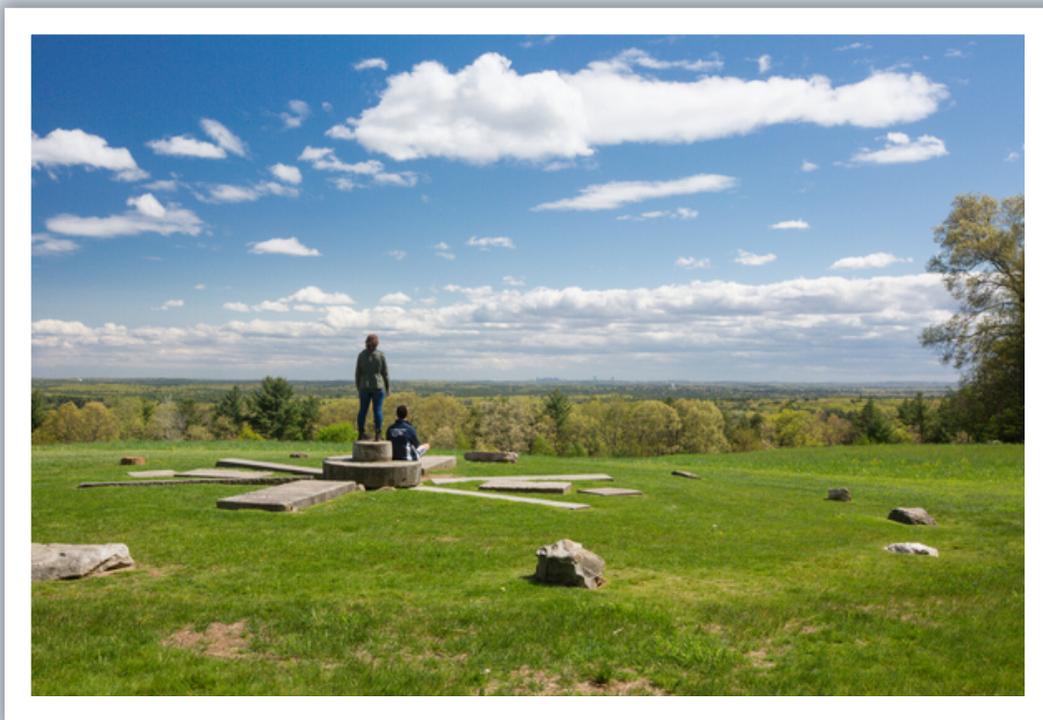


Andover Website Survey Results 2016



Introduction

The Town of Andover is in the process of updating its websites www.andoverma.gov and www.aps1.net. A primary goal is to provide a more unified, user-friendly experience for visitors to these sites and a gateway to all Andover online properties including municipal, school, public safety, and several more. Equally important is the Town's goal to increase staff capacity and improve customer service and communication initiatives. Deploying a robust Content Management System (CMS) will help meet these requirements. Civic Plus (CP), a leader in government websites, has been chosen to develop these sites and will provide ongoing hosting and technical support services.

To deliver sites that meets community and staff needs, analysis of website traffic and internal stakeholder needs assessments have been conducted. To learn more about site visitors – how they use the site, features and services they desire, and how they perceive Andover – a public survey was conducted between May and June of 2016. What follows are highlights and results of this survey. Since participants in this survey are self selected, rather than randomly selected, the results do not necessarily represent a true statistical representation of the Town's perspective, but it does provide valuable insight and guidance in developing the next generation of Andover's online presence.

Methodology

The survey was conducted via Survey Monkey and publicized on the Town's website, local media and through the email distribution lists of the Town, Schools, and Library. Town and DPW social media outreach was also conducted.

Top line/Demographic Information:

Number of respondents: The survey received 1,460 respondents.

Residents vs. non-residents: 91% responded residents; 9% non-residents.

Length of Residency

40% over 20 years
27% over 10 years
17% 5-10 years
14% 1-5 years
3% less than one year

Age

58% between the ages of 30-54
21% between the ages of 55-64
13% between the ages of 65-74
4% (58) are over 75
2% are 18-29
2% under 18 years of age

Work in Andover: 34% (462) work in Andover; 66% (894) do not work in Town.

Andover Business Owners: 7% business owners; 93% are not.

Current Household with APS Students: 48% yes; 52% no.

Survey Highlights

Character & Tone: Good Public Schools (57%), Great Place to Raise a Family (54%), Safe/Clean (42%), Conveniently Located (40%), Open Spaces/Trails (39%), Historic (30%), Vibrant Downtown (29%). These characteristics will help guide the look and feel of the new websites.

Reasons to visit andoverma.gov: Respondents overwhelmingly visit the Town site to seek Town services and contact information. Respondents also look to the Town site for information on larger public events, emergency information, meeting schedules/agendas, recreation and cultural programs.

Top enhancement requests Town & Schools websites include, improved online payments, registration, and permitting. Mobile compatibility is desired. Transparency improvements around meeting information and financials were also sought.

APS site attributes of quality and accuracy of content is satisfactory, what respondents want to see improved is layout and ease of navigation. Many found that the amount of content was satisfactory (41%), where others felt it was not enough (45%).

Communication Channels favored include the Andover Townsman (64%), Facebook (50%), Memorial Hall email list (48%), APS email list (45%) and Town of Andover email list (45%).

Top 15 User Comments

This word cloud highlights the top 15 user sentiments provided in the open comments section at the end of the survey. Clearly respondents see a need to improve navigation and make it easier to find the content and services they seek. Respondents also desire an updated design and appreciate the Town in taking on this project. It is also desired to have a unified Andover presence, project information, and more transparency. Many commenters spoke about content integrity, such as timeliness and accuracy.



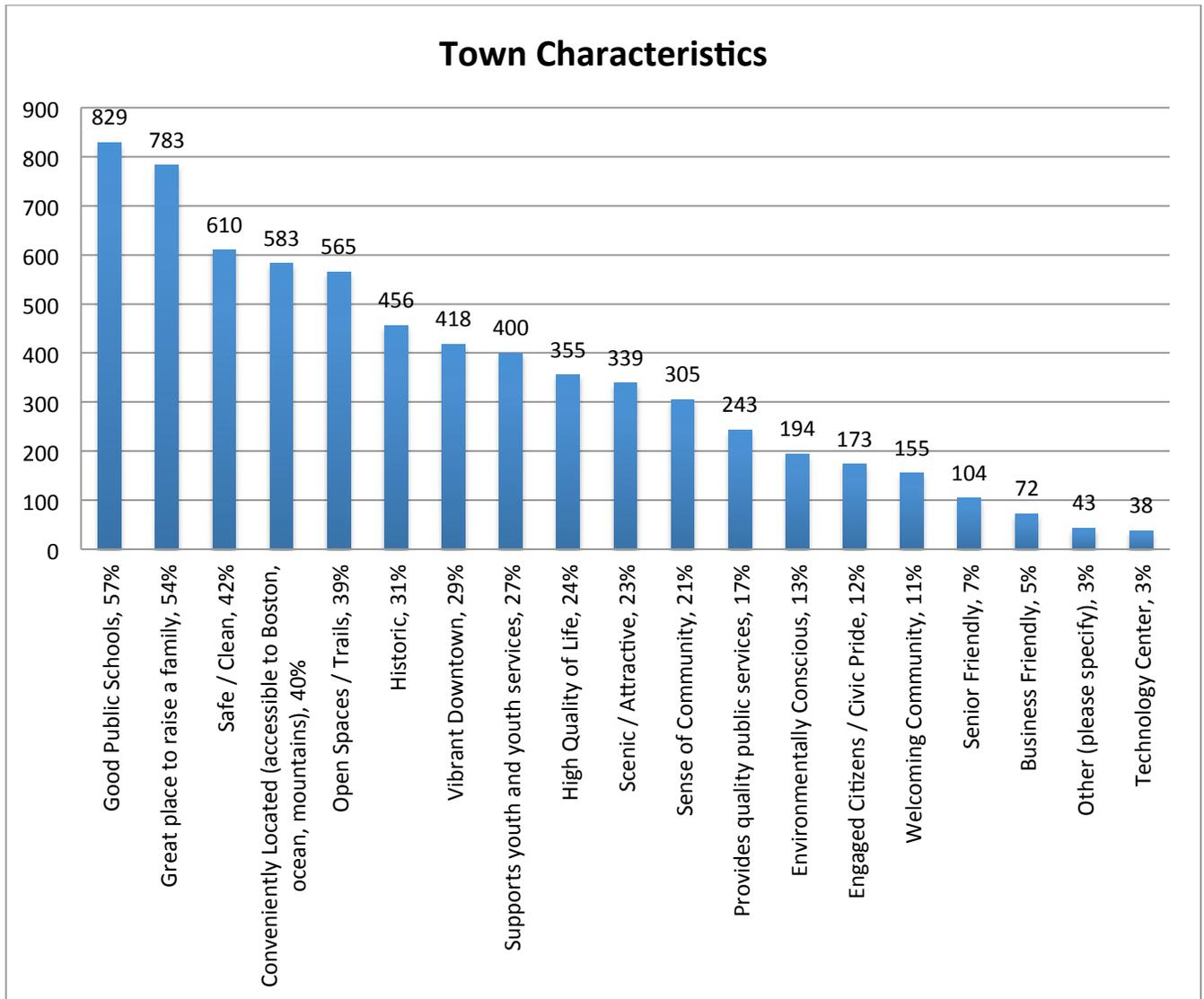
It is encouraging that so many respondents want to connect with the Town and that respondents appreciate the Town's solicitation of feedback. The Town appreciates respondents participation as their comments will be very helpful in the development of the new websites.

Next Steps: The Town is incorporating this feedback as well as feedback gathered from internal stakeholders and website analytics to design and develop the new sites. With our vendor Civic Plus, we continue to make progress working with over a dozen departments, auditing and evaluating content, as well as refining communication goals in preparation for launch. With the new CMS and an energized staff the Town has every confidence that the new sites will address many of the concerns raised in this survey and be welcomed, and heavily utilized, by residents. We look forward to launching them in late 2016.

Survey Result Details are on the following pages.

To help direct our redesign efforts we would like to establish a tone that best reflects the character of Andover. To assist us, please pick the character traits that best reflect Andover. (select up to 5)

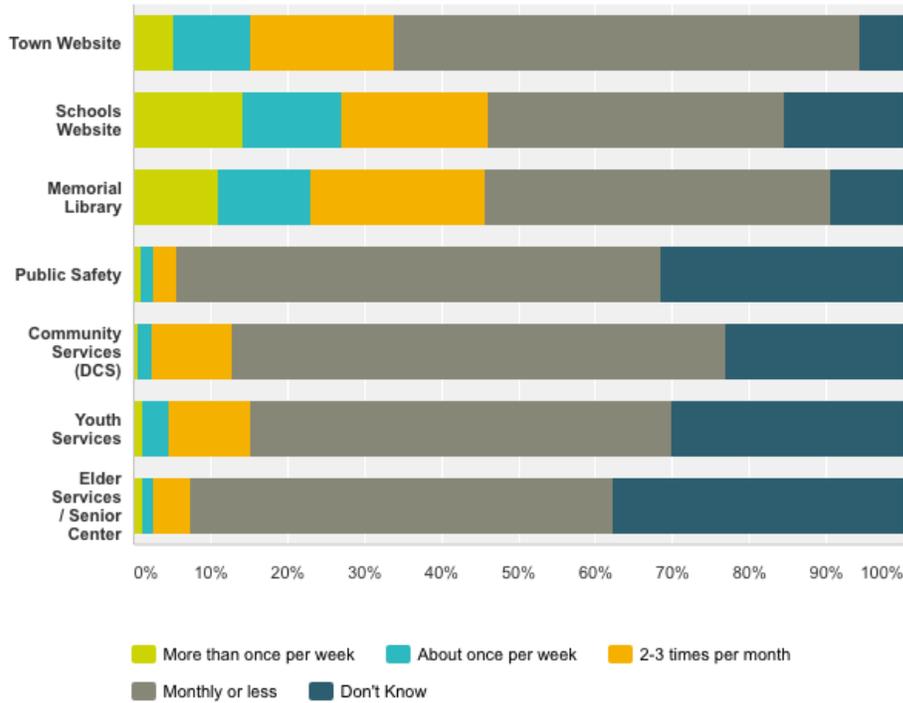
Good public schools led the way with 57% respondents, followed by selecting Great place to raise a family (54%), Safe/Clean (42%), Conveniently Located (accessible to Boston, ocean, mountains) (40%), Open Spaces/Trails (39%), Historic (31%), Vibrant Downtown (29%), Supports youth services (27%), and High Quality of Life (24%).



Initial Observation/Action: These are certainly subjective opinions, but are extremely helpful for the designers as they put a new face on Andover's updated websites. As previously mentioned the Town is using this feedback to help guide the design (look and feel) of the new sites.

How often do you visit the following municipal websites?

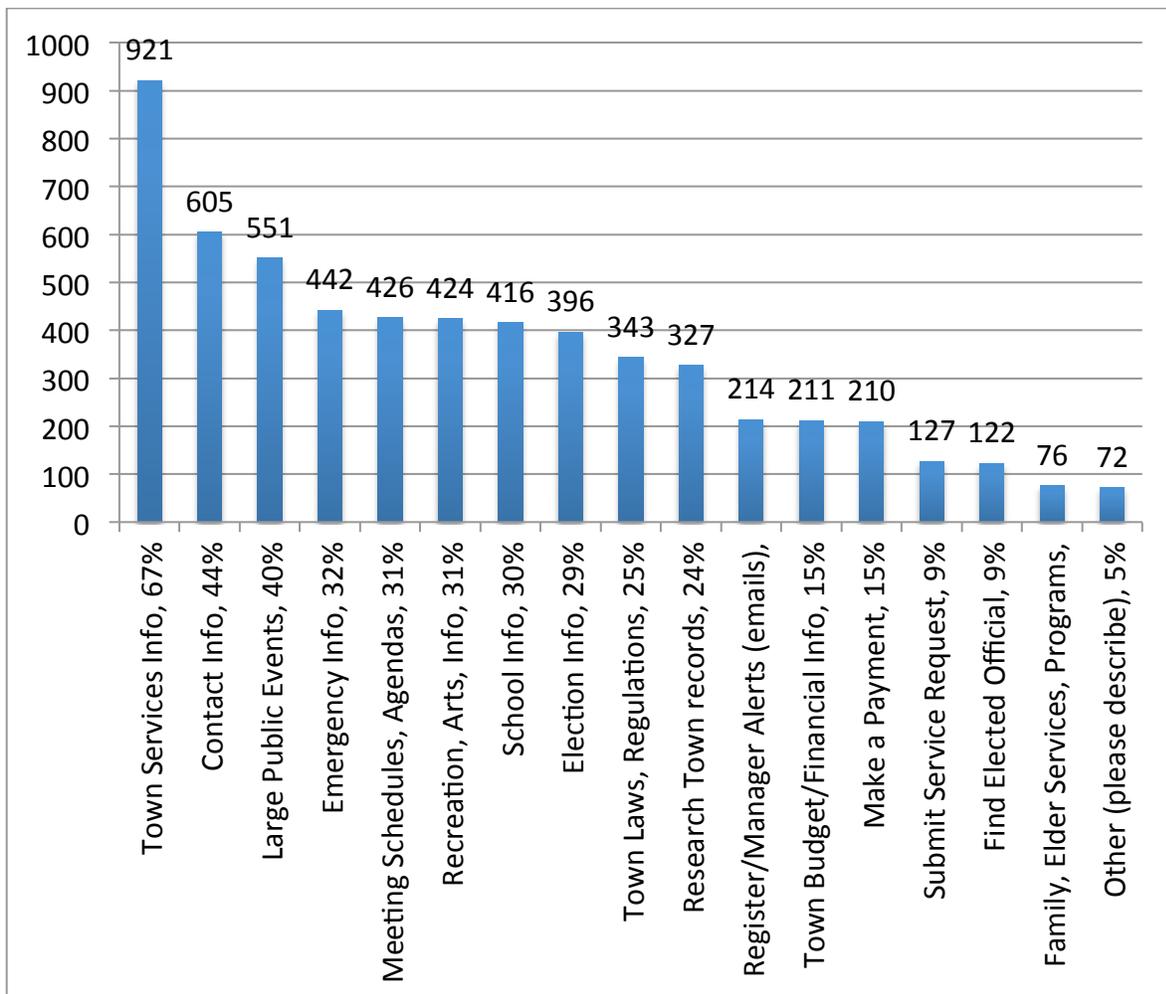
Frequency of visiting the Town, School, and Library sites 2-3 times per month or more shows the Schools and Library at 46% and the Town at 35%. However, there is a greater frequency to the School's site (14%) when reporting visiting "more than once per week" followed by the library at 11% and Town website at 5%.



	More than once per week	About once per week	2-3 times per month	Monthly or less	Don't Know	Total
Town Website	5.13% 74	10.12% 146	18.65% 269	60.54% 873	5.55% 80	1,442
Schools Website	14.15% 204	12.90% 186	19.07% 275	38.42% 554	15.46% 223	1,442
Memorial Library	10.96% 158	12.07% 174	22.61% 326	44.94% 648	9.43% 136	1,442
Public Safety	1.04% 15	1.60% 23	2.98% 43	62.97% 908	31.41% 453	1,442
Community Services (DCS)	0.55% 8	1.87% 27	10.40% 150	64.08% 924	23.09% 333	1,442
Youth Services	1.25% 18	3.40% 49	10.61% 153	54.72% 789	30.03% 433	1,442
Elder Services / Senior Center	1.25% 18	1.39% 20	4.79% 69	54.99% 793	37.59% 542	1,442

**For what reasons do you regularly visit the andoverma.gov website?
(select all that apply)**

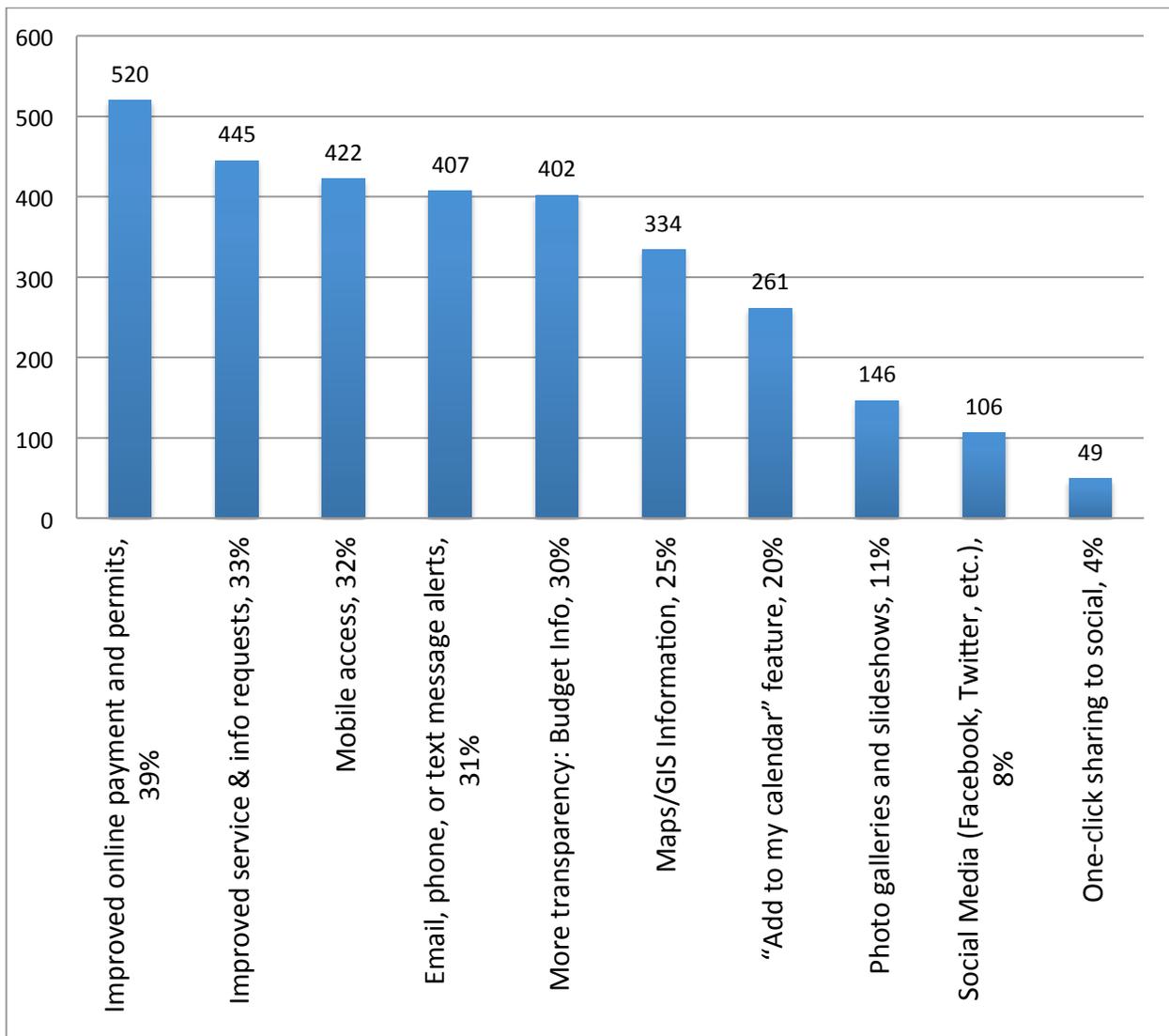
The top response for current usage of the Town’s website was to look up information about a Town service, such as trash/recycling, public safety, or street sweeping (67%), followed by finding Town contact information (44%). Finding information about large public events, such as a festival or parade (40%). Looking up emergency information such as weather alerts, parking bans, and other Town closures (32%), searching for meeting schedules, agendas, and minutes (31%) and finding information about a Town sponsored community activity such as recreation, arts or similar programs (31%). Other common usage areas include seeking information on schools (30%), elections (29%), Town bylaws and regulations (25%).



Initial Observation/Action: These results tell us that respondents overwhelmingly visit the Town site to seek Town services and contact information. Respondents look to the Town site for information on larger public events, emergency information, meeting schedules/agendas, recreation and cultural programs. The Town does provide emergency information via its CodeRED system and does some outreach on major Town events. The responses here indicate there may be an opportunity to enhance promotion of Town services and larger public events. The results also show contact information should be prominently displayed and accessible.

**We are working to improve the current website to make it easier to use. Which areas of enhancement or new features would you find most useful?
(select no more than 3)**

Online transactions, such as payments and permitting, were the top features/enhancements requested for improvement (39%), followed by improving online service and information requests (33%). Smartphone/mobile access was deemed useful by 32% of respondents followed by email, phone, or text messaging (31%), a desire for more financial transparency was requested by (30%), GIS/Map information (25%), and “add to my calendar” feature (20%). Photo galleries (11%), social media (8%), and one-click sharing (4% or 49) were least requested.



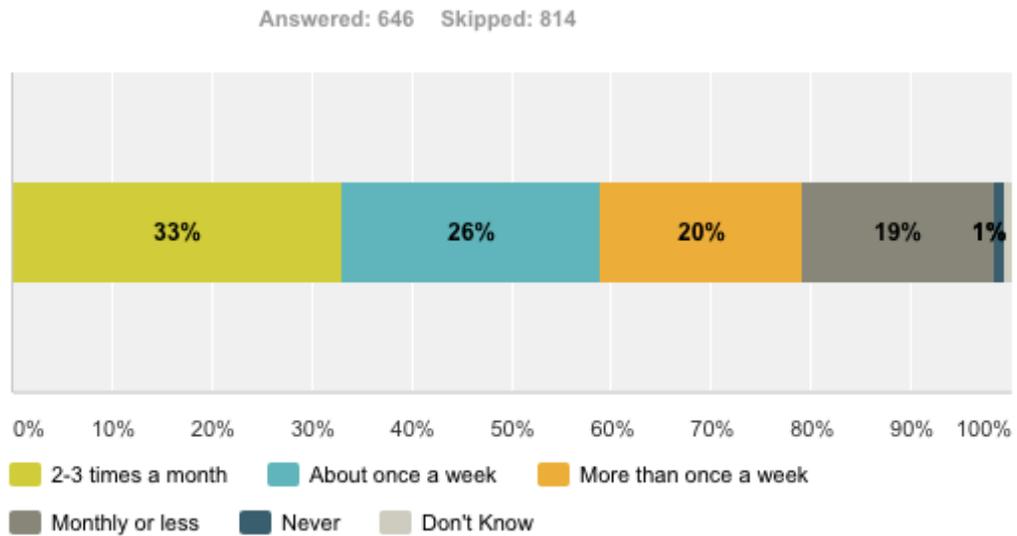
Initial Observations/Actions: The new CMS will provide updated tools and features that will greatly enhance the Town’s ability to improve it’s customer service operations as well as make content more readily available to residents 24/7, including budget and financial information, Maps/GIS, and “add to my calendar” feature. The site will be responsive to mobile devices and provide several methods in which residents may connect with the Town. Online payment and permit services are provided by other vendors and should be evaluated for improvement.

School Website

To help in the concurrent redesign of the school website with the Town’s website we asked a series of questions regarding usage of the www.aps1.net. **The following results are by those respondents that reported having students in the Andover Public School System.**

School Site: Frequency to the www.aps1.net website

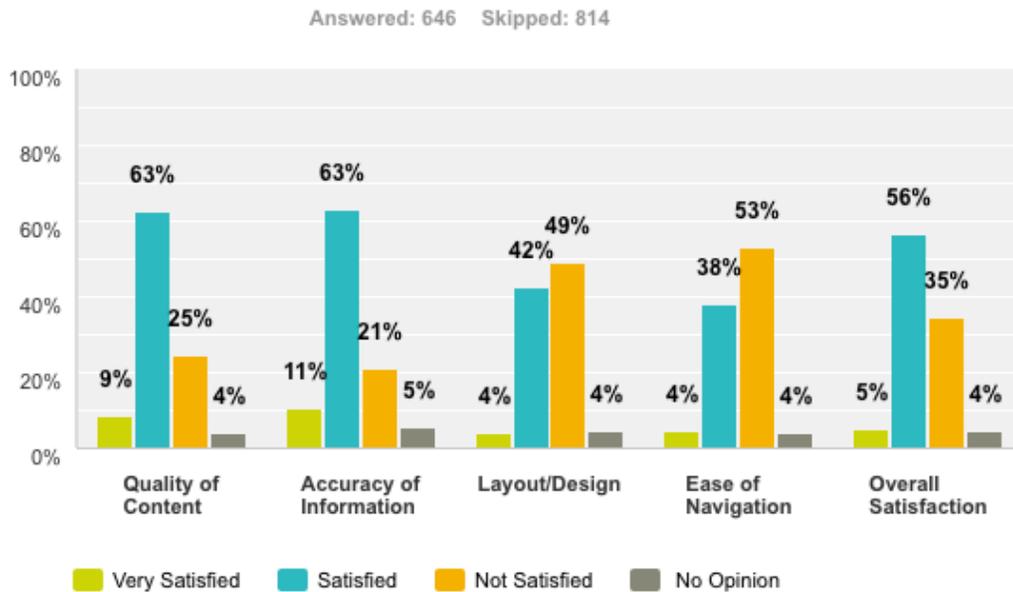
Most respondents visited the School site 2-3 times per month (33%), followed by about once per week (26%), more than once per week (20%), monthly or less (19%).



Answer Choices	Responses
2-3 times a month	33% 213
About once a week	26% 167
More than once a week	20% 132
Monthly or less	19% 124
Never	1% 6
Don't Know	1% 4
Total	646

School Site: Quality of Content, Accuracy of Information, Layout/Design, Ease of Navigation, and Overall Satisfaction.

72% were satisfied/very satisfied with the Quality of Content on the APS website. 74% were satisfied/very satisfied with the Accuracy of the Information. Satisfaction begins to drop when asking about Layout/Design and Ease of Navigation with a satisfied/very satisfied rating at 46% and 42%, respectively. Overall satisfaction with the APS site is 61%.

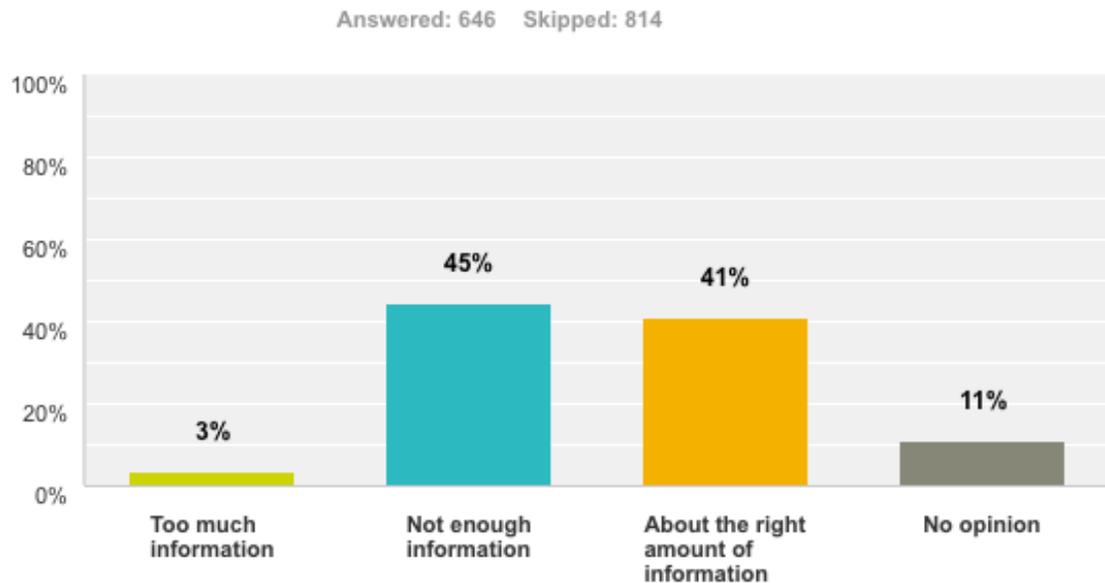


	Very Satisfied	Satisfied	Not Satisfied	No Opinion	Total	Weighted Average
Quality of Content	9% 56	63% 404	25% 159	4% 27	646	2.24
Accuracy of Information	11% 69	63% 406	21% 136	5% 35	646	2.21
Layout/Design	4% 26	42% 274	49% 317	4% 29	646	2.54
Ease of Navigation	4% 29	38% 247	53% 343	4% 27	646	2.57
Overall Satisfaction	5% 31	56% 364	35% 223	4% 28	646	2.38

Observation/Action: Attention to layout/design and ease of navigation is a focus of the school’s planned redesign. Although satisfaction is high for quality and accuracy of content, there is always room for improvement. The schools continually refine practices to ensure quality and accuracy of their content that residents have come to expect.

School Site: Regarding the amount of information on the school website, respondents were mixed.

41% claim the APS site has “about the right amount of information,” while 45% report there is “not enough,” and 3% report there is too much. 11% had no opinion.



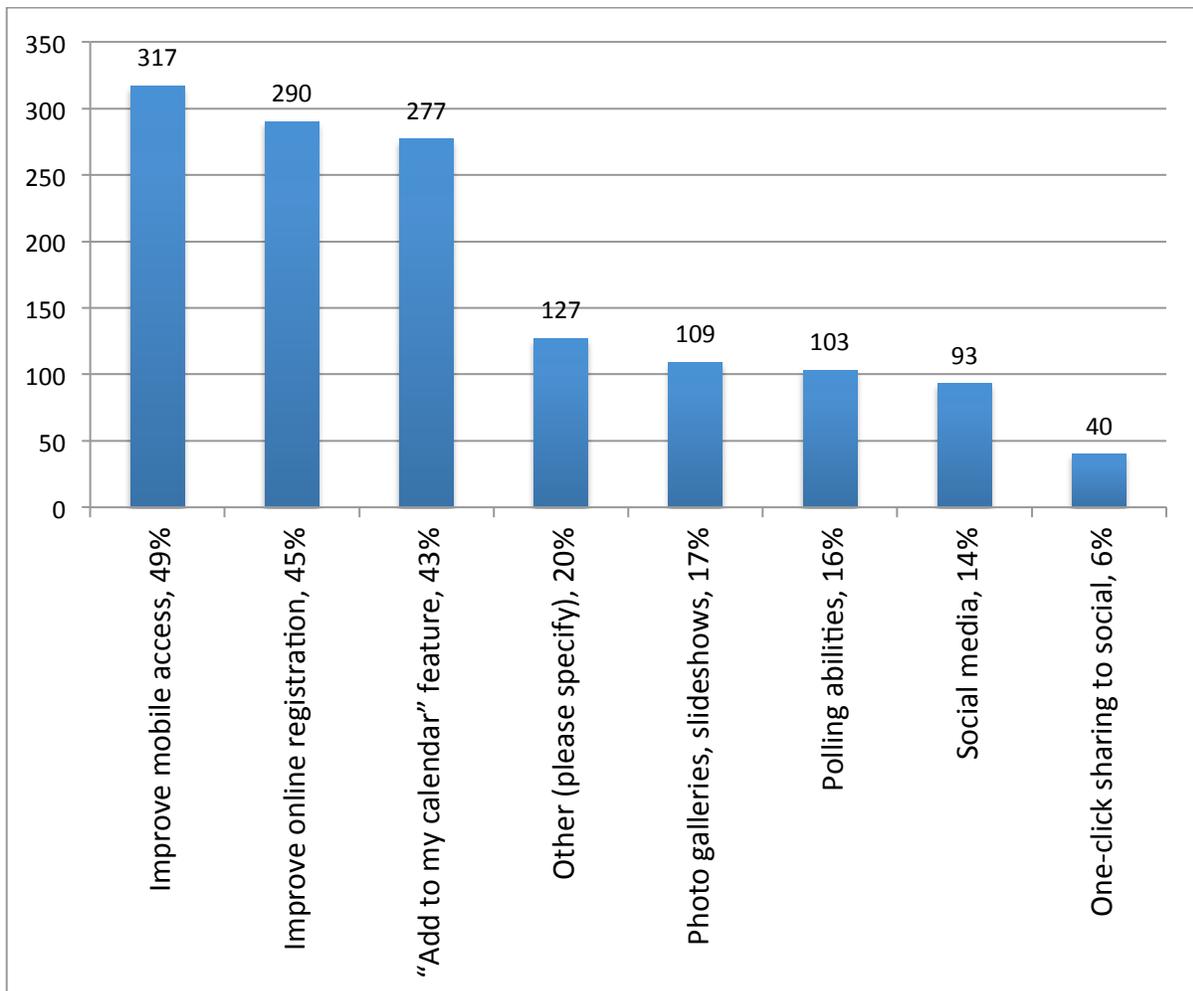
Answer Choices	Responses
Too much information (1)	3% 22
Not enough information (2)	45% 288
About the right amount of information (3)	41% 266
No opinion (4)	11% 70
Total	646

Initial Observation/Action: There is a large amount of respondents that feel there could be more information on the site (45%). The upgrade to the School’s CMS will provide the tools to will empower school staff to post more relevant information in efficient ways. Combined with improved layout/design and navigation, the Town anticipates satisfaction improvements in this area with the launch of the new website.

School Site: We are working to improve www.aps1.net. Which enhancement or new features would you find most useful? (select no more than 3).

Improved mobile access topped the list at 49%, followed by improvement in online registration (45%), and “add to my calendar” feature (43%). Photo galleries/slideshows (17%), Polling abilities (16%), social media (14%), and one click sharing (6%).

Since 20% of respondents left comments, it’s worth noting top sentiments of those comments, they include: update photos, improve navigation and layout, up-to-date content, and improve calendar listings (details, timeliness).

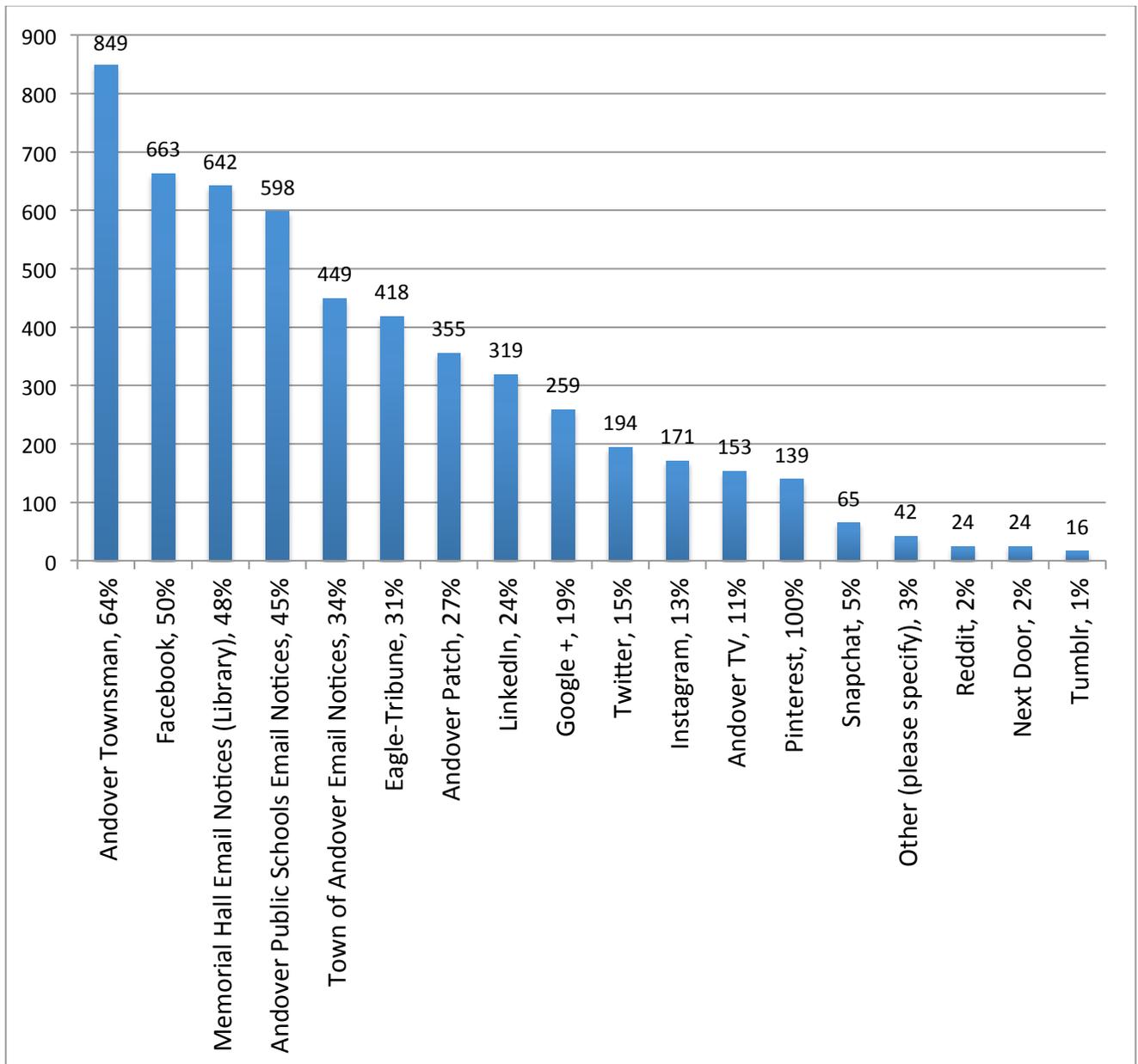


Observation/Action: Clearly there is a need to make the site mobile friendly, improve online registration, and enhance calendar listings. The upgrade to the School’s CMS will provide a responsive (mobile) website and the “add to my calendar” feature. The new CMS will build staff capacity to improve content, calendar management, and navigation. Another vendor provides online registration and it will be evaluated for future improvements.

All Respondents

What communication channels do you frequently use? (Select all that apply).

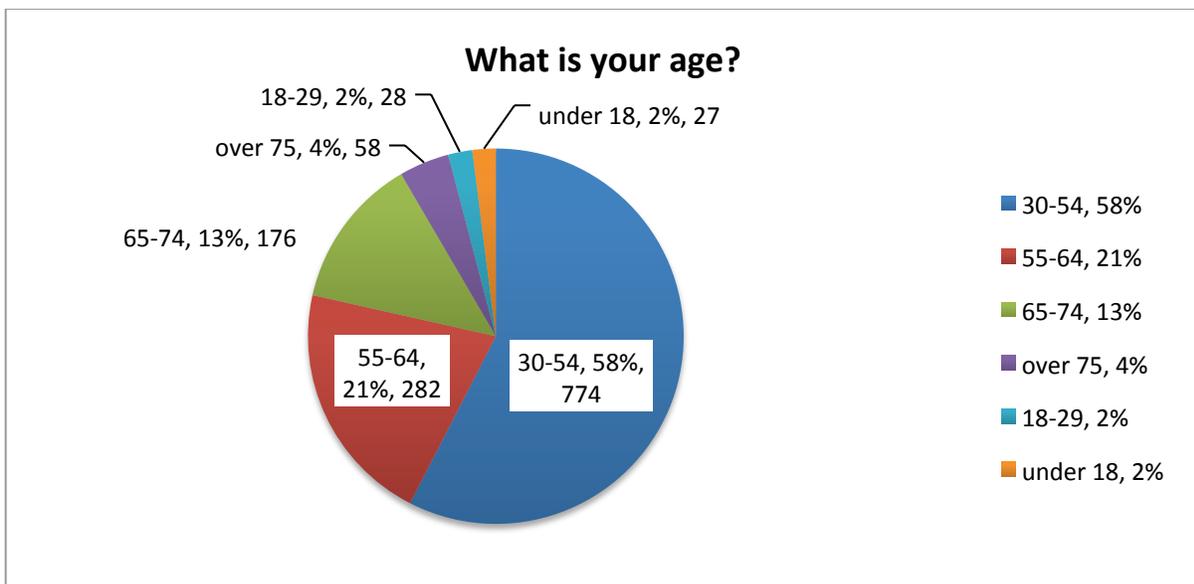
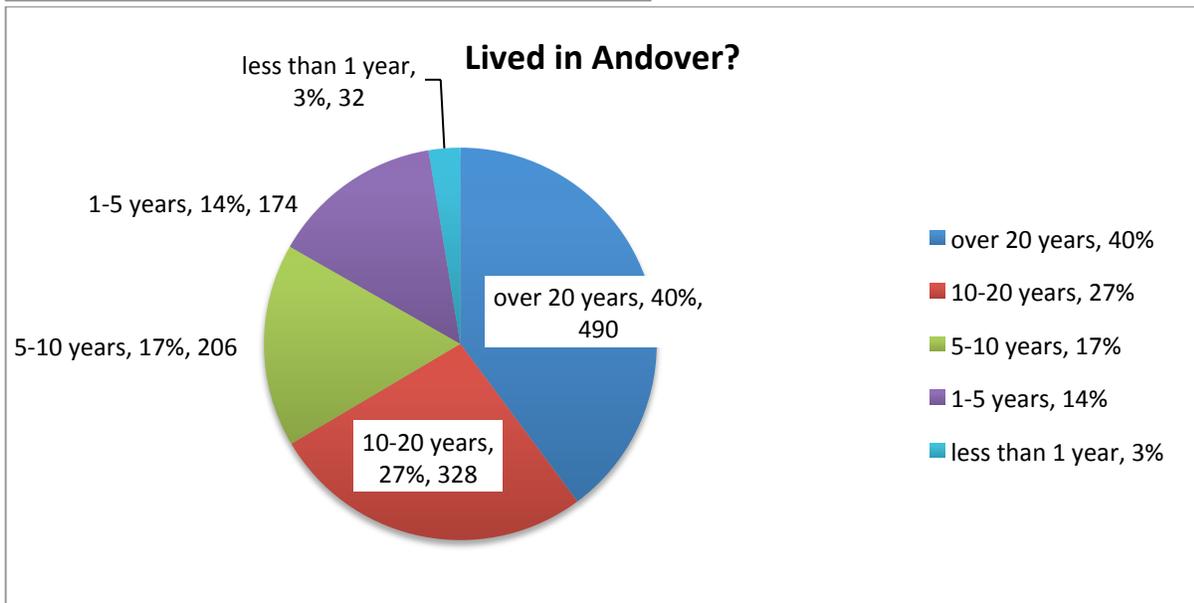
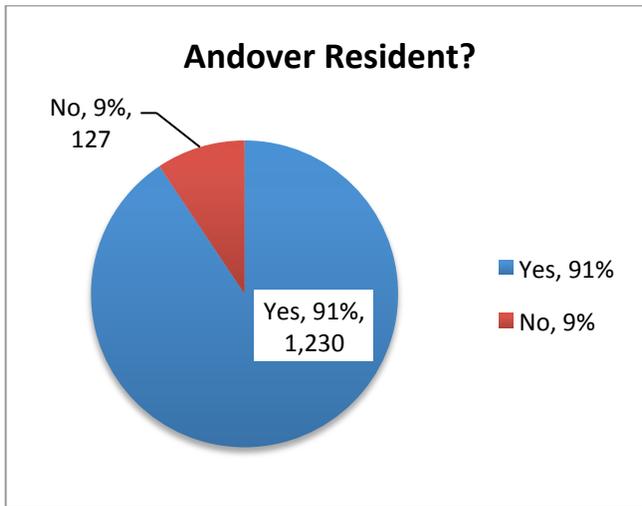
The top channels chosen, without limitation by respondents were: Andover Townsman (64%), Facebook (50%), Memorial Hall email list (48%), APS email list (45%) and Town of Andover email list (45%).



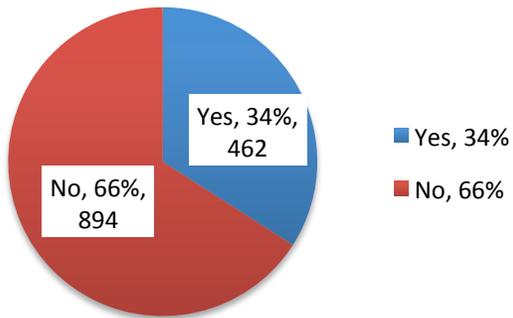
Initial Observation/Actions: It should be noted that the survey was distributed via email distribution lists of the Library, Schools, and Town and local media. These results show that local media still has a prominent place in respondents' communication preference.

Although previously in the survey social media was not ranked high as a list of enhancements (8% Town / 14% schools), the results here that 50% of respondents use Facebook indicates an area of possible increased engagement with this audience.

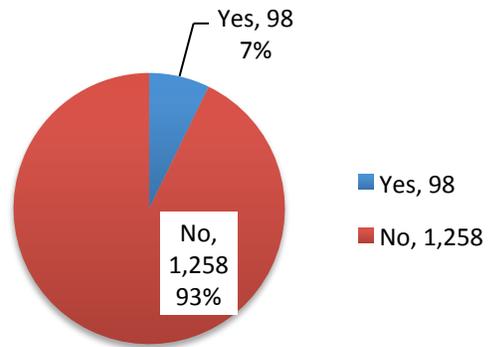
Demographics



Work in Andover?



Andover Business Owner?



Household with current students in APS?

