

“AND THE WINNERS ARE”

An Evaluation Of Local Government Websites in Santa Barbara County

INTRODUCTION

The World Wide Web is taking a more prominent role in how local government entities communicate with their constituencies. Within Santa Barbara County, there are 44 elected boards for county, cities and special districts. In addition, there are 25 elected boards for school districts, including elementary, secondary and community college levels. Of these 69 boards and districts, 43 currently have websites to publicize information.

OBJECTIVE

The Grand Jury reviewed and evaluated these 43 websites against Jury established criteria in an effort to educate and better inform the citizens of the County about the existence and quality of these specific websites.

PROCEDURES

The Grand Jury established the following factors to be used for evaluating each of the 43 websites:

- Overall appearance of web page
- Ease of understanding website content
- Adequacy of website index
- Information displayed in understandable terms
- Currency of information displayed
- Ease of locating information on website
- Links to other related websites
- Website designed for target audience
- Website designed more for internal use or external use
- The learning experience associated with viewing the website
- The organization's mission and purpose are understood
- Would this website be used again if seeking information about this organization?

The factors were assigned a numerical rating of 1 - 5 based on the subjective judgment of each juror, with 1 being poor and 5 being excellent. The ratings of all jurors were totaled and an average for each factor was calculated.

Since no specific means exist to determine potential users of a website within, for example a city, community service district or school district, the number of current registered voters for the area served by the website was identified. This provides some form of measure of the potential users for a specific website.

And The Winners Are . . .

Best Overall Web Page

- 1st Place: Santa Barbara County
- 2nd Place: Allan Hancock Community College
- 3rd Place: City of Santa Barbara

Best Overall Appearance of a Web Page

- 1st Place: Allan Hancock Community College
- 2nd Place: Santa Barbara Metropolitan Transit District
- 3rd Place: City of Santa Barbara

Best Website for Ease of Understanding

- 1st Place: Allan Hancock Community College
- 2nd Place: City of Santa Barbara
- 3rd Place: Santa Barbara County

Best Website Index

- 1st Place: Santa Barbara County
- 2nd Place: City of Santa Barbara
- 3rd Place: Santa Barbara County Board of Education

Best Website for Information Presented In Understandable Terms

- 1st Place: City of Santa Barbara
- 2nd Place: Allan Hancock Community College
- 3rd Place: Santa Maria Public Airport District

Best Website for Currency of Information

- 1st Place: Santa Barbara Community College District
- 2nd Place: Allan Hancock Community College
- 3rd Place: City of Santa Barbara

Best Website for Ease of Locating Information

- 1st Place: Santa Barbara Metropolitan Transit District
- 2nd Place: Santa Barbara County
- 3rd Place: Allan Hancock Community College

Best Website for Links to Other Sites

- 1st Place: Santa Barbara County
- 2nd Place: Allan Hancock Community College
- 3rd Place: City of Lompoc

Best Website Design for Targeted Audiences

- 1st Place: Santa Barbara County
- 2nd Place: Allan Hancock Community College
- 3rd Place: Santa Barbara Metropolitan Transit District

County, City, School and District Websites in Santa Barbara County

<u>Board/Council/District</u>	<u>Website</u>	<u>Registered Voters</u>
Santa Barbara County	www.countyofsb.com	194,672
City of Buellton	www.cityofbuellton.com	2,225
City of Carpinteria	www.ci.carpinteria.ca.us	6,396
City of Goleta	www.cityofgoleta.org	15,235
City of Guadalupe	www.ci.guadalupe.ca.us	1,899
City of Lompoc	www.ci.lompoc.ca.us	14,966
City of Santa Barbara	www.ci.santa-barbara.ca.us	46,091
City of Santa Maria	www.ci.santa-maria.ca.us	25,816
City of Solvang	www.cityofsolvang.com	3,101
Santa Maria Public Airport District	www.santamariaairport.com	48,557
Vandenberg Village Community Services District	www.vvcsd.org	3,918
Carpinteria/Summerland Fire Protection District	www.csfd.net	9,606
Montecito Fire District	www.montecitofire.com	6,894
Embarcadero Municipal Improvements District	www.emid.org	369
Isla Vista Recreation and Parks District	www.ivparks.org	8,578
Cachuma Resource Conservation District	www.carcd.org	0
Goleta Sanitary District	www.goletasanitary.org	21,705
Goleta West Sanitary District	www.goletawest.com	18,900
Montecito Sanitary District	www.montecitosanitarydistrict.org	6,526

<u>Board/Council/District</u>	<u>Website</u>	<u>Registered Voters</u>
Santa Barbara Metropolitan Transit District	www.sbmtd.gov	0
Santa Barbara Coastal Vector Control District	www.silcom.com/~vector	0
Carpinteria Valley Water District	www.cvwd.net	7,959
Goleta Water District	www.goletawater.com	46,602
Montecito Water District	www.montecitowater.com	10,389
Allan Hancock Community College District	www.hancock.cc.ca.us	167,048
Ballard School District	www.ballardschool.org	937
Buellton Union School District	www.directimage.com/jonata	2,903
Carpinteria Unified School District	www.cusd.net	9,619
Goleta Union School District	www.goleta.k12.ca.us	40,918
Guadalupe Union School District	www.sbceo.org/~guadsd/	1,935
Hope School District	www.hopeschooldistrict.org	9,145
Lompoc Unified School District	www.lusd.org	22,133
Los Alamos School District	www.losalamosschool.org	826
Los Olivos School District	www.losolivosschool.com	1,085
Montecito Union School District	www.sbceo.org/~montecit/	4,561
Orcutt Union School District	HTTP://orcutt1.sbceo.k12.ca.us/public/	20,376
Santa Barbara County Board of Education	www.sbceo.org	194,672
Santa Barbara Community College District	www.sbccc.edu	111,148
Santa Barbara School/High School District	www.sbsdk12.org	101,529
Santa Maria-Bonita School District	www.smbbsd.k12.ca.us	24,817
Santa Maria Joint Union High School District	www.smjuhsd.k12.ca.us	48,561
Santa Ynez Valley Union High School District	www.sbceo.k12.ca.us/~pirates/	12,462
Solvang School District	www.solvangschool.org	3,204
Vista Del Mar Union School District	www.sbceo.org/~vistafac	354