## Websites and their Influence on Government

Morris Enyeart, Ed.D. City Connections LLC , www.cityconnections.com enyeart@citiesnj.com GPANJ Annual Spring Conference April 10, 2013



### A Look Back – 1996-1999



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### A Look Back - 1996-1999

### 2012 Best NJ Municipal Government Websites Monmouth University Study & Results



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### What does the State of New Jersey Require?



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### How does this effect the Purchasing Dept?



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Best Practices for Purchasing Departments

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What does the State of New Jersey Require?

How does this effect the Purchasing Dept.?

**Best Practices for Purchasing Departments** 

**Resources for Purchasing Departments** 

### 1996

Approximately 90 NJ municipal websites



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### 1996 – Approximately 90 NJ municipal websites

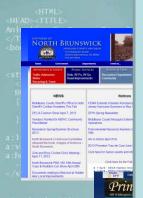
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| ndo Docili                                   | assessed. We appreciate your comments and we toos forward to<br>tailoring our services to fit the needs of the Princeton Community.<br>English services   | Pietos of Princeton  | his Carwell Just<br>property to bits in August 2012. These foreverses who<br>atthe sold from home prior to filing the foreverse benefit<br>and and and an and a solar and a solar and a solar and a solar and<br>a solar and a solar and a<br>solar and a solar and a<br>solar and a solar and a<br>solar and a solar and a<br>solar and a solar and a<br>solar and a solar and a | Perception for the table  | Meetings  | d • More  | Rt 520 Bridge Construction      | South and Connections<br>Recontion and Parks                            |  | And the second s |                               |
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### 1996 – Approximately 90 NJ municipal websites

- "It is only a matter of time before the Internet is approved as a legal mechanism for publishing bid specifications." (M. Enyeart)
- Cost was high compared to today (\$300 \$2000/page)
- Result was volunteers, novices and untrained municipal staff created many of the sites with insufficient tools or training.

1999 – 204 New Jersey municipal websites



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1999 – 204 NJ municipal websites

• Cost came down to \$10-\$100 per page

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



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### 1999 – 204 NJ municipal websites

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- Only a handful listed bid results and only 2 provided winning bid amount

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

Award Categories were:

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table width "1000 bgcolor="#dddddd" lpx #6f6f6f solid; tr: td valing="middle lie dpan middle Top 25 Best Municipal Websites Best Websites for Ease of Use Best Websites for Citizen Interaction Overall Content

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

**Assessment Criteria** 



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#### Assessment Criteria

• Information for Citizens (60 items)



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## 2012 - Monmouth Univ. Best Websites

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- Citizen Interaction (14 items)
- Online Government Services (7 items)
- Social Media (5 items)

### What were the findings of the study?



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## 2012 - Monmouth Univ. Best Websites

### Findings

Of 86 scoring items the highest any website had was 68 (79%)



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### **Findings**

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

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|    | NEWS  | Notices  |  |  |
|    | Middlesex County Sherif's Office to Hold<br>Sherif's Civitan Academy This Fall                  | FEMA Extends Disaster Assistant<br>Jenter Harricane Survices to May<br>DPW Spring Newsletter<br>Middleser County Mosquito Extern<br>Operations |  |  |
|    | DECA Fashion Show April 7, 2013   |  |  |  |
|    | Vendors Warted for NBWC Community<br>Fixe Market  |  |  |  |
|    | Recreation Spring Summer Brochure<br>2013   | Environmental Resource Inventory<br>16th   |  |  |
|    | North Brunswick's Historical Committee  | AG in Action April 21st  |  |  |
|    | released the book, Images of America -<br>North Brunswick,                                      | 2013 Princeton Tour de Oure Jun  |  |  |
|    | Girls and Bays Cricket Clinic Meeting -<br>April 11, 2013                                       | Click here for Service events and in   |  |  |
|    | North Brunswick PBA 150 18th Annual<br>Cops & Rodders Car Show April 28th                       | Citck here for the Fu<br>• 7 April - DECA Fashion Sh   |  |  |
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## 2012 - Monmouth Univ. Best Websites

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### Findings

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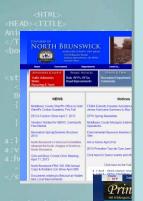
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An up-to-date municipal website containing **at minimum** the following:



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

• The past three years of adopted budgets

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|                 |   |                     |  |  |   |                             |                                       |                      |                            |   |   |   |                                       |

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

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



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

• The most recent annual financial statement and audits.

| North  | BRUNSV<br>HIDDENE CONT<br>TETEROUSEN ED<br>NOTES EDINOUS<br>TETEROUSE | N, NDW (IUSEY<br>ND<br>CK. NJ (IUSH)                       |        |
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| DECA Fashion Sho   | w April 7, 2013   | DPW Spring Newsletter                                      |        |
| Vendors Wanted to<br>Fixe Market   | NBWC Community  | Middlesex County Mosquito 8<br>Operations                  | Extern |
| Recreation Springs<br>2013   | Summer Brochure   | Environmental Resource Inve<br>16th                        | ntory  |
|  | Astorical Committee<br>Inspire of America -                           | AG in Action April 21st                                    |        |
| North Brunswick,   | magas o America -   | 2013 Princeton Tour de Oure                                | Jane   |
| Girls and Bays Circ<br>April 11, 2013  | ket Clinic Meeting -  | Click here for Senior events a                             | and in |
| North Brunswick PE<br>Cops & Rodders C   |   | Câck here for th<br>• 7 April - DECA Pasheo                |        |
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An up-to-date municipal website containing at minimum the following:

• Contact information for

elected and appointed officials, municipal administrator or manager, municipal clerk, police chief, municipal court administrator and all department heads;

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

 Meeting dates, minutes and agendas for the governing body, planning board, board of adjustment and all commissions?



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

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



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

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

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| eAthere Destary                           | https://www.auresmonkey.com/shttps//stracers   | Photos of Princeton>      | Experience or stoke proceed reaction of a state or      | Middetown Arts Center (MAC)   | Calendar                                  | Superstorn Sandy Photos 9        | Barrauth Cade/Ordenance                        |  | Addressed Yourself #  |                             |
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| der Plan                                  | The Princeton Council is asseing comments on the Perce Back-<br>Intermediate Concept Plan (Route 1)  |                           | Hardward and Addis and Addis 200 (2010 million and and a distance  | Public Safety   | Han Calendar * Kan an Far                 |                                  | Yome / Applications                            | and the second   | (the  | "+000000" TOPRANCIN_"0" 44  |
| clases & Voleng                           | Recordson Proceeding Roads, Budders  | $\langle \varphi \rangle$ | Exemplatizations to that Union Traventing Middle Exhibit and<br>anti-scheduler, the device and parsent UTMS years  | Recreation  | Biddetrwn Ads Center *                    | Middletown Disaster Railet Fond. | John and Bels<br>Photo Galaxies and Webers     | Photo by Andrea rance  | Pay Tax   | NEK BOHT, "O">              |
| anut for Government                       |  | TREE CITY USA             | North closes as a few Jense Taward School (why 57<br>chose patronic); die to au stadowith fagt onces   | Recycling   | Hentings 🕴 🎦 🐨 Tup Committee Regular      |                                  | Photo Gallerio and Videos<br>Tanas Anthen      | Latest News & Events   |   |                             |
| ordser Opportunities                      |  |                           |  | Schosls   | Paris & Recreation * Paris + Disease Road | EL SA LOCAL                      | Site Hap                                       | A Special Cerebration of Earth Day<br>Bacille Are 21 2013 200 PH to 200 PH   | facebook  |                             |
|   |  | ( IEDSEV )                |  | Senior Services   | Force Part + 12                           | DIRECTORY                        | Website Photo Samer                            | Framilies, area is now a DUSTMENDUE COMMUNITY and the Environmental Commission would like the community to share<br>in our printedation of this special accompliatement also Celebration of Earth Day at the Franciscus and Public Library. Randoll, |   |                             |

### How does this Affect Purchasing Dept.?

# First and Foremost Publish bids/RFPs/RFQs online

That is the minimum required by the State of NJ

| Restrets internet that draw considering in the Networks<br>Construction of the Section of the Section of the Section<br>Construction of the Section of the Section of the Section<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of the<br>Section of the Section of the Section of the Section of 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the second sec | A state of the sta | ated CITs and its<br>reconstruction |
|--|--|---|---|---|--|---|--|--|--|-------------------------------------|

### How does this Affect Purchasing Dept.?

What did the Monmouth Top 25 websites have for Purchasing and bid notices? (Survey by M. Enyeart)

#### **Finding Purchasing / Bids**

- Icon or Link on Home page to Bid/RFP page 44%
- Link on primary menu to Bid/RFP page 40%

| Think<br>Cutode Organic Program                  |  |                      |   |  |  |                                |   |   |  |   |
|--|--|----------------------|---|--|--|--------------------------------|---|---|--|---|
| 2013 Death, Log and Load<br>Collector: Scheduler | business owners and other stateholders in the Princeton<br>Community to take several minutes to complete a short online<br>Community Gorans. This several takes us to labertify the media  |                      | Advances & Alexe<br>2111/10/04/colf/ogd Brown   | History                                  | Transford Dietering Assistance Extended Final Tim- | Brush Calection                | Naper and Grand<br>Econopracy Services                                |   | Salist   |   |
| Pay Taxes Orline                                 | and expectations of our service area as they relate to our police<br>department. Your responses will be individually evaluated and   | Parking in Princeton | Public Neares Revealed Fabric Linder Und rights International and Section 2012  | Likary                                   | a contractor                                       | Budget Documents               | Departments   |   | NOTIFICATION   |   |
| Code Book  | assessed. We appreciate your comments and we look farward to<br>takeng our services to fit the needs of the Princeton Community.   |                      | No Carvet Sam property to 38% in August 2011 (These transcourses of a<br>after self they self they have prior to 15% ph formatived bandly<br>and a self they have prior to 15% ph formatived bandly<br>and a self they are prior to 15% ph formatived bandly<br>and a self they are prior to 15% ph formatived bandly<br>and a self they are prior to 15% ph formatived bandly<br>and a self they are prior to 15% ph formatived bandly<br>and a self they are prior to 15% ph formatived bandly<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>and a self they are prior to 15% ph formative<br>are prior to | Meetings                                 | e More   | Rt 520 Bridge Construction     | South and Connections   |   | Add your contract information to our<br>model patient for an our out-contract<br>who you'r de report primeryddan dant<br>amruur contractor |   |
| Exact Truce Devilery                             | https://www.surveymonkey.com/shCM20MX<br>Spanish Version   | Photos of Princeton> | Provide the second seco  | Middletown Arts Center (MVC)             | Calendar   | Superstorn Sandy Photos &      | Burraugh Code/Ordenance   |   | Addressed Yourself #   |   |
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| Master Plan                                      | Internediate Concept Plan (Noute 1)  |                      | Encadadore tr the Union Travelar Middle School  | Recention                                | Main Calendar * Youth Job Fair                     | Widdetpen Disapter Relef Fond# | Forms / Applications<br>John and Bels                                 | AND TO A PACE   |  | "PODDOOD" TOPRANCING" CEPTRANC<br>NEW DOWL-"O"> |
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| Volunteer Opportunities                          |  | IEDREY               |   | Schoolo                                  | Paris & Receator                                   | BUY BUSINESS                   | Site Nap  | A See and Celebration of Earth Dave<br>Burdel, Appl 21, 2017, 200 Pinto 400 Pint  | facebook   |   |
| <br>1.11   | or other states and the state of the state o |                      | and the second se   | Senior Services                          | Public Bons n                                      | DIRECTORY                      | Website Place Baser<br>The potents Robus the Exceptio Ambulance Coops | in our relectation of this spaces accomplicationers at a Calendration of Earth Day of the Practice Lakee Public Lintery, Ranctal Solaman, Co-director of Sustainable access, will be paning as There will be depices leaturing Sustainable accelerations. | - internet   |   |

### How does this Affect Purchasing Dept.?

What did the Monmouth Top 25 websites have for Purchasing and bid notices? (Survey by M. Enyeart)

What do you find when you get there?

- Posted current Bids/RFPs 68%
- Purchasing Dept/Division has a web page 16%
- Posted past Bids/RFPs 20%
- Identified Bid/RFP successful vendor 1%
- Identified Bid/RFP contract amount 1%

How does this Affect Purchasing Dept.?

### What should you do?

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

Fight for your shelf space.



## **Best Practices for Purchasing Depts.**

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

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

### How does this Affect Purchasing Dept.?

### Model Purchasing web sites

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

| Pagan    |   |   |  |   |                                 |  |  |  |                             |
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| and loss | business owners and other stoleholders in the Minceton  | Advances & Aans Street A Yould a  | and the second s | cleaster neovery center nous change                   | Brush Calection                 | Naper and Grand  |  | State of Concession, Name  |                             |
| adee .   | Conversity Gurvey. This survey will help us to identify the needs   | 211) relicione Sulget avier avier avier   | History  | Transitional Shettering Assistance Extended Final Tim |                                 | Frangesty Services   |  | SWIFT  |                             |
|          | and expectations of our service area as they relate to our poice Parking in Procedure<br>department. Your responses will be individually evaluated and Parking in Procedure Parking in | Public Venture Remarked Statistic Update: Next slights howeverses all sectores  | Litrary.   | a   | Budget Documents                | Exportments  |  | NOTIFICATION   |                             |
|          | assessed. We appreciate your comments and we look furward to<br>tailoring our pervices to fit the needs of the Princeton Community.   | No Carwel Just property to bits in Aquait 2012 These torsevence also making making  | Meetings   | es + More   | Rt 520 Birdea Construction      | Boards and Connections                                     |  | Add your toxized information to car<br>methodological an our can consider<br>you with reported information and |                             |
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| enties . |   | ·····································   | Schoolo  | Paris & Receator                                      | Buy S/ LOCAL                    | Site Hap   | A See and Celebration at Earth Day   | facebook   |                             |
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### Government Websites Resources

What Do the Best Municipal Websites Have to Offer? New Jersey Municipalities Magazine – Dec. 1999 http://www.cityconnections.com/The Best Municipal Web Sites.pdf

Monmouth University 2012 Best Municipal Websites http://www.cityconnections.com/Monmouth-U-Best-Practices-Best-Municipal-Websites.pdf

Municipal Web Site Articles http://www.cityconnections.com/articles.html

League of Municipalities http://www.njslom.org

Transparency in Public Procurement Principals & Practices of Public Procurement <u>http://principlesandpractices.org/pages/transparency-in-public-procurement</u>



## Websites and their Influence on Government

Morris Enyeart, Ed.D. City Connections LLC , www.cityconnections.com enyeart@citiesnj.com GPANJ Annual Spring Conference April 10, 2013

