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MUNICIPAL WEB SITES IN ONONDAGA COUNTY:

A STUDY COMPARING SELECTED CHARACTERISTICS

DECEMBER 1999

COMMUNITY BENCHMARKS PROGRAM
MAXWELL SCHOOL OF CITIZENSHIP AND PUBLIC AFFAIRS
SYRACUSE UNIVERSITY

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EXECUTIVE SUMMARY

Comparison of Selected Characteristics of Municipal Web Sites in Onondaga County

Community Benchmarks Program

December 1999

Introduction: This study reports information gathered through a web site evaluation of the 35 municipalities in Onondaga County. The results will be included in a report to each municipality. The report rates municipal web sites. It gives a score (on a scale of 1 to 110) for each site and ideas for the improvement of each site. It also provides information on how to develop a web site for those municipalities interested in starting this process.

Methods: First, a criteria for evaluating the web sites was developed with the assistance of Lisa Daly, a professional web design consultant. It was important to develop consistent criteria to evaluate web sites across the municipalities. The criteria helped to eliminate some, but not all of the subjectivity of this study. The established criteria were used by each member to assign ratings on a scale of 1-5 with five being the top ranking. The individual ratings were then averaged for each criterion and collectively for the municipality.

Findings:

1. 74% of all municipalities in Onondaga County do not currently have web sites. Nine of the 35 municipalities in Onondaga County have functional web sites.
2. The mean score for the 9 web sites is 66.58, out of a possible score of 110.
3. The mean score for meeting information for all Onondaga County municipal web sites is 3.17, out of a possible 5.00.
4. The mean score for service information for all Onondaga County municipal web sites is 2.58, out of a possible 5.00.
5. The mean score for contact information for all Onondaga County municipal web sites is 3.47, out of a possible 5.00.
6. The mean score for feedback capability for all Onondaga County municipal web sites is 2.81, out of a possible 5.00.
7. The mean score for "how-to" information for all Onondaga County municipal web sites is 2.22, out of a possible 5.00.
8. The mean score for relevant links for all Onondaga County municipal web sites is 2.83, out of a possible 5.00.
9. The range of scores for search capability for all Onondaga County municipal web sites is 1.00 to 1.75, out of a possible 5.00.
10. The mean score for organization for all Onondaga County municipal web sites is 3.06, out of a possible 5.00.
11. The mean score for thematic separation for all Onondaga County municipal web sites is 3.17, out of a possible 5.00.
12. The mean score for the number of links required to find specific information for all Onondaga County municipal web sites is 3.47, out of a possible 5.00.
13. The mean score for persistent navigation for all Onondaga County municipal web sites is 3.36, out of a possible 5.00.
14. The mean score for graphics and readability of text for all Onondaga County municipal web sites is 3.97, out of a possible 5.00.
15. The mean score for browser compatibility for all Onondaga County municipal web sites is 4.71, out of a possible 5.00.
16. The mean score for overall design for all Onondaga County municipal web sites is 2.92, out of a possible 5.00.
17. The mean score for functioning of graphics, links and buttons for all Onondaga County municipal web sites is 4.08, out of a possible 5.00.
18. The mean score for frequency of updates for all Onondaga County municipal web sites is 3.50, out of a possible 5.00.
19. The mean score for webmaster control for all Onondaga County municipal web sites is 3.94, out of a possible 5.00.
20. The mean score for the ability to locate a municipal web site using the Yahoo directory for all Onondaga County municipal web sites is 1.92, out of a possible 5.00.
21. The mean score for ease of locating a municipal web site using select key words on search engines for all Onondaga County municipal web sites is 2.31, out of a possible 5.00.
22. Budget information for all municipalities was insufficient, resulting in a rating of 1.00 out of a possible 5.00 for each municipality.

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INTRODUCTION

This study reports information gathered through a web site evaluation of the 35 municipalities in Onondaga County. The report provides, to those municipalities with web sites, a score (with a maximum of 110) for each site, and suggestions for improvement. It also provides information on how to develop a web site for those municipalities interested in starting this process.

This study of web sites in Onondaga County was undertaken because of the growing use of the Internet. The Internet is a valuable tool for providing information to people, and also receiving information from people, in a very easy and relatively inexpensive way. This makes Internet use an ideal tool for town, village and city governments. By having a web site, municipalities can provide information to residents of the municipality, people who are considering moving to the municipality, those who would like to start a business in the municipality, or those who want to visit the municipality.

In addition to providing information to the public, municipalities can receive information from the public by posting "feedback forms" on their web sites. This is a quick and easy way for the public to ask questions, or address ideas and concerns to municipal officials. Web sites can also alleviate the need to go to a town or village office to pick up forms for a license or a permit. If the forms are posted directly on the web site, they can be completed on-line, and returned to the town or village office on-line. This cuts down not only on paper work, but also on time spent by local officials and citizens. This method also makes information more accessible to the public as it is available 24 hours a day instead of the more restrictive daytime office hours, often inconvenient for people who work.

While many officials understand the benefits to having a web site, they view it as additional work and wonder whether citizens will use the web site. However, in an article titled, "Syracuse is top 20 Internet Market," (Mark Libbon, *Syracuse Post Standard*, 10/26/99 P. A1-A4), readers learn that a survey of adults in Central New York found that the Syracuse area falls in the top 20 of Internet use either at home or at work. "Among the adult population in Central New York, 45.5 percent are online either at home or at work," Libbon's article said. This substantiates the wide use of the Internet by people in the Syracuse area. For those who wonder about potential web use, by the year 2002, 300 million people worldwide are expected to use the Internet (Money Line, CNN, 10/21/99). It is important for towns, villages and cities to be accessible through the web.

Having a web site is a step in the right direction, but this is not enough. A web site must contain current information that is useful to those who access the site. It should also be visually appealing and easy to navigate –no one likes to waste time searching through endless pages for the information they need.

The goal of this report is to address all of these issues. First, it identifies the municipalities in Onondaga County that do have web sites. Then it goes on to evaluate each of those sites. The writers of this report praise each of the nine municipalities that have web sites. The evaluations that follow are meant to provide the municipalities with constructive criticism and information that can help them to improve the sites that are already on the Internet. We also hope that this report will serve as an incentive for the remaining municipalities to develop sites, if they are not already doing so.

A list of the municipalities in Onondaga County, along with their web site status, is found below:

Municipalities with web sites:	City of Syracuse Town of Camillus Town of Cicero Town of Salina Town of Tully	Town of Skaneateles Town of Manlius Village of Liverpool Village of Manlius
Municipalities that report they are in the process of developing web sites:	Town of Clay Town of Elbridge Town of DeWitt	Town of Marcellus* Village of Marcellus*
Municipalities that report they are lacking adequate resources to develop a web site:	Town of Fabius Town of Geddes Town of LaFayette Town of Otisco Village of Baldwinsville Village of Camillus Village of Elbridge	Village of Fayetteville Village of Jordan Village of Minoa Village of North Syracuse Village of Solvay Village of Skaneateles
Municipalities that say they do not find a web site necessary:	Town of Lysander Town of Onondaga Town of Spafford Town of VanBuren Town of Pompey	
Municipalities that could not be reached for comment:	Village of East Syracuse Village of Fabius Village of Tully	

* A combined site is currently under production for the Town and Village of Marcellus.

Before the report is read, the list of terms on the next page should be examined. These are terms that are technical, or may not be easily understood by the general population. They are included at the beginning of this report to aid with comprehension for those unfamiliar with computer/web site terminology.

KEY TERMS

Browser:	A program used to view HTML documents.
Graphics:	Photographs or other visual representations.
Hyper Text Markup Language (HTML):	HTML is the language used for developing web sites. In other words, it is the code that makes up a web site.
Internet:	Worldwide collection of interconnected computer networks that facilitate data transmission and exchange.
Links:	Highlighted words which, when selected on a web page, take the user to another URL or page within the web site.
Load Time:	After entering a URL, the time it takes for the web site to load the data onto the viewer's browser. This includes text, images, and graphics.
Page Layout:	The design of each page of a web site.
Persistent Navigation:	Links to other pages that are provided in the same place on each page. They are usually located on the top or left hand side of a page.
Search:	The process of making an inquiry for information.
Search Engine:	A program that allows one to perform keyword searches for information on the Internet.
Thematic Separation:	The separation of information into general (or specific) categories. For example: business information, tourist information, etc.
Uniform Resource Locator (URL):	URL is an address that specifies the location of a web site on the Internet.
Webmaster:	The person responsible for the development and maintenance of one or more pages on a web site.
World Wide Web:	Collection of Internet sites that offers text, graphics, sound and animation resources. The web is a system of Internet servers that supports a collection of documents that are written and formatted using the same type of programming language (HTML).

METHODS

Collection of Data

Instrument Design: The Community Benchmarks Program developed a municipal survey to obtain information for several research projects, including data used for this report. A copy of the survey is located in Appendix H.

Sample: The sample used for the research report was the 35 municipalities of Onondaga County.

Method of Contact: A survey was mailed by the Community Benchmarks Program to officials in each of the 35 municipalities. The surveys were then returned either by mail or fax. Those municipalities that did not return the surveys were called and asked for their responses to the survey's web site questions. All municipalities without web sites were later called and asked to provide reasons why they did not have web sites.

Data Analysis

After the surveys were returned and follow-up telephone calls made, municipalities that operate web sites were identified. Criteria for web site evaluation were then established. The criteria were developed with the assistance of Lisa Daly, a consultant for RWAY Communications, a web development company. It was important to develop criteria to establish a consistent form of evaluation across municipalities. The criteria helped to eliminate some, but not all of the subjectivity of this study.

The four evaluators conducting the study then viewed each municipality's web site. The sites were evaluated based on the criteria previously generated. For each criterion the web site received a rating between 1 and 5. A score of one means the municipality does not have the information or that the information provided is extremely poor. A rating of two means that the municipality has the information to some extent, but it is not fully developed. A rating of three means the municipality has the information, it is developed, but there is room for improvement. A rating of four means the municipality has the information and it is solidly developed. A rating of five means the municipality has provided complete information and no improvement is necessary.

Content

Municipalities must have the following to receive a score of five:

- *Meeting Information*: times, dates, places, agendas and minutes must be available
- *Budget Information*: current annual budget of the city/town/village
- *Services*: a list of services provided by the city/town/village and an in-depth explanation of each where necessary
- *Contact Information*: names, addresses, phone numbers, e-mail addresses of each person listed (i.e., all department heads, city/town/village board members, mayor/supervisor, etc…)
- *Feedback/E-mail Capability*: a form designed specifically for comments/questions/suggestions by users and direct e-mail capability from the site
- *"How-to" Information*: complete guide/explanation of how to obtain different permits/licenses
- *Relevant Links*: links the user might find useful/necessary; direct access to these links through the site
- *Search Capability*: search function that works

Architecture

The following is necessary for a municipality to receive a score of five:

- *Site Well Organized*: systematic navigation around site; information easy to locate
- *Thematic Separation*: division of contents makes sense; separated so businesses, residents and tourists can easily locate all pertinent information

- *Number of Links to Find Specific Information*: limited number of links necessary to access needed information
- *Persistent Navigation*: consistent use of links found in the same location on every page; convenient, easy to use/manage

Layout

The following is necessary for a municipality to receive a score of five:

- *Graphics and Text Easily Readable*: text is clear with no spelling or grammatical errors; graphics make sense/fit the design of the page; distinguishable
- *Page Layout Tested on Different Browsers*: site adjusts to screen; formatted to fit different browsers correctly
- *Overall Design of Page*: page is aesthetically pleasing; flows nicely and makes sense

In addition to the above criteria, several other aspects of web site design were found to be important. In order to receive a score of five, the web site had to display the following characteristics in these categories:

- All Graphics, Links and Buttons Work or Load Properly—does not take long for different buttons to load; every button/graphic/link is accessible on the page; goes directly to the site
- Frequency of Updates—entire site is (including each department/section) updated frequently; all dates/times/schedules are current and correct
- Webmaster—someone who is responsible for the site; direct contact with webmaster is possible through e-mail
- Registration with Search Engines and Browsers—web site is registered; can be found easily through different engines and browsers

After the evaluators rated each web site, the group reviewed their findings. At the conclusion of the discussion, an average of the individual ratings for each criterion for each municipality was determined. The total average score for each municipality and the collective mean for all municipalities were then calculated.

Quality of the Data

While scores have been assigned to each of the municipalities, it is understood that many of these sites were recently developed and that the municipalities are interested in making improvements. The need for objectivity is critical for every research project conducted and it was a standard set for this study. While every effort was made to meet this standard, interpretation is somewhat subjective. Although research team members are experienced web users, they are not experts. The purpose of the ratings is to enable researchers to fairly evaluate each web site. In order to serve as a resource, this report also provides specific suggestions for improvements to existing sites as well as a guide for those municipalities interested in developing a web site for the first time.

Data Presentation

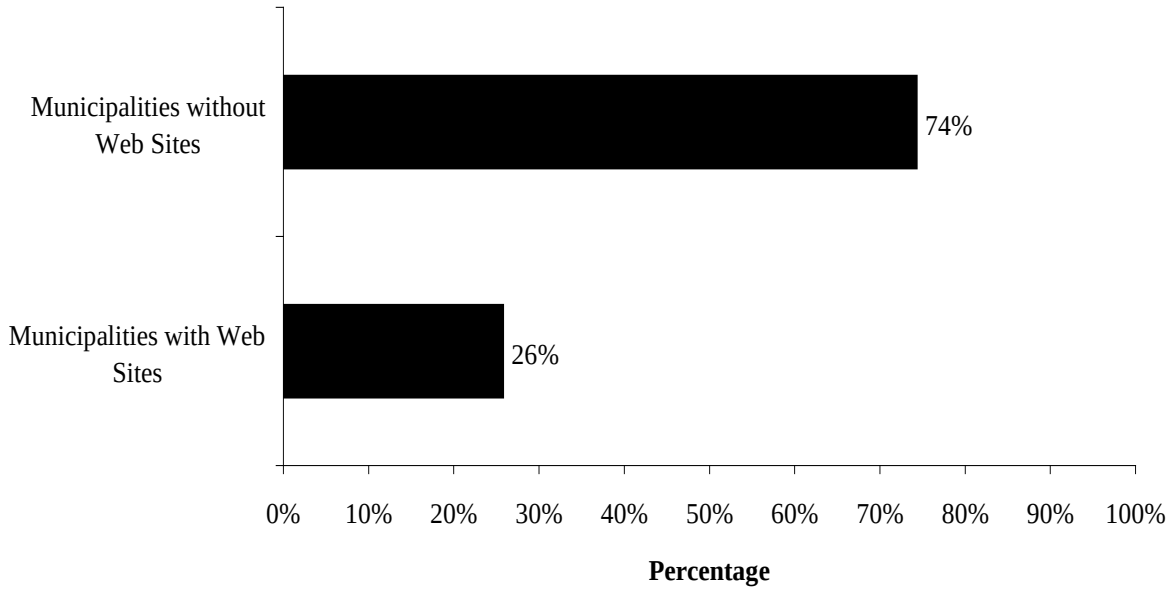
To assist the reader in analyzing the information presented, each bar graph includes descriptive data that provides the following information:

- **Mean:** The mathematical averages of all responses.
- **Median:** The mid-point of all responses.
- **Standard Deviation:** A measure of how far scores disperse from the mean. The higher the standard deviation, the more dispersed the data are from the mean.

FINDINGS

1. 74% of all municipalities in Onondaga County do not currently have web sites. Nine of the 35 municipalities in Onondaga County have functional web sites.

Figure 1: Percentage of Municipalities with Web Sites
n=35

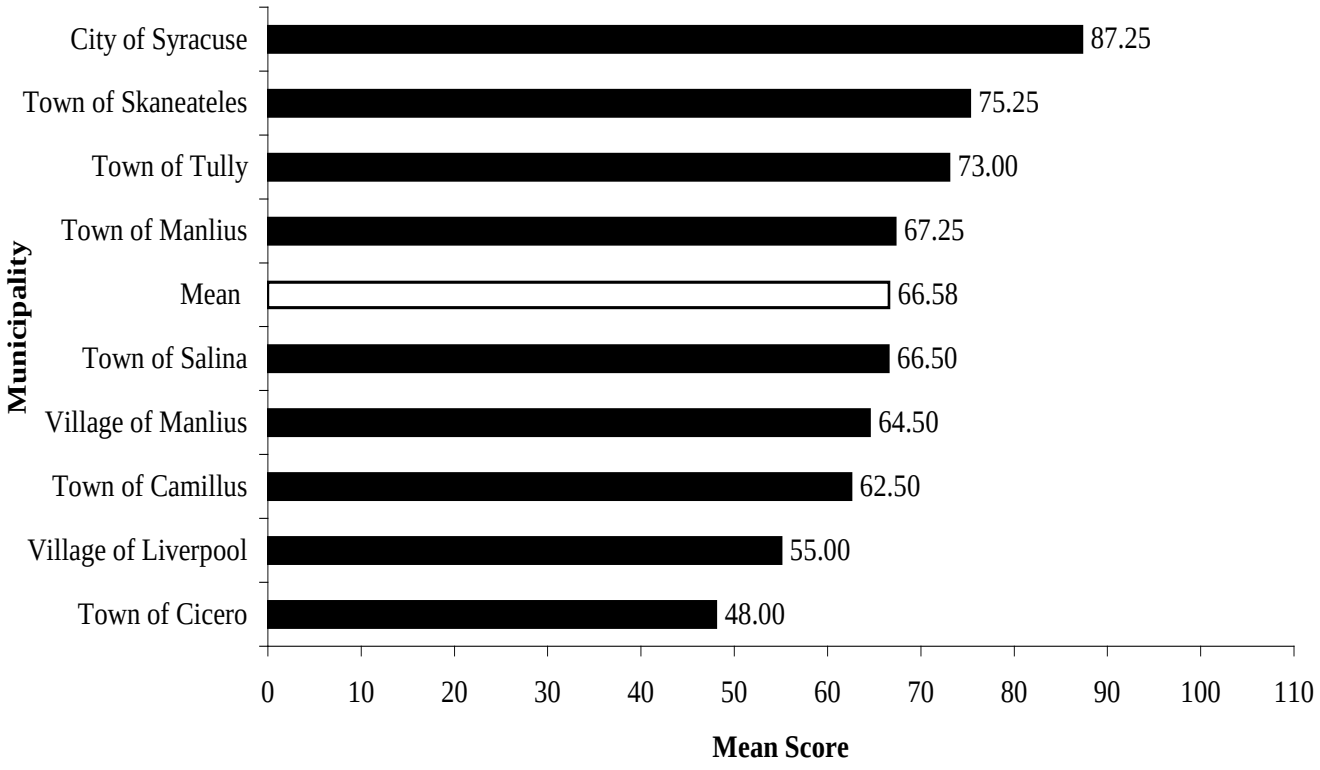


Source: Community Benchmarks Program, 1999 Survey of Municipal Web Sites in Onondaga County

Comment: The following municipalities are currently in the process of building web sites: Town of Clay, Town of Elbridge, Town of Marcellus, Village of Marcellus, and Town of DeWitt.

2. The mean score for the 9 web sites is 66.58, out of a possible score of 110.

Figure 2: Composite Scores for the Municipalities with Web Sites (N=9)



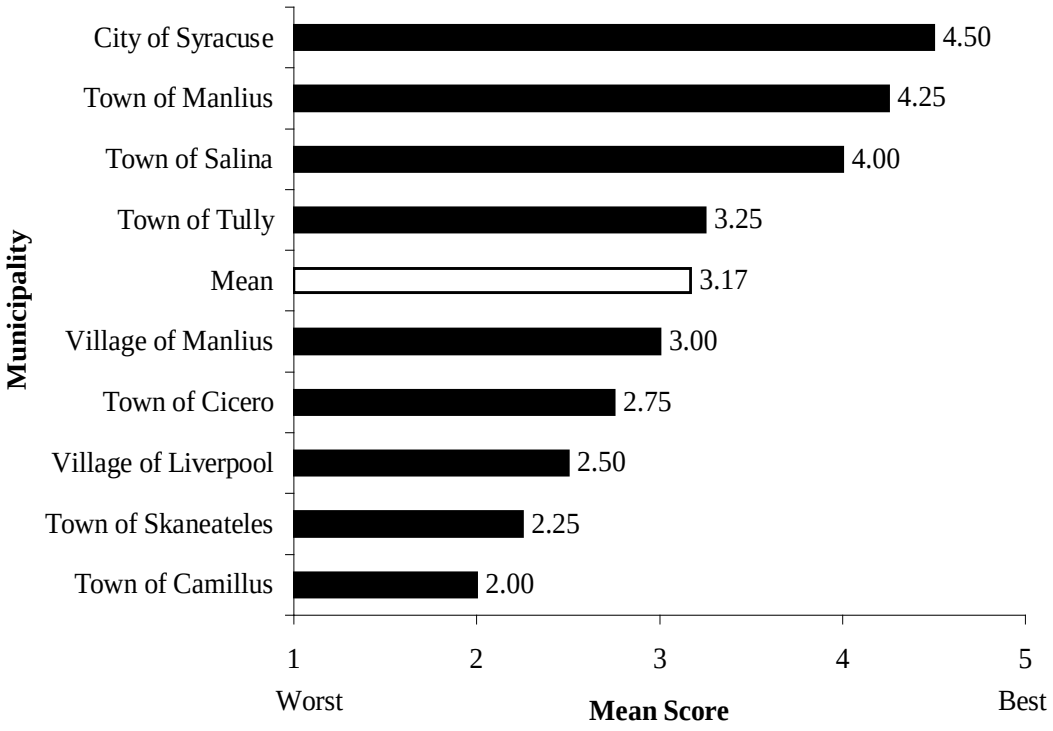
Mean	Median	Standard Deviation
66.58	66.50	10.7723

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: The evaluation scores for each municipal web site were determined by averaging the scores assigned by four separate evaluators. The mean of all evaluation scores represents the final score for each web site.

3. The mean score for meeting information for all Onondaga County municipal web sites is 3.17, out of a possible 5.00.

Figure 3: Comparison of Mean Scores for Meeting Information for Municipal Websites in Onondaga County (N=9)



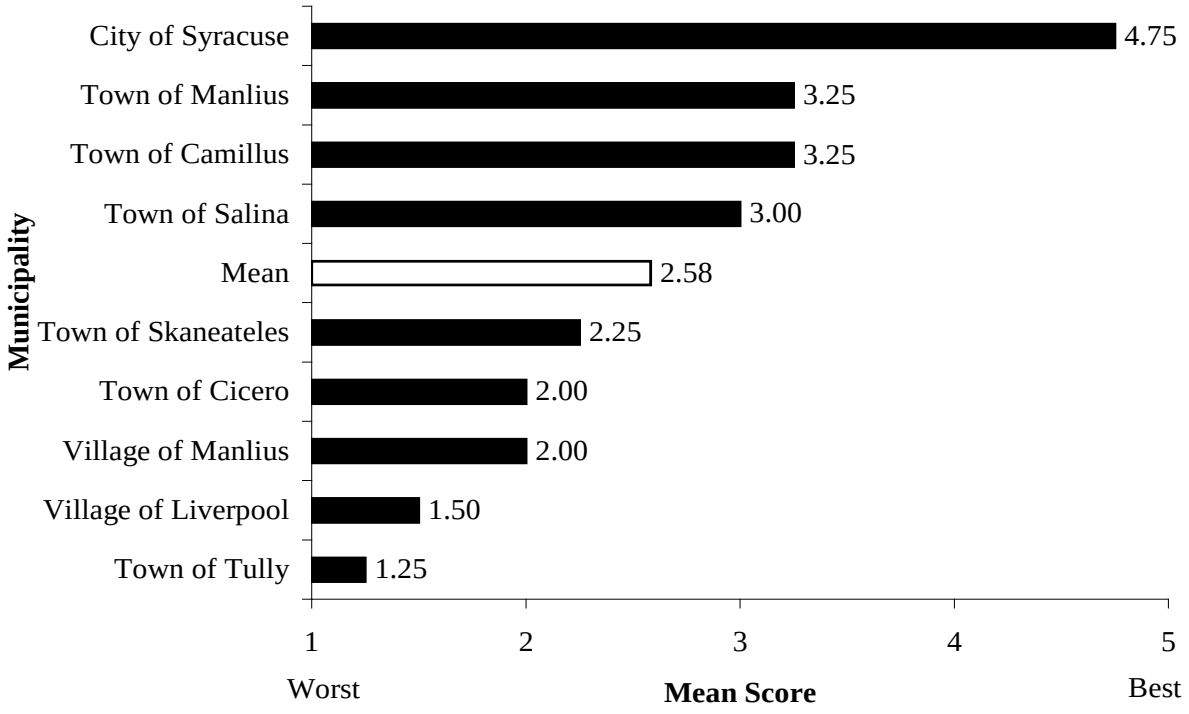
Mean	Median	Standard Deviation
3.17	3.00	0.8498

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Meeting information evaluation scores are based on the existence and the quality of meeting information on the municipal web site. In order to receive a score of 5.00, a web site must provide times, dates, location, agendas and minutes of meetings.

4. The mean score for service information for all Onondaga County municipal web sites is 2.58, out of a possible 5.00.

Figure 4: Comparison of Mean Scores for Service Information for Municipal Websites in Onondaga County (N=9)



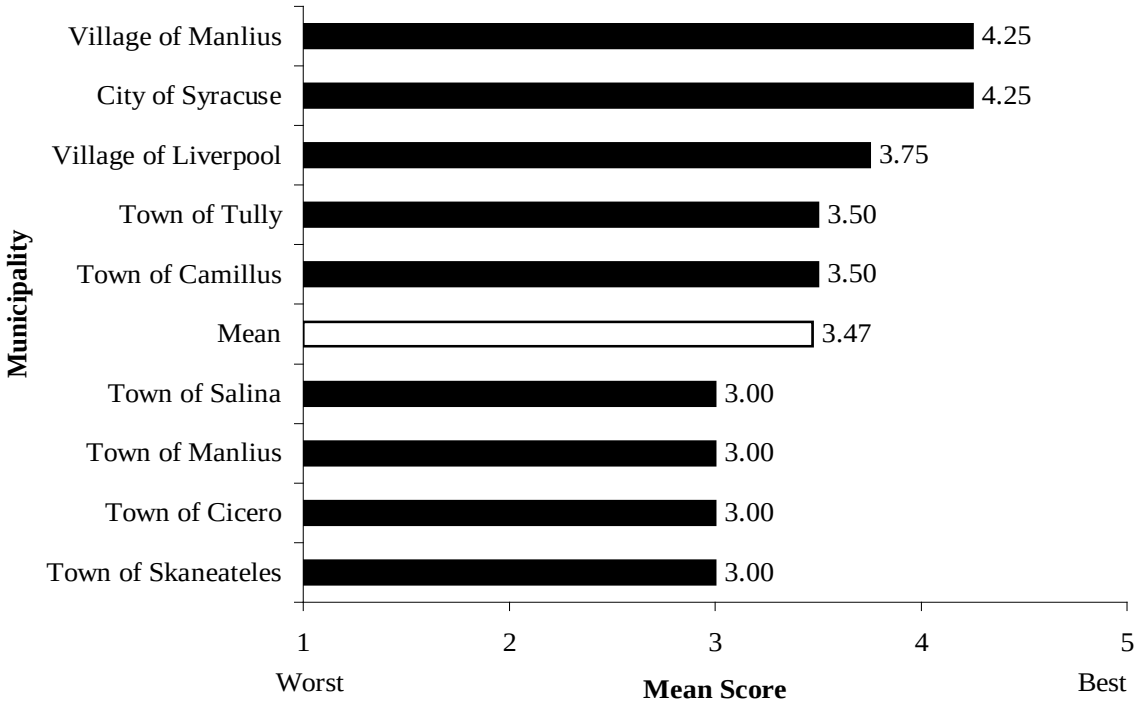
Mean	Median	Standard Deviation
2.58	2.25	1.0274

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Service information evaluation scores are based on the quality of municipal service information on the municipal web site. In order to receive a score of 5.00, a web site must provide a list of departmental services, as well as descriptions of these services where appropriate. For example, a municipal Department of Parks and Recreation should provide a listing and description of all services provided by the department.

5. The mean score for contact information for all Onondaga County municipal web sites is 3.47, out of a possible 5.00.

Figure 5: Comparison of Mean Scores for Contact Information for Municipal Websites in Onondaga County (N=9)



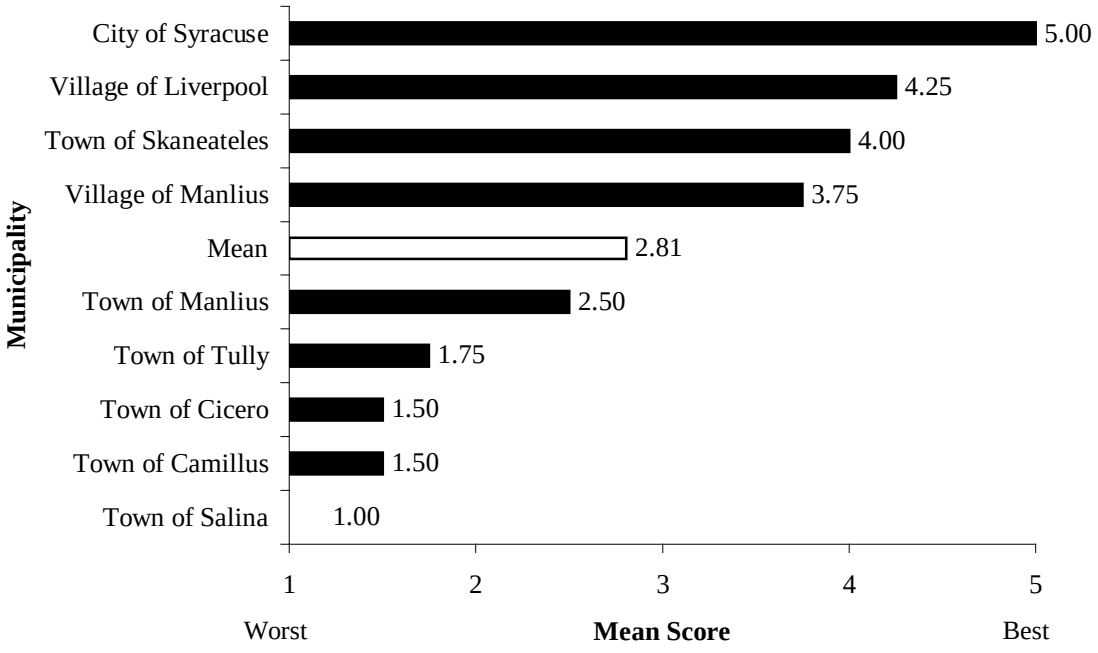
Mean	Median	Standard Deviation
3.47	3.50	0.4922

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Contact information evaluation scores are based on the quality of contact information on the municipal web site. In order to receive a score of 5.00, a web site must provide names, addresses, phone numbers and e-mail addresses for each person/official mentioned.

6. The mean score for feedback capability for all Onondaga County municipal web sites is 2.81, out of a possible 5.00.

Figure 6: Comparison of Mean Scores for Feedback Capability for Municipal Websites in Onondaga County (N=9)



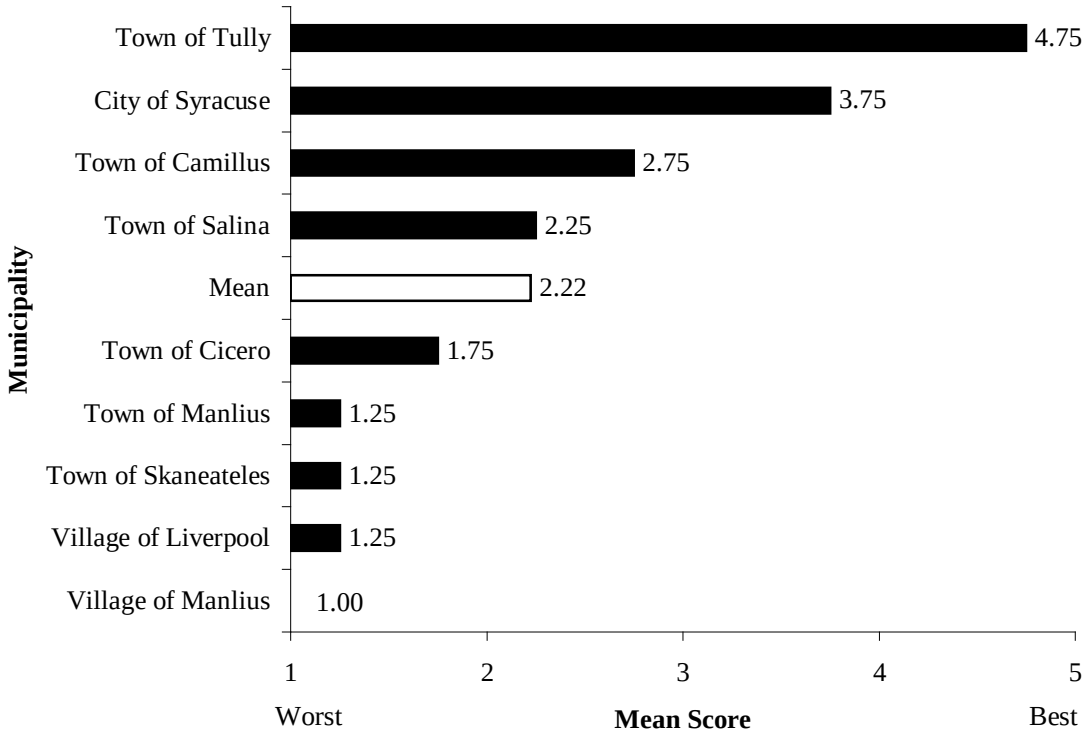
Mean	Median	Standard Deviation
2.81	2.50	1.3783

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Feedback/e-mail capability evaluation scores are based on the quality of feedback/e-mail capability on the municipal web site. In order to receive a score of 5.00, a web site must provide a section designed specifically for comments, questions, and suggestions from the user, as well as direct e-mail capability throughout the site.

7. The mean score for “how-to” information for all Onondaga County municipal web sites is 2.22, out of a possible 5.00.

Figure 7: Comparison of Mean Scores for "How-To" Information for Municipal Websites in Onondaga County (N=9)



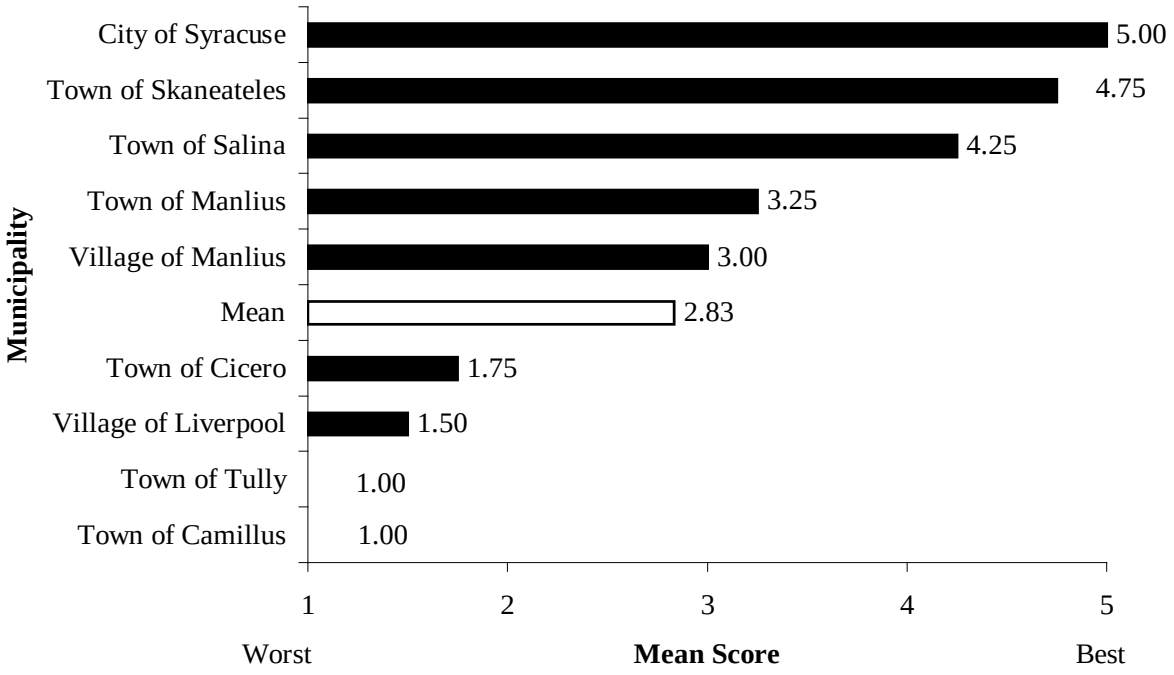
Mean	Median	Standard Deviation
2.22	1.75	1.2273

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: “How-to” information evaluation scores are based on the quality of “how-to” information on the municipal web site. In order to receive a score of 5.00, a web site must provide a complete guide or explanation of the steps necessary to obtain permits, licenses, and the other relevant information.

8. The mean score for relevant links for all Onondaga County municipal web sites is 2.83, out of a possible 5.00.

Figure 8: Comparison of Mean Scores for Relevant Links for Municipal Websites in Onondaga County (N=9)



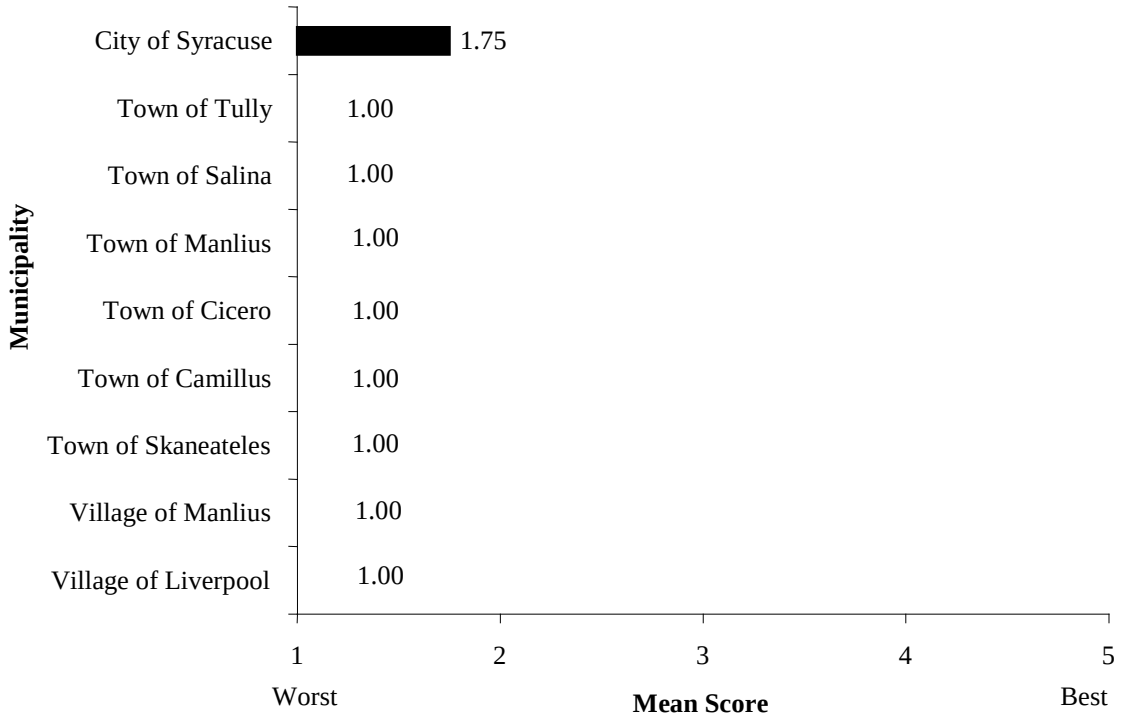
Mean	Median	Standard Deviation
2.83	3.00	1.5000

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Relevant links evaluation scores are based on the quality and quantity of relevant links on the municipal web site. In order to receive a score of 5.00, a web site must provide a number of links that the user may find useful or necessary. There must also be direct access to these links.

9. The range of scores for search capability for all Onondaga County municipal web sites is 1.00 to 1.75, out of a possible 5.00.

Figure 9: Comparison of Mean Scores for Search Capability for Municipal Websites in Onondaga County (N=9)

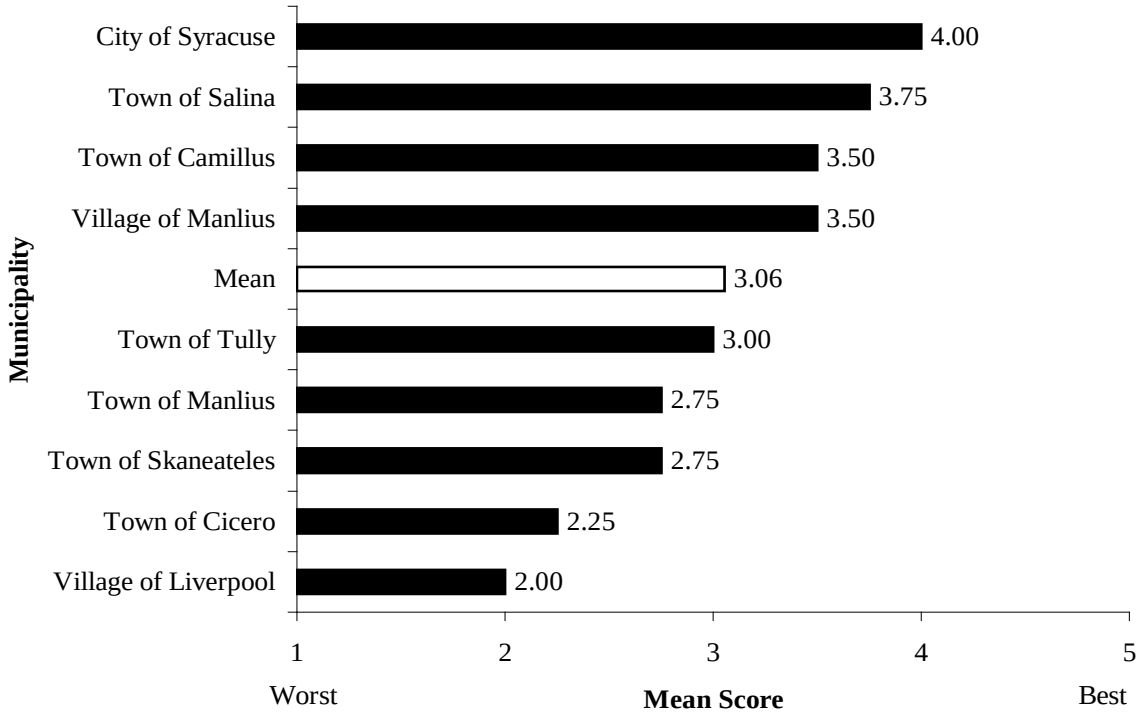


Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Search capability evaluation scores are based on the quality of the keyword search capability of the municipal web site. In order to receive a score of 5.00, a web site must provide a functioning keyword search engine. The only municipal web site with search capability is the City of Syracuse.

10. The mean score for organization for all Onondaga County municipal web sites is 3.06, out of a possible 5.00.

Figure 10: Comparison of Mean Scores for Organization for Municipal Websites in Onondaga County (N=9)



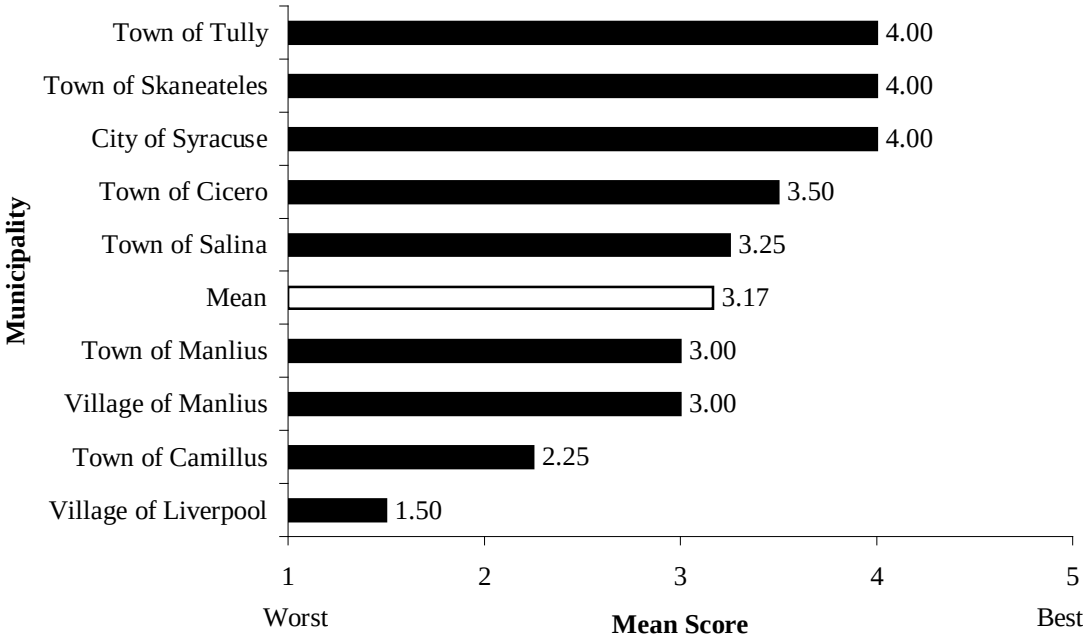
Mean	Median	Standard Deviation
3.06	3.00	0.6431

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Organization evaluation scores are based on the quality of the organization of the municipal web site. In order to receive a score of 5.00, a web site must provide systematic navigation around the site with information that is easily located and accessed.

11. The mean score for thematic separation for all Onondaga County municipal web sites is 3.17, out of a possible 5.00.

Figure 11: Comparison of Mean Scores for Thematic Separation for Municipal Websites in Onondaga County (N=9)



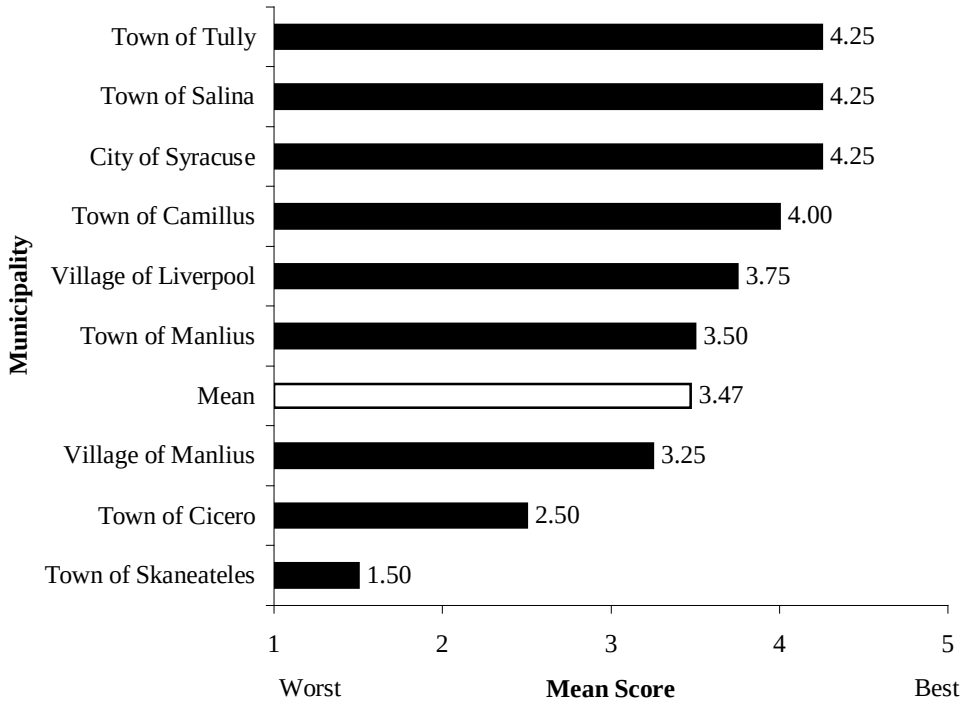
Mean	Median	Standard Deviation
3.17	3.25	0.8079

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Thematic separation evaluation scores are based on the quality of the delineation of categories within the municipal web site. In order to receive a score of 5.00, a web site must divide contents according to interests; i.e. by municipal department, meeting information, contact information, and so on.

12. The mean score for the number of links required to find specific information for all Onondaga County municipal web sites is 3.47, out of a possible 5.00.

Figure 12: Comparison of Mean Scores for Number of Links to Find Information for Municipal Websites in Onondaga County (N=9)



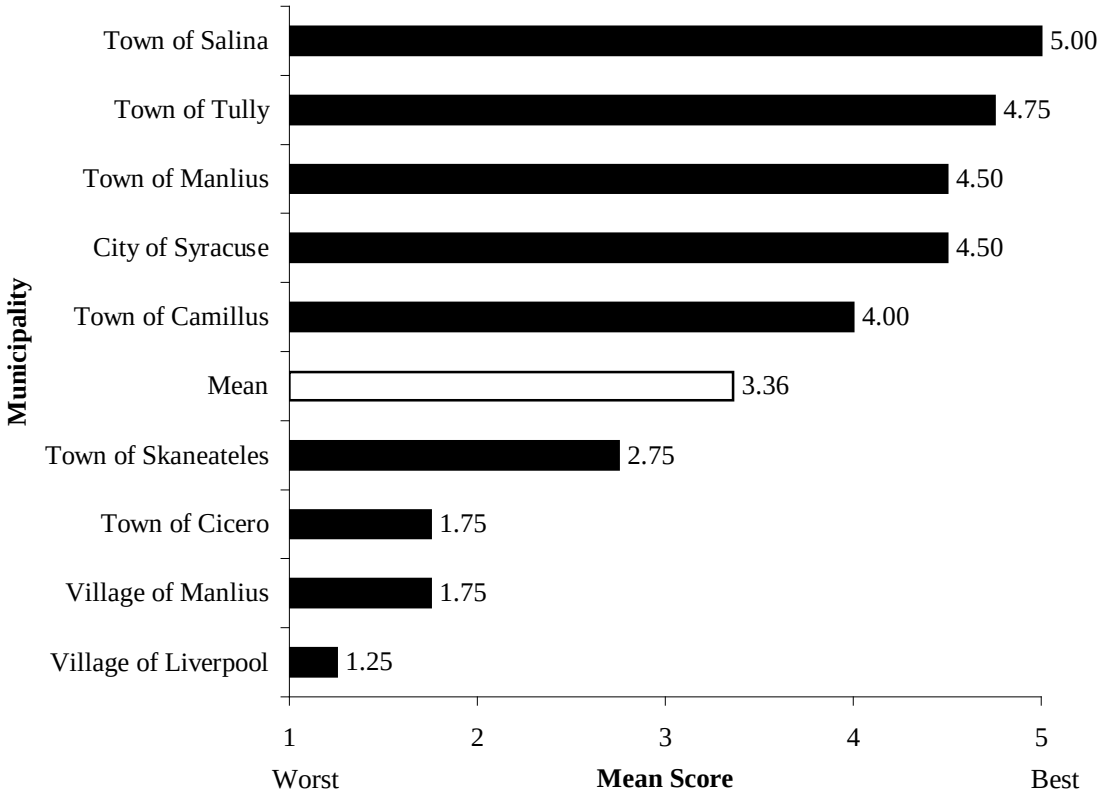
Mean	Median	Standard Deviation
3.47	3.75	0.8854

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Number of links evaluation scores are based on the ease of finding pertinent information on the municipal web site. In order to receive a score of 5.00, a web site must limit the number of steps (or links) needed to access needed information.

13. The mean score for persistent navigation for all Onondaga County municipal web sites is 3.36, out of a possible 5.00.

Figure 13: Comparison of Mean Scores for Persistent Navigation for Municipal Websites in Onondaga County (N=9)



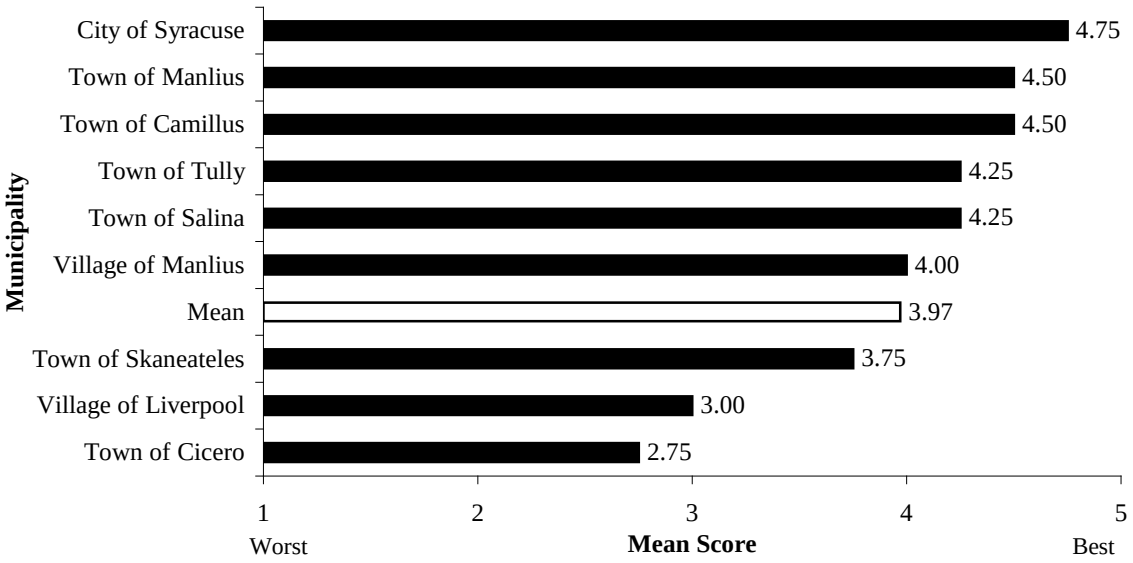
Mean	Median	Standard Deviation
3.36	4.00	1.4000

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Persistent navigation evaluation scores are based on the quality of navigation tools on the municipal web site. In order to receive a score of 5.00, a web site must provide a consistent navigator in the same location on each page. It must be convenient and easy to use.

14. The mean score for graphics and readability of text for all Onondaga County municipal web sites is 3.97, out of a possible 5.00.

Figure 14: Comparison of Mean Scores for Graphics and Readability of Text for Municipal Web Sites in Onondaga County (N=9)



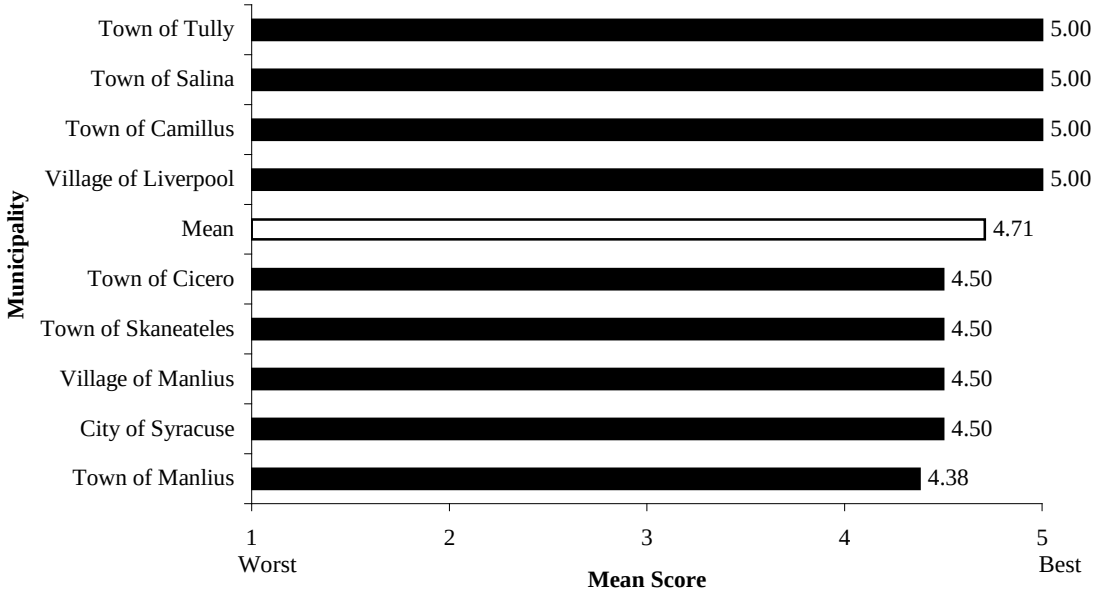
Mean	Median	Standard Deviation
3.97	4.25	0.6503

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Graphics and readability of text evaluation scores are based on the quality of graphics and the ease of reading the text on the municipal web site. In order to receive a score of 5.00, text must be clear, with no spelling or grammatical errors. Graphics must be sized appropriately and be relevant to the page.

15. The mean score for browser compatibility for all Onondaga County municipal web sites is 4.71, out of a possible 5.00.

Figure 15: Comparison of Mean Scores for Browser Compatability of Municipal Web Sites in Onondaga County (N=9)



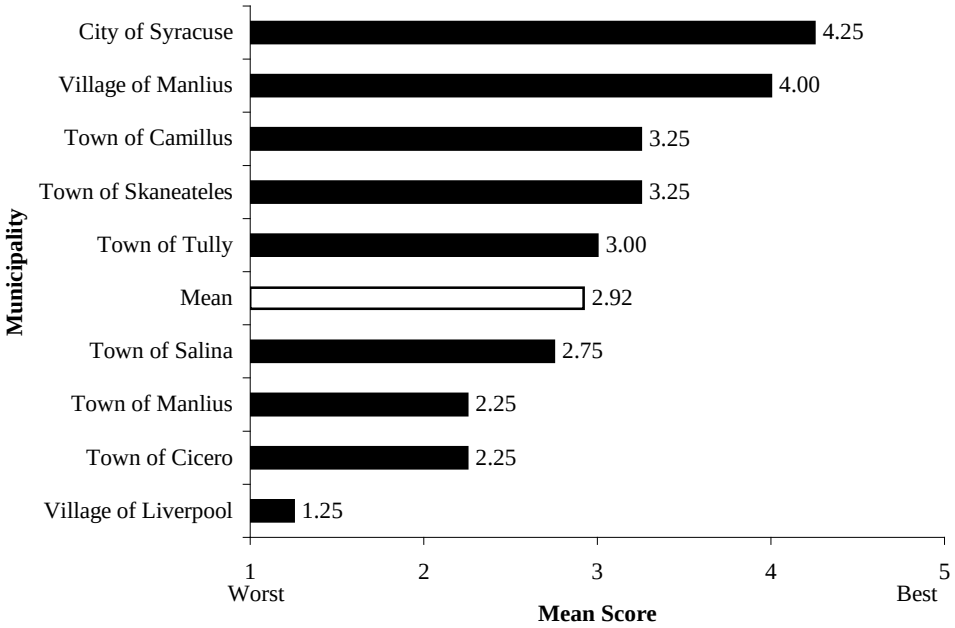
Mean	Median	Standard Deviation
4.71	4.50	0.2628

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Browser compatibility evaluation scores are based on the quality of the layout tested on different browsers. In order to receive a score of 5.00, a web site must adjust to screen size and be formatted to fit each browser correctly. The browsers used in the study were Netscape Navigator, Internet Explorer, and America Online.

16. The mean score for overall design for all Onondaga County municipal web sites is 2.92, out of a possible 5.00.

Figure 16: Comparison of Mean Scores for Overall Design of Municipal Web Sites in Onondaga County (N=9)



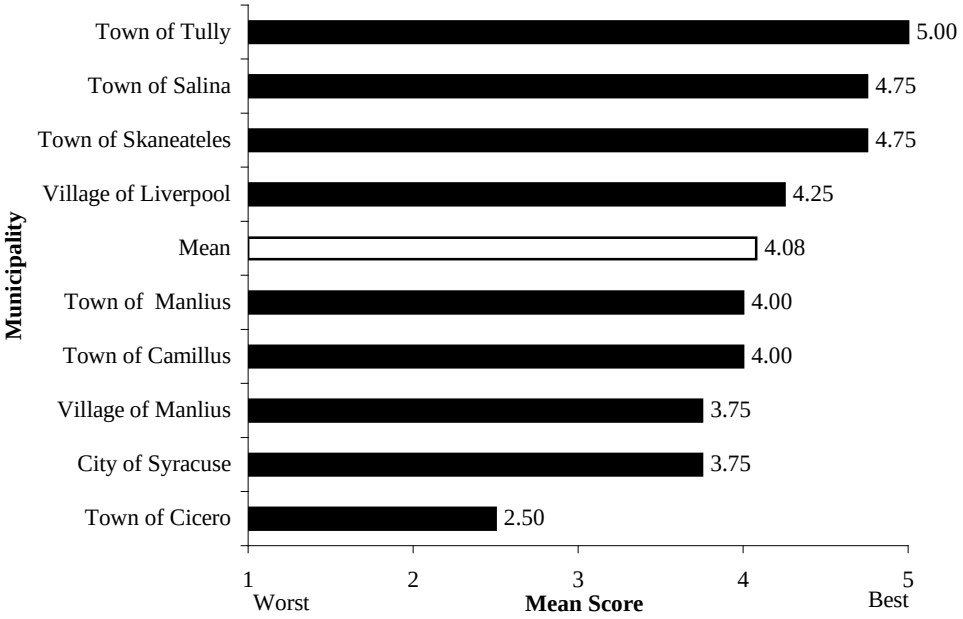
Mean	Median	Standard Deviation
2.92	3.00	0.8740

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Overall design evaluation scores are based on the quality of the design of the municipal web site. In order to receive a score of 5.00, a web site must be aesthetically pleasing, flow smoothly, and make sense.

17. The mean score for functioning of graphics, links and buttons for all Onondaga County municipal web sites is 4.08, out of a possible 5.00.

Figure 17: Comparison of Mean Scores for Functioning of Graphics, Links, and Buttons for Municipal Web Sites in Onondaga County (N=9)



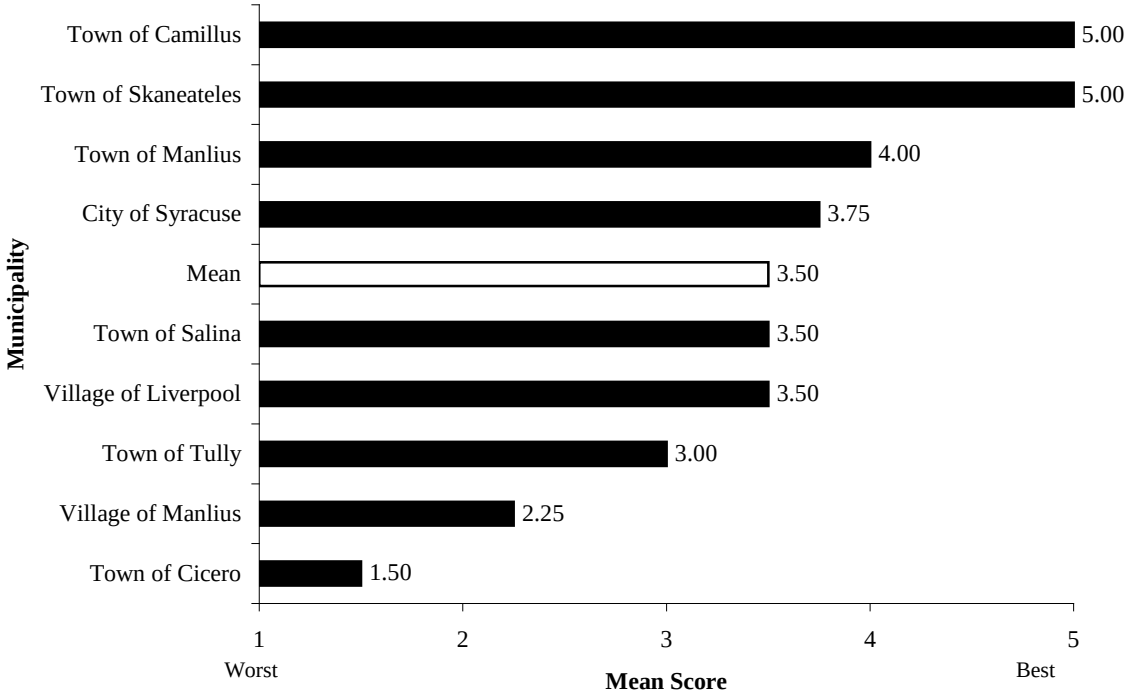
Mean	Median	Standard Deviation
4.08	4.00	0.7071

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Functioning of graphics, links and buttons evaluation scores are based on the quality of the function of the components of the municipal web site. In order to receive a score of 5.00, a web site must not take too long to load, and every button or link must function properly. The buttons and links must directly access their intended link.

18. The mean score for frequency of updates for all Onondaga County municipal web sites is 3.50, out of a possible 5.00.

Figure 18: Comparison of Mean Scores for Frequency of Updates for Municipal Web Sites in Onondaga County (N=9)



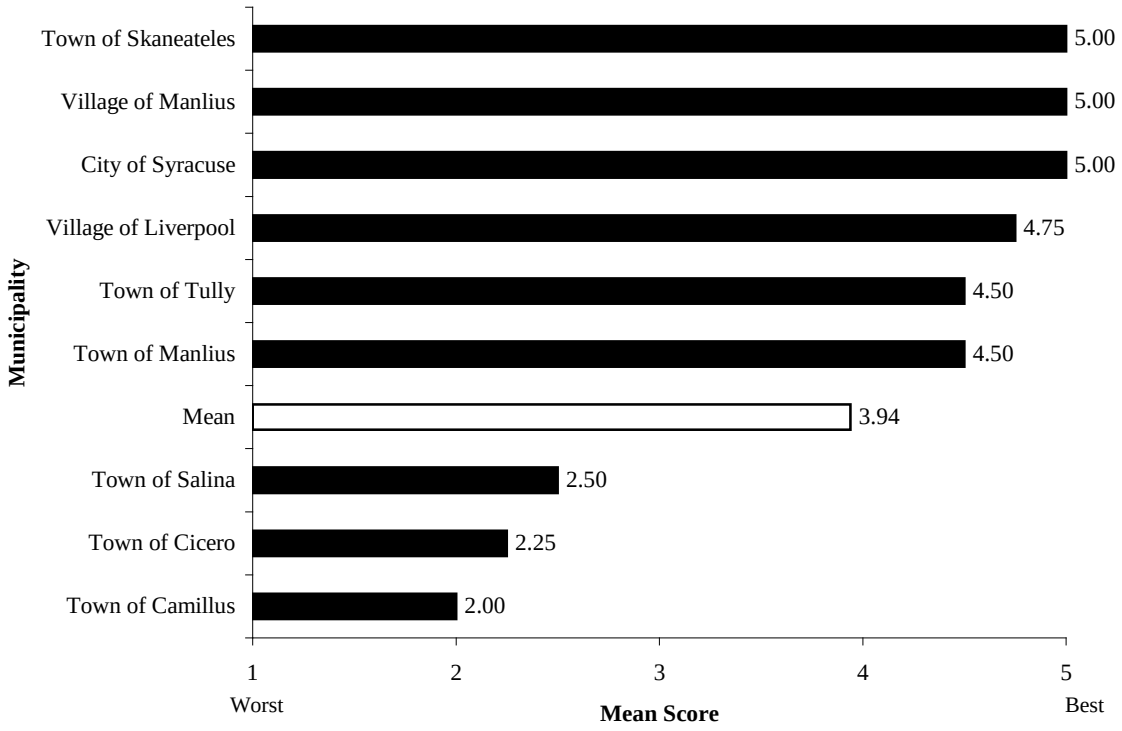
Mean	Median	Standard Deviation
3.50	3.50	1.0865

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Frequency of updates evaluation scores are based on the most recent update of the municipal web site. In order to receive a score of 5.00, a web site must be updated frequently, including all departmental information, and have accurate lists of dates, times and schedules for any posted information.

19. The mean score for webmaster control for all Onondaga County municipal web sites is 3.94, out of a possible 5.00.

Figure 19: Comparison of Mean Scores for Webmaster Control of Municipal Web Sites in Onondaga County (N=9)



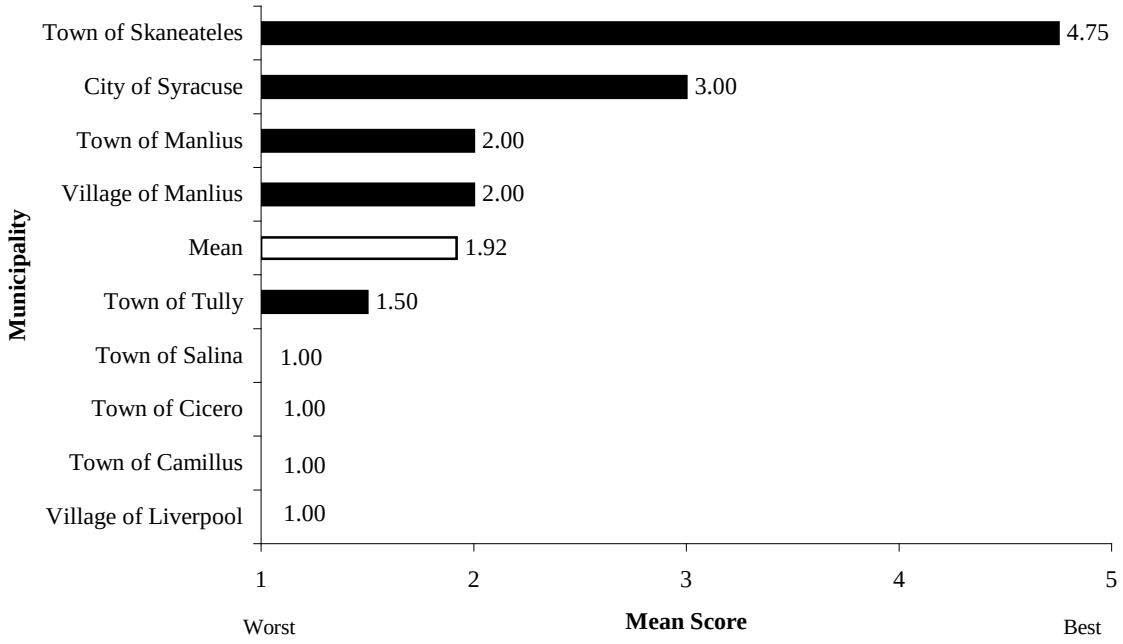
Mean	Median	Standard Deviation
3.94	4.50	1.2178

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Webmaster control evaluation scores are based on the quality of responsibility for the municipal web site. In order to receive a score of 5.00, a web site must have a responsible party whom users can directly contact through on-site e-mail.

20. The mean score for the ability to locate a municipal web site using the Yahoo directory for all Onondaga County municipal web sites is 1.92, out of a possible 5.00.

Figure 20: Comparison of Mean Scores for Ability to Find Site on Yahoo Directory for Municipal Web Sites in Onondaga County (N=9)



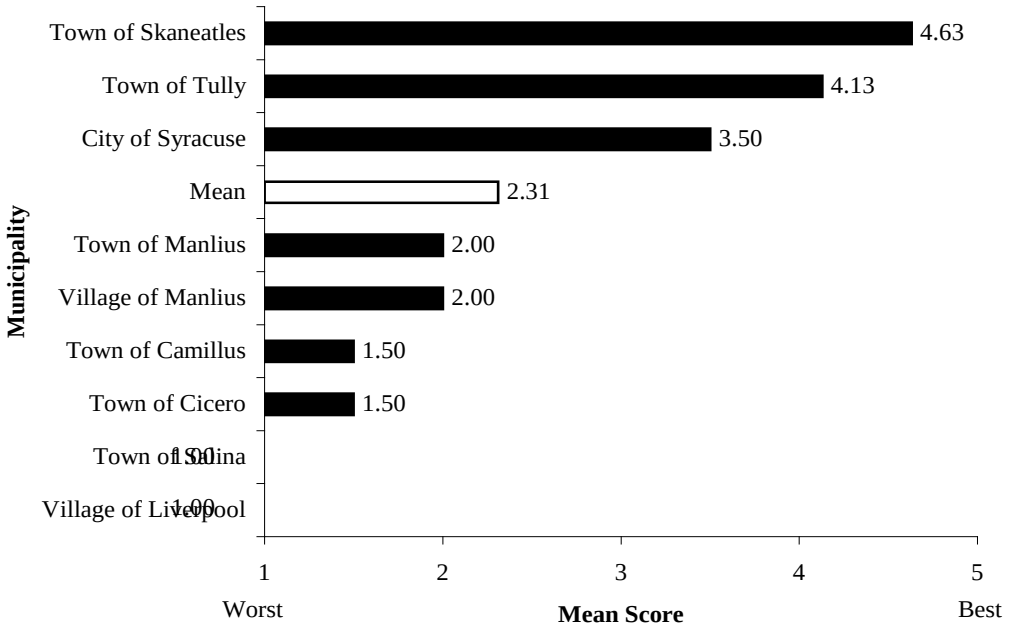
Mean	Median	Standard Deviation
1.92	1.50	1.1902

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Ability to find site on Yahoo directory evaluation scores are based on the presence of the municipal web site on the Yahoo directory search. In order to receive a score of 5.00, a web site must be registered with Yahoo, so that the site can be accessed by following Yahoo directories to the link. For example, one would access the following directories to find a site: US States/New York/Counties/Onondaga/Community. Upon reaching the "Community" category, any registered Onondaga County municipal government sites would be listed.

21. The mean score for ease of locating a municipal web site using select key words on search engines for all municipal web sites is 2.31, out of a possible 5.00.

Figure 21: Comparison of Mean Scores for Ability to Find Site on Select Key Word Search Engines for Municipal Web Sites in Onondaga County (N=9)



Mean	Median	Standard Deviation
2.31	2.00	1.2921

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Ability to find site on search engine evaluation scores are based on the presence of the municipal web site on several search engines. In order to receive a score of 5.00, a web site must be able to be located using key word searches on search engines. This examines the registration of the web site with various key word search engines. The following search engines were used in the course of this study: Yahoo, Excite, Infoseek, Dogpile, and Looksmart.

22. Budget information for all municipalities was insufficient, resulting in a rating of 1.00 out of a possible 5.00 for each municipality.

Source: Fall 1999 Observations by the Community Benchmarks Program research team

Comment: Evaluators were unable to locate sufficient budget information on any of the municipal web sites. Thus, all municipal web sites earned a minimal score of 1.00 for this category.

PROFILE FOR CITY OF SYRACUSE

http://syracuse.ny.us

General Information

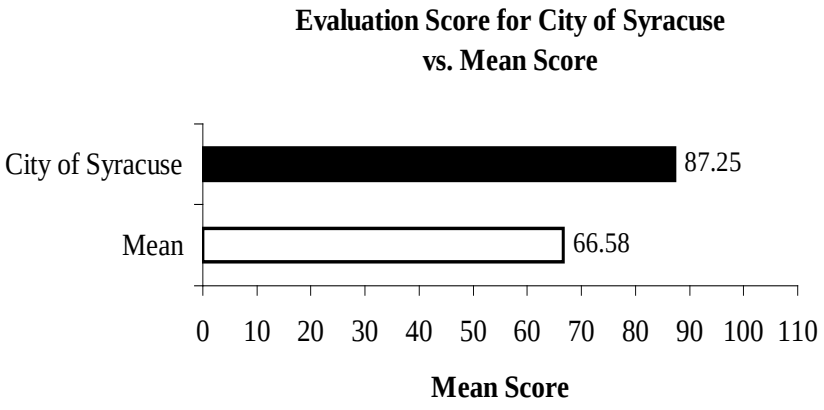
Syracuse Research Company constructed this web site. It cost the city $8,000 to develop. The Soling program at Syracuse University also provided some support for the web site.

Problem Areas

- No information found regarding town budget
- Site's search engine did not work
- Not all navigation buttons at the bottom of each page worked correctly
- Some parts of the site were not updated and contained inaccurate information pertaining to meeting times and places

Suggestions

- Keep the site updated so the information is not irrelevant
- Make sure all navigation buttons and links work properly to take the user where he/she wants to be on the site



EVALUATION SCORES FOR CITY OF SYRACUSE VS. MEAN SCORES BY CATEGORY

Category	City of Syracuse	Mean
1. Content		
Meeting information	4.50	3.17
Budget information	1.00	1.00
Services	4.75	2.58
Contact information	4.25	3.47
Feedback/email capability	5.00	2.81
"How-to" information	3.75	2.22
Relevant links	5.00	2.83
Search capability	1.75	1.08
2. Architecture		
Site well organized	4.00	3.06
Separated thematically	4.00	3.17
Number of links to find specific information	4.25	3.47
Persistent navigation	4.50	3.36
3. Layout		
Graphics and text easily readable	4.75	3.97
Page layout tested on 2 different browsers		
Browser 1	4.50	4.72
Browser 2	4.50	4.69
Overall design of page	4.25	2.92
4. All graphics, links and buttons work	3.75	4.08
or load properly		
5. Frequency of updates	3.75	3.50
6. Webmaster – someone is responsible	5.00	3.94
for site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	3.00	1.92
Search Engine 1	4.00	2.28
Search Engine 2	3.00	2.33
Total Average Score	**87.25**	**66.58**

PROFILE FOR TOWN OF CAMILLUS

http://www.townofcamillus.com

General Information

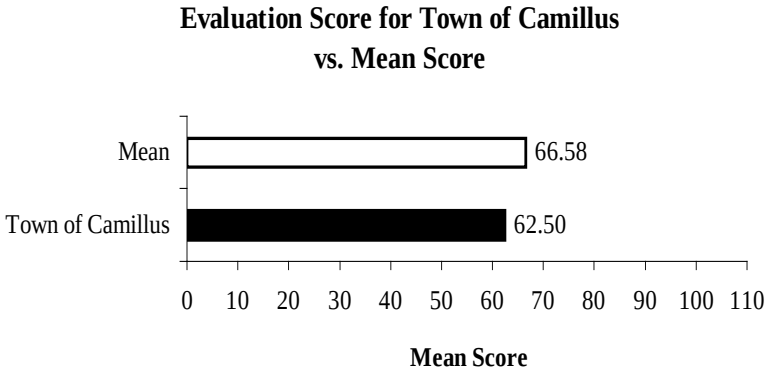
CNY Web Services of Skaneateles constructed the web site. CNY Web Services charged $600 for the initial contract, and a $20 monthly maintenance fee.

Problem Areas

- No information found regarding town budget
- No search capability found on the site
- Meeting information lacking; no agendas or minutes provided
- Feedback/e-mail capability severely limited
- No links provided
- Unclear if there is a webmaster who is responsible for the site
- "How-to" information—while score was higher than mean score, still underdeveloped
- Not separated thematically for the user (i.e. business, residents, tourists); not always clear where to look to find certain information
- Experienced difficulties locating site on various search engines

Suggestions

- Include more information under each category heading; develop content more, especially regarding meeting information, budget information, "How-to" information and relevant links
- Create a feedback form/section allowing users to communicate their concerns/comments to webmaster directly; site visitors should have direct e-mail access on site



EVALUATION SCORES FOR TOWN OF CAMILLUS VS. MEAN SCORES BY CATEGORY

Category	Town of Camillus	Mean
1. Content		
Meeting information	2.00	3.17
Budget information	1.00	1.00
Services	3.25	2.58
Contact information	3.50	3.47
Feedback/email capability	1.50	2.81
"How-to" information	2.75	2.22
Relevant links	1.00	2.83
Search capability	1.00	1.08
2. Architecture		
Site well organized	3.50	3.06
Separated thematically	2.25	3.17
Number of links to find specific information	4.00	3.47
Persistent navigation	4.00	3.36
3. Layout		
Graphics and text easily readable	4.50	3.97
Page layout tested on 2 different browsers		
Browser 1	5.00	4.72
Browser 2	5.00	4.69
Overall design of page	3.25	2.92
4. All graphics, links and buttons work	4.00	4.08
or load properly		
5. Frequency of updates	5.00	3.50
6. Webmaster - someone is responsible	2.00	3.94
for site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	1.00	1.92
Search Engine 1	1.00	2.28
Search Engine 2	2.00	2.33
Total Average Score	**62.50**	**66.58**

PROFILE FOR TOWN OF CICERO

http://www.ciceronewyork.com

General Information

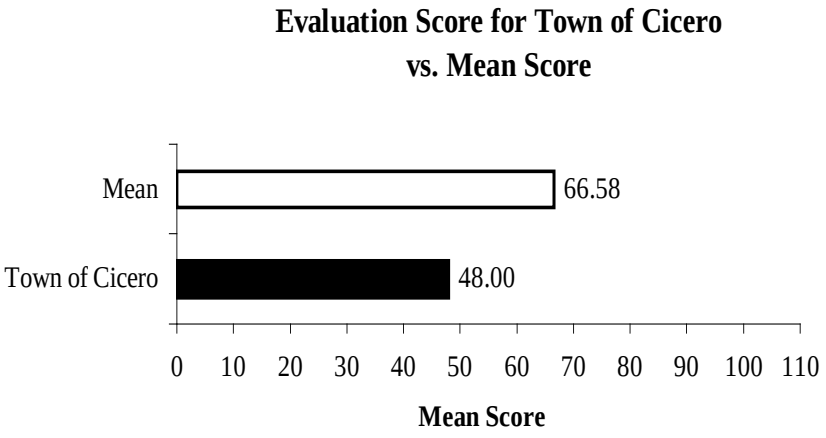
This site was built in conjunction with the Cicero Chamber of Commerce by Computer Outlet. The cost was $125 for the first two pages and $50 for each additional page.

Problem Areas

- No information found regarding town budget
- No search capability found on the site
- Meeting information lacking; no agendas or minutes provided
- Feedback/e-mail capability severely limited
- Few links provided
- Unclear if there is a webmaster who is responsible for the site
- Not updated frequently
- Many of the categories were "under construction"; misleading—makes user think information is available when, in fact, it is not provided
- Split screen makes it difficult to maneuver back and forth between contents on navigation bar and information on main page; difficult to manage and locate information
- Experienced difficulties locating site on different search engines

Suggestions

- Split screen makes navigating difficult and hard to manage; too much scrolling; redesign navigation bar so it is not separate from main page
- Create a feedback form/section allowing users to communicate their concerns/comments to webmaster directly; site visitors should have direct e-mail access on site
- Develop "under construction" sites so more information is available to user



EVALUATION SCORES FOR TOWN OF CICERO VS. MEAN SCORES BY CATEGORY

Category	Town of Cicero	Mean
1. Content		
Meeting information	2.75	3.17
Budget information	1.00	1.00
Services	2.00	2.58
Contact information	3.00	3.47
Feedback/email capability	1.50	2.81
"How-to" information	1.75	2.22
Relevant links	1.75	2.83
Search capability	1.00	1.08
2. Architecture		
Site well organized	2.25	3.06
Separated thematically	3.50	3.17
Number of links to find specific information	2.50	3.47
Persistent navigation	1.75	3.36
3. Layout		
Graphics and text easily readable	2.75	3.97
Page layout tested on 2 different browsers		
Browser 1	4.50	4.72
Browser 2	4.50	4.69
Overall design of page	2.25	2.92
4. All graphics, links and buttons work	2.50	4.08
Or load properly		
5. Frequency of updates	1.50	3.50
6. Webmaster - someone is responsible	2.25	3.94
for site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	1.00	1.92
Search Engine 1	1.00	2.28
Search Engine 2	1.00	2.33
Total Average Score	**48.00**	**66.58**

PROFILE FOR TOWN OF MANLIUS

http://www.townofmanlius.org

General Information

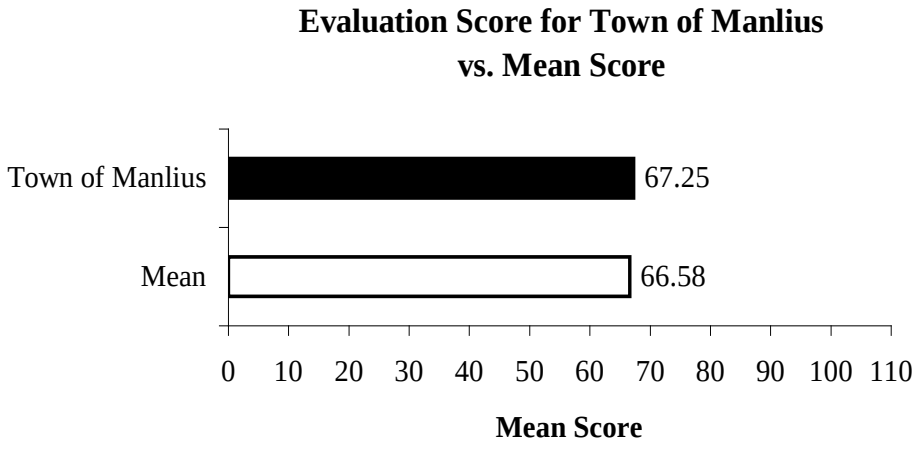
Sergeant Frederick Doyle of the Manlius Police Department constructed the web site through his web design company, Central Data Systems. Sergeant Doyle charged $1,200 to develop the web site, including registration with the Internet. The Town of Manlius now maintains the site.

Problem Areas

- No information found regarding town budget
- No search found on the site
- Contact information not consistent across departments; telephone numbers, addresses, fax numbers and e-mail addresses could be found in some departments and not in others
- Feedback/e-mail capability severely limited
- "How-to" information incomplete; explanations of departments' responsibilities provided, but no explanations of how to obtain permits, licenses or other information
- Lacking organization; side bar/contents difficult to manage
- Not separated thematically for the user (i.e. business, residents, tourists); contents separated by department, not always clear where to look to find certain information
- Split screen makes it difficult to maneuver back and forth between contents on navigation bar and information on main page; difficult to manage and locate information
- Experienced difficulties locating site on different search engines

Suggestions

- Redesign navigation bar so it is not separate from main page
- Determine what information is missing from the list of content criteria and provide it; community members might find it useful



EVALUATION SCORES FOR TOWN OF MANLIUS VS. MEAN SCORES BY CATEGORY

Category	Town of Manlius	Mean
1. Content		
Meeting information	4.25	3.17
Budget information	1.00	1.00
Services	3.25	2.58
Contact information	3.00	3.47
Feedback/email capability	2.50	2.81
"How-to" information	1.25	2.22
Relevant links	3.25	2.83
Search capability	1.00	1.08
2. Architecture		
Site well organized	2.75	3.06
Separated thematically	3.00	3.17
Number of links to find specific information	3.50	3.47
Persistent navigation	4.50	3.36
3. Layout		
Graphics and text easily readable	4.50	3.97
Page layout tested on 2 different browsers		
Browser 1	4.50	4.72
Browser 2	4.25	4.69
Overall design of page	2.25	2.92
4. All graphics, links and buttons work	4.00	4.08
or load properly		
5. Frequency of updates	4.00	3.50
6. Webmaster - someone is responsible	4.50	3.94
for site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	2.00	1.92
Search Engine 1	2.00	2.28
Search Engine 2	2.00	2.33
Total Average Score	**67.25**	**66.58**

PROFILE FOR TOWN OF SALINA

http://www.salina.ny.us

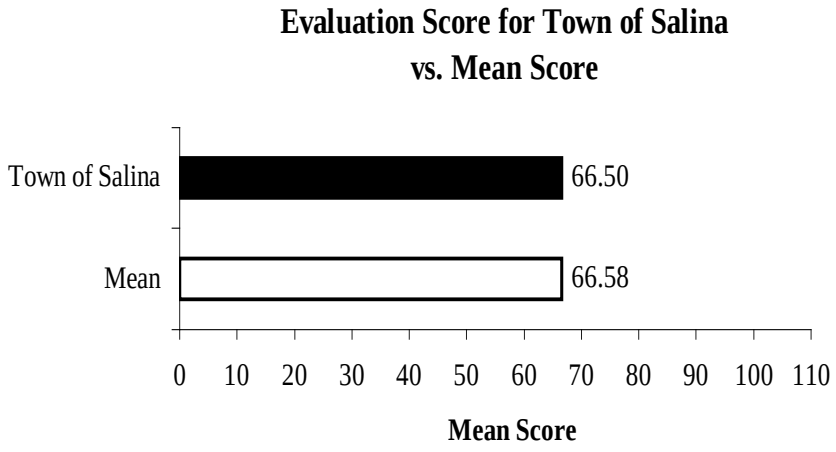
General Information
Broken Dreams Web Design Company constructed the web site, which cost an estimated $100.

Problem Areas

- No information found regarding town budget
- No search found on the site
- No feedback/e-mail capability
- "How-to" information needs greater development
- Unclear if there is a webmaster who is responsible for the site
- Too many categories on navigation bar make it difficult to manage
- Experienced difficulties locating site on different search engines
- Too much narrative

Suggestions

- Condense categories under contents (i.e. Departments, Services)
- Break down narrative sections into bullet points or lists so it is easier for user to locate pertinent information
- Create a feedback form/section allowing users to communicate their concerns/comments to webmaster directly; site visitors should have direct e-mail access on site



EVALUATION SCORES FOR TOWN OF SALINA VS. MEAN SCORES BY CATEGORY

Category	Town of Salina	Mean
1. Content		
Meeting information	4.00	3.17
Budget information	1.00	1.00
Services	3.00	2.58
Contact information	3.00	3.47
Feedback/email capability	1.00	2.81
"How-to" information	2.25	2.22
Relevant links	4.25	2.83
Search capability	1.00	1.08
2. Architecture		
Site well organized	3.75	3.06
Separated thematically	3.25	3.17
Number of links to find specific information	4.25	3.47
Persistent navigation	5.00	3.36
3. Layout		
Graphics and text easily readable	4.25	3.97
Page layout tested on 2 different browsers		
Browser 1	5.00	4.72
Browser 2	5.00	4.69
Overall design of page	2.75	2.92
4. All graphics, links and buttons work	4.75	4.08
or load properly		
5. Frequency of updates	3.50	3.50
6. Webmaster – someone is responsible	2.50	3.94
for site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	1.00	1.92
Search Engine 1	1.00	2.28
Search Engine 2	1.00	2.33
Total Average Score	**66.50**	**66.58**

PROFILE FOR TOWN OF SKANEATELES

http://skaneateles.com/town.gov/

General Information

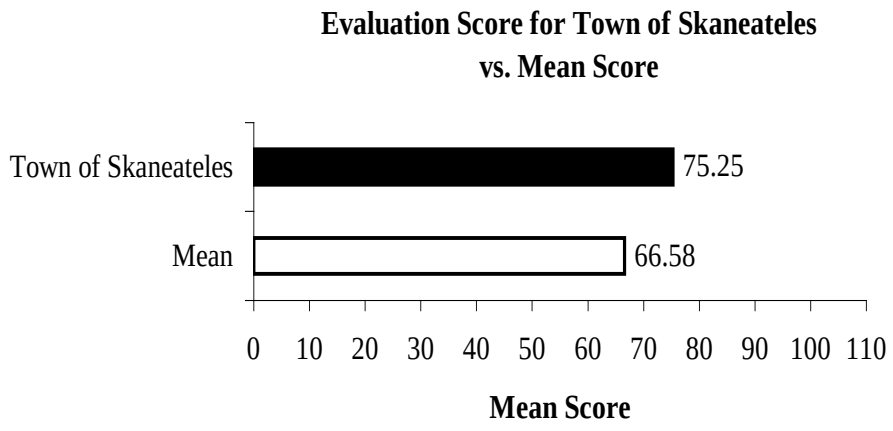
This site was built by CNY Web Services, which donated its services to the Town of Skaneateles. The name of the donor was not provided to the writers of this report.

Problem Areas

- No information found regarding town budget
- No search found on the site
- Meeting information lacking; no agendas or minutes provided
- Had to go through too many pages to find town government information
- There was not a consistent form of navigation on each page
- Unclear if there is a webmaster who is responsible for the site
- "How-to" information very limited

Suggestions

- Cater more to the residents of Skaneateles. Most of the information on the site focuses on tourism and business. There needs to be more information that is relevant to the residents of the town (see the next suggestion)
- Include more information under each category heading; develop content more, especially regarding meeting information, budget information, services and "How-to" information
- Include a search engine as a part of the site; this allows people to find the information they are looking for quickly and easily



EVALUATION SCORES FOR TOWN OF SKANEATELES VS. MEAN SCORES BY CATEGORY

Category	Town of Skaneateles	Mean
1. Content		
Meeting information	2.25	3.17
Budget information	1.00	1.00
Services	2.25	2.58
Contact information	3.00	3.47
Feedback/email capability	4.00	2.81
"How-to" information	1.25	2.22
Relevant links	4.75	2.83
Search capability	1.00	1.08
2. Architecture		
Site well organized	2.75	3.06
Separated thematically	4.00	3.17
Number of links to find specific information	1.50	3.47
Persistent navigation	2.75	3.36
3. Layout		
Graphics and text easily readable	3.75	3.97
Page layout tested on 3 different browsers		
Browser 1	4.50	4.72
Browser 2	4.50	4.69
Overall design of page	3.25	2.92
4. All graphics, links and buttons work	4.75	4.08
or load properly		
5. Frequency of updates	5.00	3.50
6. Webmaster - someone is responsible	5.00	3.94
for site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	4.75	1.92
Search Engine 1	4.5	2.28
Search Engine 2	4.75	2.33
Total Average Score	**75.25**	**66.58**

PROFILE FOR TOWN OF TULLY

http://nuwebny.com/TullyNY/

General Information

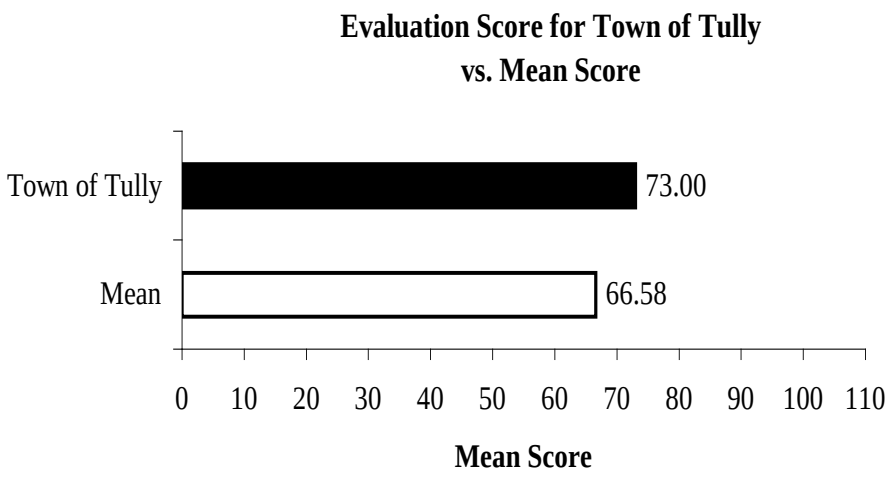
The web site was constructed by Ann Smith of HA Technical Services. Ms. Smith constructed the site for free as a service to the town.

Problem Areas

- No information found regarding town budget
- No search engine found on the site
- Contact information was only available in regards to meetings
- Feedback/e-mail capability severely limited
- No relevant links provided
- No information about the town's services provided
- Web site could not be easily located using the Yahoo search engine

Suggestions

- Create a feedback form/section allowing users to communicate their concerns/comments to webmaster directly; site visitors should have direct e-mail access on site
- Provide a list of relevant links to town, county, state and national web sites so that they can be easily accessed through the Town of Tully web site
- Provide more names, addresses, phone numbers and e-mail addresses for the town's elected officials and public figures that may need to be reached by people viewing the site



EVALUATION SCORES FOR TOWN OF TULLY VS. MEAN SCORES BY CATEGORY

Category	Town of Tully	Mean
1. Content		
Meeting information	3.25	3.17
Budget information	1.00	1.00
Services	1.25	2.58
Contact information	3.50	3.47
Feedback/email capability	1.75	2.81
"How-to" information	4.75	2.22
Relevant links	1.00	2.83
Search capability	1.00	1.08
2. Architecture		
Site well organized	3.00	3.06
Separated thematically	4.00	3.17
Number of links to find specific information	4.75	3.47
Persistent navigation	4.75	3.36
3. Layout		
Graphics and text easily readable	4.25	3.97
Page layout tested on 2 different browsers		
Browser 1	5.00	4.72
Browser 2	5.00	4.69
Overall design of page	3.00	2.92
4. All graphics, links and buttons work	5.00	4.08
or load properly		
5. Frequency of updates	3.00	3.50
6. Webmaster - someone is responsible	4.50	3.94
for site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	1.50	1.92
Search Engine 1	4.00	2.28
Search Engine 2	4.25	2.33
Total Average Score	**73.00**	**66.58**

PROFILE FOR VILLAGE OF LIVERPOOL

http://www.dreamscape.com/villageofliverpool

General Information

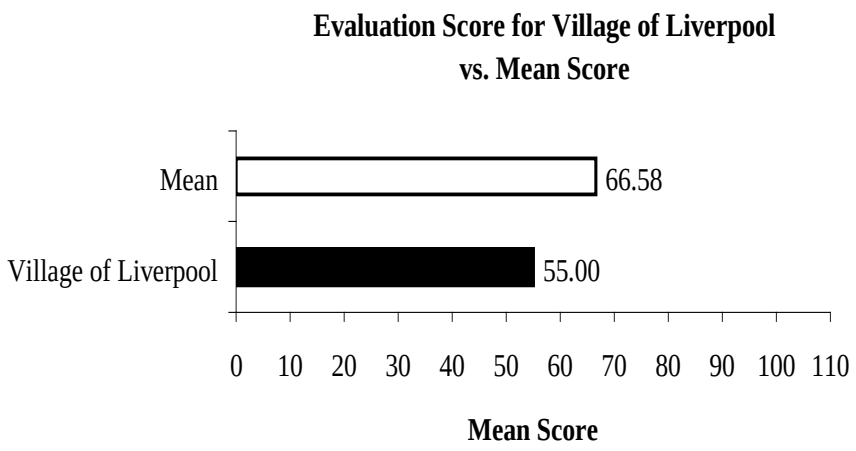
Dreamscape Web Design Company constructed the web site. The site costs $208.45 annually, and has a monthly maintenance fee of $10.

Problem Areas

- No information found regarding town budget
- No search found on the site
- Service information is very limited
- "How-to" information needs greater development
- There is not a consistent navigation bar located on each page
- The information provided on the page is not separated thematically (ex. business information, tourist information, village government information)
- Too much scrolling required to read the entire web page
- Experienced difficulties locating site on different search engines

Suggestions

- Improve page layout so it is easier to use
- Include a search engine as a part of the site; this allows people to find the information they are looking for quickly and easily
- Develop content more, especially regarding budget, services, and "How-to" information
- Make sure the site is registered on a variety of different search engines (Infoseek, Excite, Yahoo, etc), so that it can be easily found by people browsing the web



EVALUATION SCORES FOR VILLAGE OF LIVERPOOL VS. MEAN SCORES BY CATEGORY

Category	Village of Liverpool	Mean
1. Content		
Meeting information	2.50	3.17
Budget information	1.00	1.00
Services	1.50	2.58
Contact information	3.75	3.47
Feedback/email capability	4.25	2.81
"How-to" information	1.25	2.22
Relevant links	1.50	2.83
Search capability	1.00	1.08
2. Architecture		
Site well organized	2.00	3.06
Separated thematically	1.50	3.17
Number of links to find specific information	3.75	3.47
Persistent navigation	1.25	3.36
3. Layout		
Graphics and text easily readable	3.00	3.97
Page layout tested on 2 different browsers		
Browser 1	5.00	4.72
Browser 2	5.00	4.69
Overall design of page	1.25	2.92
4. All graphics, links and buttons work	4.25	4.08
or load properly		
5. Frequency of updates	3.50	3.50
6. Webmaster - someone is responsible	4.75	3.94
for site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	1.00	1.92
Search Engine 1	1.00	2.28
Search Engine 2	1.00	2.33
Total Average Score	**55.00**	**66.58**

PROFILE FOR VILLAGE OF MANLIUS

http://www.villageofmanlius.org

General Information

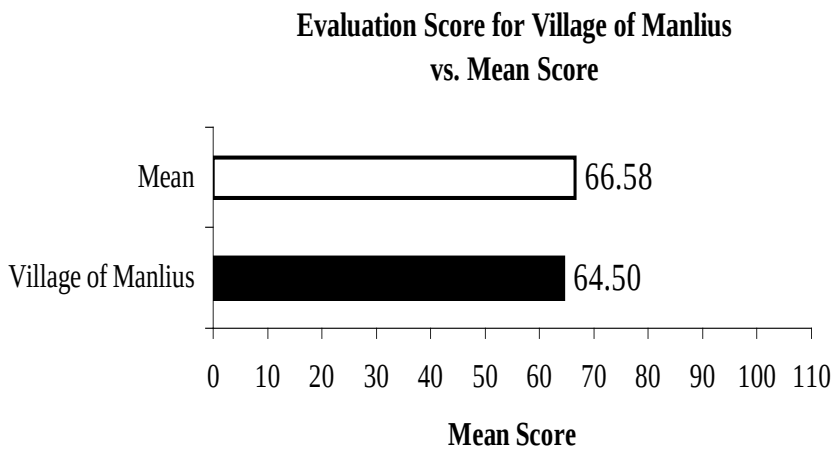
The web site was constructed by Central Data Systems. The initial start-up cost was $1,795.95. The village now pays $35 annually in procurement fees and $365 annually in leasing costs.

Problem Areas

- No information found regarding town budget
- No search engine found on the site
- Lack of consistent navigation on each page
- Very few services listed or described
- No "How-to" information
- Not updated frequently
- Experienced difficulties locating site on different search engines

Suggestions

- Include a search engine as a part of the site; this allows people to find the information they are looking for quickly and easily
- Keep the site updated on a regular basis so that no information is out-of-date and new information can be added regularly
- Include more content regarding village budget, "How to" information and services provided – community members might find it useful
- Make sure the site is registered on a variety of different search engines (Infoseek, Excite, Yahoo, etc) so that it can be found easily by people browsing the web



EVALUATION SCORES FOR VILLAGE OF MANLIUS VS. MEAN SCORES BY CATEGORY

Category	Village of Manlius	Mean
1. Content		
Meeting information	3.00	3.17
Budget information	1.00	1.00
Services	2.00	2.58
Contact information	4.25	3.47
Feedback/email capability	3.75	2.81
"How-to" information	1.00	2.22
Relevant links	3.00	2.83
Search capability	1.00	1.08
2. Architecture		
Site well organized	3.50	3.06
Separated thematically	3.00	3.17
Number of links to find specific information	3.25	3.47
Persistent navigation	1.75	3.36
3. Layout		
Graphics and text easily readable	4.00	3.97
Page layout tested on 2 different browsers		
Browser 1	4.50	4.72
Browser 2	4.50	4.69
Overall design of page	4.00	2.92
4. All graphics, links and buttons work	3.75	4.08
Or load properly		
5. Frequency of updates	2.25	3.50
6. Webmaster – someone is responsible	5.00	3.94
for site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	2.00	1.92
Search Engine 1	2.00	2.28
Search Engine 2	2.00	2.33
Total Average Score	**64.50**	**66.58**

APPENDIX A:
MUNICIPALITY EXPLANATIONS FOR LACK OF WEB SITES

MUNICIPALITY EXPLANATIONS FOR LACK OF WEB SITES

Municipality	Explanation
Town of Clay	The site is currently under construction and should be available on the Internet shortly.
Town of DeWitt	The site is currently under construction and should be available on the Internet shortly.
Town of Elbridge	The site is currently under construction and should be available on the Internet shortly.
Town of Fabius	The town lacks computer and Internet access.
Town of Geddes	The town does not have the financial or computer resources to build a web site.
Town of Lysander	The town has not yet entertained the idea of a web site. They also have limited technical capacity.
Town of Marcellus	A site is currently under construction for both the Town and Village of Marcellus. It will be paid for out of the town budget and will be operational January 1, 2000.
Town of Onondaga	The town has not felt the need for a web site. The town is small enough to handle all questions and problems without a web site. However, there is a possibility that they will have one in the future.
Town of Otisco	The town lacks financial resources to build a site, as well as necessity and knowledge.
Town of Pompey	The town does not feel a web site is necessary at this time. It lacks financial resources to build a site and there would be little public response.
Town of Spafford	The town is small and is mainly a resort area. Officials feel that there is little need for a web site at this time.
Town of VanBuren	The town does not find it necessary to have a web site. It has not been a priority, as the town has handled all details internally thus far.
Village of Baldwinsville	The village lacks computer access.
Village of Camillus	The village recently obtained Internet access and has limited web site knowledge.
Village of East Syracuse	Could not be reached for comment.
Village of Elbridge	The village has never entertained the idea of a web site.
Village of Fabius	Could not be reached for comment.
Village of Fayetteville	The village lacks knowledge and an Internet connection.
Village of Jordan	The village recently obtained Internet access. It will be considering a web site in the future.
Village of Marcellus	In conjunction with the Town of Marcellus, a site is currently under construction. It will be operational January 1, 2000.
Village of Minoa	The village lacks financial resources and knowledge. Officials do not view a web site as necessary.
Village of North Syracuse	The village is currently looking into building a web site through Syracuse.com.
Village of Skaneateles	The village lacks the time to create a web site.
Village of Solvay	The person responsible for computer programming recently resigned.
Village of Tully	Could not be reached for comment.

APPENDIX B:
PROFILE PAGE FOR ONONDAGA COUNTY WEB SITE

PROFILE FOR ONONDAGA COUNTY

http://www.co.onondaga.ny.us

General Information

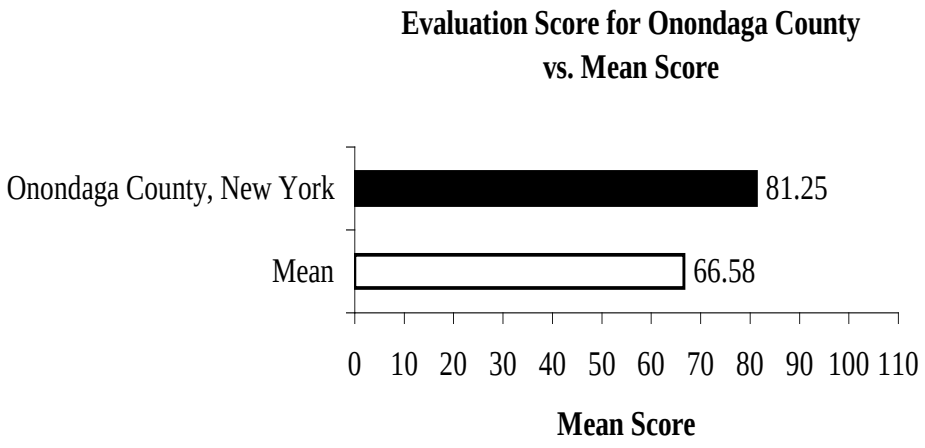
Various officials from Onondaga County constructed the web site. A different person is responsible for maintaining each section of the site. The County could not provide cost estimates as each department maintains its section of the web site.

Problem Areas

- Very little budget information
- Lack of meeting information
- Difficult for viewers to determine if there is a webmaster for the site
- Very limited "How-to" information

Suggestions

- The webmaster(s) should be listed so viewers with questions and comments can contact that person
- Include more content regarding county budget, "How to" information and meeting information that community members might find useful



EVALUATION SCORES FOR ONONDAGA COUNTY, NY
VS. MEAN ONONDAGA COUNTY MUNICIPALITY WEB SITE SCORES BY CATEGORY

Category	Onondaga County	Mean
1. Content		
Meeting information	1.50	3.17
Budget information	2.00	1.00
Services	3.75	2.58
Contact information	3.75	3.47
Feedback/email capability	4.00	2.81
"How-to" information	1.25	2.22
Relevant links	4.75	2.83
Search Capability	4.50	1.08
2. Architecture		
Site well organized	3.25	3.06
Separated thematically	3.75	3.17
Number of links to find specific information	3.00	3.47
Persistent navigation	4.00	3.36
3. Layout		
Graphics and text easily readable	4.50	3.97
Page layout tested on 2 different browsers		
Browser 1	4.75	4.72
Browser 2	4.75	4.69
Overall design of page	2.75	2.92
4. All graphics, links and buttons work	5.00	4.08
or load properly		
5. Frequency of updates	4.50	3.50
6. Webmaster – someone is responsible	2.50	3.94
For site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	5.00	1.92
Search Engine 1	5.00	2.28
Search Engine 2	3.00	2.33
Total Average Score	**81.25**	**66.58**

APPENDIX C:
PROFILE PAGES FOR EXEMPLARY WEB SITES

PROFILE FOR CITY OF SAN DIEGO, CA

http://www.ci.san-diego.ca.us

General Information

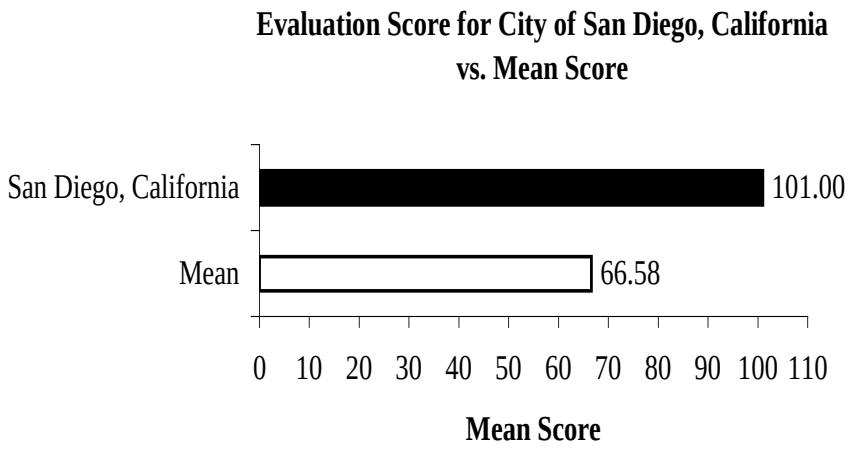
Officials from the City of San Diego could not be reached for comment pertaining to the cost of the web site.

Problem Areas

- Too many links required to find specific information
- Difficult for viewers to determine if there is a webmaster for the site and how to contact that person
- Difficult to find using key words on some search engines

Suggestions

- Make sure the webmaster is listed and easily located so that if viewers have questions about the site they can contact that person
- Limit the number of links that are required for a viewer to find information, otherwise viewers get impatient and may leave the site
- Make sure the site is registered on all search engines



EVALUATION SCORES FOR CITY OF SAN DIEGO, CA
VS. MEAN ONONDAGA COUNTY MUNICIPALITY WEB SITE SCORES BY CATEGORY

Category	City of San Diego	Mean
1. Content		
Meeting information	5.00	3.17
Budget information	5.00	1.00
Services	5.00	2.58
Contact information	5.00	3.47
Feedback/email capability	5.00	2.81
"How-to" information	4.75	2.22
Relevant links	4.00	2.83
Search Capability	4.00	1.08
2. Architecture		
Site well organized	4.50	3.06
Separated thematically	5.00	3.17
Number of links to find specific information	3.75	3.47
Persistent navigation	4.75	3.36
3. Layout		
Graphics and text easily readable	5.00	3.97
Page layout tested on 2 different browsers		
Browser 1	5.00	4.72
Browser 2	5.00	4.69
Overall design of page	4.25	2.92
4. All graphics, links and buttons work	4.75	4.08
or load properly		
5. Frequency of updates	5.00	3.50
6. Webmaster – someone is responsible	3.00	3.94
For site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	5.00	1.92
Search Engine 1	5.00	2.28
Search Engine 2	3.25	2.33
Total Average Score	**101.00**	**66.58**

PROFILE FOR CITY OF KEENE, NH

http://www.ci.keene.nh.us

General Information

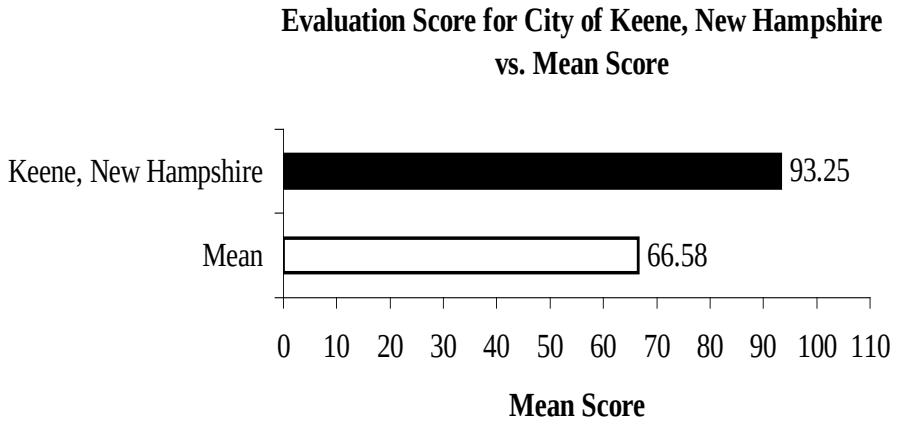
An in-house team of city officials was trained to design and maintain the web site. Cost was based on the time spent by municipal employees who worked on the site on an hourly or salaried basis.

Problem Areas

- Very little budget, meeting, and service information provided
- Not many relevant links provided to viewers of the site
- Persistent navigation tool bar not provided on each page of the site
- Very limited "How-to" information

Suggestions

- Make sure the webmaster is listed so that if viewers have questions about the site they can contact that person
- Include more content regarding city budget, "How-to" information, services provided, and meeting information – community members might find it useful
- Provide more links to city, state, and national sites that may be of interest to viewers
- Make sure there is persistent navigation on all pages of the site



EVALUATION SCORES FOR CITY OF KEENE, NH
VS. MEAN ONONDAGA COUNTY MUNICIPALITY WEB SITE SCORES BY CATEGORY

Category	City of Keene	Mean
1. Content		
Meeting information	3.25	3.17
Budget information	2.75	1.00
Services	3.75	2.58
Contact information	4.75	3.47
Feedback/email capability	4.50	2.81
"How-to" information	3.00	2.22
Relevant links	3.50	2.83
Search Capability	4.25	1.08
2. Architecture		
Site well organized	4.25	3.06
Separated thematically	5.00	3.17
Number of links to find specific information	4.25	3.47
Persistent navigation	3.50	3.36
3. Layout		
Graphics and text easily readable	4.50	3.97
Page layout tested on 2 different browsers		
Browser 1	5.00	4.72
Browser 2	5.00	4.69
Overall design of page	3.75	2.92
4. All graphics, links and buttons work	5.00	4.08
or load properly		
5. Frequency of updates	4.50	3.50
6. Webmaster - someone is responsible	5.00	3.94
For site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	4.50	1.92
Search Engine 1	4.50	2.28
Search Engine 2	4.75	2.33
Total Average Score	**93.25**	**66.58**

PROFILE FOR CITY OF SUNNYVALE, CA

http://www.ci.sunnyvale.ca.us

General Information

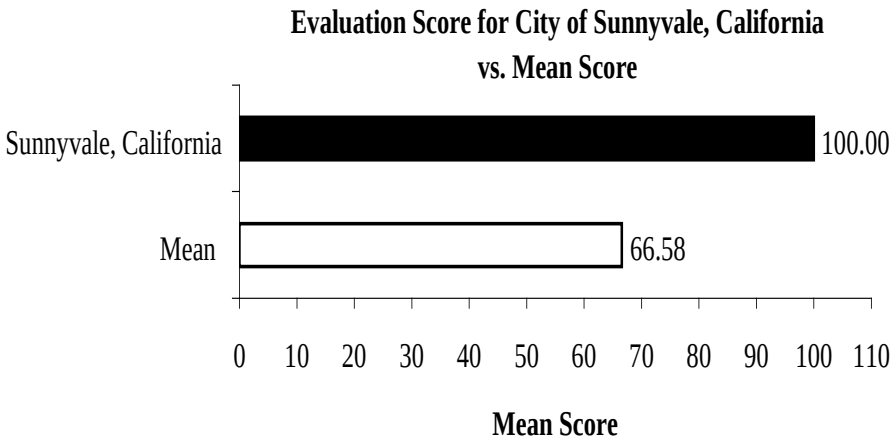
Trained city officials constructed this web site. It cost the city under $10,000 to initially construct the site. Now a college student maintains the site, working 12-15 hours per week, which costs the city approximately $12,000 per year.

Problem Areas

- Too many links required to find specific information
- Persistent navigation tool bar not provided on each page of the site

Suggestions

- Limit the number of links required for a viewer to find information, otherwise viewers get impatient and may leave the site
- Make sure there is persistent navigation on all pages of the site



EVALUATION SCORES FOR CITY OF SUNNYVALE, CA
VS. MEAN ONONDAGA COUNTY MUNICIPALITY WEB SITE SCORES BY CATEGORY

Category	City of Sunnyvale	Mean
1. Content		
Meeting information	4.75	3.17
Budget information	4.50	1.00
Services	5.00	2.58
Contact information	4.50	3.47
Feedback/email capability	5.00	2.81
"How-to" information	4.25	2.22
Relevant links	5.00	2.83
Search Capability	4.00	1.08
2. Architecture		
Site well organized	4.75	3.06
Separated thematically	4.50	3.17
Number of links to find specific information	3.50	3.47
Persistent navigation	3.25	3.36
3. Layout		
Graphics and text easily readable	4.75	3.97
Page layout tested on 3 different browsers		
Browser 1	5.00	4.72
Browser 2	5.00	4.69
Overall design of page	4.25	2.92
4. All graphics, links and buttons work	5.00	4.08
or load properly		
5. Frequency of updates	4.75	3.50
6. Webmaster – someone is responsible	5.00	3.94
for site		
7. Registration with search engines/browsers		
Ability to find site on Yahoo!	4.25	1.92
Search Engine 1	4.00	2.28
Search Engine 2	5.00	2.33
Total Average Score	**100.00**	**66.58**

APPENDIX D:
A HOW-TO GUIDE FOR CREATING A WEB SITE

A HOW-TO GUIDE FOR CREATING A WEB SITE

When designing a web page there are many issues to consider. All issues can be categorized as either design or technical. Although many people may not understand the technical issues, this guide includes them because they are extremely important to the success of a web site. It is important to remember that a web site can have a great design, but if the technical side doesn't function, time and money is wasted.

The first technical issue to consider is the links included in the site. Invalid links are frustrating. If you are going to include links to other pages or other web sites, make sure the links work.

There is nothing that annoys a person more on the Internet than having to wait for a page to load. Test the load time of your web site on different browsers. If it takes more than two minutes for your page to load you will lose users. Retrieving information from the Internet should be fast and painless, not slow and annoying.

Many webmasters do not include the height and width of images and graphics in the code for their web site. If they do, oftentimes the numbers are estimated and not exact. A lack of tags distorts the image. Incorrect height and width tags cause pages to load more slowly. A webmaster can find the size of an image by right clicking on the image with the mouse and selecting size properties.

Another issue is page size. A page should adjust with the size of the user's monitor, so that the entire screen is used. A person with a 19" monitor should see the same picture as a person with a 9" monitor. Filling a big screen without overflowing smaller ones can be tricky. Here the concern is not really filling the space on a large monitor, but instead making sure that smaller monitors do not cut off part of the design.

There are 16.7 million possible colors for a computer to display. However, only 216 of the colors are known as browser-safe. Browser-safe colors are the colors recognized by the average computer monitor. If a web site does not restrict itself to the 216 browser-safe colors, there is no assurance that the site will be replicated as designed when viewed by users. By using colors that cannot be recognized by every computer, there is a risk that other computers will self-select an unsatisfactory substitute. Refer to the following web site: http://www.cyberjazz.com/216color.html, to verify the use of common colors on your web site.

The last technical issue is "META tags." META tags are the code lines that allow search engines to recognize a web site and place it in specific categories. In essence, META tags are the keywords and descriptions of what a site includes. Without registering your site to each search engine individually and including META tags, a user will have difficulty finding your site unless they know the specific URL. You can register with search engines by going to the bottom of their homepage and finding the link that is usually called "adding new URLs" (or something similar).

Another issue for designing a web site is the navigation for the site. Navigation should be consistent throughout the site and should not confuse the user. The average number of "clicks" it takes for a user to find information should always be considered. If a person is looking for information on leaf pickup, he/she should not have to click five times to find the information. Inaccessible information frustrates the user and may cause him/her to leave the site.

A web site should be interactive to provide an avenue for customer service. Complaints, compliments and general comments should be welcomed through e-mail addresses or forms available on the site. Forms are preferred because they are more structured and focused. Forms can also regulate the information that is being sent. For example, if the user enters his name and comment, but forgets to fill out his address or e-mail, the form can remind him to do so. E-mail does not have this capability. In addition, the user should be able to contact the webmaster by e-mail or phone.

If a user contacts someone from the web site, response time should be no longer than two business days. If the information requested is not readily available, the user should be notified that his/her e-mail was received and that the information is being processed. This lets the user know that he/she did reach someone who will try to answer his/her question. For example, when someone places an order on Amazon.com, that person receives an e-mail from the company letting him/her know that the order is being processed, and also telling him/her how long it will take to receive the merchandise.

All web sites, no matter how simple or complicated, should have a theme. This makes the site look professional. Consistency is key. Banners, navigation, copyright information and a statement of when the site was last updated should all be found in the same place on each page of the site.

Of all the design issues for a web site, content is most important. One can have the best-looking web site, with consistent navigation and a splash page, but if it does not have useful content it is missing the point. When building a web site, ask yourself, "Is the content informative?" If the answer is no, why do you have a web site? In addition, each page of the site should not be longer than two standard document pages. If a page is longer than that there is too much information on that page and the page should be subdivided accordingly. Users do not want to have to scroll down and search for information. Users want information at the click of a button.

If you want to get very advanced in your web site, you may want to consider log analysis. Log analysis gives you information on many things, including the following:

- The username of the person accessing your site
- The date and time of the user request
- The method used by person accessing site (browser and platform)
- The status code (meaning if they were successful in finding information, if they were redirected or if there was some sort of error)
- The browser and operating system used
- The site that referred the user to your site

Log analysis is particularly useful for businesses, but can also be useful for a municipal web site. A municipality could use the information from log analysis to identify the most popular pages of the web site to determine if users are getting many error pages from the site, etc. Log analysis is very beneficial if you know how to apply the information gathered.

In order to place a web site on the Internet, you must have a Internet Service Provider (ISP) to host the site. Finding an ISP can be very discouraging and confusing. There are many ISPs available and it is hard to determine which would be the best for your site. In finding the right ISP for your municipality you must consider the following:

- What is the cost of disk space? (It should be cheap)
- What is the operating system used by the ISP? (UNIX or Windows NT is best)
- What web server software is used and what version? (Preferably Netscape Enterprise, Microsoft Internet Information, or Apache)
- Is there access to Telnet, Ftp, and Microsoft FrontPage? Choose one with which you are familiar. (This involves email capability, transferring files, etc.)
- Are applications such as Java, database, FLASH, audio and video (offers interactivity) supported?
- Is security offered?
- How frequently is the system backed up? Backup frequency should be determined by how often the site is updated. Don’t pay for unnecessary backups.
- How much data can be transferred? (100Mb is good)

- What is the bandwidth of the ISP? (A T1 or T3 line is the best. T1 lines have a bit capacity of 1.544 Mbps, while T3 lines have 44.736 Mbps. Anything less means slow speed for the user accessing the site)
- What network provider is used and what distance is the ISP from the Internet backbone? (If it is more than two or three hops away from the backbone, your site may be slow)
- Is customer service available 24 hours a day, seven days a week? What is the method of contact - phone (preferably an 800 number), e-mail or fax? (If support is limited, it will be hard to solve immediate problems)
- What is the server load or how many users are on each computer? (If there are too many, the server may fail)

Much of the information listed in this guide may be confusing to someone who is not familiar with web sites. However, webmasters must consider this information if they want their site to function properly.

Suggested Readings and web Sites to Help You Design A web Site

- Castro, Elizabeth. "HTML for the World Wide web." Peachpit Press. 1998
  This book is a guide to HTML, Photoshop, images, forms, lists, tables, links, frames, multimedia, and color. It is easy to understand and gives great examples.
- http://www.hotwired.com/webmonkey/
  webmonkey is a resource for web developers, but it can be used by anyone. It explains emerging technologies and explores trends. In addition, it includes tutorials that walk you through the basics and then let you get your hands dirty with detailed how-to projects, articles, and commentaries.
- http://www.builder.com/Business/Rules/
  This article gives the rules on “netiquette” – etiquette on the web – which is extremely helpful.
- http://www.internetworld.com/print/1998/07/13/intranet/19980713-advisor.html
  This article explains how to ease navigation for a web site, to get to know your users, and plan carefully.
- http://www.web sitetips.com/designer/index.html
  This web site includes almost everything on how to create your web site from HTML to legal issues.
- http://www.cyberjazz.com/216color.html
  This site explains the concept of browser-safe colors. It includes a table of all the colors that are browser safe and what their value are in hexadecimal code.
- http://www.cnet.com
  This site is the ultimate guide to Internet Service Providers. It allows you to select criteria and then conducts a search for the ISPs that meet the preferred standards.

APPENDIX E:
CODEBOOK

CODEBOOK

MEET	Meeting information
BUDGET	Budget information
SERVICES	Services
CONTACT	Contact information
FEEDBACK	Feedback/email capability
HOWTO	"How-to" information
LINKS	Relevant links
SEARCH	Search Capability
ORGAN	Site well organized
THEME	Separated thematically
#LINKS	Number of links to find specific information
NAV	Persistent navigation
GRAPHICS	Graphics and text easily readable
B1	Browser 1
B2	Browser 2
DESIGN	Overall design of page
WORK	4. All graphics, links and buttons work or load properly
FREQ	5. Frequency of updates
MASTER	6. webmaster - someone is responsible for site maintenance
YAHOO	Ability to find site on Yahoo!
SE 1	Ability to find site by searching key words, Search Engine 1
SE 2	Ability to find site by searching key words, Search Engine 2
SCORE	Total Average Score
E1	Evaluator 1 score
E2	Evaluator 2 score
E3	Evaluator 3 score
E4	Evaluator 4 score
Syracuse	City of Syracuse
Liverpool	Town of Liverpool
Vmanlius	Village of Manlius
Skaneateles	Town of Skaneateles
Camillus	Town of Camillus
Cicero	Town of Cicero
Tmanlius	Town of Manlius
Salina	Town of Salina
Tully	Town of Tully
SYRAVG	City of Syracuse average score from four evaluators
LIVAVG	Town of Liverpool average score from four evaluators
VMANAVG	Village of Manlius average score from four evaluators
SKNAVG	Town of Skaneateles average score from four evaluators
CAMAVG	Town of Camillus average score from four evaluators
CICAVG	Town of Cicero average score from four evaluators
TMANAVG	Town of Manlius average score from four evaluators
SALAVG	Town of Salina average score from four evaluators
TULAVG	Town of Salina average score from four evaluators
CATAVG	Mean Score for all municipalities by category

APPENDIX F:
DATA SPREADSHEETS

DATA SPREADSHEETS

APPENDIX G:
CONTACT LOG

CONTACT LOG

Municipality/ Name of Contact	Date	Time	Method of Contact	Phone Number	Activity Description	Team Member
Town of Camillus Terri	10/13	10:35 am	Phone	488-1234	Called re: web site construction and costs. Made by CNY web Services; $600 contract, $20/month for upkeep.	PK
City of Syracuse Ross Gullo	10/13	11:02 am	Phone	448-8217	Called re: web site construction and costs. Made in 1996 by Syracuse Research Company; $8000 contract, $4000 for upkeep. Now SU Soling Project teaching city to maintain own site.	PK
Village of Liverpool Peg	10/14	N/A	Phone	457-3441	Called re: web site construction and costs. Signed up for Dreamscape, a resident does site for free. Costs $208.45 annually and $10/month.	HC
Town of Skaneateles Janet	10/14	N/A	Phone	685-3473	Called re: web site construction and costs. Village received donation for web site construction.	HC
Town of Dewitt Secretary	10/14	10:02 am	Phone	446-3428	Called re: why there is no web site. She said a site has been built by Deputy Policy Chief Bill Ferguson, but may not be up yet.	MT
Town of Geddes Michele Sardo, Secretary to the Town Supervisor	10/14	10:04 am	Phone	468-2528	Called re: why there is no web site. She said the town has not had the resources to build one. There is only one computer in the town offices that has web access.	MT
Town of Onondaga Charry Lawson	10/14	10:17 am	Phone	469-1583	Called re: why there is no web site. She said she thinks the town is slow, and also has not felt the need for one. She said the town is small enough and contained in one area that it has not needed one. She does think they will probably build one in the future.	MT
Town of Spafford Rita	10/14	10:23 am	Phone	673-4144	Called re: why there is no web site. She said the town is too small to have one, and it is mainly a resort area so there is no need for one. She also referred me to Gordon Ireland, a man who could provide more information.	MT

Municipality/ Name of Contact	Date	Time	Method of Contact	Phone Number	Activity Description	Team Member
Town of Van Buren Liz McArthy-Bowers	10/14	10:26 am	Phone	635-3009	Called re: why there is no web site. She said it's not necessary for the town to have one. They take care of everyday detail on there own, and it has not been a priority for them. She said that at some point she thinks the town will have one, but so far it hasn't been given any consideration at all.	MT
City of Sunnyvale, CA Lee Vandiver	10/14	12:02 PM	Phone	(408)730-7480	Called re: web site construction and costs. Set up in 1996 by trained city people. Cost under $10,000 to construct. Now college student works on it 12-15 hrs/week, paid about $12,000 per year.	PK
Town of Clay Supervisor's Office, Anne Stenham	10/14	3:00 PM	Phone	652-3800	Called re: why there is no web site She said it is a "work in progress."	SK
Town of DeWitt Supervisor's Office	10/14	3:03 PM	Phone	446-3826	Left message	SK
Town of Elbridge Town Clerk, Karen Platten	10/14	3:15 PM	Phone	689-9031	Called re: why there is no web site. She said they are in the process of making one.	SK
Town of Fabius Town Clerk	10/14	3:16 PM	Phone	683-5215	Called re: why there is no web site. She said they do not have computers.	SK
Town of Geddes Supervisor's Office, Michelle Sardo	10/14	3:17 PM	Phone	4683600	Called re: why there is no web site. She said no one knows how to create a web site. They will be looking into it in the future.	SK
Town of Van Buren Supervisor's Office	10/14	3:25 PM	Phone	635-3010	Called re: why there is no web site. There was no specific reason.	SK
Village of Baldwinsville Village Clerk, Barb Godfrey	10/14	3:30 PM	Phone	635-3521	Called re: why there is no web site. She said computer accessibility is a problem.	SK
Village of Camillus Clerk Treasurer, Sharon Norcross	10/14	3:31 PM	Phone	672-3484	Called re: why there is no web site. She said the village just got internet access. The new mayor is not computer oriented, and they will probably never get one.	SK
Village of E. Syracuse	10/14	3:33 PM	Phone	437-3541	Busy signal	SK
Village of Elbridge Village Clerk, Jeannette Horner	10/14	3:33 PM	Phone	689-3404	Called re: why there is no web site. She said they have discussed the possibility, but it has never come together.	SK
Village of Fabius	10/14	3:36 PM	Phone	683-5221	Answering machine	SK

Municipality/ Name of Contact	Date	Time	Method of Contact	Phone Number	Activity Description	Team Member
Village of Fayetteville Marty Lynch	10/14	3:37 PM	Phone	637-9864	Called re: why there is no web site. He said no one has developed one due to a lack of how-to knowledge and no internet connection.	SK
Village of Jordan Naomi McIntyre	10/14	3:40 PM	Phone	689-7350	Called re: why there is no web site. She said the village just got online. It is too new right now, but may happen in the future.	SK
Village of Marcellus Gary March	10/14	3:42 PM	Phone	673-3112	Called re: why there is no web site. He said it has never been brought up as an issue.	SK
Village of Minoa	10/14	3:45 PM	Phone	656-3100	Left name and number for Village Clerk to call on 10/18.	SK
Village of N. Syracuse Mayor, Jim Hotchkiss	10/14	3:47 PM	Phone	458-0900	Called re: why there is no web site. He said they are thinking about using Syracuse.com. As of yet, have not gotten around to it, but would greatly appreciate info.	SK
Village of Solvay Sheryl Libertone	10/14	3:54 PM	Phone	468-1651	Called re: why there is no web site. She said the computer person recently resigned.	SK
Village of Tully	10/14	3:57 PM	Phone	696-5041	Answering machine	SK
Town of Cicero Marty Walters	10/15	N/A	Phone	699-2756	Called re: web site construction and costs. Cost $125 for 2 pages, and $50 for each additional page.	HC
Town of Salina Nick Sokairo	10/15	N/A	Phone	457-2710	Called re: web site construction and costs. Cost was about $100 for entire site.	HC
Town of Manlius Elaine Coppola	10/18	10:28 am	Phone	443-9523	Called re: web site construction and costs. Made by Sgt. Frederick Doyle of Town of Manlius Police Department.	PK
Town of Manlius Sergeant Frederick Doyle	10/18	10:30 am	Phone	682-2212	Called re: web site construction and costs. Made by Doyle's company, Central Data Systems for $1200.	PK
Village of Manlius Sherri Haskins	10/18	10:34 am	Phone	682-9171	Called re: web site construction and costs. Made by Information Systems Consultants; $1795.95 contract, $35 for procurement of site, $365 to lease.	PK
City of Keene, NH Rebecca Lake	10/18	10:43 am	Phone	(603)357-9802	Called re: web site construction and costs. Trained in-house web team to make/maintain site. Cost based on time spent by individuals. Hourly/salary basis.	PK
Village of E. Syracuse	10/19	10:53 am	Phone	437-3541	Told to call back later.	SK
Village of Minoa Village Clerk, Karen Curulle	10/19	10:56 am	Phone	656-3100	Called re: why there is no web site. She said they haven't gotten that far, but it's not something they wouldn't consider in the future. There is a lack of how-to knowledge and cost is a major factor.	SK
Village of Skaneateles Village Clerk, Sally Sheehan	10/19	11:00 am	Phone	685-3440	Called re: why there is no web site. She said that time is the biggest factor.	SK
Village of Tully	10/19	11:01 am	Phone	696-5041	Answering machine	SK

Municipality/ Name of Contact	Date	Time	Method of Contact	Phone Number	Activity Description	Team Member
Town of Tully Ann Smith	10/26		Phone	696-4693	Called re: web site construction and costs. Cost town nothing; Ann Smith constructed as volunteer.	HC
Town of Dewitt Deputy Chief Bill Ferguson	10/26	9:07 am	Phone	449-3640	Called re: web site being built in Dewitt. Left message on answering machine.	MT
Town of Elbridge Rita Diger, Town Council	10/26	9:10 am	Phone	689-9461	Called re: why there is no web site. She said a web site is being built and should be up on the web in a few months.	MT
Town of Lysander David Rahrly	10/26	3:50 PM	Phone	635-1443	Called re: why there is no web site. He said the town is not that technical, and they have not entertained the idea of a web site yet.	MT
Town of Spafford Gordon Ireland	10/27	12 noon	Phone	673-3826	Called re: why there is no web site. Left message on answering machine.	MT
Town of Marcellus Frank Wilson, Town Supervisor	10/27	12:05 PM	Phone	673-3269	Called re: why there is no web site. He said one is going to be built for both the town and village of Marcellus. He added that it will be paid for out of the town budget and it should be up by the first of the new year.	MT
Town of Dewitt Deputy Chief Bill Ferguson	10/27	12:12 PM	Phone	449-3640	Called re: web site being built in Dewitt. Left message on answering machine.	MT
Town of LaFayette Greg Skammel	10/28	N/A	Phone	N/A	Called re: why there is no web site. He said the town does not have experience with web sites, and he's not sure what they'd use it for. He said they have not heard of good example sites to look at. The town is also not sure of how much it would cost, how it would fit into the budget, or if it could be afforded. He added that there is no information technology staff for the town.	MT
Town of Clay John Shehadi	10/28	10:05 am	Phone	436-1557	Called re: why there is no web site. He said one is being made and should be up on the web within a couple of weeks. His goal is to focus on what users would be looking for.	MT
Town of Fabius Robert Demore, Town Supervisor	10/28	4:00 PM	Phone	683-5655	Called re: why there is no web site. He said there has been some talk about building a site, but it has gone no farther than that. The only town official that has a computer is the tax collector.	MT
Town of Otisco Georgia Waldo, Town Clerk	10/29	morning	Phone	696-4676	Called re: why there is no web site. She said it is mainly because of financial reasons, and the fact that it is such a small town. She also said she would probably be responsible for building it, and she doesn't know how to go about building one.	MT

Municipality/ Name of Contact	Date	Time	Method of Contact	Phone Number	Activity Description	Team Member
Town of Pompey Supervisor	10/29	10 am	Phone	682-9591	Called re: why there is no web site. He said the town has thought about it, but there has not been a lot of "push" to do it. He doesn't know if people would use it. He also said that he would rather have residents come talk to town officials face to face. He is not sure it would be an advantage to anyone. Also, the cost would probably be more than the town would be interested in spending.	MT

APPENDIX H:
COMMUNITY BENCHMARKS SURVEY

REQUEST FOR INFORMATION
SEPTEMBER 1999

Questions can be directed to Carol Dwyer at 443-3934. Please complete this questionnaire and return by **Sept. 17** via fax at 443-5069 or mail: Community Benchmarks Program, 102 Maxwell, Syracuse University, Syracuse, NY 13244-1090.

Name of Municipality _____

Name of person providing information _____

Annual Salary of Mayor/Supervisor for current fiscal year _____

Number of years this person has served in this office _____

_____ Democrat _____ Republican

Annual Salary of Trustee/Council Member for current fiscal year _____

Total budget for current fiscal year _____

Please provide the total number of full-time equivalent employees in your municipality _____

Please indicate any benefits available to people serving in these elected positions:

	Supervisor/Mayor	Trustee/Council Member
Health Benefits:	_____ Yes _____ No	_____ Yes _____ No
If yes, annual amount of individual benefit paid in last fiscal year:	_____	_____
Retirement Benefits:	Supervisor/Mayor	Trustee/Council Member
	_____ Yes _____ No	_____ Yes _____ No
If yes, annual amount of individual benefit paid in last fiscal year:	_____	_____
Additional benefits:	Supervisor/Mayor	Trustee/Council Member
	_____ Other _____ None	_____ Other _____ None
List Other:	_____	_____

Are the mayor/supervisor and/or trustees/council members provided with a vehicle paid for by the municipality?
_____ Yes _____ No

What is the mileage reimbursement rate paid to the mayor/supervisor and trustees/council members?
_____

Please indicate the total mileage reimbursement paid for the last fiscal year to the following:

Mayor/Supervisor _____

Trustees/Council Members:

Name	Amount	Circle Party
1. _____	_____	R D
2. _____ _	_____	R D
3. _____	_____	R D
4. _____	_____	R D
5. _____	_____	R D

While it is recognized that many supervisors/mayors work the equivalent of a full-time position, by statute, is this considered to be a full-time or part-time position?

_____ Part-Time _____ Full-Time

Does your municipality have a web site? _____ Yes _____ No

If yes, please provide the web site address _____

How long has the web site been operational? _____

Please provide the name of the web master and the web master's phone number:

Name _____ Phone _____

Thank you for taking the time to provide this information.

APPENDIX I:
BLANK EVALUATION FORM

MUNICIPAL WEBSITE EVALUATION FORM

Municipality: _____

web site Address: _____

Rank all characteristics on a scale of 1 to 5, with 1 being poor and 5 being superior.

	Score (out of 5)			
	Evaluator 1	*Evaluator 2*	*Evaluator 3*	*Evaluator 4*
1. Content - web site contains the following:				
Meeting information				
Budget information				
Services				
Contact information				
Feedback/email capability				
"How-to" information				
Relevant links				
Search capability				
2. Architecture				
Site well organized				
Separated thematically (i.e. Business, residents, tourists)				
Number of links to find specific information				
Persistent navigation				
3. Layout				
Graphics and text easily readable				
Page layout tested on 3 different browsers				
Browser 1:				
Browser 2:				
Overall design of page				
4. All graphics, links and buttons work or load properly				
5. Frequency of updates				
6. webmaster - someone is responsible for site				
7. Registration with search engines and browsers				
Ability to find site on Yahoo! (Municipal gov't: NY)				
Ability to find site by searching key words				
Search Engine 1:				
Search Engine 2:				
TOTAL (max. 110)				