

Electronic Government 2011

The Electronic Government 2011 survey was mailed to all city-type governments with a population of 10,000 or greater and to all county governments that have either elected executives or appointed managers. An online option was also provided. The survey response is 30%. The survey is a collaboration among Dr. Donald F. Norris, Dr. Christopher Reddick, and ICMA, and the data are proprietary.

WEBSITE MANAGEMENT

For the purposes of this survey, the local government **website** is the official web site. **This does not include websites produced by the Chamber of Commerce or other organizations (e.g. tourist bureau, economic development agency, etc.).**

1. Does your local government have an official web site?

- 97% have a website
- 3% do not

If your local government does not have an official website, you do not need to continue with the survey. Please return it to ICMA.

2. Does your local government website domain name end in “.gov” ?

- 23% have a domain ending in “.gov”
- 77% have a domain ending in something else

3. When was your official website created?

The average is 2002, but some were created in the 1990s.

4. Which department or individual has overall responsibility for the day-to-day management of your local government’s official website? (Check only one.)

19%	City/county manager/Chief administrative officer/office	20%	Public information officer/office
12%	Chief technology officer/office	18%	Other (please describe)
32%	Chief Information Officer/Information Technology Dept		

5. Does your local government have a dedicated webmaster for the official local government website?

- 62% have a dedicated webmaster
- 39% do not

6. Does your local government permit individual departments to have web pages on the local government website?

- 95% permit individual departments to have web pages on the local government sit
- 5% do not

7. If your local government permits individual departments to have web pages, do they have web masters or other staff dedicated to maintaining departmental websites?

- 48% report that no depts. have web masters/staff
- 26% report that a few depts. have web masters/staff
- 13% report that many depts. have web masters/staff
- 12% report that all depts. have web masters/staff

8. If your local government permits individual departments to have web pages, does your local government have a policy requiring departmental websites to maintain a look and feel consistent with the main local government website?

- 82% have a policy requiring a consistent look and feel
- 18% do not

9. How does your local government provide the following? (Check all applicable.)

	In-house by local government staff	Another local government	State government	Local government association	Public-private partnership	Currently outsources to ASP
Website hosting	42%	1%	1%	1%	15%	43%
Website design	54%	1%	0%	1%	18%	34%
Website operations and management	85%	1%	0%	1%	7%	12%
Integration of website with local government databases	79%	1%	1%	2%	11%	16%
E-payment/e-transaction	37%	1%	4%	1%	26%	45%

10. Does your local government have a policy or procedure on any of the following? (Check all applicable.)

58%	Website privacy	63%	The use of social media	65%	Providing links to other governments
26%	Website options for visually impaired users	23%	Paid advertising on the website	61%	Providing links to community organizations
61%	Website security	33%	Providing links to businesses that request it	5%	Other (please describe)
18%	Website language translation capability	54%	Providing links to nonprofits		

11. Does your local government use cloud computing?

- 27% use cloud computing
- 73% do not

12. If your local government uses cloud computing, please identify the purpose(s). (Check all applicable.)

13%	Main storage	13%	Desktop office tools (e.g., Google apps)
30%	Offsite storage	10%	Computing power
67%	Software apps	16%	Other (please specify)
23%	E-mail (e.g., Google mail)		

E-GOVERNMENT FUNCTIONALITY AND MANAGEMENT

For purposes of this survey, **e-government** is the use of the Internet to deliver services and information.

13. Does your local government have a separate information technology department that is responsible for all information technology needs AND for all e-government needs in your local government?

- 59% report a separate technology department
- 41% do not

14. If you do not have a separate information technology department (ITD) or if your ITD is not responsible for e-government, which department or individual is responsible? (Check only one.)

33%	City/county manager/Chief administrative officer/office	13%	Public information officer/office
22%	Chief technology officer/office	31%	Other (please describe)

15. Does your local government have a formal information technology plan?

- 48% have a formal plan
- 52% do not

16. Does the formal information technology include e-government?

- 57% report that the formal plan includes e-government
- 43% report that the formal plan does not include e-government

17. If formal information technology plan does not include e-government, does your local government have a formal e-government plan?

- 7% report that they have a formal e-gov plan
- 93% do not

18. Please check the number that best describes whether the e-government applications and services provided through your local government's website today mostly provide information one-way to citizens or are they mostly interactive and transaction oriented?

1 One-way communication to citizens	2	3	4	5 Mostly interactive/transaction oriented
23%	31%	31%	11%	4%

19. Does your local government offer any of these services online? (Check all applicable.)

Service	We provide this service online	We DO NOT provide this service online
a. Streaming video	50%	50%
b. Video on demand	45%	55%
c. Instant messaging (IM)	7%	93%
d. Chat rooms	3%	97%
e. Moderated discussions	7%	93%
f. Mobile apps (iPhone and Droid)	17%	83%
g. IVR	16%	84%
h. CRM/311	17%	83%
i. Podcasts	12%	89%
j. e-alerts	59%	41%
k. Other (Please describe.)	37%	63%

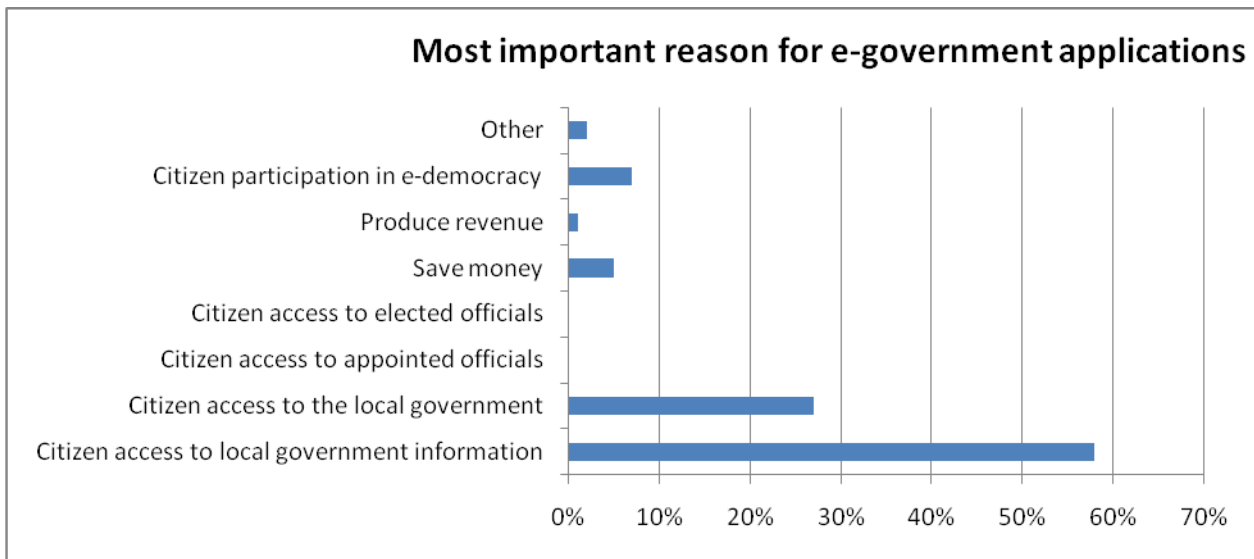
20. Please provide the following information about e-government on your local government web site. If you do not provide the service online, you do not need to answer the questions about in-person, paper, etc. (Check all applicable.)

Service	We DO NOT provide this service online (If the service is not provided, respondents went to the next item.)	We DO PROVIDE this service online	We also provide an in-person option for this service	We also provide a paper option for this service	We also provide a phone option for this service
a. Online payment of taxes	64%	36%	31%	27%	10%
b. Online payment of utility bills	48%	53%	41%	45%	24%
c. Online payment of fines/fees	60%	40%	33%	29%	12%
d. Online completion and submission of permit applications	67%	34%	26%	23%	6%
e. Online completion and submission of business license applications/renewals	78%	22%	17%	14%	3%
f. Online requests for local government records	51%	50%	37%	34%	15%
g. Online delivery of local governments records to the requestor.	64%	37%	25%	23%	8%
h. Online requests for services , such as pothole repair	43%	57%	40%	29%	35%
i. Online registration for use of recreational facilities/activities, such as classes and picnic areas	53%	48%	36%	30%	23%
j. Online voter registration	91%	9%	5%	5%	1%
k. Online property registration , such as animal, bicycle registration	88%	12%	7%	7%	2%
l. Forms that can be downloaded for manual completion (e.g., voter registration, building permits, etc.)	12%	88%	57%	52%	13%
m. Online communication with individual elected and appointed officials	32%	68%	32%	27%	24%
n. GIS mapping/data	36%	65%	29%	23%	9%
o. Employment info. /applications	12%	88%	53%	50%	15%
p. Council agendas/minutes	7%	93%	51%	51%	12%
q. Codes/ordinances	10%	89%	47%	47%	13%
r. E-newsletters sent to residents/businesses	10%	91%	46%	47%	13%
s. Other (please describe)	66%	34%	10%	10%	4%

21. Why does your local government provide e-government applications and services? (Check applicable.)

97%	Citizen access to local government information	69%	Save money
89%	Citizen access to the local government	17%	Produce revenue
66%	Citizen access to appointed officials	64%	Citizen participation in government/e-democracy
70%	Citizen access to elected officials	5%	Other (please specify)

22. From the reasons listed above, please identify which is the most important reason.



23. Please identify the top 5 barriers to e-government initiatives your local government has encountered. (Check all applicable.)

46%	a. Lack of technology/web staff in the IT department	19%	l. Issues regarding privacy
27%	b. Lack of technology/web staff in the operating departments	30%	m. Issues regarding security
14%	c. Lack of technology/web expertise in the IT department	67%	n. Lack of financial resources
23%	d. Lack of technology/web expertise in the operating departments	22%	o. Need to upgrade technology (PCs, networks, etc.)
7%	e. Lack of information about e-gov't applications in the IT department	5%	p. Resident/business resistance to change
17%	f. Lack of information about e-gov't applications in the operating departments	14%	q. Lack of resident/business interest/demand
8%	g. Lack of support from elected officials	18%	r. Website does not accept payment by credit card
30%	h. Issues relating to convenience fees for online transactions	8%	s. Inadequate bandwidth
17%	i. Lack of collaboration among departments	4%	t. Lack of support from top administrators
29%	j. Difficulty justifying return on investment	8%	u. Other (Please specify)
23%	k. Staff resistance to change		

24. Of the barriers that you identified, which is most the difficult one that your local government faces regarding e-government? The top 5 identified are:

- Lack of financial resources (42%)
- Lack of technology/web staff in the IT department (13%)
- Issues relating to convenience fees for online transactions (5%)
- Difficulty in justifying return on investment (5%)
- Staff resistance to change (4%)

25. How has e-government changed your local government? (Check all applicable.)

3%	Reduced the number of IT staff	34%	Re-engineered/re-engineering business processes
34%	Changed the role of IT staff	51%	Increased efficiency of business processes
5%	Reduced time demands on IT staff	24%	Reduced administrative costs
49%	Increased time demands on IT staff	86%	Improved customer service
8%	Reduced the number of departmental staff	37%	Decreased transaction times
39%	Changed the role of departmental staff	46%	Increased citizen contact with elected and appointed officials
29%	Reduced time demands on departmental staff	78%	Improved local gov't communication with the public
27%	Increased time demands on departmental staff	5%	Generated revenue from fees, advertising

26. Of the changes that you identified, which one is the most significant positive change that your local government faces regarding e-government? The two positive changes reported by the highest percentage of respondents are:

- Improved communication with the public (35%)
- Improved customer service (35%)

27. Of the changes that you identified, which one is the most significant negative change that your local government faces regarding e-government? The two negative changes reported by the highest percentage of respondents are:

- Increased time demands on IT staff (53%)
- Increased time demands on departments staff (24%)

28. If there are other changes your local government has experienced that are not listed above, please describe. Some people wrote in that e-gov had improved their image. Several reiterated their answers to question 27.

29. If you currently provide e-government services, how are they developed? (Check all applicable.)

64%	a. Developed in-house by local government staff	5%	f. Developed by a local government association
42%	b. Developed by consultants and local government staff	14%	g. Developed through a public-private partnership
50%	c. Outsourced to Application Service Providers	2%	h. Other (Please describe.)
49%	d. Programs purchased from vendors and integrated into our databases.		

30. From the list above, please identify which method is most commonly used by your local government to develop e-government services? A plurality (35%) identified “developed in-house by local government staff.”

E-GOVERNMENT FINANCING

31. Please check the box beside the option below that best describes the e-government budget process in your local government.

- There is **no separate** budget item for e-government (78%)
- There is a separate budget item for e-government, and each department develops and submits its own e-government budget (4%)
- There is a separate budget item for e-government, and the Information Technology Department (or equivalent) develops and submits the e-government budget for the local government (18%)

32. As you plan for e-government services and applications, where do you obtain your cost estimates? (Check all applicable.)

76%	a. Our cost information was obtained primarily from IT solution vendors	41%	d. We estimated most of the costs for e-government
42%	b. Our cost information was obtained primarily from other cities/counties who have implemented similar e-government services.	3%	e. Other (Please specify)
11%	c. From research organizations (e.g., PTI, Forester, Gartner, Norex, etc.)		

33. Which is the most important source of cost estimates? A majority report IT solution vendors (54%).

34. How are your current e-government efforts funded? (Check all applicable.)

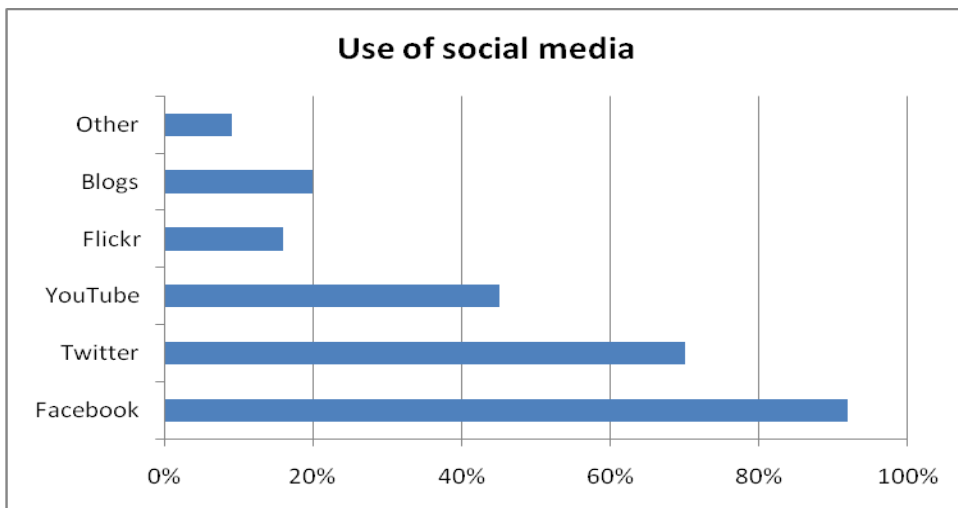
9%	a. Federal or state grants	7%	g. Cable fees
15%	b. Transaction fees from services provided	15%	h. Utility funds/revenues
94%	c. General fund revenues	1%	i. Website advertising
1%	d. Risk-sharing (a private sector firm provides the application and receives a percent of the revenue)	10%	j. Convenience fees for the services provided
3%	e. Municipal bond financing	5%	k. Other (Please specify.)
18%	f. Enterprise fund		

35. From the list above, which is the most important source of funding for e-government in terms of the total dollar amount expended? A majority (83%) report general fund revenues.

36. Does your local government (the local government itself, not staff or appointed or elected officials) deploy or use social media?

- 67% use social media
- 33% do not

37. If your local government uses social media, which social media is used?



38. Please check the number that best describes whether your local government’s predominant use of social media today is for one-way communication with citizens or it is mostly two-way/interactive communication?

All one-way communication	2	3	4	All two-way interactive
1 (39%)	(25%)	(23%)	(8%)	5 (6%)