

Internet for Intermediate and Advanced Users

Thursday, February 8, 2001 from 2:45 – 4:15 p.m.



Dr. Philip A. Russo, Jr. - Director

Internet for Intermediate and Advanced Users

- Andrew Dudas and Mark Morris
- Center for Public Management and Regional Affairs at Miami University
- The Center provides technical assistance to local governments in Southwest Ohio.
- We have a cooperative agreement with the OTA and work closely with townships across the state.

Where can you find us?

- Ohio Township Association
 - <http://www.ohiotownships.org>
- Center for Public Management and Regional Affairs (CPMRA)
 - <http://www.cpmra.muohio.edu>

Measuring the Internet Presence of Ohio Townships

- E-com Ohio is a statewide effort to measure the Internet presence of Ohio counties, cities, and villages.
- We were asked to research and analyze the Internet presence of townships for 2000-01.

Measuring the Internet Presence of Ohio Townships

- This research involved finding and rating all township web sites.
- Townships were surveyed about their communication efforts with residents as well as township employees' use of computers and the Internet at work.

Townships in Ohio

- Financial and Budget Facts:
 - Ohio Townships spend an average of \$139.24 per capita.
 - Public works expenditures for services such as the maintenance and construction of township roads average almost 40% of township annual operating expenditures.
 - Expenditures for public safety (fire and police protection, and emergency services) average slightly over 21% of annual township expenditures.

Township Budget Size - Examples

Small Townships - Total Expenditures

<u>1999</u>	<u>Township</u>	<u>County</u>
\$65,596	Marlboro	Delaware
\$74,052	Bloomfield	Logan
\$77,561	Texas	Crawford
\$79,730	Lynn	Hardin

Large Townships - Total Expenditures

<u>1999</u>	<u>Township</u>	<u>County</u>
\$19,076,533	Union	Butler
\$17,593,580	Deerfield	Warren
\$15,856,083	Boardman	Mahoning
\$15,413,460	Green	Hamilton

Townships Online - Web Presence

- The greater the Township budget, the more services provided to residents.
 - Population and incorporated entities
 - Single service provider or co-service provider
- These factors create a greater expectation (demand) among customers (residents) and a greater need on the part of the service provider (township) to establish “formal” communication and interactive linkages.
- The data indicate that townships with larger budgets have a greater web presence.

Townships Online - Web Presence

- 63 townships have an official Internet website (4.8% of all townships).
- The average annual expenditures for these townships is \$5,682,929.
- The median annual expenditures for these townships is \$3,500,000.

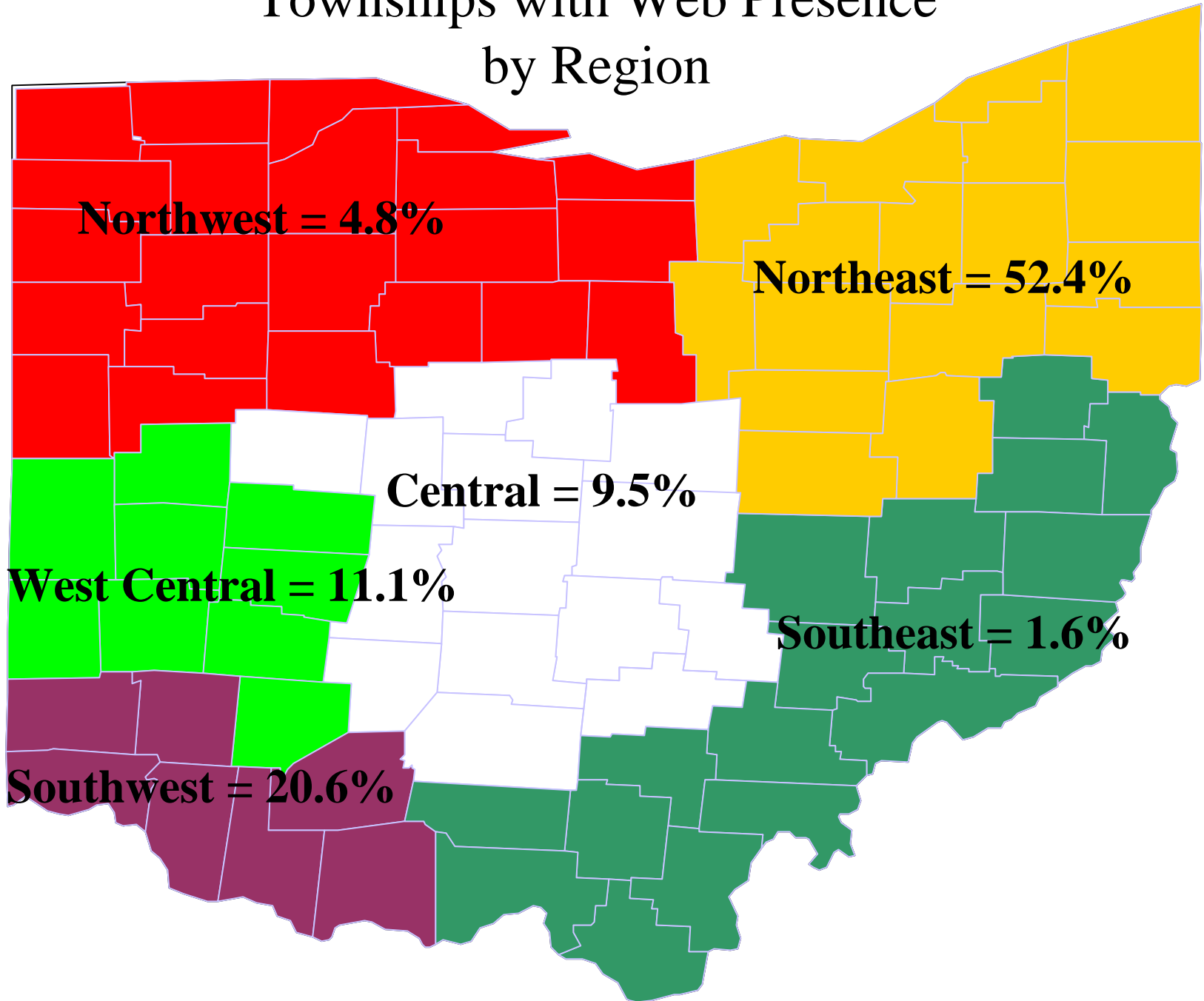
Townships with Web Presence by Expenditure Categories

<u>Township Expenditures</u>	<u>Number of Townships</u>	<u>Townships with Web Sites</u>
Under \$100,000	32	0
\$100,000 - \$249,999	596	1
\$250,000 - \$499,999	332	8
\$500,000 - \$749,999	104	3
\$750,000 - \$999,999	48	4
\$1,000,000 - \$1,999,999	71	7
Over \$2,000,000	87	40

Townships with Web Presence by Region

- The townships in Ohio that have web sites are clustered in two areas of the state.
 - The majority of townships with web sites are located in the Northeast region of Ohio (52.4%).
 - 20.6% of townships with web sites are located in the Southwest region of Ohio.

Townships with Web Presence by Region



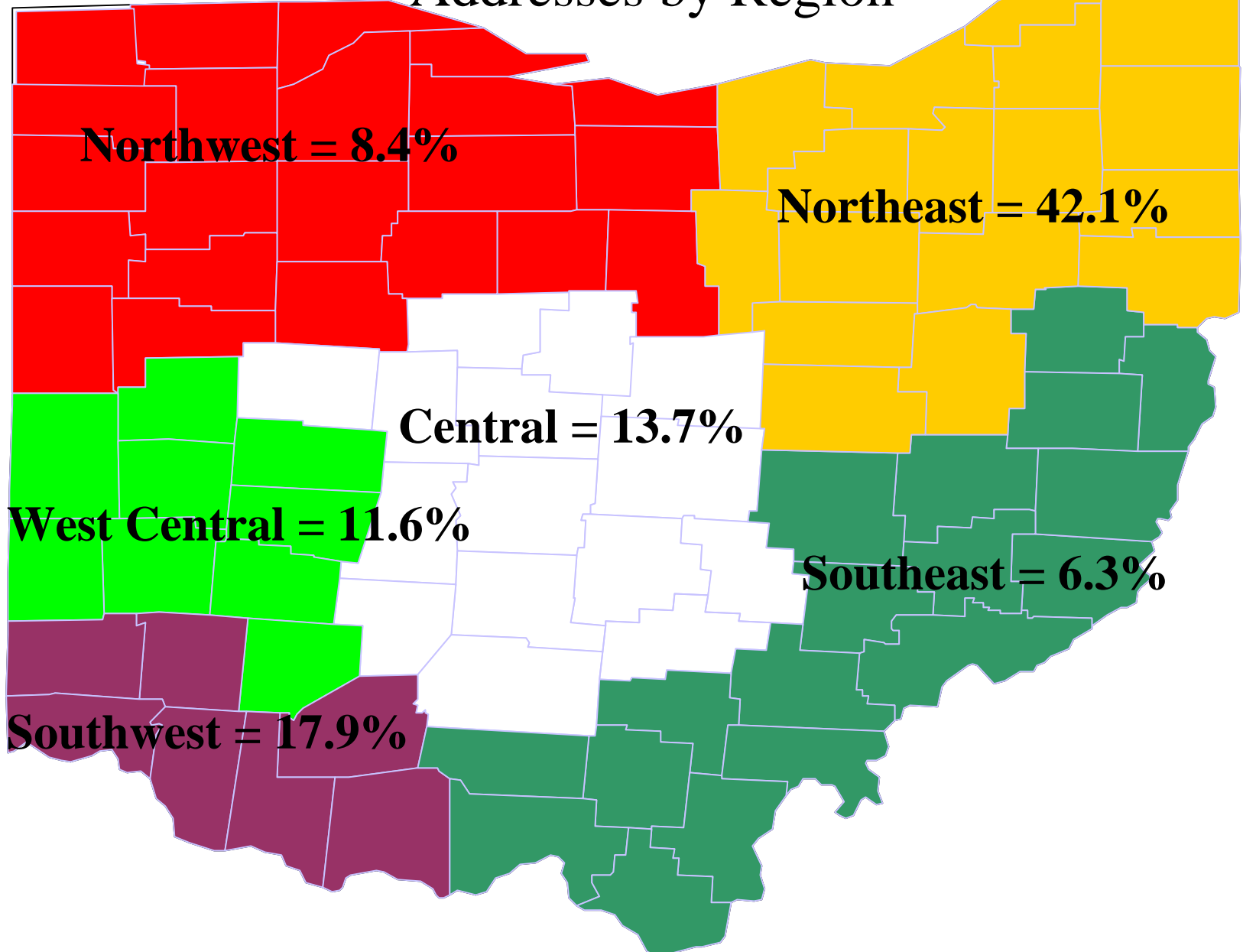
Townships Online - E-mail Addresses

- In addition to the 63 townships with web sites, 34 townships report having an e-mail address (97 or 7.4% of all townships).

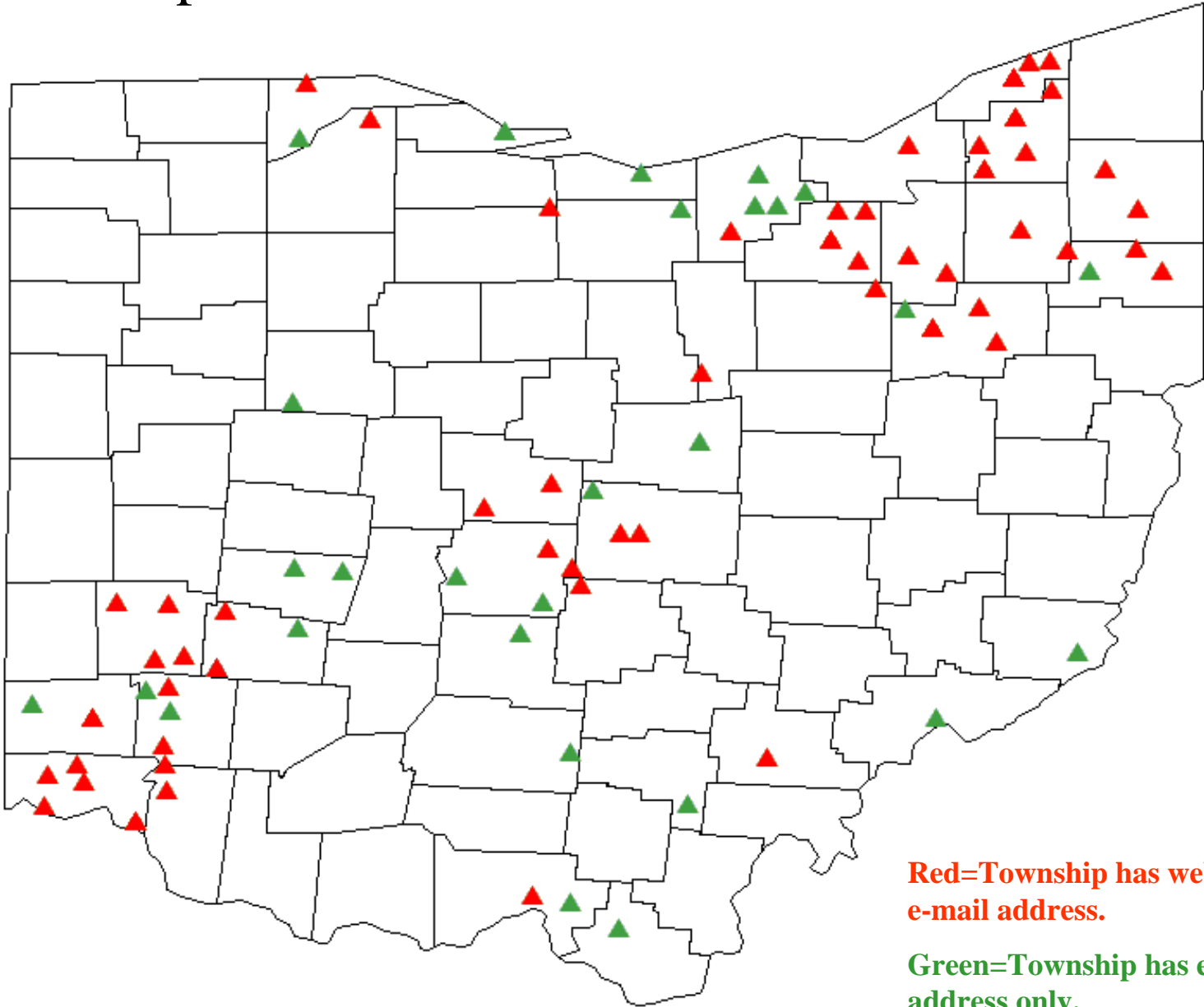
Townships with E-mail Addresses by Region

- The townships in Ohio that have e-mail addresses are clustered in two areas of the state.
 - The majority of townships with e-mail addresses are located in the Northeast region of Ohio (42.1%).
 - 17.9% of townships with e-mail addresses are located in the Southwest region of Ohio.

Townships with E-mail Addresses by Region



Townships with Web Sites and/or E-mail Addresses



Red=Township has web site and e-mail address.

Green=Township has e-mail address only.

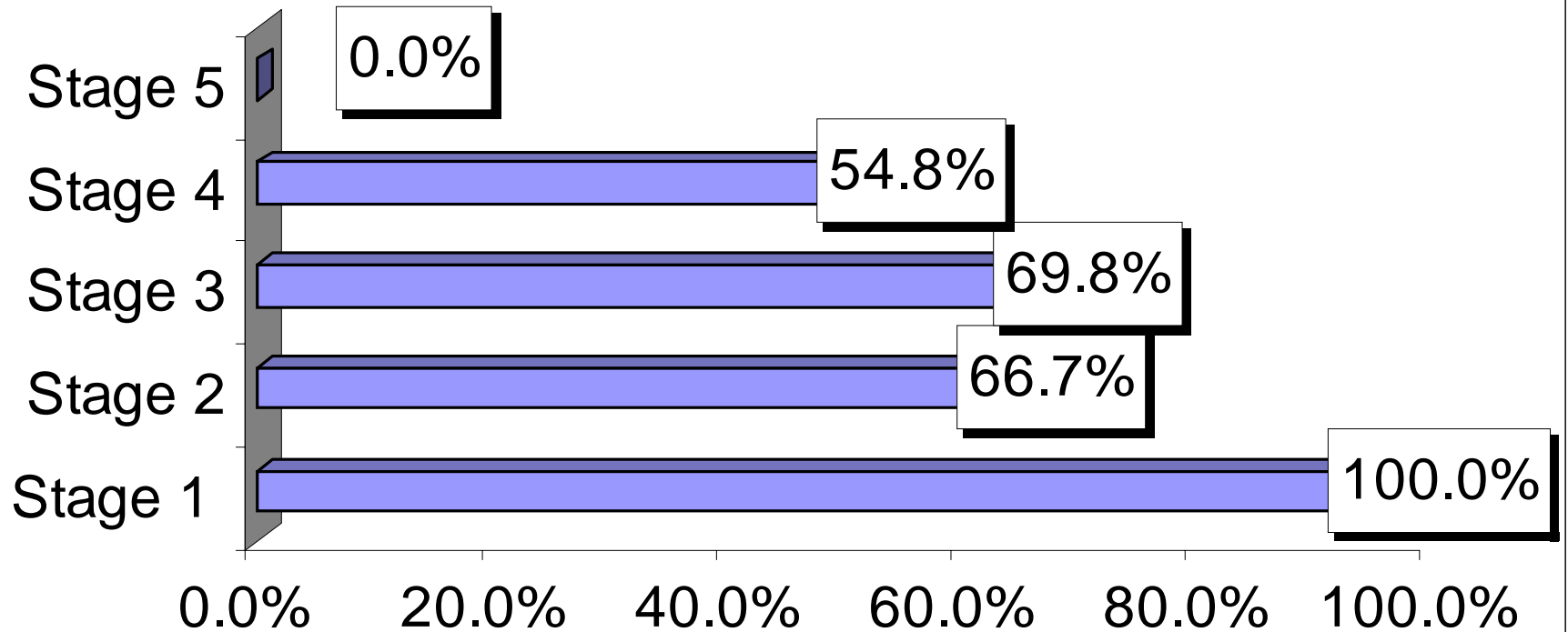
Townships Online - Web Site Evaluation

- All township web sites were reviewed and evaluated using the criteria established by E-Com Ohio to determine the stage of development for each site.
- There are 5 Stages of Development.
 - 1st Stage = basic, static content such as a phone directory
 - 2nd Stage = dynamic content such as a calendar, news page, forms
 - 3rd Stage = interactive features such as a search function
 - 4th Stage = multiple advanced features such as community surveys or polls
 - 5th Stage = customizable portal site

Townships Online - Web Site Evaluation Results

- Townships vary widely in degree of their web presence.
- The township web sites range from the 1st stage of development to the 4th stage of development. No townships have reached the 5th stage of development.

Percentage of Township Websites by Stages of Development (N=63)



Web Site Features

- All township web sites include links and/or information about basic community resources.
 - Almost all web sites include links to local government offices.
 - 46.0% of web sites include links to local schools.
 - 22.2% of web sites include links to local libraries.

Additional Community Resources

- Over half of all township web sites include links and/or information about additional community resources.
 - 57.1% of web sites include links/information about local parks and recreation.
 - 19.0% of web sites include links/information about local health care and social services available to residents.

Opportunities for Civic Engagement

- 6.3% of township web sites include information about opportunities for civic engagement.
 - Most often, these sites include links to government surveys and/or reports about service delivery, quality of life, or other issues of regional concern.

External Resources

- 57.1% of township web sites include information about external resources such as local cultural events and attractions and/or links to other government sites.
 - Most often, these sites include links to other government web sites such as the county or to incorporated jurisdictions within the township. 55.6% of township web sites fall into this category.
 - 23.8% of township web sites include information about local cultural events and attractions.

Summary of the Stages of Development of Township Web Sites

- The Internet presence among Ohio's townships is uneven. Only a few townships have web sites or e-mail addresses.
- The majority of township web sites are in the 3rd Stage of Development.
- About 3/4 of all township web sites have achieved either the 3rd or 4th Stage of Development.

Research Question: To what extent are township employees using the Internet and e-mail?

- All townships in the state were surveyed by mail.
- 453 townships responded for a 34.7% response rate.
- Townships were asked a variety of questions regarding their communication efforts with residents.
- Townships were also asked to rate their employees' use of the Internet.

What percentage of township employees have their own computer at work?

- The majority of townships (88.0%) report that less than 25% of their employees have their own computer at work.
- 6.9% of townships report that 26-50% of their employees have their own computer at work.
- 5.1% of townships report that over half of their employees have their own computer at work.

What percentage of township employees have individual e-mail accounts?

- The vast majority of townships (90.7%) report that less than 25% of their employees have individual e-mail accounts.
- 5.6% of townships report that 26-50% of their employees have individual e-mail accounts.
- 3.8% of townships report that over half of their employees have individual e-mail accounts.

What percentage of township employees have individual Internet access?

- The majority of townships (86.4%) report that less than 25% of their employees have individual Internet access.
- 7.8% of townships report that 26-50% of their employees have individual Internet access.
- 5.8% of townships report that over half of their employees have individual Internet access.

For what percent of internal communications do employees use e-mail (e.g. internal office memos or messages between staff and supervisors)?

- The overwhelming majority of townships (96.8%) report that less than 25% of their employees use e-mail for internal communications.
- 1.9% of townships report that 26-50% of their employees use e-mail for internal communications.
- 1.4% of townships report that over half of their employees use e-mail for internal communications.

What percent of questions or problems with the public are resolved through e-mail (e.g. requests for information, customer service requests, and other interactions with the public)?

- Virtually all townships (99.3%) report that less than 25% of questions or problems with the public are resolved through e-mail.
- Less than 1% of townships (0.7%) report that 26-50% of questions or problems with the public are resolved through e-mail.

Questions and Comments



Thank You!

