

Town of Andover Website Survey Results - 11/1/07

1. How often do you visit the Town of Andover website? (pick the one that most closely represents your use pattern)			Response Percent	Response Count
Daily			2.9%	7
Weekly			31.0%	75
Monthly			26.9%	65
Occasionally			35.1%	85
Rarely			4.1%	10
			answered question	242
			skipped question	2

2. Why do you visit the Town of Andover website? (Check all that apply)			Response Percent	Response Count
News, events, notices			73.2%	175
Meeting dates, times, agendas			43.9%	105
Office hours, locations, contact info.			43.5%	104
Program and service information			50.6%	121
Publications (e.g. budgets, special reports, etc.)			17.6%	42
Major project updates			23.4%	56
E-services (e.g., tax payments, assessments, maps, etc.)			37.2%	89
Photo gallery			8.8%	21

	Other (please specify)	27
	answered question	239
	skipped question	5

3. How would you rate the following aspects of the Town of Andover website:						
	Excellent	Good	About average	Needs improvement	Poor	Response Count
Aesthetic look and design	17.4% (41)	45.3% (107)	26.3% (62)	9.3% (22)	1.7% (4)	236
Organizational layout	14.5% (34)	38.5% (90)	30.3% (71)	15.8% (37)	0.9% (2)	234
Ease of navigation	11.9% (28)	38.3% (90)	31.1% (73)	17.9% (42)	0.9% (2)	235
Type and quantity of information	12.8% (30)	45.7% (107)	29.1% (68)	12.4% (29)	0.0% (0)	234
Useful features	10.1% (23)	40.8% (93)	37.3% (85)	11.8% (27)	0.0% (0)	228
	answered question					236
	skipped question					8

4. How useful would the following website features be to you if they were available?

	Very useful	Useful	Somewhat useful	Not useful	Not sure	Response Count
Meeting minutes of elected and regulatory boards	24.2% (55)	34.4% (78)	29.5% (67)	8.8% (20)	3.1% (7)	227
Additional on-line bill payment options (e.g., excise, water, sewer, etc.)	43.4% (102)	27.7% (65)	11.9% (28)	12.8% (30)	4.3% (10)	235
Request/complaint submission and tracking program	32.9% (75)	34.6% (79)	21.1% (48)	4.8% (11)	6.6% (15)	228
Information about the process for applying for Building Permits	35.9% (84)	34.2% (80)	18.8% (44)	5.1% (12)	6.0% (14)	234
On-line recreation, youth, and senior program registration	53.8% (126)	30.8% (72)	8.5% (20)	4.3% (10)	2.6% (6)	234
On-line license and permit applications	51.5% (120)	27.0% (63)	12.0% (28)	4.7% (11)	4.7% (11)	233
Streaming video of past Selectmen meetings	10.1% (23)	21.6% (49)	29.5% (67)	30.4% (69)	8.4% (19)	227
More information about Town programs and services	38.1% (88)	43.3% (100)	15.2% (35)	2.2% (5)	1.3% (3)	231
Special profiles of public officials, departments, and services	18.0% (41)	32.5% (74)	32.0% (73)	12.7% (29)	4.8% (11)	228
Blog where public officials can provide updates	18.9% (43)	40.1% (91)	25.1% (57)	10.1% (23)	5.7% (13)	227
On-line Forum to share thoughts on Town topics and issues	29.3% (66)	32.9% (74)	24.0% (54)	9.3% (21)	4.4% (10)	225
	answered question					243
	skipped question					1

5. (Optional Question) If you subscribe to the Town’s weekly “e-News” service, do you have any suggestions or ideas on ways to improve it, or how to increase the number of subscribers?

		Response Count
		51
	<i>answered question</i>	51
	<i>skipped question</i>	193

6. (Optional Question) What types of new or additional information would you like to see on the Town’s website?

		Response Count
		72
	<i>answered question</i>	72
	<i>skipped question</i>	172

7. (Optional Question) What departments would you like to see offer more information on their web pages?

		Response Count
		62
	<i>answered question</i>	62
	<i>skipped question</i>	182

8. Other Town of Andover website related comments, suggestions, ideas?

		Response Count
		31
	<i>answered question</i>	31
	<i>skipped question</i>	213

2. Other responses to: Why do you visit the Town of Andover website?

1. jobs and general information regarding Andover
2. email addresses and phone #'s
3. employment
4. school
5. Links to other town-related websites.
6. school site url's and phone numbers
7. maps
8. school information
9. links to school websites
10. school info
11. Andover GIS
12. Recycle Information
13. employment
14. Assessor Database
15. school info
16. Entertainment Activities
17. email addresses, minutes of meetings, school info
18. school info
19. field cards
20. field cards
21. ays updates
22. real estate assessments
23. DCS Programs and MHL Children's Room Programs
24. employment

25. GISMAP
26. school info
27. senior programs

5. If you subscribe to the Town's weekly "e-News" service, do you have any suggestions or ideas on ways to improve it, or how to increase the number of subscribers?

1. Bring in the youth. Don't make all about politics.
2. Add no school announcements.
3. more info regarding town decisions, why were they made.
4. Provide more details (dates, times)
5. Publicize the service in the Andover Townsman.
6. I think tying it to an online forum would help. An awareness campaign may be helpful too.
7. I only read the email and not the website regularly so if there is information on the website that isn't in the email I don't know about it so it may be good to have a section that links to more info on the website.
8. An RSS feed might be a good addition. Or several, perhaps including synopses of board meetings, etc. Let users choose which they want to hear about.
9. Include a section of the next weeks meeting dates/times. -Profile a different town elected official/department head/employee every week.
10. Partner with a town business (Starbucks, etc.) to provide a product discount incentive and promote this at businesses and in the Townsman.
11. You could send home a flyer from school that parents would see.
12. The organization and presentation of the E-News is "Blah", and could use more reminders that cover all the events and scheduled activities of the Town.
13. I think it's great
14. Attach minues of the various board meetings.
15. promote it more -- publish in all communications -- town meeting books, website, water and sewer bills, DCS books

16. I don't receive it weekly. Maybe it ends up in my spam box. It would be more useful if it held more time-specific information like 'town yard sale this weekend', rather than the generic arbovirus info that has been on the website for months.
17. I find it pretty helpful... though I have to admit I don't know what I'm missing that should be in there. To get more subscribers ask parents at the start of school, when there are all sorts of sign-ups, if they want to be included on this list.
18. e-News should alert us when there is something special to look at on the website e-News could list some FAQ's about the website from time to time.
19. periodically through the schools list servs and at the polls and townmeeting (perhaps with laptops right there to sign up)
20. run a "green campaign" go paperless!
21. See if you can get it out on the Town School's List Serv service and ask people if they want to join.
22. Advertising, incentives, outline "what's in it for me" messaging for people to take advantage of it
23. I do subscribe and like the idea of being informed. I do find that may times the news is not applicable to me. My suggestion for improvement and perhaps increase subscribers would be to allow subscribers to receive e-News on items of interest to the subscribers. This would require subscribers to identify subject matter at time of registration.
24. I read my e-news regulary and enjoy receiving it. It reminds me of certain events that I may have forgotten. I would publicize in the Andover Townsman on how to become a register subscriber of the e-news as well as on the local Channel 8 cable station. Maybe also put a small "blurb" on the next water or tax bill so folks know about it. I just forwarded the link to a few friends/neighbors who did not know about it and they have since registered.
25. more people need to know that it is offered
26. Make it more interesting and perhaps a little more timely...
27. Tap into the various groups in town that have large email blast lists and ask them to advertise the option to subscribe to the Town's list. Write a letter to the editor of The Townsman and issue press releases about the service. Maybe the paper would be willing to run an article if people were interviewed about the service.
28. Allow people to submit private events (i.e. yard sales, block parties, etc.) That might get more people to subscribe and/or read it.
29. I only found it by accident. By including information about the e-news service in some mailing from the town (not just in the local paper, which many of my neighbors do not get) I think more people

will be interested.

30. I only scan the email looking for what might be of interest to me. The way it is now works for me.
31. get the word out it's available
32. It's good to have this service. Nice you keep the messages short! To increase subscribers, maybe have schools help publicize it by reminding readers of their monthly school newsletter.
33. I had no idea it even existed, so getting the word out would be a big start!!! How about some publicity in the Townsman or in with the excise or property tax bills??
34. please add me to your list
35. Links in e-news should take you directly to the link in the website. Does not always do this but goes to just the town website. Make the e-news a portal for significant stuff and people will subscribe. Take a survey (like this one) and use it to see what people want in the e-news.
36. You need to work on the graphical presentation of the entire site.
37. Publicize it---most folks don't even know it exists.
38. need to 1) make people aware that it exists (go thorough schools, buy mailing lists, advertse on Channel 8, etc). 2) make it more useful
39. Might include as a standing feature links meeting calendar, other dates of interest (elections, town meetings, deadlines, a page of alerts re street, water, etc traffic or service interuptions
40. how about a local sound off column like the one in the tribune.
41. Not at this time.
42. i like that it's short and sweet and sends me to the website
43. It's just right the way it is-- brief and informative. Let parents of school kids know through each of the school's email blasts. Parents receiving that service are a likely audience for this service as well. Certainly make it possible to sign up on the website easily.
44. I know that some employees did not know that the town had an e-News! I believe you should have a large notice about the e-News in the Townsman.
45. see above
46. promote in town mailings, such as town meeting booklet and dcs booklet
47. Since everything is e-mail now (which I hate), send out some kind of information through the schools e-mail listings and anything through the senior center listings, if that exists. I know people without school children are dying for any information at this point about the town besides once a

week in the Townsman. A one time flashy mailing to the whole town explaining what you provide and how they can participate might help. I never heard of this service until I tripped over it by googling AYS.

48. Increase public awareness of the availability of this service.
49. put the option to subscribe on the front homepage, that might attract more people to join. I like the service, it's a great tool!!
50. This is great and a fine asset to getting out what folks need to know to be well informed. Budget highlights as we head into planning Capital Improvement Program and the formation of the budget for Town Meeting will be very helpful.
51. Cancel it.

6. What types of new or additional information would you like to see on the Town's website?

1. clubs around town. After hours place for adults to frequent.
2. recycling/leaf collection info.
3. Clearer links and better ways to access information
4. Easily accessible recycling information.
5. A comparison for all preschool offerings in Andover.
6. I would like to see more information from the School Committee -- information on the schools (e.g. class size, programs, highlights). I am not sure if this is available somewhere else but I cannot find it.
7. A calendar of upcoming events around town, at the library, and by businesses; upcoming road works and construction in town and to 93; reports on how the public schools are doing; public health information (spraying for mosquitoes, water quality, etc.); what to do in an emergency
8. The online forum would be ideal. I tried to do this on my own, but didn't get any response from Selectmen. See <http://andovercitizen.forumcircle.com/> It would be great if this or something like this is made official with non-anonymous users. It would probably need to be moderated too.
9. I like all of the suggestions in question #4. What about streaming Live video of Selectmen meetings.
10. More information on volunteer opportunities and senior center activities.
11. Check the Memorial Hall Library website for more excitement and thorough sampling of

information. The GIS is not smooth, look at Nashua, NH for a comparison.

12. Minutes of all board meetings when approved by the boards
13. I find it difficult to locate things on the home page; it's too busy. I cannot locate easy to read and comprehensive calendars of events going on in town. Is it possible to do monthly calendars on which all events going on in town are listed? If it's there already, I haven't found it.
14. More events going on around town that are sponsored by town depts like AYS, the library, etc. I don't expect events sponsored by churches or other organizations but that would be nice!
15. Some of the needs are covered with the suggestions made above such as meeting minutes, status of requests place, better way to communicate etc...It also would be nice to have a townwide calendar that includes everything, library, schools, senior center, town meetings etc.. Also a direct link to the dept of public works...and all of their rules and regulations that are not widely published
16. more timely updates when schedules have changed, weather closings, etc.
17. Search feature needs to be operational
18. Any updated info from the PTO's from all elementary, middle & high school. Maybe you could provide links to each school's PTO websites. Also, more info and online registration for DCS programs.
19. Direct Contact information to answer all recycling questions.
20. I would like to see more information about housing permits, etc. What is needed, who can get them, who cannot, etc. And written so it can be easily understood. If you go to Town Hall for the information, it can be different each time depending on who you talk to. Would also like to see what you CANNOT add on your property without permits.
21. Online DCS registration.
22. Clear directions to the Assessor database
23. I would like the assessor's office town field cards to be available on line, as it is in several of the surrounding communities.
24. any kind of service provided by our town that people may not know about
25. Please add links for the schools listed in the department directory.
26. Directory of employees by Role -- instead of having to go all over the site to find contact info
27. Field Cards

28. field cards online
29. More entertainment activities e.g. Fair, recitals etc.
30. The ability to print up-to-date field cards as other towns provide would be fantastic!
31. Would like to download field cards.
32. Assessor's Property Card Information (i.e. field cards) available on line
33. I think that it would be to many peoples advantage to have field cards on line. I sell real estate in town and it is important when working as a buyers agent that I get accurate information especially square footage quickly and easily. The weekends are a majority of our business and the town hall is not open at that time. Also most of the other towns already have them on line.
34. I would like to see the field cards
35. Property Information Cards (field cards)available on the site.
36. I would like to see the town elected officials describe cost cutting plans for running this town. To much time is spent on the need for more revenue with little discussion on cutting expenses.
37. Blog where citizens and public officials can interact publicly and an archive of this blog that is also publicly available. Example, with School Committee decreasing the public input at there public school meetings there is a hole left as to how citizens can express their point of view in a public forum. The blog could assist that. Of course, I would not want the good old-fashioned way of interacting to go away so there should be a way to exchange ideas in a physical public forum too.
38. I'd love to have field cards available on-line.
39. I would like to be able to obtain field cards on-line
40. property data (field) cards
41. An area where residents can report issues that need town attention.
42. Field Cards. As a realtor and home owner, It would be graet to get to Field Cards on-line like most towns.
43. 1.Updated and detailed town maps with walking path suggestions. 2.Updated town maps showing in-progress road or sewer work and any detours. 3.If Andover Days is cancelled suddenly-put it on the website so we don't don't show up in the rain to work our tables !
44. Available jobs openings.
45. Field cards

46. access to property field cards
47. Field cards to be available online.
48. on line field cards is way overdue....
49. I would like the assessor's field cards to be available online, as they are in the surrounding towns. It saves on gas, pollution and time for the assessors and for me.
50. More details on the Agendas of certain boards. i.e. Zoning Board, prefer not to have to go to PDFs
51. More detail/pictures of the towns infrastructure ie Plows that the Highway Dept has, police cars, fire trucks pictures, plots at the cemetery etc.
52. Put field cards on line.
53. When, how and where to get flu shots. Other Medical assistance available. How to contact selectmen, town manager, etc.
54. Look up property by name, like all cities and towns do in the country. Mass. fl arz
55. field cards
56. Local happenings - fairs, activities, seasonal happenings, non-profit/school events, etc. (now it just feels like a government bulletin board)
57. Post info about road projects that impact traffic flow thru town.
58. i'd love to see more photos of everything concerning andover. sports, activities, etc.
59. Water Bill Payment Option
60. Field cards and town parcel maps that we can download
61. see above
62. more frequent updates to photo galleries
63. Could be better leveraged as a marketing tool to attract individuals and businesses to Andover. The site doesn't project the town's aesthetic, cultural and historic personality.
64. Field Card
65. field cards from Assessor's office to be available online
66. How did the various committees vote and for what, during the meetings and why.(i.e. minutes). A small blurb in the townsman or the tribune doesn't cut it.

67. field cards available online
68. "Fun" School events
69. snow day announcements school program and plan updates program information/calendar good maps
70. Easier way to find out what's going on in town with dates and times....a calendar.
71. None
72. PROGRESS OF TRAFFIC ENFORCEMENT, MOVING TICKETS, PARKING TICKETS

7. What departments would you like to see offer more information on their web pages?

1. Finance Committee
2. recreation and DCS
3. Police and Fire
4. info on our sidewalks and on home improvement permitting
5. All departments
6. School Department DCS (upcoming events)
7. highway and poice
8. public works
9. Building department, water department, Highway department complaint entry form. The Police and Fire websites are pathetic, welcome to the 1990's:), it is time to have a professional website for these professional departments.
10. Cable Advisory Board... they seem to always "fly under the radar" with very little info on how to contact them, where/when they meet, reports, etc.
11. MHL
12. The problem is that the departments are looking to constantly "sell" their value to the Town and have little value as human interest. Constant whining about budgets and manpower issues is not something we need more of. Promotion of departmental growth and achievements are more valuable.
13. I very much appreciate being able to read long reports and studies.

14. DCS should have more info and online registration
15. Sanitation or whatever the dept is that picks up trash (or pays the contractor who picks up the trash). On the "Residents" page there is a link for recycling and town services but I don't know where to go to find out what can and can't be left out with the trash.
16. Public school info is spotty.
17. Building codes, applications how to , guidelines and suggestions. Dpt of public works, streets info/projects etc...project tracking time/budgets etc...
18. Plant& Facilities Police, Fire Public Works School Dept.
19. Information on building codes how to be involved in reviews of neighbor building plans before they effect the area
20. police/Fire
21. Water Department topics and issues.
22. Building
23. Assessors and Tax Collector
24. Building department Community services
25. ASSESSMENTS: I WOULD LIKE YOU TO GO BACK TO THE PREVIOUS LISTINGS OF OWNERS OF PROPERTIES AND TO BE ABLE TO FIND THE OWNERS BY NAME AND STREET. I FOUND THIS VERY HELPFUL AND WAS DISAPPOINTED WHEN THIS WAS DISCONTINUED.
26. assessor's office - see above request.
27. School Department Building Department
28. Building and Health
29. Bldg dept, Zoning Bd of appeals and/or conservation commission - capsule highlights of answers to popular questions. Ex. I'd like to build an addition to my house - what do I need to know? Ex. What are the requirements to have an "in-law" appt in my house. etc
30. Town Manager, School Committee, Fire and Police, Library
31. Property field cards online
32. The Assessors should provide field cards on line
33. Assessor's office should make field cards available on line.

34. Assessors Office
35. Assessor's office - online/PDF or otherwise printable field cards
36. Assessor's field cards.
37. Public Works, Fire, Police
38. DPW: I would like to see current info on water issues, i.e. flushing pipes so when i have brown water I know why. And I would like to be able to report potholes that need repair. Main st/Hidden road always needs patching. Assessors Office: I would like to be able to access plot plans and field cards as well.
39. Selectmen Fire & Police Depts. Notices when roads are being used (even though not closed)for walks/races
40. assessors
41. Would like to see property field cards available on-line thru Assessor's dept.
42. the Assessed Value list is hard to find - and really should include owner information - most other communities do include it! - and it is regularly published and available - so no real reason to not make it easier to access.
43. Tree cutting etc, maintenance projects, especially when they impact traffic flow thru Andover.
44. police information. such as registered sex-offenders
45. Department of Community Services
46. assessors office kField cards ant parcel maps.
47. Assessor's Office to offer Field Cards online.
48. see above
49. dcs
50. Conservation Commission
51. Department profiles would be very helpful.
52. Selectmen School Committee Finance Committee Town Manager
53. assessor's Office: Show Percentage increases year-to-year with justification for each increase (when property values in each neighborhood change by different amounts).
54. assessors conservation,zoning

55. Request public's perception of the attitude and performance of the Town's regulatory Boards i.e.Planning, Zoning, Conservatiion etc. Perhaps this question should be in the above box???
56. Assessors tax card (property)info.
57. Schools - Might be nice to have a student of the month program. Do a write-up on a student who has excelled during the previous month either at school or by volunteering, or doing something special. Might be a nice way to give recognition.
58. Planning Dept. formulation of proposed articles for Town Meeting At Town Meeting we require that article proponents and their supporters or opponents cite full disclosure/conflict of interest. This would be helpful in the runup to TM. Of course putting TM articles on the website as early as possible is a necessity and as each committee discusses and takes a vote of support or opposition, the recording of these votes on articles could be updated in a timely manner to educate voters.
59. planning building
60. would be interested in more School committee information, such as meeting minutes, agendas etc like selectman and planning board post.
61. none
62. PUBLIC SAFETY

8. Other Town of Andover website related comments, suggestions, ideas?

1. Not website, but regarding selectman meetings. You could retelevise them after the live night, like the school committee does. Also, the FINCOMM should be televised, and they should have agendas for their meetings that are posted, like the BOS and SC
2. school department web site is terrible.
3. Online forums, when done well, can be very helpful. Although it may make more sense to have a non-town sponsored forum that town officials can participate in when they choose. Having run online forums before they can impose quite a burden on the people charged to run them. As with anything else, you simply can't please everyone all the time. The difference is that people tend to be much more vocal on a forum than they would in other situations. I just don't know of any forums focused on Andover that could be used.
4. Everything is organized by the town department but as a citizen I don't always know what department to go to for the information I need which makes finding info on the website difficult.
5. I think the website generally satisfies my needs for access to town info/resources!

6. More about Merrimack Valley collaboration and development. How about a survey on Town Government quarterly?
7. It would be so helpful if the website could be updated when major events downtown are rained out or scaled back due to weather. (Andover Days or Clowntown). I know those are not sponsored by the town but there is nowhere else to go for that information and I'm not going to drag my kids downtown just in case the event is going to occur in the drizzle.
8. No if you implement the above this will be a great start!
9. Complete listing of all businesses in Andover with contact information provided.
10. I would like to see an additional credit card provider approved for use in paying bills on-line.
11. I enjoy all info that is provided to me as a resident and continue to look forward to more info being added and updated. Maybe some day try and go "paperless" and have some info on the websites instead of mailing paper to homes....
12. It's not bad, but needs to be filled out a little...
13. You should be able to request birth, death, marriage, etc. certificates online.
14. I'm sure this site is a lot better than other sites in other towns! It's certainly a good start. I like the photo gallery -- should remember to go there more often. Thanks for making that effort; it's a nice way for the site not to be too "dry."
15. Need to be able to download
16. Better search capabilities
17. Glad we have a town website ! Thanks to the folks who did the work !
18. Check the last two Selectmen's meeting minutes. I was not able to open them.
19. I think being able to see and pay taxes and other bills on line would be huge. There is no reason in this day and age, not to have that capability.
20. A true police log, so you can be aware of what is happening in your neighborhood, Not the selected few in the paper.
21. I appreciate the weekly - and bulletin - updates - keep up the good work.
22. I like the site. It has been very useful for me, esp the contact box. I had trouble figuring out who I needed to get in touch with and I used the contact box. Someone called me back the next day.
23. maybe some column's written by some residents about hobbies, clubs, activities, trips, ideas, etc.
24. Could you update your employment section weekly. The current listings are out of date.

25. An excellent service for the people of Andover Thanks
26. Access to field cards on-line would be helpful.
27. I have trouble finding trash pickup and recycling schedules.
28. Love it!!! Keep up the great work!!
29. This website has the enormous possibility to educate voters. More information is always better than less and will head off confusion and disagreements especially on budget matters if cuts or overrides are necessary. Fin Com votes are especially important.
30. The website has been a great timesaver for me. The site is great. At present, since I have children in the school system, I would be interested in more school surveys to increase communication between teachers and parents such that the needs of both may be properly addressed.
31. THANKS FOR THE OPPORTUNITY TO EXPRESS MY OPINION