

## **“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**

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

#### **Best Overall Appearance of a Web Page**

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

#### **Best Website for Ease of Understanding**

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

#### **Best Website Index**

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

#### **Best Website for Information Presented In Understandable Terms**

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

#### **Best Website for Currency of Information**

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

### **Best Website for Ease of Locating Information**

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

### **Best Website for Links to Other Sites**

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

### **Best Website Design for Targeted Audiences**

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

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