



# **Municipal E-Government: A Canadian WWW Site Survey**

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E-Government Seminar**



## **OUTLINE**



**Survey procedure.**

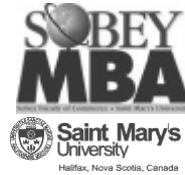
**Municipal government web presence in  
Canada & Nova Scotia.**

**Observations & possible alternative  
approaches.**

**Conclusions.**



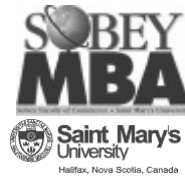
# Survey Procedure



- Timing: August 1 to October 4.
- Process: Select sample randomly for Canada (176/586).  
 Include 55 municipalities of Nova Scotia.  
 Review and catalog web site significant items.
- Sources: 1996 Statscan Census (Geosuites).  
 Munisource ([www.munisource.org](http://www.munisource.org)).  
 CGII ([cgii.gc.ca](http://cgii.gc.ca)).  
 Municipal government web sites.



# Web Presence



Canadian Sample (Include NS)			Nova Scotia		Canadian Sample (Exclude NS)	
	Quantity	% Of Total	Quantity	% Of Total	Quantity	% Of Total
Municipalities with www site	153	86.93%	49	89.09%	104	85.95%
Municipalities without www	23	13.07%	6	10.91%	17	14.05%
Total	176	100.00%	55	100.00%	121	100.00%



## Observations & Alternative Approaches



### Political Information

Canada – 94%      Nova Scotia – 94%

### Observation

Self promotional.

### Alternative Approach

Structure and policy focus.



## Observations & Alternative Approaches



### Geographic Information

Canada – 97%      Nova Scotia – 98%

### Observation

Well provided.

### Alternative Approach

Inclusion of Mapquest  
or GeoNOVA/Provincial.



## Observations & Alternative Approaches



### Business/Economic Information

Canada – 94%      Nova Scotia – 90%

### Observation

Regional incentives  
absent.

### Alternative Approach

Expand.



## Observations & Alternative Approaches



### Taxation Information

Canada – 86%      Nova Scotia – 61%

### Observation

Insufficient detail.

### Alternative Approach

Expand detail.



## Observations & Alternative Approaches



### Tourism Information

Canada – 95%      Nova Scotia – 98%

### Observation

Well provided.

### Alternative Approach

Local focus.



## Observations & Alternative Approaches



### License/Permit Information

Canada – 82%      Nova Scotia – 61%

### Observation

Few download forms.

### Alternative Approach

Expand the use of PDF files.



## Observations & Alternative Approaches



### 411 Information

Canada – 26%      Nova Scotia – 16%

### Observation

Few provide.

### Alternative Approach

Build local directories.



## Observations & Alternative Approaches



### Utilities Information

Canada – 82%      Nova Scotia – 63%

### Observation

Majority provided.

### Alternative Approach

Inform and assure.



## Observations & Alternative Approaches



### Environmental Information

Canada – 84%      Nova Scotia – 53%

<u>Observation</u>	<u>Alternative Approach</u>
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Recycle policy.	Expand and inform.
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## Observations & Alternative Approaches



### Social Issue Information

Canada – 83%      Nova Scotia – 22%

<u>Observation</u>	<u>Alternative Approach</u>
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Not common in NS.	Solicit input and awareness.
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## Observations & Alternative Approaches



### Police Information

Canada – 66%      Nova Scotia – 47%

### Observation

Local in context.

### Alternative Approach

Optional, link at minimum.



## Observations & Alternative Approaches



### Departmental Information

Canada – 90%      Nova Scotia – 63%

### Observation

Difficult to navigate.

### Alternative Approach

Use organizational charts.



## Observations & Alternative Approaches



### Contact Information

Canada – 92%      Nova Scotia – 92%

### Observation

Well provided.

### Alternative Approach

Should be 100%.



## Observations & Alternative Approaches



### Contact E-Mail Information

Canada – 89%      Nova Scotia – 71%

### Observation

Lack of such contradicts having a web site.

### Alternative Approach

Should be 100%.



## Observations & Alternative Approaches



### Health Care Information

Canada – 66%      Nova Scotia – 55%

### Observation

Local in context.

### Alternative Approach

Link public health departments.



## Observations & Alternative Approaches



### Bilingual

Canada – 15%      Nova Scotia – 2%

### Observation

Very low presence.

### Alternative Approach

Local decision.



**Observations & Alternative Approaches**



Fee Payments – Property Tax

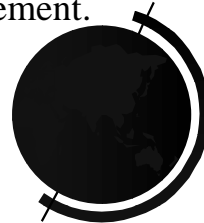
Canada – 2%      Nova Scotia – 0%

Observation

Very low presence.

Alternative Approach

Need for improvement.



**Observations & Alternative Approaches**



Fee Payments – Permits/Licenses

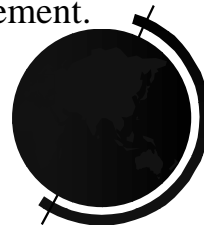
Canada – 2%      Nova Scotia – 0%

Observation

Very low presence.

Alternative Approach

Need for improvement.



## Observations & Alternative Approaches



### Fee Payments – Parking/Traffic Fines

Canada – 5%      Nova Scotia – 0%

### Observation

Very low presence.

### Alternative Approach

Need for improvement.



## Observations & Alternative Approaches



### Local Links – Business

Canada – 73%      Nova Scotia – 59%

### Observation

Lost opportunity.

### Alternative Approach

Local business promotion.



## Observations & Alternative Approaches



### Local Links – Religious

Canada – 13%      Nova Scotia – 12%

Observation      Alternative Approach

Low presence.      Community inclusion.



## Observations & Alternative Approaches



### Local Links – Governmental

Canada – 71%      Nova Scotia – 35%

Observation      Alternative Approach

Low presence.      Links for most common.



## Observations & Alternative Approaches



### Local Links – Media

Canada – 16%      Nova Scotia – 12%

### Observation

Low presence.

### Alternative Approach

Include with business links.



## Observations & Alternative Approaches



### Local Links – Aligned Communities

Canada – 2%      Nova Scotia – 6%

### Observation

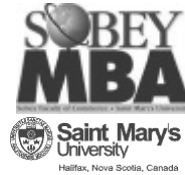
Low presence.

### Alternative Approach

Partnership opportunities.



## CONCLUSIONS



Use of electronic media/services could be expanded.

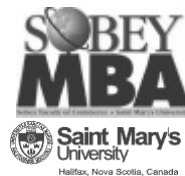
Nova Scotia municipalities consistent with the nation.

Nova Scotia municipalities well positioned.

A national leadership position easily within grasp.



## QUESTIONS?



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