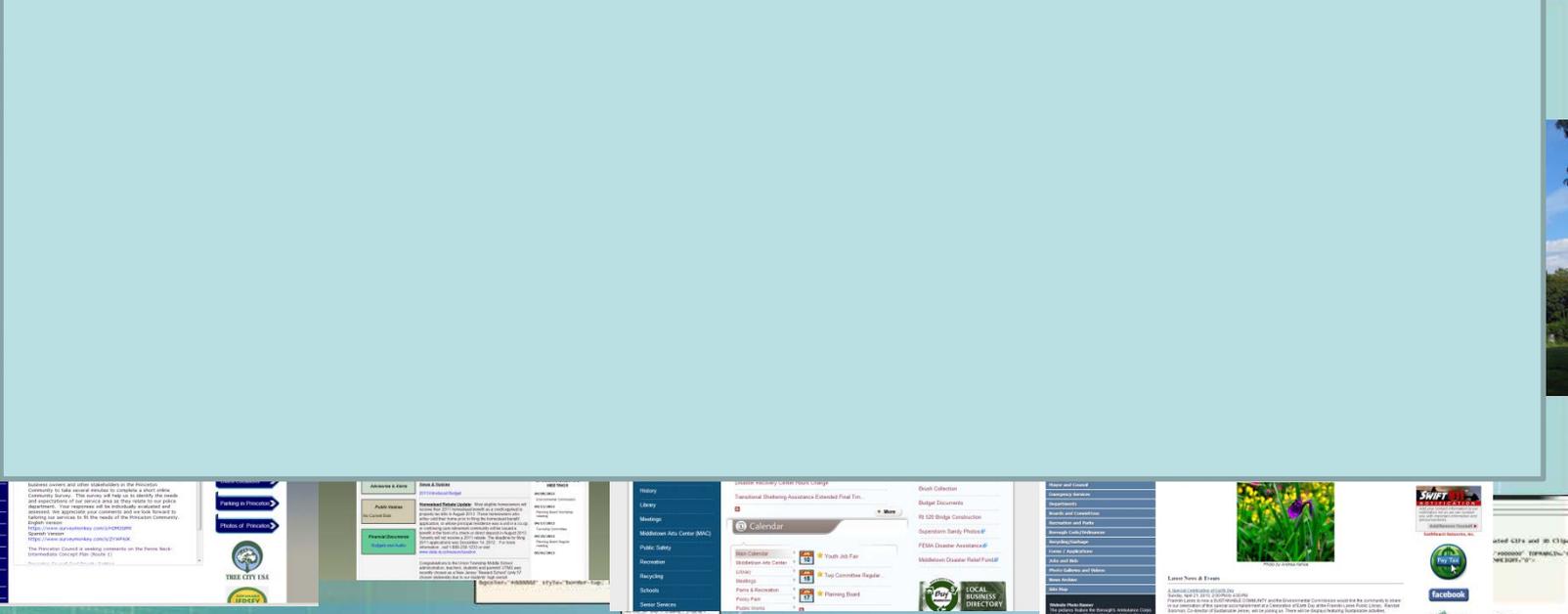
What Does the State of NJ Require?

An up-to-date municipal website containing at minimum the following:

- notification(s) for solicitation of bids and RFPs;

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<HTML>
<HEAD>
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<BODY>
<table border="1" style="width:100%; border-collapse: collapse; background-color: #d3d3d3; text-align: center; font-size: 10px; font-family: sans-serif; color: #000080; font-weight: bold; border: 1px solid #000080; margin-bottom: 10px;">
|  |  |  |  |
| --- | --- | --- | --- |
| COMMUNITY & ALERTS          Traffic, Advertisements, Recycling & Trash | PUBLIC NOTICE          Bids, RFPs, RFQs, Request Proposals | EVENTS & FEED          Recreation Department, Community | NEWS |


</BODY>
</HTML>
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Government Websites

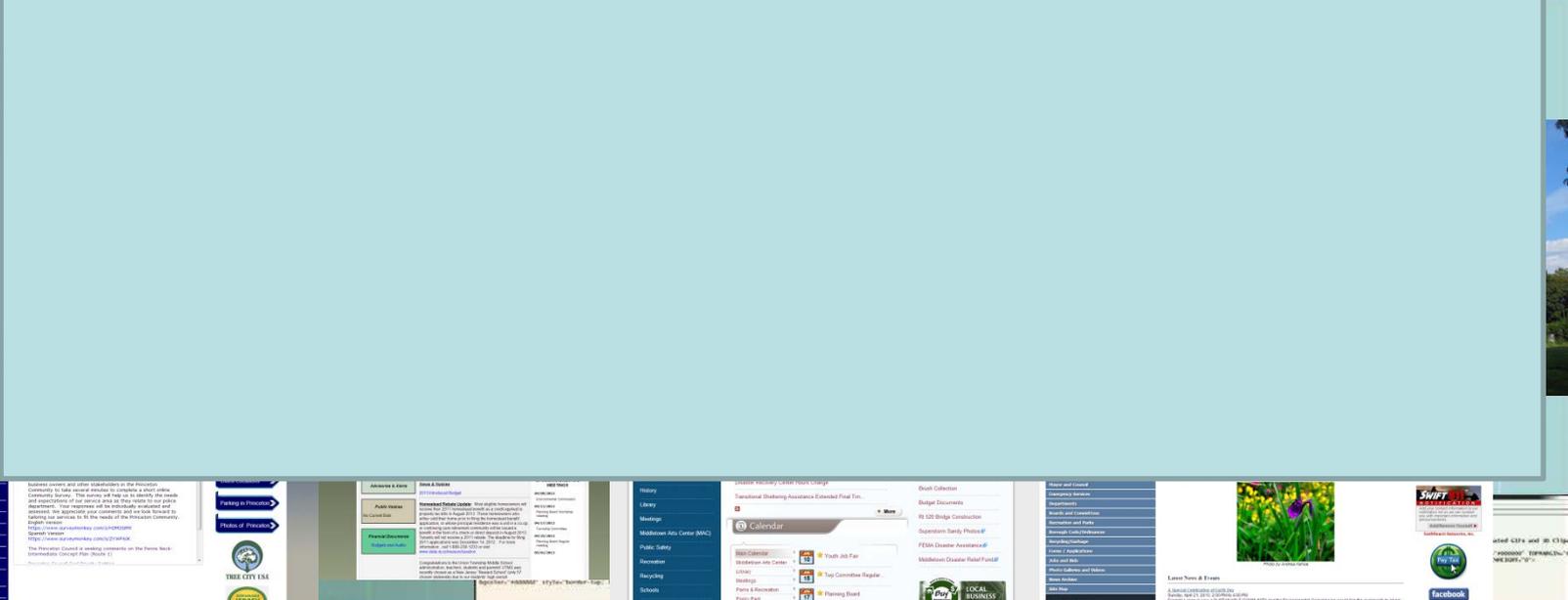
How does this Affect Purchasing Dept.?

First and Foremost

Publish bids/RFPs/RFQs online

That is the minimum required by the State of NJ

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<HTML>
<HEAD>
<TITLE>
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<BODY>
<div id="header">
<div id="logo">
<img alt="North Brunswick Logo" data-bbox="40 580 140 630"/>
</div>
<div id="navigation">
<ul>
<li>Home</li>
<li>Government</li>
<li>Business</li>
<li>Events</li>
</ul>
</div>
<div id="main-content">
<div id="news">
<h4>NEWS</h4>
<ul>
<li>Middlesex County Sheriff's Office to Host Sheriff's Cadet Academy This Fall</li>
<li>DECA Festival - One April 7, 2013</li>
<li>Hopewell Township 1800CC Community Flea Market</li>
<li>Recreation Spring Summer Structure 2013</li>
<li>North Brunswick's Historical Commission released the book "Angels of America - North Brunswick"</li>
<li>Coke and Coca-Cola Civic Meeting - April 11, 2013</li>
<li>North Brunswick PMA 100 10th Annual Cops & Truckers Car Show April 20th</li>
</ul>
</div>
<div id="notices">
<h4>NOTICES</h4>
<ul>
<li>FEMA Disaster Assistance</li>
<li>Jersey Hurricane Survivors to May 15th Spring Newsletter</li>
<li>Middlesex County Municipal Election Operations</li>
<li>Environmental Resource Inventory</li>
<li>AG in Action April 2nd</li>
<li>2013 Princeton Tree de Cure June</li>
<li>Click Here for Service events and/or</li>
</ul>
</div>
</div>
</BODY>
</HTML>
```



The screenshot shows the North Brunswick Township website. The header includes the township logo and navigation tabs for Home, Government, Business, and Events. The main content area is divided into 'NEWS' and 'NOTICES' sections. The 'NEWS' section lists several recent events and community activities, such as the Sheriff's Cadet Academy, DECA Festival, and various community meetings. The 'NOTICES' section includes information about FEMA Disaster Assistance, a hurricane survivors newsletter, and municipal election operations. Below the news and notices, there is a 'Print' button and a 'Purchase Orders' section. The footer contains a calendar, a 'Local Business Directory', and social media links for Facebook and Twitter.

Government Websites

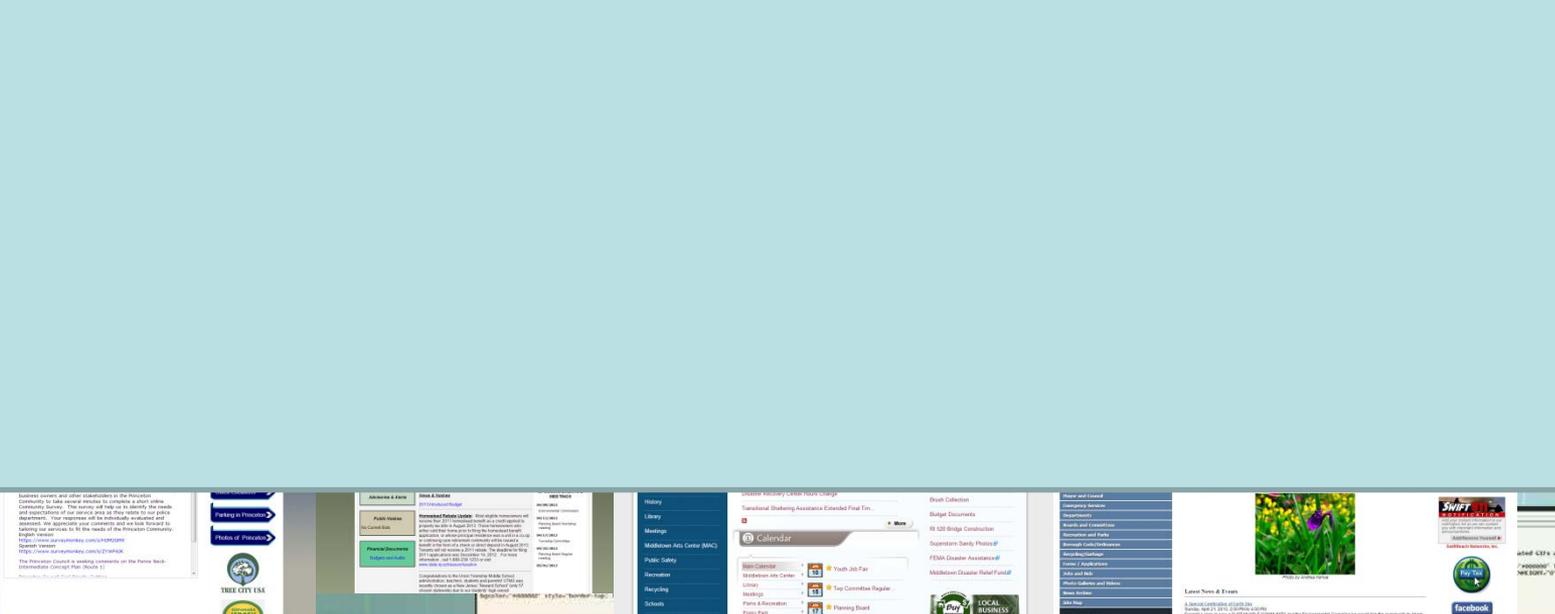
How does this Affect Purchasing Dept.?

What should you do?

If you do not have a Purchasing web page, have one created and make sure it has a home page or high level link.

Fight for your shelf space.

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<HTML>
<HEAD>
<TITLE>
</TITLE>
</HEAD>
<BODY>
<div id="header">
<div id="logo">
<img alt="North Brunswick Logo" data-bbox="40 580 140 630"/>
</div>
<div id="navigation">
<ul>
<li>Home</li>
<li>Government</li>
<li>Information</li>
<li>Events & Board</li>
</ul>
</div>
<div id="content">
<div id="news">
<h3>NEWS</h3>
<ul>
<li>Middlesex County Sheriff's Office to Host Sheriff's Cadet Academy This Fall</li>
<li>DECA Festival Show April 7, 2013</li>
<li>Village Marketplace @BWC Community Flea Market</li>
<li>Recreation Spring Summer Structure 2013</li>
<li>North Brunswick's Historical Commission released the book "Angels of America - North Brunswick"</li>
<li>Girls and Boys Outdoor Clinic Meeting - April 11, 2013</li>
<li>South Brunswick PBA 100 10th Annual Open & Bowlers Cup Show April 20th</li>
<li>Documents relating to Decourt at Hidden Lake Local Improvements</li>
</ul>
</div>
<div id="notices">
<h3>NOTICES</h3>
<ul>
<li>FEMA Disaster Assistance</li>
<li>North Brunswick Sunsets to May</li>
<li>Spring Renewables</li>
<li>Middlesex County Municipal Election Operations</li>
<li>Environmental Resource Inventory</li>
<li>AG in Action April 21st</li>
<li>2013 Princeton Tree de Cure June</li>
<li>Click Here for Service events and/or</li>
</ul>
</div>
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Government Websites

Best Practices for Purchasing Depts.

The best Purchasing web page(s) will include the following elements:

- What does the Purchasing Department/Division do?
- How to do business with your municipality
- How/where to get a NJ Business Registration Certificate
- Bids/RFPs/RFQs on a single page
- FAQ page with most common questions answered; e.g. Explain the difference between a Bid and RFP/RFQ
- What is the process for Professional Service Contracts
- Explain the Fair & Open Process
- Pay to Play Statute for the municipality/state
- Link to any related Ordinances
- How to be added to a vendor list



Government Websites

How does this Affect Purchasing Dept.?

Model Purchasing web sites

- Old Bridge Township
- Cherry Hill Township
- Hopewell Township
- Wayne Township

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<HTML>
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<BODY>
<div id="header">
<div id="nav">
<div id="content">
<div id="footer">
</div>
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</HTML>
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The screenshot displays the official website of North Brunswick Township. The header features the township's name and logo. Below the header, there are several navigation tabs: Home, Government, Information, and Events & Board. The main content area is divided into sections for News, Notices, and a central article titled 'Middlesex County Sheriff's Office to Host Sheriff's Cadet Academy This Fall'. The footer contains various links and logos, including 'Middlesex County Sheriff's Office', 'NJ State Police', and 'NJ State Troop 1000'.

Government Websites Resources

What Do the Best Municipal Websites Have to Offer? New Jersey Municipalities Magazine – Dec. 1999

http://www.cityconnections.com/The_Best_Municipal_Web_Sites.pdf

Monmouth University 2012 Best Municipal Websites

<http://www.cityconnections.com/Monmouth-U-Best-Practices-Best-Municipal-Websites.pdf>

Municipal Web Site Articles

<http://www.cityconnections.com/articles.html>

League of Municipalities

<http://www.njslom.org>

Transparency in Public Procurement
Principals & Practices of Public Procurement

<http://principlesandpractices.org/pages/transparency-in-public-procurement>

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lpx="#000000" solid;
tr>
td width="100%" style="
td colspan="2" style="text-align: center;">
<img alt="Logo of the Office of the Auditor General of New Jersey" data-bbox="10 580 150 630"/>



```



Websites and their Influence on Government

Morris Enyeart, Ed.D.
City Connections LLC ,
www.cityconnections.com
enyeart@citiesnj.com

GPANJ Annual Spring Conference
April 10, 2013

Website for North Brunswick Township, New Jersey. The page features a header with the township name and logo, followed by a navigation menu. The main content area is divided into sections for 'Government', 'Services', and 'News'. A prominent 'NEWS' section lists several items, including 'FEMA Grants Update: Deadline for New Jersey Hurricane Survivors to file' and '2013 Spring Newsletter'. A sidebar on the right contains a 'REGISTER TO VISIT' button and social media links for Facebook and Twitter.

Website for Fairfield Township, New Jersey. The page features a header with the township name and logo, followed by a navigation menu. The main content area is divided into sections for 'Home', 'About Fairfield', and 'Services'. A prominent 'NEW ADVISORIES' section lists several items, including 'Fair-Fair Fishing Derby - 4/27' and 'Basic County's Fishing Derby begins 4/20 - 4/18'. A sidebar on the right contains a 'REGISTER TO VISIT' button and social media links for Facebook and Twitter.

Website for Township of West Windsor, New Jersey. The page features a header with the township name and logo, followed by a navigation menu. The main content area is divided into sections for 'OUR TOWNSHIP', 'GOVERNMENT', 'COMMUNITY', 'NEWS', and 'CALENDAR'. A prominent 'RESIDENT ADVISORIES' section lists several items, including 'Pay Property Taxes' and 'West Windsor Police Department'. A sidebar on the right contains a 'REGISTER TO VISIT' button and social media links for Facebook and Twitter.

Website for Cranbury Township, Middlesex County, New Jersey. The page features a header with the township name and logo, followed by a navigation menu. The main content area is divided into sections for 'About Cranbury', 'Government', 'Departments', 'Resident Services', 'Contact Us', and 'Community'. A prominent '2013 Newsletter' section lists several items, including '2013 Newsletter' and 'Town Hall Hours'. A sidebar on the right contains a 'REGISTER TO VISIT' button and social media links for Facebook and Twitter.

Website for Princeton University. The page features a header with the university name and logo, followed by a navigation menu. The main content area is divided into sections for 'Princeton Today', 'Academics', 'Admissions', and 'News'. A prominent 'Princeton Today' section lists several items, including '2013 Public Youth Academy' and '2013 Budget presentation'. A sidebar on the right contains a 'REGISTER TO VISIT' button and social media links for Facebook and Twitter.

Website for Middlebury College, Vermont. The page features a header with the college name and logo, followed by a navigation menu. The main content area is divided into sections for 'The Biggest Break-Through in Your Journey', 'Academics', 'Admissions', and 'News'. A prominent 'Academics' section lists several items, including 'Academics' and 'Admissions'. A sidebar on the right contains a 'REGISTER TO VISIT' button and social media links for Facebook and Twitter.

Website for Middletown Township, New Jersey. The page features a header with the township name and logo, followed by a navigation menu. The main content area is divided into sections for 'Having a problem? Middletown Mayor will be able to help!', 'Township Notices', and 'Quick Links'. A prominent 'Having a problem?' section lists several items, including 'Middletown Mayor will be able to help!' and 'Township Notices'. A sidebar on the right contains a 'REGISTER TO VISIT' button and social media links for Facebook and Twitter.

Website for Franklin Lakes Township, New Jersey. The page features a header with the township name and logo, followed by a navigation menu. The main content area is divided into sections for 'Having a problem? Middletown Mayor will be able to help!', 'Township Notices', and 'Quick Links'. A prominent 'Having a problem?' section lists several items, including 'Middletown Mayor will be able to help!' and 'Township Notices'. A sidebar on the right contains a 'REGISTER TO VISIT' button and social media links for Facebook and Twitter.