

Current Communications Results 2018 vs. 2017

Borough communications have been acknowledged and awarded on a statewide level. The borough website was evaluated as part of the Monmouth University *New Jersey E-Government Municipal Website Evaluation*. Websites were evaluated for Content and Ease of Use (content accounted for approximately two-thirds of the final score and ease of use for one-third). Of the 540 state municipal websites evaluated, our website **ranked 79th overall (top 15%) in the state and #2 (top 10%) of the 21 websites in Union County**. This was a significant achievement, given the fact that New Providence was competing with municipalities with substantially larger budgets, populations, and resources.

Our website continues to be well maintained. We have migrated to the WordPress platform to enhance the user interface and we continue to keep content current and relevant. The website is typically updated on a daily basis, and usage continues to increase:

Website Usage 2018 vs. 2017:

Sessions	Users	Page views
13.03%	15.65%	7.99%
126,841 vs 112,222	65,601 vs 56,722	299,449 vs 277,299

New Users
15.54%
62,973 vs 54,504

Sessions = Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session

Users = Users who have initiated at least one session during the date range

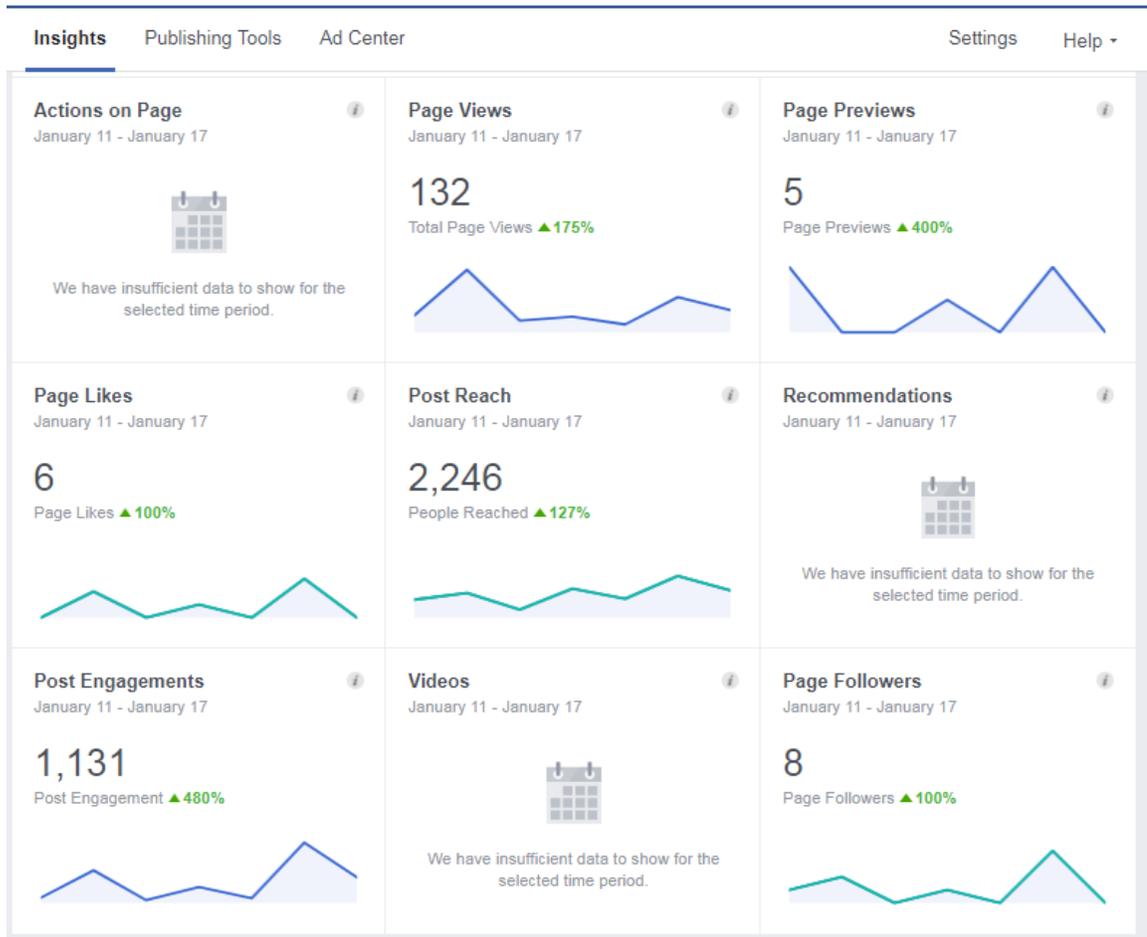
New Users = The number of first-time users during the selected date range.

Page views = the total number of pages viewed. Repeated views of a single page are counted.

Recreation, Garbage/Recycling, Tax Collector, Forms & Documents, and Home page/Contact Us were the most often visited pages.

Our 2019 Facebook metrics continue to grow as well:

Facebook Metrics



Statewide Awards for Public Information

The borough has also been the recipient of three consecutive statewide awards in the Annual Municipal Public Information Contest sponsored by Rutgers Center for Government Services (CGS), the New Jersey State League of Municipalities, and the New Jersey Municipal Management Association. In 2016, we won Best Print Media, in 2017 Best Special/Innovative Media, and in 2018 Best Visuals. The purpose of this contest is to highlight the use of successful and innovative techniques that increase government's ability to meet citizen needs and improve access to government services. The awards also provide incentive for municipalities to develop or enhance their public information programs in order to be able to offer more innovative, responsive, and personalized services to citizens.

On-Line Inquiries

Our online inquiry system also shows that we are doing well keeping our residents informed. We received 842 online inquiries in 2018. No comments were submitted specifically to complain about our website, Facebook page, publications, the electronic bulletin board, NPTV, or to express dissatisfaction regarding where to find information or how to get answers to questions. (Our residents may not like the answers they get, but they do know where to get them!)

