



# 2011 Local Government Website Survey



➤ **snapshot survey of New Zealand local government:**  
**website management, software applications, reporting and analytics,**  
**search, user testing, top five tasks, functionality and use of social media**



## 2011 Local Government Website Survey

*Association of Local Government Information Management Inc.*

### **Abstract**

This paper reports on the results of an online survey by councils assessing the management and functionality of their websites.

### **Introduction**

Early in 2011, the Association of Local Government Information Management (ALGIM) conducted its annual self assessment survey of council websites throughout New Zealand to assess sites from both a technical and content perspective.

This report presents the results of this sub-survey to get a snapshot of:

- how councils manage their website;
- what software applications they use;
- reporting and search facilities; and
- functionality and online services provided

This survey was completed by **53** councils (see Appendix 1) and was conducted as part of the larger ALGIM website survey. We would like to take this opportunity to thank all of those involved in submitting their responses to enable us to produce this report. Your feedback was invaluable.

### **Method**

The online survey was undertaken during the period of February 28, 2011 to April 15, 2011 using Survey Monkey. Invitations for councils to participate were sent through:

- WebCouncil
- CommsCouncil
- Direct emails

Please treat the findings as an initial snapshot of where we are today. There are opportunities to improve and expand the survey to include more questions next year.

# 2011 Survey Results

## Website management

Is your website content managed internally, externally or a mix of both?

Management	No. of Councils	Percentage
Internally	47	89%
Externally	0	0%
A mix of both – internal & external	6	11%

**Notes:**

1: **Grey District, Kaipara District, Manawatu District, Tararua District and Waikato District Councils** use a mix of both internal and external management to manage their website.

Is your website hosted internally or externally?

Management	No. of Councils	Percentage
Internally	16	30%
Externally	37	70%

How many people are in your web team?

Number of people	No. of Councils	Percentage
None	0	0%
Less than one (part-time or part of role)	23	43%
One full time	17	32%
One full time and one part time	1	2%
Two full-time	2	4%
Two part time	3	5%
Three full-time	2	4%
Four full-time <sup>1</sup>	1	2%
More than four full-time <sup>2</sup>	2	4%
Other <sup>3</sup>	2	4%

**Notes:**

1: **Whangarei District Council** has four staff in their web team

2: **Waikato District and Wellington City councils** have more than four staff.

3: Other = significant role for 1 member and combination of role for various staff members.

How do you manage your website content?

Type of system	No. of Councils	Percentage
Content Management System – third party	24	45%
Content Management System – open source	19	36%
Web publishing/authoring tool	2	4%
Custom-built system	6	11%
Other – mix of web publishing tool & CMS	2	4%

What is the name of your content management system?

Content system	No. of Councils	Councils
BizWeb	1	Ruapehu DC
BOSS	1	Upper Hutt CC
DotNetNuke	2	Hawke's Bay RC, Tauranga CC
Drupal	1	Hastings DC
Efinity CMS Pro	1	South Taranaki DC
EpiServer	11	Environment Waikato, Grey DC, Horowhenua DC, Hutt CC, Northland RC, Otago RC, Otorohanga DC, Taupo DC, Thames-Coromandel DC, Western Bay of Plenty DC, Whakatane DC
Joomla	4	Buller DC, Matamata-Piako DC, Rangitikei DC, South Waikato DC
Kentico	1	Waikato DC
MCMS2001 and Sitecore	1	Rotorua District Council
Microsoft CMS	4	Ashburton DC, New Plymouth DC, Waipa DC and West Coast RC
Microsoft Front Page	1	Clutha DC
Microsoft Office Sharepoint Server (MOSS)	2	Hutt CC and Whangarei DC
MySource Matrix	3	Dunedin CC, Selwyn DC and Far North DC
Open Source	1	Kaipara DC
Prima	1	Queenstown Lakes DC
Rex	1	Porirua CC
SilverStripe	6	Gisborne DC, Horizons RC, Hurunui DC, Southland DC, Taranaki RC and Tasman DC
SiteCore	1	Invercargill CC
Sitefinity	1	Waimakariri DC
Umbraco	2	Palmerston North CC (currently transitioning) and Bay of Plenty RC

Do you have a website strategy?

Response	No. of Councils	Percentage
Yes	19	36%
No	16	30%
Planning to in next year – reviewing current one	12	23%
Planning to in next year – don't have one	10	19%

## Visitor statistics, reporting and user testing

What reporting package do you use (if any)?

Reporting package	No. of Councils	Councils
AW Stats	2	Dunedin CC, Gisborne DC
Crazy Egg	1	Napier CC, Palmerston North CC, Whangarei DC
Crystal	1	Far North DC (will be using SQL in future)
DeepMetrix Live Stats	2	Manawatu DC and Tararua DC
Google Analytics	34	Central Hawke's Bay DC, Dunedin CC, Environment Southland, Environment Waikato, Gisborne DC, Grey DC, Hastings DC, Horizons RC, Horowhenua DC, Hurunui DC, Hutt CC, Invercargill CC, Marlborough DC, Matamata-Piako DC, Napier CC, New Plymouth DC, Northland RC, Otago RC, Palmerston North CC, Porirua CC, Queenstown Lakes DC, Rotorua DC, Selwyn DC, South Taranaki DC, Southland DC, Taranaki RC, Tasman DC, Taupo DC, Tauranga CC, Thames-Coromandel DC, Waikato DC, Western Bay of Plenty DC, Whakatane DC, Whangarei DC
Inbuilt Sharepoint	1	Whangarei DC
Joomla	1	Rangitikei DC
NetTracker	1	Bay of Plenty RC
SmarterStats	6	Ashburton DC, Clutha DC, Hauraki DC, Taupo DC, Upper Hutt DC and West Coast RC
Stat Counter	1	Waipa District Council
Webalizer	1	South Waikato DC
Web Log Expert	1	Napier CC
Web Trends	1	Wellington CC (planning to use Google Analytics)
Woopra	1	Napier CC

How often do you use your metrics/reporting package?

Frequency	No. of Councils	Percentage
Daily	3*	6%
A few times a week	5	9%
Less than once a week	9	17%
Less than once a month	11	21%
Monthly	7	13%
As required	16	30%
Never	2	4%

Note:

\* Napier CC, Porirua CC and Tasman DC produce daily reports.

What metrics do you measure to assess engagement?

Metrics	No. of Councils	Percentage
Average time on site	1	2%
Google Analytics	1	2%
Increase in usage / time on site	1	2%
Number of online submissions	1	2%
Page views	2	4%
Resident Survey	1	2%
Stats	1	2%
Unique Visits	1	2%
Yes (no further info provided)	7	13%
Nil or did not answer	37	69%

What metrics do you measure to assess satisfaction?

Metrics	No. of Councils	Percentage
Satisfaction survey	5	9%
Complaints, compliments and feedback	2	4%
Dissatisfaction from feedback forms into service request system	1	2%
Feedback analysis (online form, email, phone)	3	5.5%
Yes (no further info provided)	3	5.5%
Nil or did not answer	39	74%

What metrics do you measure to assess navigation and design (information architecture)?

<b>Metrics</b>	<b>No. of Councils</b>	<b>Percentage</b>
Landing / leaving pages	2	4%
Time on site	1	2%
Click tracking / statistics	3	5.5%
Customer focus groups	1	2%
Feedback from comments, compliments, online forms, emails etc	2	4%
Google Analytics / In-page analytics	2	4%
Search analytics	3	5.5%
Navigation paths	1	2%
Content drill down	1	2%
Surveys	2	4%
Top content	1	2%
Yes (no further info provided)	3	5.5%
Nil or did not answer	38	71.5%

Note:

\* Percentage totals will not add up to 100% as some councils use more than one metric.

What metrics do you measure to assess usability?

<b>Metric</b>	<b>No. of Councils</b>	<b>Percentage</b>
Residents satisfaction survey / survey	3	6%
Bounce Rate	1	2%
Click track	1	2%
Customer Focus Groups	1	2%
Feedback from comments, compliments, online forms, emails etc	4	7.5%
In-page analytics	1	2%
Yes (no further info provided)	4	7.5%
Nil or did not answer	40	75%

Note: Percentage totals will not add up to 100% as some Councils use more than one metric.

List the KPI's for your website:

Council	Response
Ashburton District Council	Available 95%
Clutha District Council	Annual Resident Satisfaction - number of residents who have accessed website, and frequency of use.
Far North District Council	Number of hits, visits, top pages and number of online initiated enquiries.
Horizons Regional Council	Increased traffic by 10000 visitors
Hutt City Council	Updated regularly and content is fresh.
Napier City Council	Receiving as little complaints from website users about finding information and using the website.
Northland Regional Council	Unique visits; page views; subscribers.
Porirua City Council	Increase number of unique visitors to Council's websites - 1-3 year target: 2.5-3%; 4-10 year target: 1-1.5% Maintain level of "engaged visits" to Council's websites - 16%
Whakatane District Council	Bounce rate/ Engagement Pages views Unique Visitors Downloads Download speed
Nil	44 councils answered 'nil' for this question.

Who do your statistics and/or reports go to?

Distribution channels	No. of Councils	Percentage*
Line manager	23	43%
Management team	24	45%
Council/Councillors	11	21%
Team information only	10	19%
No one	2	4%
Other	14	26%

Note: \*Percentage totals will not add up to 100% as some Councils distribute their analytics to more than one group.

Where are your statistics and/or reports published?

Publishing channels	No. of Councils	Percentage*
Team information only	23	43%
Intranet	12	23%
Website	1 <sup>#</sup>	2%
Council or Committee agendas	8	15%
Other	13	24.5%

Note:

\* Percentage totals will not add up to 100% as some Councils distribute their analytics to more than one group.

<sup>#</sup> Wellington City Council publish their statistics on the web.

What are the top five tasks, topics or most visited pages of your website over the last six months (excluding your homepage)?

Top five tasks	No. of Councils	Other labels and meta-tags
Property and rates	37	Check Rating Information, Find rates info, My Property, Online services - my property, Property and rates search, Property Rates Information, Property Search, Property Valuations, Rates, Rates & Property Information, Rates and Fees, Rates Database, Rates Information, Rates Record Search, Rates RID, Rates Search, Rates search, Quarterly payments for residential property, Rating Database, Rating Information Database, RID
Job vacancies	26	Careers, Council/Employment, Employment, Job Vacancies, Jobs, Jobs & Job Vacancies, Situations Vacant, Use Apply jobs online form, Vacancies, Working Here
Cemeteries	24	Cemeteries, Cemetery Database, Cemetery Record Search, Cemetery Search, Cemetery search online pics etc, Use cemetery database search
Environmental data	20	Check weather and webcam, Environmental monitoring, Kaeo River Webcam, Live Monitoring, Live rainfall monitoring data, Live river-flow monitoring data, Live wind monitoring data, Low Flows, Natural Hazards, Rainfall, Rainfall data, River and Rainfall, River Flows, River Levels, Riverflow levels, Water information, Weather
Plans	20	"CONNECT" Long term planning public feedback, Annual Plan, District Plan Review, District Plan, District Plans, New Land and Water Plan page, Planning, Plans and Policies, Plans and Reports, Publications/District Plan Change, The Next Regional Policy Statement

Other popular tasks and topics:

Other tasks	No. of Councils	Other labels and meta-tags
Contact Us	17	Contact Details, Contact Details and Locations, Contact Information, Contact Us, Council Offices/Contact Us, Office location and Opening hours
Council and Councillors	14	About the District, Council, Your Council - (info or about our Council), Your Council (Contact Info, Meetings, Governance, Sister Cities, Boards etc.), Youth
A to Z services	12	A - Z Services, A to Z, A to Z of Council Services, A to Z of Services, About our services, A-Z Council Services, A-Z Index, A-Z Services, Online Services, Services a to z
Maps	12	Access to GIS info, Dekho – GIS, Geyserview (GIS information), GIS, GIS Maps, Look for GIS webmap, Mapping/Property Information, Maps, Property Maps, View your Property (GIS)
News	8	Latest news, News, Notices, Press releases
Buses / Transport	7	Bus Timetables, Bus timetables and routes, CityLink Buses, Passenger transport
Libraries	7	Libraries search, Library, Library Catalogue, Library online catalogue, Library online databases
Parks and Leisure	7	Aquatic centres, Arena Aquatic Centre, Freedom Camping, Leisure/Activities, Pool, swim spots, Swimming Pool

Other tasks	No. of Councils	Other labels and meta-tags
Events	6	District Events, Events, Events Calendar, Events Search, Shows/events
Forms	4	Forms, Forms and documents, application forms
Building and consents	3	Compliance, Consents, Notified consents
Civil Defence	3	Civil Defence, Emergency information due to earthquakes
Consultation	3	Commissioners decisions, Consultation, Have your say
Search	3	Search, Search page, Visiting (District)
Elections	2	Election 2010, Local Elections
Waste	2	Solid Waste (Waste Transfer Stations), Waste Search Calendar
Webcams	2	Webcam, Webcams
Accommodation	1	Accommodation
Animal Control	1	Homeless Hounds
Fees & Charges	1	Fees and Charges
Funding	1	Funding
Parking	1	Parking

Do you conduct user testing of your site?

Response	No. of Councils	Percentage
Yes	9	17%
No	28	53%
Planning to in next year – reviewing current one	11	21%
Planning to in next year – don't have one	5	9%

If yes, what user tests do you do and how often?

Council	Response
Dunedin City Council	Once a year - ideally once every six months.
Environment Waikato	As and when necessary. During full site reviews (approx every three years) or on specific task basis.
Napier City Council	Only when we do a news website design.
South Taranaki District Council	We conducted user testing about five months ago. Have not planned any other at this point. Currently considering getting independent consultant to review site for usability and whether we meet e-govt standards.

Council	Response
Tasman District Council	Have list of 100 users, invite them to take part in targeted surveys and give feedback about specified parts of the website.
Taupo District Council	In-house testing, weekly. Especially for online database search development and new pages and information.
Wellington City Council	We do user testing with 6 to 8 members of the public on any new online service.
Whakatane District Council	Twice a year. Testing for navigation, taxonomy.
Whangarei District Council	Customer focus groups, feedback form, report a problem form. Frequency not established as our new website has just been launched.

## Search

Do you use your own built-in search or third party software?

Search type	No. of Councils	Percentage
Built-in search	39	73.5%
Third party software	12	22.5%
None	1	2%
Did not answer	1	2%

If you use a third party search facility, what is it called?

Search software	No. of Councils	Councils
Google – CSE / mini or custom search	12	Bay of Plenty RC, Buller DC, Environment Southland, Environment Waikato, Far North DC, Hastings DC, Hutt CC, Manawatu DC, New Plymouth DC, Northland RC, Palmerston North CC, Tararua DC, Wellington CC

Have you done any search engine customisation or optimisation?

Response	No. of Councils	Percentage
Yes	19	36%
No	25	47%
Planning to in next year	8	15%
Did not answer	1	2%

If so, what have you done?

Council	Response
Environment Southland	Key words, description.
Far North District Council	Re-using H2 tags and description meta data within each page. Optimising site accessibility and load speed.
Hastings District Council	Clean URLs, automated sitemap submissions to search engines each day, automated broken link detection.
Invercargill City Council	Mainly ensuring keywords are suitable and added to all content.
Matamata-Piako DC	Improvements to metadata, search engine friendly URL's, heading tags.
Northland Regional Council	Keyword matches.
Rotorua District Council	Not sure - Datacom implemented sitecore and all search engine optimisation
Ruapehu District Council	Full text search on PDF's
South Taranaki District Council	Part of overall design/construction of the website. Content Management System allows user to enter Key words and meta data in a consistent manner.
Southland District Council	Meta tagging
Tasman District Council	Regular review of user terminology and build that into meta-data and content hierarchy/ naming.
Taupo District Council	Optimising the Introduction, headings and wording of pages to aid search results.
Tauranga City Council	Optimisation e.g key words, page titles
West Coast Regional Council	Page metadata and follow/index lists
Western Bay of Plenty DC	Title and keywords
Whangarei District Council	All images have alt text, keywords, on all pages, page summaries, key phrases in page titles, keyword and description meta-tags. All PDF's have full meta-data, uses heading tags, user friendly URLs with word relevant to information on page. Simplified directory structure, easier navigation, content written in plain English so it is easy to read and understand by our customers. Executive summaries, search Best Bets.

## E-Commerce and payments

Do you process in real-time with credit cards?

Offer payments service	No. of Councils	Percentage
Yes	22	42%
No	23	43%
Planning to in next year	8	15%

If you do, what payment system do you use?

Payment software	No. of Councils	Councils
BNZ Buyline Plus	9	Central Hawke's Bay DC, Hastings DC, Manawatu DC, Northland RC, Otago RC, Ruapehu DC (rates only), Tararua DC, Taupo DC, Western Bay of Plenty DC
Eftpos NZ	1	Far North DC
Epayments	2	Dunedin CC, Thames-Coromandel DC
Pathway	1	Dunedin CC
uTransact / DPS	5	Dunedin CC, Hutt CC, Tasman DC, Tauranga CC, Wellington CC
Westpac	8	Dunedin CC, Grey DC, Hurunui DC, Napier CC, New Plymouth DC, Palmerston North CC, Porirua CC, West Coast RC
Other	1*	Matamata-Piako DC planning to use Secure Pay

Apart from credit cards, what other online payment methods are available (if any)?

Payment types	No. of Councils	Councils
Debit cards	3	Napier CC, Tasman DC, West Coast RC
Internet banking (eg. POLi)	18	Buller DC, Clutha DC, Hauraki DC, Horizons RC, Horowhenua DC, Hutt CC, Napier CC, Northland RC, Porirua CC, Selwyn DC, South Taranaki DC, Taupo DC, Tauranga CC, Wellington CC, West Coast RC, Western Bay of Plenty DC, Whakatane DC, Whangarei DC
Other	1	Palmerston North CC

Please indicate (if relevant to your Council) what can be paid online?

Payment types	No. of Councils	Councils
Applications (LIM, liquor licence, consent, etc)	5	Dunedin CC, Hauraki DC, Hutt CC, Southland DC, Wellington CC
Fines (environmental, dog, litter, parking, etc)	7	Central Hawke's Bay DC, Dunedin CC, Grey DC, Horowhenua DC, Hutt CC, Southland DC, Taupo DC
Invoices	4	Central Hawke's Bay DC, Grey DC, Hauraki DC, Northland RC
Rates	29	Central Hawke's Bay DC, Far North DC, Grey DC, Hasting DC, Hauraki DC, Horizons RC, Horowhenua DC, Hurunui DC, Hutt CC, Manawatu DC, Napier CC, New Plymouth DC, Otago RC, Palmerston North CC, Porirua CC, Rotorua DC, Ruapehu DC, Selwyn DC, South Taranaki DC, Southland DC, Tararua DC, Tasman DC, Taupo DC, Tauranga CC, Thames-Coromandel DC, Wellington CC, West Coast RC, Western Bay of Plenty DC, Whakatane DC
Other	8	Far North DC, Horowhenua DC, Hutt CC, Matamata-Piako DC, Tasman DC, Tauranga CC, Thames-Coromandel DC, Wellington CC

## Functionality and content

What information or functionality does your website offer?

Functionality and content	No. of Councils	Councils / comments
A to Z list of services	39	Decrease from 59 Councils in 2010 however less council's participated in 2011 survey.
Agendas and minutes	51	Decrease from 67 in 2010 however less council's participated in 2011 survey.
Authenticated login (eg. iGovt)	2	Hastings DC, Wellington CC
Blog(s)	8	Dunedin CC, Environment Waikato, Hastings DC, Ruapehu DC, Selwyn DC, South Taranaki DC, South Waikato DC, Southland DC
E-newsletters	23	Bay of Plenty RC, Buller DC, Clutha DC, Dunedin CC, Environment Waikato, Far North DC, Gisborne DC, Grey DC, Hastings DC, Hutt CC, Invercargill CC, Napier CC, Otago RC, Palmerston North CC, Porirua CC, Queenstown Lakes DC, Selwyn DC, South Taranaki DC, Southland DC, Tasman DC, Wellington CC, West Coast RC, Western Bay of Plenty DC
E-petitions	2	Tasman DC, Wellington City
Events calendar	39	Decrease from 54 councils in 2010 however less councils participated in 2011 survey.
Interactive/integrated map tools (GIS, GoogleMaps/Earth, etc)	37	Decrease from 44 councils in 2010 however less councils participated in 2011 survey.
Maori language translated pages	1	Wellington CC
Other language translated pages	2	Napier CC, Whangarei DC
Online application forms (not PDFs)	27	Decrease from 35 councils in 2010 however less councils participated in 2011 survey.
Online chat	3	Dunedin CC, Manawatu DC, Palmerston North CC
Online citizen panel	1	Napier CC
Online community directory	18	Ashburton DC, Clutha DC, Far North DC, Gisborne DC, Hastings DC, Hurunui DC, Hutt CC, Napier CC, New Plymouth DC, Palmerston North CC, Porirua CC, Selwyn DC, South Taranaki DC, South Waikato DC, Taupo DC, Upper Hutt CC, Wellington CC, Whangarei DC
Online discussion forum(s)	1	Tauranga CC
Online feedback form(s)	37	Decrease from 50 councils in 2010 however less councils participated in 2011 survey.
Online opinion poll(s)	5	Environment Southland, Napier CC, Queenstown Lakes DC, South Waikato DC, Taupo DC
Online submissions	34	Decrease from 48 councils in 2010 however less councils participated in 2011 survey.
Online surveys	20	Decrease from 29 councils in 2010 however less councils participated in 2011 survey.
Podcasts	3	Dunedin CC, South Taranaki DC, Thames-Coromandel DC
Personalised login service	4	Horizons RC, Queenstown Lakes DC, Rangitikei DC, South Waikato DC

Functionality and content	No. of Councils	Councils / comments
RSS feed(s)	23	Decrease from 33 councils in 2010 however less councils participated in 2011 survey.
Screen reading tool (eg. BrowseAloud)	2	New Plymouth DC, Whangarei DC
Simple URLs	30	Decrease from 41 councils in 2010 however less councils participated in 2011 survey.
Site map	45	Decrease from 62 councils in 2010 however less councils participated in 2011 survey.
Website subscription service	7	Dunedin CC, Environment Waikato, Far North DC, New Plymouth DC, Northland RC, Taranaki RC, Wellington CC
Webcasts	2	New Plymouth DC, South Taranaki DC

If you selected RSS feeds in the previous question, please specify the areas / topics?

Council	Areas / Topics
Bay of Plenty Regional Council	Media Releases
Dunedin City Council	Media Release, What's On, Jobs,
Environment Southland	News, Events, Notices
Environment Waikato	Media Releases
Far North District Council	Media Releases, Public Notices, Job Vacancies.
Gisborne District Council	Job Vacancies, Media Releases, Civil Defence, Public Notices
Hastings District Council	News Releases, Public Notices, Job Vacancies, Fully-notified Resource Consents
Horizons Regional Council	News
Hutt City Council	Media Releases
Manawatu District Council	News
Napier City Council	News, Public Notices, Civil Defence, Events, Holiday Programmes, Projects
New Plymouth District Council	News, Events
Northland Regional Council	News
Palmerston North City Council	News, Media Releases, Square Circular, Public Notices, Public Consultation, Emergency Information and Road Closures
Rotorua District Council	Events Website - events in Rotorua, Weather Channel - Metservice
Southland District Council	Council News, Vacancies, Publically Notified Resource Consents, if not all Council Services.
Taranaki Regional Council	News
Tasman District Council	RSS automatically generated for every section of child pages on website. Notices, News and Events linked on homepage.
Taupo District Council	Latest Media Releases, Civil Defence, Job Vacancies, East Taupo Arterial, Policies, Plans and Bylaws, Taupo District Meetings, Entire Website (all new pages)
Whakatane District Council	Byways Newsletter, News
Whangarei District Council	Media Releases, Public Notices, Emergency Road Closures, Notified Resource Consents, Public Consultations

## What functionality are you planning in the coming year?

Functionality and content	No. of Councils	Councils / comments
A to Z list of services	7	Grey DC, Hawke's Bay RC, Hutt CC, Kaipara DC, South Waikato DC, Southland DC, Tararua DC
Agendas and minutes	2	South Waikato DC, Southland DC
Authenticated login (eg. iGovt)	5	Horowhenua DC, South Waikato DC, Southland DC, Taupo DC, Western Bay of Plenty DC
Blog(s)	5	Buller DC, Kaipara DC, Rotorua DC, South Waikato DC, Thames-Coromandel DC
E-newsletters	4	Horizons RC, South Waikato DC, Thames-Coromandel DC, Upper Hutt CC
E-petitions	2	Dunedin CC, South Waikato DC
Events calendar	6	Bay of Plenty RC, Horowhenua DC, Marlborough DC, South Waikato DC, Waipa DC, Whakatane DC
Interactive/integrated map tools (GIS, GoogleMaps/Earth, etc)	9	Central Hawke's Bay DC, Hauraki DC, Hawke's Bay RC, Horowhenua DC, Kaipara DC, South Taranaki DC, South Waikato DC, Waipa DC, Whakatane DC
Maori language translated pages	4	Far North DC, Rotorua DC, South Taranaki DC, South Waikato DC
Other language translated pages	1	Dunedin CC
Online application forms (not PDFs)	10	Buller DC, Hauraki DC, Horowhenua DC, Matamata-Piako DC, Otago RC, South Waikato DC, Taupo DC, Tauranga CC, Waikato DC, Western Bay of Plenty DC
Online chat	3	Hutt CC, Kaipara DC, Matamata-Piako DC
Online citizen panel	4	Dunedin CC, South Waikato DC, Taupo DC, Waipa DC
Online community directory	5	Bay of Plenty RC, Central Hawke's Bay DC, Dunedin CC, South Waikato DC, Waipa DC
Online discussion forum(s)	6	Bay of Plenty RC, Hurunui DC, Hutt CC, South Waikato DC, Wellington CC, Whakatane DC
Online feedback form(s)	3	Environment Waikato, South Waikato DC, Taupo DC
Online opinion poll(s)	6	Horizons RC, Hutt CC, Kaipara DC, Marlborough DC, South Waikato DC, Southland DC
Online payments expansion	4	South Taranaki DC, Tauranga CC, Wellington CC, Western Bay of Plenty DC
Online submissions	9	Buller DC, Environment Southland, Horowhenua DC, Marlborough DC, Otago RC, South Waikato DC, Southland DC, Waikato DC, Waipa DC
Online surveys	7	Bay of Plenty RC, Marlborough DC, Northland RC, South Taranaki DC, South Waikato DC, Southland DC, Waipa DC
Podcasts	1	South Waikato DC
Personalised login service	3	Matamata-Piako DC, South Waikato DC, Taupo DC
RSS feed(s)	5	Environment Waikato, Hawke's Bay RC, South Waikato DC, Tararua DC, Waipa DC

Functionality and content	No. of Councils	Councils / comments
Screen reading tool (eg. BrowseAloud)	1	South Waikato DC
Simple URLs	2	Hawke's Bay RC, South Waikato DC
Site map	4	Kaipara DC, South Waikato DC, Tararua DC, Waipa DC
Webcasts/online video	2	South Waikato DC, Whakatane DC
Website subscription service	2	South Waikato DC, Western Bay of Plenty DC
Other	9	<ul style="list-style-type: none"> <li>▪ Ashburton DC – review planned in May 2011.</li> <li>▪ Porirua CC – CMS due for replacement and will depend on functionality available or requests by management.</li> <li>▪ Ruapehu DC – Online services – rates lookup, cemetery database etc.</li> <li>▪ South Taranaki DC -further personalised property information,</li> <li>▪ Thames-Coromandel DC – Email alerts</li> <li>▪ Wellington CC - Bookings online, online calculators, online applications</li> <li>▪ Whangarei DC - Social media, e-submissions, mobile technology</li> </ul>

How do you publish large documents on your website?

Publishing method	No. of Councils	Percentage	Councils / comments
PDF	52	98%	All Councils use PDF. (1 council did not answer this question).
HTML	16	30%	Decrease from 23 Councils in 2010
XML	0	0%	Decrease from 1 council in 2010
eBooks	2	4%	Dunedin CC, Napier CC
Other	2	4%	Tauranga CC – AuthorIT, Whangarei DC – Executive Summaries

## Mobile devices

Have you added a script to allow your website to display on mobile devices?

Response	No. of Councils	Percentage
Yes	8	Buller DC, Dunedin CC, Far North DC, Matamata-Piako DC, Napier CC, Queenstown Lakes DC, South Taranaki DC, Whangarei DC
Planning to in next year	7	Palmerston North CC, Porirua CC, Southland DC, Taupo DC, Waipa DC, Wellington CC, Whakatane DC
No	39	39 councils

If yes, does your website also display on:

Response	No. of Councils	Councils
iPhone	6	Buller DC, Dunedin CC, Far North DC, Matamata-Piako DC, Napier CC, Whangarei DC
iPad	4	Dunedin CC, Far North DC, Hutt CC, Matamata-Piako DC

## Social media

What social media networking channels does your Council use?

**Facebook:** 26 councils

Councils	Web URL
Bay of Plenty RC	<a href="http://www.facebook.com/boprc">www.facebook.com/boprc</a>
Central Hawke's Bay DC	<a href="http://www.facebook.com/profile.php?id=100001043212569">www.facebook.com/profile.php?id=100001043212569</a>
Dunedin City Council	<a href="http://www.facebook.com/DunedinCityCouncil">www.facebook.com/DunedinCityCouncil</a>
Environment Southland	<a href="http://www.facebook.com/environmentsouthland">www.facebook.com/environmentsouthland</a>
Environment Waikato (3)	<a href="http://www.facebook.com/WaikatoRegion">www.facebook.com/WaikatoRegion</a> and <a href="http://www.facebook.com/hamiltonhalo">www.facebook.com/hamiltonhalo</a> and <a href="http://www.facebook.com/BUSITWaikato">www.facebook.com/BUSITWaikato</a>
Hastings District Council	<a href="http://www.facebook.com/hastingsdc">www.facebook.com/hastingsdc</a>
Hawke's Bay RC	<a href="http://www.facebook.com/HBRegionalCouncil">www.facebook.com/HBRegionalCouncil</a>
Horizons Regional Council	<a href="http://www.facebook.com/horizonsrc">www.facebook.com/horizonsrc</a>
Hurunui District Council	<a href="http://www.facebook.com/group.php?gid=48777169314&amp;ref=nf">www.facebook.com/group.php?gid=48777169314&amp;ref=nf</a>
Invercargill City Council	<a href="http://www.facebook.com/pages/Invercargill-City-Council/203603136318105">www.facebook.com/pages/Invercargill-City-Council/203603136318105</a>
Matamata-Piako DC	<a href="http://www.facebook.com/MatamataPiakoDistrictCouncil">www.facebook.com/MatamataPiakoDistrictCouncil</a>
New Plymouth DC	<a href="http://www.facebook.com/NewPlymouthDistrictCouncil">www.facebook.com/NewPlymouthDistrictCouncil</a>
Northland RC	<a href="http://www.facebook.com/NorthlandRegionalCouncil">www.facebook.com/NorthlandRegionalCouncil</a>
Palmerston North CC	<a href="http://www.facebook.com/PNCity">www.facebook.com/PNCity</a>
Porirua CC	<a href="http://www.facebook.com/pages/Porirua-New-Zealand/Porirua-Emergency-Management-Office/249432106330">www.facebook.com/pages/Porirua-New-Zealand/Porirua-Emergency-Management-Office/249432106330</a>
Queenstown Lakes DC	<a href="http://www.facebook.com/home.php#!/QLDCinfo">www.facebook.com/home.php#!/QLDCinfo</a>
Selwyn DC	<a href="http://www.facebook.com/sensationalselwyn">www.facebook.com/sensationalselwyn</a>
South Taranaki DC	<a href="http://www.facebook.com#!/pages/South-Taranaki-District-Council/122236384493057">www.facebook.com#!/pages/South-Taranaki-District-Council/122236384493057</a>
South Waikato DC	URL not supplied
Taranaki RC	<a href="http://www.facebook.com/TaranakiRegionalGardens">www.facebook.com/TaranakiRegionalGardens</a>
Tasman District Council	<a href="http://www.facebook.com/pages/Tasman-District-Council/120241021380606">www.facebook.com/pages/Tasman-District-Council/120241021380606</a>
Taupo District Council	<a href="http://www.facebook.com/pages/Taupo-District-Council/141153695905666">www.facebook.com/pages/Taupo-District-Council/141153695905666</a>
Thames-Coromandel DC	<a href="http://www.facebook.com/pages/Mercury-Bay-Library/185237121480?ref=ts#!/pages/Thames-Coromandel-District-Library/210704722424">www.facebook.com/pages/Mercury-Bay-Library/185237121480?ref=ts#!/pages/Thames-Coromandel-District-Library/210704722424</a>
Upper Hutt City Council	URL not supplied
Waipa District Council	<a href="http://www.facebook.com/WaipahomeofChampions">www.facebook.com/WaipahomeofChampions</a>
Wellington City Council (9)	<a href="http://www.facebook.com/pages/Botanic-Gardens-of-Wellington/101635223253391">www.facebook.com/pages/Botanic-Gardens-of-Wellington/101635223253391</a> <a href="http://www.facebook.com/pages/Wellington-City-Youth-Council/268731020626">www.facebook.com/pages/Wellington-City-Youth-Council/268731020626</a> <a href="http://www.facebook.com/pages/Keith-Spry-Pool/78025336839">www.facebook.com/pages/Keith-Spry-Pool/78025336839</a> <a href="http://www.facebook.com/pages/Karori-Swimming-Pool/152693506006?v=wall">www.facebook.com/pages/Karori-Swimming-Pool/152693506006?v=wall</a> <a href="http://www.facebook.com/group.php?gid=91058211399">www.facebook.com/group.php?gid=91058211399</a> <a href="http://www.facebook.com/pages/Wellington/Wellington-Regional-Aquatic-Centre/106792139357510">www.facebook.com/pages/Wellington/Wellington-Regional-Aquatic-Centre/106792139357510</a> <a href="http://www.facebook.com/pages/Wellington-Emergency-Management-Office-WemoNZ/118757108153597?v=wall">www.facebook.com/pages/Wellington-Emergency-Management-Office-WemoNZ/118757108153597?v=wall</a>

**Twitter: 24 councils**

Councils	Web URL
Auckland Council	@aklcouncil
Bay of Plenty RC	@boprc
Central Hawke's Bay DC	@chbcouncil
Dunedin City Council	@DnCityCouncil
Environment Canterbury	@ECan
Environment Waikato	@ourwaikato
Gisborne District Council	@GDC_Roads
Greater Wellington RC	@greaterwgtm
Hastings District Council	@HDLibraries
Horizons RC	@horizonsrc
Napier City Council	@napier_cd
New Plymouth DC	@NPDCouncil
Northland RC	@NRCexpress + @Northland2011
Palmerston North CC	@PNCityCouncil
Porirua City Council	@poriruaEMO
Queenstown Lakes DC	@qldccoms
South Waikato DC	No Twitter address provided
Taranaki RC	@TaranakiRC + @TaranakiRG + @TaranakiEM
Tasman District Council	@tasmandc
Taupo District Council	@Taupo_DC
Upper Hutt City Council	@UHLibrary
Waipa District Council	@WaipaNZ
Wellington City Council	@WgtmCC
Whangarei District Council	@Whangarei DC

**You Tube: 13 councils**

Councils	Web URL
Environment Waikato	<a href="http://www.youtube.com/user/webmasterEW">www.youtube.com/user/webmasterEW</a>
Hastings District Council	<a href="http://www.youtube.com/hastingsdc">www.youtube.com/hastingsdc</a>
Horizons RC	<a href="http://www.youtube.com/user/HorizonsRC">www.youtube.com/user/HorizonsRC</a>
Matamata-Piako DC	<a href="http://www.youtube.com/watch?v=AsBaOAM2jw8">www.youtube.com/watch?v=AsBaOAM2jw8</a>
Napier City Council	<a href="http://www.youtube.com/user/NapierLife">www.youtube.com/user/NapierLife</a>
New Plymouth DC	<a href="http://www.youtube.com/npdc1">www.youtube.com/npdc1</a>
Northland RC	<a href="http://www.youtube.com/northlandregcouncil">www.youtube.com/northlandregcouncil</a>
Palmerston North CC	<a href="http://www.youtube.com/user/PNCCTV">www.youtube.com/user/PNCCTV</a>
Porirua City Council	<a href="http://www.youtube.com/user/poriruaideos?blend=1&amp;ob=5">www.youtube.com/user/poriruaideos?blend=1&amp;ob=5</a>
South Taranaki DC	<a href="http://www.youtube.com/user/SouthTaranakiDC">www.youtube.com/user/SouthTaranakiDC</a>
Taupo District Council	<a href="http://www.youtube.com/user/taupodistrictcouncil">www.youtube.com/user/taupodistrictcouncil</a>
Thames-Coromandel DC	<a href="http://www.youtube.com/user/thamescoromandel">www.youtube.com/user/thamescoromandel</a>
Wellington City Council	<a href="http://www.youtube.com/wgtmcc">www.youtube.com/wgtmcc</a>

**LinkedIn:** 3 councils

Councils	Web URL
Bay of Plenty RC	<a href="http://nz.linkedin.com/company/bay-of-plenty-regional-council">nz.linkedin.com/company/bay-of-plenty-regional-council</a>
Northland RC	<a href="http://www.linkedin.com/company/northland-regional-council">www.linkedin.com/company/northland-regional-council</a>
Whangarei DC	<a href="http://www.linkedin.com/company/582987">www.linkedin.com/company/582987</a>

**Flickr:** 4 councils

Councils	Web URL
New Plymouth DC	<a href="http://www.flickr.com/photos/newplymouth">www.flickr.com/photos/newplymouth</a>
Palmerston North CC	<a href="http://www.flickr.com/photos/pncc/">www.flickr.com/photos/pncc/</a>
Upper Hutt CC	<a href="http://www.flickr.com/groups/1174397@N21/">www.flickr.com/groups/1174397@N21/</a>
Wellington CC	<a href="http://www.flickr.com/wgtncc">www.flickr.com/wgtncc</a>

**Other social media channels:**

Tool	No. of Councils	Council	Web URL
Ning	0	Down from 2 Councils in 2010	N/A
MySpace	0	Down from 1 Council in 2010	N/A
Bebo	0	Down from 4 Councils in 2010	N/A
Google Buzz	0	Same as 2010	N/A
Other	6	Central Hawke's Bay District Council, Far North District Council, Hastings District Council, Porirua City Council, Rangitikei District Council, Waipa District Council	<a href="https://picasaweb.google.com/hdcwebteam/">https://picasaweb.google.com/hdcwebteam/</a> (Hasting DC) <a href="http://rangitikei.wordpress.com/">http://rangitikei.wordpress.com/</a> (Rangitikei DC)
None	18	Ashburton District Council, Buller District Council, Clutha District Council, Far North District Council, Hauraki District Council, Horowhenua District Council, Invercargill City Council, Kaipara District Council, Manawatu District Council, Marlborough District Council, Otago Regional Council, Otorohanga District Council, Rotorua District Council, Ruapehu District Council, Southland District Council, Tauranga City Council, Waikato District Council, West Coast Regional Council	

Does your council have a social media/networking policy?

Social media policy	No. of Councils	Percentage
Yes	13	24%
No	37	70%
Did not answer	3	6%

Does your council block access to social networking websites?

Social media access	No. of Councils	Percentage
Yes	28	53%
No	24	45%
Did not answer	1	2%

## Open Data

Do you offer datasets on your website?

Answer	No. of Councils	Percentage	Councils
Yes	11	21%	Bay of Plenty RC, Dunedin CC, Environment Southland, Environment Waikato, Horizons RC, Northland RC, Taranaki RC, Taupo DC, Tauranga CC, Waipa DC, Wellington CC
No	28	53%	
Don't know	11	21%	
Did not answer	3	6%	

Do you offer datasets on other websites?

Answer	No. of Councils	Percentage	Councils + websites provided
Yes	6	11%	Central Hawke's Bay DC: <a href="http://weather.chbdc.govt.nz">http://weather.chbdc.govt.nz</a> Dunedin CC: <a href="http://www.metservice.com">www.metservice.com</a> Horizons RC: <a href="http://www.landandwater.co.nz">www.landandwater.co.nz</a> Northland RC: <a href="http://www.koordinates.com">www.koordinates.com</a> Tasman DC: <a href="http://www.topofsouthmaps.co.nz">www.topofsouthmaps.co.nz</a> Waikato DC: <a href="http://www.maps.google.co.nz">www.maps.google.co.nz</a>
No	32	60%	
Don't know	11	21%	
Did not answer	4	8%	

How many API's / datasets do you have in total?

Total API's / Datasets	Council
0	Far North District Council, Rotorua District Council, Southland District Council
1	Bay of Plenty Regional Council, Central Hawke's Bay District Council
2	Waipa District Council
4	Taranaki Regional Council, Taupo District Council

30-40	Northland Regional Council
270 Published on site	Environment Waikato
Unsure or did not answer	43 councils

How many of these API's / datasets are public?

Total	Council
0	Ashburton District Council
1	Bay of Plenty Regional Council, Central Hawke's Bay District Council
2	Waipa District Council
4	Taranaki Regional Council
All	Environment Southland, Northland Regional Council, Taupo District Council
GIS	Whangarei District Council
Unsure or did not answer	44 councils

How many of these are only open to partner organisations?

Total	Council
0	Ashburton District Council, Taupo District Council
National Dog DB, QV	Whangarei District Council
Unsure or did not answer	50 councils

How many of these are only open to partner organisations?

Total	Council
0	Ashburton District Council, Taupo District Council
Rates, resource consents, cemeteries, food grading, road names, GIS	Whangarei District Council
Unsure or did not answer	50 councils

If you answered yes, how many datasets are offered for bulk download?

Council	Response
Environment Southland	None
Environment Waikato	None
Northland Regional Council	All
Taupo District Council	All (API allows for bulk datagrabs - but must be written by users)
Waikato District Council	None
Waipa District Council	None
Unsure or did not answer	47 councils

How many of those are free and do not require sign up?

Council	Are free	Do not require sign up
Bay of Plenty Regional Council	1	1
Central Hawke's Bay District Council	1	1
Environment Southland	All	All
Environment Waikato	All	All
Northland Regional Council	Made available from NRC free of charge. Host service charges small fee for images	None
Taranaki Regional Council	4	4
Taupo District Council	All	All
Waikato District Council	Nil	Nil
Waipa District Council	2	2
Unsure or did not answer	44 councils	45 councils

How many have open (redistribution and reuse-permitting) license?

Council	Response
Bay of Plenty Regional Council	None
Central Hawke's Bay District Council	1
Environment Southland	None
Northland Regional Council	All under creative commons license
Taupo District Council	None
Waikato District Council	None
Waipa District Council	2
Unsure or did not answer	46 councils

How many are open (non-ESRI) formats?

Council	Response
Bay of Plenty Regional Council	1
Environment Southland	All
Northland Regional Council	Images are generic and rest are proprietary
Taupo District Council	All
Waikato District Council	None
Waipa District Council	2
Unsure or did not answer	47 councils

Do you offer a way to stay in touch with dataset updates? (mailing list, RSS feed, etc).

Dataset updates	No. of Councils	Percentage
Yes	2	4%
No	23	43%
Don't know or did not answer	28	53%

If yes, what methods to you use?

Method	No. of Councils	Councils
Mailing list	1	Hutt City Council
Newsletter	1	Hutt City Council
RSS feed	2	Hutt City Council, Rotorua District Council
Other	0	N/A
Did not answer	49	49 councils.

## Appendix 1:

Councils who participated in the survey

Ashburton District Council	Otorohanga District Council
Bay of Plenty Regional Council	Palmerston North City Council
Buller District Council	Porirua City Council
Central Hawke's Bay District Council	Queenstown Lakes District Council
Clutha District Council	Rangitikei District Council
Dunedin City Council	Rotorua District Council
Environment Southland	Ruapehu District Council
Environment Waikato	Selwyn District Council
Far North District Council	South Taranaki District Council
Gisborne District Council	South Waikato District Council
Grey District	Southland District Council
Hastings District Council	Taranaki Regional Council
Hauraki District Council	Tararua District Council
Hawke's Bay Regional Council	Tasman District Council
Horizons Regional Council	Taupo District Council
Horowhenua District Council	Tauranga City Council
Hurunui District Council	Thames-Coromandel District Council
Hutt City Council	Upper Hutt City Council
Invercargill City Council	Waikato District Council
Kaipara District council	Waimakariri District Council
Manawatu District Council	Waipa District Council
Marlborough District Council	Wellington City Council
Matamata-Piako District Council	West Coast Regional Council
Napier City Council	Western Bay of Plenty District Council
New Plymouth District Council	Whakatane District Council
Northland Regional Council	Whangarei District Council

## Appendix 2:

Councils who **did not** participate in the survey

Auckland Council
Carterton District Council
Central Otago District Council
Chatham Islands Council
Christchurch City Council
Environment Canterbury
Gore District Council
Greater Wellington Regional Council
Hamilton City Council
Kaikoura District Council
Kapiti Coast District Council
Kawerau District Council
Mackenzie District Council
Masterton District Council
Nelson City Council
Opotiki District Council
South Wairarapa District Council
Stratford District Council
Timaru District Council
Waimate District Council
Wairoa District Council
Waitaki District Council
Waitomo District Council
Wanganui District Council
Westland District Council