

“Building Your Township’s Website”

Thursday, January 29th 2015 1:30 to 2:45 p.m.

Dave Marquette

Delta Township

Technology Director

dmarquette@deltami.gov

517-323-8590



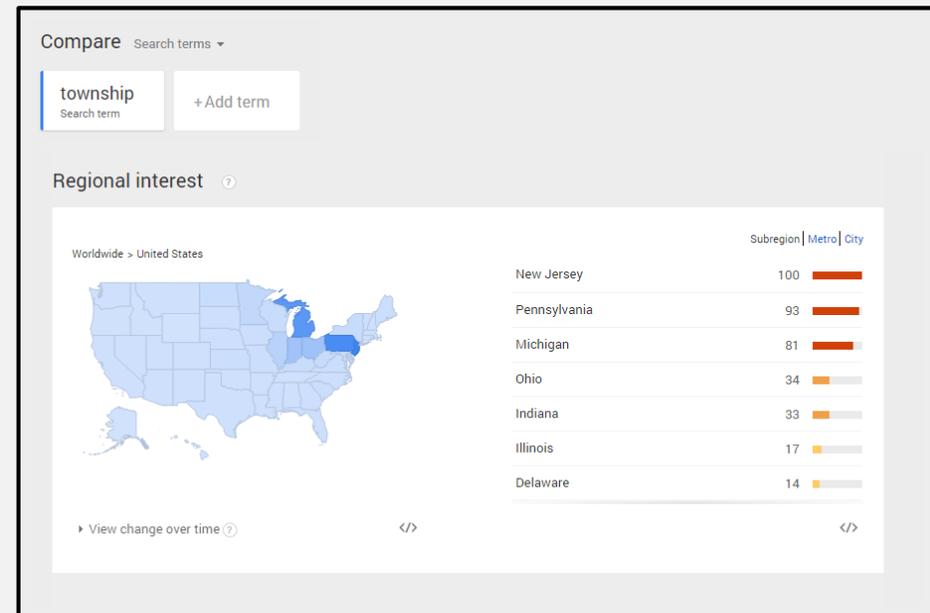
YOU HAVE TO HAVE A WEBSITE...

- There is no getting around it, you need a website:

The internet is everywhere:

- 74.4% of American household's reported internet use according to the [U.S. Census](#)
- 58% of American adults have a smart phone according to [Pew Research Internet Project](#)

- We **Google** Everything!



REASONS WHY...

1. Establish a presence that's ALWAYS available.
 - 24x7 Access to township information
 - Can get answers on the users time not 8am-5pm
2. Local government transparency
 - Access to board & committee meetings
 - Township documents and plans
3. Keep citizens informed / Educated
 - What is a parks master plan?
 - Township meeting concerning sidewalks
 - Recreation Programming

4. Save Time

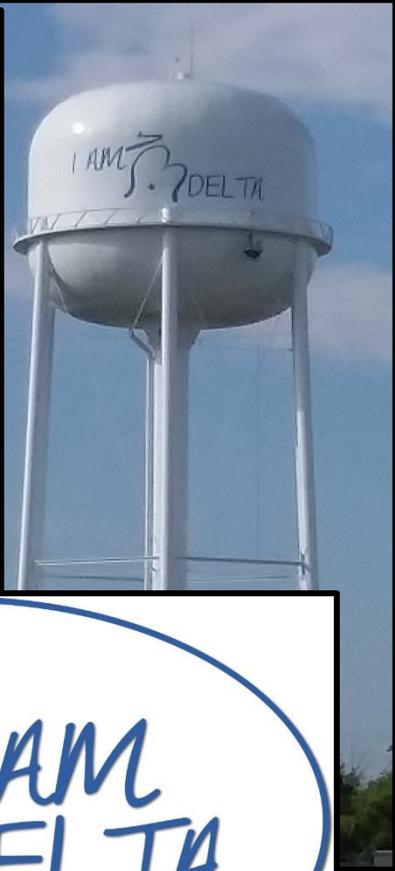
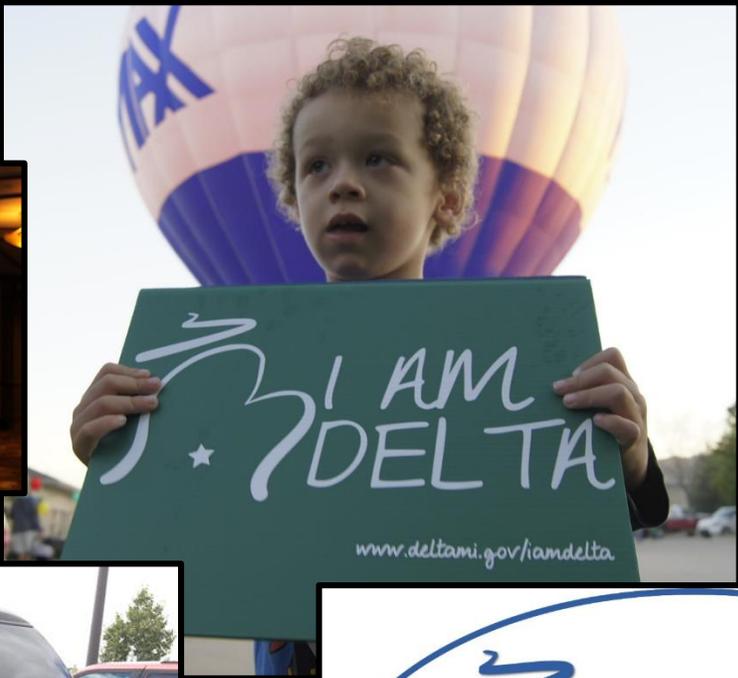
- Register for recreation
- Answer assessing, tax, building questions
- Pay bills

5. Promote / Branding



BRANDING

I AM DELTA



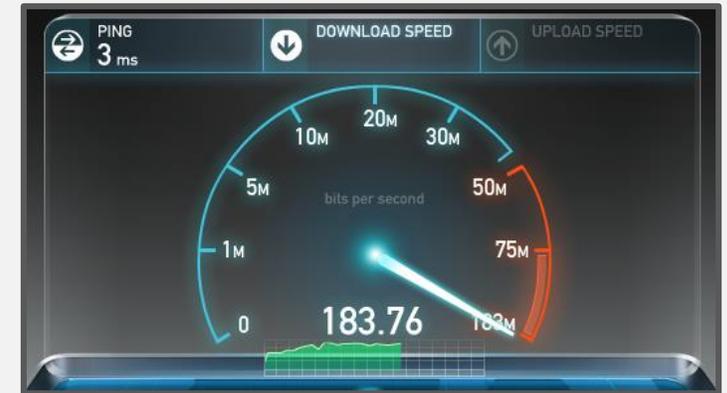
WHAT MAKES YOUR SITE EFFECTIVE?

The Easy Stuff

1. Make sure people know about it
2. Fresh & Timely Content
3. Easy on the Eyes & Ears
4. Good Organization
5. Search Engine Integration
6. Speed



Dave Marquette
Technology Director
Delta Township | 7710 West Saginaw Hwy. | Lansing, MI 48917
<http://www.deltami.gov> | Phone 517.323.8590 | Fax 517.327.1703



WHAT MAKES YOUR SITE EFFECTIVE? (cont.)

Social Media Integration

- Remember 58% have smart phones and 74.4% have the internet.
- 4 of the top 10 U.S websites are Social Media Sites.

- | | |
|-----------------|-------------------|
| 1. Google.com | 6. Wikipedia.org |
| 2. Facebook.com | 7. Ebay.com |
| 3. Amazon.com | 8. Twitter.com |
| 4. Youtube.com | 9. Reddit.com |
| 5. Yahoo.com | 10. LinkedIn.com |
| | 16. Pinterest.com |
| | 22. Instagram.com |

- Drive traffic to your site from social media
- More people will see your tweets and Facebook posts over just going to your site

SOCIAL MEDIA & SHARING



WHAT MAKES YOUR SITE EFFECTIVE? (cont.)

12,768 people reached

 Delta Township shared a link.
Posted by David Marquette [?] · December 2, 2014

This Saturday, December 6th will be the Annual Fill A Cop Car Food Drive to benefit the SIREN Domestic Assault Shelter.

The food drive will be held at two locations in the township from 10am - 2pm. Please come out to Kroger (Saginaw Hwy & Creyts) and/or Walmart to donate and show your support.

<http://www.sireneatonshelter.org/>



SIREN / Eaton Shelter | Serving survivors of domestic violence and homeless families in Eaton...
www.sireneatonshelter.org

The mission of SIREN/Eaton Shelter is to promote the elimination of domestic violence and homelessness by providing temporary housing, support, advocacy, education, and information to the community. SIREN/Eaton Shelter is committed to...

12,768 people reached See Results

Like · Comment · Share 154 8 72 Shares

9,208 people reached

 Delta Township shared a link.
Posted by Delta Worker [?] · October 22, 2014

There is still time to sign up for the Monster Mash Family Halloween Dance that will take place on Wednesday, October 29, 7-9 p.m. at the Crown Plaza Lansing West. Come and make some great family Halloween memories! \$5 per person - pre-registration is required. Visit <http://www.deltami.gov/index.php/parks-recreation/delta-events/monster-mash/> to register online or call 323-8555 to register by phone.



Monster Mash | Delta Township
www.deltami.gov

Monster Mash Come to our annual Monster Mash, a Halloween dance for the entire family. Show off your costumes, dance to your favorite tunes including of course lots of Halloween favorites, enjoy refreshments enter raffle

9,208 people reached See Results

Like · Comment · Share 46 2 22 Shares

5,998 people reached

 Delta Township shared a link.
Posted by Delta Worker [?] · December 2, 2014

The deadline to register for youth basketball is this Friday, Dec. 5. \$40 Res, \$45 Non-Res (\$15 for the blue/white reversible shirt). Ages 5-10 as of Jan. 10, 2015. Games start on Jan. 10 and are played at the Waverly East Intermediate Gym. Please visit our website for more information <http://www.deltami.gov/index.php/parks-recreation/athletic-programs/basketball-delta-township/>



Basketball – Delta Township | Delta Township
www.deltami.gov

Basketball – Delta Township The Parks and Recreation Department will offer an eight-week instructional program this winter. It will stress fundamentals and fun. Separate boys' and girls' teams will be made if possible. Coed teams

5,998 people reached Boosted

Like · Comment · Share 33 14 Shares

27,920 people reached

 Delta Township shared a link.
Posted by David Marquette [?] · October 2, 2014

Delta Township is looking for a Department Assistant in the Managers Office.

Requires the ability to process department information, type documents, respond to callers, etc. This level of knowledge is normally obtained through successful c... See More



Employment / Human Resources | Delta Township
www.deltami.gov

Human Resources Generalist – Linda Wells Phone Number: 517.323.8590 Fax Number: 517.327.1703 The Personnel Office provides for the recruitment and hiring of all positions of the township as well as administering employee benefits. Current Job Postings Engineering Department Intern Library Circulation...

27,920 people reached See Results

Like · Comment · Share 48 25 195 Shares

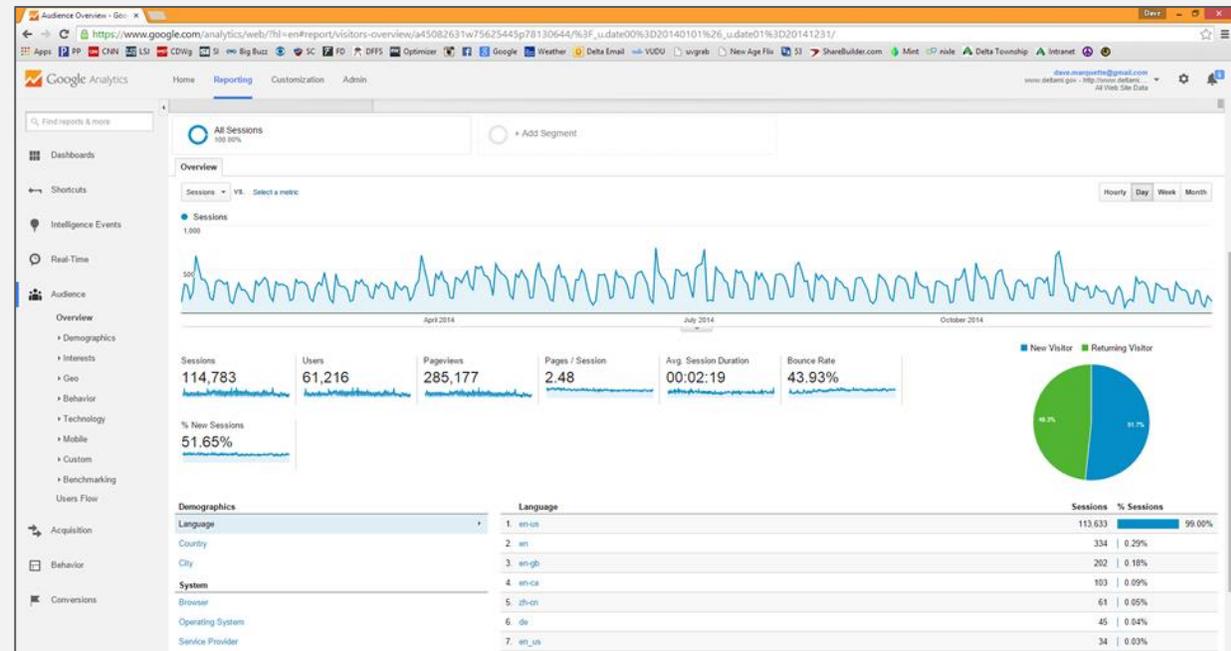
WHAT MAKES YOUR SITE EFFECTIVE? (cont.)

Knowing WHAT people want to see

- What are residents calling in asking for?
- Why are residents coming to Township Hall?
- Analyze you site



- Its Free!



WHAT MAKES YOUR SITE EFFECTIVE? (cont.)

Widgets

FORM SUBMITTAL

FOIA (Freedom of Information Act) Requests

The information you are seeking may likely already be accessible on this website and may not require you to submit a Freedom of Information Act (FOIA) request. Please navigate this website using the tools on the homepage.

If you would like to submit a FOIA request, please carefully read the information below. Michigan law requires public bodies to comply with or deny a FOIA request within five business days, unless a single extension of not more than ten business days has been issued, as allowed under the law.

For more information on filing a FOIA request, please click on the following link (Freedom of Information Act Policies and Procedures)

Please fill out all fields below. Missing or incomplete information will delay a response to your FOIA request.

Full Name *

Email Address *

Address *

City *

State *

Alabama

Zip Code *

Phone Number *

Desired Response *

Department request is sent to *

Unknown

Provide as much specific detail as possible so the public body can identify the information that you are seeking *

Enter the code below:

Type the text

Submit

Privacy & Terms

[f](#) [t](#) [g+](#) [r](#) [p](#) [in](#) [e](#) [by](#)

SOCIAL MEDIA & SHARING

[f](#) [t](#) [g+](#) [r](#) [p](#) [in](#) [e](#) [by](#)

SEARCH

Search for...

CALENDAR

January 12, 2015 6:00 pm
Township Board's Committee of the Whole Meeting

January 12, 2015 7:00 pm
Planning Commission Meeting

January 13, 2015 6:00 pm
Zoning Board of Appeals and Sign Board of Appeals

January 19, 2015
Holiday - Delta Township Administrative Offices are Closed

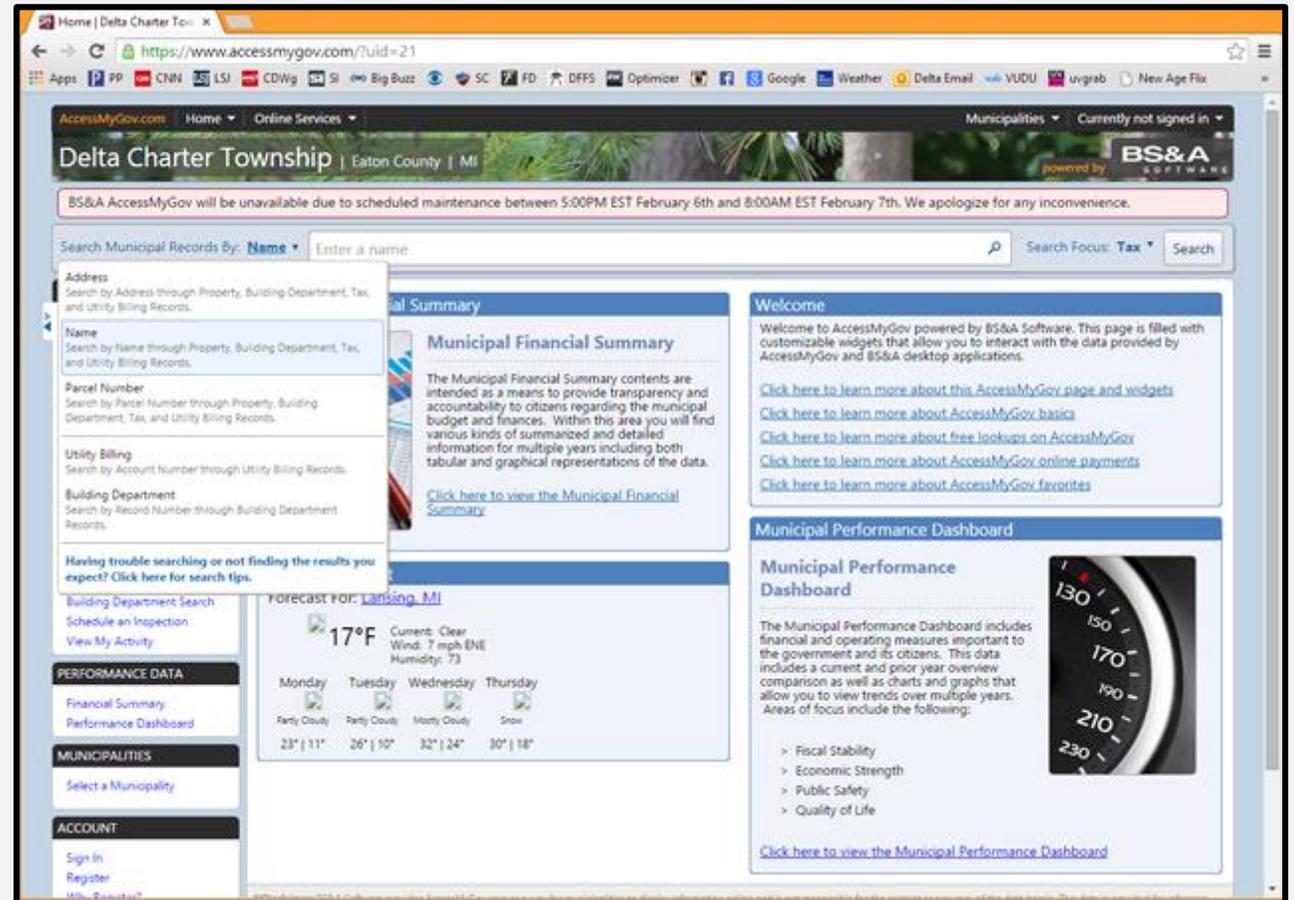
SLIDERS



WHAT MAKES YOUR SITE EFFECTIVE? (cont.)

Online Assessing, Building, and Tax

- BS&A Online AMG Tool
- Search by Address, Parcel, & Name
- Apply for Permits
- Pay bills



WHAT MAKES YOUR SITE EFFECTIVE? (cont.)

Online Payments – Delta is averaging 900+ transactions per month

Permitting

Step 4: Estimate Fees

Estimate your permit fees by filling out the information below as accurately as possible. Note that the fees will be reviewed by department personnel, and appropriate adjustments may be made.

All selected fees are estimates and may be modified. Please make checks payable to Delta Township.

| Fee Description | Details | Quantity | Total Fee |
|--------------------------------------|---|--------------------------------|-----------|
| Commercial Value 0-3,000 | Commercial Building Value \$0 - \$3,000 | <input type="text" value="0"/> | \$0.00 |
| Commercial Value 1,000,001-5,000,000 | Commercial Building Value \$1,000,001 - \$5,000,000 | <input type="text" value="0"/> | \$0.00 |
| Commercial Value 10,000,001 and Over | Commercial Building Value \$10,000,001 and Over | <input type="text" value="0"/> | \$0.00 |
| Commercial Value 3,001-50,000 | Commercial Building Value \$3,001 - \$50,000 | <input type="text" value="0"/> | \$0.00 |
| Commercial Value 50,001-10,000,000 | Commercial Building Value \$50,001 - \$10,000,000 | <input type="text" value="0"/> | \$0.00 |
| Commercial Value 50,001-1,000,000 | Commercial Building Value \$50,001 - \$1,000,000 | <input type="text" value="0"/> | \$0.00 |
| Residential Roof | Residential Roof? | <input type="text" value="1"/> | \$70.00 |

No additional fees found.

Total Estimated Fees: \$70.00

Recreation

Delta Township

Home Aquatics 5K Programs Athletic Programs Enrichment Classes Special Events

Youth Athletics

Search by keyword or course number Youth Athletics Sub-Category Search

Expand All Reset Search Toggle Advanced Search

Youth Athletics

| ID# | Number | Title | Location | Start-End Days | Age Grade | Gender | Online Registration |
|----------|----------------------------------|---------------------------------------|---------------------|----------------|-----------|---------------------------------|---------------------|
| BECAMP12 | 12th Grade Youth Basketball Camp | Player: Res \$30.00 / Non-Res \$35.00 | 05/05/15 - 05/27/15 | 1-2 | Co-Ed | Online Registration Unavailable | |
| BECAMP14 | 14th Grade Youth Basketball Camp | Player: Res \$30.00 / Non-Res \$35.00 | 05/05/15 - 05/27/15 | 7-10 | Co-Ed | Online Registration Unavailable | |
| BECAMP16 | 16th Grade Youth Basketball Camp | Player: Res \$30.00 / Non-Res \$35.00 | 05/05/15 - 05/27/15 | 11-12 | Co-Ed | Online Registration Unavailable | |
| YB67 | Boys Basketball 67 Year Olds | Player: Res \$35.00 / Non-Res \$40.00 | 05/05/15 - 07/15/15 | 6-7 | Males | Online Registration Unavailable | |
| YB69 | Boys Basketball 69 Year Olds | | 05/05/15 - 07/15/15 | 8-9 | Online | | |

Water & Server Payments

Parcel Number: 040-084-300-030-000

Delta Charter Township | Eaton County | MI

ES&A AccessMyGov will be unavailable due to scheduled maintenance between 5:00PM EST February 6th and 8:00AM EST February 7th. We apologize for any inconvenience.

Search Municipal Records By Name Enter a name Search Focus: All Records Search

ONLINE SERVICES

- Internet Services
- All Record Search
- Assessing Search
- Building Department Search
- Current Tax Search
- Property Sale Search
- Utility Billing Search
- Online Payments
- Building Department Payments
- Current Tax Payments
- Utility Billing Payments
- Building Department
- Apply for a Permit
- Building Department Search
- Schedule an Inspection
- View My Activity

PERFORMANCE DATA

- Financial Summary
- Performance Dashboard

MUNICIPALITIES

- Select a Municipality

ACCOUNT

- Sign In
- Register
- Why Register?

7628 MADRID DR LANSING, MI 48917 (Property Address)

Parcel Number: 040-084-300-030-000

Property Owner: MARQUETTE, DAVID JR

Summary Information

- Residential Building Summary
- Year Built: 2006
- Full Baths: 2
- Half Baths: 1
- Acres: 0.231
- Bedrooms: 4
- Assessed Value: \$72,300
- Taxable Value: \$72,300
- Property Tax Information found
- 5 Building Department records found across 1 property

Jump To: Customer Information | Current Bill | History (24 Items Found) | Usage History Chart

Click here to add this account to your favorite records for easy access on your next visit.

Customer Information

Name: MARQUETTE, DAVID Parcel Number: 040-084-300-030-000

Address: 7628 MADRID DR Account Number: 00024062

LANSING, MI 48917-7704

Amount Due: \$0.00

Due Date: 01/15/2015

Bill From: 11/25/2014

Bill To: 12/23/2014

Amount Due: \$0.00

Previous Amount: \$0.00

Current Amount: \$0.00

Penalties & Interest: \$0.00

Balance: \$0.00

Account Summary

Amount Due: \$0.00

Due Date: 01/15/2015

Bill From: 11/25/2014

Bill To: 12/23/2014

Account Summary

Amount Due: \$0.00

Previous Amount: \$0.00

Current Amount: \$0.00

Penalties & Interest: \$0.00

Balance: \$0.00

WHAT MAKES YOUR SITE EFFECTIVE? (cont.)

Online Permitting at Delta Township

- Building
- Electrical
- Plumbing & Mechanical
- Roof
- Sewer

The screenshot shows a web browser window with the URL https://www.accessmygov.com/CD_PermitApplication/WizardStep?step=4&uid=21. The page is titled "Step 4: Estimate Fees" and includes a navigation bar with buttons for "Select a Property", "Enter Permit Details", "Enter Applicant Information", "Estimate Fees", and "Add Attachments". The "Estimate Fees" button is highlighted. Below the navigation bar, there is a section titled "Step 4: Estimate Fees" with a sub-heading "Estimate your permit fees by filling out the information below as accurately as possible. Note that the fees will be reviewed by department personnel, and appropriate adjustments may be made." A note states: "All selected fees are estimates and may be modified. Please make checks payable to Delta Township." Below this is a table with columns for "Fee Description", "Details", "Quantity", and "Total Fee". The table contains several rows for commercial building value ranges and residential roof fees. The "Total Estimated Fees" is shown as \$70.00. There are "Back" and "Next" buttons at the bottom of the form.

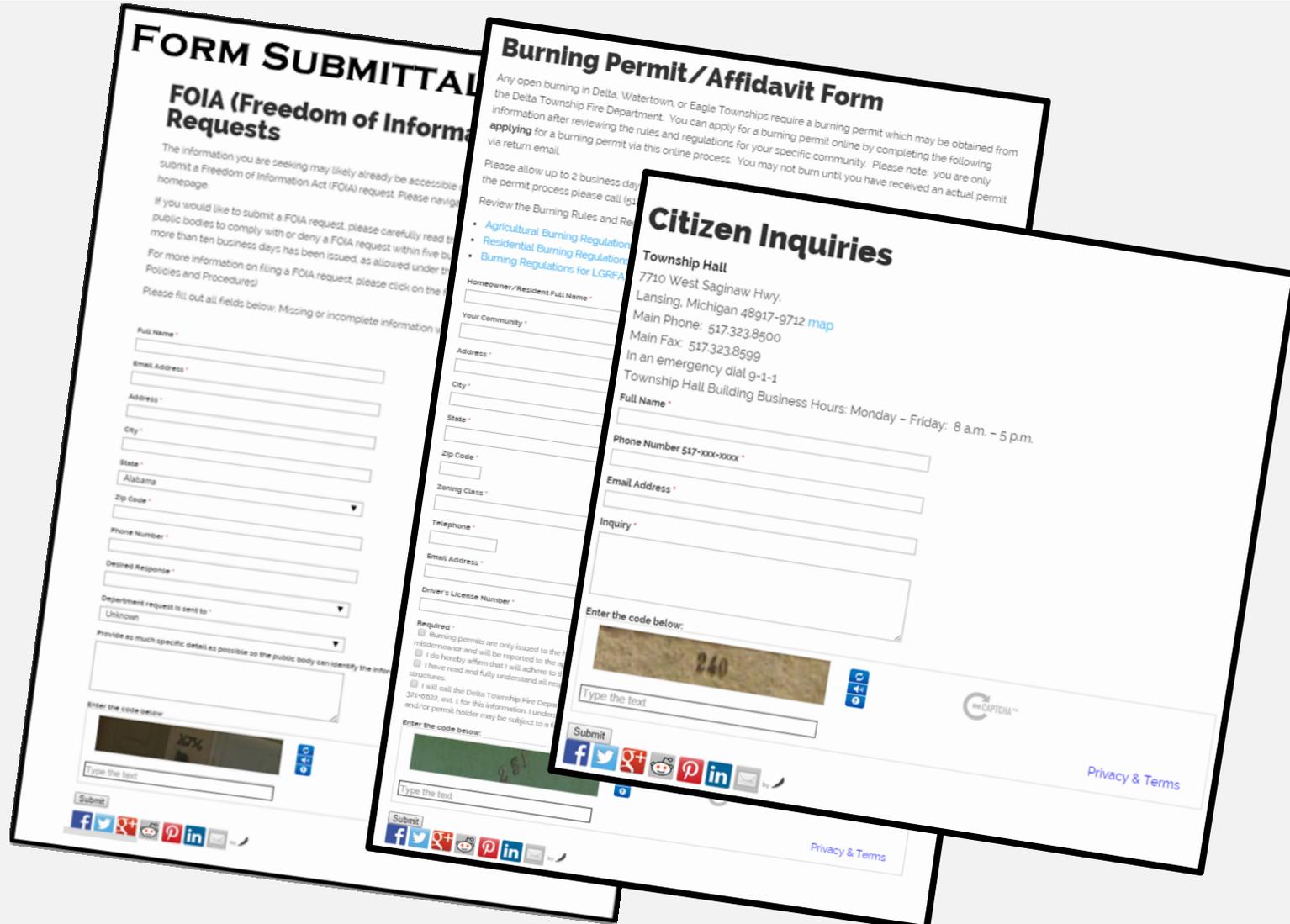
| Fee Description | Details | Quantity | Total Fee |
|---------------------------------------|--|----------------------|--|
| Commercial Value 0-3,000 | Commercial Building Value \$0 - \$3,000 | <input type="text"/> | \$0.00 <input type="button" value="Clear"/> |
| Commercial Value 1,000,001-5,000,000 | Commercial Building Value \$1,000,001 - \$5,000,000 | <input type="text"/> | \$0.00 <input type="button" value="Clear"/> |
| Commercial Value 10,000,001 and Over | Commercial Building Value \$10,000,001 and Over | <input type="text"/> | \$0.00 <input type="button" value="Clear"/> |
| Commercial Value 3,001-50,000 | Commercial Building Value \$3,001 - \$50,000 | <input type="text"/> | \$0.00 <input type="button" value="Clear"/> |
| Commercial Value 5,000,001-10,000,000 | Commercial Building Value \$5,000,001 - \$10,000,000 | <input type="text"/> | \$0.00 <input type="button" value="Clear"/> |
| Commercial Value 50,001-1,000,000 | Commercial Building Value \$50,001 - \$1,000,000 | <input type="text"/> | \$0.00 <input type="button" value="Clear"/> |
| Residential Roof | Residential Roof? | <input type="text"/> | \$70.00 <input type="button" value="Clear"/> |

Total Estimated Fees: \$70.00

WHAT MAKES YOUR SITE EFFECTIVE? (cont.)

Online Forms

- FOIA
- Burning Permits
- Citizen Requests



WHAT MAKES DELTAMI.GOV EFFECTIVE?

What do people want to see at deltami.gov?

1. Assessing, Tax and Permits Online
2. Water & Sewer Payments
3. Recreation
4. Recycling
5. Employment

WHAT DOES DAVE THINK YOUR TOWNSHIP WEBSITE NEEDS?

standard items...

1. A Calendar of Events
2. Digital Forms
3. Current News
4. Pictures & Video
5. Lots of Township Promotion
6. Fire & Police
7. Plans Policies & Codes
8. Search Engine Integration

more advanced...

1. Online Assessing & Tax
2. Online Recreation Registration
3. Online Permitting
4. Online Payments
5. Online Mapping
6. EDC Site Information

HOW DOES DELTA TOWNSHIP DO IT?

Lots of software working together



Hosted Internally



Run by IT staff



PITFALLS

1. Too Many Cooks in the Pot
2. *“My stuff IS the most important. It has to be on the front page.”*
3. Avoid Silo Organization
 - Avoid sites designed with departments in mind instead of services
 - Users usually do not know what department handles their need. *“I need a passport. I have no idea the Clerks Office handles that.”*
 - Organize by Service and Function not Department
4. Must avoid hackers & spammers
5. The Web Administrator is not really a web administrator

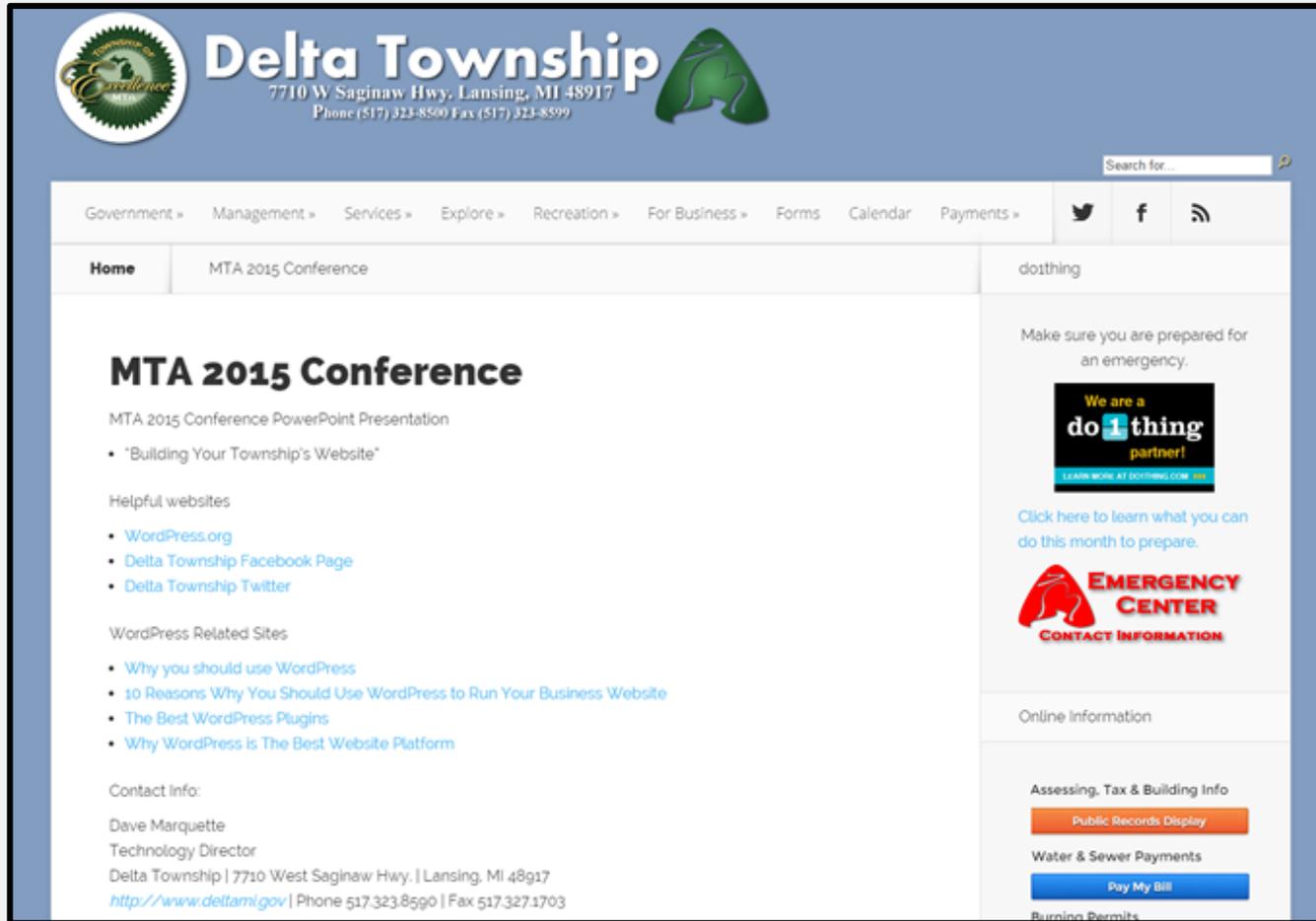
WHAT SHOULD YOU DO.

If Dave Ran Your Website

1. Perform a needs assessment/existing web presence review
2. Setup site framework/Install WordPress
3. Setup social media sites like Facebook/Twitter/Instagram
4. Gather content data
5. Site development
6. Launch



WEBSITE FULL OF INFORMATION



The screenshot shows the Delta Township website with the following content:

- Header:** Delta Township logo, address (7710 W Saginaw Hwy, Lansing, MI 48917), phone (517) 323-8500, and fax (517) 323-8599.
- Navigation:** Government, Management, Services, Explore, Recreation, For Business, Forms, Calendar, Payments, and social media icons for Twitter, Facebook, and RSS.
- Home Page:** "Home" and "MTA 2015 Conference" tabs.
- Main Content:**
 - MTA 2015 Conference** (Section Header)
 - MTA 2015 Conference PowerPoint Presentation
 - "Building Your Township's Website"
 - Helpful websites
 - WordPress.org
 - Delta Township Facebook Page
 - Delta Township Twitter
 - WordPress Related Sites
 - Why you should use WordPress
 - 10 Reasons Why You Should Use WordPress to Run Your Business Website
 - The Best WordPress Plugins
 - Why WordPress is The Best Website Platform
 - Contact Info:
 - Dave Marquette, Technology Director
 - Delta Township | 7710 West Saginaw Hwy. | Lansing, MI 48917
 - <http://www.deltami.gov> | Phone 517.323.8590 | Fax 517.327.1703
- Right Sidebar:**
 - dothing: "Make sure you are prepared for an emergency." Includes a "do1thing partner!" logo and a link to learn more.
 - EMERGENCY CENTER: "CONTACT INFORMATION" with a red emergency icon.
 - Online Information:
 - Assessing, Tax & Building Info
 - Public Records Display (button)
 - Water & Sewer Payments
 - Pay My Bill (button)
 - Barreling Permits

www.deltami.gov/mta



