



<http://www.GoWProNJ.net>

<http://groups.google.com/group/GoWProNJ>

April 1, 2011 Meeting Agenda

The Morris County Library [Conference Room]
30 East Hanover Avenue
Whippany, NJ 07981

- I. Welcome and Introductions (President)
- II. Highlights from February 4th Meeting (Secretary)
- III. Confirmation of remaining 2011 Meeting Dates and Locations
- IV. Feature Discussion (Felipe Escobar, Web Designer, Columbia S.A.)
- V. Feature Presentation (Carol Spencer, Morris County's emergency notification social media application "MCUrgent")
- VI. Two-minute Updates (All)
- VII. Calendar
 - A. [GoWProNJ](#) (6/3, 8/12, 10/7, 12/2) Fridays 10-3
 - B. [IREG](#) (6/1, 9/7, 12/7) Wednesdays 10-12
 - C. [NAGW Webinars](#) (free to members; \$75 annual dues) Tues/Wed 1-2
 1. Using Drupal for Government Intranet (4/19)
 - D. [GovLoop Webinar](#): Win or Go Home: How to Thrive in the Budget-Crunched, Extra-Competitive Gov't Contracting Environment (4/13)
 - E. [NJGMIS Conference](#) (4/6)
 - F. [NAGW Conference](#) (9/13-16/2011, Cincinnati, OH)
 - G. Other conference, training, workshops
- VIII. Breakout Discussions
- IX. Adjourn



<http://www.GoWProNJ.net>

<http://groups.google.com/group/GoWProNJ>

February 4, 2011 Meeting Highlights

Lawrence Headquarters Branch, Meeting Room #1
2751 Brunswick Pike
Lawrenceville, NJ 08648

The meeting started at 10 am. Fourteen members were in attendance. Donuts and coffee were graciously provided by Carol Spencer. It was agreed that people would pitch in for coffee and bagels/donuts at future meetings.

Introductions took about a half-hour, with three new members in attendance, representing a municipality and the County of Burlington, and DVRPC, which is the MPO covering four counties in NJ.

A quick overview of the 10th meeting of the group was given by the President, which took place on Friday October 1st 2010 at the Union County College in the City of Elizabeth.

The following persons were elected for 2011:

- **President** - Carol A. Spencer, Morris County
- **Vice-President** - Katya Wowk, Town of Montclair
- **Secretary** - Joe Fazekas, Delaware Valley Regional Planning Commission
- **Web/Media Coordinator** - Jamie Klenetsky, Morris County

It was decided that the position of Treasurer be created to handle the money for refreshments, however, no one in attendance expressed interest in the position. Outgoing officers were thanked for their efforts.

Jennifer D'Autrechy, an Analyst for the State of New Jersey's Treasurer's Office gave the Feature Presentation, which was an overview of the State's Transparency Center Website. The website's goal is to be the single clearinghouse for financial data in the state. The site allows all county and municipal budgets to be hosted online in a single location, maintained by the State. This eases the burden for every municipality to maintain financial records on their own websites. Various formats of data can be uploaded,

including .csv, .xml and fixed-width flat tables, with online data entry as a last option. Visitors can view financial data many ways, including currency revenue by type. Users drill-down as they refine their search, and the results are downloadable as a .csv spreadsheet. A 7-year view for all data categories is being built, and in Spring 2011, a new property tax assessment application will be launched which uses GIS. Jennifer gave a tour of the website and its features, showing the various ways you can query data. Municipalities and state agencies are expected to put their last 3 years budgets online. The Governor's Performance Center will be exploring whether goals of various agencies and departments are being reached and whether or not the best or most affective agencies are doing the most appropriate work, increasing the efficiency of government and reducing duplication of efforts.

Carol Spencer, Treasurer of the National Association of Government Webmasters (NAGW) lead a discussion on the Department of Justice's Advanced Notice of Public Rulemaking requiring all state and local government websites to be Section 508 compliant as well as meeting AA standards of the Web Content Accessibility Guidelines (WCAG) of the W3C by January 2012. NAGW voted in favor of the possibility of exemptions based on population of a jurisdiction, as the larger ones and many in the process of a redesign using large vendors will most likely comply, but that the burden to meet these standards would force many smaller municipal websites to be taken down. One of the larger obstacles to meeting AA standards is providing closed captioning and transcripts for all videos on your website. Noted was a new website (www.apps.gov) which is a service provided by the General Services Administration (GSA) that lists web applications approved for use by the federal government, and therefore meeting the WCAG AA standards of the proposed DOJ rulemaking.

Future presentation and discussion ideas include: website text-to-speech readers, records retention, the benefits of having a .gov domain and how to get one, advertisements on municipal websites, free widgets to improve your website, policy guidelines, branding across your entire online presence, 4-minute CMS using Blogger.

All municipalities present offered their sites up for critique by the group.

The following members gave Two-Minute Updates:

- Tamara discussed silo websites, ads, the environmental commission's Facebook page, Joomla/Wordpress pages for events and the struggle to maintain a consistent look.
- Katya discussed the government TV channel streaming montclair.peg.tv showing live on the internet, and plans for Video On Demand (VOD). The county took over the defunct Arts Council's website www.DestinationMontclair.com which runs on Joomla. A new website www.OurPowerMontclair.org funded by a NJDEP grant encourages

citizen's to pledge to reduce carbon emissions at the local level (Cherry Hill & Highland Park also received similar grants). Finally, the www.FirstNightMontclair.org website was updated at the very last minute due to budget cuts.

- Joe mentioned that DVRPC was downloading the latest municipal Census Data releases for their website, which includes their 9-County region (4 in NJ) as well as a 28-County Extended Data Service Area (which includes 14 counties in NJ). He also mentioned recent work on using online mapping as a crowdsourcing tool for citizen involvement in Collegeville PA, and his agency's work to post an online Citizen's Guide.

Discussions about citizen involvement, recent activities and the 2011 National Association of Government Webmasters (NAGW) continued over lunch.

Dates and locations for remaining 2011 meetings were proposed. Over the next few weeks since the meeting, the following schedule has been confirmed:

Morris County (Friday April 1st)

The Morris County Library [Conference Room]
30 East Hanover Avenue
Whippany NJ 07981
Coordinator: Carol Spencer

Burlington County (Friday June 3rd)

The Emergency Services Training Center [Classroom 1]
53 Academy Drive
Westampton, NJ 08060
Coordinator: Cindy Zacharkow

Monmouth County (Friday August 12th)

Agriculture Building [Conference room]
4000 Kozloski Road
Freehold NJ 07728
Coordinator: Danielle Brancadora

Cumberland County (Friday October 7th)

9-1-1 Emergency Communications
637 Bridgeton Avenue
Bridgeton NJ 08302
Coordinator: Pat Hughes

The details for the December meeting are still being finalized. Please contact Joe Fazekas (jfazekas@dvrpc.org) to recommend a location.