


Municipal Website Management Options

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Five Primary Options

- ❑ **Commercial Content Management System**
 - ❑ **Vendor Managed Systems – government focus**
 - ❑ **Local vendor developed and managed systems**
 - ❑ **Self-hosted systems**
 - ❑ **Community/Business oriented sites**
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General Guidance

- ❑ **You get what you pay for**
 - ❑ **Decide what you want your site to be: relatively static, news-based, interactive with community**
 - ❑ **Assign a staff member to manage, regardless of approach**
 - ❑ **Own the domain name and content yourself**
 - ❑ **Review the contract – know what you are getting and paying for**
 - ❑ **Inquire about meeting web standards – accessibility becoming critical**
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Commercial Content Management System

- ❑ **Content management permits local staff to update the site independently of vendor**
 - ❑ **Several are focused on local government services**
 - ❑ **Vendors offer standard templates to control look and design or will design to your needs**
 - ❑ **More costly start-up, lower ongoing**
 - ❑ **Highly flexible content**
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Vendor Managed Systems – Government Focused

- ❑ Custom designed or may be designed off of templates
 - ❑ Meets your needs better than any other option
 - ❑ More personal attention from developer
 - ❑ Developer makes changes – timeliness can be a factor
 - ❑ Higher cost can be offset with greater attention to detail – staff does not have to be involved
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Local Vendor Developed and Managed Systems

- Local businesses that manage websites**
 - Not necessarily government focused**
 - May be very responsive to local officials**
 - More costly to make updates**
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Self-Hosted & Volunteer Systems

- **Need to dedicate sufficient staff time to do it well**
 - **May not keep up on latest technology**
 - **May be limited on design expertise**
 - **Concerns about volunteer management and hosting**
 - **Loss of editorial and design control or even the site itself**
 - **Avoid it where possible**
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Community Oriented Sites

- ❑ **Can be good community relations builder**
 - ❑ **Government may not be primary focus – ad sales become important**
 - ❑ **Be sure to keep your site separate and reachable separately**
 - **Similar issues to local vendor managed**
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Hosting Services

- ❑ Review quality of service – get quality guarantee of site availability
 - ❑ Talk to other clients – get input on responsiveness and uptime
 - ❑ Make sure the domain is in your name
 - ❑ Get multi-year or lifetime assignment of domain name
 - ❑ Consider buying domains of similar sounding or spelling sites to avoid squatter abuse.
 - ❑ Get rates for any custom or hourly work
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Procurement Issues

- If more than \$17,500 for the contract, new Pay-to-Pay law makes it interesting.
 - Can be procured without bidding as a professional service (artistic) for one year contract, or EUS (2 year contract).
 - Could go to competitive contracting for up to five years with DLGS approval
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To Make A Decision

- Decide what you want your site to be**
 - Assign responsibility**
 - Review options**
 - Look at other sites – find out how they are managed**
 - Price alternatives**
 - Plan sufficient time – it will take longer than you expect.**
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