

VILLAGE OF LOMBARD
REQUEST FOR BOARD OF TRUSTEES ACTION
For Inclusion on Board Agenda


Resolution or Ordinance (Blue) _____ *Waiver of First Requested*
 X Recommendations of Boards, Commissions & Committees (Green)
Other Business (Pink)

TO: PRESIDENT AND BOARD OF TRUSTEES

FROM: David A. Hulseberg, Village Manager

DATE: August 11, 2011 (B of T) Date: August 18, 2011

TITLE: Village Website Transparency Policy

SUBMITTED BY: Department of Community Development 

BACKGROUND/POLICY IMPLICATIONS:

The Economic and Community Development Committee through the Department of Community Development transmits for your consideration its recommendation relative to the website redesign survey and transparency policy.

The ECDC recommended approval of this policy subject to incorporated conditions to Sections #7 and #11.

Please place this item on the August 18, 2011 Board of Trustees Workshop agenda.

Fiscal Impact/Funding Source:

Review (as necessary):


Village Attorney X _____ Date _____
Finance Director X _____ Date _____
Village Manager X _____ Date _____

NOTE: All materials must be submitted to and approved by the Village Manager's Office by 12:00 noon, Wednesday, prior to the Agenda Distribution.



MEMORANDUM

TO: David A. Hulseberg, AICP, ICMA-CM, Village Manager

FROM: William J. Heniff, AICP, Director of Community Development 

DATE: August 18, 2011

SUBJECT: **ECDC Comments on Transparency Policy and Website Survey**

At the June 16, 2011 Village Board meeting, Trustee Breen introduced a proposed Website Transparency Policy for the Village Board's consideration. The Village Board directed this item to the Economic and Community Development Committee (ECDC) and Finance Committee for additional review and comments. The ECDC first reviewed the item at their July 6, 2011 meeting. Through this discussion, the ECDC authorized and directed a larger outreach effort as outlined and included within the attached memorandum.

At their August 10, 2011 ECDC meeting, staff reviewed the overall survey findings regarding their outreach efforts and discussed elements that could be included on the website that were raised by respondents. The ECDC then reviewed each of the eleven (11) items outlined in the proposed transparency policy as originally identified by Trustee Breen for review and comments by the members.

Overall, the ECDC was supportive of the proposed modifications and additions and unanimously recommended approval, subject to incorporating the following changes:

Item #7- Salaries & Benefits

- Concerns were expressed about providing each employee's name with his or her current salaries and benefits, citing morale, privacy and general security issues. The ECDC recommended that only individual titles be used rather than names with each listed salary.
- The Committee recommended that the Village's range and average cost of benefits per option (i.e., single, married, family) be provided, rather than the specific benefits or options a given employee is utilizing. They also recommended that the average cost of benefits be provided for each Village department.

Item #11- Building & Zoning

- The ECDC recommended that the list of registered contractors, which is now required as part of the building permit process, be provided online and updated monthly. This list will be categorized based upon each contractor's specialty, allowing interested parties to

find contractors that are registered to do work within the Village. This listing should not be construed as a recommendation.

- Building permit checklists of what is needed for a permit and required for completion are provided online. This item can easily be completed, as staff has recently updated all the submittal checklists for each type of building permit and has been working to incorporate this element in the updated website design.

Recommendation

The ECDC recommends that the Village Board approve the website transparency policy, subject to the above-mentioned changes to sections #7 and #11.



MEMORANDUM

TO: Economic and Community Development Committee
Peter Breen, Chairperson

FROM: William J. Heniff, AICP *WJH*
Director of Community Development

DATE: August 10, 2011

SUBJECT: Website Survey Outreach Activity

At the July 6, 2011 Economic and Community Development Committee (ECDC) Meeting, the members reviewed a correspondence by Trustee Peter Breen regarding a proposed Village Website Transparency Policy (Attachment A), which identified a number of additional items that could be considered for incorporation into the Village's website. Within this discussion and consideration of the suggested additions, the ECDC authorized and directed a larger outreach effort to ascertain what additional elements should be added to the Village's website as well. This effort would be in conjunction with a review of the policy suggestions by the Village's Finance Committee. Ultimately, the two committees would offer their findings and recommendations to the Village Board for ultimate consideration and direction.

OUTREACH

The notification effort occurred in three ways. First, Village staff initiated the web design process update in June, 2011 when a survey was added to the website (Attachment B). Second, upon direction from the ECDC, staff initiated an outreach effort consisting of sending targeted letters to homeowner associations, business and broker entities and all businesses that opened a new business in Lombard since January, 2010 (Attachment C). In total 216 letters were sent out to those parties asking for their input on the website and specifically what element they would like to see. Third, after the letters were transmitted, staff completed a telephone outreach effort to each of the entities asking that they complete the survey online or if they preferred, to complete the survey over the phone. All results are provided in Attachment D.

RESPONSES

The results of the survey are summarized as follows:

- The overall response rate was 12.5% (27 responses of 216 letters sent). This response rate is lower than what is typically desired in surveys. In discussions with some of the respondents, they did not have a strong opinion regarding the website or they did not place completing the survey as a high priority. However, when staff followed up with telephone calls regarding the survey effort, most were aware of the survey but had not

found the time to complete it. Staff found the response to the outreach was quite favorable.

- 21 of the 27 respondents (77.8%) to the survey were the direct result of the staff outreach to the specific association and business entities.
- Of the respondents and with regard to use of the website, the frequency of visiting the website was as follows:
 - At least one a day: 0 (0%)
 - Use 2-3 times a week: 1 (3.75%)
 - Use 2-3 times a month: 7 (25.9%)
 - Use a few times per year: 8 (29.6%)
 - Use less than a few times a year: 11 (40.7%)
- While staff also was seeking input regarding the design and ease of use of the website, determining desired content was a primary component of the ECDC outreach effort (Questions 7 through 12). The vast majority of respondents believe the information provided was evenly distributed among the various Village departments and that the information provided was specific. Specific comments that were provided asked for current information (or to update out-of date information), including more direct links to the most popular items and inclusion of additional building permit information (such as forms). One suggestion asked for more information or status updates regarding upcoming or recently approved actions, while another action asked for weather/storm information.
- When asked what they look for on the website, the respondents offered a wide variety of topics. However, most of the information was directly related to the services or programs provided by Village government.
- Most found the website design, color combination and text used to be appropriate. There was not consensus as to the amount of pictures included within the website.
- Several of the comments received are currently being implemented by staff, through a new software program. This program will allow for items such as on-line payment of bills, and building permit tracking.
- The overall comments section and the telephone survey process offered positive comments regarding the website outreach effort.

ACTION REQUESTED

At the August 10, 2011 ECDC meeting, staff will review the findings in detail and will offer its comments to the Committee members accordingly.



MEMORANDUM

TO: Peter Breen, Chairperson
Economic and Community Development Committee

FROM: William J. Heniff, AICP, Director of Community Development *WJH*

DATE: July 6, 2011

SUBJECT: Transparency Policy

At the June 16, 2011 Village Board meeting, Trustee Breen introduced the attached Website Transparency Policy for the Village Board's consideration. The Village Board directed this item to the Economic and Community Development Committee (ECDC) & Finance Committee for additional review and comments. Per the request of Trustee Breen, staff is sharing his initial information with the ECDC now, however additional information and a full staff presentation will be made at the August, 3, 2011 ECDC meeting. This item will also be going to the Finance Committee on July 25, 2011. Comments from both Committees will be shared with the Village Board at a Village Board workshop later in August.

MEMORANDUM

To: President Mueller & Fellow Trustees

Fr: Peter Breen, Trustee, District 4

Dt: June 8, 2011

Re: Village Transparency Policy

Today, I have submitted for your consideration the attached proposed "Village Website Transparency Policy," which I am recommending for adoption at the Board's June 16, 2011, meeting. The government of the Village of Lombard is committed to providing open, transparent, and honest government for its citizenry, and providing all relevant documents about the workings of the government in an easily accessible format is a key part of that commitment.

Village elected officials and Village staff have worked hard in the past to ensure the availability to the public of government documents and information, and the attached "Village Website Transparency Policy" represents the next natural step in that work. Because transparency is so vital to the healthy functioning of government, it is particularly important that this Board continue to exercise leadership on transparency by adopting policies such as the attached "Village Website Transparency Policy."

Moreover, at this time, Village staff members have just begun the process of overhauling our Village website, with a target date of early September for the new website. Because the Board will not meet again until mid-August, the attached "Village Website Transparency Policy" should be enacted at the June 16 meeting, so that our dedicated staff members will have the time to incorporate the policy into the design and functionality of the new website.

I ask for your "aye" vote.

VILLAGE WEBSITE TRANSPARENCY POLICY

As part of the commitment of the Village of Lombard to open, transparent and honest government, the Village website shall include the following information and documents in an easily accessible place on the website, with all documents provided in searchable format:

1. Elected & Administrative Officials

The Village website shall include contact information, including name, phone number, and an electronic contact method for all elected officials, the Village Manager, and the head administrator for each Village department.

2. Meeting Information

The Village website shall include notices and agendas, as available, for all future public meetings of the Village Board, along with board packets and minutes of for at least the past five years' Board meetings. The Village calendar shall include the dates of Village Board meetings at least one year into the future.

3. Public records

The Village website shall include the name, address, phone number, and an electronic contact method for the Village Freedom of Information Act (FOIA) Officer, along with the address, phone number, and electronic submission method for FOIA requests. The Village website shall also include the FOIA process response time and any fees charged by the Village in connection with FOIA requests and responses.

4. Budgets

The Village website shall include the detailed budget for the current-year, along with the detailed budgets for the prior 4 years.

5. Financial Audits

The Village website shall include the Village's comprehensive annual financial reports (CAFRs) for the past 5 years. The Village website shall also include any special project report results – such as for TIF districts and special construction projects – audit schedules, and program performance audits for the past 5 years.

6. Expenditures

The Village website shall include the Village's checkbook register and credit card expenditures to all individuals and third-party vendors – including name of payee, description of expenditure, and amount of expenditure – for the past 5 years.

7. Salary & Benefits

The Village website shall contain the compensation information for each individual employee by name, including wages and/or salary and/or overtime and Village contributions for all benefits, including but not limited to health insurance, dental insurance, life insurance, pension, etc., for the past 5 years.

8. Contracts

The Village website shall include the following: open bids & proposals for all contracts, along with where & how to submit a bid or proposal; all approved vendor contracts for over \$2,500 in the past 5 years, along with bids for those contracts; and all employee or union contracts for the past 5 years.

9. Lobbying

The Village website shall include the names of any lobbying associations that the Village helps or previously helped to fund in the past 5 years, whether through association or membership dues or otherwise, and any contracts with any lobbying firms in the past 5 years.

10. Taxes & Fees

The Village website shall include the following: a central page showing the tax rate for all major Village revenue sources – property, income, sales, etc.; a detailed listing of all Village revenue sources; and, a fee schedule showing all Village fees on residents and business.

11. Building & Zoning

The Village website shall include applications and application procedures for all building permits and zoning variances.

9) Have you found any inaccuracies/out-of-date information?
 Yes No

If you answered YES to question 9, WHAT & WHERE specifically? Please describe & provide a URL/hyperlink to the page:

10) For what, specifically, have you used the information on the website? Please provide a brief description:

11) What are the top 3 topics for which you use the Village's website?
A) B) C)

12) Is the village website missing the information that you were seeking?
 Yes No

If you answered YES to question 12, WHAT specifically? Please provide a brief description:

AESTHETICS

13) Is the website layout appealing to you?
 Yes No

14) Are color combinations on the site appropriate?
 Yes No

15) If you could change colors on the site, what would you want to see?

16) Is the text used easy to read?
 Yes No

17) Should the text be changed? Select all that apply
 Different font type Different color
 Different font size No need to change

18) Are there enough pictures on the site?
 More needed Perfect amount
 Less needed

19) How did you find out about this survey?
 Newspaper article Word of mouth
 I received a letter from the Village. Other

20) Comments:

* indicates required fields

Submit

Reset

Cancel



VILLAGE OF LOMBARD

255 E. Wilson Ave.
Lombard, Illinois 60148-3926
(630) 620-5700 Fax (630) 620-8222
www.villageoflombard.org

Attachment C

July 26, 2011

Village President
William J. Mueller

Village Clerk
Brigitte O'Brien

Trustees

Greg Alan Gron, Dist. 1
Keith T. Giagnorio, Dist. 2
Zachary C. Wilson, Dist. 3
Peter Breen, Dist. 4
Laura A. Fitzpatrick, Dist. 5
William "Bill" Ware, Dist. 6

Village Manager
David A. Hulseberg

"Our shared Vision for Lombard is a community of excellence exemplified by its government working together with residents and businesses to create a distinctive sense of spirit and an outstanding quality of life."

"The Mission of the Village of Lombard is to provide superior and responsive governmental services to the people of Lombard."

To ensure that the Village of Lombard is meeting the needs of its residents and businesses, we are undertaking a review of our website. This effort will help us in providing the information you would find of greatest interest and need. We are sending this letter to your attention as you represent a new business, a large established business or an association in the Village.

As Chair of the Village's Economic and Community Development Committee (ECDC), we would appreciate your interest and feedback regarding our website in general and the information provided to the public in particular. As part of this initiative, we are also looking at providing additional data pertaining to Village operations to increase openness and transparency. Many elements, such as contact information for staff and elected officials is currently available. However, areas the Village may expand upon includes, but may not be limited to:

- Expanded information regarding past and future Board meetings;
- Budgetary and audit information over the past five years;
- Salary and benefit information;
- Expanded Contract Data for Bids and Proposals;
- Lobbying Associations over the past five years;
- Expanded data regarding fees for services and taxes; and
- Expanded data regarding application procedures for building permits and zoning actions.

The Village has created an on-line website link to a survey form <http://www.villageoflombard.org/forms.aspx?FID=122> to facilitate this effort – or, you may return the form to the attention of Joelyn Kott via mail or fax 630-629-2374, if you would prefer. We will also follow up with you with a phone call as well regarding our efforts.

We also want to give you the opportunity to be a part of a future focus group on this issue. Please note in your response if you want to be a part of this activity.

We respectfully request that you please take a few moments to complete the survey form. We also ask that you please add any additional ideas or information you would like to see added to our website that would be beneficial. Once comments are received, they will be shared with the ECDC and Finance Committees and will be discussed by the Village Board at a Workshop Session on August 18, 2011.

Thank you very much in advance for your participation in this effort as we continue to serve your needs.

Sincerely,

Peter Breen

Village of Lombard Trustee District 4
Economic and Community Development Committee Chair

cc: William J. Mueller, Village President and Village Board of Trustees
David A. Hulseberg, AICP, ICMA-CM, Village Manager
Joelyn Kott, Communications & Marketing Coordinator