



TOWN OF HULL

Town Website Committee

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The Town of Hull's Website Committee submits its quarterly report to the Board of Selectmen, Town Manager and Town Residents covering the period of October 2018 – December 2018.

Member Information

The Website Committee is comprised of two members of the Board of Selectmen (Greg Grey and Jennifer Constable) and three resident-at-large (Adrian Muir, Allison Peterson, & Gene LaCava). Advisory to the committee are staff members, Chris DiIorio, Community and Development Director and Judi Saide, IT Director.

Action Plan

Planned Course of Action for Committee:

1. Survey: Determine what features public want/need
2. Research: Comparable municipal websites grant opportunities
3. Assess: Current site & vendor options
4. Identify: vendor that best meets conclusions drawn from steps 1-3

General Anticipated Website Goals

In keeping with municipal website best practices, the committee is working on the below anticipated website goals:

- * Clear branding as the official municipal government site; appealing and
- * Intuitive navigation tools and organization of material
- * Robust search function
- * Current and timely information
- * Mobile-friendly or mobile-responsive design
- * Resources for residents, for example, license and permits applications, pay bills, order documents, and make suggestions
- * Tools to promote economic development (e.g., ability to obtain licenses and permits or view list of developable land and vacant sites)
- * Information about departments (e.g., key personnel, contact information, office hours, and department mission or purpose)
- * Use of social media and tools for online community engagement

Status of Action Plan

The Committee has issued and closed the town-wide survey. 163 responses were received. In January the committee will be evaluating the results and meeting with the Town's current vendor to discuss improvement options and scope of work. The website committee anticipates making a recommendations to the Board of Selectmen in February.

The Committee has researched numerous municipal websites of similarly sized communities for comparison.

Respectfully Submitted,
Jennifer Constable,
Vice-Chair, Board of Selectmen
Chair, Town Website Committee