

Danville Town Services Committee

Town Website

Task Analysis – Service Evaluation

Proposed Service: Provision a Town Website, updated routinely on work days, that:

- Provides official contact information for all town officials and public bodies
- Provides a calendar of events for official town activities
- Provides up-to-date information on official town activities
- Assists residents and landowners in finding and filing municipal actions like permits
- Contains reference information for public policies, bylaws, ordinances, and reports
- Meets state and federal website posting requirements

Decision: What is the best way for the Town to manage the content on the website?

Task Analysis – Facts and Assumptions

- Maintaining a dynamic website is relatively new for Vermont towns; while generally accepted as important, the skills for website and content management are **not part of existing hiring requirements** and budgets do not cover commercial-level content management.
 - KeVaCo, Danville’s current website hosting service, costs \$480/year plus \$50/hour for basic website management and limited design support (typically **~\$750/year**).
 - “Maintain and update the Town’s official website in an accurate and timely manner” is **1 of 23 essential duties** and responsibilities in the Selectboard Assistant job description; it does not mention any website management skills, abilities, or training.
 - Most town **content providers are volunteers** with little to no experience or expertise in providing products that are web-friendly, much less meet desired / mandated web accessibility standards.
 - The Selectboard Assistant currently spends **~3.8 hours/week** (15-20% of her time) managing web content.
 - Estimated cost for using a third-party content manager just to post submitted products is on the order of **\$10,000/year** (plus transition costs).
 - Hiring or contracting someone to check products and ensure content meets accessibility guidelines would likely cost on the order of **\$30,000+/year**.
- The **Selectboard is responsible** for most of the relatively dynamic information on the website – events, official activities, and official policies, bylaws, and ordinances.
- The **Town Clerk/Treasurer and other officials** are responsible for a lot of the relatively static required information and processes on the website (like permits and taxes).
- The **Selectboard Assistant is a vital conduit** between the Selectboard members and subordinate departments, commissions, and committees as well as other officials.
- Quality Assurance / Control (**QA/QC**) **checks** are essential for content that volunteer town officials submit for publication, just to meet expectations for markings and on-time posting.
- Website **format is relatively easy to change** with clear guidance (but wholesale changes should be rare, as users get accustomed to finding information in certain ways).

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Option Development

0. ~~Shut down website~~ – while Feasible and Timely, this would not be Acceptable and trying to use other platforms, like social media, would not be Suitable
 - NOTE: if website is absolutely required to meet all state and federal requirements, the expense probably makes dropping the service the **ONLY** option to meet a FAST test
1. Selectboard Assistant is Sole Content Manager (CM) - **CURRENT SYSTEM**
 - + Part-time employee knows requirements and how to meet them within guidance
 - + Consistent posting process and techniques
 - - Website is only one of many different responsibilities
 - - Support for content management is only available through contract
 - -- No backup for vacation, transition, or emergencies
2. Selectboard Assistant is Content Manager (CM) with Volunteer Support (for projects)
 - + Capable volunteers (probably) available
 - + Content managers support each other
 - - Different web posting standards
 - - Volunteers asked, not tasked
3. **Selectboard Assistant and (Assistant) Town Clerk are CMs - RECOMMENDATION**
 - + Content managers support each other
 - +/- Shared authority between Selectboard and Town Clerk
 - +/- More work for Assistant Town Clerk, but Clerk can prioritize time and projects
 - - Extra training for designated support employees
4. ~~Town Manager / Information Officer is Content Manager with Selectboard Assistant Support~~ – this could be Feasible, Suitable, and Timely, but the cost would not be Acceptable
5. ~~Contractor Performs Content Management~~ – this could be Feasible, Suitable, and Timely, but the cost of third-party support and publication processes would not be Acceptable

Option Comparison	1: SB Asst Only	2: SB Asst + Volunteer	3: SB / Clerk Share
CM Alternate/Backup	-	+	+
Page Consistency	+	-	0
Page Development Support	-	+	+
Posting Responsiveness	0	0	+
Cost	+	+	0
Overall	0	++	+++

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Selection – Refinement and Recommendation

Danville should maintain the Town website largely as it is through the current web-hosting vendor.

- Continue to adjust format and site navigation in line with recent updates
- Add functionality for online form submission and processing where possible and suitable

Primary change recommendation: Define the website as a joint responsibility between the Selectboard and Town Clerk, with each appointing a Content Manager who share duties and back each other up

Initial Submission Date: September 15, 2025

Selectboard Feedback/Comments:

Revision History

If TSC or Selectboard respond with revisions, please track below to ensure that everyone is up to date.

Name	Description	Date
Glenn Herrin	Recommendation after Town Services Committee discussion	15 SEP 25