## Town of Arlington
## Office of the Town Manager

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**To:** Arlington Board of Selectmen, Town Manager, and Town Department Heads
**RE:** Public Website Survey Results
**Date:** November 5, 2015

**Introduction:** The Town of Arlington updated its website, www.arlingtonma.gov, in July of 2014 with the goal of making it more user-friendly for visitors and easier for staff to engage the public in their respective communication and customer service initiatives. To achieve these goals, the Town redesigned the site, updated its navigation, employed responsive web design (RWD), and installed a robust, permission-based content management system (CMS). The implementation of RWD allows display of the site on all mobile devices. The deployment of a CMS allows the Town to expand staff use as well as add many new features to meet the Town's communication goals. The purpose of this survey is to focus on resident satisfaction with the new site, get a pulse on current communication channels, and identify areas for improvement and future development. This is not a comprehensive survey by any means, but it does provide some valuable insight and guidance as the Town continues to develop and improve communication with its residents and the mechanisms employed to achieve this important goal.



*Tablet view of arlingtonma.gov*

The Town would like to thank survey participants for their valuable feedback. The action items identified as a result of this survey are listed below. The Town would also like to thank staff for their efforts in migrating and maintaining their respective sections of the site and utilizing available channels to maximize their communication efforts. The Town will continue to maximize these efforts and the survey responses will help toward that goal.

**Action Items at a Glance**

- Review survey results with all content posters so they know details like direct links, concise headlines, and brief Notices enhance user experience and improve perceptions of Arlington governance.
- Share survey results with arlingtonma.gov vendor (Vision Internet). Seek improvements for navigation, search capabilities, and mobile user experience.
- Enhance staff and committee contacts (done), put in place workflow and processes that ensure contacts are up-to-date.
- Investigate a mobile app for Request/Answer Center.
- Improve Promotion for:
  - The Request/Answer Center
  - Existing video content (meetings) on the site and identify opportunties for helpful video tutorials, where appropriate.
  - Social media channels
- Investigate more comprehensive reporting mechanisms for all communication channels (social media, website, email, etc.). To better identify user behavior, improve services, and promotion of Town services.
- Investigate opportunities to provide online permitting where it adds convenience and efficiency.


<u>**Survey Results**</u>

**Methodologies:** The survey was conducted via Survey Monkey and publicized on the Town's website, Town Notices, local media, and social media channels.

**Top line/Demographic Information:**
<u>Number of respondents:</u> We received 750 respondents to a 20 question survey.
<u>How often respondents currently visit the site:</u> 50% (377) respondents report using the site about monthly or less, 24% (183) reported they visit the site 2-3 times a month, while 16% (122) report visiting about once a week.
<u>Resident vs. non-resident:</u> 98% (663) resident; 2% (14) non-resident.
<u>Work in Arlington:</u> 22% (149) yes; 78% (528) no.
<u>Arlington Business Owners:</u> 8% (54) Arlington business owners; 92% (623) are not.
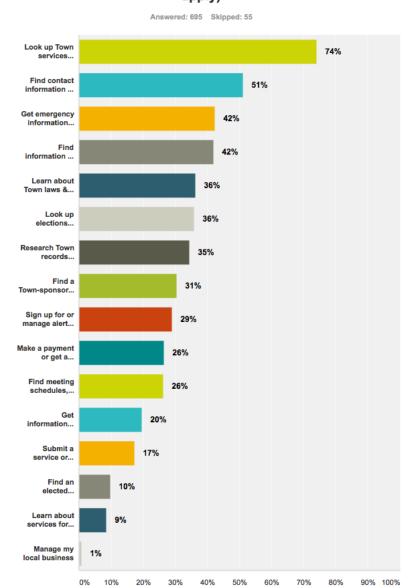<u>Demographics:</u> 51% (346) respondents are between the ages of 30-54, 23% (155) are between 55-64 years old, and 16% (111) are between the ages of 65-74.


*On page 12 there is comparison data of this information to the 2013 survey.*

**Why visitors, visit.**

This question was asked in 2013 and again in 2015 to identify any changes in user behavior. The top response for current usage of the Town's website was to look up information about a Town service, such as trash/recycling, public safety, or street sweeping (74% or 515), followed by finding Town contact information (51% or 355), looking up emergency information such as weather alerts, parking bans, and other Town closures (42% or 295), and to find information on large Town events (42% or 292). The results in 2013 were similar, with 74%, 56%, 46%, and 43%, respectively. There was a decrease in seeking election information (45% in 2013 vs. 38% in 2015) and information about Schools (33% vs. 20%). The decreased interest in elections may reflect a light election season in the time between the two surveys. The decrease in looking for school information may be a better understanding that school content does not reside on the Town site.

## For what reasons do you regularly visit the Town of Arlington website? (select all that apply)

Answered: 695   Skipped: 55

| Reason | Percent |
|---|---|
| Look up Town services... | 74% |
| Find contact information ... | 51% |
| Get emergency information... | 42% |
| Find information ... | 42% |
| Learn about Town laws &... | 36% |
| Look up elections... | 36% |
| Research Town records... | 35% |
| Find a Town-sponsor... | 31% |
| Sign up for or manage alert... | 29% |
| Make a payment or get a... | 26% |
| Find meeting schedules,... | 26% |
| Get information... | 20% |
| Submit a service or... | 17% |
| Find an elected... | 10% |
| Learn about services for... | 9% |
| Manage my local business | 1% |

**Initial Observations/Action Items**

These results imply that reasons for resident interaction with arlintongma.gov has not changed significantly since the 2013 survey. *The data enforces the importance that the Town needs to ensure that service and contact information is readily available and easy to find. Emergency information should be prominent when necessary, and visitors come to the site to learn about large Town events.*

**Navigation**

Respondents were asked to report their level of satisfaction of finding content on the new website.

84% (697) of respondents were either satisfied or very satisfied with their experiences in finding what they sought, 10% were not satisfied, and 6% had no opinion.
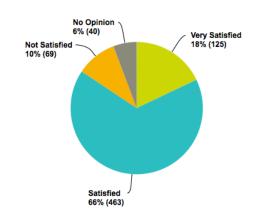
**Respondent Feedback**

6% (40) respondents, mostly from those "not satisfied," left comments displayed in the word cloud below.

Some reported it was hard to find info (9) while others reported that the navigation was tricky (8), a need to improve staff contacts (8), and to improve search functionality (7).

**Overall, how would you rate the ability to find what you are looking for on the Town of Arlington's new website?**

Answered: 697    Skipped: 53

No Opinion 6% (40)

Very Satisfied 18% (125)

Not Satisfied 10% (69)

Satisfied 66% (463)

**Initial Observations/Action Items:** We're thrilled that 84% of respondents report general satisfaction. However, we do recognize that there are areas for improvement and this feedback will help. *We recognize that the mega-menu navigation can flash on/off and can be tricky for some users* and we will work with the vendor to improve performance. The Town will also seek to improve search capabilities and enhance staff and committee contacts.

Navigation Tricky
Too Many Clicks
Improve Committee Contacts
Improve Staff Contacts
Old Site Better
Hard to find info
Information Incomplete
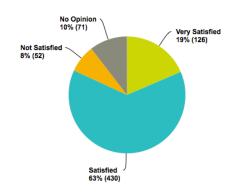Improve Search

**Design: Look and Feel**
Respondents were asked to report their general satisfaction of the new website.

82% (679) of respondents reported they were satisfied or very satisfied with the look and feel of the Town's new website, 8% were not satisfied, and 10% had no opinion.

We asked those respondents who were not satisfied to tell us why. Of the 17 respondents who left comments, some reported the site looked dated (5), was too busy (5), or was boring (4). Two expressed the font is too small. These and other comments are included in the weighted word cloud below.

**Initial Observations/Actions:**
We're thrilled that 82% of respondents reported general satisfaction with the look of the new website. However, these comments are instructive when we look to make future design updates. *Next design update is slated for 2017.*

**Overall, how would you rate the look and feel of the Town of Arlington's new website?**

Answered: 679   Skipped: 71



No Opinion 10% (71)
Very Satisfied 19% (126)
Not Satisfied 8% (52)
Satisfied 63% (430)



Boring
Too Little Info
Font Easy to Read
Adequate
Looks Dated   Well Organized
Like Colors
Font Too Small
Old Site Better
Too Many Graphics
Better Than Old Site
Add More Pictures
Too Busy

Note: The American Customer Satisfaction Index (ACSI) does not list municipal government in their list of benchmarks, however, in reviewing industries the ACSI does follow, customer satisfaction ranges from 63% - 82%.  You may view the full list at:
http://www.theacsi.org/index.php?option=com_content&view=article&id=148&Itemid=213

## Mobile Use & Experience

When asked about rating users' mobile experience of the new website, 31% (215) respondents reported accessing the site using this method (phone/tablet), 67% (465) reported they had not used this method, and 2% (15) were not sure.
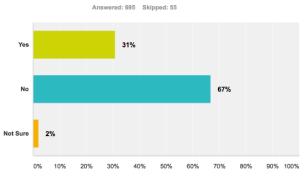
Of those users that have accessed the site using their mobile device, 77% (164) reported they were either satisfied or very satisfied. 13% (28) report they are not satisfied, and 10% (22) had no opinion.
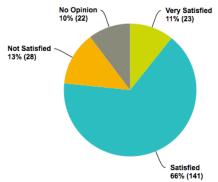
### Comments

15 respondents (2%) elaborated on their mobile experience. Overall, these comments were neutral with users expressing the mobile site was clunky, but better than the old site (2) or no worse than comparable sites (2) or simply better than the old site (2). A desire to simplify the mobile site or make it fuller was also expressed, but not detailed. One user noted "it's great." See the word cloud below for weighted comments.
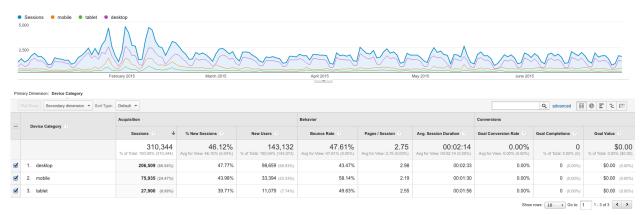


**Do you access the Town of Arlington's website using a mobile device?**
Answered: 695   Skipped: 55







### Mobile Usage of arlingtonma.gov (Google Analytics)

Snapshot of Website traffic, by device: January 1, 2015 to June 30, 2015
For this time frame 33% of traffic to arlingtonma.gov is from some form of mobile device. This almost matches survey respondents reported usage (31%). Growth of mobile access is expected.



Primary Dimension: Device Category

| | Device Category | Acquisition | | | Behavior | | | Conversions | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | | 310,344 <br> % of Total: 100.00% (310,344) | 46.12% <br> Avg for View: 46.10% (0.04%) | 143,132 <br> % of Total: 100.04% (143,073) | 47.61% <br> Avg for View: 47.61% (0.00%) | 2.75 <br> Avg for View: 2.75 (0.00%) | 00:02:14 <br> Avg for View: 00:02:14 (0.00%) | 0.00% <br> Avg for View: 0.00% (0.00%) | 0 <br> % of Total: 0.00% (0) | $0.00 <br> % of Total: 0.00% ($0.00) |
| ☑ | 1.  desktop | 206,509 (66.54%) | 47.77% | 98,659 (68.93%) | 43.47% | 2.98 | 00:02:33 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| ☑ | 2.  mobile | 75,935 (24.47%) | 43.98% | 33,394 (23.33%) | 58.14% | 2.19 | 00:01:30 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |
| ☑ | 3.  tablet | 27,900 (8.99%) | 39.71% | 11,079 (7.74%) | 49.63% | 2.55 | 00:01:58 | 0.00% | 0 (0.00%) | $0.00 (0.00%) |

Show rows: 10   Go to: 1   1 - 3 of 3

*Mobile Observations/Actions:* Overall mobile users are satisfied with the experience, but there were some complaints. The new site is built to responsive web design (RWD) specifications provided by our vendor. *The Town will provide these comments on mobile use and others related to arlingtonma.gov to the vendor for possible future enhancements.*

### Request/Answer Center Usage

42% (294) of respondents report they have used the Request/Answer Center, while 34% report (236) have not. 23% report they did not know the service existed.

**Initial Observation/Actions**: *The Request/Answer service should be better promoted.*

**Have you ever utilized the Request/Answer Center?**

Answered: 692   Skipped: 58

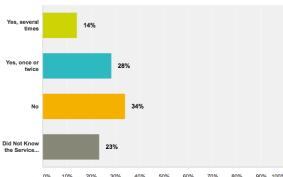| | |
|---|---|
| Yes, several times | 14% |
| Yes, once or twice | 28% |
| No | 34% |
| Did Not Know the Service... | 23% |

### Making Requests via Mobile Device

46% (316) of respondents report they would submit a request via a mobile application, 24% (166) report they would not, while 30% are unsure.

**Initial Observation/Action:** There is general willingness by those that reported using the R/A Center to do so using a mobile app. *Town to investigate mobile app for Request/Answer Center.*
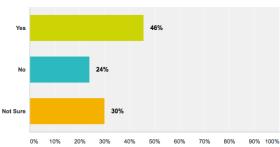
**The Town is currently exploring a mobile application version of the Request/Answer Center. Would you make a request via a mobile app?**

Answered: 690   Skipped: 60

| | |
|---|---|
| Yes | 46% |
| No | 24% |
| Not Sure | 30% |

**Social Media Options**
This question was included to promote these channels and get a pulse on resident interest of these channels. Social media channels were not available during the 2013 survey.

15% (110) comments were received (511 respondents skipped this question). The comments mostly came from those who reported they do no use social media (38). Some felt social media is redundant or a waste of time, while others thought it was good to offer. A few shared concerns that social media would replace other forms of communication from the Town (website or email).
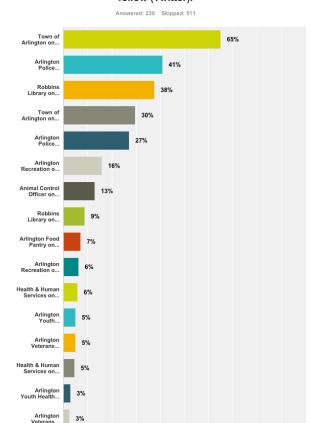
Frequent themes of providing updated content and quality were cited, as was a preference for email notification.

Some respondents showed an interest in Instagram (2) or Snapchat (2) and several who learned of the Town's social media channels by the survey (6).

The word cloud below provides a weighted view of these, and other, sentiments.

**Initial Observations/Actions:** Although many skipped this question it is important to note that a goal of social media is to reach new audiences. The audience of respondents are mostly those that receive Town Notices (emails) and their satisfaction is high as you will see. The overall message is that respondents prefer to receive only one or two channels. The Town will continue to support these channels and seek to understand if these channels are reaching new audiences or providing convenience or preference. *Town to investigate more comprehensive reporting mechanisms for all communication channels (social media, website, email, etc.)*

Since the last survey, the Town has added social media options. Please check off any channels you currently like (Facebook) or follow (Twitter).

Answered: 239    Skipped: 511

| Channel | Percent |
|---|---|
| Town of Arlington on... | 65% |
| Arlington Police... | 41% |
| Robbins Library on... | 38% |
| Town of Arlington on... | 30% |
| Arlington Police... | 27% |
| Arlington Recreation o... | 16% |
| Animal Control Officer on... | 13% |
| Robbins Library on... | 9% |
| Arlington Food Pantry on... | 7% |
| Arlington Recreation o... | 6% |
| Health & Human Services on... | 6% |
| Arlington Youth... | 5% |
| Arlington Veterans... | 5% |
| Health & Human Services on... | 5% |
| Arlington Youth Health... | 3% |
| Arlington Veterans... | 3% |



*Public Website Survey Results – November 2015*
*Survey conducted in June/July 2015*

**Town Notices (Email Notification)**

90% (614) of respondents report they receive Town Notices, although this is a number to be excited about, it is somewhat expected as Town Notices are the primary method in which respondents most likely heard about the survey, as previously mentioned.

### Do you currently receive Town Notices via email?

Answered: 685   Skipped: 65



When asked the question: Based on these emailed Town Notices, how informed about Town activities and initiatives do you feel?  78% (480) reported that they felt "Informed" to "Very Informed," while 19% (119) felt "Somewhat Informed," while only 1% (8) felt "Not very informed," and 1% (6) had "No Opinion."



Of the 61 respondents that left comments about Town Notices, about half reported general satisfaction, whether to say they like them, (18) they were short and focused (5), or timely (2).

Some shared that the subject line is important to them (5) and asked we include agendas in the body of the email (5), with two expressing particular frustration that there isn't a direct link to Selectmen agendas.
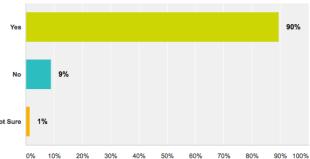
Other suggestions for enhancements include improving the subscription process, plain text emails, and more advance notice for events. The word cloud weights them here.

**Initial Observations/Actions:**

Respondents appreciate the delivery of timely, short, focused, and concise headlines in Town Notices. Direct links to agendas should be included as able, which lends to direct links being included for all items. *Town to share this information with all content posters so they better understand how details like; direct links, short headlines, and concise briefs can enhance user experience and improve perceptions of Arlington governance.*

**Video on the website**

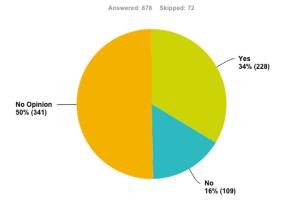When asked if video content is helpful, 50% (341) of respondents expressed no opinion, 34% (228) replied yes and 16% (109) replied no.

When asked if respondents would like to see more video content 53% (359) replied no opinion, 28% (190) replied yes, and 19% (127) no.

**Comments:** Video of Town Meeting and committee meetings were the most suggested in comments followed by video that was captioned or included transcripts, short videos, and videos of tutorials or presentations (see word cloud below).

**Inititial Observations/Actions:** Although the video content most suggested already exists on the Town's website (links), the Town should seek to make this known. *The Town to improve promotion of existing video content (Town Meeting and committee meetings) and identify possible tutorial content, where appropriate.*

The Town has the ability to embed video into the new website and we have done so in a limited way, including committee and public meetings, interviews with officials, and tutorials. In general, do you find video content helpful?

Answered: 678   Skipped: 72

Yes 34% (228)

No Opinion 50% (341)

No 16% (109)

Would you like to see more video content?

Answered: 676   Skipped: 74

Yes 28% (190)

No Opinion 53% (359)

No 19% (127)

Rather Read
Make Short Videos
Captioning Transcript

Tutorials Presentations
Video Slows Page

# Town Meeting Committee Meetings

**Permitting**

Overall, respondents didn't have a strong opinion on permit types, but feedback leaned toward the sentiment that making online permitting availabl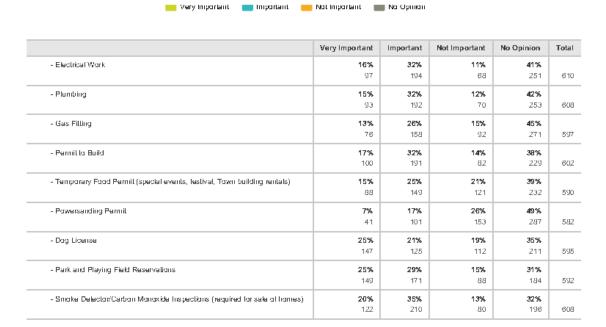e facilitated efficiencies, these services should be offered. *Town to investigate opportunities to provide online permitting, where it adds convenience and efficiency.*

Town of Arlington Online Communications Survey 2015

🟨 Very Important   🟦 Important   🟧 Not Important   ⬛ No Opinion

|  | Very Important | Important | Not Important | No Opinion | Total |
|---|---|---|---|---|---|
| - Electrical Work | 16% 97 | 32% 194 | 11% 88 | 41% 251 | 610 |
| - Plumbing | 15% 93 | 32% 192 | 12% 70 | 42% 253 | 608 |
| - Gas Fitting | 13% 78 | 26% 158 | 15% 92 | 45% 271 | 597 |
| - Permit to Build | 17% 100 | 32% 191 | 14% 82 | 38% 229 | 602 |
| - Temporary Food Permit (special events, festival, Town building rentals) | 15% 88 | 25% 149 | 21% 121 | 39% 232 | 590 |
| - Powersanding Permit | 7% 41 | 17% 101 | 26% 153 | 49% 287 | 582 |
| - Dog License | 25% 147 | 21% 125 | 19% 112 | 35% 211 | 595 |
| - Park and Playing Field Reservations | 25% 149 | 29% 171 | 15% 88 | 31% 184 | 592 |
| - Smoke Detector/Carbon Monoxide Inspections (required for sale of homes) | 20% 122 | 35% 210 | 13% 80 | 32% 198 | 608 |

**Closing Comments**

Closing comments were left by 16% (119) of total respondents. The top 10 comments asked the Town to "respond to requests in Request/Answer Center" 9% (11); 8% (10) said "thanks for asking"; 8% (10) requested "more contacts"; 7% (8) are "satisfied"; 5% (6) said "great job"; 3% (4) asked to "keep content updated"; 3% (4) also said "keep up the good work"; 3% (3) said the "Request/Answer Center is great"; and 3% (3) "prefer email notifications." Additional comments are included in the word cloud below. While these are a small sampling, the feedback to respond to requests and keep content updated are daily endevours and these comments will be shared with staff. Improving contacts for staff and committees has been done.

**Topline/Demographics Survey Data Comparison 2013 vs. 2015**

**Respondents Age
2013 vs 2015**

| Age | 2013 | 2015 |
|-----|------|------|
| Under 18 | 0% | 0% |
| 18-29 | 4% | 4% |
| 30-54 | 56% | 51% |
| 55-64 | 24% | 23% |
| 65-74 | 11% | 16% |
| 75 + | 5% | 6% |

**Website Visit Frequency
2013 vs 2015**

| | 2013 | 2015 |
|---|------|------|
| Monthly or less | 36% | 50% |
| 2-3 times a month | 27% | 24% |
| About once a week | 18% | 16% |
| More than once a week | 14% | 7% |
| Don't Know | 3% | 2% |

**Work in Arlington?
2013 vs 2015**

| | Yes | No |
|---|-----|-----|
| 2013 | 36% | 64% |
| 2015 | 22% | 78% |

**Arlington Business Owner?
2013 vs 2015**

| | Yes | No |
|---|-----|-----|
| 2013 | 8% | 92% |
| 2015 | 8% | 92% |

**Arlington Resident?
2013 vs 2015**

| | Yes | No |
|---|-----|-----|
| 2013 | 89% | 11% |
| 2015 | 98% | 2% |